



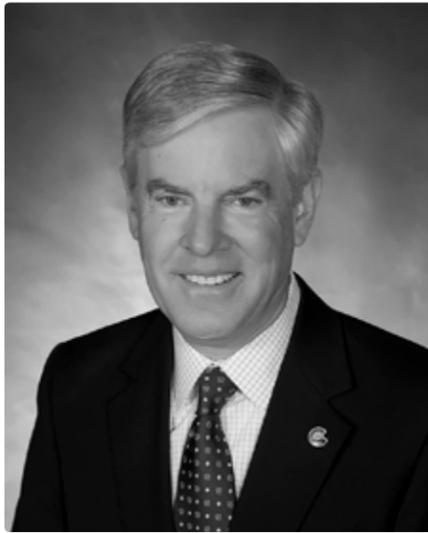
ANNUAL REPORT

2018

We create economic vitality through memorable visits to the wonders of Colorado Springs & the Pikes Peak Region.

A MESSAGE FROM DOUG PRICE

PRESIDENT & CEO



The tourism industry in Colorado Springs – Olympic City USA continued to thrive in 2018. Our organization adopted a new name, Visit Colorado Springs, which is a better reflection of our updated mission statement. As I reflect back on 2018, I am amazed at the level of activity throughout the region with new construction, renovations and collaborations nearly too numerous to count.

DESTINATION MASTER PLAN

A good portion of the year was spent developing a 10-year Destination Master Plan. This is a community-wide plan with more than 30 initiatives that will help the city and region grow in a sustainable way that benefits residents, employers and visitors. The VCOS board of directors and I extend our gratitude to the organizations that contributed to the plan's costs: City of Colorado Springs, El Paso County, Manitou Springs and the City of Cripple Creek.

VISITATION & LART

The Longwoods Report on visitation to the region showed a slight increase in the number of people who visited in 2017 to 23.1 million. These overnight and day visitors spent more than \$2.3 billion throughout the year, creating jobs and reducing taxes for our residents. Lodging & Automobile Rental Tax collections topped \$7 million for the first time, up 7.5 percent over 2017, which was impressive, considering that 2017 outperformed 2016 by 13.7 percent. Since 2012, LART collections have increased 82 percent.

PIKES PEAK SUMMIT HOUSE

In 2018, construction crews began to prepare the summit for the foundation of the new Pikes Peak Summit House. Components of the magnificent structure will be fabricated at the base and then trucked to the summit. Construction workers will be limited to six-hour work shifts due to the altitude and time it takes to get to and from the worksite. The building's design is sleek and modern to minimize its impact on the surrounding natural landscape. It will be able to withstand harsh temperatures and winds often found at the summit during winter months.

OUTDOOR RECREATION

Our outdoor-recreation industry continued to thrive and garner national attention. This reputation received an immense boost when Outdoor Retailer, the largest outdoor-recreation expo and conference in the country, announced it was moving to Denver with events held in January, July and November of 2018. The events provided a substantial benefit to our region due to their proximity and work of the Pikes Peak Outdoor Recreation Alliance as they tell the story of our outdoor offerings. In June, Cave of the Winds Mountain Park debuted its Via Ferrata that secures adventurers to a harness system on a sheer rock face, allowing for a trail-like experience across a canyon wall. The Royal Gorge Bridge & Park announced its own Via Ferrata to open in summer 2019.

COG RAILWAY CLOSURE

Throughout 2018, The Broadmoor Pikes Peak Cog Railway remained closed while engineers and cog-technology experts determined the feasibility and cost of rebuilding the iconic attraction. In November, the owners announced that an agreement had been struck with the city of Manitou Springs, and the construction project would begin in spring 2019 with a target completion date of May 2021. Four of the trains will be decommissioned, sold and repurposed, while the remaining four will be refurbished. The project includes the purchase of three additional cars, demolition and reconstruction of the entire track and a renovated depot. It has been touted as the "most unique construction project taking place in North America in the next two years."

TRANSPORTATION OPTIONS

The long-awaited widening of Interstate 25 between Monument and Castle Rock began in September. It will ease congestion between Colorado Springs and Denver, benefiting both residents and visitors. Downtown Colorado Springs now has an excellent bike-sharing program, thanks to the Downtown Partnership and the great staff at PikeRide. In Garden of the Gods Park, visitors had the option to leave their car outside the park and try out the new free shuttle bus, operated by Adventures Out West, to get them within easy walking distance of the Central Gardens. With the closure of The Broadmoor Pikes Peak Cog Railway, a variety of operators offered excursions on the Pikes Peak Highway as an alternative to driving to the summit. For those who chose to drive their own vehicles on the highway, most were required to park in one of two parking lots close to the summit and take a free shuttle due to fewer parking spaces at the summit during Summit House construction.



COLORADO SPRINGS AIRPORT

A total of 1,725,947 passengers traveled through the Colorado Springs Airport (COS) in 2018, representing a 3 percent increase over 2017. We were very pleased to see that several seasonal Frontier routes were slated to resume in 2019. It's a challenge to attract new air service to an airport so close to Denver, but with low costs and attractive incentive programs, Aviation Director Greg Phillips and his team work every day to add to the route map. The airport also received extensive upgrades and improvements including raised ceilings, brighter colors and enhanced architecture to give the airport a southern-Colorado feel.

It's hard to believe that so much happened in just one year. 2019 promises to be just as exciting, if not more so. Here's to an amazing year in Olympic City USA.

President & CEO, Visit Colorado Springs

REBRANDING

VISIT COLORADO SPRINGS

To more accurately reflect its mission and provide an explicit invitation in all communications, the CVB rebranded in 2018 as Visit Colorado Springs. The organization's logo, Vision and Mission were updated to reflect the change.

Vision:

Colorado Springs and the Pikes Peak Region will be the leading U.S. destination for experiential travel, inspired by the majesty of Pikes Peak; iconic, accessible natural wonders; and the Olympic spirit.



Mission:

We create economic vitality through memorable visits to the wonders of Colorado Springs and the Pikes Peak Region.

COLORADO REGIONAL BRANDS

At the state level, the Colorado Tourism Office embarked on a regional branding project to communicate the unique assets the state has to offer. Through an extensive process of research, focus groups, visioning workshops and market verification, new regional boundaries were drawn, with each region articulating its unique brand promise and identity.

Colorado Springs is no longer one of several cities in "South Central" Colorado. It is now the centerpiece of the Pikes Peak Wonders region, a blend of urban comforts and accessible natural destinations. It's a place where visitors can easily check off bucket-list wonders such as Garden of the Gods Park, Royal Gorge and Pikes Peak - America's Mountain. Visit Colorado Springs will leverage the Pikes Peak Wonders brand to generate visitation to the region.



OLYMPIC CITY USA

Colorado Springs is the only city with USOC permission to call itself Olympic City USA. The truth of the brand can be found in the Olympic-related assets located here: United States Olympic Committee, U.S. Paralympics, Colorado Springs Olympic Training Center, 23+ National Governing Bodies of Sport and the U.S. Olympic Museum & Hall of Fame, on track to open in 2020 as one of the City for Champions projects.

In 2018, Visit Colorado Springs continued to infuse the Olympic brand into its advertising, PR outreach, social media and direct sales efforts to heighten awareness of and to inspire visitation to Olympic City USA. In their annual AskCOS™ survey, Elevated Insights included three questions about the brand. 35 percent of respondents were aware that Colorado Springs is now known as Olympic City USA or somehow associated with the Olympics. 57 percent of respondents agreed that the brand is good for the local economy and 54 percent indicated that the brand makes them proud to be a resident.



STAFF & GOVERNANCE

VCOS EXECUTIVE TEAM & STAFF



DOUG PRICE
IOM
President & CEO



JIM CASSIDY
Chief Financial
Officer



PAM SHERFESE
CDME
Vice President of Sales



AMY LONG
Chief Innovation
Officer



CHRISTY LONG
Director of Visitor
Services

JANE BLAZER | Marketing Coordinator
DINA CHIARAVALLI | Sales Manager
KELLY GORMAN | Account Clerk
KIM GRIFFIS | Partnership Development Director
FLOY KENNEDY | Director of Travel Industry Sales
DORIS McCRAW | Information Specialist
CHERYL McCULLOUGH, CSEE | Senior Sales Manager, Sports & Special Events

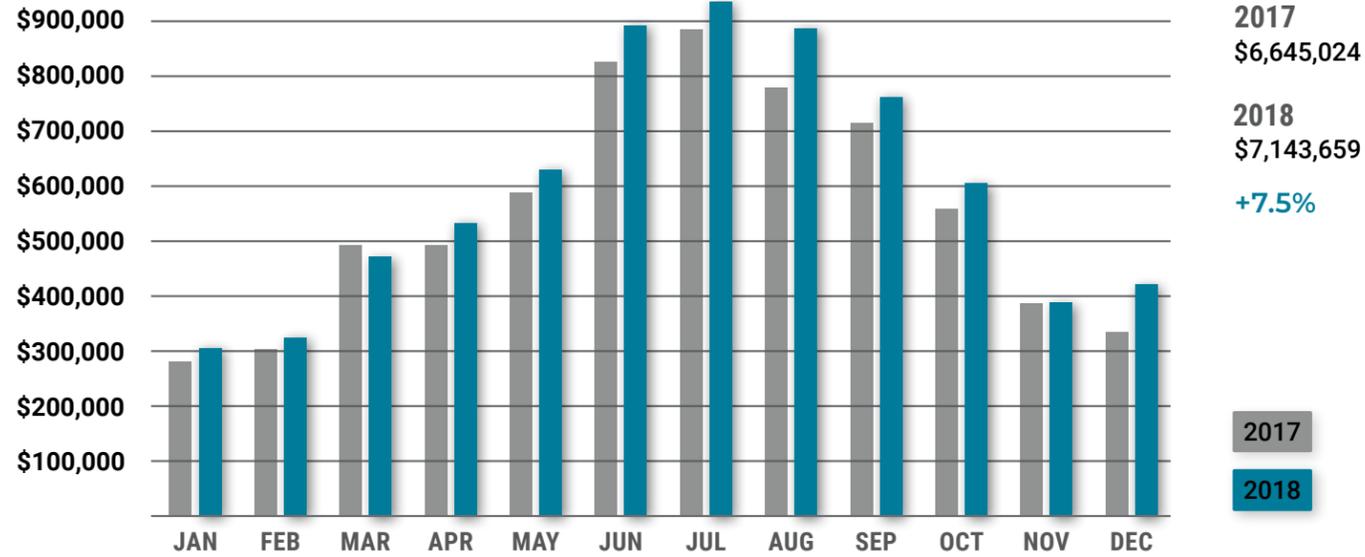
DENISE NOBLE | Partner Relations Manager
CHELSEY OFFUTT | Director of Communications
JULIA PALOMINO | Communications Coordinator
SARAH PRICE | Sales Coordinator
KATHY REAK | Senior Director of Convention Sales
GABY STEPHENSON, CAP, OM, PM | Executive Assistant
HOLLY TAYLOR | Group Servicing Coordinator
MELISSA WILLIAMS | Marketing Manager

2018 VCOS BOARD OF DIRECTORS

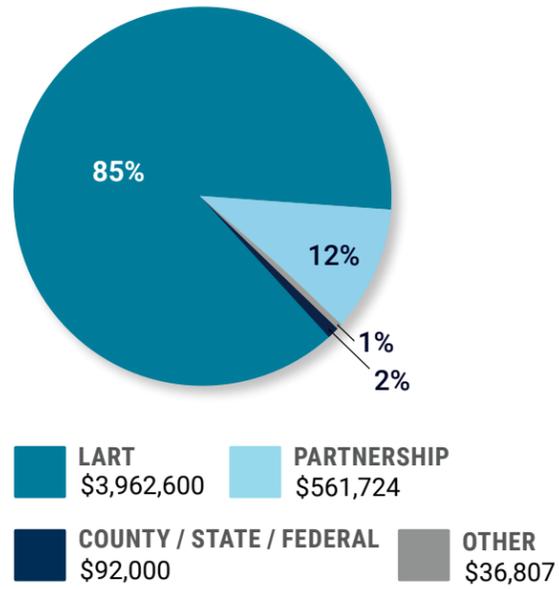
BARRY BROWN | Chair – Vice President of Sales & Marketing, The Broadmoor
ANDY VICK | Vice Chair – Executive Director, Cultural Office of the Pikes Peak Region
PETER UDALL | Treasurer – International Vice President/Executive Officer, The Navigators
SHELBY PYWELL | Secretary – General Manager, The Mining Exchange, A Wyndham Grand Hotel
SUSAN DAVIES | (non-voting) Executive Director, Trails & Open Space Coalition
JILL GAEBLER | (non-voting) City Council Member, City of Colorado Springs
STEVE KANATZAR | Owner, The Airplane Restaurant
DEANNE McCANN | (non-voting) Economic Development Manager, El Paso County
ANDY NEINAS | Owner, Echo Canyon River Expeditions
ED OKVATH | General Manager, Hotel Elegaté Conference & Event Center
ERIC OLSON, PH.D. | Director of Sport Management & Professor of Marketing, University of Colorado Colorado Springs
TOM OSBORNE | President/CEO, Colorado Springs Sports Corporation
KEVIN PENN | Chief of Business Operations, United States Olympic Committee
GREG PHILLIPS | (non-voting) Director of Aviation, Colorado Springs Airport
KIMBERLY TEBRUGGE | (non-voting) Director of Strategic Communication, U.S. Air Force Academy
JEFF ZELKIN | General Manager, Embassy Suites

PERFORMANCE MEASURES

2018 LART BY MONTH

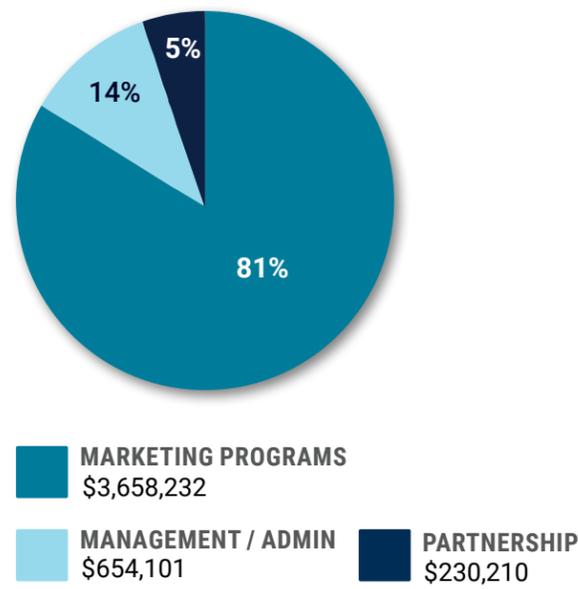


2018 FUNDING SOURCES



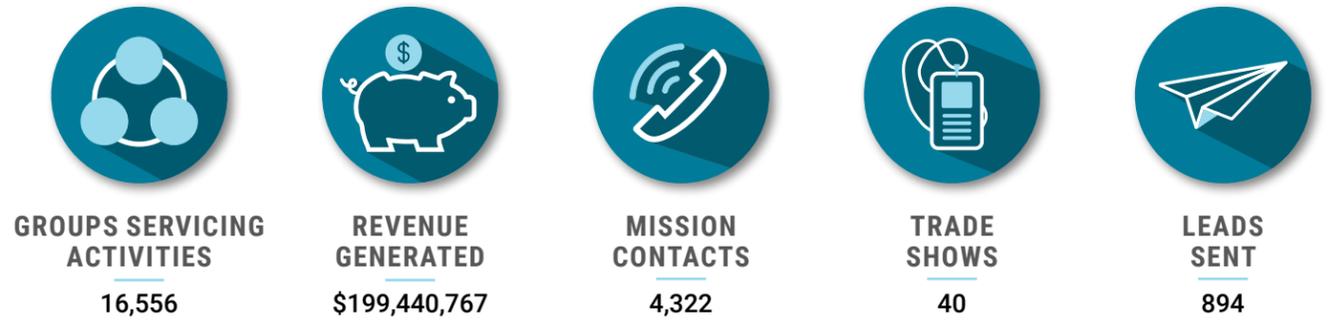
TOTAL: \$4,653,131

2018 EXPENDITURES



TOTAL: \$4,542,543

GROUP SALES & SERVICING



ROOM NIGHTS



PUBLIC RELATIONS



PARTNERSHIP



MARKETING



DESTINATION MASTER PLAN



Led by Visit Colorado Springs, the community came together in 2017/2018 to develop a comprehensive Destination Master Plan. This well-designed, collaborative and sustainable plan will ensure that visitor markets are properly served to maximize the economic benefit provided by non-residents.

With a long history of hosting visitors, the region features many attributes that will serve as a foundation for future success. Increasing interest in the city as a place to live, conduct business and invest will also fuel interest as a place to visit.

2028 TARGETS

The Destination Master Plan's primary objective is to make Colorado Springs & the Pikes Peak Region a sustainable, must-visit destination. Executing the strategic initiatives in this plan has the potential to generate strong, incremental economic benefits over and above current forecasts and expectations.

The goal is to increase visitation to the City of Colorado Springs to 20.9 million with an economic impact of \$3.6 billion by 2028. Visitation to the entire region will be 29.3 million people spending \$4.9 billion. These targets represent a 25 percent increase in the number of visitors and a 100 percent increase in visitor spending. This will be achieved through attracting visitors from further away who will stay longer and spend more money per person per trip.



DESTINATION VISION

Colorado Springs & the Pikes Peak Region will be the leading U.S. destination for experiential travel, inspired by the majesty of Pikes Peak; iconic, accessible natural wonders; and the Olympic spirit.

STRATEGIC INITIATIVES

To drive the destination vision, five strategic goals have been established to position, support and sustain Colorado Springs & the Pikes Peak Region as a thriving, unique and compelling leisure, group and event destination. Each goal was carefully crafted and validated by the community, building upon the current product offering within the region to deliver a memorable tourism experience.

- 1 Provide Unique Experiences
- 2 Deliver Priority Infrastructure
- 3 Improve Connectivity
- 4 Strengthen the Destination Brand
- 5 Enhance Regional Collaboration

NEXT STEPS

To successfully achieve each of the strategic goals, specific initiatives were developed, clarified and prioritized. These 31 initiatives will be led and implemented by various organizations throughout the community, each with varying levels of leadership and involvement by Visit Colorado Springs. A Steering Committee is in place to provide leadership, guidance, resources and systems of accountability to ensure that the initiatives are successfully completed over the next 10 years to fulfill the vision of the Destination Master Plan.

For the complete report and list of all initiatives, please see the Destination Master Plan: [VisitCOS.com/dmp](https://www.visitcos.com/dmp)

DEPARTMENT REPORTS

MARKETING & PR

LEISURE ADVERTISING

In 2018, VCOS marketing campaigns served 39,776,612 impressions, resulting in 418,886 clicks to VisitCOS.com for a click-through rate of 1.08 percent, well above the industry standard of 0.08 percent. Our leisure campaigns were directed at the following target markets: Family Fun, Outdoor Adventure, Crafts & Drafts, Fall Travel, Arts & Culture and Olympic City USA. The 2018 Crafts & Drafts program evolved from the 2017 printed passport to a microsite that users were able to bookmark on their phone and easily access with a single touch. This campaign, supplemented with a \$25,000 marketing matching grant from the Colorado Tourism Office, won several prestigious design and copywriting awards.

RECORD WEBSITE PERFORMANCE

VisitCOS.com had a record-setting number of sessions in 2018 – 2.7 million, which was 25 percent higher than 2017. The number of new users was up 19 percent with new users making up 82 percent of total traffic. Organic traffic, a measure of the site's content and relevance, was up 20 percent due to our award-winning search engine optimization strategy. The site is updated daily with new images, blogs, events, deals and content.

PUBLIC RELATIONS

Travel writers continue to request visits as well as be receptive to VCOS outreach about the multitude of activities and attractions. The communications team hosted writers from Orbitz, The Denver Post, Fodors and the LA Times. International writers came from Japan, Mexico, Germany, France, China and the UK, which resulted in more than \$39 million in earned media. More exciting articles included OK! Magazine, BudgetTravel.com, TravelChannel.com and SouthernLiving.com.

MARKETING AWARDS & ACCOLADES



Bronze Adrian Award
Search Engine Optimization campaign



Gold American Advertising Award
Crafts & Drafts campaign



Gold Adrian Award
Crafts & Drafts campaign



Gold American Advertising Award
2018 Official Visitor Guide



Melissa Williams
Colorado Leadership Journey Graduate

TRACKING ARRIVALS

VCOS employed a new technology in 2018 called Arrivalist. Pixels were embedded into digital ads. The system tracked when people were served these ads on mobile devices and again when those people (and their devices) arrived in the destination. This data helps measure the effectiveness of our advertising, how far in advance people are inspired to travel to Colorado Springs and how many exposures they had to destination information before they arrived.

SOCIAL MEDIA

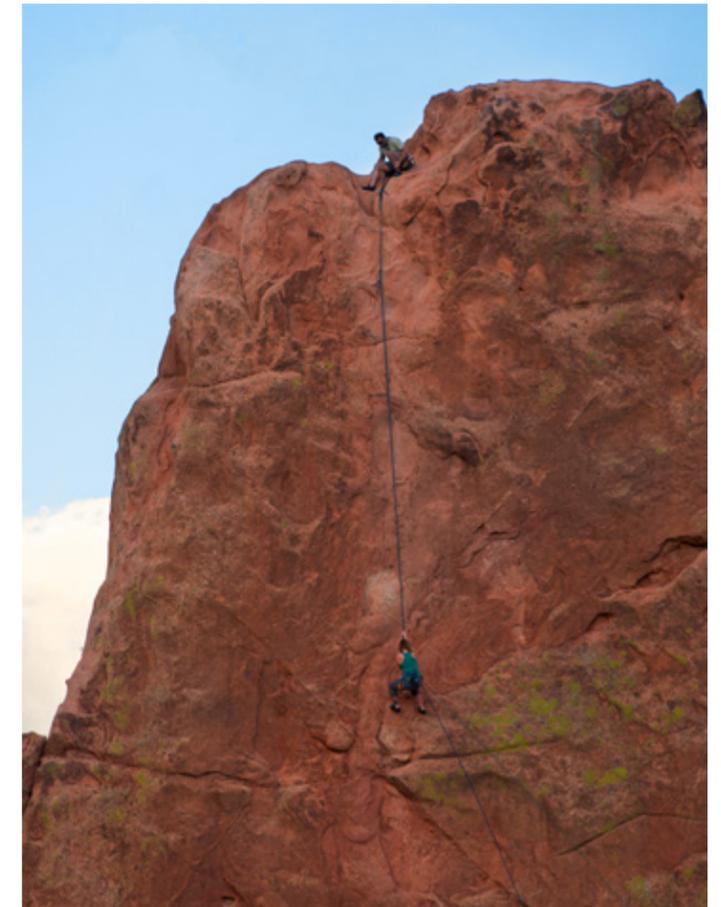
VCOS increased its reach and engagement on Facebook, Twitter, Instagram, Pinterest and YouTube. Overall, social traffic to VisitCOS.com increased 169 percent over 2017, led by the performance of Facebook. For the first time, Facebook became the top referral source to VisitCOS.com. Regional photographers and influencers brought great recognition to the region through weekend Instagram takeovers. #VisitCOS continues to be the main hashtag for the destination. The destination hosted social media influencers resulting in YouTube video blogs, Instagram posts and stories as well as tweets and pins.

MEDICAL TOURISM

In May 2018, VCOS launched ChampionshipCare.org in partnership with Penrose Health Systems and Venue Health & Analytics LLC. The purpose of the site is to attract visitors to Colorado Springs for lines of care for which Penrose has highly ranked outcomes. The site includes a categorized listing of highly rated services, information and resources for consumers. Penrose-St. Francis' facilities, physicians and high ratings in hip, knee and heart-valve replacement, alongside highly desirable visitor amenities, uniquely position Colorado Springs as an ideal choice for away-from-home healthcare.

FILM COMMISSION

The Colorado Springs Film Commission assisted incoming film productions and photography shoots in the Pikes Peak Region. In 2018, this consisted of TV commercials, videos, photo shoots and student projects. Rock Ledge Ranch Historic Site announced new rules and requirements for portrait and professional photography, filming and video. Paid permits are now required, and no portrait, professional or commercial permits will be issued during special events or the Living History Program summer sessions.



CITY AWARDS & ACCOLADES



Expedia
#4 most scenic southwest city



U.S. News and World Report
#1 most desirable place to live



Money
#7 best big city to live in



Brookings Millennial Generation Report
Fastest-growing city for millennials

DEPARTMENT REPORTS

GROUP MEETINGS, CONVENTIONS & EVENTS



MEETINGS & CONVENTIONS

Whether it was the Space Symposium attracting more than 9,000 attendees from 30 countries to The Broadmoor or a 15-person board meeting at a more intimate venue, Colorado Springs welcomed a wide variety of meetings and conventions in 2018. The VCOS group sales staff attended nearly 40 trade shows to establish and develop relationships with corporate, association, religious, government, military reunion and

third-party planners. They also used sponsorships, social media, city familiarization trips and special events to help meeting planners learn about the benefits of gathering in Colorado Springs and having attendees fly directly in to the Colorado Springs Airport.

In addition to print and digital advertising, VCOS created a new meetings video to promote the

benefits of meeting in Colorado Springs. The main source of Request for Proposals for meetings & conventions come through an online platform called Cvent. In 2018, VCOS created the Hospitality Xchange, a twice-yearly forum for VCOS staff to present information to hotel general managers and directors of sales and discuss current topics, challenges and opportunities.

SPORTS & SPECIAL EVENTS

Sports event planners know that our top-quality facilities, mild climate, affordable lodging and unique attractions create a winning game plan. The U.S. Olympic Committee, Colorado Springs Olympic Training Center, Olympic training sites and 23 National Governing Bodies form the foundation of the Olympic City USA brand and are instrumental in creating our unrivaled sports ecosystem. VCOS staff attended multiple trade shows to promote Colorado Springs as a

premier sports destination, generate new business and maintain industry relationships. In 2018, VCOS created a new sports and events video that is used to promote the unique attributes that make the Pikes Peak Region the perfect location for a sporting competition or special event.

VCOS, along with many other regional supporters, partnered with the Pikes Peak Outdoor Recreation Alliance (PPORA), a collaboration

of businesses and individuals who recognize the economic value and health benefits of our region's natural and recreational assets to our community. The organization's mission is to make the Pikes Peak Region known as THE place for outdoor recreation. The Outdoor Retailer markets, though held in Denver, provided Colorado Springs with the opportunity to directly interact with the major players in the industry.

GROUP SERVICING

After a meeting or event books their lodging and venue, our Group Servicing Coordinator takes the reins to assist planners with important details such as attendee marketing, ground transportation, catering, photography, entertainment, outings and offsite events. In 2018, the VCOS staff logged 16,556 group servicing activities, an increase of more than 33 percent.

WEDDINGS, REUNIONS & DAY MEETINGS

When it comes to a get-together for friends, families and colleagues, Colorado Springs has a variety of unique event venues to host weddings, family reunions and day meetings. VCOS staff members helped these event planners with venue selection, lodging, catering, photographers, florists, transportation and activities to create an event that was memorable and successful. These services are available at no charge to both visitors and those living in the Pikes Peak Region.

GROUP AWARDS & ACCOLADES



Dina Chiaravalloti
Leadership Now
Graduate



Conference & Incentive Travel
Top-10 Destination
for Meetings & Events



International Inbound Travel Association
Chairman's Award for Cooperating
with IITA Inbound Tour Operators



Meetings & Incentive Travel
Destination Hot List



Facilities & Destinations Awards of Excellence
2018 Top Destination
Award Winner



Association Conventions & Facilities
2018 Distinctive
Achievement Award

BROUGHT TO COLORADO SPRINGS

1. Colorado Wildland Fire & Incident Management Academy
2. Christian & Missionary Alliance
3. USA Swimming
4. Colorado Tourism Office
5. FamilyLife
6. American Society of Association Executives
7. Community Bible Study
8. 1st Marine Division Association
9. 1968 Mexico City Olympics Team Reunion
10. Barbershop Harmony Society District Contest
11. Colorado Sparkler Junior Girls Fast Pitch Tournament
12. Spartan Race
13. Great Plains Regional Pickleball Tournament

DEPARTMENT REPORTS

DOMESTIC & INTERNATIONAL TOURISM

DOMESTIC TOURS

Motorcoach tour operators continued to include Colorado Springs and other cities within the Pikes Peak Region in their itineraries. However, momentum slowed slightly for this price-sensitive market based on rate and availability with record-breaking occupancy levels and Average Daily Rate increases. Momentum also slowed with the loss of The Broadmoor Pikes Peak Cog Railway as a large percentage of these groups have a state-wide historic rail element. VCOS staff attended trade shows sponsored by industry trade groups such as the American Bus Association, Travel Alliance Partners and National Tour Association, meeting with tour operators who booked travel to the Pikes Peak Region.

INTERNATIONAL TRAVEL

The highlight of 2018 was the U.S. Travel Association's IPW trade event held in Denver. With this prestigious international trade show taking place in Colorado, the VCOS staff was able to fully participate with meeting international tour operators in the Marketplace booth adjacent to the Colorado Tourism Office and other state destinations. The communications team participated in the Media Marketplace to share information with international journalists. All attendees were given the full Colorado experience through events at the Denver Performing Arts Complex, Mile High Stadium and a private concert at Red Rocks Amphitheater. Before and after the IPW event, VCOS hosted several trade and media familiarization tours for groups and individuals. Other attended trade shows included Go West Summit, ITB and World Travel Market.

NEW & RENOVATED LODGING PROPERTIES

Hotel construction and upgrades were common themes throughout 2018.

- In March, The DoubleTree by Hilton unveiled its stunning multimillion-dollar renovation from guestroom upgrades to meeting room updates and a new open and active lobby concept where guests can come together to meet, connect and relax.
- In April, the doors opened at the Best Western Plus Fillmore Inn/Executive Residency on North Chestnut Street.
- In May, My Place Hotel on Gleneagle Gate View began welcoming guests.

Hotels under construction throughout the year included:

- Fairfield Inn & Suites on Tutt Blvd.
- Holiday Inn Express near Interquest and Voyager parkways
- Home2 Suites by Hilton on Tenderfoot Hill Road
- Microtel Inn & Suites in Woodland Park
- Hilton Garden Inn at the corner of Bijou Street and North Cascade Avenue

Two additional downtown hotels were announced in 2018, Kinship Landing, a trendy boutique hotel on South Nevada Avenue, and a Marriott-branded hotel on the southwest corner of Tejon & Costilla streets.

DEPARTMENT REPORTS

VISITOR INFORMATION SERVICES

VISITOR INFORMATION

VCOS connected with visitors in a variety of ways. The VisitCOS.com website continued as our 24/7 sales tool, with sessions topping 2,684,000 – a new record for the website. Information was also delivered at the Acacia Park Visitor Info Hub in downtown Colorado Springs (open Memorial Day – Labor Day), touchscreen kiosks at the Garden of

the Gods Visitor & Nature Center and the Visitor Information Center at 515 S. Cascade Avenue, also known as the VIC. In 2018, the VIC welcomed more than 20,000 guests who were helped by our friendly and knowledgeable corps of volunteer information specialists. Walk-in traffic is expected to hold steady in 2019 and increase in 2020 with the opening of the U.S. Olympic Museum.

PUBLICATIONS

Despite the prevalence of online trip planning, there was a continued strong demand for printed publications. VCOS partnered with Pikes Peak Region Attractions Association to publish the 2018 Official Visitor Guide for Colorado Springs and the Pikes Peak Region.

The OVG Joint Venture printed 500,000 vacation planners in 2018, and visitors downloaded over 33,800 online guides. VCOS also published 12,000 pocket-sized Dining, Shopping & Entertainment Guides for VIC guests and meeting attendees.

ONGOING EDUCATION

VCOS volunteers are a valued resource for helping visitors to learn what there is to see and do in the region, giving them a reason to stay a day or two longer. Ongoing education is a key component to keeping volunteers current so they can continue to give stellar service and advice.

In 2018, volunteers toured five hotel properties near Woodmen Road and three hotels adjacent to The Broadmoor World Arena. The

volunteers from the Dinosaur State Welcome Center joined VCOS volunteers on an overnight tour of Cripple Creek attractions, casinos and hotels. The Director of Visitor Experience at the U.S. Air Force Academy took the volunteers on a driving tour to cover the many changes to the base. The volunteers also toured the city of Woodland Park. VCOS hosted two volunteer meetings in 2018, with one focused on outdoor recreation and the other

on arts & culture. At each meeting, six VCOS Marketing Partners presented details about their visitor experiences.

VCOS continued its MyCOS Frontline Staff Training program in 2018. This is a half-day session and tour of the region to educate the hospitality industry on the history, attractions and points of interest in the area. In May, 26 hotel employees participated in the session.

DEPARTMENT REPORTS

PARTNERSHIP & EVENTS



THE VALUE OF PARTNERSHIP

A strong relationship with the businesses in the tourism industry forms a solid foundation for the success of Visit Colorado Springs. Increased VCOS revenue through partner dues, advertising and sponsorships demonstrated that the industry values and benefits from the work of the region's premier marketing organization. 2018 marked the second year of the five-year dues restructure. The dues

levels will ultimately better reflect the value provided by VCOS and make a strong case for an increase in LART or the formation of a local marketing district, two options recommended by the 2015 study conducted by Tourism Economics.

The annual partnership survey revealed the high level at which VCOS Marketing Partners value the organization and demonstrated

several areas where improvements can be made. The VCOS staff reviewed the survey results with the Partnership and Marketing committees to further enhance partner satisfaction and optimize partner benefits. Updating the Visitor Information Center and improved communication of VCOS programs, benefits and opportunities are the main areas that VCOS staff will focus on.

EDUCATION

2018 was the second year of the successful Education Series, launched in 2017. Topics included "Become a Google Guru" presented by Jenny Rose of Tempest at Glen Eyrie Castle, "Storytelling is the New Advertising" presented by Mundi Ross of COCO Creative at Prime25 and "Change the Current" presented by Colorado Springs Utilities at Sopra Antipasto and Wine Bar. VCOS also hosted four orientation sessions to help partners maximize their return on investment and involvement with VCOS.



ANNUAL EVENTS

THE ANNUAL BUSINESS MEETING was held at DoubleTree by Hilton to highlight its spectacular \$9 million property renovation. Speakers included VCOS President and CEO, Doug Price, and STR Assistant Director of Financial Performance, Raquel Ortiz, who gave a positive tourism growth prediction. Ms. Ortiz noted that the STR forecast projects that U.S. travel would see an increase throughout 2018 and 2019. Mr. Price outlined the Destination Master Plan goals and timeline as well as the Colorado Tourism Office's regional branding project.

THE TOURISM AWARDS CELEBRATION was a fun and festive event at The Antlers, with a Roaring 20's Speakeasy theme. Nearly 300 guests attended in festive attire and enjoyed beer & spirits, a jail - complete with a mug shot - and a mystery-solving scavenger hunt. Mayor Suthers highlighted two important capital campaigns, the Pikes Peak Summit House and the Springs Rescue Mission and challenged VCOS Partners to donate to one or both projects. Multiple awards were presented to industry stars as well three deserving winners of the Women of Worth (W.O.W.) Awards: Becky Leinweber, Sherry Von Riesen and Mary Lou Murphy. Several staff were recognized for reaching anniversary milestones.

MIXERS

Quarterly mixers in 2018 provided VCOS Partners with the chance to network while experiencing partner venues and attractions.

1 Kart Your Engines

The year kicked off in high gear at Overdrive Raceway, the indoor go-kart experience with two fun tracks. Guests enjoyed a series of eight-minute, high-intensity races with speeds of up to 45 mph. While waiting for their turn behind the wheel, drivers enjoyed the billiard table as well as a giant-sized game of Jenga. Outback Steakhouse provided a delicious buffet that included slow-cooked ribs, grilled chicken, salad and a yummy dessert selection.

2 Downtown Dine-A-Round

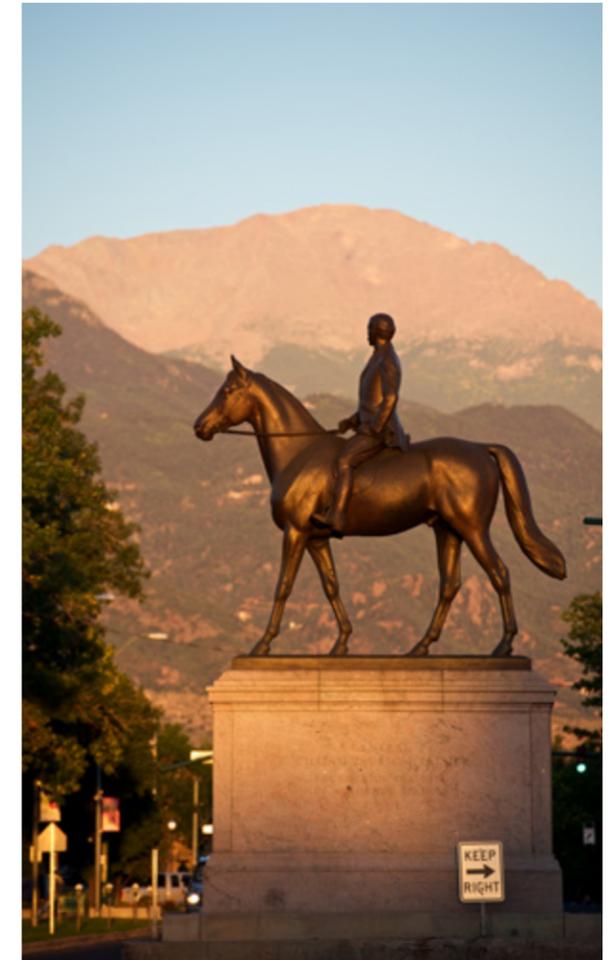
The Colorado Springs Pioneers Museum was the starting and ending point for a delicious downtown COS dine-a-round. Guests were treated to scrumptious small plates at MacKenzie's Chop House, Jack Quinn's Irish Pub, Jimmy John's Gourmet Sandwiches and Sonterra Innovative Southwest Grill. Transportation up and down Tejon Street was provided by the Adventures Out West historical trolley, and Cole's Gourmet Popcorn provided guests with a tasty treat at the end of the evening.

3 Brews, BBQ & a Band

In September, VCOS teamed up with the Manitou Springs Chamber of Commerce for a smokin' good time at the outdoor BBQ held in Memorial Park, Manitou Springs. Seven establishments competed for top food honors: Keithley Pines Historic Cabins, Adams Mountain Café, The Keg Lounge, Sportivo Primo, Momma Pearl's Cajun Kitchen, Hotel Elegante and Oskar Blues. Cold beverages were poured in the inflatable brew pub, and guests enjoyed the music of Tender Foot Bluegrass.

4 Holiday Jingle & Mingle

SCP, a unique hotel that stands for "Soul, Community, Planet," hosted the VCOS holiday mixer in early December. While it was chilly outside, things heated up over the generously donated items in the annual Silent Auction. A delicious food buffet was provided by The Picnic Basket that included butternut squash bisque, bacon-wrapped dates, stuffed baked mushrooms, chicken quesadillas and poached salmon. Guests also enjoyed special beverages from Lee's Spirits and tours of this unique lodging property.



CITY FOR CHAMPIONS

PROGRESS REPORT

U.S. OLYMPIC MUSEUM & HALL OF FAME

The USOM will be an iconic destination museum dedicated to highlighting the values, historic moments and collective memories of the Olympic and Paralympic Movement. Breaking ground in June 2017, the museum's construction progressed significantly in 2018, taking shape and creating a new city skyline at the base of Pikes Peak. Throughout

2018, VCOS partnered with Windstar Studios to fly a drone around the project at regular intervals to capture the museum's construction with a 360-degree flight path. The museum is on track to open to the public in the spring of 2020 and will host a pre-opening event for the U.S. Olympians & Paralympians Association in November 2019.



GATEWAY VISITOR CENTER

The Gateway Visitor Center will provide an engaging visitor experience, allowing visitors to experience the honor and contributions of Cadets to the U.S. Air Force. Clearly visible and easily accessible from I-25, the 32,000-sq.-ft. Gateway Visitor Center will include a museum and welcome center with

7,800 sq. ft. of exhibit space, including a 250-seat theater. An inspiring feature of the building will be the 7,000-sq.-ft. multi-story atrium ideal for group gatherings. There will also be retail and restaurant space as well as several hotel properties. The visitor center is scheduled to break ground by December 2019.



WILLIAM J. HYBL UCCS SPORTS MEDICINE & PERFORMANCE CENTER

The center will be a destination clinic for training and healing elite athletes and wounded warriors, and for the study of aging at the University of Colorado Colorado Springs. The 104,000-sq.-ft. facility will be the first in the nation to integrate undergraduate and graduate academic programs with clinical practice and research in

a sports medicine and performance environment. Traveling for medical procedures and treatments is a fast-growing industry within the United States, and the center will be a focal point of the Colorado Springs sports ecosystem. The project broke ground in October 2018 and is scheduled to be completed by 2021.



WEIDNER FIELD / ROBSON ARENA

The Colorado Sports & Event Center has evolved into two downtown venues to meet the needs of local sport organizations, incoming events and competitions. With 8,000 permanent seats, the outdoor stadium is called Weidner Field and will be home to the Switchbacks minor league soccer team, located south of Cimarron Street between Sahwatch and Sierra Madre. The

stadium will be accompanied by a seven-floor building to the south with hundreds of apartments and mixed-use businesses. Robson Arena will be a 3,000+ seat indoor venue located on the south side of the Colorado College campus. The CC Tigers men's ice hockey team will move there from The Broadmoor World Arena. The venues are scheduled to break ground by December 2019.





VISIT COLORADO SPRINGS

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