

2001 ANNUAL REPORT

Mission [*ACCOMPLISHED*]

Jefferson Economic Council

Our Mission

Jefferson Economic Council (JEC) is a public/private, not-for-profit partnership dedicated to preserving and enhancing economic vitality for the citizens of Jefferson County, Colorado, through the retention and expansion of primary jobs.



Mission [ACCOMPLISHED]

FORWARD THINKING = MISSION [ACCOMPLISHED] IN 2001

Joe L. Williams

2001 BOARD CHAIR - President and CEO, Foothills Bank

You could say Jefferson Economic Council (JEC) is on a MISSION...

In 2001, JEC, a growing and dynamic not-for-profit economic development partnership, enlisted the help of several "operatives" - our investors, board of directors, staff, and community partners - to carry out FOUR KEY MISSIONS to maintain and expand Jefferson County's competitive advantage and ensure further participation and investment in our organization.

At first, accomplishing these MISSIONS seemed IMPOSSIBLE! The County's transportation infrastructure was aging. Ill-conceived growth control measures in the legislature threatened the metro area's economic future. We faced the scarcity of land for future employment centers. Jeffco lacked high-speed telecommunications access to serve the business community in some areas. Businesses faced tough financial decisions due to the nationwide economic downturn.

JEC's "operatives" used **FORWARD THINKING** to establish and accomplish MISSIONS that provide long-term solutions to these and other critical business issues:

MISSION 1: Promoting a Favorable Business Climate

JEC has earned a great reputation as THE organization that brings "key decision makers" together to solve tough business and economic issues. Our leadership in the growth debate, transportation, telecommunications, and in other areas helps sustain and enhance the County's economy.

MISSION 2: Enhancing Primary Job Opportunities

By adopting a comprehensive land use policy, implementing programs to grow our industries, and providing valuable consultation and site selection assistance, 1,228 primary jobs and \$86.5 million in new capital investment were tallied in 2001.

MISSION 3: Serving Our Communities and Investors

In light of 2001's economic woes, never before has JEC been more "on track" with its high-tech products and services for strategic decision-making. Also, audiences learned about timely business topics such as the County's transit infrastructure and the economic forecast for 2002 at JEC's sold-out business forums. Finally, record numbers of users logged on to our website, www.jeffco.org, the source for business information in Jefferson County.

MISSION 4: Building Our Organization

We continued to expand our organization thanks to the active participation of investors and the business community. During 2001, JEC's private sector investment grew 14 percent, while investor retention remained high at 90 percent. To further illustrate JEC's progressive role: We now refer to investment in JEC as a "retainer - fee for service." Our MISSION is to return the value investors entrust in us by delivering high quality services, resources, and relationships vital to the success of their businesses.

What an exciting year for JEC and Jefferson County! Thank you to all who contributed to our MISSION, Congratulations, MISSION ACCOMPLISHED!

Joe L. Williams
2001 Board Chair

Success in 2001 in 4 KEY MISSIONS

1

MISSION:
Promoting a Favorable Business Climate

2

MISSION:
Enhancing Primary Job Opportunities

3

MISSION:
Serving Our Communities and Investors

4

MISSION:
Building Our Organization

"JEC's greatest strength is its ability to bring a variety of people to the table - high profile business leaders, city/county officials, and County staff - to develop a common voice on challenging business and policy issues."

ESTHER KETTERING, VICE PRESIDENT
FULLER AND COMPANY - 2001 VICE CHAIR

Promoting a **FAVORABLE** business climate

...through innovative **LEADERSHIP**, progressive **BUSINESS POLICY**, and **INFRASTRUCTURE DEVELOPMENTS**.



PG&E Power Plant >> **JEC HELPS FAST-TRACK VITAL PROJECT**

JEC worked with Xcel Energy, the Department of Energy, and JEC investor Banks and Gesso in January 2001 to develop a POWER GENERATING FACILITY to meet high electricity demands during peak periods. Just six months later, PG&E National Energy Group began constructing the 113-megawatt *Plains End Power Facility* southeast of Hwys. 72 and 93 in Arvada. The project will return over \$66 million to the County in real and personal property taxes.

Architectural Design Standards >>

In 2001, JEC staff testified before the Jefferson County Planning Commission to adopt comprehensive ARCHITECTURAL DESIGN STANDARDS in the County. Approved by the Commission, the new standards will result in projects moving through the planning process more quickly, saving money, and resulting in quality development.



<< Telecom Backbone Project

JEC WORKS TO PROVIDE BROADBAND ACCESS TO ALL

Plans to develop a TELECOM BACKBONE in the County went into "high gear" in June, when JEC, Jeffco cities, and telecom providers discussed the need for increased broadband connectivity in Jeffco. JEC undertook a demand study for solutions to maintain companies' competitiveness and ensure access to high-speed Internet service, data storage, and e-commerce.

Additional ACCOMPLISHMENTS >>

- Actively monitored and responded to *growth management* legislation.
- Participated in "Save our Constitution," a group focused on initiative reform in Colorado.
- Staff and board members gave 100+ speeches on *growth-related topics*.
- Participated in DRCOG's *Regional Transportation Committee*.
- Facilitated process to assure *electrical transmission* across Rocky Flats.
- Wrote editorials and columns on County *business issues* for local media.
- Assisted with passage of a *transportation sales tax initiative* in South Jeffco.
- Participated in *C-470 Hot Lanes Study*.



<< In 2001, JEC and its community partners helped several companies locate or expand, resulting in 1,228 new primary jobs and \$86.5 million in new capital investment added in Jefferson County. >>

Enhancing PRIMARY job opportunities

...with solid LAND USE planning, INDUSTRY DEVELOPMENT, and comprehensive SITE SELECTION services.

Major Company Locations for 2001 >>



<< Apria Healthcare

After considering sites in Arapahoe, Douglas, and Jefferson Counties, APRIA HEALTHCARE, the nation's leading provider of healthcare services, announced plans to build a 100,000-square-foot regional headquarters facility in the Ken Caryl Business Center in South Jeffco. Initially, the facility will house 210 employees. Apria is investing \$7 million in real and personal property at the site.

CSG Systems >>

A leading provider of billing, customer care, and management solutions for the Information Technology industry, CSG SYSTEMS expanded its operations to Jefferson County at the CirclePoint Corporate Center in Westminster. Occupying 30,000 square feet, CSG brought over 200 jobs and \$7.4 million in capital investment to the County.



Additional ACCOMPLISHMENTS >>

- Hosted the *Biotechnology Roundtable* to gather professionals interested in growing the industry.
- Over \$85 million in capital investment and 1,375 new jobs were added in the *Jefferson County Enterprise Zone*.
- Served a *consulting role* with project developers.
- Reviewed all *downzoning submittals* in County.
- Implemented a *rapid response team* for companies and their employees following layoffs.
- Played a *leadership role* in the state's bid to land Boeing's corporate headquarters.
- Completed an *alternative energy* research project.
- Promoted County real estate through *Featured Properties* on JEC's website.

County Land Use Policy >>

SOLID PLAN TO SHAPE FUTURE DEVELOPMENT

By a unanimous vote, members of the Jeffco Planning Commission supported and recommended to the Board of County Commissioners a County LAND USE POLICY developed jointly by the Planning Commission and JEC. The Land Use Policy's goal is to preserve the limited amount of commercial land by encouraging mixed-use developments that locate residential projects closer to employment centers.

C-470 Vision Plan >>

TAX-GENERATING USES A PRIORITY

In June, JEC committees began meeting to construct a VISION PLAN FOR THE C-470 CORRIDOR in Southwest Jeffco. Under the plan, JEC and County staff began working with landowners and neighborhood groups along the corridor to create a unique mixed-use area concentrating on employment and tax generating purposes.

Serving our COMMUNITIES and INVESTORS

with innovative, high tech **PRODUCTS, SERVICES, and MARKETING** focusing on promoting **ECONOMIC DEVELOPMENT** and **BUSINESSES** in Jefferson County.



www.jeffco.org

Interactive - 24/7 >>

In 2001, JEC continued to build on the momentum and success of our WEBSITE, www.jeffco.org. As user numbers grew 10 to 30 percent monthly, the site quickly lived up to its billing as "the source for business news and information in Jefferson County." Site enhancements included the launch of an "Investors Only" section and online polling and surveys.

Additional ACCOMPLISHMENTS >>

- Published and distributed online the *Economic Profile* for Jefferson County.
- Sponsored the annual *Industry Appreciation Awards Breakfast* - honoring Jeffco's outstanding companies.
- Posted *Transit Central* - a comprehensive section detailing transit issues - on the JEC website.
- Used our *Economic Impact Model* to evaluate various projects, including the analysis of locating a new library in Old Town Arvada.
- JEC's website - www.jeffco.org - received national attention as the featured site for December 2001 by Economic Development Corporation.
- Implemented *e-marketing strategies* to inform investors of breaking news on JEC website.



JEC Staff >>

Pictured left to right: Michelle Claymore, Director of Business Location and Expansion; Jeannie Madigan, Executive Assistant; Tom Clark, President and CEO; Janet Fritz, Marketing Manager; Gary Matson, Director of Investor Relations; and Holli Baumunk, Vice President.



<< Technology Delivers

In mid-2001, our organization completed a major **HARDWARE AND SOFTWARE UPGRADE**, enhancing and bringing new technology

resources online to further position JEC as a leader in economic data and business research delivery.

On Target - Products/Services >>

- Research and Position Papers
- Consultation/Mediation Services
- Economic Impact Model
- Comprehensive Demographics
- Real Estate Data Base/Site Selection Assistance
- Digital Aerial Photography
- Business Listings
- JEC Website



Tackling Tough Issues >>

Recognizing the vital role of our transit infrastructure to the economic growth and quality of life in Jefferson County and the metro area, JEC focused two **BUSINESS FORUMS** on the topic. Audiences got an inside look at the metro area's transit future at the sold out events "Jeffco's Transit Puzzle: Part 1 and 2, the Plans, Projects, and Potential." In light of the national economic downturn, JEC's Economic Forecast for 2002 was never more timely. Three national and local economic experts forecasted recovery for third quarter 2002.



2001

JEC INVESTORS

Aardex Corporation
Adolfson & Peterson Construction
Arapahoe Community College
Arvada Chamber of Commerce
Arvada Economic Development Association
Asphalt Paving Company
AT&T Wireless
Ball Corporation
Bandimere Speedway
Banks and Gesso, LLC*
Broomfield Economic Development Corp.
Brownstein Hyatt & Farber, P.C.
Catellus Commercial Development Corp.
CB Richard Ellis
Chris Cakes of Colorado
Church Ranch/Home Place Land & Cattle Co.
City of Arvada
City of Edgewater
City of Golden
City of Lakewood
City of Westminster
City of Wheat Ridge
Citywide Banks
Colorado Business Bank
Colorado Lending Source*
Colorado School of Mines
Coors Brewing Company
CRESCO Properties, Inc.
CTS Architects, LLC*
Denver Marriott West Hotel
Denver West Management, Inc.
Denver West Realty, Inc.
Development Research Partners
Easter-Owens Electric Company

EDS Waste Solutions, Inc.*
Etkin Skanska, Inc.
Evergreen Area Chamber of Commerce
Evergreen Oil Company
Exempla Healthcare
FirstBank North
FirstBank of Arvada
FirstBank of Colorado
FirstBank of Evergreen
FirstBank of Lakewood
FirstBank of South Jeffco
FirstBank of Wheat Ridge
FlightOne*
Foothills Bank
Frederick Ross Company
Front Range Community College*
Frontier Airlines
Fuller & Company
Gambro BCT
Gateway, Inc.
Genesee Business Systems, Inc.
Genesee Commercial Group
Golden Properties, Ltd.
Greater Golden Chamber of Commerce
Guaranty Bank and Trust*
Hall & Evans, LLC
Hi Country Wire & Telephone
JBD Enterprises
Jeffco Airport
Jefferson County
Jefferson County Association of Realtors
Jefferson County Public Library
Jefferson County Public Schools
Jehn & Associates, Inc.

Johns Manville Corporation
Jolly Rancher Candy Company/Hershey
Chocolate & Confectionery Co.
Jordan Perlmutter & Co./Section 14
Development Company
JR Engineering, LLC
Kaiser-Hill Company, LLC
Kelly Services
Ken Caryl Business Center
KeyBank
King Soopers, Inc.
Lafarge North America, Inc.
Lakemont Center
Lakewood Brick & Tile Company
Lakewood Country Club
Lee Kunz Development Company*
LK Media Group Incorporated
LMC Community Foundation
Lockheed Martin Astronautics
M.A. Mortenson Company
Mark VII Equipment, Inc.
Merrill Lynch – The Cope/Marcoux Group*
MIE Properties, Inc.
Mountain Cable Industries, Inc.
Muller Engineering Company, Inc.
National Renewable Energy Laboratory (NREL)
Ojala & Company
Opus Northwest, LLC
PG&E National Energy Group*
Pinnacle/Moser Printing & Design
Piper Electric Company
Pridemark Paramedic Services, LLC
PSM Properties, Inc.
Qwest Communications*

RE/MAX affiliates, inc.
RE/MAX Central Alliance Inc.
RE/MAX West/Alliance Group
Red Rocks Community College
Red Rocks Training Institute
Robert Hoerr, P.C.
Rolling Hills Country Club
RPL Investments
SAFECO
Saunders Construction
Sear-Brown Group
Sheraton Denver West Hotel
Sholar Group
Shughart Thomson & Kilroy, P.C.
Siemens Building Technologies
Skyline Property Management, Inc.
Snell & Wilmer, L.L.P.
St. Anthony Hospitals*
State Farm Insurance Companies
Sun Microsystems, Inc.*
Sunset Management Services, Inc.
United Airlines
UTI Star Guide Corporation
Vauxmont Intermountain Communities
Vectra Bank Colorado*
Village Homes
Washington Infrastructure Services
Wells Fargo Bank – Central & East Metro
Wells Fargo Bank – Northwest Metro Market
Wells Fargo Bank – Southwest Metro Market
Wells Fargo Bank – West Central Metropolitan
West Chamber Serving Jefferson County
Xcel Energy
Yenter Companies, Inc.

* Denotes new Investor for 2001

Building our ORGANIZATION

...with the involvement of **BUSINESS LEADERS AND INVESTORS**, and by maximizing **FINANCIAL RESOURCES**.



Investor Briefings >>

KEEPING OUR INVESTORS IN THE KNOW

JEC staff members implemented an INVESTOR BRIEFING program for new and existing investors. The interactive session featured an “in-depth” look at JEC and an update on major initiatives and products and services. The briefings also provide investors information on becoming actively involved in JEC and ways to maximize their return on investment in the organization. Over one-third of investors attended in 2001 and gave great reviews on the value of the briefings.

Additional ACCOMPLISHMENTS >>

- *Private sector investment* in JEC grew 14 percent over the previous year.
- An actively involved and engaged *Investor Relations Committee* developed cutting-edge recruitment strategies.
- Investors provided valuable input and service to the organization by participating in various *issue-driven committees*.
- JEC issued investors special passes to *VIP Lunches* featuring timely business topics.
- Investors recognized the opportunity to position their businesses through enhanced *corporate sponsorship* of JEC events.
- JEC investor, Gateway, sponsored the annual *Pancake Breakfast/Business Reception* at its Lakewood IT facility.
- *Event income* increased 6 percent in 2001.

<< JEC's Investor Program

Investors support JEC's MISSION of retaining and expanding primary employment that fuels the County's economy. JEC investors are among the area's top business leaders – their companies represent a wide variety of industries located in Jefferson County and throughout the metro Denver area. Investment in JEC continues to grow, as companies recognize that their involvement in JEC gives them access to valuable contacts and business services and a stronger voice in the County and metro area business communities.

2001 Funding Sources



Investors
ONLY
JEC's ONLINE
UNIVERSE

“Investors Only” Website >>

INSIDE NEWS AND INFORMATION FOR INVESTORS' EYES ONLY!

The highly anticipated INVESTORS ONLY section of JEC's website launched in October. The password-protected site was developed in-house as yet another value-added service to investors, providing inside news and information and networking opportunities to grow their companies. *Investors Only* features the “Jeffco Planet” online newsletter with live regional news feeds, online polls and surveys, chat forums, investor profiles, and an “Investors in the News” section. Usage statistics and user comments have been highly favorable.

"I belong to many organizations, and JEC provides the highest value for my investment. JEC's diverse organization of business and community leaders, investors, and staff provide valuable resources to grow and expand your business."

ROBERT MATTUCCI, EXECUTIVE VICE PRESIDENT,
ETKIN SKANSKA, INC. - 2001 BOARD MEMBER



Leadership for the Future - ANNOUNCING 2002 OFFICERS

Pictured left to right: Tom Clark, JEC President and CEO; Robert Mattucci, Secretary; Esther Kettering, Chair; Howard Gelt, Vice Chair; and Gregg Bradbury, Treasurer.

2001 Board of Directors >>

Jefferson Economic Council's (JEC) strong and effective leadership is a key factor in our organization's successful MISSION of promoting economic health and vitality in Jefferson County. These high profile business leaders, who represent a broad spectrum of private industries and city/county government, directly shape economic policy in Jeffco and the metro area.

Volunteer Committees >>

- Telecommunications Backbone (Business, Technical, Demand)
- C-470 Vision Plan (Finance, Infrastructure, Planning, PR)
- Land Use
- Architectural Standards
- Electrical Power
- Investor Relations
- Industry Appreciation Awards
- Public Policy
- Board Nominating

2001 Officers

CHAIR

Joe L. Williams, President & CEO
FOOTHILLS BANK

Gregg A. Bradbury, Partner
CHURCH RANCH CORPORATE CENTER

Robert J. Mattucci, Executive
Vice President
ETKIN SKANSKA, INC.

VICE CHAIR

Esther Kettering, Vice President
FULLER AND COMPANY

Robert Bruce, Broker
FREDERICK ROSS COMPANY

Eric Pollock, President
UTI STARGUIDE CORP.

PAST CHAIR

M. L. Tucker, Manager
LAFARGE NORTH AMERICA, INC.

Dennis Carruth, President
CARRUTH PROPERTIES COMPANY

Koger L. Propst, President
FIRSTBANK OF COLORADO

TREASURER

Howard Gelt, Esquire
SHUGHART, THOMSON & KILROY

Gretchen Cerveny, Mayor
CITY OF WHEAT RIDGE

Ronald Sholar, President
SHOLAR GROUP

SECRETARY

Ann Bormolini, Principal
GBSM, INC.

Frank Gray, Director, Community
Planning & Development
CITY OF LAKEWOOD

Harold Sohn, Vice President,
Corporate Relations
BALL CORPORATION

2001 Board Members

Herb Atchison, Councilor
CITY OF WESTMINSTER

Jane Hammond, Ph.D.
Superintendent
JEFFERSON COUNTY PUBLIC SCHOOLS

Bob West, CFO
JEHN & ASSOCIATES

Charles Baroch, Councilor
CITY OF GOLDEN

Patricia B. Holloway
JEFFERSON COUNTY BOARD OF
COMMISSIONERS

Marc Williams, Councilor
CITY OF ARVADA

2001 Ex-Officio Members

Steve Becker
GOLDEN URBAN RENEWAL
AUTHORITY

Susan Grafton
CITY OF WESTMINSTER

LeeAnn Canty
ARVADA CHAMBER OF COMMERCE

Terry Hoffman
EVERGREEN AREA CHAMBER OF
COMMERCE

Tom Clark
JEFFERSON ECONOMIC COUNCIL

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ARAPAHOE COMMUNITY COLLEGE

Amy Sherman
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Donald Dunshee
BROOMFIELD ECONOMIC
DEVELOPMENT CORP.

Scott Staples
CITY OF WHEAT RIDGE

Dr. Chuck Ferris
COLORADO VENTURE CENTERS, INC.

Timothy Steinhaus
ARVADA ECONOMIC DEVELOPMENT
ASSOCIATION

Steve Glueck
CITY OF GOLDEN

John Trefny, Ph.D.
COLORADO SCHOOL OF MINES

Tom Gonzales, Ph.D.
FRONT RANGE COMMUNITY
COLLEGE

Gary Wink
GREATER GOLDEN CHAMBER OF
COMMERCE



Mission [*ACCOMPLISHED*]

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