

RESOLUTION NO. 13

Series 2019

A RESOLUTION ADOPTING THE BRECKENRIDGE DESTINATION MANAGEMENT PLAN  
FOR THE TOWN OF BRECKENRIDGE

WHEREAS, the Town of Breckenridge recognizes the importance of a collective community vision for its future, and

WHEREAS, the Town's Vision Plan was adopted in 2002 and the most recent community visioning project was completed in 2009, and

WHEREAS, the Town requested that the Breckenridge Tourism Office lead this project, and

WHEREAS, the community's economy is based on its popularity as a tourism destination and the Town of Breckenridge has an opportunity to participate in local and state-level initiatives, demonstrating destination management leadership by example; and

WHEREAS, the Breckenridge Tourism Office, hired InterVISTAS consultancy to facilitate the project in which over 35 individual interviews with community leaders were conducted, as well as 13 community focus groups, two town halls, and one 80- person Visioning session were conducted over a one year period, and

WHEREAS, this extensive public input was combined with results of the Breckenridge Tourism Office-led Expectations Research to which over 1100 residents responded, as well as other data commissioned by the Breckenridge Tourism Office, and

WHEREAS, public input has been carefully considered and prioritized and is the basis for the Vision, and 4 Key Goals presented in the Breckenridge Destination Management Plan.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF BRECKENRIDGE, COLORADO THAT:

Section 1. The Town Council hereby adopts the Breckenridge Destination Management Plan, prepared by InterVISTAS and dated May 2019, a copy of which is attached to this resolution as Exhibit "A".

Section 2. This resolution is effective upon adoption.

RESOLUTION APPROVED AND ADOPTED this 14<sup>th</sup> day of May, 2019.

TOWN OF BRECKENRIDGE

By: \_\_\_\_\_

Eric S. Mamula, Mayor

ATTEST:

\_\_\_\_\_

Helen Cospolich, CMC, Town Clerk

APPROVED IN FORM

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Town Attorney

Date