



- 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

To achieve economic prosperity for our region and act as a catalyst for business innovation and growth.

What Drives Us

- We holistically support businesses through **Economic Development, Government Affairs, Small Business Development, and Membership Services.**
- We are the **front door for businesses** to access influence, resources, and knowledge.
- We lead on regional business initiatives, event execution, convening decision makers, and **uniting the region to win globally.**

Hosted Partner Organizations





Changing the narrative: Colorado springs reimagined

Source Colorado Springs is a bold initiative to elevate the national reputation of Colorado Springs and the Pikes Peak region by sharing authentic stories that reflect its innovation, vitality, and untapped potential. This effort challenges outdated perceptions and reintroduces Colorado Springs as a thriving business hub, a magnet for top talent, a dynamic destination for conferences and tourism, and an exceptional place to live.

Purpose

- Elevate the national profile of Colorado Springs and the Pikes Peak region.
- Promote the region as a top-tier destination for business, talent, business conferences and innovation.
- Rebrand Colorado Springs by challenging outdated stereotypes and showcasing prosperity.
- Establish a cohesive brand that captures Colorado Springs' promise and potential.



STRATEGY

- Develop a unified regional branding strategy with aligned messaging.
- Collaborate with national/international journalists through:
 - Proactive story pitching to top-tier outlets
 - Media tours with industry and local leaders as spokespeople
 - Individual press visits leveraging national hooks or major events
- Highlight assets: rich history, thriving industries, world-class venues, and quality of life.
- Utilize nationally-focused media campaigns and strategic PR initiatives to bring positive focus on Colorado Springs.

REGIONAL BRANDING STRATEGY

Partner with Branding Experts: Engage a professional agency to lead the creation of a cohesive brand that reflects the unique strengths of Colorado Springs and the Pikes Peak region. Scope includes:

- Create a cohesive brand that reflects Colorado Springs' values, strengths, and vision.
- Showcase Colorado Springs' unique industries, people, lifestyle and culture.
- Collaborate with government, private sector, business academia, tourism, and community leaders for shared ownership.
- Use stakeholder insights to craft consistent, compelling themes for regional marketing and outreach.



SOURCE COLORADO SPRINGS MEDIA HUB

Launch a centralized digital platform to serve as the region's media gateway. Partner with a professional service provider to build a website that:

- Hosts original content and lead-generation assets.
- Amplifies authentic community voices and regional stories.
- Connects national and international journalists to key sectors and opportunities.
- Showcases Colorado Springs as one of America's most dynamic and investable regions.





RECENT WINS

Media spotlight and PR efforts

Recent national media features

SportsTravel

BY NORTHSTAR

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Letter from Colorado Springs: The Impact of the U.S. Senior Open

How major sports events are uniting a city's economy

Posted On : July 8, 2025 By : Jason Gewirtz

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Colorado

CO: Chip Producer Okika Devices Selects Colorado Springs for New HQ, R&D Center, with 20 New Jobs

May 22, 2025



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Warrior Games Return to Its Roots in Colorado Springs

The destination will host the adaptive sports event for the seventh time

Posted On : July 18, 2025 By : Justin Shaw

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Rent and teacher shortages are on the rise, so this school district is building a tiny home village

MAY 13, 2025 10:39 AM PT

When leadership at Harrison School District 2 in Colorado Springs, Colorado

BY KAMRIN BAKER

LIVABILITY

7 Fun Family Vacation Destinations in Colorado

The Centennial State offers unforgettable getaways for crews with kiddos of all ages.

By Patricia Kaowthumrong on August 4, 2025



iStock/MargaretW

Digital Marketing Campaigns

Micro-targeting talent source cities: Strategic outreach to attract talent and elevate Colorado Springs' national profile.

- **Targeted digital campaigns:** Precision ads in talent-supplying metros spotlight career opportunities, lifestyle perks and affordability. Optimized across LinkedIn, Google, Facebook, Instagram and other platforms to reach key talent pools.
- **National Media & PR:** Partnered with top-tier journalists to share authentic stories about the region's industries and culture. Featured in Inc., Fortune, and TechRepublic, driving over 1 billion media impressions.
- **Lifestyle-Driven Content:** Promotes Colorado Springs' outdoor recreation, arts scene and quality of life to appeal to young professionals.



DIGITAL ADS



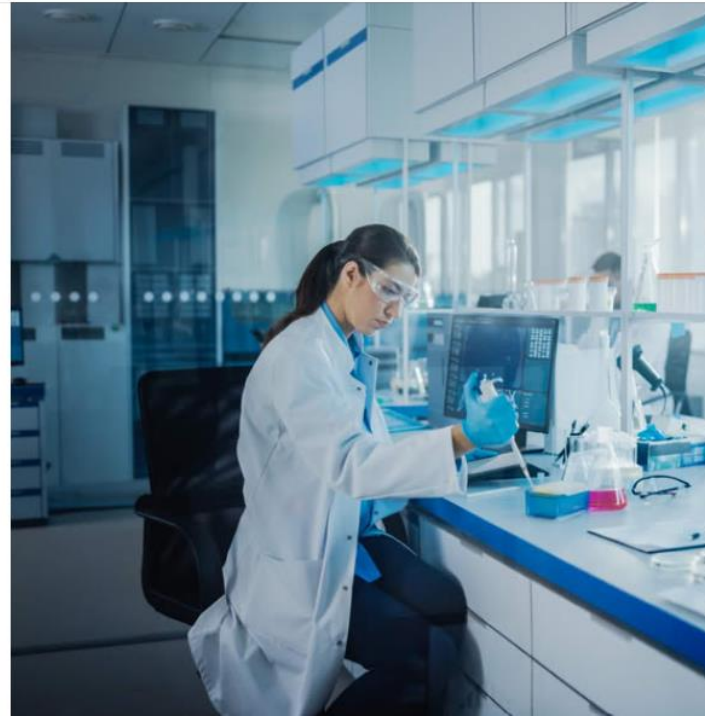
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Published by Emily Gao · May 21 ·

Find your dream house for a fraction of the price in Colorado Springs, named one of the best places to explore buying a home by WalletHub.



Colorado Springs Chamber & EDC
Published by Emily Gao · May 10, 2024 ·

WalletHub ranked Colorado Springs as a Best Area for STEM Professions in 2024. Explore the professional opportunities available.



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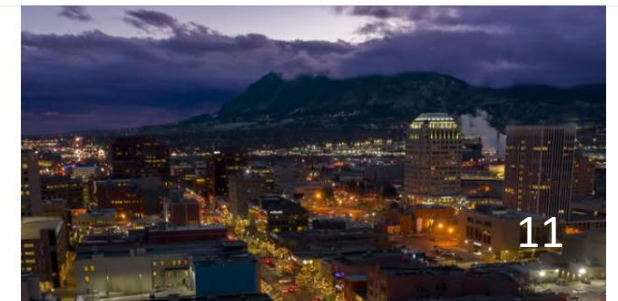
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ings as the #4 Best Place for Young Professionals because of creation activities.



Colorado Springs Chamber & EDC
Published by Brent Curry · June 5, 2024 ·

Your best life starts in a place like this—find your groove in Colorado Springs, ranked among the top ten places to live by U.S. News & World Report.



Business Conference Prospects

- **Aerospace & Defense**
- **Cybersecurity**
- **Broadband**



Thank you.

