

June 10, 2008



To Whom It May Concern:

Experience Colorado Springs at Pikes Peak (ECS), the Colorado Springs Convention & Visitors Bureau, is a strong advocate for the proposed art project, *Over the River*, by Christo and Jeanne-Claude. This project is directly related to the mission of ECS as it will provide extensive opportunities of destination marketing and cultural tourism activities. Our support is based not only on the significant economic boost that this project will provide to our region, but also on the outstanding reputation of the artists.

Each year more than six million visitors travel to Colorado Springs and the Pikes Peak region to enjoy our stunning scenery as well as our numerous museums, historic sites, and attractions. The *Over the River* project will provide tourists with once-in-a-lifetime incentive to travel to southern Colorado. This art installation gives ECS an equally rare chance to promote our area regionally, nationally and internationally. The estimated number of out-of-state visitors during the project's two week duration is approximately 380,000 and Colorado Springs stands to benefit strongly from this influx of visitors, largely due to the proximity of our airport – the closest major airport to the Arkansas River.

In recent months, I have had the great pleasure of meeting with Christo. I have listened to him share his vision for the project and am convinced that he and Jeanne-Claude will create a work of art that will be beautiful and compelling not only to our visitors but to our local residents as well. I am confident that the artists and their expert team are reviewing and accommodating every reasonable environmental and economic concern.

As we continue in our mission to provide every visitor to Colorado Springs and the Pikes Peak region with an unforgettable experience, it is essential that we support any efforts to enhance our community's appeal. *Over the River* will certainly enhance our area's attractiveness and keep Colorado Springs and the Pikes Peak region "top of mind" with local, national and international media through the duration of the project and for many years to come.

Please feel free to contact me at (719) 635-7506, ext. 133 if you have any questions or need additional information.

All the best,

A handwritten signature in black ink that reads "Terry Sullivan". The signature is written in a cursive, flowing style.

Terry Sullivan
President & CEO
Experience Colorado Springs at Pikes Peak