



ATTACHMENT 6

June 2022 Hall of Fame Event Summary and Overview

The U.S. Olympic & Paralympic Museum is a nationally and internationally recognized attraction. June 2022 programming around the U.S. Olympic & Paralympic Hall of Fame induction will capture the enthusiasm of the national awards and draw national attention to Colorado Springs.

The U.S. Olympic & Paralympic Museum is now the permanent home to the U.S. Olympic & Paralympic Hall of Fame. With the last induction class in November 2019 in Colorado Springs, and with the next prospective induction class planned for June 2022, the Museum is poised to be a world class backdrop to the event which will celebrate this nation's most accomplished Olympic and Paralympic champions. We anticipate the induction ceremony being held in Colorado Springs (currently planned but pending final approval and planning with the USOPC), with the Museum becoming a national stage. The event seeks to celebrate the Hall inductees and will bring national and international media exposure, thereby driving downtown visitation. Already recognized as Olympic City USA, the Museum is developing programs to highlight all aspects of the Games; the Hall of Fame induction and surrounding programming is expected to be a key media event, draw local guests downtown and drive regional tourism. Additional programming throughout the event is planned to include sports demonstrations, athlete talks, live entertainment, and media broadcasts from the Museum grounds.

LART funding is requested to sponsor some of the activities surrounding the June 2022 induction event. We anticipate the formal banquet and induction ceremony to be held at the Museum, and public programs will take advantage of the many athletes and inductees who will congregate in Colorado Springs. We envision some programming and events will be open to the community. The event will draw out-of-state attendance from the inductees and their family members, as well as U.S. Olympic & Paralympic Committee board members and guests. It is also expected to receive national media exposure through our NBC partner. The event series fulfills all of LART's objectives: to attract visitors to the City and to the Pikes Peak Region, encourage tourist activity, provide economic and cultural benefit, enhance the quality of life in the City, and engage the community.

We anticipate 250-300 out-of-area attendees for the Induction Ceremony events and weekend events as well as a regional draw of up to 5,000 for the athlete meet-and-greet events. Event attendance will not only benefit Museum admissions but also drive traffic to restaurants, retail, and lodging in the area.

Pending Schedule June 2022

Mid-Day: Athlete meet and greet, educational programming and community engagement
 Evening: Induction Ceremony events