



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

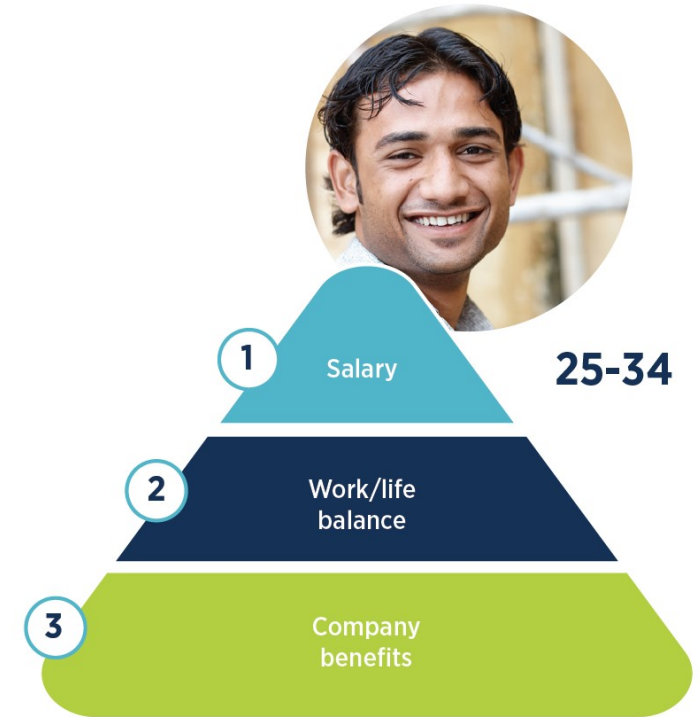
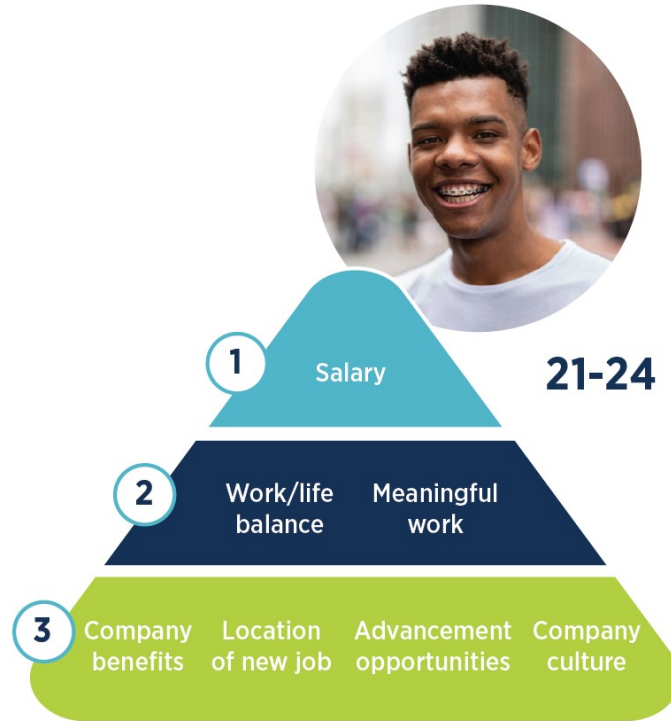
KPIs from Colorado Springs Chamber & EDC's LART contract: time period Jan. 1 – July 31, 2023

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 & Executives perceptions – September 15**



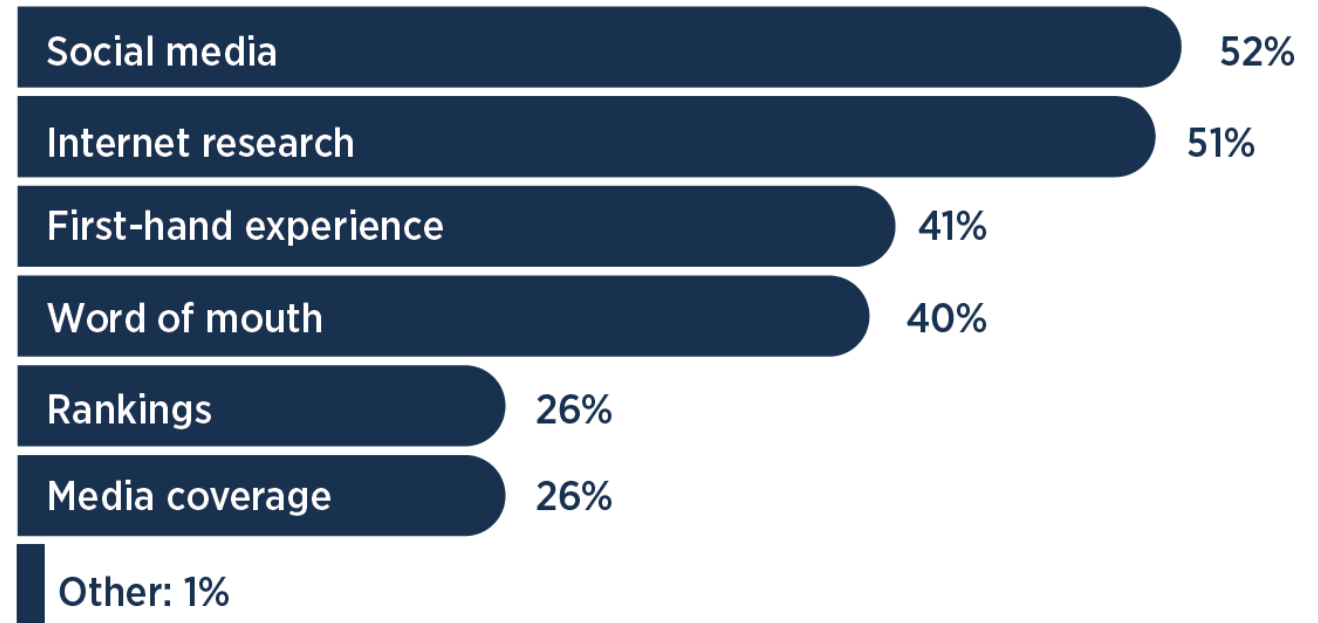
Who is Most Likely to Move and Why?





How Talent Finds Information

When you were considering places to relocate to, what influenced your perceptions of communities? (Please choose all that apply)



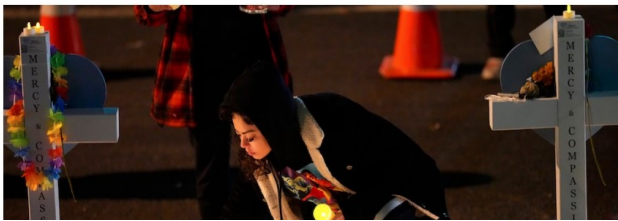
NEWMARK to Johnna: "You have a reputation issue."

The Washington Post
Democracy Dies in Darkness

For LGBTQ community, Colorado Springs shooting meant 'safety betrayed'

By Reis Thebault and Teo Armus

Updated November 22, 2022 at 10:08 p.m. EST | Published November 22, 2022 at 7:03 p.m. EST



Colorado Springs Chamber & EDC
Published by Do Flipboard @ · April 5 ·

An outdoor paradise with big city benefits. Reach your next career peak in Colorado Springs.

An aerial photograph of Colorado Springs, Colorado, showing a mix of urban buildings and green spaces, with mountains in the background under a clear sky.

COLORADOSPRINGSCHAMBEREDC.COM
Ranked #1 Most Desirable Place to Live
On pace to be Colorado's largest city, Colorado Springs is the hometown wit... Learn more

249 87 Comments 31 Shares

- Paul Stoner
You must be kidding! Maybe is your are able old, white Republican...!
- Tom Richardson
Nice place... but not much to do at night, no music scene that I could find.
- Mike Werner
To many tree huggers. Beautiful but to liberal. 🤔👍 11
- Rich Hinz
Mike Werner it's the most conservative city in CO, Grand Junction is 2nd.

The Gazette
Pulitzer Prize Winner / Est. 1872

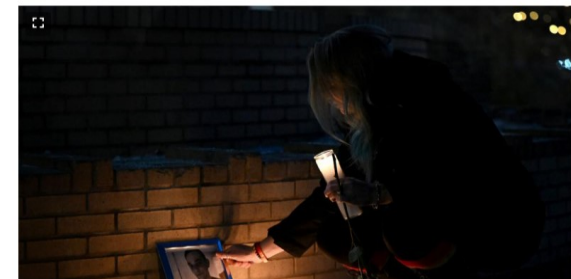
Red Rocks south? 8,000-seat outdoor amphitheater planned in Colorado Springs

By Rich Laden rich.laden@gazette.com Apr 6, 2022 Updated Jun 13, 2022 View Comments

colorado politics

'The Hate State' has a new reputation | Colorado Springs Gazette

Colorado Springs Gazette Editorial Board Nov 28, 2022 Updated Nov 28, 2022 0





But...

- Are we moving the needle?
- Are we increasing visits to the region?
- How are we **measuring** Colorado Springs and El Paso County's perception among future talent and corporate decision makers?



Talent attraction marketing sits at the intersection of economic development and tourism marketing.



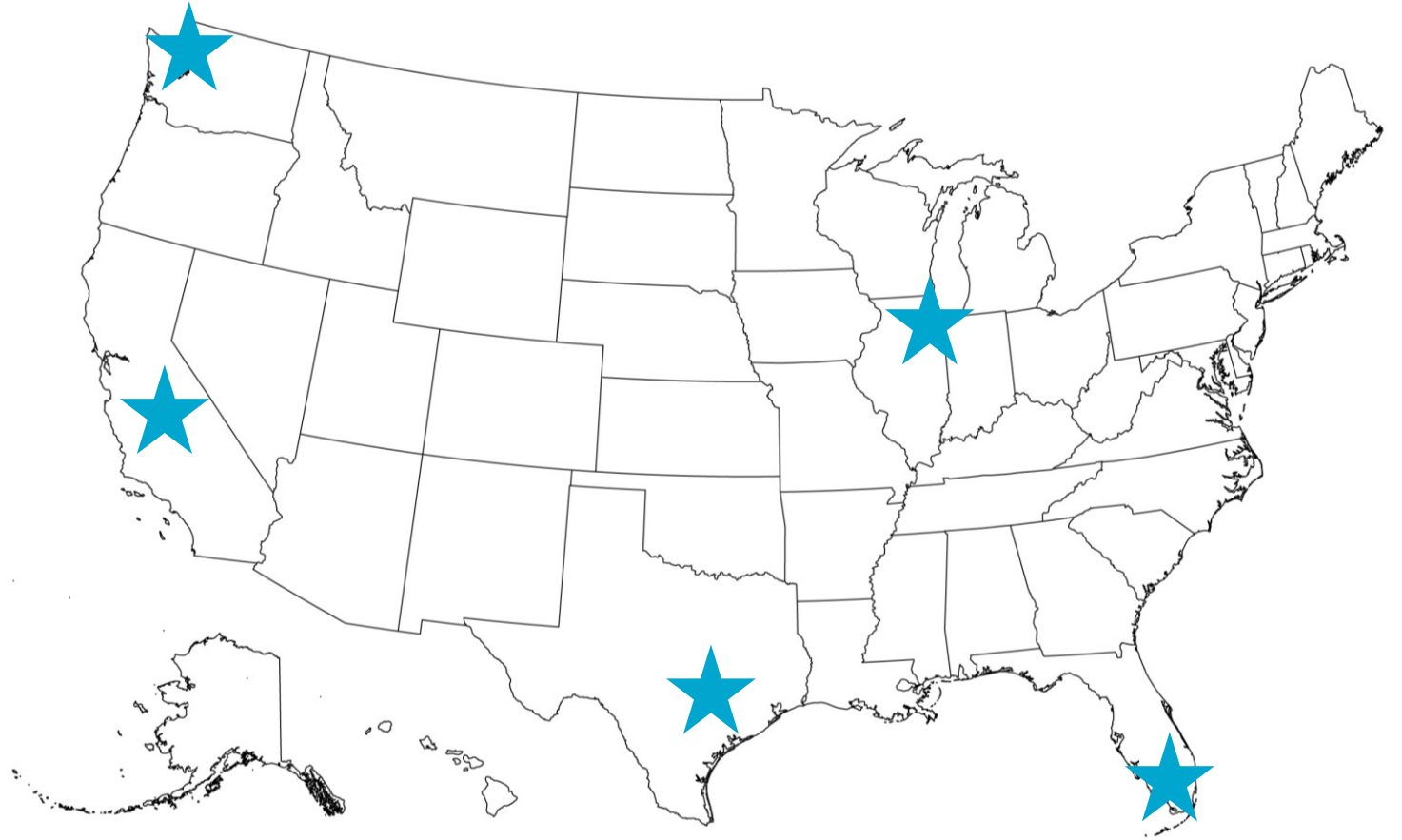
Goals + Objectives

- 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



Target Audiences

- 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



Placeholder for slides coming 8/17

Media audit and rankings analysis

2) Earned media: Amplifying the Colorado Springs story. KPI: 12 results from proactive national pitching. Result: 6

KPIs from Colorado Springs Chamber & EDC's LART contract: time period Jan. 1 – July 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](#)



SEMICONDUCTOR OPPORTUNITIES
From the Colorado - Business Comes To Life
SHARE THIS ON SOCIAL MEDIA
Tweet Share LinkedIn Share



Colorado Keeps It CHIP-per

Trust in the state's semiconductor industry comes with a \$600 million payday.



3) Digital Advertising

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

- **Paid search**
 - Achieve greater than industry benchmark 7% click-through-rate on Google ad words: **result 14.3%**
- **Paid social** – quarterly campaigns highlighting our target industries and workforce
 - Achieve greater than industry benchmark 1% click-through-rate on Facebook: **result 3.2%**
 - Achieve greater than industry average .40% click-through-rate on LinkedIn: **result 0.53%**

4) Online presence

- Report new users 2/year, increase growth by 5%: **result 19.7%**
- Report average time spent per user 2/year, increase time spent by :10: **result :07 increase**
- Report how many pages per session 2/year, increase growth by one page/session: **result .24 increase**
- Report website conversions: result
 - Job views – achieve greater than .30% click-thru-rate on LinkedIn ads: **result 0.53%**
 - Cost of Living calculator – achieve greater than 1% click-thru-rate on Facebook ads: **result 17.88%**

5) Blogs

KPIs from Colorado Springs Chamber & EDC's LART contract: time period Jan. 1 – July 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 – July 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.
- 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.



6) Ongoing Outreach

KPIs from Colorado Springs Chamber & EDC's LART contract: time period Jan. 1 – July 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.



 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.

BLUESTAQ Boecore 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

#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

Lapel pins + Stickers



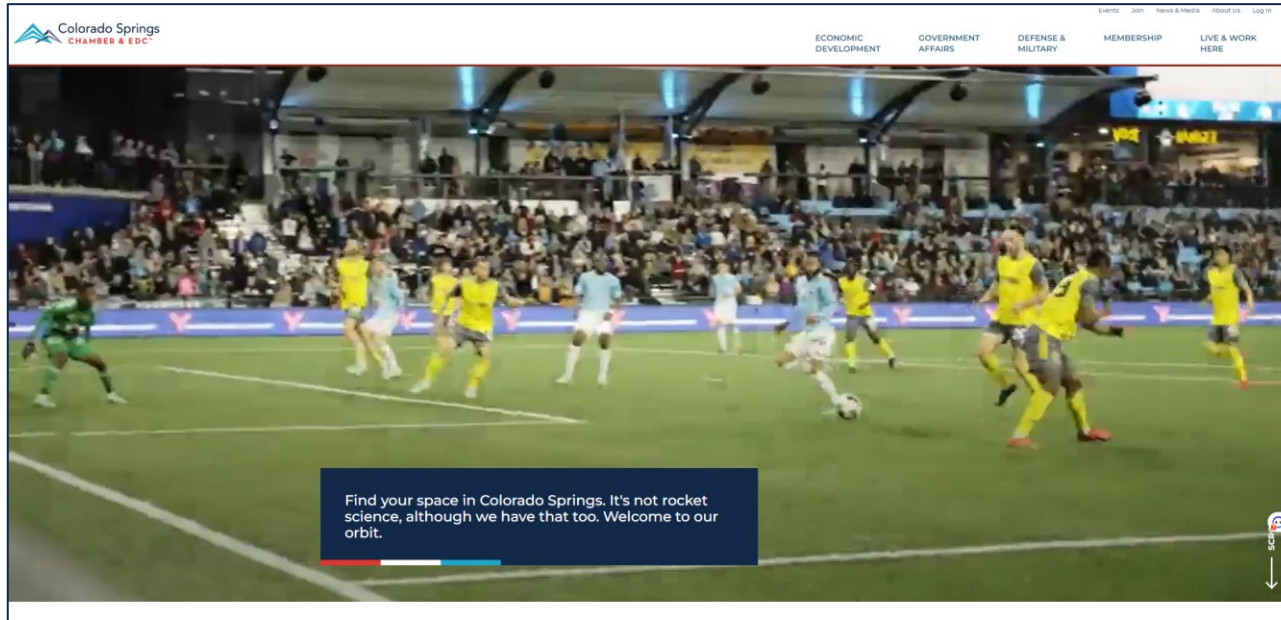
1inch



6) Ongoing Outreach

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

- a) Be the official producer of the Colorado Springs Relocation Guide
- b) Produce 2 high-quality videos, 100 photos, assets that market the Colorado Springs business community per year.



Thank you.



POWERED BY TOURISM



Colorado Springs
CHAMBER & EDC™