


Colorado Springs EDC
TRENDS, ASSETS, LIABILITIES, IMPROVEMENTS

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1

CONTENT

- TRENDS
- ASSETS
- LIABILITIES
- IMPROVEMENT IDEAS
- REGIONAL MARKETING
- BETTER WEBSITES

2



TRENDS

- Location Activity
 - Depressed 2008 - Mid 2010
 - Uptick
 - Q3 2010
 - Continuing to Mid-2011
 - Better 2012 ?

3



TRENDS

- Active Sectors
 - Capital Goods Mfg.
 - Distribution
 - Back Office
 - Data Center
 - Food
 - Bioscience
 - Consumer Goods Manufacturing
 - Weak
 - Starting

4 


TRENDS

- Manufacturing Rebound
 - Domestic Expansion
 - Reverse Investment
- Prominent Factors
- High-Tech Considerations

5 

ASSETS


- Front Range
- Business Climate
- Reputation
- Talent Pool
- Workforce Quality
- University
- Nonunion

6 

ASSETS

- Industry Critical Mass
- Inter-Mountain
- Denver
- Site/Building Options
- Utility Infrastructure
- Teleco
- Costs


7



ASSETS

- National Recruiting
- Moderate Taxation
- Decent Incentives
- Quality-of-Life
- Leadership
- EDC

8



LIABILITIES


- In-between Location
- Food Chain
 - Moving Up
 - Established Competition
 - Dampens Historical Advantage
- Syndrome Requires
 - Pragmatic/Competitive Action
 - Extra Resources

9




LIABILITIES

- CO Personal Property Tax
- Air Service
- Freight Costs
- Skilled Shortages
- Technical University Resources
 - Decent Local
 - But Bulk In Denver
- Absence of Front Range Marketing

10 


IDEAS FOR IMPROVEMENT

- Front Range ED
 - Marketing
 - Group
 - Campaign
 - Initial Prospect Handling
- Create Brand
 - Front Range
 - CSprings

11 


IDEAS FOR IMPROVEMENT

- EDC Budget: \$1 Million
- Diversify Talent
- Vo-tech Career Public Relations
- Nonstop Air Service
 - NYC
 - Miami
- Eliminate Business Personal Property Tax

12 


IDEAS FOR IMPROVEMENT

- Liberalize State Incentives Eligibility
- EDC Website
 - When Next Updated
 - IEDC Data Standards
- Continue Strong Support For EDC

13 


REGIONAL MARKETING

- The Norm
- Rationale
 - Customer Perspective
 - Economic Reality
 - As Such Most Expand Over Time
- Success Keys
- Success Example

14 


REGIONAL MARKETING

- Illustrative Best Programs
- Smaller Areas, Critical
- Regional Start-up
 - Not As Widespread
 - As Attraction
 - But Should Be

15 

REGIONAL MARKETING

- Regional Marketing
 - Emphasis
 - Methods
 - Social Networking
- Website
- Front Range Thoughts
 - WDCG recommends
 - Interim Step: Pueblo/CSprings and Southern Colorado

16 

BETTER WEBSITES

- Small Town
- Metro
- State
- Utility

17 
