

# PROCLAMATION



City and County of Denver

## Proclamation No. 15-0427

### Celebrating the Colorado Convention Center's 25th Anniversary

**WHEREAS**, in 1987 the Denver City Council approved funding for design and construction of the Colorado Convention Center (CCC) and, in partnership with the Colorado Legislature which approved purchase of the land, ground was broken on the CCC in 1988 and opened in June 1990 as the 10<sup>th</sup> largest convention center in America; and

**WHEREAS**, the building was designed in a way that it could accommodate expansion and, in November 1999, Denver voters approved an increase in the lodger's and car rental tax to expand the CCC and the architect's design included input from more than 200 national meeting planners; and

**WHEREAS**, in 2002, the groundbreaking for the CCC expansion set a Guinness World Record as the largest groundbreaking in history with more than 4,000 participants and in 2004 opened as the largest public building in Colorado at 2 million square feet; and

**WHEREAS**, in 2008, Denver voters approved an increase in the lodger's tax for funds to increase tourism and convention marketing and since that time the investment has reaped rewards and Denver's tourism and convention business has grown 48% compared to national growth of only 15%; and

**WHEREAS**, the CCC is known nationally as one of the greenest convention centers in the country, being the first to meet the Accepted Practices Exchange (APEX) standard in 2012 and improving its Leadership in Energy and Environmental Design (LEED) rating to Gold in 2014; and

**WHEREAS**, the CCC is an economic engine for Denver, generating \$500 million annually in local economic impact, employing 200 full-time and more than 400 part-time staff, driving demand for downtown Denver's 9,000 hotel rooms, and welcoming nearly 918,000 visitors in 2014; and

**WHEREAS**, the CCC is known for its public art, including the city's favorite piece of public art, the Blue Bear; and

**WHEREAS**, the CCC is a hub of continuing education for diverse industries and professionals from around the United States and the world; and

**WHEREAS**, the CCC consistently places in professional reviews by meeting planners as one of the top 10 convention centers in the nation.

**NOW THEREFORE,  
BE IT PROCLAIMED BY THE COUNCIL OF THE CITY AND COUNTY OF DENVER:**

**Section 1.** That Denver City Council recognizes the Colorado Convention Center on its 25<sup>th</sup> anniversary and celebrates the many contributions the Colorado Convention Center has made to the economy, education and well-being of the citizens of Denver.

**Section 2.** That the Clerk of the City and County of Denver shall attest and affix the seal of the City and County of Denver to this proclamation and that copies be transmitted to Richard Scharf, President & CEO of Visit Denver; John Adams, General Manager of CCC; and Kent Rice, Director of Arts & Venue Denver.

PASSED BY THE COUNCIL June 22, 2015

\_\_\_\_\_PRESIDENT