



## 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, 2024. Done.

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**Perception study launched on July 27, 2023. Results timeline:**

- a. Media audit and rankings analysis – August 18, 2023**
- b. Internal & external talent perceptions – September 4, 2023**
- c. Site Selector Consultants & Executive perceptions – September 15, 2023**



## 2) Earned media: Amplifying the Colorado Springs story. KPI: 12 results from proactive national pitching. Result: 5

KPIs from Colorado Springs Chamber & EDC's LART contract: time period Jan. 1 – July 31, 2024

1. Business Facilities: 90M CHIPS Act Funding To Spur Microchip Expansion In Colorado
2. INSIDER: A Foodie Guide to 11 Lesser-Known US Cities
3. Wealth of Geeks: Can't Travel to the Paris Summer Olympics? Have a Medal-Worthy Experience in These Four U.S. Cities
4. Livability: Experience the Summer Games in Olympic City, USA
5. Livability: Top 25 Best Places To Live Out West




**\$90M CHIPS Act Funding To Spur Microchip Expansion In Colorado**  
01/05/2024




The semiconductor maker expects to create 400 jobs at its existing site in Colorado with the funding, as well as to grow operations at an Oregon site.

[Read More >>](#)



**Experience the Summer Games in Olympic City, USA**  
Can't make it to Paris? Anchored by the United States Olympic & Paralympic Museum, Colorado Springs, CO, is all about the Games.  
By Bill McMeekin on July 25, 2024



Courtesy of the United States Olympic & Paralympic Museum

# 3) Digital Advertising

KPIs from Colorado Springs Chamber & EDC's LART contract: time period Jan. 1 – July 31, 2024.

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- **Paid search**
  - Achieve greater than industry benchmark 7% click-through-rate on Google ad words: **result 6.72%**
- **Paid social** – quarterly campaigns highlighting our target industries and workforce
  - Achieve greater than industry benchmark 1% click-through-rate on Facebook: **result 3.45%**
  - Achieve greater than industry average .40% click-through-rate on LinkedIn: **result 0.99%**

# 4) Online presence

- Report new users 2/year, increase growth by 5%: **result 21.9%**
- Report average time spent per user 2/year, increase time spent by :10: **result :13 decrease**
- Report how many pages per session 2/year, increase growth by one page/session: **result .16 increase**
- Report website conversions: result
  - Job views – achieve greater than .30% click-thru-rate on LinkedIn ads: **result 0.7%**
  - Cost of Living calculator – achieve greater than 1% click-thru-rate on Facebook ads: **result 3.64%**

# 5) Blogs

KPIs from Colorado Springs Chamber & EDC's LART contract: time period Jan. 1 – July 31, 2024. Result: 10 blogs published.



## Colorado Springs Chamber & EDC launches program to attract and keep young, talented workers in Colorado Springs

The Colorado Springs Chamber & Economic Development Corporation (Chamber & EDC) launched the 2024 edition of the Hello Colorado Springs talent program to attract and keep young, talented workers in Colorado Springs and the Pikes Peak region. This year's...

June 6, 2024



## Colorado Springs Launches Community Marketing Campaign to Demonstrate the Region's Investment Potential and Attract Investors, Workforce Talent

The Colorado Springs Chamber & Economic Development Corporation (Chamber & EDC) today launched the "Take off in Colorado Springs" community marketing campaign to showcase the underlying potential in Colorado Springs aerospace...

April 8, 2024



## Omni Federal Expands In Colorado Springs Creating Over 500 Well-paying Jobs

The Colorado Springs Chamber of Commerce and Economic Development Corporation announced that Omni Federal has selected Colorado Springs for expansion. The company provides modern engineering and digital transformation solutions for the...

April 25, 2024



## Growing Colorado's Aerospace and Defense Industry: INVICTUS Selects Colorado Springs for Expansion

Governor Polis and the Global Business Development Division of the Colorado Office of Economic Development and International Trade (OEDIT) announced today that Invictus International Consulting, a Veteran-owned cybersecurity and...

February 29, 2024

# 6) Ongoing Outreach

## KPIs from Colorado Springs Chamber & EDC's LART contract: time period Jan. 1 – July 31, 2024

- a) **Host at least one Familiarization (FAM) Tour(s) in Colorado Springs per year**, bringing site selectors into our community to experience firsthand our region's business assets and advantages. **Result:** We have hosted two FAM tours. In April, John Lenio with CBRE, and in June 17 site selectors from Deloitte.
- 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 **6 targeted tradeshows in key sectors:** manufacturing, aerospace & defense, cybersecurity, site selector conferences.



# 6) Ongoing Outreach

KPIs from Colorado Springs Chamber & EDC's LART contract: time period Jan. 1 – July 31, 2024

**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 community campaign for the second year in a row, 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.



# COS Airport Entrance | Interactive Photo Booth





# COS Airport Entrance | Window clings while exiting



# 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](https://CSCEDC.com/ORBIT)

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

TAKE OFF IN COLORADO SPRINGS

Colorado Springs  
CHAMBER & EDC™

(719) 471-8183  
info@cscedc.com

Learn why Lockheed Martin, Northrop Grumman and more than 150 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.

52% 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

Home of U.S. Space Command



BLU\*STAG LOCKHEED MARTIN NORTHROP GRUMMAN L3HARRIS

Davidson Jacobs BOEING KRATOS Caliola

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

7,000 acres of open space 230 miles of hiking & biking trails

1.4X denser than U.S. 10.8% projected growth 2022-2027

18.1% jobs growth 2018-2023 \$280K output per worker

### AEROSPACE & DEFENSE TRADE 2023

\$2.25B trade \$1.57B suppliers \$731M buyers

# Pop-up banners



Colorado Springs  
CHAMBER & EDC™

Climb to new heights in Colorado Springs, with 230+ miles of hiking and biking trails.

CSCEDC.com/ORBIT



TAKE OFF  
IN COLORADO SPRINGS

#WelcomeToOurOrbit



Colorado Springs  
CHAMBER & EDC™

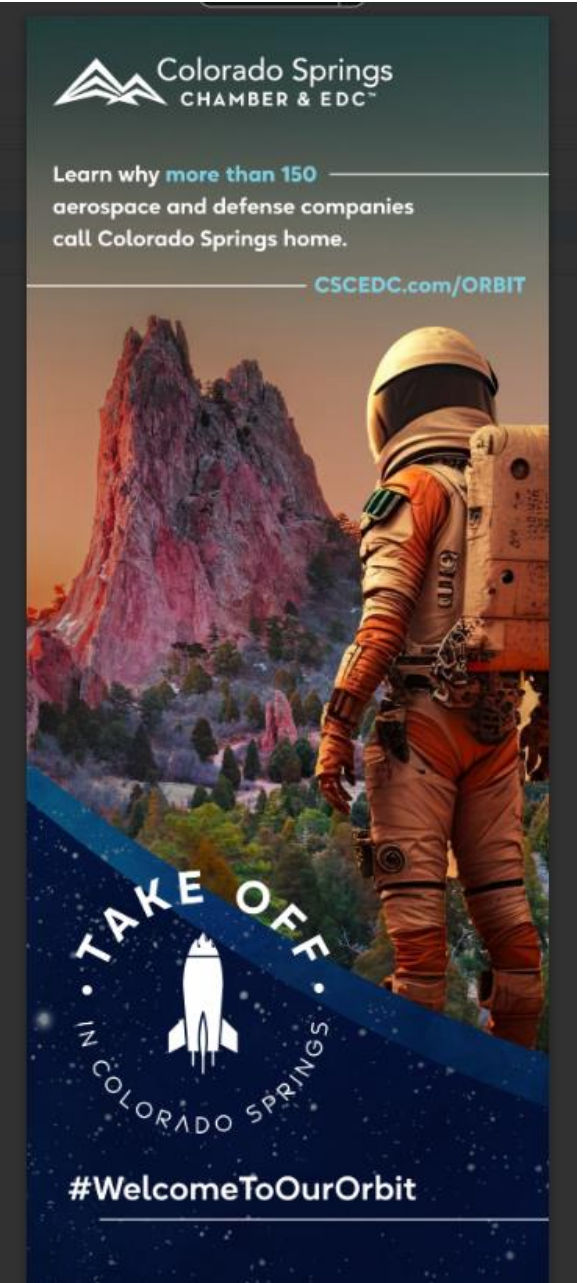
Land your business here and experience the gravitational pull of Colorado Springs.

CSCEDC.com/ORBIT



TAKE OFF  
IN COLORADO SPRINGS


#WelcomeToOurOrbit



Colorado Springs  
CHAMBER & EDC™

Learn why more than 150 aerospace and defense companies call Colorado Springs home.

CSCEDC.com/ORBIT



TAKE OFF  
IN COLORADO SPRINGS

#WelcomeToOurOrbit

# Lapel pins + Stickers



# Additional Campaign Activations

- “Why COS” Hotel TV in-room video/lobby video
  - Broadmoor, Hilton Garden Inn, Springhill Suites, Element, Hyatt Place
- Mayor Yemi welcome video at airport, social
- Social media toolkit for partners
- Geofencing on Facebook
- Landing page with messaging about highly skilled and educated workforce
- Street cleanup



24 Economic  
Development  
Leads from  
Space  
Symposium





# 6) Ongoing Outreach

KPIs from Colorado Springs Chamber & EDC's LART contract: time period Jan. 1 – July 31, 2024

- a) Be the official producer of the Colorado Springs Relocation Guide **Result:** The 2024 Relocation Guide was released in March 2024 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:** On track. 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.**



**POWERED BY TOURISM**



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