

Cheyenne & Laramie County Economic Development Grid				
	Chamber	DDA	LEADS	Visit Cheyenne
Recruit/Assist Prospective Businesses (see note #1 below):				
50+ Industries, Majority of revenue comes from outside (county)		Assisting within District	Principal	
Any Employer in Downtown District	Assisting within District	District Specific		
City and County, service and retail related, military mission	Principal	Assisting within District		
Hospitality *Primary Jobs		Assisting within District		Principal
Business Consultation	Principal	District Specific		Hospitality & Tourism
Business Networking	Principal	District Specific		
Business Tradeshow Opportunities	Principal	District Specific		
Collect data for major employers list (annual)			Principal	
Community Information	Principal ShortGo, Websites, Blogs, Social Media	District Specific	*Primary Jobs	Hospitality & Tourism
Community Marketing (see note #2 below)	Principal	District Specific	*Primary Jobs	Hospitality & Tourism
Community Needs (see note #3 below)	Principal	District Specific		
Convening Influencer	Principal	District Specific	*Primary Jobs	Hospitality & Tourism
Convention sales and services				Principal
Downtown Activities, events, initiatives, décor		District Specific		
Economic Data	Principal	District Specific	*Primary Jobs	Hospitality & Tourism
Enhancing the Visitor Experience				Principal
Events Calendar	Business focused & nonprofit events			Tourism Activities online & printed
Facilitate Site Analysis permit	Principal	District Specific	*Primary Jobs	
Funding	Laramie County non-industrial sans downtown district	District Specific	*Primary Jobs	Events & Meetings
Government Advocacy (see note #4 below)	National Lobbying Arm State Level - Action and Advocacy committee		With Wyoming Economic Development Association (WEDA)	Hospitality, lodging with Wyoming Lodging and Restaurant Association (WLRA)
Government regulation/permitting	Principal Global - Action & Advocacy		Prospects	
Grand Openings	Red Carpet	Organic Social Media	Ground Breakings	
Healthcare projects and programs (Association Healthcare)	Principal			
Industrial properties, develop and manage, when necessary, to incentivize new job creation and capital investment			Principal	
Infrastructure (see note #2 below)	Lobbying Arm	District Specific	*Primary Jobs	
Initiate special funding districts (tax increment financing and mill levy) Tax Structure	Principal	District Specific		
Local Shopping	Principal Shop Small	District Specific Shop Small		
Location Information		District Specific	*Primary Jobs	
Maintain listing of commercial/industrial property	Commercial	District Specific	*Primary Jobs	
Market Cheyenne and Laramie County as site of choice to industrial industries			Principal	
Marketing to Leisure Travelers (Individuals & Groups)				Principal
Military	Principal FE Warren/Mission specific		Principal Military Equipment	

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Promote individual & group tourism				Principal
Provide Visitor Information				Principal
Public Relations for Tourism				Principal
Recruit, retention, expansion	Principal	District Specific	*Primary Jobs	Hospitality & Tourism
Redevelopment initiatives	Crow Creek Revitalization	District Specific		
Relocation Information	via email		specific companies	packet of information via USPS
Represent Community Nationally	Principal D.C. Fly-In	District Specific	*Primary Jobs	Hospitality & Tourism
ReRide program summer bike-share program		Principal		
Residential development of downtown		District Specific		
Serve as Economic Development Organization (EDO) under Wyoming statute for the purposes of receiving and managing state incentive grants			Principal	
Survey and maintain database of existing employers to track trends for retention and expansion activities (BRE)			Principal	
Training Seminars	Principal	District Specific		Hospitality & Tourism
Transportation	As it pertains to business community, lobbying arm, Air, Rail -Front Range Corridor, WyDoT, CDoT	Within District; WyDoT, Rail - Reed Ave Corridor, Greenway (Ames & Reed)	As it pertains to business parks - WyDoT, Greenway, rail access	Air - Travel *Primary Jobs
Workforce / Education	Talent Pipeline Management, after school program, Principalship Cheyenne	Training grant for businesses within the District	Project Specific, skilled labor, *Primary Jobs	Hospitality & Tourism
Young Professionals organization	Principal			
*Primary Jobs	Those jobs in industries which supply, produce, or support goods and/or services where the majority of revenue generated for these is derived from outside of Laramie County.			
Note #1 Employers	An existing business may approach one of us through a long-standing relationship and seek confidential assistance that might not align totally with the above. When that is the case, include the agency as soon as business allows.			
Note #2 Community Marketing	Business Brand for "the City" Forward Greater Cheyenne Association			
Note #3 Community Needs	Forward Greater Cheyenne Association			
Note #4 Government Advocacy	All four one on one with Government Officials			
Note #5 Infrastructure	All four - example BOPU CRAFT - sole focus is Air			