$4.2 Million Success, A Benefit to LEADS and the Entire Community

The second campaign of its kind, Progress & Prosperity II has almost tripled the contributions from the first campaign that wrapped up over 6 years ago. With a grand total of $4.2 million the community has again shown that it can be a site of choice for businesses because of what it does for itself.

Five years ago, Cheyenne and Laramie County residents and businesses embarked on the second community economic development campaign to further community resources for growth. Progress & Prosperity … the Pace Quicksens, a broad-based community program, was formed to raise funds for economic development and related needs.

Nearly 300 businesses, organizations, governmental entities and individuals contributed to the campaign and followed through for five years—pulling out their checkbooks to support community development. Pledges ranged from $100 over five years to a high of $300,000.

“The results of this campaign are awesome,” stated Mike McGee, partner of McGee, Hearne & Paiz, LLP and Co-Chair of the campaign. “Our goal was to raise $2.8 million but with pledges from P&P contributors the goal was surpassed by over $1.4 million! The response demonstrates a true commitment on the part of community and business leaders. People still feel that economic growth is important to their businesses and the community.”

Following the success of the previous campaign and the need for new economic expenditures, the campaign set out to address three initiatives—business development, workforce development and community development. Specific goals were set and promises were made based on community input. In all areas, these promises have not only been met, but have been exceeded.

For example, monies from the campaign were utilized to increase the inventory of industrial sites by helping fund the newest business park in Laramie County, the North Range Business Park. The North Range Business Park was developed and is owned by Cheyenne LEADS and immediately became the site for the Wal-Mart Distribution Center. More than $3.6 million of P&P II funds
2008: A Year In Review

As the Holiday Season is upon us, like many people, the staff at LEADS likes to look back and reflect on the year. We do this not only to inform the members of how their money is being used towards economic development but also to review and plan for the coming year and what it will bring. All-in-all, it has been another busy year in the LEADS office even though most of the work has been under the radar to our members and the community.

We continue to work with NCAR on the supercomputer project. This project has had some unforeseen hiccups but is now on track and in the design and engineering phase. This has given LEADS a chance to look into rezoning and redesigning the master plan for the North Range Business Park, west of town. The new zoning will allow for more high-tech companies and a campus like settings in the remaining 375 acres.

The Arundel Technology Park recently celebrated its Grand Opening and this along with the NCAR announcement has kept the office busy fielding inquiries from high-tech companies around the country. We have worked with over 25 high-tech companies this year and almost all of them have contacted us either because they heard about the space available in the Arundel Technology Park, the NCAR announcement or a combination of the two.

The Progress Circle Building is well on its way to completion. This building is located...
“P&P II” (continued from Page 1)

were used to help purchase 620 acres, build 4 miles of sewer main, 3 miles of water main and 3.1 miles of road base construction. “The P&P II money was instrumental in LEADS being able to acquire and build the west park,” commented Randy Bruns, CEO of Cheyenne LEADS. “P&P II contributors should know that if it wasn’t for this money the park would not have been possible and the successes such as Wal-Mart and NCAR may not have been possible either.”

Bruns explained the attraction of new primary jobs also leads to the creation of new secondary jobs as increased economic activity requires additional positions to help support the projects and the increased local spending. In this case, 600 new direct jobs were added due to Wal-Mart and 198 new indirect jobs were added to the local economy in the past three years due to the new west park. These jobs have generated an additional $28.1 million in annual payroll and brought in over $60 million in capital investment.

“The citizens, businesses, community organizations and local governmental entities in Laramie County are investing in ourselves to help ourselves,” Bruns said. “Years ago we figured out that no one was going to bestow good things on Laramie County just because we were nice folks. We collectively rolled up our sleeves and went to work. Progress & Prosperity II is a terrific example of a community investing in itself.”

In the area of workforce development, P&P monies have been used directly and have leveraged state workforce training dollars to fund customized training through Laramie County Community College. These programs develop highly skilled, specialized workforces for new businesses interested in relocating to Cheyenne and Laramie County. The Greater Cheyenne Chamber of Commerce utilized P&P funds to help fund the Cheyenne NationJob Community Website. This website helps Chamber members post open positions and recruit workforce from around the country.

McGee emphasized these positive changes would not have been possible without the support of Progress & Prosperity II contributors. In that vein, each contributor will be recognized forever with a bronze plaque that will be put on the North Range Business Park’s entrance sign once it is erected.
Thank You Letter from the CEO of LEADS to the P&P II Contributors

On Tuesday evening 11 November, the governing committee of Progress & Prosperity II hosted a wrap-up open house at the Holiday Inn to say “Thank You” to all of the contributors and to update everyone on the results of the campaign. In preparation for the event the governing committee had asked National Community Development Services, Inc. from Atlanta to look at the results of the fund raising campaign and write an impact analysis.

If you attended the event I think you have to feel good about your contribution to Progress & Prosperity II. And whether or not you attended, I hope you take the opportunity to read the impact analysis which can be seen at http://progressandprosperity.com

My mother used to always tell me that “you can’t say thank you too much.” She was right of course. So please allow me to add my sincere Thank You to all of you who contributed to Progress & Prosperity. Your unselfish generosity has done much to build economic development capacity in Laramie County and is already returning substantial results as NCDS has quantified.

The infrastructure LEADS was able to put in place following the successful P&P I campaign lead directly to our ability to compete for the Lowe’s Distribution Center. It is entirely possible that we would not have

(Continued on Page 6, “Thank You”)
in the Cheyenne Business Parkway east of town and will be another property that LEADS will leverage along with the building owner, Progress Circle LLC, to attract companies that need to move quickly and find space that will work for them. This building is unique in that it will have its own wind power and solar panels, making it an eco-friendly building as.

Progress & Prosperity II recently held its wrap-up celebration to thank all the contributors and give them feedback on the impact their investments made on the community. LEADS was the largest recipient of the P&P II grants and knows that many of its members are also the P&P contributors. We thank you for that. The grants from P&P II leveraged City, County and State funds and allowed LEADS to build its second business park west of town in two years instead of the 14 years it took to build the east business park. Development of the North Range Business Park was critical to the recruitment of Wal-Mart and its 600 jobs as well as the NCAR supercomputer project. This isn’t where it ends. That park with its infrastructure in place will assist in Cheyenne and Laramie County to create more jobs and help move Cheyenne towards becoming a high-tech community.

The economic development of the community continues at LEADS. We are working with a number of prospects that have selected Cheyenne and/or Laramie County as one of their top choices. We keep reminding ourselves that these projects take time. We have experienced a couple of years of multiple announcements so it is inevitable that there will be a year here and there where we are working on building those relationships and contacts but will have no “big announcement”. Recall that it took over five years of working with a food distribution company until we could announce that Wal-Mart would be locating a distribution facility here!

Looking at next year’s calendar, please note that the LEADS Annual Banquet is scheduled for March 13, 2009 at the Holiday Inn. In partnership with Manufacturing-Works LEADS will be bringing in keynote speaker Tom Reilly who will discuss the Value-Added Organization and how to compete better on your companies strength and how to increase customer retention and loyalty. He will also be giving a half day seminar on Saturday, March 14 for companies that are interested in learning more of the specifics about how they can become a value-added organization. The Annual Golf Invitational will be in August at the Country Club, where members can come have a good time and get a free game of golf if they attract new members. There is a lot to look forward to in 2009.
been able to acquire and develop the North Range Business Park west of town without the supporting grants from P&P II. And without that property there would be no Wal-Mart Distribution here. Importantly, the NRBP will be the site of the NCAR/UW supercomputer center and is being re-planned to accommodate additional high tech employment. The City, State and County have all granted funding to help with the development of that park but the first money in, and the match for the other grants, was Progress & Prosperity II.

The Progress & Prosperity campaigns are a huge help in another, less obvious way. LEADS is routinely asked by prospective businesses about the Cheyenne business climate. We have found that our most convincing answer is always a description of the P&P campaigns. What better illustration is there? Over two campaigns more than 300 businesses and individuals contributed $6.5 Million to economic development. The money has gone to projects large and small, and not just to LEADS – but in every case, to projects that are focused on the future, on the livability and viability of our community. Hurray for us!!

And Thank You.

Happy Holidays to You and Yours,
From the LEADS Board & Staff
CENTRAL BANK & TRUST
Contact: Mike R. Stotts, Branch President; Judy M. Thomas, Vice President/Commercial Lender; Kevin Moffett, Real Estate Officer
P.O. Box 21720
3060 East Lincolnway
Cheyenne, WY 82003
(307) 632-2124
(307) 632-2165 Fax
Email: mstotts@wyoming.com
Website: www.centralbanktrust.com
Business Member

Full service bank offering all services including drive-up Saturday banking and a drive-up ATM. Wyoming’s oldest bank that began business in Lander in 1890. Branch locations include Riverton, Fort Washakie and Cheyenne. Main branch is still located in Lander.

NICHOLAS LAW OFFICE
Contact: Bob Nicholas
307 East 18th Street
Cheyenne, WY 82001
(307) 632-8957
Email: bob@proformtech.com
Business Member
Attorney

ROB GERINGER
6915 Cordova Drive
Cheyenne, WY 82009
(307) 632-1223
Email: r.geringer@bresnan.net
Individual Member

Special Thanks to Unicover Corporation for their increase in annual membership dues!

As the New Year Quickly Approaches we would like to say Thank You for your Support of Cheyenne LEADS and the Growth of Our Community!
Without that support, LEADS would not be able to continue to attract businesses to the area.
LEADS BOARD

CHAIR
Matt Pope, First Interstate Bank

VICE CHAIR
Georgiana Stewart, First American Title Co.

SECRETARY
Dr. Darrel Hammon, Laramie County Community College

TREASURER
Steve Lovas, US Bank

PAST CHAIR
Bob Strasheim, Mechanical Systems, Inc.

DIRECTORS
Tom Bass, American National Bank
Brian Bryant, Palomino Industries
Mike Ceballos, Qwest Corporation
Bill Edwards, Individual
Ron Engelhart, Bank of the West
Gary Imig, Sierra Trading Post
Jeff McSchooler, EchoStar Communications
Scott Meier, Hathaway & Kunz, P.C.
Jim Murphy, AVI Engineering, Inc.
Joe Paiz, McGee, Hearne & Paiz, LLP
Barry Sims, Taco John’s International
Connie Sloan-Cathcart, United Way of Laramie County
Jan Stalcup, Individual
Mark Stege, Cheyenne Light, Fuel & Power
Tom Stuckey, Wells Fargo Bank Wyoming, NA
Stephanie Teubner, Warren Federal Credit Union
Scott Walker, Wyoming Tribune-Eagle
Leigh West, Cheyenne Regional Medical Center
Rhonda Woodard, Woodard & White, PC.

EX OFFICIO
John Gross, Eastern Laramie County
David Haring, Cheyenne Airport Board
Jeff Ketcham, Laramie County Commissioner
Mona Pearl, Joint Powers Board
Dale Steenbergen, Cheyenne Chamber of Commerce
Jack Spiker, Mayor of Cheyenne

LEADS STAFF
Randy Bruns, CEO
Scott Sutherland, Vice President
Erica Stoeckley, Director of Marketing & Communications
Karen Gastineau, Office Manager

If you would like to use the LEADS’ Logo in your marketing materials, please call 638-6000.

Proud Supporter of:
Cheyenne LEADS