

 **Metro Denver**
 Economic Development Corporation
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www.metrodenver.org
www.metrodenverGIS.org

Affiliate of:
 **DENVER METRO CHAMBER OF COMMERCE**

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METRO DENVER ECONOMIC DEVELOPMENT CORPORATION
 Major Accomplishments



The Metro Denver Economic Development Corporation (Metro Denver EDC), a unique regional economic development partnership, continues to lead the way for economic prosperity in the Metro Denver region by providing energetic leadership, executing focused strategies, and taking advantage of opportunities as they arise to act in the region's business interests.

Our work to create a competitive environment that attracts companies and jobs is backed by the region's business community, with primary funding coming from private-sector investors, as well as participating cities and counties. Strategic initiatives are developed among our partners, with final decision-making authority by an investor board of directors. The Metro Denver EDC is an affiliate of the Denver Metro Chamber of Commerce (DMCC).

A BLUEPRINT FOR ECONOMIC SUCCESS

In 2004, the Metro Denver EDC began an aggressive five-year plan called Breakthrough Denver! to restore economic vitality and to brand Metro Denver as a vital and sustainable region up for the new economy-with a goal of creating 100,000 new jobs by 2008.

In just under five years, our results have been impressive. The Metro Denver EDC surpassed its original job creation goal in mid-2008 with 125,700 new jobs created throughout the region. As an investor in the Metro Denver EDC, you'll find that your money has been well spent on six strategic areas:

- Tax Reform
- National Marketing
- Mobility
- DIA/International Flights
- Existing Business
- Special Opportunities

"We have a fight on our hands in the policy and legislative arenas. This is our legacy."

— Joe Blake, president and CEO, Denver Metro Chamber of Commerce and Metro Denver Economic Development Corporation

“Before I became involved with the Metro Denver EDC, I had not witnessed such committed and effective leadership coalitions in my career. This is a body of men and women who push for the betterment of the entire region – and it works!”

– Chuck Ward,
President of Qwest – Colorado –
2008 Metro Denver EDC
Executive Committee Co-Chair

TAX REFORM

CONTINUALLY ACTING IN THE BEST INTERESTS OF THE BUSINESS COMMUNITY

- » With the DMCC, conducted ongoing early-stage voter polling on legislation affecting business
- » Provided \$750,000 in campaign support to pass Referendum C
- » With the DMCC, led efforts against HB 1072 union legislation
- » Helped craft key business legislation including single factor tax apportionment, business personal property tax reform, and elimination of the fly-away tax

MOBILITY

CONTRIBUTING TO AN INFRASTRUCTURE THAT WILL TAKE US INTO THE FUTURE

- » Released an in-depth study on the economic impacts of FasTracks
- » Contributed \$750,000 to the FasTracks Yes! Campaign
- » Funded efforts to ensure successful transit-oriented development
- » Led a national public relations effort to promote the success of T-REX

EXISTING BUSINESS

RETENTION & EXPANSION ACTIVITIES TO GROW OUR BUSINESS BASE

- » 125,700 new jobs created in Metro Denver from 2003 – 2008
- » Major company relocations and expansions include ConocoPhillips, Vestas Wind Systems, the United Launch Alliance, Kaiser Permanente, Rio Tinto Minerals, Molson Coors, Pro-Build, Vodafone, and Fast Enterprises
- » Released annual cluster studies of Metro Denver's top industries for job growth
- » Increased outreach to national site selectors with immersion visits
- » Partnered on two Canadian Energy Missions and led the Governor/Mayor California Trip
- » Initiated a proactive national prospect qualification system along with prospect visits to create new jobs
- » Released annual “Toward a More Competitive Colorado” reports on our economic competitiveness
- » Obtained a \$15 million U.S. Department of Labor WIRED workforce grant
- » The Metro Denver WIRED Initiative awarded \$7 million in grants, which has served as leverage funds for an additional \$12 million in industry and STEM-related projects



NATIONAL MARKETING

PROMOTING METRO DENVER'S BUSINESS ASSETS NATIONALLY AND INTERNATIONALLY

- » Launched www.metrodenver.org, rated the country's top ED Web site by our economic development peers and site selectors
- » Created the Metro Denver “Energetic Bodies. Energetic Minds.” branding campaign
- » Carried out an industry advertising campaign for the region's top-six growth sectors
- » Coordinated inbound and outbound national media trips
- » Initiated international public relations efforts promoting Metro Denver
- » Secured articles in top-tier national publications including *The New York Times*, *The Wall Street Journal*, *The Economist*, and *Governing* magazine
- » Hosted CoreNet Global and ULI national conferences in Denver
- » Marketed the region and industries with a state-of-the-art booth at national trade shows
- » Developed www.MetroDenverGIS.org, a GIS-enabled site selection Web site

DIA/INTERNATIONAL FLIGHTS

EXPANDING THE POTENTIAL OF OUR REGION'S TOP ECONOMIC ASSET

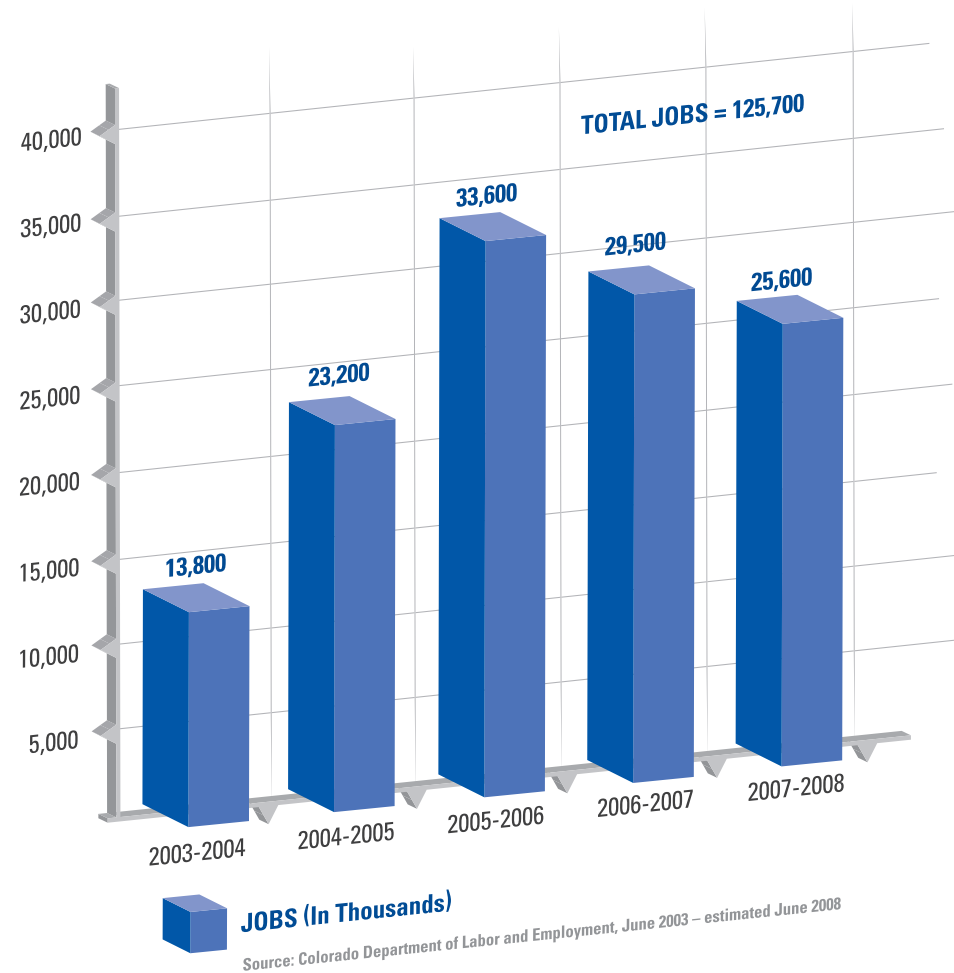
- » Provided \$200,000 to support Lufthansa German Airlines' new Denver/Munich flight
- » Created the DIA Leadership Committee as a private-sector business advocate for DIA's growth following the DIA Partnership consolidation
- » Worked with DIA to promote a new nonstop flight to Tokyo
- » Assisted Southwest Airlines with its expansion into the Denver market

SPECIAL OPPORTUNITIES

ACTING IN THE REGION'S BEST BUSINESS INTERESTS

- » Received a \$1.7 million endowment from CH2M Hill to fund job growth
- » Contributed \$100,000 to fight Amendment 34/construction defects
- » Provided \$25,000 to help fund the Fitzsimons Accelerator
- » Released an Energy Efficiency Study detailing conservation investments for companies
- » Created the Colorado Energy Coalition to promote the state as the “Balanced Energy Capital of the West”
- » Staffed the Colorado Space Coalition, developed a national marketing campaign, and created the www.spacecolorado.org Web site to advance our space industry
- » Co-chaired and led public relations efforts for the Metro Denver Health and Wellness Commission
- » Hosted U.S. cities and regions wanting to learn from Metro Denver's successful economic development model

METRO DENVER JOB GROWTH



PUT YOUR TALENTS TO WORK FOR THE FUTURE. JOIN THE LEADERS OF THE METRO DENVER EDC.

Despite the region's many economic successes over the past five years, at no time in Metro Denver's history has there been more at stake when it comes to our economic future. Anti-business initiatives, decreased support and funding for the state's higher education system, and budget shortfalls for critical transportation construction projects all threaten Colorado's ongoing economic competitiveness.

To meet the challenges now facing Metro Denver and Colorado businesses, the Metro Denver EDC is working to seek out, cultivate, and engage more business and civic leaders to shape our community's economic future. We are embarking on a new five-year capital campaign to raise the bar for economic prosperity in the region, to challenge threats to the region's continued success, and to reinforce our brand position as a vital and sustainable hub for new economy businesses, entrepreneurs, and workers.

For more information on our 2008 – 2012 strategic plan or to join the Metro Denver EDC as an investor, contact Tom Rieger with the Metro Denver EDC's Capital Campaign at 303.620.8030 or edc.campaign@metrodenver.org.

“A number of trends are headed downward, that if unchecked, pose potential long-term challenges to Colorado's historically competitive place in job creation and economic vitality.”

*– Metro Denver EDC's
“Toward a More Competitive Colorado” report*