



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

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



1) Conduct Perception Study

KPIs from Colorado Springs Chamber & EDC's LART contract: time period July-Dec 2024.

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: 12

KPIs from Colorado Springs Chamber & EDC's LART contract: time period July-Dec 2024.



\$90M CHIPS Act Funding To Spur Microchip Expansion In Colorado

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.

January 5, 2024

Microchip, a leading producer of semiconductor devices announced yesterday a preliminary memorandum of terms (PMT) resulting in \$90 million to modernize and expand a its fabrication facility in Colorado Springs, Colorado as part of \$152 million in overall direct funding to support the company's semiconductor supply chain. With nearly 1,000 employees in the state, Microchip is the second semiconductor company to be identified for federal funding through the CHIPS and Science Act (and the first in Colorado). This is the largest federal investment in CHIPS manufacturing announced by the Department of Commerce to date. Attending the event was Governor Jared Polis, Colorado Office of Economic Development and International Trade (OEDIT), and the U.S. Department of Commerce.

An Arizona-based, public multinational company, Microchip's product portfolio supports over 125,000 customers across the industrial, automotive, consumer, aerospace and defense, communications and computing markets. This investment would enable Microchip to significantly increase its U.S. production of microcontroller units (MCUs) and other mature-node semiconductors critical to America's defense, aerospace, auto, commercial, and industrial industries. Together with an expansion at a Microchip fabrication facility in Gresham, OR, the Colorado Springs expansion is estimated to nearly triple the share of semiconductors the company produces at these sites.



Colorado Springs named a top city in North America for tech talent growth



f X in Y



Illustration: iStock/Peoplebox

A [new report](#) from commercial real estate firm CBRE ranked [Colorado Springs](#) the No. 2 up-and-coming market for tech talent in North America.

Private satellites in the crosshairs

Orbital systems crucial in the technology of modern life have become military targets because of their role in the security of the U.S. and its allies



By Apogee November 21, 2024 Updated: November 22, 2024 23 Mins Read



APOGEE STAFF

With their growing reliance on outer space to ensure national security, the U.S. and its allies are turning to the commercial space sector for its speed, innovation and flexibility. One result: Adversaries are viewing the space-based systems that enable communications, observation and other facets of civilian life as military targets, making the protection of these "dual-use" assets a top defense priority.

The war on Ukraine has added urgency to the effort. The day that Russian tanks first rolled in, a cyberattack targeted satellite internet provided by U.S.-based Viasat, blocking service for up to two weeks for tens of thousands of civilians across the region — even for a German wind-turbine operator — in an apparent attempt to disrupt the Ukrainian military's command and control. The military successfully substituted portable Starlink system devices from U.S.-based SpaceX, so Russian hackers took aim at them, too. This time, they were unsuccessful.

The fighting at their doorstep gives the 27 nations of the European Union a major stake in developing protection for satellites, ground systems and the links between them. The policymaking EU Council adopted its first Space Strategy for Security and Defence in November 2023, featuring four action steps: increase understanding of space threats, enhance resilience of space systems and services, better respond to space threats, and enhance the use of space for security and defense. In announcing the new

3) Digital Advertising

KPIs from Colorado Springs Chamber & EDC's LART contract: time period July-Dec 2024.

- **Paid search**
 - Achieve greater than industry benchmark 7% click-through-rate on Google ad words: **result 7.4%**
- **Paid social** – quarterly campaigns highlighting our target industries and workforce
 - Achieve greater than industry benchmark 1% click-through-rate on Facebook: **result 4.65%**
 - Achieve greater than industry average .40% click-through-rate on LinkedIn: **result 0.78%**

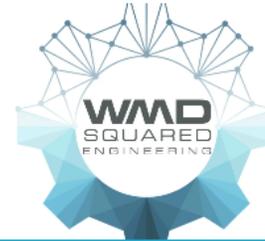
4) Online presence

- 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 :49 sec, :02 increase**
- Report how many pages per session 2/year, increase growth by one page/session: **result 2.82 pages/session, .21 increase**
- Report website conversions: result
 - Job views – achieve greater than .30% click-thru-rate on LinkedIn ads: **result 1.2%**
 - Cost of Living calculator – achieve greater than 1% click-thru-rate on Facebook ads: **result 4.45%**

5) Blogs

KPIs from Colorado Springs Chamber & EDC's LART contract: time period July-Dec 2024. Complete.

Publish two blogs/month on Colorado Springs focusing on key industries, Colorado Springs businesses and leaders, livability, and support to the region's businesses.



Creating Good-Paying Jobs for Coloradans: Polis Administration Announces Expansion of Engineering Company in Colorado Springs

Today, Governor Polis and the Global Business Development Division of the Colorado Office of Economic Development and International Trade (OEDIT) announced that WMD Squared Engineering has selected Colorado Springs, Colorado for expansion...



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'...



Polis Administration Announces Grants to Create Colorado Technology Hubs

Today, Governor Polis and the Business Funding & Incentives Division of the Colorado Office of Economic Development and International Trade (OEDIT) announced the Colorado Technology Hub Development Grant awards. Three recipients across th...

6) Ongoing Outreach

KPIs from Colorado Springs Chamber & EDC's LART contract: time period July-Dec 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. **Complete.**



6) Ongoing Outreach

KPIs from Colorado Springs Chamber & EDC's LART contract: time period July-Dec 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

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™

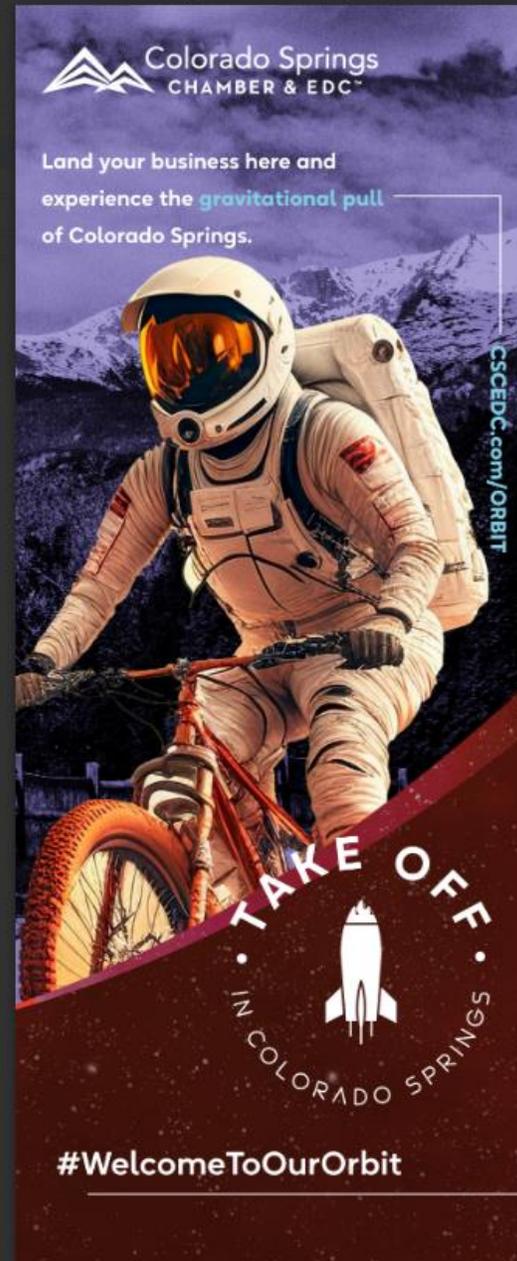
Climb to new heights in Colorado Springs, with 230+ miles of hiking and biking trails.

CSCEDC.com/ORBIT



TAKE OFF
IN COLORADO SPRINGS

#WelcomeToOurOrbit



Colorado Springs
CHAMBER & EDC™

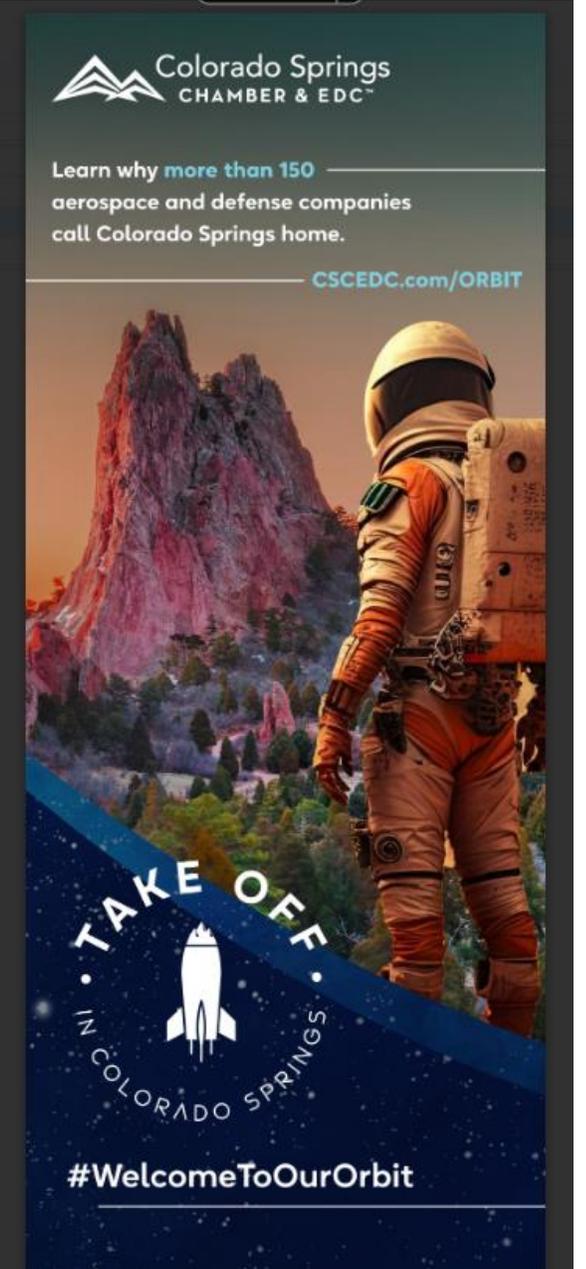
Land your business here and experience the gravitational pull of Colorado Springs.

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
2024 Space
Symposium



6) Ongoing Outreach

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



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