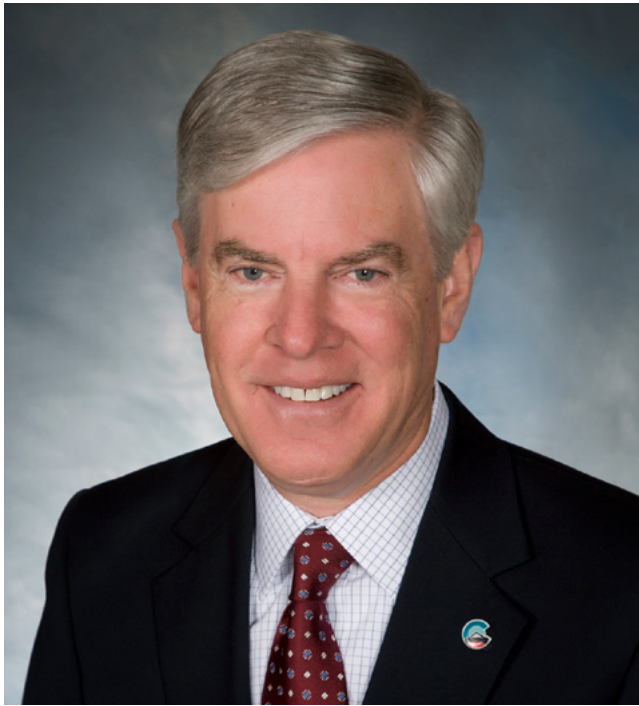




2020 ANNUAL REPORT



A LETTER FROM **DOUG PRICE**

PRESIDENT & CEO

“I am very optimistic thinking about our road to recovery and what the future holds for all of us in Olympic City USA.”

In a typical year, a Destination Marketing Organization like Visit Colorado Springs focuses on its mission to bolster the economy by using a variety of marketing and sales strategies to draw visitors who will spend money in the region. 2020 was anything but typical. In terms of financial impact, last year was more challenging than 9/11 in 2001, the financial crisis in 2009 and the fires and floods in 2012 and 2013. Our entire industry went into crisis mode in mid-March, and in many ways, that’s still where we are in early 2021.

With all the challenges we faced in 2020 and continue to grapple with today, there is still a long list of positive things we can be grateful for and leverage as we travel the road to recovery.

150 years ago, Colorado Springs was founded and quickly became known as a wellness destination. People traveled here to heal and take refuge in the fresh mountain air and 300 days of sunshine. During this pandemic, we are going back to our roots as a wellness destination.

Every year we appreciate and market our region’s great outdoors, but in 2020, they were a true refuge, allowing us the space to explore safely. People are excited to visit our wide-open spaces, which was fundamental to our 2020 messaging and the theme of our 2021 Official Vacation Planner and advertising campaigns. We are thankful for organizations like the Pikes Peak Outdoor Recreation Alliance and Trails and Open Space Coalition that help us recreate responsibly, especially during this time when more people are heading out on our trails.

The Olympic City USA brand is inspiring more and more people to visit Colorado Springs, and the opening of the U.S. Olympic & Paralympic Museum gives them a great reason to do so. For those of you who have visited on your own or joined us for the private event we held in September, you understand how special, inspiring and accessible this award-winning museum is.

The William J. Hybl Sports Medicine & Performance Center opened its doors to researchers, students, athletes and private citizens, all with a common goal of getting people back on the playing field and reaching their potential.

The two components of the Colorado Springs Sports Complex each broke ground in 2020 and added more construction cranes to the city’s skyline. Weidner Field and Robson Arena will welcome events, competitors and fans in 2021.

Years ago, City for Champions projects were just a dream on the horizon. Now, they are here and bringing incredible possibilities, unique and inspirational experiences and new options for our visitors, event planners and community at large in Olympic City USA. We need to stay focused on attracting events and visitors from outside of Colorado to utilize these fabulous new venues.

The return of Flying W Ranch Chuckwagon Dinner & Western Show is another special memory of 2020. Their outdoor area takes advantage of the beautiful views of their land, and the spacious lodge allows for year-round dining and events. No matter what time of year, the Flying W Wranglers will warm your heart and keep your toes tapping.



Throughout 2020, construction continued on The Broadmoor Manitou and Pikes Peak Cog Railway and the new Summit Visitor Center on Pikes Peak – America’s Mountain. The Cog will have a new track, new trains and a new depot. The Summit Visitor will offer epic views, interpretive exhibits, enhanced food choices and the high-altitude donuts we all know and love. Both attractions are scheduled to open in May 2021, welcoming visitors from near and far. There is still time to make a tax-deductible gift at GiveToPikesPeak.org.

Though many events were canceled in 2020 due to meeting-size and travel restrictions, several events in the resilient sports sector were safely held.

The Pikes Peak Ascent was canceled, but organizers were able to run the Pikes Peak Marathon on August 23 with 648 runners at the starting line and Seth DeMoor crossing the finish line first in the men’s division and Brittany Charboneau in the women’s division.

The Pikes Peak International Hill Climb was postponed until August 30, and no spectators were allowed on the mountain for the first time in race history. The winner was local Clint Vahsholtz from Woodland Park.

Over four days in late September, the city hosted the inaugural Pikes Peak APEX, presented by RockShox, a unique four-day mountain bike challenge on the slopes of Pikes Peak – America’s Mountain. This is a home-grown, annual event of the Pikes Peak Outdoor Recreation Alliance.

A common thread running through each of these events was the daunting task of keeping competitors safe throughout the competition. Organizers worked tirelessly with El Paso County Public Health to develop procedures and protocols to allow the events to go forward with confidence and safety.

We should all extend our gratitude to El Paso County Public Health and their hard work keeping us safe throughout the pandemic and now providing us with transparent, timely communication on our current COVID data and vaccine rollout. With their support, the finish line is in sight.

One of the biggest feats accomplished by our community that will positively impact our tourism industry for years to come was the successful recruitment of Southwest Airlines to the Colorado Springs Airport. An effort that was decades in the making, Southwest flights are officially off the ground here in Colorado Springs, symbolizing so much hope for the recovery of our region. Ticket sales are off to a brisk start as residents are showing they prefer the convenience of Fly COS versus the challenges of driving to Denver.



The pandemic certainly impacted the tourism labor force both here and around the world. I want to acknowledge the good work being done by our local high schools as well as the new Hospitality program at Pikes Peak Community College led by Dr. Herman Crawford, a new Visit COS board member. These programs are developing the pipeline for future leaders in our local tourism industry.

We couldn’t have made it through these challenges without each of you, our partners, standing by our side, finding creative solutions and supporting one another in ways we’ve never seen before. Through periods of darkness, there is always light, and all of you have been that light for us. We cannot diminish the struggle and pain of the last year – but we can appreciate the good that was achieved, including breaking down silos, forming new collaborations and finding ways to persevere together.

As we celebrate our city’s sesquicentennial and reflect on 150 years of hardship, growth and community, I am very optimistic thinking about our road to recovery and what the future holds for all of us in Olympic City USA.



2020 TOURISM

INDUSTRY REVIEW

GLOBAL PANDEMIC

2020 will always be known for the COVID-19 global pandemic. “Our economy is in a recession, but the travel industry is in a depression,” said Roger Dow, president and CEO of U.S. Travel Association. More than half of the industry’s 15.8 million jobs have been wiped out in the U.S. due to the crisis. According to Tourism Economics, travel spending in the U.S. reached \$4.2 billion in 2020, a third of the \$12.3 billion spent in 2019. Headcount limits severely impacted the meeting industry.

OLYMPIC CITY USA

The Olympic City USA brand is taking root. In 2018, about a third of Colorado Springs residents could identify the city’s moniker. The 2020 research showed brand awareness had doubled, with 67% knowing this is the Colorado Springs brand. Visit COS ran a digital OCUSA campaign in the third quarter that delivered nearly 3 million media impressions and an impressive .52% click-through rate. The opening of the U.S. Olympic & Paralympic Museum further solidified Colorado Springs as Olympic City USA.

VISITATION DATA

Due to 2020 budget restrictions, Visit COS delayed purchasing the 2019 Longwoods Report on Tourism. This report details how many people visited the region, how much was spent, length of stay, where visitors came from and why they visited. In 2019, 22.5 million people visited the Pikes Peak Region, down .3% from 2018. Overnight visitors increased 2.4% to 10.3 million. 2020 data will be available in June 2021.

PIKES PEAK WONDERS REGION

The Colorado Tourism Office continues to fund a regional branding project to promote Pikes Peak Wonders and other regions of the state. Itineraries were developed in 2020 to target “Nerd Recreationists,” people who love mild to moderate adventure and are intent on learning everything they can about the places they visit. These trip ideas are posted on Colorado.com.



2020 TOURISM

INDUSTRY REVIEW

COLORADO SPRINGS AIRPORT

The Colorado Springs Airport (COS) had more than 700,000 passengers travel through the terminal in 2020, representing a 56% decrease from 2019. While COS saw a downturn in air service due to COVID-19, the year ended with big news for Colorado's small airport.

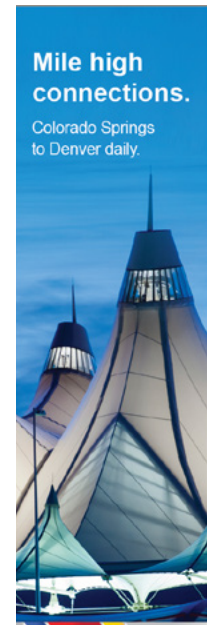
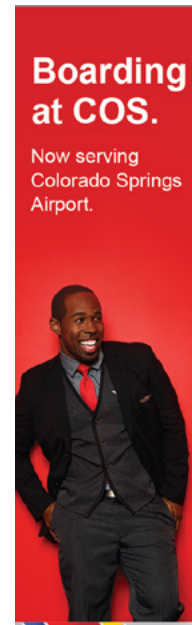
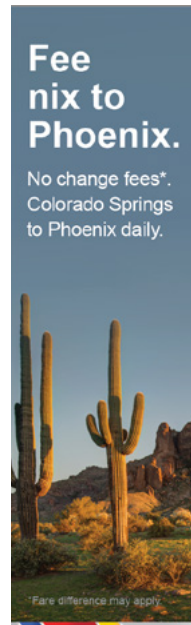
After nearly two decades of recruiting Southwest Airlines, news broke in late October the popular low-cost airline would begin service in March 2021 at COS. Southwest brought daily, non-stop service to Denver, Las Vegas, Phoenix, Dallas (Love Field) and Chicago (Midway). These flights will open up the entire Southwest Airlines network in the U.S. for both residents and visitors.

The community, including Visit COS, banded together to raise funds for Southwest's airport infrastructure requirements and an outbound advertising campaign. The goal of the campaign is to raise awareness and COS Airport usage by residents in Colorado Springs and surrounding communities in southern Colorado.

Beyond the commercial side and on the west side of the airport, new hangars continued to go up in 2020 and the National Museum of WWII Aviation constructed a large addition. In Peak Innovation Park, the 3.7 million sq.-ft. Amazon Fulfillment Center began construction with an anticipated opening in summer 2021.

Aerospace Corporation started construction on their new facility, and more development is on the way. Additional plans for Peak Innovation Park include two hotel properties, office space, retailers, restaurants and outdoor amenities such as an amphitheater and running trails.

2020 was award-winning for COS. The airport was honored as the statewide recipient of the EDIE Award for Economic Partnerships by the Economic Development Council of Colorado. Additionally, COS was chosen as the national winner for its "Colorado's Small Airport" branding campaign by the Airports Council International.



SUSTAINABILITY

With more than 23 million people visiting the region each year, it is imperative the tourism industry take immediate measures to ensure the destination will be beautiful and inviting for all generations to come.

Visit COS is an active participant in a joint initiative between the Colorado Tourism Office and Leave No Trace Center for Outdoor Ethics. The program has the goal of inspiring residents and visitors to protect Colorado's special places using the seven Care for Colorado Principles. These principles were highlighted in the 2020 Official Vacation Planner.

Visit COS regularly highlights partners who practice sustainability and social responsibility in the Pikes Peak Region. Examples include Frayla Boutique, Goat Patch Brewing Company, A Grazing Life, Trails End Taproom, Sasquatch Cookies, Elevated Art Experience and the new Pikes Peak Summit Visitor Center.

CITY FOR CHAMPIONS

2020 PROGRESS REPORT



U.S. OLYMPIC & PARALYMPIC MUSEUM

The U.S. Olympic & Paralympic Museum opened to the public in July 2020, to worldwide acclaim. It was voted “Best New Attraction of 2020” in *USA Today’s 10Best Readers’ Choice Awards*. The museum was presented the 2020 Grand Award by the International Association for Universal Design. The iconic building draws its inspiration from the physical motion of the athletes it enshrines. The 60,000 sq.-ft. museum is dedicated to Team USA athletes and their compelling stories. It includes the artifacts, media and technology behind the athletes while focusing on the core values of the Olympic and Paralympic movements. Through the building’s structure and assistive technologies, it is among the most accessible and interactive museums in the world.



WILLIAM J. HYBL SPORTS MEDICINE & PERFORMANCE CENTER

The Hybl Center at the University of Colorado Colorado Springs fully opened in August 2020. The 104,000 sq.-ft. building is first in the nation to integrate undergraduate and graduate academic programs with clinical practice and research in a sports medicine and performance environment. The state-of-the-art facility is designed to encourage “collision” between students, patients, clients, physicians and faculty. More than 1,200 exercise science, human anatomy, physiology, athletic training and nutrition students study at the center. Traveling for medical procedures is a fast-growing industry, and the center will be a focal point of the Colorado Springs sports ecosystem.

COLORADO SPRINGS SPORTS EVENT CENTER

Weidner Field, opening in early spring 2021, is the highest elevated professional sports stadium in the U.S. and the permanent home of the Colorado Springs Switchbacks FC, a member of the USL Championship soccer league.

With 8,000 spectator seats for sporting events (expandable up to 15,000), 117,000 sq.-ft. of event space and a 98,000 sq.-ft. playing field, Weidner will host Olympic/Paralympic-related events, tournaments, competitions, concerts and camps.

Stadium amenities include synthetic turf, best-in-class lighting and data, high-def digital video production and a distributed sound system. The entrance to the stadium will be graced by a \$5 million modern art sculpture that will let visitors know they have arrived someplace special.

Edward J. Robson Arena, opening in fall 2021 and located on the Colorado College Campus, is a multi-purpose, state-of-the-art, sustainable sporting event venue that will benefit both the college and the City of Colorado Springs.

This 120,000 sq.-ft. venue is an indoor events center with 3,400 permanent seats and the ability to add 650 seats on the floor. It will host ice-based events with the flexibility to accommodate a variety of non-ice indoor sports and special competitions. The permanent rink of Colorado College Tiger Hockey, this arena will also host a variety of Olympic and Paralympic events, youth sport competitions and camps.

Robson Arena will have an attached, multi-level parking structure, retail space, student support areas and on-site restaurants for attendee convenience. Its location on the Colorado College campus and proximity to I25 and Downtown Colorado Springs will be convenient for both residents and visitors.



USAFA GATEWAY VISITOR CENTER

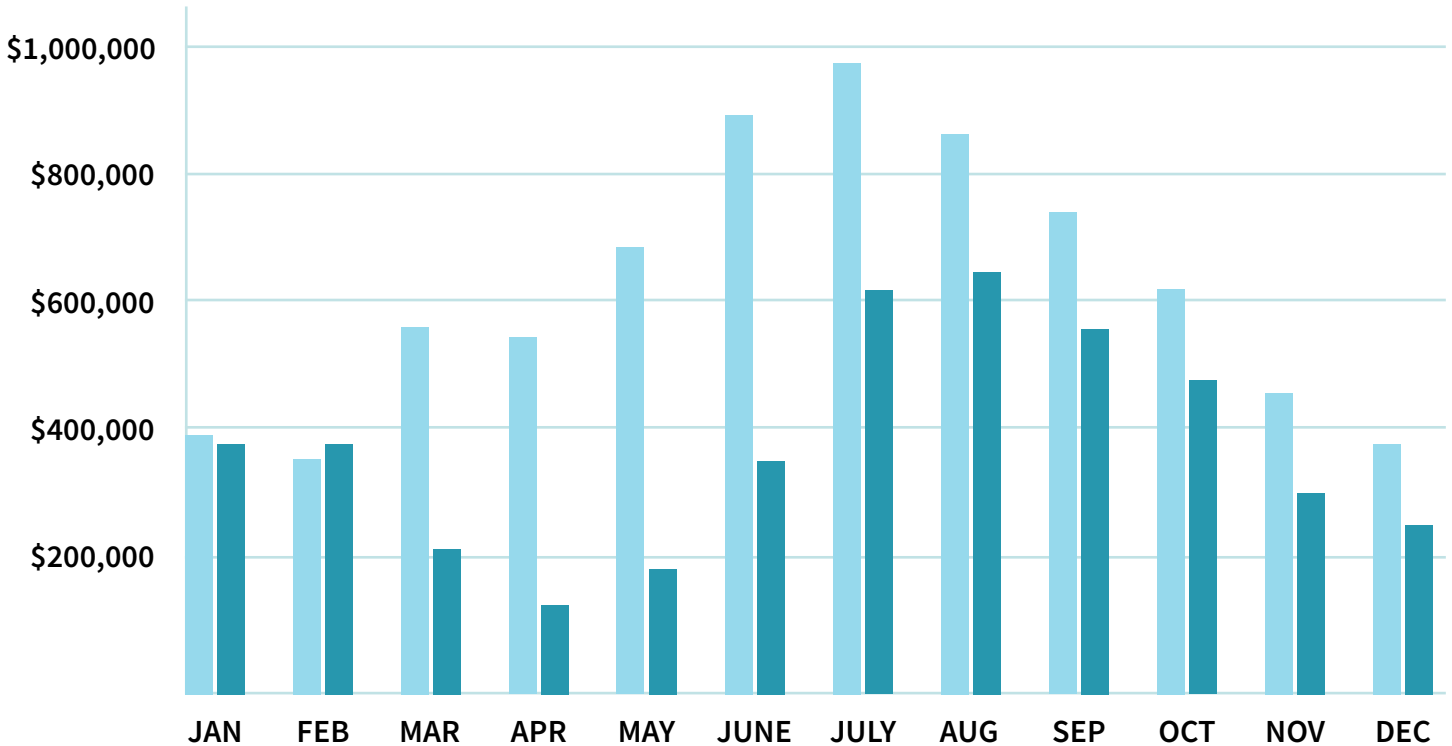
The U.S. Air Force Academy Gateway Visitor Center will transform the visitor experience to honor the contributions of cadets to the U.S. Air Force and the country. Located adjacent to I25, just outside the North Gate security entrance, the space will allow for major expansion of exhibits and improved audio visual for a museum-quality experience. The 35,000 sq.-ft. centerpiece is a soaring white structure with four wing-like roofs, each pitched higher than the last, giving the impression the structure is taking flight. Progress has been slowed throughout 2020 due to the pandemic, and the groundbreaking is expected by the end of 2021.



PERFORMANCE MEASURES

2020 LART BY MONTH

■ 2019 \$7,508,794
■ 2020 \$4,530,057 -39% YOY



2020 FUNDING SOURCES

TOTAL: \$4,844,458

LART



COUNTY / STATE / FEDERAL



PARTNERSHIP



OTHER



2020 EXPENDITURES

TOTAL: \$3,863,716

MARKETING PROGRAMS



MANAGEMENT/ADMIN



PARTNERSHIP



PUBLIC RELATIONS



PAID SOCIAL
\$393,021



MEDIA INTERACTIONS
281



MEDIA EQUIVALENCY
\$365,478

GROUP SALES & SERVICING



REVENUE GENERATED
\$44,408,387



MISSION CONTACTS
231



LEADS SENT
464



TRADE SHOWS
6 live / 5 virtual



GROUP SERVICING ACTIVITIES
10,232

MARKETING



MARKETING IMPRESSIONS
72,919,767



EMAIL SUBSCRIBERS
28,402



PAID ADVERTISING
\$1,373,381



WEBSITE VISITS
3,071,015

PARTNERSHIP



PARTNERSHIP REVENUE
\$182,719

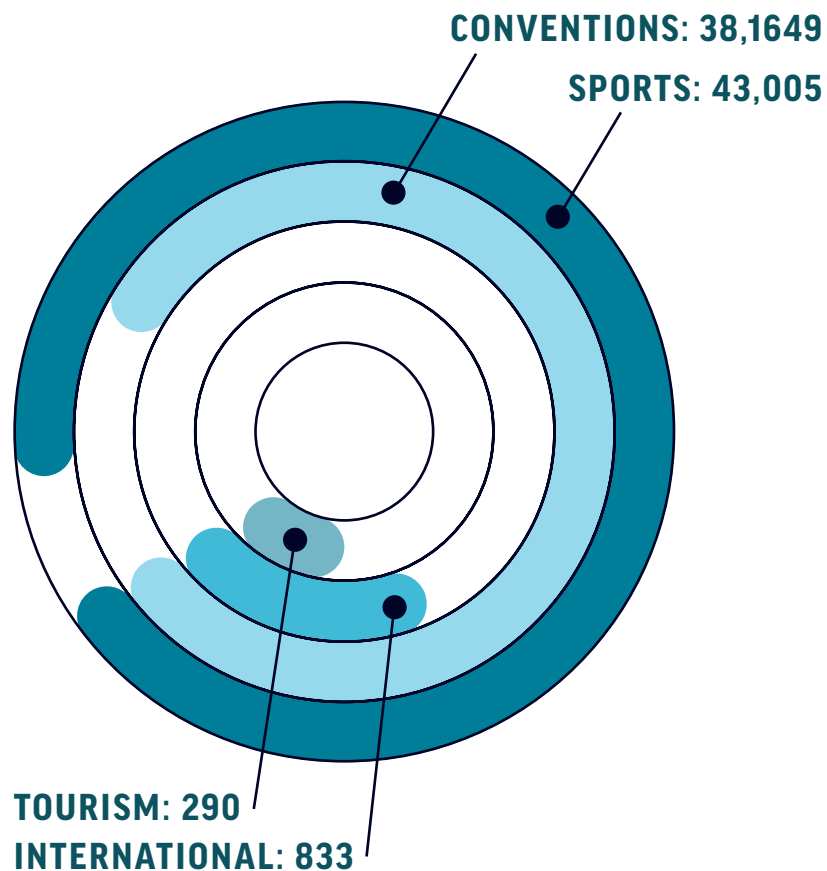


TOTAL PARTNERS
434



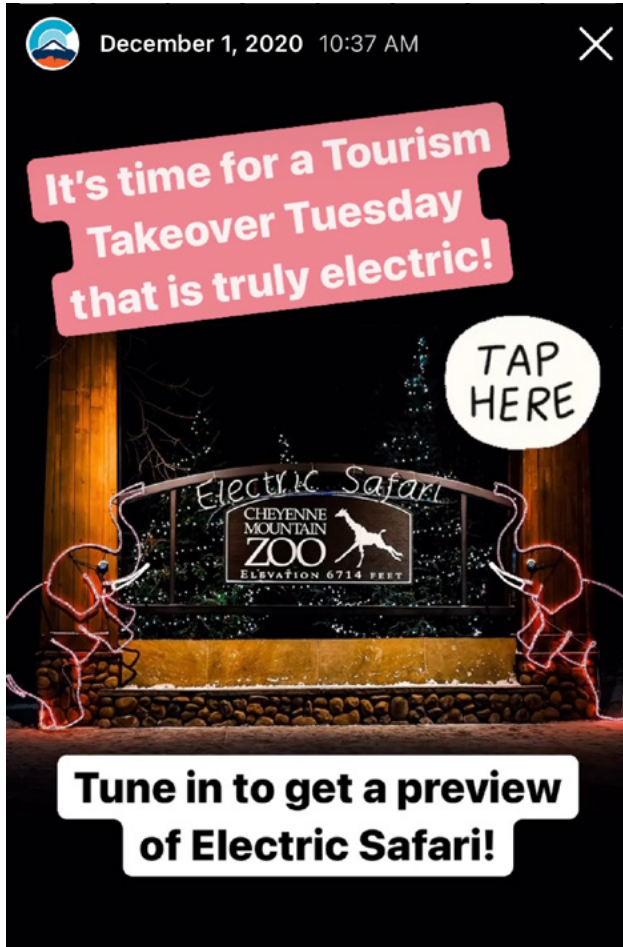
NEW PARTNERS
23

GROUP ROOM NIGHTS



DEPARTMENT REPORTS

MARKETING & VISITOR SERVICES



PR / COMMUNICATIONS

While the pandemic brought its own, unique struggles, prior experiences with crises prepared all of us for the best way to get through it – together as a community. Based on learnings from the fires and floods of 2012 and 2013, the Visit COS marketing team formed a collaborative marketing and communications group with city and regional organizations. The group collaborated on strategies for navigating the crisis, sharing information and working together to support local businesses.

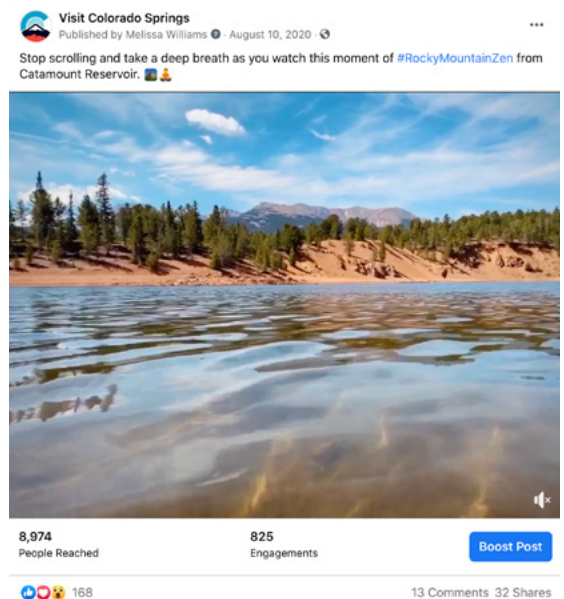
Public relations quickly gave way to crisis communications as the pandemic spread across the country and essentially shut down the travel industry. The website was immediately adjusted to provide residents and visitors with up-to-date information on travel restrictions. Staff drafted blog content and media outreach focused on partners' virtual experiences to keep destination top of mind while travel came to a standstill. These efforts generated media coverage in the *New York Times* and *Forbes*.

Most travel writer trips were canceled, though several were postponed until later in the year. In October, Visit COS partnered with the Colorado Tourism Office to host 10 writers from the region who each drove separately to Colorado Springs. They were treated to a tour and outdoor boxed lunch at the U.S. Olympic & Paralympic Museum, followed by an outdoor adventure of their choosing.

SOCIAL MEDIA

Social media played a critical role in communicating information throughout the pandemic. Standard posts and planned campaigns were canceled and replaced with travel updates, safety information and virtual experiences. Staff launched a campaign called “Rocky Mountain Zen” to provide audiences with inspirational, beautiful content and serene images of the region’s vistas and landscapes to provide respite from the stress all were experiencing.

“Tourism Takeover Tuesday” was a new initiative in 2020 that proved to be very popular with Visit COS partners and social media audiences. Each week, a partner was featured with an Instagram and Facebook story. The stories garnered strong engagement, and the calendar for these spots filled up quickly.



DEPARTMENT REPORTS

MARKETING & VISITOR SERVICES

LEISURE ADVERTISING

As the impacts of the pandemic became apparent, Visit COS paused all advertising and converted outreach to provide much-needed information and updates. The original slate of 2020 leisure advertising campaigns were reworked and rescheduled to reflect canceled and delayed trips due to the pandemic. Most print placements were canceled, and the media schedule was completely overhauled.

Staff, guided by local agency Design Rangers, created a video campaign called “The Adventure is You” to remind people the region would be eager to welcome them when they were ready to resume travel. This campaign used flexible messaging that adjusted as the status of the pandemic evolved.

As advertising slowly resumed in late June, staff focused first on the state before expanding into out-of-state drive markets. In August, staff launched the “Peak of Safety Pledge” to encourage residents and visitors to agree to follow public health guidelines in exchange for unlocking a passport of deals to discounts to Visit COS partner businesses. This program generated strong media coverage, and participation continues to be strong in 2021.

In August, a campaign launched specific to new and renovated attractions using CARES Act funds through El Paso County. Featured in the campaign were the U.S. Olympic & Paralympic Museum, Waters Edge: Africa, the new exhibit at Cheyenne Mountain Zoo, Flying W Ranch, The Broadmoor Manitou and Pikes Peak Cog Railway and the Pikes Peak Summit Visitor Center.

SAMANTHA BROWN’S PLACES TO LOVE

The filming of the *Samantha Brown’s Places to Love* episode, originally scheduled for July 2020, was postponed to July 2021. The popular PBS travel show will air in the first quarter of 2022 and feature The Broadmoor, The Broadmoor Manitou and Pikes Peak Cog Railway, the Summit Visitor Center, Garden of the Gods, U.S. Olympic & Paralympic Museum, Colorado Wolf & Wildlife Center, Manitou Springs, Colorado Ski Chairs, IV by Brother Luck and Atrevida Beer Company.



DEPARTMENT REPORTS

MARKETING & VISITOR SERVICES

OFFICIAL VACATION PLANNER

The 2020 Official Vacation Planner (internally known as the Official Visitor Guide or “OVG”) had already printed by the time pandemic closures began. With website traffic and travel drastically reduced, adjustments were made to the 2020 OVG distribution plan, originally scheduled to share 450,000 copies.

Nearly 225,000 guides were distributed through regional, brochure racks, visitor information centers and website orders. Enough guides were ordered each week through the visitor center that we were always able to meet the minimum weekly threshold of 200 guides.

With the theme of “Olympic City USA,” the guide included stories about City for Champions projects, the local craft beverage scene and top area attractions. Featured through the guide were six Team USA members who live and train in Colorado Springs.

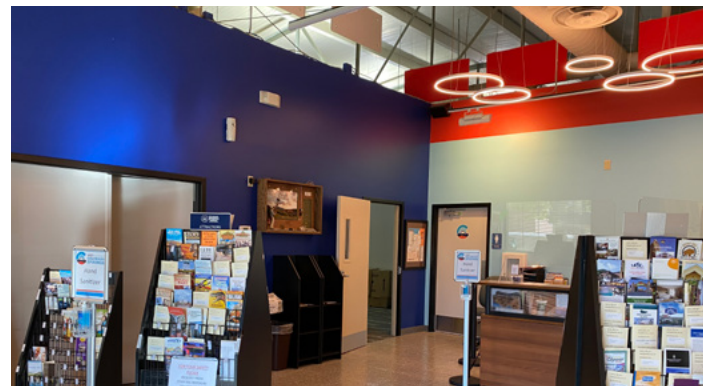
The guide is a joint venture between Visit Colorado Springs and Pikes Peak Region Attractions Association. Work on the 2021 guide began in April 2020, with a variety of adjustments including reduced page count and advertising prices, lower press run and content to reflect the new realities of travel.



VISITOR INFORMATION CENTER

For the safety of visitors, volunteers and staff, the Colorado Springs Visitor Information Center was closed in 2020 for several months, mid-March through June. In that time, the space received a variety of upgrades and a fresh appearance. The walls and floor were redone and have a bright, clean look to enhance the visitor experience. Updated lighting was added to brighten and modernize the space. New blinds, window tinting and sound barriers completed the cosmetic upgrades to the center.

With the help of CARES Act funds from El Paso County, upgrades were made to the VIC to make it more touchless and accessible. Automatic door openers were added to the front and restroom doors. Touchless faucets and automatic-flush toilets were added to the restrooms and hand sanitizing stations were added throughout the building. Closures and travel restrictions reduced the number of



visitors to the center. The guests that did come in were very interested in the many wonderful outdoor activities that the Pikes Peak Region offers. Visitors were excited by the opening of the U.S. Olympic & Paralympic Museum and the much-anticipated return of the Flying W Ranch. Staff and volunteers stayed in contact with partners to ensure the VIC had the most current information on hours and conditions to make sure visitors knew what to expect and what would be available to them.

DEPARTMENT REPORTS

GROUP SALES

MEETINGS & CONVENTIONS

While 2020 conventions were brought almost to a complete halt, the first quarter of the year started strong prior to the pandemic. The Convention Sales staff took this time to build and strengthen relationships with their clients throughout the year. They were creative in providing the most updated information and resources to help the planners make decisions on upcoming events. Many hours were spent on Zoom meetings with planners, and as the year came to a close, finally starting the conversations on bringing meetings back to the Pikes Peak Region. In 2020, the convention sales staff attended 6 live tradeshow and 5 virtual tradeshow.



SPORTS & SPECIAL EVENTS

The sports ecosystem is resilient. While the region did host fewer events due to cancellations, much progress was made on the city's sports infrastructure. The completion of the U.S. Olympic & Paralympic Museum and Hybl Sports Medicine & Performance Center further solidified the Olympic City USA brand. Weidner Field and Robson Arena each broke ground and made significant progress throughout 2020. Collaboration with Pikes Peak Outdoor Recreation Alliance continued with the successful Pikes Peak APEX cycling event held in September. Visit COS continued to support the Sports Corp as well as iconic events, including the Pikes Peak International Hill Climb, Pikes Peak Marathon and the Rocky Mountain State Games.



DOMESTIC TOUR TRAVEL

Domestic tour travel came to a virtual stop in early 2020, with 80-90% cancelled trips and very few future bookings, according to the American Bus Association Foundation, as people sheltered in their homes and avoided traveling in groups. March through June is when charter bus companies earn 60% of their revenue for the year, and that work was completely eliminated. Shuttle services like school field trips, marching bands and sports team were down about 95%. Throughout the industry, more than 100,000 workers were furloughed. Visit COS eliminated a sales manager position that serviced the domestic tour market.



DEPARTMENT REPORTS

GROUP SALES



INTERNATIONAL TRAVEL

International travel was hit harder than any segment of the travel industry. The 10 cities forecast to see the largest percentage fall in international visitors are in the United States. Before COVID-19, travel and tourism accounted for 10% of the global GDP and more than 330 million jobs worldwide. In 2019, 1.5 billion people took foreign trips. With international travel to the U.S. down by 75%, tourism receipts are not expected to recover to 2019 levels until 2024 or later.



GROUP SERVICING

With most group meetings and events canceling or postponing their 2020 events, group servicing activities declined in 2020. For the groups that did meet, Visit COS staff supplied them with restaurant, transportation, activity and service provider recommendations as well as welcome bags with the Official Vacation Planner and promotional items. Meeting and event attendees were directed to VisitCOS.com to get the latest information on restaurant and attraction status and hours.

NEW & RENOVATED LODGING PROPERTIES

NEW PROPERTIES

- Kinship Landing – Downtown COS
- Residence Inn – First & Main
- Holiday Inn Express & Suites – South COS
- Bartolin Hall – The Broadmoor

UNDER CONSTRUCTION

- Courtyard – Colorado Springs Airport
- Courtyard – InterQuest
- Hampton Inn – 1-25 Central
- Hyatt Place – Downtown COS
- Hyatt Place – InterQuest
- SpringHill Suites / Element – Downtown COS
- WoodSprings Suites – InterQuest

RENOVATED

- Best Western Plus – Fillmore
- The Lodge at Flying Horse
- Quality Inn & Suites Garden of the Gods



2020 GROUP AWARD

Platinum Choice Award Winner
Smart Meetings Magazine

DEPARTMENT REPORTS

PARTNERSHIP & VISITOR INFORMATION SERVICES

THE VALUE OF PARTNERSHIP

With the tourism industry's challenges, Visit COS provided financial relief with three partnership policies. Partnership dues were held to 2019 levels in 2020, each partner received six months of free partnership and partners had the option to pay with a customized payment plan.

Support from the private sector is key to the long-term success of Visit COS. Investing in the organization through partner dues and advertising as well as event sponsorships and virtual attendance demonstrated that the industry values and benefits from the work of Visit COS, the region's premier marketing organization.



EDUCATION & NETWORKING

Visit COS holds events throughout the year to provide educational and networking opportunities to its partners. In-person meeting restrictions necessitated all events to be held virtually. With a little creativity and a lot of technology, Visit COS was able to host the 2020 Annual Business Meeting, educational events and mixers.



ANNUAL EVENTS

ANNUAL BUSINESS MEETING

Facebook Live event at the U.S. Olympic & Paralympic Offices at Plaza of the Rockies.

TOURISM AWARDS CELEBRATION

Canceled due to COVID-19 meeting restrictions.

EDUCATION

CONTENT CALENDAR CREATION

Zoom Event

PARTNER ORIENTATIONS

Zoom Event

MIXERS

PIKES PEAK TROLLEY MUSEUM

Virtual Tour

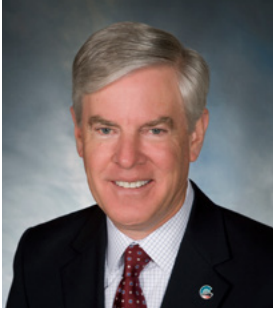
U.S. OLYMPIC & PARALYMPIC MUSEUM

Private, In-Person Event

MIRAMONT CASTLE & GLEN EYRIE CASTLE

Virtual Tour

VISIT COS EXECUTIVE TEAM & STAFF



DOUG PRICE
President & CEO



JIM CASSIDY
Chief Financial Officer



KATHY REAK, CFPM
Vice President of Sales



AMY LONG
Chief Innovation Officer



CHRISTY LONG
Director of Visitor Services

VISIT COS STAFF

JANE BLAZER | Marketing Coordinator
KIM GRIFFIS | Director of Partnership Development
NADINE KEANEY | Information Specialist
PEGGY MANTER | Executive Assistant
DORIS McCRAW | Information Specialist
CHERYL McCULLOUGH, CSEE | Senior Director of Sports & Events
DENISE NOBLE | Partner Relations Manager

APRIL PEREZ | Account Clerk
SARAH PRICE | Group Sales Administrator
HOLLY TAYLOR | Group Servicing Manager
ALEXEA VENERACION | Communications Manager
MELISSA WILLIAMS | Director of Marketing
DINA WORTHEN | Senior Sales Manager

VISIT COS BOARD OF DIRECTORS

SUSAN DAVIES (Chair) | Trails & Open Space Coalition
KEVIN PENN (Vice Chair) | United States Olympic & Paralympic Committee
DAVE HARRIS (Treasurer) | Ghost Town Museum
BECKY LEINWEBER (Secretary) | Pikes Peak Outdoor Recreation Alliance
KRISTINA COGGINS HECK | University of Colorado Colorado Springs
DR. HERMAN CRAWFORD | Pikes Peak Community College
PEPPER DOMBROSKI | The Broadmoor
CRYSTAL LATIER (non-voting) | El Paso County
DOUG MARTIN | Colorado Springs Sports Corporation
WENDY McHENRY | The Lodge at Flying Horse
BROOKE MIKULAS | Kinship Landing
GREG PHILLIPS (non-voting) | Colorado Springs Airport
ANGELA SEALS | Cultural Office of the Pikes Peak Region
JENNY SHERMAN | Odyssey Gastropub / The Bench
TOM STRAND (non-voting) | City of Colorado Springs
KIMBERLY TEBRUGGE (non-voting) | U.S. Air Force Academy
DANIEL VALDEZ | Hilton Garden Inn Downtown



SUSAN DAVIES
Visit COS Board Chair



515 SOUTH CASCADE AVENUE
COLORADO SPRINGS, CO 80903

VISITCOS.COM

