

RE-IMAGINE LA JUNTA

CITIZEN INPUT ON ECONOMIC DEVELOPMENT

1. Expansion of current jobs

Current Activities:

- A. Monthly manufacturing meetings to discuss ideas on company and job growth. Monthly sectors meetings for agriculture, healthcare, and creative industries are to follow.
- B. Monthly SEBREA meeting with regional economic developers and community colleges to discuss strategies regarding the above sectors.

2. Networking.

Current Activities:

- A. Networking with state and national economic development professionals through Economic Development Council of Colorado and International Economic Development Council.
- B. The sectors strategy for the state fosters networking between economic development, community colleges, industry, workforce, and K-12.
- C. Industry Conferences will be attended on a national and state level.

3. Primary jobs should be priority.

Current Activities: All of the above activities are geared towards primary job creation, retention, and attraction.

4. What are our resources? Do we have the needed infrastructure?

Note: This is a broad question and infrastructure needs are going to vary depending on the needs of an incoming industry.

5. Educate our workforce.

Current Activities: OJC and Colorado Workforce are leveraged to educate our workforce depending on the needs of an incoming employer. It is hard to educate a workforce in specific skills before an

employer has committed to moving into the area. Modules in work ethic and basic employee etiquette could be deployed.

6. What is turnover rate for employees?

Note: Turnover is going to vary employer-to-employer and based on the industry.

7. Get a list of suppliers to Industrial Park as possible businesses to locate here.

Current Activities: The manufacturing group has determined that there is not a large enough concentration from the suppliers to leverage a resource like this. Economic Development is looking at a larger picture that includes cities within an 8 hour drive from La Junta to determine if there are suppliers that could benefit from being in a central location to Colorado, New Mexico, Texas, Oklahoma, and Kansas.

8. Need to use locations on Highway 50. Make them look more attractive.

Current Activities: There is a group gathering to start a mural arts project related to beautifying Highway 50 from Pueblo to the Kansas state line.

9. Have businesses buy existing empty buildings.

Current Activities: Economic Development is starting to use the state's Insight Tool to market open buildings to businesses who might want to locate in La Junta.

10. Broadband capabilities are needed.

Current Activities: SEBREA is part of a broadband group that is looking at broadband capabilities in region six. The Colorado Office of Information Technology is running this project.

11. Who/what is point of contact for people seeking demographics?

Current Activities: La Junta Economic Development and the La Junta Chamber are the primary sources of demographic information.

12. Put links to other services on City website.

Current Activities: The city has many different links to other resources.
Question: What other services should specifically be listed on the city's website.

13. Target businesses that need a smaller location to move to.

Current Activities: Businesses of many different sizes are being targeted. Finding a cross section of businesses that are specifically looking for a smaller location would burn through too many resources.

14. Would like to see data on why businesses won't locate here.

Note: Site selectors are geared more towards eliminating a location more than they are selecting a location. Companies develop critical location factors that are specific to their project and base decisions based on those factors. The top six factors are Availability to Skilled Labor, Highway Accessibility, Labor Cost, Occupancy and Construction Cost, Availability of Advanced Information and Communication Technology, and Available Buildings and Sites.

15. Need childcare and youth programs for children.

Current Activities: The Manufacturing Group is working with K-12 education to start some vocational education programs. K-12 education is working on a construction trades curriculum. OJC has its STEM summer camp.

Note: Additional child care facilities is an opportunity for an entrepreneur.

16. Schools and quality of education.

17. Market La Junta as a retirement community. Encourage people to retire here. Develop a program to attract retirees.

18. Advertise in magazines and other publications.

Current Activities: La Junta Economic Development is advertising La Junta in various site selector and real estate journals and magazines.

Note: This can be a very costly form of advertising and other methods

will be explored.

19. Have relocation packages at Chamber of Commerce

Current Activities: Economic Development and the Chamber are working on relocation packages and welcome packages.

20. Coordinate efforts with neighborhood improvements to make town more attractive.

Current Activities: Economic Development attends Urban Renewal meetings and has assisted with a project to help identify building owners for Urban Renewal projects.

21. Downtown apartments.

Note: This should be moved to the downtown development group.

22. If you do not sell La Junta no one will come.

Current Activities: Economic Development is advertising for La Junta and is redesigning its website to be more focused on selling La Junta. There are also email, direct mail, and call campaigns going on to reach businesses that might relocate to La Junta.

23. Quality of life.

24. Need more things to do here.

Note: This topic needs to be expanded upon. There are a lot of things to do in La Junta and the rest of the valley. What specifically are people looking for?

25. Business community and private sector needs more involvement.

Current Activities: Again the sector meetings for manufacturing are happening once a month with monthly meetings for additional sectors to be taking place in the near future. The Chamber of Commerce is also trying to engage smaller businesses with some new programs.