Wyoming Working Together
Fall Conference:
How to structure a deal without selling your soul

9.21.17
Economic Development

- History
  - 18 years in Economic development
    - City of Lakewood
    - Northern Colorado Economic Development
    - Town of Windsor
Economic Development

- How did we get started
  - Community Assessment
    - Economic Base
    - SWOT Analysis
    - Strategic Plan
  - Resources
    - EDCC
    - Higher Education
    - Workforce Board
    - State (OED, DOLA, etc.)
    - Agencies (CRDC, CHFA, CLS, etc.)
Economic Development

- Deciding What Your Community Wants
  - Identifying Desired Results, Balancing Trade Offs

- Understanding Reality
  - Competition is Real and Aggressive
  - Profitability Supersedes Quality of Life
  - Thinking from Your Customer’s Perspective

- Learning What Works
  - What Do Your Companies Need?
  - How Can You Effectively Compete?
  - What Will Your Residents Support?
Managing Resources & Partners

ECONOMIC DEVELOPMENT
- Partners/Governments
  - Upstate Colorado EDC
  - NCEA
  - Metro Denver EDC
  - State Office of Economic Development
  - Larimer County
  - Weld County

EDUCATION
- CSU / UNC
- Front Range Community College
- Aims Community College
- K-12 Public Schools

TELECOMMUNICATIONS
- Long distance carriers

Windsor Economic Development Manager
Initial Community Contact

New Business Prospect or Expanding Firm

Confidential Communication

UTILITIES
- Utilities
- Natural Gas
- Water
- Electricity
- Waste Water
- Other Regional Utilities

CHAMBER OF COMMERCE

LOCAL INDUSTRY
- Peers
- Suppliers
- Vendors

OTHER ORGANIZATIONS
- Real Estate Brokers, Developers, Arts & Culture Organizations

The Economic Development Professional coordinates members of our internal & external economic development team.
Windsor Economic Development

- Community Economic Development Committee in 2009
- State of Colorado Economic Development Assessment of 2010
- Town of Windsor Economic Development Task Force January 2011
Windsor Economic Development

- Main Priorities:
  - Primary Employment
    - Business Retention & Expansion
    - Business Attraction
  - Retail
    - Business Retention & Expansion
    - Business Attraction
  - Ombudsman (Business Advocate) – most important function of our office
Development Opportunities

- 13 Business Parks/Areas of development
  - Commercial
  - Limited industrial
  - Heavy industrial
  - Residential Mixed use

- Approximately 7,300 commercial acres available to develop

- Regional Tourism Act - Tourism
Windsor Activity

Since April 2011 Windsor ED:

- $429 million of investment into Town
- Built or Acquired over 1.4 million sq. ft.
- Have or will create over 2,100 new jobs
- Average Salary $60,000
- Over $122 million in total payroll
Deal Failures

- GE – lost 150 high paying jobs
  - Know your support system

- Von Roll – 5 million payout
  - Don’t pay for companies

- Smuckers – lost out on $340 million development, 500 jobs
  - Know your developers capabilities
Regionalism – why are we successful

- Code of Ethics
  - MDEDC – signed by 7 metro Denver cities and Larimer and Weld Counties
  - Larimer County
    - Don’t steal companies from one another
- Workforce initiative
- Data
Deal Successes

- Villa Italia to Belmar – Lakewood
- HP Fort Collins – NCEDC
- Woodward – Windsor
- Rocky Mountain Sports Park – Windsor
Connect the Dots…

- Connection
  - Community connection
  - ED Partner connection
  - Real Estate Professionals
  - Awareness – financial, B2B, land
  - Trust – Economic Impact Analysis
  - Integrity
  - Accountability
  - Challenge
Thank you

Questions / Comments?