

**EDCC**  
**KNOWLEDGE**  
**NETWORK**

*Virtual Series & Podcasts*



series 3....

## *Advocacy & Leadership*

*- Advocate for Economic Development &  
Leadership in your Community*

**Dec. 08, 2021 | 10 a.m.**

# Welcome! Thank you for attending today's session.

While we wait for attendees to join, please introduce yourself in the chat section.

Include your:

- Name
- Org/company
- County you live/work in

Thank you!



@EDCofCO | #KnowledgeNetwork | #EDCCEvents



## **Kim Woodworth**

Executive Director, Economic Development  
Council of Colorado (EDCC)



@EDCofCO | #KnowledgeNetwork | #EDCCEvents

# Housekeeping items:

- All are muted for the general session for recording quality purposes.
- Ask questions! Type them into the CHAT section at the bottom of your screen.
- Provide your name and email address along with your question for follow up after session.
- Send questions to [bobbi.vandenhuevel@EDCOnline.org](mailto:bobbi.vandenhuevel@EDCOnline.org) if you have questions after today's session.
- Links to the recording, presentation, and follow up materials will be provided to today's attendees and will be emailed to you.
- And finally, follow today's discussion on our social media outlets @EDCofCO, #KnowledgeNetwork, #EDCCEvents and our guests.







A statewide, membership based, industry association that supports economic development efforts across Colorado.

- Provide education, tools & resources, advocate for sound policy in support of economic development
- We are rural and urban, public and private-sector, for profit and not-for-profit, and include individual communities, counties and regional organizations, local and state government, chambers of commerce, universities and private industry.

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**Who is EDCC?**

# ONLINE LIBRARY

Learn more





# 2021 Events-Calendar



## Knowledge Network Series

Real World Theory & Application Strategies for Economic Development Professionals

Feb. 24, Aug. 25, Nov. 17  
10 – 11:30 a.m.



## 2021 Drive|Lead|Succeed Virtual Series

A new annual series designed to tackle timely perplexing issues with international deliverables.

May 26, July 21, Sept. 15  
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## 2021 Drive|Lead|Succeed Conference

We will be in person this fall! Providing the knowledge, tools, & connections...

Oct. 20 – 22, 2021  
Steamboat Springs, CO



## 2021 EDIE Awards Ceremony

Held in conjunction with our annual conference, join us as we celebrate Colorado's finest professionals, communities...

Oct. 21, 2021  
Steamboat Springs, CO



## Economic Development Week

Join EDCC & DCI as we celebrate our Economic Development Partners in the state!

May 9 – 15, 2021  
9 – 10 a.m.

<https://edcconline.org/events-calendar/>

# 2020 Past Events



**Virtual Series I: Food Systems Disruption – Critical Steps to a Resilient...**  
We've seen wide-scale disruption in our food system security. Dynamic paths to resiliency were explored in this session.



**Virtual Series II: Supply Chain Interruption – Where Opportunity...**  
Out of disaster comes opportunity. Discover how to seize new opportunities from gaps exposed by the pandemic to...



**Virtual Series III: Special Districts – Supporting our Neighborhood and...**  
Our Special Districts including DDA's, BID's and URA's have seen the greatest impact during the current economic crisis.



**Virtual Series IV: Why Should I Care About Gallagher?**  
While the Gallagher Amendment was intended to address specific challenges at a specific time when it was proposed...



**Virtual Series V: Are Opportunity Zones still a Game Changer?**  
A panel of OZ experts will discuss the present & future of the OZ Program, and whether the program remains the "game changer" it promised to be at its inception.



**Virtual Series VI: Food Systems Revisited – Processor Bottleneck**  
With COVID disruptions, there is now interest in exploring whether "reinvesting" in a more diverse portfolio of plants of different sizes would be more resilient...



**Virtual Series VII: 2020 Trends to Continue into 2021**  
Looking back at 2020, the pandemic has impacted how we work, how we learn, and how we connect. As the most significant historical shift continues to take shape,


<https://edcconline.org/past-events>



# Events & Programming

- Legislative Day and Luncheon at the Capitol (1st quarter)
- Regional Economic Development Forum (2nd quarter)
- D|L|S Virtual Series (2 events + 2 thought leadership papers)
- Knowledge Network Series (2 events)
- Economic Development Week - May 9-13
- Basic Economic Development Course - June 13-17
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**WESTMINSTER**

COLORADO



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- Kate Guibert, CO Dpt of Local Affairs
- Marc Dettenrieder, Elbert County



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## **Shannon Hein**

EDCC Professional Development Committee  
Business Specialist, Economic Health Office  
of the City of Fort Collins



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## **Jeff Holwell**

EDCC Public Policy Committee  
Economic Development Director,  
City of Lone Tree



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## **Marla Akridge**

Executive Director,  
Leadville Lake County EDC



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## **Rich Werner**

Chair – EDCC Public Policy Committee  
President & CEO,  
Upstate Colorado Economic Development



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## **Cilia Kohn**

Director of Marketing & Communications  
Grand Junction Economic Partnership



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# THE DAILY SENTINEL

GRAND JUNCTION, COLORADO

**Economic Focus**  
**GRAND JUNCTION**  
 a monthly update on the local economy provided by the Grand Junction Economic Partnership

## MOVING FORWARD PLACES CITY IN STRONG POSITION

The announcements this week that both Frontier and Avaya airlines are bringing new service to the Grand Junction Regional Airport are encouraging headlines in our continued recovery. While the rest of the country is still grappling with the COVID recession, we're well on our way to building a stronger economy than we had when we went into the pandemic. Our recovery from the 2008 recession has been a decade-long effort, however, if you look back just five years, you are in a very different place today than we were then when we couldn't imagine a housing shortage. In 2016, instead of waiting for a recovery that wasn't coming, our city council made a bold choice to develop the riverfront at Las Colonias Park. It was a crucial decision to partner with the private sector and build a park that focused on the outdoor recreation amenity that had been done in and around the city. Nothing like it had been done in the area before. We took a full year to design the park and then we started building. The Las Colonias Development Corporation (LADC), a non-profit development corporation to develop and manage the commercial sectors of Riverfront at Las Colonias Park. This consists of about 15 acres of the 147-acre city park. The city invested \$14 million into the horizontal infrastructure in the park including landscaping, ponds, trails, dog park, streets, irrigation system, utilities, and more.



**ROBIN BROWN**  
 Executive Director  
 Grand Junction Economic Partnership

members. I heard as the GJEP joined forces with the CMU Career Services and the CMU MBA Alumni Association to host a panel discussion for students and graduates with three local, successful businesses: Aspen Technologies Group, (ATG), Phoenix Hams and Sausages, and Aerospac & Gas. The theme of the event was "Playing to your strengths" and the conversation inevitably turned to employees. Panelist's Spencer Herms, Bill McDonald and Mike Swedden, all shared valuable advice for how employees can stand out and become a valuable resource in their workplace through initiative, creativity and a willingness to try and fail. It was great advice for anyone who wants to prove their value to an employer, or potential employer.

However, a question we're increasingly facing in the current work environment is not how we can improve ourselves to our employers, but how do we prove ourselves to our employer? 42.1 million Americans quit a job in 2020 — and data through August 2021 indicates that quit



**CILIA KOHN**  
 Marketing Director  
 Grand Junction Economic Partnership

levels are 10-15% higher today than they were in that record-breaking year. Various reports say up to 50% of employees are considering changing jobs this year, if they haven't already. Heck, at GJEP, we've lost more than half our staff year to date — and in my (biased) opinion, it's a pretty awesome place to work. In the "great resignation" wave, no employer is immune, and it is worthwhile for every company to look inward to see how and where they can improve employee relations. Almost every study that's looked at this recent resignation trend cites poor company culture as the driving factor — either a presiding culture exacerbated by the pandemic, or an environment

brought on by the pandemic where employees felt increasingly unappreciated and undervalued by their employer. Now, it's not exactly groundbreaking that poor corporate culture leads to unhappy employees. The difference in the past couple of years is the willingness of these employees to act and make the necessary moves to change their situation. Even if that means a physical move to a new location. "Talent Wars", an annual research report conducted by place marketing agency Development Counselors International (DCI), looks at the key factors that motivate talent to relocate. Both pre- and post-pandemic, the top three reasons to consider a new job opportunity have been salary, work-life balance and company benefits. In that order. However, for the first time, in the most recent report released just this week, company benefits tied with meaningful work and location of new job.

That last factor is particularly interesting from an economic development standpoint, especially when you dig in to the migration motives. The majority of respondents (89%) picked their primary reason to relocate as "to have a better quality of life." And, the top three most important lifestyle factors are good schools, outdoor recreation and safety/security. As many of you know, GJEP launched a survey at the Western Colorado Economic Summit a couple of weeks ago to determine the most important lifestyle factors in our community — and how economic development efforts can support quality of life in the Grand Valley. Early results suggest we're not so different from the rest of the country. We too prioritize education, outdoor recreation and safety.

GJEP's plan is to take your survey answers and work with the community to set measurable goals around our collective, key priorities for the Grand Valley — aka our Grand Vision. It's important that your voice is heard, so if you haven't already participated in the survey, head on over to [gjep.org/grand-vision](http://gjep.org/grand-vision) and take a couple of minutes to share your thoughts. Speaking of the Summit, we had nearly 500 people in attendance this year and we thank all of you for your participation. We were able to start and deepen conversations around many key topics, including education, workforce development, talent attraction and retention.

We also want to give one last shoutout to our 2021 WCES sponsors: Caldwell Banker Distinctive Properties and Caldwell Banker Commercial Prime Properties, Community Hospital, SCL Health/St. Mary's, Charter Communications, FCI Constructors, Four Points Funding, Grand Valley Power and ANB Bank.

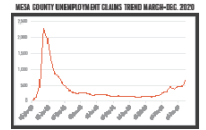
**7.8%** ↓  
**\$46,436** --  
**78,770** --  
**DSI STUDENTS ELIGIBLE FOR FREE OR REDUCED LUNCH** 44% --  
**PERSONAL INCOME GROWTH** 22.3% -- (per capita in 5 years)

### GRAND JUNCTION economic PARTNERSHIP

#### GRAND VALLEY 2021 ECONOMIC SNAP SHOT

<b>UNEMPLOYMENT</b> 5.7% ↓	<b>AVERAGE ANNUAL WAGE</b> \$51,688 --	<b>WORKFORCE</b> 76,224 ↑
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<b>DSI STUDENTS ELIGIBLE FOR FREE OR REDUCED LUNCH</b> 44% --	<b>PERSONAL INCOME GROWTH</b> 22.3% -- (per capita in 5 years)
--	---



<b>2021 COMMERCIAL BUILDING PERMITS</b> 210	<b>MEDIAN SINGLE-FAMILY HOME PRICE</b> \$342,618 --
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For more data and business resources, visit [gjep.org](http://gjep.org)  
This data is reported monthly with the most recent available information, on the reference month. © Chicago

CONTINUED from previous page

The next WCES is scheduled for Spring 2022. If you're interested in being a part of it as a sponsor, speaker or attendee — or simply have an idea for a session — send us an email at [ci@kjgjeop.org](mailto:ci@kjgjeop.org).

*Cilia Kohn is the Marketing Director of the Grand Junction Economic Partnership (GJEP), which builds a thriving and diverse economy through the creation of new jobs by recruiting new businesses from outside of the area and helping to expand local business. For more information, visit our website at [gjep.org](http://gjep.org), or email [info@gjep.org](mailto:info@gjep.org). To get updates on our progress and to join the conversation, sign up for our newsletter at [gjep.org](http://gjep.org).*

**THANK YOU**  
 FOR YOUR INVESTMENT IN THE ECONOMIC FUTURE OF OUR COMMUNITY



GRAND JUNCTION ECONOMIC PARTNERSHIP  
 815 HIGH STREET  
 GRAND JUNCTION, CO 81505  
 GJEP.ORG/INVEST

**Best K-12 Education** *Forward Thinking*  
**WHAT IS YOUR** *Public Lands Access*  
**Outdoor Rec Hub** *Recreation*  
**GRAND VISION?**  
*Water*  
**Tell us at [GJEP.ORG/GRAND-VISION](http://GJEP.ORG/GRAND-VISION)**  
**Jobs** *Culturally diverse* *Seniority* *Ed in 5 yrs*

**THANK YOU**  
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# FOR IMMEDIATE RELEASE:

**GRAND JUNCTION** economic PARTNERSHIP

Move Here ▾ Grow Here ▾ Live Here ▾ About GJEP ▾ [Contact Us](#) 🔍

## PRESS RELEASES

### New Website Promotes Remote Work in Western Colorado

GRAND JUNCTION, Colorado (November 22, 2021) – Last week, the GJEP announced a new website promoting the growing digital economy and remote workforce on the western slope.

[READ MORE](#)

### Cloudrise Honored to Represent Western Slope

GRAND JUNCTION, CO., OCTOBER 19, 2021 – Cloudrise is proud to represent the Grand Junction headquartered company represents the entrepreneurial spirit of the region.

[READ MORE](#)

### County-Wide “Grand Vision” Effort to Launch

GJEP Announces Agenda, Speaker Lineup for 5th Annual Western Colorado Summit. Our community vision for the Grand Valley when it emerges from the pandemic.

[READ MORE](#)

**GRAND JUNCTION** economic PARTNERSHIP


Move Here ▾ Grow Here ▾ Live Here ▾ About GJEP ▾ [Contact Us](#) 🔍

### KAFM Community Radio: Business Beat September 2021

Oct 8, 2021

On this month's Business Beat GJEP's Cilia Kohn and Nicole Allen share all the details of the 2021...

[READ MORE](#)




### Local Economic Indicators Positive for Mesa County

Oct 6, 2021

via Dan West, The Daily Sentinel, October 5, 2021 A number of economic indicators showed Mesa...

[READ MORE](#)




### GJEP Economic Summit Honors Tim Foster, KAART


Oct 6, 2021

CMU's Marshall is Keynote Speaker via Dan West, The Daily Sentinel, October 1, 2021 Colorado Mesa...

[READ MORE](#)



### 4 Grand Junction Businesses Named 2021 Colorado Companies to Watch



### Daily Sentinel Economic Focus Sept. 2021: Who Do We Want to Be?



Planned - To Do x Grand Junction Economic Partne x +

https://gjep.socialtoaster.com

Kettlebells Workout Sound Healing GJEP Outlook GJEP Proteus Proteus HelpDesk Salesforce Constant Contact Facebook SocialToaster Hootsuite Critical Mention

HOME FAQ

**GRAND JUNCTION** economic PARTNERSHIP

**SIGN UP TODAY & BECOME A GJEP DIGITAL AMBASSADOR!**

CLICK A SOCIAL NETWORK TO GET STARTED!

f t in

David McGee, MBA, PMP® • 1st  
Empower, Educate, Empathize, Embrace...LEAD  
2mo •

Congratulations to Aspen Technologies Group, Cloudrise, GROWL Agency and Phoenix Haus!

**4 From Grand Junction Named Colorado Companies to Watch!**  
my.socialtoaster.com • 1 min read

4

Like Comment Share Send

Planned - To Do x Facebook x Feed | LinkedIn x Grand Junction Economic Partne x +

https://gjep.socialtoaster.com

Kettlebells Workout Sound Healing GJEP Outlook GJEP Proteus Proteus HelpDesk Salesforce Constant Contact Facebook SocialToaster Hootsuite Critical Mention

**Welcome Cilia!**  
Explore the dashboard below for ways to share content and become GJEP's top digital ambassador!

SHARE NOW

**Remote Workers: 5 Reasons to Move to Grand Junction - ColoradoBiz Magazine**

From more affordable housing prices, access to nature and an incentive program that actually pays employers to allow their employees to live and work in Grand

View & Share

**4 From Grand Junction Named Colorado Companies to Watch!**

ColoradoBiz has announced the 50 winners of this year's Colorado Companies to Watch - and four Grand Junction businesses made the cut! Congratulations to

View & Share

**Grand Junction #39 Emerging Housing Market in the U.S.**

According to the Wall Street Journal and Realtor, Grand Junction is among the top 40 emerging housing markets in the U.S. - and only second to Colorado Springs in the

View & Share

**Grand Junction Named a Best Place to Move/Open a Business!**

In the ColoradoBiz 2021 Best of Colorado, the Grand Junction was named a runner-up Best Place to Move/Open a Business! In the same 'Personal Fulfillment' category, Colorado Mesa University

View & Share

HOW TO EARN POINTS ON THE LEADERBOARD  
SIGN UP FOR GJEP DIGITAL AMBASSADORS 100 pts

ADD NETWORKS  
Thank you for connecting all your networks!


LEADERBOARD  
12/01-12/31

# WCES

#westcoeconomics

Question:  
Over the next 18-24 months, do you plan to expand, contract or maintain the same amount of office space?





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# Q&A Session

Feel free to enter questions into the chat section or raise your hand. This is an interactive session designed to support you!



# Thanks goes to our speakers:

## Moderator:

[Shannon Hein](#), Business Specialist, Economic Health Office of the City of Fort Collins

## Speakers:

- [Jeff Holwell](#), Economic Development Director, City of Lone Tree
- [Marla Akridge](#), Executive Director, Leadville Lake County EDC
- [Cilia Kohn](#), Director of Marketing & Communications, Grand Junction Economic Partnership
- [Rich Werner](#), President & CEO, Upstate Colorado Economic Development



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- Please take a moment and tell us how we did! Survey link in chat section...



[@EDCofCO](#) | [#KnowledgeNetwork](#) | [#EDCCEvents](#)

# EDCCs 2021 Lineup



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- Drive|Lead|Succeed Conference – October







# Additional Tools, Resources, and Network of Economic Development Professionals

[EDCConline.org](http://EDCConline.org)



## **Adam Krueger**

2021 EDCC Regional Board Director  
and Co-chair of EDCC's Professional  
Development Committee

Deputy Director, City of Thornton



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