


Colorado Springs EDC  
TRENDS, ASSETS, LIABILITIES, IMPROVEMENTS

Remarks by  
Dennis J. Donovan

Wadley Donovan Gutshaw Consulting

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CONTENT

- TRENDS
- ASSETS
- LIABILITIES
- IMPROVEMENT IDEAS
- REGIONAL MARKETING
- BETTER WEBSITES

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TRENDS

- Location Activity
  - Depressed 2008 - Mid 2010
  - Uptick
    - Q3 2010
    - Continuing to Mid-2011
    - Better 2012 ?

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## TRENDS

- Active Sectors
  - Capital Goods Mfg.
  - Distribution
  - Back Office
  - Data Center
  - Food
  - Bioscience
  - Consumer Goods Manufacturing
    - Weak
    - Starting

WEGC

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## TRENDS

- Manufacturing Rebound
  - Domestic Expansion
  - Reverse Investment
- Prominent Factors
- High-Tech Considerations

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## ASSETS

- Front Range
- Business Climate
- Reputation
- Talent Pool
- Workforce Quality
- University
- Nonunion

WEGC

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## ASSETS

- Industry Critical Mass
- Inter-Mountain
- Denver
- Site/Building Options
- Utility Infrastructure
- Teleco
- Costs

WEGC

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## ASSETS

- National Recruiting
- Moderate Taxation
- Decent Incentives
- Quality-of-Life
- Leadership
- EDC

WEGC

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## LIABILITIES

- In-between Location
- Food Chain
  - Moving Up
  - Established Competition
  - Dampens Historical Advantage
- Syndrome Requires
  - Pragmatic/Competitive Action
  - Extra Resources

WEGC

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## LIABILITIES

- CO Personal Property Tax
- Air Service
- Freight Costs
- Skilled Shortages
- Technical University Resources
  - Decent Local
  - But Bulk In Denver
- Absence of Front Range Marketing

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## IDEAS FOR IMPROVEMENT

- Front Range ED
  - Marketing
  - Group
  - Campaign
  - Initial Prospect Handling
- Create Brand
  - Front Range
  - CSprings

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## IDEAS FOR IMPROVEMENT

- EDC Budget: \$1 Million
- Diversify Talent
- Vo-tech Career Public Relations
- Nonstop Air Service
  - NYC
  - Miami
- Eliminate Business Personal Property Tax

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## IDEAS FOR IMPROVEMENT

- Liberalize State Incentives Eligibility
- EDC Website
  - When Next Updated
  - IEDC Data Standards
- Continue Strong Support For EDC

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
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## REGIONAL MARKETING

- The Norm
- Rationale
  - Customer Perspective
  - Economic Reality
  - As Such Most Expand Over Time
- Success Keys
- Success Example

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## REGIONAL MARKETING

- Illustrative Best Programs
- Smaller Areas, Critical
- Regional Start-up
  - Not As Widespread
  - As Attraction
  - But Should Be

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## REGIONAL MARKETING

- Regional Marketing
  - Emphasis
  - Methods
  - Social Networking
- Website
- Front Range Thoughts
  - WDCG recommends
  - Interim Step: Pueblo/CSprings and Southern Colorado

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## BETTER WEBSITES

- Small Town
- Metro
- State
- Utility

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