

Strategic Plan 2020-2025

MISSION STATEMENT

Cheyenne LEADS propagates a healthy, local economy for the prosperity of current and future generations of Laramie County by focusing on recruiting and retaining primary jobs and attracting new capital investment.

Key Definitions:

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.

Capital Investment – LEADS-supported companies' direct expenditures in infrastructure and business components that generate short-term economic activity and on-going tax revenues.

CORE VALUES

- 1) **Community Mindfulness** – We make thoughtful and deliberative decisions that create significant positive impacts on our community.
- 2) **Bootstrapping** – We have the initiative, fortitude, and commitment to seize opportunities and see things through.
- 3) **Character and Credibility** – We have a deep fidelity towards mutually beneficial relationships based on trust, competence, and authenticity.

VISION STATEMENT

In the future, LEADS has helped Cheyenne become the north anchor of the Front Range and one of the most vibrant 21st Century economies in the nation. Through our community partnerships and calculated risk-taking, our efforts have landed LEADS as the premiere economic development organization in the Rocky Mountain West. LEADS has been widely credited with increasing the economic diversity of Laramie County and has helped Cheyenne become connected while still retaining its unique culture and its quality of life making it one of the most desirable places to live in the region.

BIG GOAL 2030

To celebrate the 10,000th primary job created since our founding and surpass \$5 billion dollars in new tax revenues and capital investments.

TARGET JOBS AND INDUSTRIES

Although Cheyenne and LEADS remain open to the consideration of all opportunities that would help build and sustain a vibrant economy and community, we recognize the need to be focused and purposeful in our economic development strategy. Therefore, in alignment with the Forward Greater Cheyenne Economic and Community Development Strategy, Cheyenne LEADS' primary emphasis is working with primary sector companies that provide jobs with wages exceeding the average in Laramie County and help diversify our economy by focusing on the following:

- 1) Pursuing higher-value Manufacturing occupations and operations.
- 2) Diversifying the community's Transportation and Logistics sector.
- 3) Diversifying the community's Energy sector.
- 4) Pursuing higher-value Data and Information Services occupations and operations.
- 5) Supporting short-term job growth and longer-term diversification in Professional, Financial, and Corporate Services through infrastructure preparation and economic development products.