

OPERATION | 60THIRTYFIVE

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“Operation 6035” to Develop Comprehensive Economic Development Strategic Plan for Pikes Peak Region

Broad-based study open to public input via website

Colorado Springs, Colo. (January 28, 2009) - - A diverse coalition of community, government and business organizations today launched a broad study to chart a course for the future of economic development in the Pikes Peak region. Operation 6035 (“sixty-thirty-five”) is a multi-faceted, six-month project to develop a comprehensive regional economic development strategic plan for Colorado Springs and the Pikes Peak region.

AngelouEconomics (AE), an economic development consulting firm based in Austin, Texas, will tap into focus groups, community leaders and the general public to create a shared vision for Colorado Springs’ economic future, assess the regions’ current competitiveness and outline specific implementation strategies.

The public is invited to visit the project website, www.operation6035.com, where they can complete an online survey to offer their views of the strengths and future of the community. The website also will provide ongoing details on the project.

“Operation 6035 is a unique approach to drawing insights from all aspects of our community to cultivate a shared vision for the future of the Pikes Peak region,” said Chris Jenkins, president of Nor’wood Development Group and co-chair of the project’s steering committee. “It’s a true collaboration of people and organizations ranging the spectrum of Pikes Peak industries and interests, and also reaches out to the citizens who love our community and want to see it thrive.”

Project partners view the study and resulting action plan as complementary to the community’s larger Dream City project. The economic development action plan will be executed strategically, mindful of other Dream City objectives, to move the community toward long-term economic development goals.

The Angelou Economics consulting team will be in the Colorado Springs region several times over the next five months, with plans to roll out an action plan in June. The team’s first trip, underway this week, includes meeting with business and community leaders through personal interviews and focus groups. This initial phase of the study will help the consulting team learn more about the region’s opportunities, issues, and strengths.

“Opportunities for growth are extremely limited for cities in these tight economic times,” said Pam Shockley Zalabak, chancellor of the University of Colorado – Colorado Springs and co-chair of the steering committee. “Communities like ours are competing fiercely to lure businesses, and this study will not only identify our greatest assets but also the type of companies and industries best-suited to our talented Front Range workforce and resources.”

The “Operation 6035” name reflects Colorado Springs’ elevation, 6,035 feet above sea level.

“We feel extremely fortunate to be working with the Colorado Springs region that has earned a positive reputation as being a strong location for business and quality of life with enviable outdoor recreation and lifestyle amenities,” said Angelos Angelou, principal executive officer with AngelouEconomics. “We look forward to partnering with the region and getting the public involved to ensure a community-wide economic initiative that leads to a greater economic future.”

About AngelouEconomics: AngelouEconomics is recognized as one of the most innovative economic development and site selection firms. The firm has consulted with more than 150 public and private clients; including countries, states, regions, communities and Fortune 500 companies. For more information, visit www.AngelouEconomics.com.

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