

NOCO REDI Annual Report

2022

The Northern Colorado Regional Economic Development Initiative (“NoCo REDI”) recognizes that economic benefits in one community benefit all due to the interconnected nature of the regional economy. Working together allows for greater impact in the region – “We are one economy”. The objective of this collaboration is to increase the region’s economic resilience and improve the business ecosystem.

Coordinated Fulfillment

Total Leads

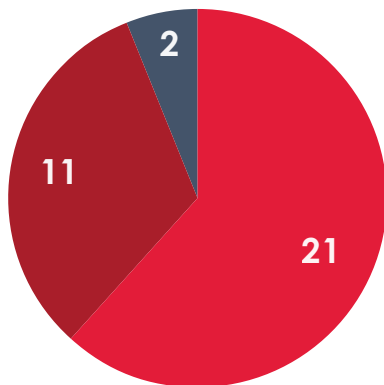
34

34 leads were worked regionally in 2021. Construction and supply chain challenges are creating additional delays in project completion announcements. Projects usually take longer than 12 months to complete/announce, resulting in 6 projects carrying over to 2022.

EPS Group Inc, an engineering, planning, and surveying firm, contacted NoCo REDI network partner, Upstate Colorado Economic Development, who worked with their regional partners to locate the project in Northern Colorado. EPS Group opened their first Colorado location in Loveland in 2021.

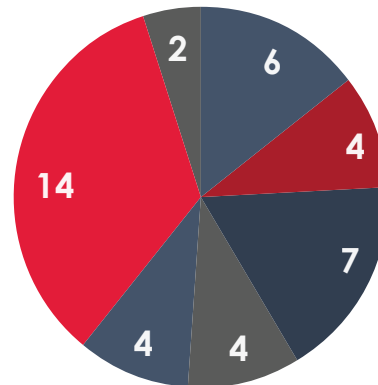
“We narrowed our focus quickly to the Northeastern section of the state, due the collaborative partnership between Larimer and Weld counties.” - EPS Group CEO Kathey Wagner.

Source of Total Prospects



21: State
11: Metro Denver
2: Direct

Total Prospects by Industry



14: Production Tech + Heavy Machinery
7: Food Processing/ Manufacturing
6: Aerospace/Aviation
4: Bioscience + Medical Devices
4: Energy
4: IT+
2: Agriculture

131
Properties Submitted



13K
Jobs Pipeline

\$15B
Capital Expenditure Pipeline

\$75K
Average Wage of Prospects

6
Active Leads Carried into 2022



Communicate a Shared Message

NoCo REDI partners continue to work on creating and updating coordinated regional messaging, data resources, and marketing materials promoting industry in Northern Colorado. In 2021, the website was updated to provide additional resources on growth industries including downloadable one-page info sheets, along with an updated regional demographic profile and refreshed cluster study. The group's first Northern Colorado promotional video, 'Resiliency Through the Pandemic' was released in April of 2021, highlighting how our diverse economic landscape helped companies survive, pivot, and grow through the challenges they faced from the pandemic.

Regional attention was received through strategically placed ads in the 2021 BizWest Northern Colorado Market Facts publication, and national attention was gained as NoCo REDI won a bronze award for regionalism and cross-border collaboration from the International Economic Development Council in October of 2021.

1,406

Website Visitors

3,651

Page Views

**CO
TX
VA**

Top Website
Visitors by State