



Resolution of Support for Over The River

- Whereas,* Christo and Jeanne-Claude are world-renowned artists who have selected Colorado's Arkansas River Valley for their next large-scale temporary work of art, known as *Over The River*;
- Whereas,* The artists' previous works of art have been tremendously successful in drawing visitors from around the world, including their most recent work, *The Gates*, which brought an estimated 4 million visitors to New York City in 2005;
- Whereas,* One of the main goals of the Denver Metro Convention and Visitors Bureau is to bring visitors to the state, and *Over The River* is projected to draw nearly 400,000 people during its two-week exhibition period, planned for as early as summer of 2012;
- Whereas,* *Over The River* will have tremendous economic benefits and is estimated to result in nearly \$200 million in additional spending flowing into the Colorado economy;
- Whereas,* *Over The River* will be completely funded by the artists, so Colorado will reap these benefits without public subsidy or taxpayer support;
- Whereas,* More than \$78 million is estimated to be spent in Denver alone, helping to give a significant boost to the local economies and businesses that our organization serves;
- Whereas,* *Over The River* will draw significant media attention, helping to introduce new visitors to all of the amenities that Colorado has to offer;
- Whereas,* This project will leave Colorado with a long-lasting artistic legacy that will contribute to our state's growing reputation for cultural excellence;

Now, therefore be it resolved, that the Denver Metro Convention and Visitor's Bureau supports Christo and Jeanne-Claude's *Over The River* project;

Be it further resolved that DMCVB staff is asked to work with the artists and their representatives to identify the most effective and timely ways to express our support of the project and to further develop a plan on how to leverage this art exhibit in a way that maximizes the tourism opportunities for the DMCVB.

Signed:  Date: 12/01/08

Annette Quintana, Chair, VISIT DENVER Board of Directors