



# MEDC Winter 2009 Newsletter



November 2009

## Continuing The Legacy Campaign Update

We are pleased to announce that MEDC has secured pledges over the next five years of nearly \$2,000,000 from 130 local business leaders and our local governments, providing Montrose with the tools it needs to create new jobs and help local businesses expand and succeed.

A five year plan was developed one year ago to create 250 new primary jobs through the recruitment and expansion of primary employers. These jobs will provide over \$11,000,000 in new earnings and generate over \$14,000,000 in new consumer expenditures annually. In addition, MEDC will develop a new business park and spearhead efforts to enhance and maintain our quality workforce.

The plan is aggressive and in order to bring to this to fruition, we must attain our full financial goal of raising \$2,500,000 from within our community. This will require support from all entities in Montrose. Over the coming months, we will continue our fundraising efforts. If you would like to meet with us to become a part of this effort, please give us a call.

At this time, we personally want to thank those who have brought us this far. Your investment in MEDC is greatly appreciated and will bring a substantial return on investment to all the citizens of Montrose. Thank you for your generous support of **Continuing The Legacy**. Together we are making a difference!

## Higher Education Task Force

It has been thirteen months since the Montrose City Council made the offer for land on Sunset Mesa to Mesa State College. While the City has made progress in the way of a land survey, we are still not yet at the point of the solid direction needed in the way of programs that would be supported by the community and also bring outside students into the area.

President Tim Foster has hosted joint meetings between the Mesa State College Advisory Council, and the Task Force Members. The current economic conditions and large cuts in the state's budget, will affect the project. However, planning and finding a solid direction needs to be our focus. It is the desire of MEDC and the City of Montrose that the expanded higher education facility move forward in a positive and aggressive fashion.

During the October MEDC meeting, the Board determined that it is in the best interest of our community to continue to work with Mesa State where we can, but to also explore other available options. The City of Montrose supports these efforts. A new group called the MEDC Higher Education Task Force is being formed and will be chaired by Curt Robinson. The Task Force will be researching other higher education options for Montrose. Please contact Sandy Head or Curt Robinson if you have any suggestions or input regarding the Higher Education Task Force.

## Building Local Economy by Listening to Local Businesses

MEDC will be conducting interviews with 50 primary companies in Montrose as a part of an analysis program called "Listening to Business", aka: L2B.

The L2B Program promotes job growth by asking local business owners about opportunities for growth and identifying problems they may encounter in the local business environment. Questions focus on workforce quality and training, access to capital, or working with government agencies, for example. The L2B program uses the interview information to help design programs and allocate resources that support the local business so that they can grow and provide employment opportunities to county residents. A potential need for specific goods or services may be identified that could result in the recruitment of new companies to the area. The long term objective of L2B is to identify the critical success factors for companies in our community, identify industry trends that may affect our local economy, and develop approaches to economic development that improve the economic health of our area.

Existing businesses are the lifeblood of our local economy. Current research shows that up to 80 percent of job growth and capital investment comes from businesses that are already operating in Montrose County. The future of these individual companies will have a substantial impact on the growth of the area's economy. We believe the information obtained and analyzed through this process will help strengthen our local economy. The goal is to have the interviews completed by March 31, 2010. If contacted by us, we hope you will be able to participate.

## MEDC Launches New Website



A new virtual front door to Montrose opened this month with the launch of a unified community web portal. As a partner in the development of the community web portal, MEDC is excited to announce its' newly redesigned website, [www.MontroseEDC.org](http://www.MontroseEDC.org). Our redesigned website contains new information including, *Site Selection*, which highlights commercial property available from real estate brokers who are investors of MEDC. We also have an upgraded Investor Directory with our Investors' business contact information. Please take a moment to review your information, and if any changes need to be made, please contact: [nancyk@montroseedc.org](mailto:nancyk@montroseedc.org).

Along with these new features, we will continue to provide updated demographic and business resource information, as a first look at Montrose for an ideal location to relocate or start a business. We've also added a *Featured Company* section on the home page. Here we will be sharing exciting new developments happening within our Investor companies.

The vision was to create a web portal that would sharpen and enhance how our community is represented on the web. MEDC participated in the Portal Website Project along with the following organizations: Montrose County, the Montrose Visitors and Convention Bureau, the Montrose Recreation District and the City of Montrose. The portal creates a unified and coordinated web presence that is designed to appeal to businesses and individuals looking to relocate to Montrose. Please the visit the portal website at, [www.montrose.org](http://www.montrose.org).

The "Explore Montrose" tab on each partner site has been designed to take visitors to the appropriate information without requiring the user to know which organization provides them. A "Search Montrose" feature on the Portal site allows users to perform searches across all of the partnered sites.

We hope you find the Web portal and MEDC's updated website to be an added benefit for anyone looking to learn more about our community, and what it has to offer! As always, we welcome your feedback regarding any improvements or additions which could be made to the website. ***Thank you for your continued support as an MEDC investor!***

## Colorado Film Seminar

Wednesday, December 16, 2009

10:30 am to 12:00 pm--at the Holiday Inn

MEDC has invited Laura Grey, Location Specialist for the Colorado Office of Film Television & Media to introduce the newest office within Colorado's Office of Economic Development & International Trade. This introduction will cover the type of economic impact feature films, commercials and advertising (catalog shoots) can have on our community and what we as business owners, city & county leaders can do to draw these productions to our community. COFTM has free resources and will discuss other connections to put our community on the radar of productions that are looking to work in Colorado. MEDC invites local photographers as well as property owners of available ranches, the tourism, hospitality industry, and all others who are interested in learning more about preparing our community for these types of opportunities. If you're interested in attending or would like more information, please contact [nancyk@montroseedc.org](mailto:nancyk@montroseedc.org) by Monday, December 14.

### Contact Information:

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### **SAVE THE DATE!**

**\*MEDC Investors Annual Meeting\***

**Tuesday, February 16, 2010**

**5:00 pm**

**Montrose Pavilion**

### MEDC

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Montrose, CO 81401  
249-9438



***Wishing you a Merry Christmas, and a New Year of Peace and Happiness!***

