

Arapahoe County Annual Update July 28, 2020



- What we do
- How we do it
- Arapahoe County specific
 - Attraction
 - Retention
 - Transportation
 - General



Denver South is both the community surrounding the I-25 corridor south of Denver and the economic development organization that convenes public and private stakeholders to drive the vision of our shared community.



We improve economic prosperity and the creation of primary jobs in the region through business retention, attraction, and expansion efforts.

During 2019-2020 we made a significant pivot to outward-facing, pro-active initiatives.



Outward Facing Efforts

- Investment in Branding and Marketing
- Location Analysis Project
- Sustained Business Retention
- Building our Start-Up Community



How we do it (Tools and Time)

- Dues leveraged by 10x
- Tools include:
 - Costar real estate database
 - Salesforce
 - Branding and Marketing
 - Location Analysis
- Time include:
 - 3 full time FTE and 8 partial FTE



Arapahoe County Specific

- Covid impact calls and trends
- Retention visits
- New business prospects
- Connecting with companies
- Coordinating with public works dept
- Workforce initiatives with A/D Works
- Synchronizing with TMA



Questions?

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