



POWERED BY TOURISM

- WHEREAS, the Chamber, which represents that it qualifies as an IRS Code§ 501 (c) (6) entity, has established for more than 30 years, programs for business attraction, and business retention and expansion, to increase local jobs; programs for business tourism and site selectors to visit the Pikes Peak Region; and marketing programs to raise national awareness of the Pikes Peak Region as a desirable location to work and live; and
- WHEREAS, by attracting visitors, promoting business tourism, and supporting economic development activities, this program will fulfill the purposes of the LART

1) Conduct Perception Study

KPIs from Colorado Springs Chamber & EDC's LART contract: time period Jan. 1 – Dec. 31, 2023

Perception study launched on July 27. Results timeline:

- a. Media audit and rankings analysis – August 18**
- b. Internal & external talent perceptions – September 4**
- c. Site Selector Consultants & Executive perceptions – September 15**



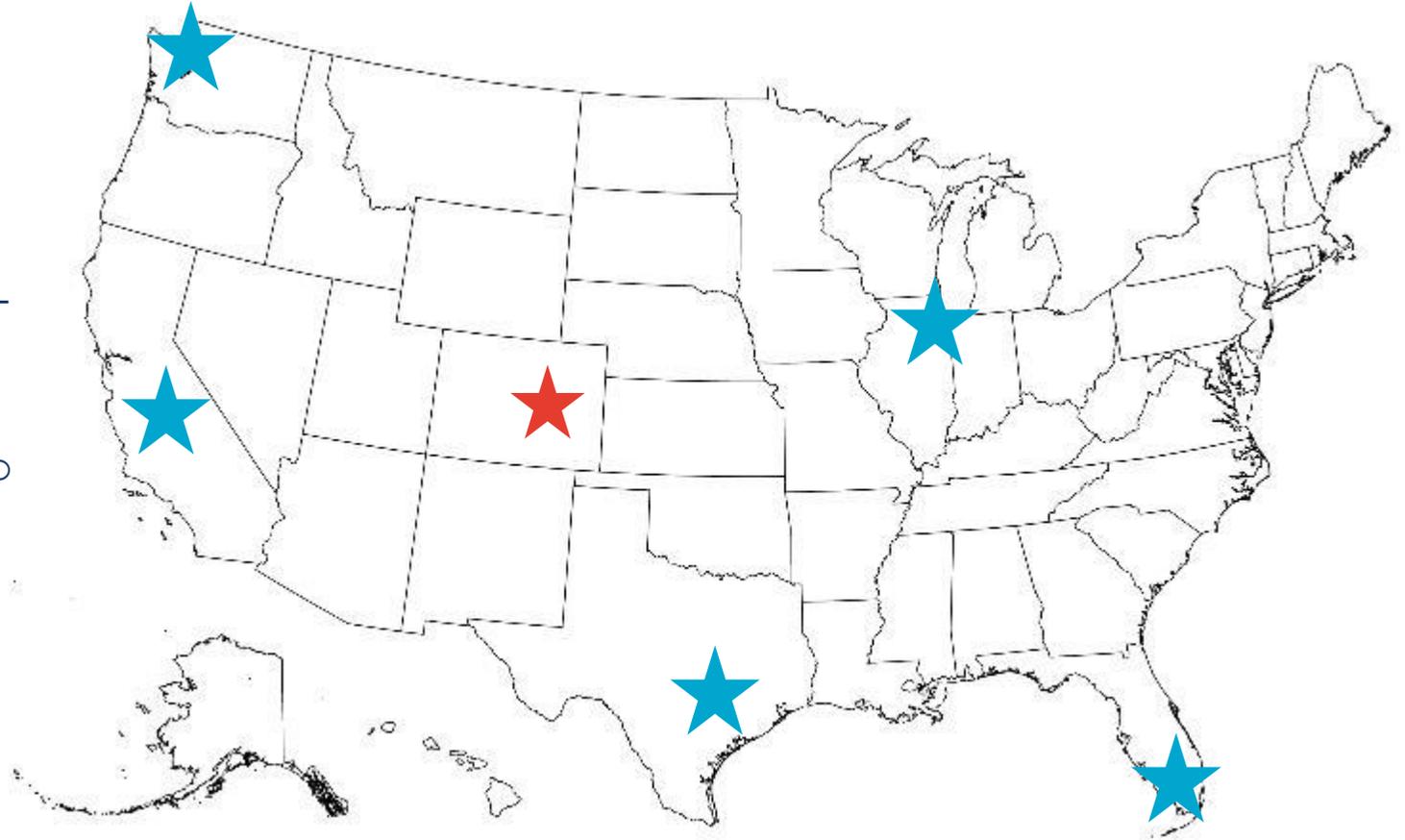
Target Audiences

Target Markets

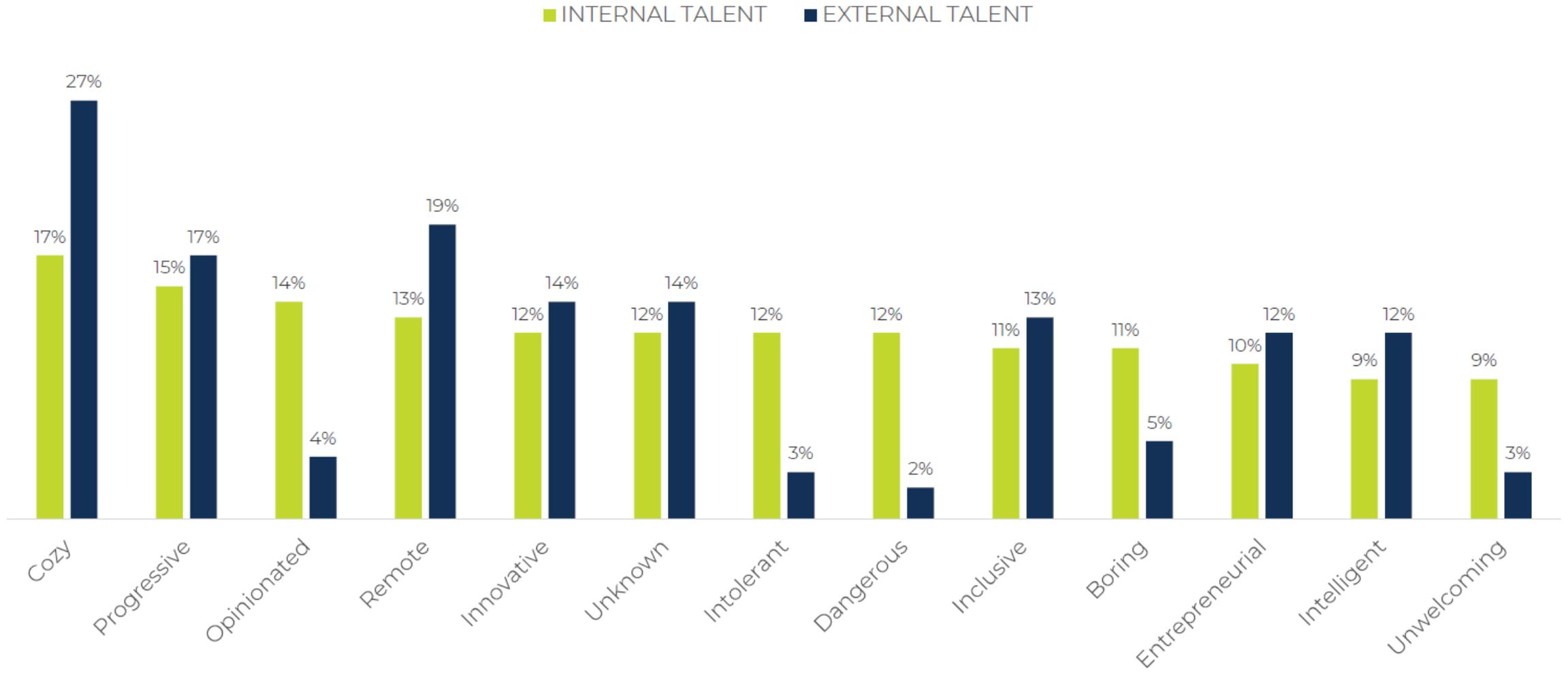
- State of California
- Houston-The Woodlands-Sugar Land, TX
- Chicago-Naperville-Elgin, IL-IN-WI
- Seattle-Tacoma-Bellevue, WA
- Miami-Fort Lauderdale-Pompano Beach, FL

Survey respondents

- 515 in-state
- 1,504 from five target markets

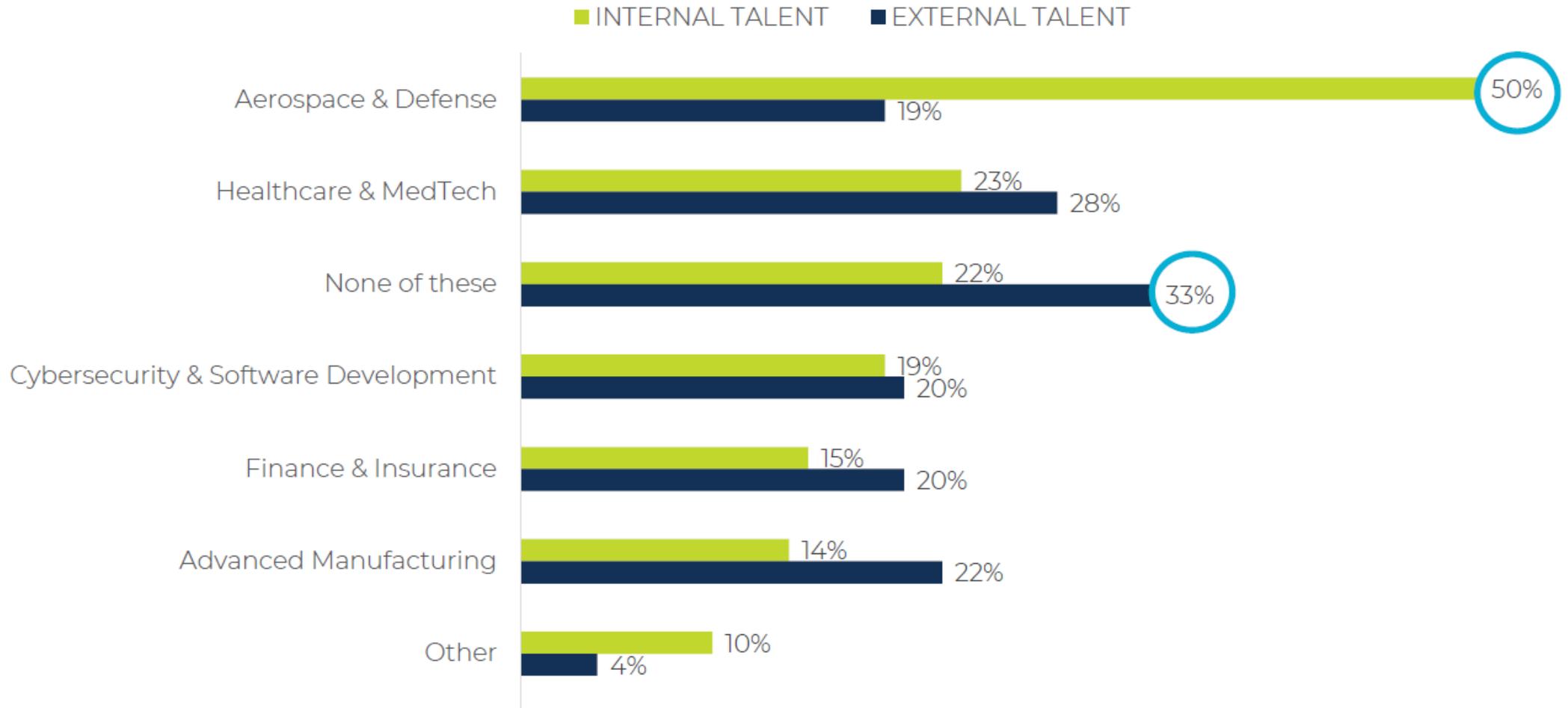


The Personality of Colorado Springs

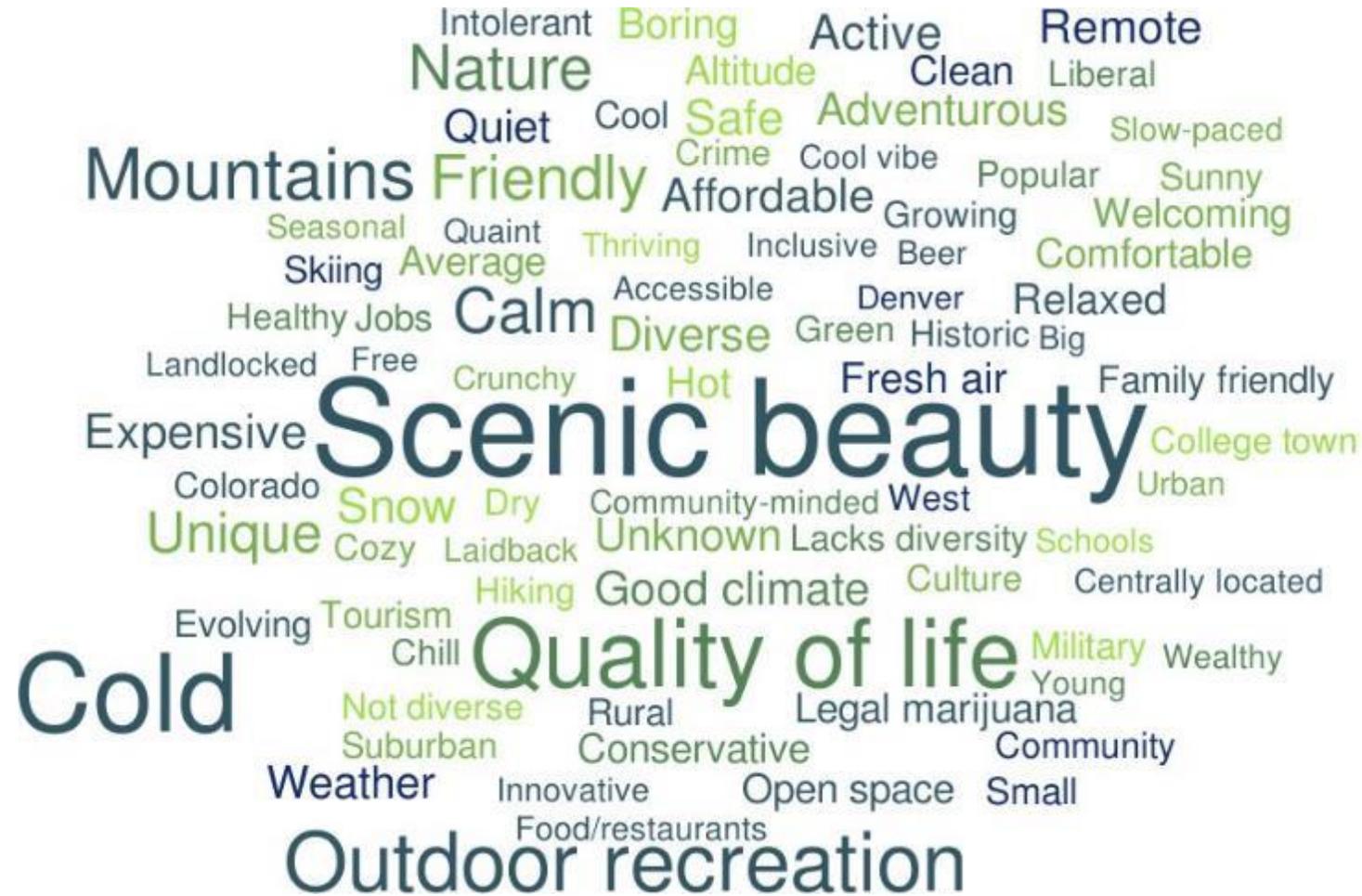


Q. Which of the following words do you feel most captures the personality or "feel" of Colorado Springs? (choose all that apply)

Industries Associated with Colorado Springs



Colorado Springs as a Place to Live



Q. What three words and/or phrases would you use to describe Colorado Springs as a place to live?

Colorado Springs - External Talent Perception Study

Colorado Springs as a Place to Work



Q. What three words and/or phrases would you use to describe Colorado Springs as a place to work/advance your career?

Most Helpful Relocation Tools



Today's
Tourist is



Why Colorado Springs Has Not Been Considered

“Most projects that looked at Colorado focused on the Denver metro.”

“Concerns about the availability of skilled technical staff and professional scientific personnel due to the relative lack of major research universities in the area.”

“Generally, Colorado is seen as a higher cost state (cost of living, housing). While beautiful, its location does not offer great east west access; and if air travel is a big issue for a project, Denver has a significant advantage.”

“Never came to mind. People don't think about the city for business.”

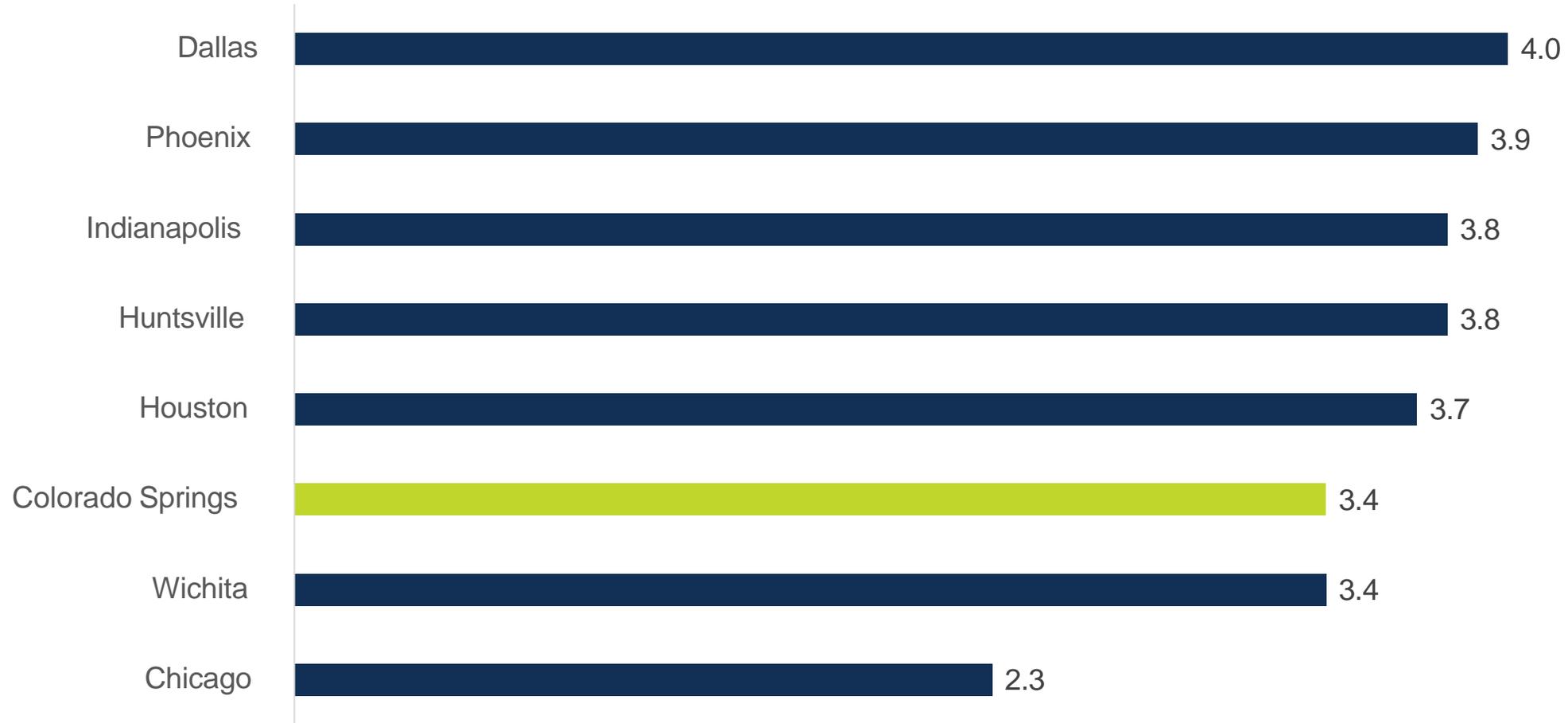
“I work primarily industrial projects, and between the logistics and the tax/incentives environment, it doesn't make a lot of sense.”

“Too far removed from major suppliers and population centers, and talent deficient.”

I actually love Colorado Springs as a tourist - just not as a business location for industrial projects.”

“In order to open new locations, we want to build scale. Hard to do with a metro area population of 750k.”

Colorado Springs Business Climate versus Competitive Set



Q. Please rate the business climates of the following U.S. regions. (1=poor, 5=excellent)

Perceived Strengths of Colorado Springs' Business Climate



Q. Based on your experience or perceptions of greater Colorado Springs' business climate, please indicate up to three strengths of the region.

Perceived Weaknesses of Colorado Springs' Business Climate



Q. Based on your experience or perceptions of greater Colorado Springs' business climate, please indicate up to three weaknesses of the region.



Goals + Objectives

- Obtain current, **data-driven research related to external perceptions** of Colorado Springs & El Paso County to set benchmark.
- Develop a **three-year earned media, brand awareness, and communications campaign**
- Conduct a **second perception study** to evaluate campaign success, calibrate campaigns accordingly



2) Earned media: Amplifying the Colorado Springs story. KPI: 12 results from proactive national pitching. Result: 20

KPIs from Colorado Springs Chamber & EDC's LART contract: time period Jan. 1 – Dec. 31, 2023

1. Forbes Best Places to Travel in 2023
2. Site Selection Magazine Colorado Keeps It CHIP-per
3. Expansion Solutions Market Robust for Science, Tech Parks
4. Fifty Grande: Best Cities to Move to in America
5. Livability.com: 15 Unexpected Cities Perfect for Entrepreneurs
6. Route Fifty: The Debt Deal Casts Doubt on Whether Congress Will Fully Fund the CHIPS Act
7. Insider: I've visited over 100 food markets in all 50 states – here are my favorites
8. Fox News: Amazing fall mountain towns for family fun: Here are 8 standouts this season
9. Hosted NPR reporter in October, interviewed Mayor Yemi, business & community leaders, resulting in 12 placements.



3) Digital Advertising

KPIs from Colorado Springs Chamber & EDC's LART contract: time period Jan. 1 – Dec 31, 2023

- **Paid search**
 - Achieve greater than industry benchmark 7% click-through-rate on Google ad words: **result 14.92%**
- **Paid social** – quarterly campaigns highlighting our target industries and workforce
 - Achieve greater than industry benchmark 1% click-through-rate on Facebook: **result 4.26%**
 - Achieve greater than industry average .40% click-through-rate on LinkedIn: **result 0.67%**

4) Online presence

- Report new users 2/year, increase growth by 5%: **result 46%**
- Report average time spent per user 2/year, increase time spent by :10: **result :10 increase**
- Report how many pages per session 2/year, increase growth by one page/session: **result .12 increase**
- Report website conversions: result
 - Job views – achieve greater than .30% click-thru-rate on LinkedIn ads: **result 0.82%**
 - Cost of Living calculator – achieve greater than 1% click-thru-rate on Facebook ads: **result 3.39%**

5) Blogs

KPIs from Colorado Springs Chamber & EDC's LART contract: time period Jan. 1 – Dec. 31, 2023



AEROSPACE

Colorado Springs: Where Tech, Military, and Aerospace Converge in an AI-Driven Era

Nestled in the picturesque Rocky Mountains, Colorado Springs emerges as a thriving epicenter where technology, military and defense, aerospace, and cybersecurity innovation intersect. While renowned for its breathtaking natural beauty and adventurous...

July 14, 2023



BUSINESS DEVELOPMENT

How Collaboration Grows Colorado Springs Businesses and Jobs

Business-friendliness. Pro-enterprise. Market-oriented ecosystems. A lot of words get tossed around when it comes to a region's business acumen and savvy. But what it all comes down to is how conducive a city is to a business' interests and concerns. Colorado Springs...

April 5, 2023



CONNECT COLORADO SPRINGS

Find Your COS: Helping Talent and Businesses Connect in Colorado Springs

Talent looks for many things when considering new places to live, but one of the most important aspects they consider are the available career connections and quality of life. Colorado Springs' abundant outdoor activities include 375 miles of trails, natural landmarks...

July 13, 2023



BUSINESS DEVELOPMENT

Advancing Colorado Springs' Strategic Growth in 2023

In 2022, Colorado Spring businesses made many notable developments and business expansions, including Aerospace Corp.'s 90,000 square-foot Space Warfighting Center, several defense contracts awarded to local aerospace companies, and Entegris' \$600...

February 23, 2023

6) Ongoing Outreach

KPIs from Colorado Springs Chamber & EDC's LART contract: time period Jan. 1 – Dec 31, 2023

- a) **Host at least one Familiarization Tour(s) in Colorado Springs per year**, bringing site selectors into our community to experience firsthand our region's business assets and advantages. **Result:** In April, we hosted the Newmark team that conducted our perception study. We leveraged their time in COS and conducted a familiarization tour with the Newmark global consultants to tell the “Why Colorado Springs” business story.
- b) **Attend two targeted trade shows or conferences and meet with 5 corporate decision makers per year** with a focus on events that are in a key market and have a strong site selection consultant presence or presence of companies/industries that are a fit for Colorado trade show or conference dates, Chamber & EDC's role, the topics covered, and attendees. Market for Springs. **Result:** The economic development team has attended **16 targeted tradeshows in key sectors:** cybersecurity, aviation & aerospace, defense, site selector-focused, regional partnerships, space & defense, and UAVs/Defense.



6) Ongoing Outreach

KPIs from Colorado Springs Chamber & EDC's LART contract: time period Jan. 1 – Dec 31, 2023

Space Symposium: leverage the international audience of targeted businesses and talent and maximize Space Symposium's reach. In addition to enhanced tradeshow presence with a 20x20' booth and targeted outreach to secure at least 10 meetings with prospects in aerospace & defense. **Result:** The Chamber & EDC led the first-ever community campaign, highlighting "Why Colorado Springs". The *Take Off in Colorado Springs #WelcomeToOurOrbit* campaign was developed and launched to leverage the international attention of the International Space Symposium, held in Colorado Springs, CO.



 Colorado Springs
CHAMBER & EDC™

 TAKE OFF
IN COLORADO SPRINGS

YOU'VE LANDED.

Discover galactic business opportunities in the aerospace, defense, and tech fields of the Pikes Peak region. If you're looking to launch your business, Colorado Springs is the only space you need to explore.

#WelcomeToOurOrbit

Learn more at CSCEDC.com/ORBIT 

Billboards on I-25 & Monument North and Southbound to capture Denver International Airport traffic



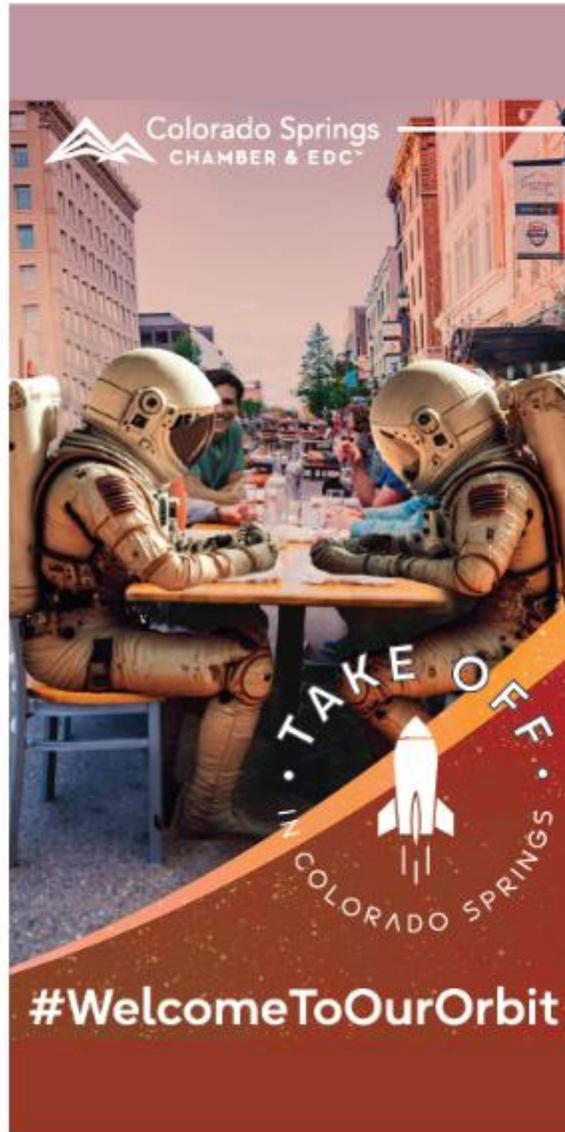
Billboards on I-25 & Monument North and Southbound to capture Denver International Airport traffic



Downtown Tejon Street Light Pole Banners

24"

48"



Broadmoor in-room collateral, booth handouts

Colorado Springs CHAMBER & EDC

FIND YOUR SPACE

IN COLORADO SPRINGS

It's not rocket science, although we have that too.

Learn more at CSCEDC.com/ORBIT

From the Master Control Station for GPS to Garden of the Gods' soaring red rocks, Colorado Springs has space covered.

Colorado Springs CHAMBER & EDC

(719) 471-8183
info@cscedc.com

TAKE OFF IN COLORADO SPRINGS

Learn why Lockheed Martin, Northrop Grumman and more than 250 other aerospace and defense companies call Colorado Springs home.

#1 Most Desirable Place to Live, U.S. News & World Report four years in a row.

39.5% of residents have a Bachelor's degree or higher

TOP TRAINING PROVIDERS

- Colorado College
- Colorado Technical University-Colorado Springs
- IntelliTec College-Colorado Springs
- Pikes Peak State College
- University of Colorado Colorado Springs
- United States Air Force Academy

BLUESTAG Boecone BOEING Calliola Davidson

Jacobs KRATOS L3HARRIS LOCKHEED MARTIN NORTHROP GRUMMAN

Land your business here and experience the gravitational pull of Colorado Springs.

7,000 acres of open space	230 miles of hiking & biking trails
3.11X denser than U.S.	9% projected growth 2021-2026
15% jobs growth 2017-2022	\$24.6B annual sales

AEROSPACE & DEFENSE TRADE 2022

\$29B trade • \$22B export • \$7B import

Lapel pins + Stickers



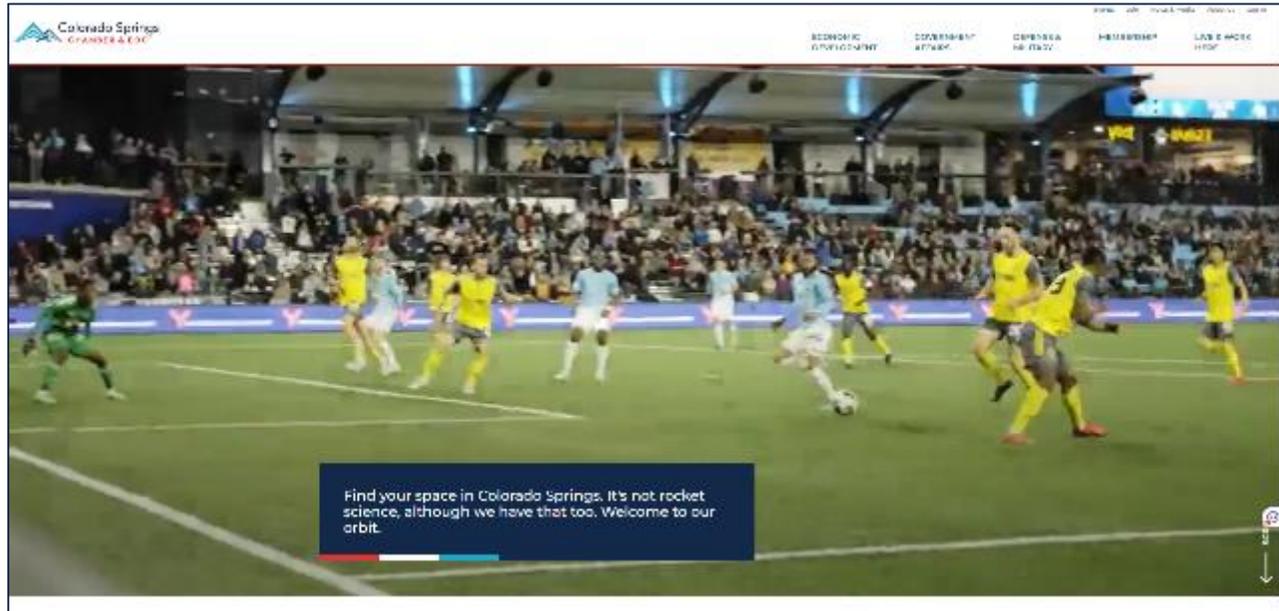
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6) Ongoing Outreach

KPIs from Colorado Springs Chamber & EDC's LART contract: time period Jan. 1 – Dec 31, 2023

- a) Be the official producer of the Colorado Springs Relocation Guide **Result:** The 2023 Relocation Guide was released in March 2023 and distributed to community partners, Talent Acquisition leaders, military bases, real estate agents.
- b) Produce 2 high-quality videos, 100 photos, assets that market the Colorado Springs business community per year. **Result:** We produced a new video for our homepage that represents the dynamic, vibrant lifestyle paired with professional workforce opportunities. We have plans for more creative assets in the second part of the year. We have a retainer with Lander Gallery who curates Colorado Springs "stock" footage for community partners to use in marketing material - we use for website, social, digital, etc.



Thank you.



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