

The Impacts of Supporting Economic Development

Laramie County, Wyoming



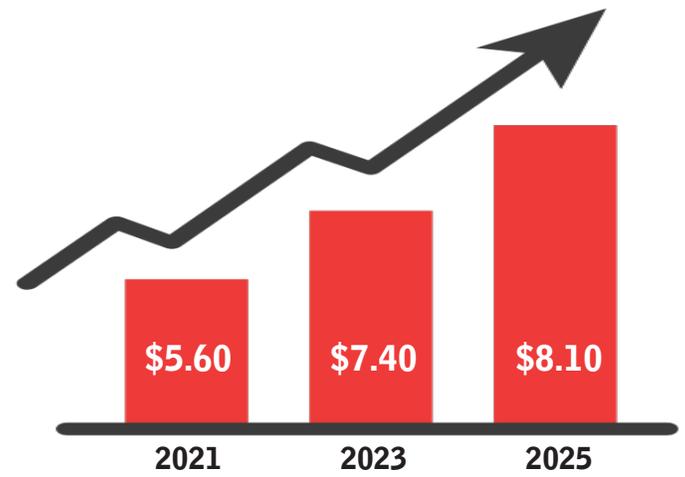
College of Business
Center for Business
and Economic Analysis



Cheyenne LEADS, a nonprofit located in Laramie County, offers free and discounted land as an economic development incentive to facilitate job creation, spur economic growth, and expand the local tax base.

Return-On-Investment (ROI)

>> For every \$1 provided as a land incentive, Laramie County and the State of Wyoming received a net gain of \$5.60 in 2021, \$7.40 in 2023, and \$8.10 in 2025 in the form of fiscal revenue.



2025 Annual Economic Impacts | \$236M Total Value Added

1,971 Direct jobs	1,411 Indirect & Induced jobs
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- >> 3,382 Total Supported Jobs
- >> \$152M Total Labor Income

2023 Annual Economic Impacts | \$228M Total Value Added

1,951 Direct jobs	1,222 Indirect & Induced jobs
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- >> 3,173 Total Supported Jobs
- >> \$144M Total Labor Income

2021 Annual Economic Impacts | \$213M Total Value Added

1,788 Direct jobs	1,828 Indirect & Induced jobs
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- >> 3,616 Total Supported Jobs
- >> \$124M Total Labor Income

These results are based on applied research projects prepared in 2021, 2023, and 2025 for Cheyenne LEADS by the Center for Business and Economic Analysis (CBEA) at the University of Wyoming. To account for companies locating in Cheyenne regardless of the incentive, only a portion of the benefit (fiscal revenue) was assigned to the cost (incentive). This portion was determined based on company and project attributes, since the economic development literature shows that certain characteristics (e.g., operations in multiple locations) increase the likelihood that an incentive will impact business investment decisions. For more information, contact cbea@uwyo.edu.