

*Communities, county governments and financial institutions in the area are committed to paving the way for business growth*



## Regional Data

### Examples of Largest Employers

- Arkansas Valley Regional Medical Center
- Southeast Colorado Hospital
- Prowers Medical Group
- Dragon ESP, LTD.
- Corrections Corporation of America

### Top 5 Key Industries by Employment

1. Food & Agriculture
2. Health & Wellness
3. Transportation & Logistics
4. Financial Services
5. Advanced Manufacturing

### Top 5 Regional Assets

- Transportation including highways, railroads, and municipal airports
- Available land and water
- Low cost, business-friendly environment
- Renewable and non-renewable energy resources
- Two community colleges to provide workforce training needs

### Where the Region would like to be in 5 years

- Fort Lyon facility repurposed and operating at full capacity
- Transmission lines constructed, allowing access to energy development
- Water conservation to maintain quantity and quality
- Measurable job growth region-wide
- Development of additional quality housing

## EXECUTIVE SUMMARY

The Southeast Colorado region (Region 6), located in the southeast corner of the state, consists of six counties – Baca, Bent, Crowley, Kiowa, Otero, and Prowers. The six counties partnered to form a collaborative economic development group - Southeast Colorado Business Retention, Expansion and Attraction (SEBREA) - in order to support the region and the efforts of the existing economic development organizations. The economic development activities and priorities primarily include business retention and attraction. There is reasonably priced available land and existing facilities throughout the region.

Within the region, there are numerous small, diverse companies providing primary jobs. Agriculture is the predominant industry in the region and has high volume exports. These exports include livestock, wheat, milo, sunflowers, vegetables, peppers, melons, onions, corn, and hay. Due to the amount of available fresh produce, there are farmer's markets throughout the region. Manufacturing has a presence in the region and contributes greatly to the economy. There is also an abundance of non-renewable and renewable energy including world class wind, a solar development area, waste energy (W2E), and increased oil and gas activities. One state and two private correctional facilities are in the region, as well as medical facilities including three hospitals, numerous clinics, extended care facilities, and dental offices.

Heritage tourism locations include Bent's Old Fort and Sand Creek Massacre National Historic Site. Other recreational opportunities include boating, fishing, birding, and hunting.

## VISION

SEBREA supports regional local economic development organizations and local governments to provide a foundation for sustaining and expanding the economic growth in southeast Colorado utilizing the strength of partnerships and resources.

## MISSION

SEBREA is a support partnership to assist in strengthening the economy of southeast Colorado through the retention of jobs, expansion and attraction of businesses, and providing resources to thrive in today's changing business environment regionally, nationally, and globally.

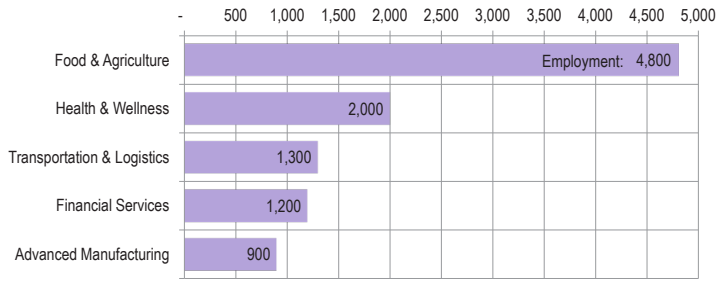
## QUICK WINS

- Fort Lyon Correctional facility has been repurposed to a viable use, still has future growth opportunities
- Host to the 2nd Annual Pedal The Plains bicycle event
- Job growth in the region at +1.10% per key industry data
- Manufacturing industry awareness strong in the region, local key industry network established in one county and going region

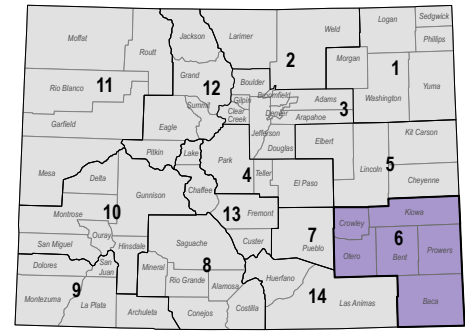
- wide in 2014
- Manufacturing capacity has grown for the region, adding 174 jobs
- Region included in TriState Generation's ten year transmission plan to help support future wind development
- Water line extension in Crowley County allowed retention of a primary employer
- Cobblestone Hotel constructed in Eads
- Town of Rocky Ford instituted a branding

- campaign which has had regional impact
- Transportation investment in the aviation area, local airports making capital improvements
- Awarded \$1.3 million from the Colorado Department of Local Affairs, Energy/Mineral Impact Assistance Grant
- Awarded \$30,000 Rural Economic Development Initiative (REDI) Program, Technical Assistance Grant

## TOP 5 KEY INDUSTRIES BY EMPLOYMENT



Source: EMSI, 2012



State of Colorado, Region 6

## CORE OBJECTIVES

### 1 Build a Business-Friendly Environment

#### GOALS

- Align regional organizations and leverage resources relevant to economic development such as SEBREA, SECED, SCEDD, and SBDC
- Developing Healthcare & Manufacturing Sector Partnership
- Explore and create regional incentives opportunities
- Advocate to maintain tax credit exemptions for agriculture and Enterprise Zone
- Support Eastern Plains Foreign Trade Zone application

#### DELIVERABLES

- All the organizations listed in the region partnering and building a healthy relationship
- Build out the competitive tool box for the SE Region

### 4 Create and Market a Stronger CO Brand

#### GOALS

- Strengthen partnership with state & regional tourism advocates;
- Increase Social media and website exposure for SEBREA
- Promote and expand Agriculture and Heritage Tourism

#### DELIVERABLES

- Promote the region from a tourism stand point focusing on competitive assets
- Consider SE Region tourism brochure

### 2 Recruit, Grow and Retain Business

#### GOALS

- Build the agriculture economy
- Fully repurpose Fort Lyon facility
- Build upon existing regional assets including upgrade of BNSF/Amtrak line
- Development of infrastructure including the Arkansas Valley Conduit
- Energy & transmission line development
- Labor shed study
- Community development

#### DELIVERABLES

- Region wide Ag impact analysis
- Obtain a measurable job growth in the region
- Utilize OEDIT Asset tool to better understand key assets in the region for collaborative attraction efforts
- Understand workforce labor shed better

### 5 Educate and Train the Future Workforce

#### GOALS

- Research this opportunity further
- Build a partnership between economic development organizations, education institutions and workforce center
- Market and promote community colleges as first choice for workforce training

#### DELIVERABLES

- Increase job training opportunities in the regional and higher utilization of existing programs resulting in a quality trained workforce

### 3 Increase Access to Capital

#### GOALS

- Increase number of business loans from Business Loan Funds (BLF)
- Support SBDC network build out
- Support private philanthropic funds

#### DELIVERABLES

- Encourage bank participation in business loan activities promoting additional start-up businesses and expansions
- Provide strong resources for all small business in the region

### 6 Cultivate Innovation and Technology

#### GOALS

- Identify and engage with innovative practices and industries in the region
- Support agriculture innovation
- Identify and expand broadband capacity

#### DELIVERABLES

- Elevation of engagement between SEBREA members, COIN and innovative companies in the region
- Create broad band implementation plan

## STRATEGIC PROJECTS

- Healthcare & manufacturing Sector Partnership
- Ag industry economic impact analysis completed for the region
- Regional broadband planning

## STAKEHOLDERS

Baca County  
 Baca County Economic Development  
 Bent County  
 Bent County Development Foundation  
 Canyons and Plains of Southeast Co.  
 Colorado Department of Local Affairs  
 Colorado Housing and Finance Authority  
 Colorado Workforce Centers  
 Colorado-Regional Heritage Taskforce  
 Crowley County  
 Economic Development Administration

Education and Training  
 Kiowa County  
 Kiowa County Economic Development Foundation  
 La Junta Economic Development  
 Lamar Community College  
 Office of US Senator Mark Udall  
 Otero County  
 Otero County Economic Development  
 Otero Junior College  
 Prowers County  
 Prowers County Development Inc.

Rocky Ford EDC  
 Small Business Development Center  
 Southeast Colorado Enterprise Development  
 Southeast Colorado Power Association  
 Southeast Colorado RC&D  
 Southern Colorado Economic Development District  
 State and Regional Economic Development Groups  
 Tri-County Housing and Community Development Organization  
 USDA Rural Development



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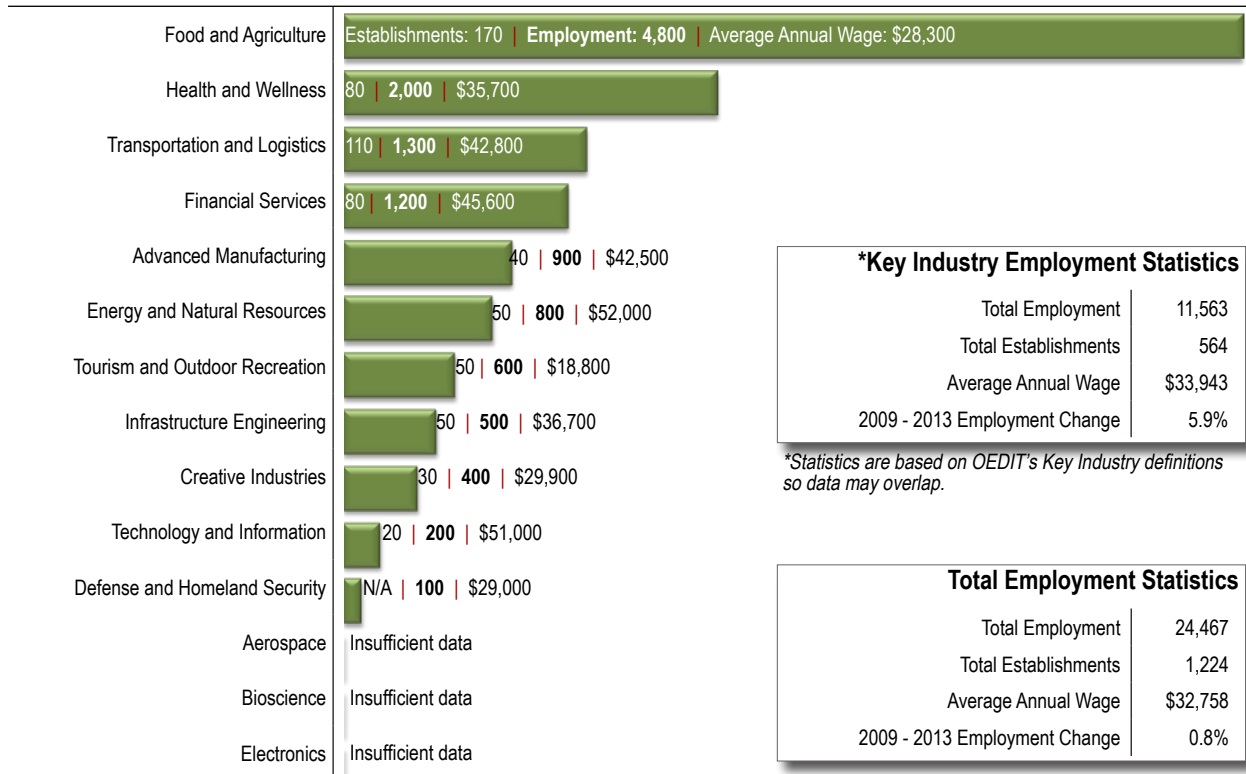
www.advancecolorado.com/blueprint

# Colorado Office of Economic Development & International Trade

## COLORADO - REGION 6: Economic Profile



### Employment by Key Industry



SOURCE: Colorado Office of Economic Development & International Trade and EMSI, 2013.2

## Top Employers by Employment

Sectors*	Business or Organization	Jobs
■	Arkansas Valley Regional Medical Center	400
■	Southeast Colorado Hospital	200
■	Prowers Medical Group	200
■	Dragon ESP, LTD.	200
■	Corrections Corporation of America	NA
■	Lewis Bolt & Nut Company	100
■	INSPIRATIONField	100
■	Pioneer Health Care Center	100
■	Weisbrod Memorial Hospital and Nursing	100
■	Southeastern Development Services	100

Note: Table does not include establishments that are primarily classified as Public Administration, Educational Services, and/or Retail Trade

\* Sectors represented by business and establishment locations

■ Manufacturing      ■ Health Care and Social Assistance

## About Top Employers by Employment

**Arkansas Valley Regional Medical Center** - licensed to house 90 acute care and extended care hospital beds. This 129,300 square foot facility located in La Junta, Colorado also includes a Nursing Care Center and offers semi-private and private rooms. Total number of licensed beds is 115.

**Southeast Colorado Hospital** - a 23 bed critical access hospital providing acute, emergency, and respite care. Specialty clinics in cardiology, dermatology, orthopedics, podiatry, pulmonology, skin care, surgery and urology. Other services include long-term care, physical therapy, and hospice.

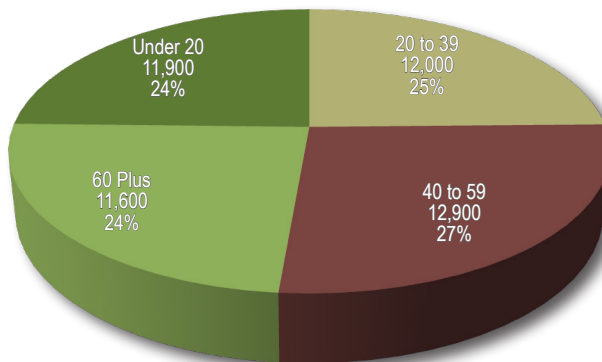
**Prowers Medical Group** - is a medical practice owned and operated by the Prowers County Hospital District. They have three facilities: Lamar Medical Clinic, Las Animas Family Practice, and General Surgery Clinic. Between these three locations, they offer family and internal medicine, occupational health, pediatrics, workman's compensation, obstetrics, and general surgery.

**Dragon ESP, LTD.** - offers durable equipment for a broad range of severe-duty applications, including well servicing, bulk storage, liquid and solids hauling, and a variety of pumping and mud solutions. They operate out of Lamar, Colorado, but also have a presence in California, Indiana, Texas, North Dakota, Ohio, Oklahoma, and Alberta, Canada.

**Corrections Corporation of America** - is a company that owns and manages private prisons and detention centers and operates others on a concession basis. The company is the largest private corrections company in the United States.

SOURCE: Dun & Bradstreet, Equifax, Local Economic Development Groups, Corporate Websites, and Other Sources

## Population by Age Groups



SOURCE: EMSI, 2013.2

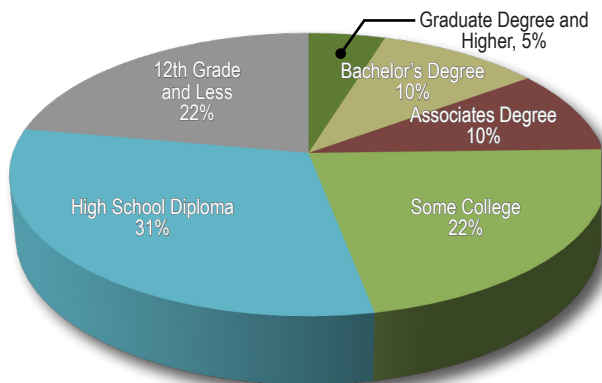
## Top Occupation Categories by Employment

	Jobs	Median Wage	Annual Wage*
Management	4,000	\$15.03	\$31,300
Sales and Related	2,900	\$12.56	\$26,100
Office and Administrative Support	2,800	\$12.81	\$26,600
Education, Training, and Library	1,500	\$17.38	\$36,200
Transportation and Material Moving	1,400	\$14.49	\$30,100
Food Preparation and Serving Related	1,300	\$8.86	\$18,400
Building and Maintenance	1,000	\$10.15	\$21,100
Personal Care and Service	1,000	\$9.85	\$20,500
Healthcare Practitioners and Technical	1,000	\$27.87	\$58,000
Business and Financial Operations	900	\$24.10	\$50,100

\* Annual wage is based on a 40 hour work week

SOURCE: EMSI, 2013.2

## Educational Attainment



SOURCE: EMSI, 2013.2

## Population and Households

Population	48,890
Total Households	18,106
*Median Age	42
*Median Household Income	\$36,800
*Mean Household Income	\$49,000
*Median Family Income	\$46,100
*Per Capita Income	\$19,200

\* Average of median or mean values of all counties in region

SOURCE: U.S. Census, 2010 and ACS 2007-2011 5 Year Estimate



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