

RESOLUTION 92-1

WHEREAS, the Mission of the Visitor & Convention Bureau (VCB) is:

To promote the Grand Junction area in external markets, resulting in the positive economic impact of visitor dollars; and

WHEREAS, the Visitor Information Center assisted 29,000 visitors in 1991 at its current location but believes the opportunity to assist visitors would be maximized at a location with high visibility from I-70; and

WHEREAS, the VCB Board of Directors has long held the goal of combining the operations of the administrative office and Visitor Information Center at one location; and

WHEREAS, combining operations of the VCB at one location will result in significant savings due to economies of scale, better use of existing staff, volunteer resources and greater management efficiencies furthering the Mission of the VCB; and

WHEREAS, the Interstate 70/Horizon Drive interchange sees over 1.6 million cars annually and the high visibility afforded by this location would entice travelers to stop, allowing the VCB to provide detailed information about the wide variety of community attractions and resources; and

WHEREAS, research conducted for the VCB provided visitor impressions and suggestions that:

- there is "nothing inviting at those turnoffs";
- "you come out of a beautiful canyon into a gray place" with "Truck stops...greasy spoons."
- a visitors center should be established at the main exit;
- special attention should be given to landscaping by the exits, creating the impression that residents care about the town and welcome visitors;

and,

WHEREAS, the VCB Board of Directors believes that the VCB's goals of increasing visitor stays and the resulting influx of dollars into the Grand Junction economy is best served by providing the most effective visitor services possible. A highly visible, customer friendly visitor center strategically located at the I-70/Horizon Drive entryway to the community will enable the VCB to promote all area businesses and attractions to the greatest number of visitors,

IT IS THEREFORE RESOLVED THAT:

- (1) It is the intention of the Visitor & Convention Bureau Board of Directors to consolidate the administrative offices and

Visitor Information Center at a highly visible location on Horizon Drive as close to the I-70 interchange as possible.

(2) The Board directs the Executive Director of the VCB to retain the services of a qualified space planner to assess the programmatic and operational needs of a consolidated VCB administrative office/Visitor Information Center and make recommendations on facilities (public restrooms, parking, open space, etc.) necessary to serve the projected customers over the next 8 - 10 years.

Adopted this 10<sup>th</sup> day of MARCH, 1992.

Don W. Brown