



## 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



# Chamber & EDC at a Glance

## **Mission**

Growing business, fueling innovation, driving prosperity.

## **What Drives Us**

We are the go-to voice for business leadership and collaboration.  
We drive growth through development, defense, and advocacy.  
We delivering results that move our region forward.

## **Hosted Partner Organizations**



# SPACE SYMPOSIUM



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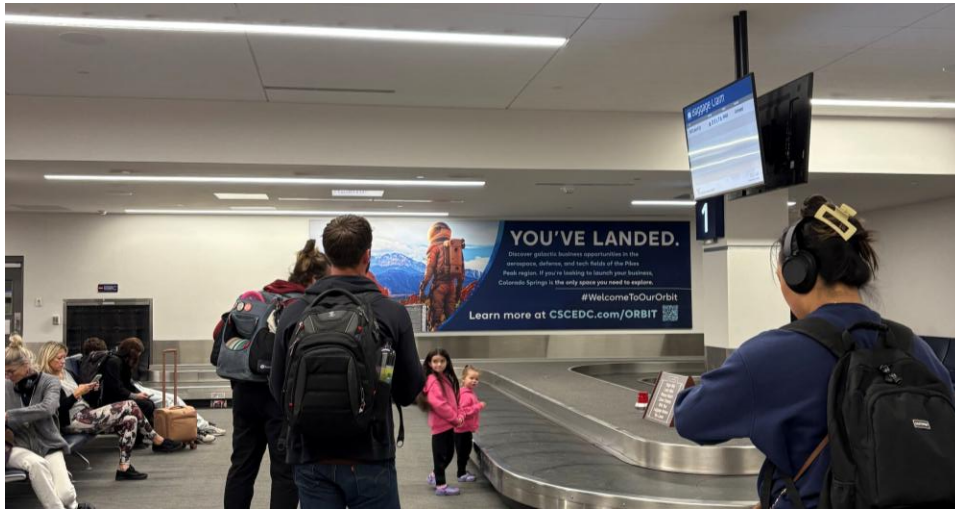
• TAKE OFF •  
COLORADO SPRINGS •



#WelcomeToOurOrbit







## Community Campaign

- “Why COS” Hotel TV in-room video/lobby video-Broadmoor, other hotels, in-room collateral
- Mayor Yemi and Johnna welcome message at airport
- Downtown Tejon banners
- COS Airport signage
- Billboards on I-25 to capture DIA traffic
- Social media toolkit for partners
- Landing page with messaging about highly skilled and educated workforce
- Street cleanup



# National & International Media Briefing



- **Andy Merritt**, Managing Director, ONE Funds (Moderator)
- **Seth Harvey**, CEO of Bluestaq, and Chair, Colorado Springs Chamber & EDC Board of Directors
- **Dan Jaworowski**, President, Infinity Systems Engineering
- **Art Loureiro**, CAD-EC Chair and Director of Space Defense Solutions, L3Harris Technologies
- **Erik Daehler**, Senior Vice President, Sierra Space
- **Gen. John Hyten**, USAF (Ret.), Former Vice Chairman of the Joint Chiefs of Staff

**Bloomberg**

**The Washington Times**

*America's Newspaper*

**THREAT STATUS**

*By The Washington Times*

**AEROSPACE**  
— AMERICA —

**Les Echos**

**SPACE**.com

**CHASING SPACE**  
by Brenden Swańik

**Constellations**

**Colorado Public Radio**

**COLORADO**  
MEDIAGROUP

**The Gazette**  
Pulitzer Prize Winner / Est. 1872

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# Amicus Brief PR Strategy

- Separated the region from state-level political disputes, positioning Colorado Springs and El Paso County as a stable, mission-first partner to the current administration including future decisions like Golden Dome.
- Executed a coordinated advocacy campaign: amicus brief, press conference, op-ed, and direct outreach to the White House, federal delegations, and multi-state agencies.
- Elevated the region as a collaborative partner on national security, building credibility with the administration and Congress ahead of consequential basing decisions.



# Top high-impact national outlets

national media coverage of the amicus brief initiative

## POLITICO PRO Morning Defense

BY LEO SHANE III  
Presented by Windward Maritime AI™



Rep. Thomas Massie believes his latest resolution to restrict presidential war powers has a chance at passing the House. | Francis Chung/POLITICO

With Connor O'Brien, Joe Gould, Jack Detsch, Paul McLeary and Audrey Decker

### SPACE AND TECH

**SPACECOM DRAMA:** Leaders in Colorado Springs are pushing back on a state lawsuit to stop U.S. Space Command from moving from Colorado to Alabama, arguing the region needs to “look forward, not backward.”

The Colorado Springs Chamber & Economic Development Corporation, southern Colorado’s largest business organization, is planning to file an amicus brief opposing a lawsuit filed by [Colorado’s attorney general](#) over the relocation of SPACECOM.

## AIR & SPACE FORCES MAGAZINE

NEWS DAILY REPORT MAGAZINE ABOUT US WEAPONS & PLATFORMS

Building 1 at Peterson Space Force Base, Colo., the provisional headquarters of U.S. Space Command. U.S. Space Command courtesy photo

### Colorado Springs Leaders Oppose Lawsuit to Block SPACECOM Move: ‘We’re Looking Forward’

Jan. 21, 2026 | By Courtney Albon

Stories Podcasts Events Webinars Research Shop

Payload

Business Launch Civil VC/PE Military Europe Polaris Space 2025

INTERNATIONAL

### Colorado Springs Opposes Lawsuit to Keep Space Command HQ

By Jacqueline Feldscher January 22, 2026

X LinkedIn Facebook Email



# REGIONAL Coverage



Author: Jonathan Shelley  
Published: 5:25 PM CST January 21, 2026  
Updated: 5:25 PM CST January 21, 2026



HUNTSVILLE, Ala. — Colorado Springs and El Paso County officials are distancing themselves from the state's legal battle over U.S. Space Command, saying they're ready to accept President Donald Trump's decision to relocate the military headquarters to Huntsville, Ala.



The Colorado Springs Chamber of Commerce & Economic Development Corp. plans to file an amicus brief



# List of outlets that picked up the story



Politico



Air & Space Forces Magazine



Payload Space



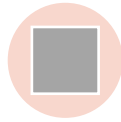
Alabama Public Radio



Fox54-Alabama



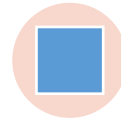
Business Digest



Gazette



Axios



Colorado Public Radio



KOAA-TV(Pueblo)



KXRM-TV(Colorado Springs)



ZZDX-TV(Huntsville)



KRDO-TV(Colorado Springs)



SoCo Business Forum & Digest



Hoodline

## The Sport of Kings Finds Home in the Rodeo Arena

Fourth annual Broadmoor Winter Polo Classic set for Colorado Springs

[Tierney Myers](#) | Feb 17, 2026



[Add us as a preferred source](#)

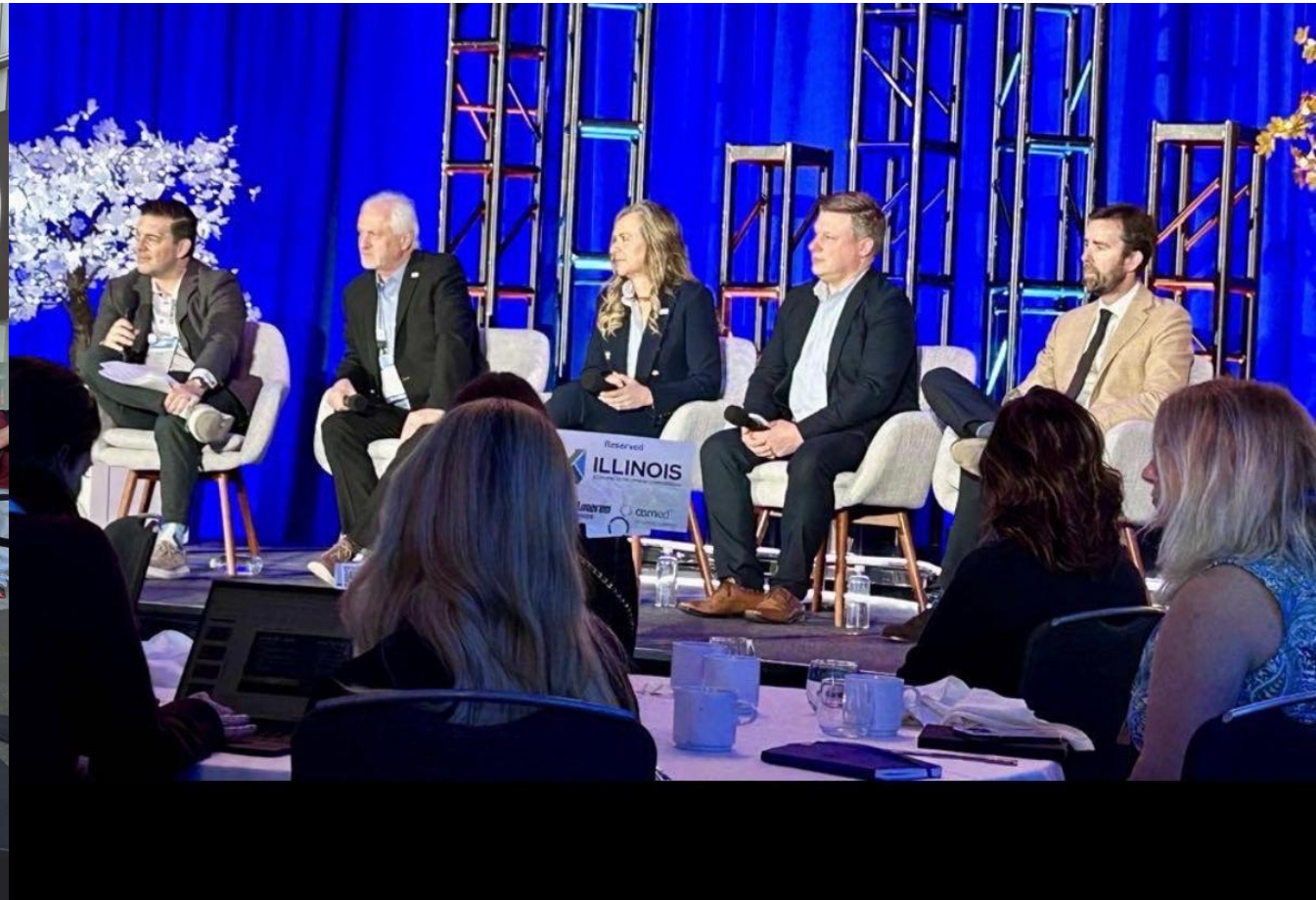


A polo player at The Broadmoor Winter Polo Classic | Courtesy of Robin Repeta



Norris Penrose Events Center | Ron Cheney-Imagn Images

# Economic Development Attraction





Colorado Springs  
CHAMBER & EDC™

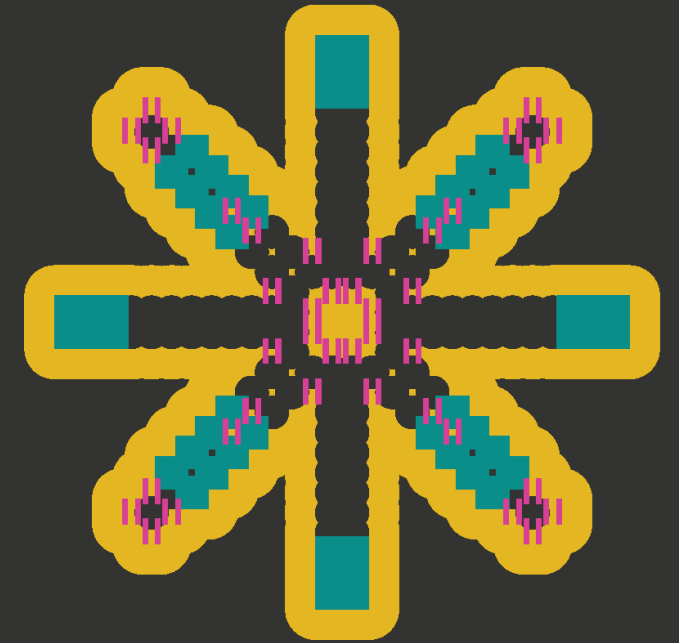
Branding Initiative

## **Business Objective Value of Unified Brand**

Establish Colorado Springs and the Pikes Peak region as a premier, national destination for business investments, attracting a talented workforce, and hosting meetings/events by developing a unified brand platform—that showcases its unique fusion of dynamic economic opportunity and exceptional quality of life—that works across all communication touchpoints.



**The Community Has Changed.  
It's Time for the Brand to  
Change, Too.**



# Source Colorado Springs

## WHY

Our reason for being

Colorado Springs exists to expand what's possible—for people, for ideas, and for the future they're daring enough to build.

## WHAT

What we bring to the world

We bring breathing room for ideas—with the infrastructure, talent and business opportunities, and community to turn them into reality.

## HOW

Our proof points

Space to Create

Diverse Engine of  
Innovation

A Culture of 'Why  
Not'

Growth with  
Intention

## PERSONALITY

Our voice and tone

Boldly Optimistic. Grounded & Approachable. Inventive and Credible.

# Brand Essentials

## Brand Logo

Primary Logo/Inverse Logo



Wordmark/Inverse Wordmark



## Brandmark

Icons



## Color Palette

Primary Colors



Secondary Colors



## Typography

Primary Font

Aa

Space Grotesk Family

The quick  
brown fox  
jumps over  
the lazy dog.

Secondary Font

Aa

CoFo Sans VF

The quick  
brown fox  
jumps over  
the lazy dog.

## Forward Clarity

Rationale

This visual system is built to project confidence, momentum, and belief in what's next. The color palette balances bold, high-energy hues with refined neutrals to signal optimism without sacrificing credibility. Typography is clean, contemporary, and precise. Engineered for clarity at speed, reflecting a tech-forward mindset that values intelligence, efficiency, and progress. Photography emphasizes confident lighting, contrast, and authentic human presence, capturing moments of focus, conviction, and ambition. Together, these elements create a cohesive visual language that feels innovative, intentional, and unmistakably 'Defiantly Undefined.'

## Photography

C-Suite



Site Selectors



M&C Planners



Workforce Talent



Landscape Imagery



# BRAND MANIFESTO

**WELCOME TO COLORADO SPRINGS,  
CURIOUS-MINDED EXPLORERS.  
A PLACE WHERE “NEVER BEEN DONE”  
GETS DONE PLENTY.**

Got a winning mindset? Ambitious aims?  
The ability to lead the next generation of talent?

Good. You've found your people.  
People who welcome everyone with open arms.  
People who turn ideas into impact.  
People who have helped make Colorado Springs one of the  
best business climates in America.

It's this mindset that has allowed us to break molds and play  
by our own rules.

We don't accept labels, nor do we chase them.

We think. We build. We collaborate.

And we move forward with main-character  
optimism—without waiting for permission or applause.

We are Colorado Springs.



# tone of voice



SOURCE  
COLORADO  
SPRINGS

Here, 'never  
been done'  
is all we do.



**If your goals  
are to move  
mountains,  
might we  
provide a little  
inspiration?**



**A culture of  
why not,  
an obsession  
with what if.**



**Talent that  
raises the bar  
and can drop  
down and  
give you 20.**





**You'll barely  
notice the  
five-star  
conference  
rooms.**



**A workforce  
that's stood on  
the world stage  
can handle  
your boardroom.**



**From podiums  
to boardrooms,  
our workforce  
knows how to win.**



**A workforce  
that's as good  
as gold.**





**Welcome to the  
training ground  
for new thinking.**



**Thank you.**



**POWERED BY TOURISM**



**Colorado Springs**  
**CHAMBER & EDC™**