




Access Denver 2015

Metro Denver and Its Economy



“Every city gets to make “century” decisions. In all of these there is only one common element – the business community brings ‘continuity’.”

Bruce Rockwell

Metro Denver EDC Region



- 3.4 million residents
- 67% of state population
- Over 80% of State GDP

The Century Decisions Prior to 1980

- Denver Pacific Railroad to Cheyenne, Wyoming
- The water decisions of the 19th & 20th centuries
- The Moffat Tunnel
- The City Beautiful Movement
- Stapleton
- The Valley Highway
- Lowry and Fitzsimons purchases

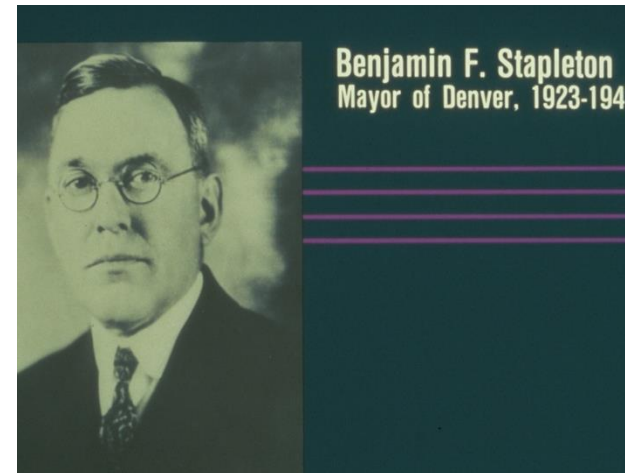


City and County Building 1934 - 2006






1930's – A New “Port”



Stapleton Airport
opens as Mayor Ben
Stapleton sees the
opportunity of
commercial air service



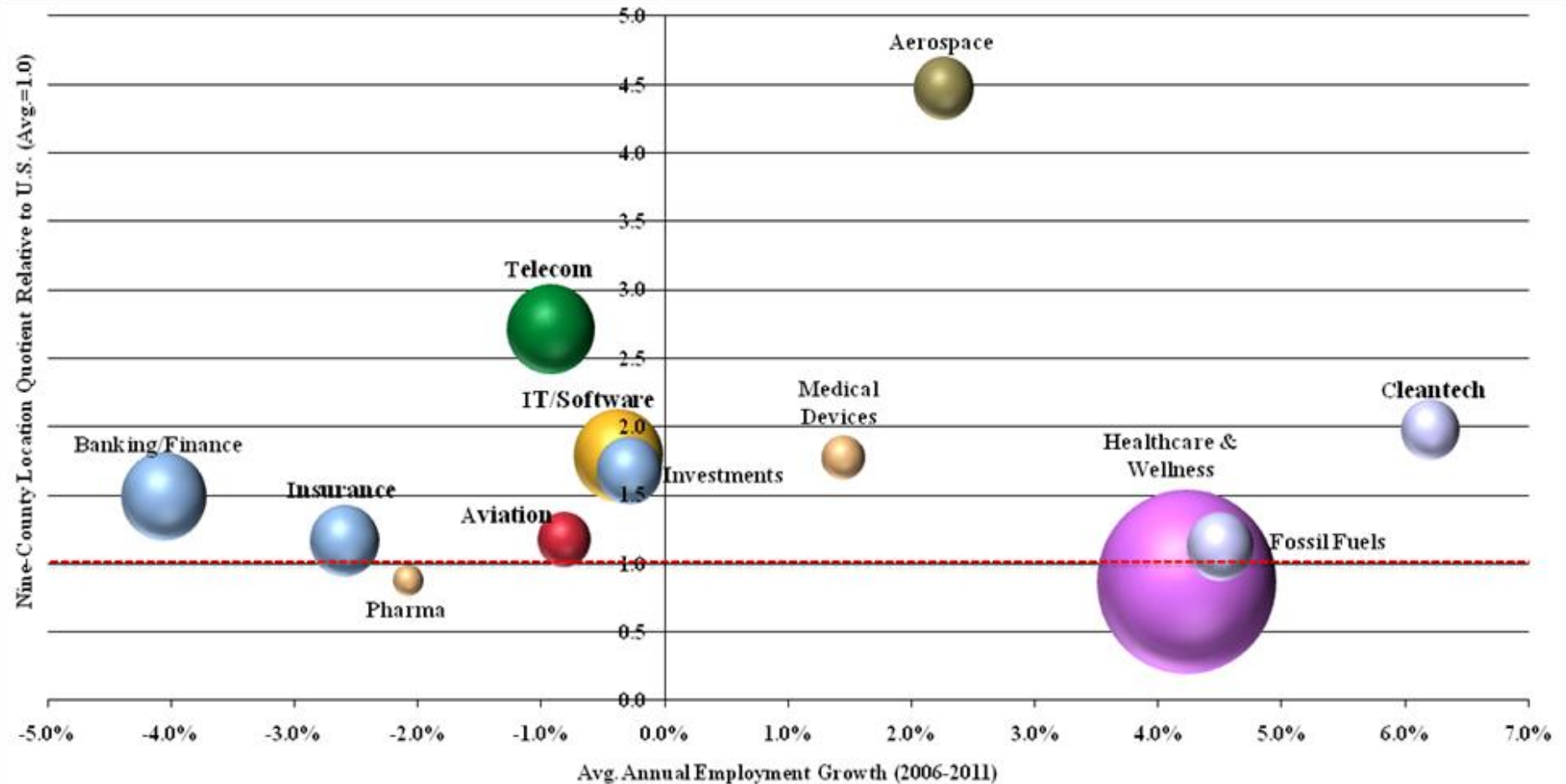
“The man who insists upon seeing
with perfect clearness before he
decides, never decides.”

Frederic Amiel

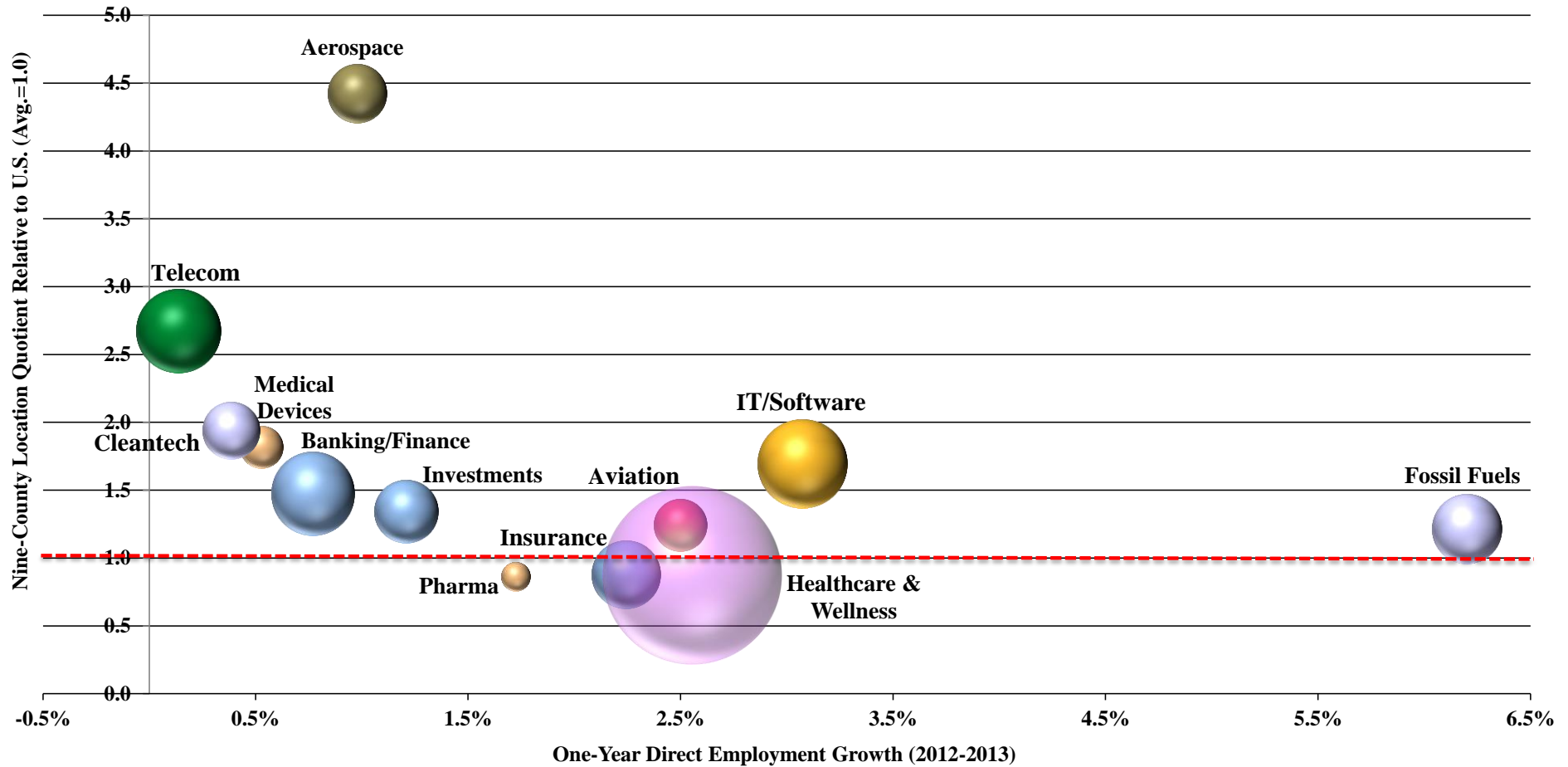


Economic Drivers: Innovation Clusters in the Metro Region

Innovation Clusters in Metro Denver



Metro Denver Industry Clusters 2013



A culture of collaboration

- Putting an end to years of suspicion, prairie wars and ill will following the Oil Bust of 1983.
- Scientific and Cultural Facilities District (arts and culture)
- Metro Denver Network (economic development)
- Stadium District
- Metro Mayors Caucus (regional policy – transportation, housing, infrastructure projects)
- DIA – sort of
- FasTracks

Regionalism becomes our trademark

- National media, syndicated columnists, Brookings Institute, Governing Magazine, Fortune, Forbes, WSJ, London Times, New York Times, Boston Globe, LA Times..... “Denver’s collaboration results in stronger, more diversified economy.”
- Compare to 1984 headline in *Forbes*: ***The Denver Economy: You Can’t fall off the floor.***
- Rules are simple: Work hard, give back, be honest.

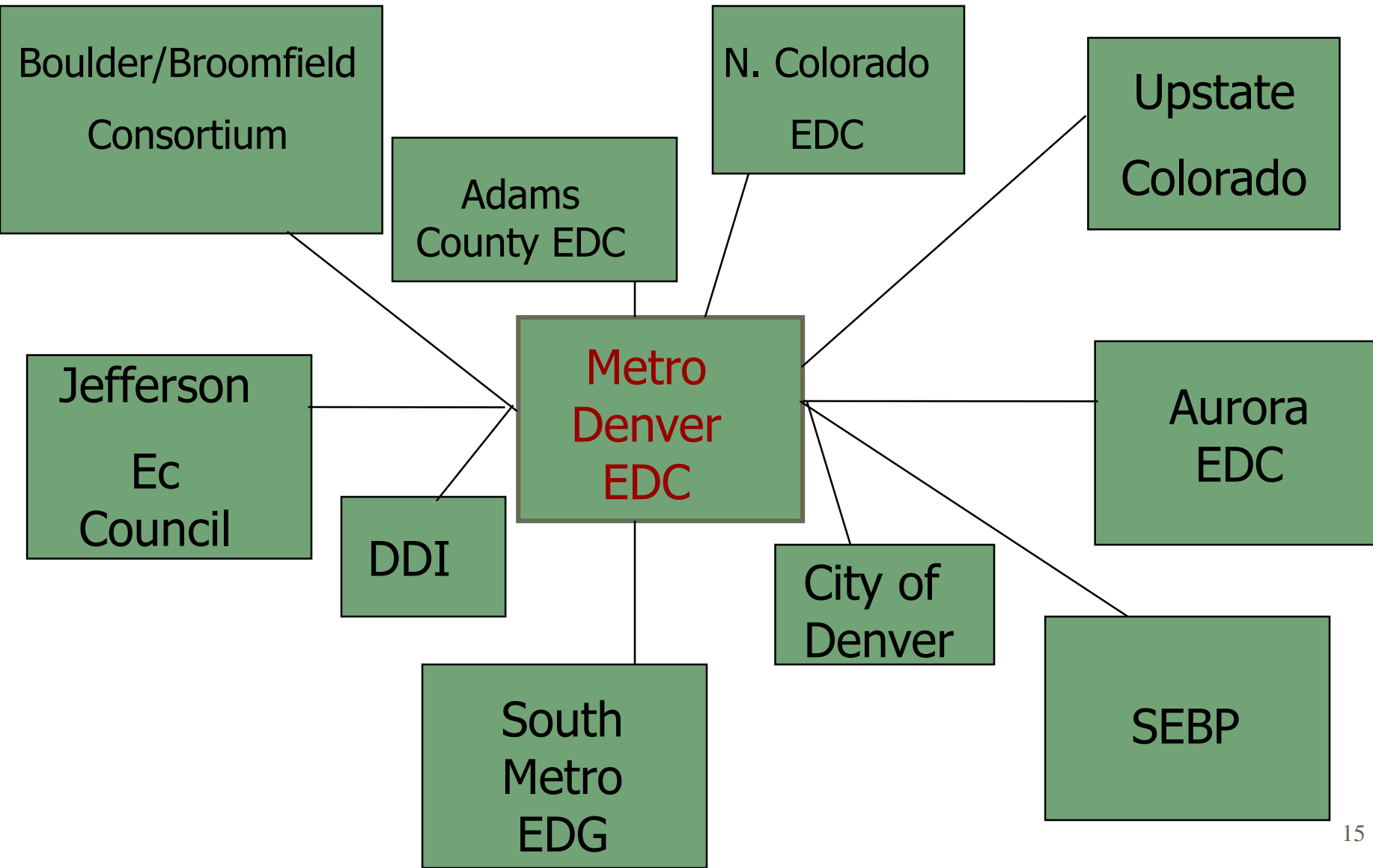
A “1.04 billion gift for collaboration

- Gold Line, Westminster Line and DIA Line receive massive infusion for construction of three transit lines.
- Secretary of Transportation Ray LaHood, when presenting check to RTD said, “I can say this without a single contradiction of all the 200+ metro areas I’ve visited as USDOT Secretary, ‘there is no more collaborative metropolitan area in the nation, than Denver.”

The Metro Denver EDC

- Principles of Agreement
- Code of Ethics
- Six Strategic Objectives
 - Mobility
 - Tax Reform
 - DIA
 - Existing Business
 - National Marketing and Public Relations
 - Special Projects

How the Metro Denver EDC Handles Clients



The Century Decisions since 1990

- Mountain Backdrop
- DIA
- Fitzsimons and Lowry
- The 470s
- Lower Downtown
- T-REX and FasTracks



DIA







“Mistakes, I’ve made a
few....”

Frank Sinatra

Put “Two Forks in it, it’s done.”

- George Bush, Sr. goes from “Texas Hold ‘Em” to “Colorado Fold ‘Em.”
- Bush caves to environmental interests and years of planning and effort for major water storage project dries up
- Democrat Governor Roy Romer unable to persuade Republican President Bush to reverse decision. 600 years drought in 2003-2006 shows folly of decision

Air Quality

- What Brown Cloud?
- Region ignored “unhealthy” air problems for almost 100 years.
- By 1985 Denver was “2nd most polluted city in the U.S. behind L A
- Concerted effort by Chamber and environmentalists changed citizens’ perception of air quality from an “environmental problem” to an “economic problem.”
- By 1992, Robert Redford proclaimed on national TV, “The only place in the country that gives a damn about air quality is Metro Denver.”
- Region enjoyed 15 years of no violations for any pollutants.





**“Bad” Decisions
Gone
“Good”**



Lowry Air Force Base

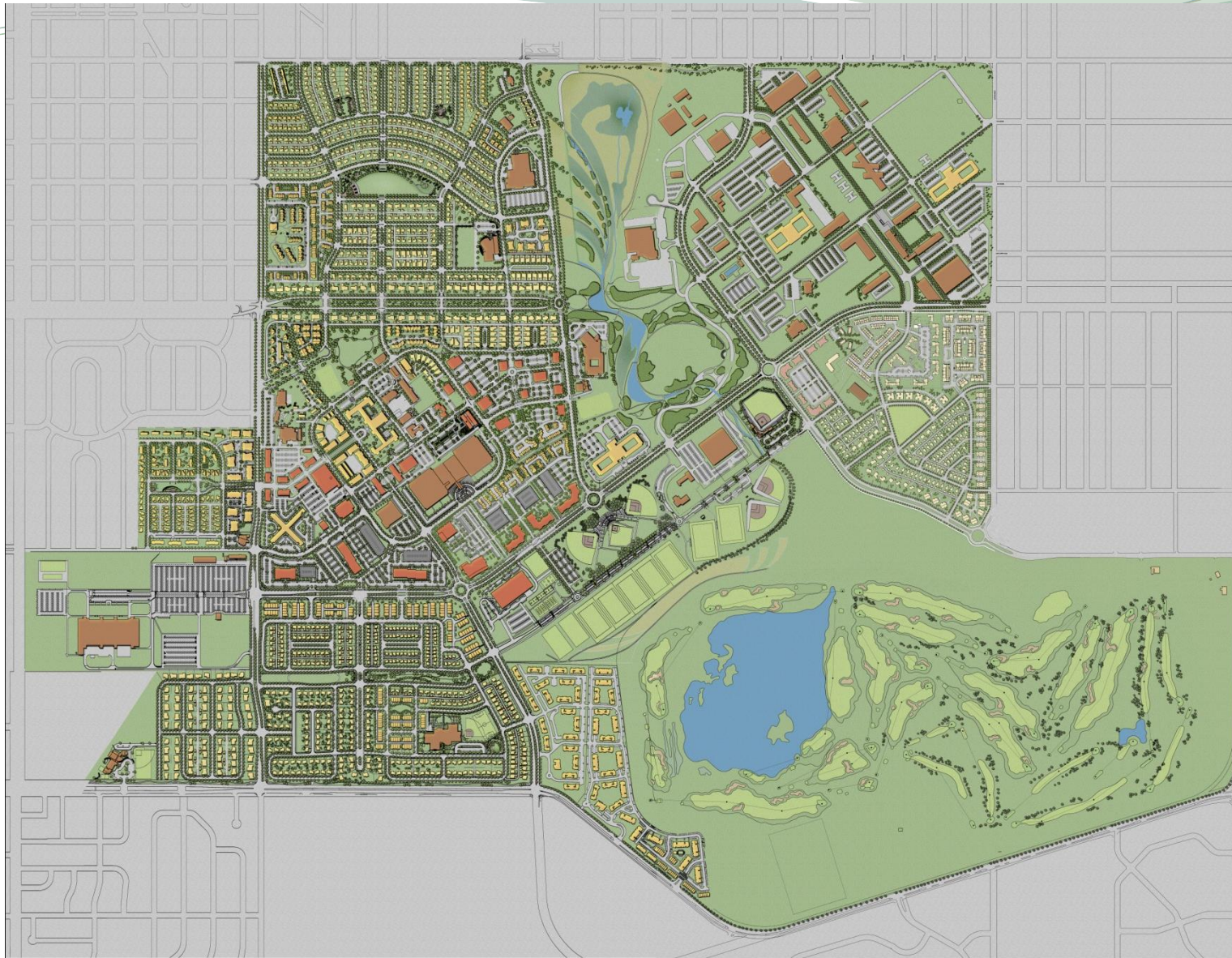
Technical Training
Center for Army Air
Corps and temporary
campus for Air Force
Academy

“Please Uncle Sam, don’t cut all those \$900 a month jobs at Lowry!”

- Aurora and Denver combine to save an Air Force base from closing....a base that lacks one important element....

A RUNWAY!!!!!!

- Lowry becomes Poster Child for re-development of abandoned military base – an urban community with multiple uses and a “classic” urban neighborhood. Closed in 1994 it is now the highest priced housing ZIP code in Denver.



LOWRY ILLUSTRATIVE MASTERPLAN

Another bad decision becomes a “century decision” for the Denver region

- Fitzsimons now nation’s largest “life sciences” center under construction
- \$5.0 billion vs. \$2.5 billion for most competing sites like Johns Hopkins
- Where would we be if neighbors had allowed modest expansion of Health Sciences Center?

“Manufacturing” Land

- Closure of Lowry and Stapleton coupled with Gateway at DIA turns Denver into major land developer in region – more land than Jeffco
- From abandoned sewage plant to 13,000 acres of prime land in a decade
- A “land locked” urban center no more

A “railroad to nowhere...”

- The MAC (Metro Area Connector) connects Downtown to Five Points
- Neighbors kill plan to extend to Stapleton
- This “transit junkies’ joke” as MAC was called, almost kills public support for light rail/rapid transit
- MAC and Southwest line set stage for TRENCH and FasTracks

50 Year Decisions

LoDo or Auraria – whither go the
Boys of Summer?

The Can – Pepsi that is....

Mile High Thunder in the suburbs?

Infrastructure Placements Drive Downtown Revitalization



Invesco Field

Pepsi Center

Coors Field



Convention Center





Coors Field

Opening Date: 1995

Capacity: 50,445





Pepsi Center

Opening Date: 2000

Capacity: 19,100





INVESCO Field @ Mile High

Opening Date: 2001

Capacity: 76,125



The 21st Century Decisions



FasTracks

Doubling the Airport for
100 million passengers

Fixing I-70, east, west and
thru town

North west

Projected Annual Avg. Population Growth by 2035:
1.0%

South west

Projected Annual Avg. Population Growth by 2035:
1.1%

North east

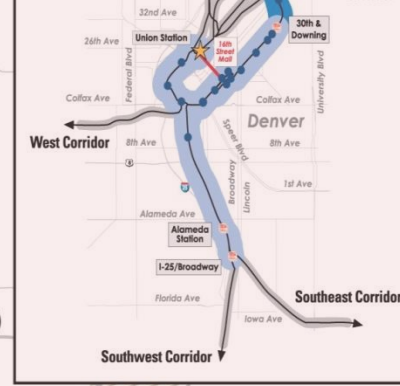
Projected Annual Avg. Population Growth by 2035:
2.6%

South east

Projected Annual Avg. Population Growth by 2035:
1.7%



North east



Projected Annual Avg. Employment Growth by 2035: **1.9%**

South east

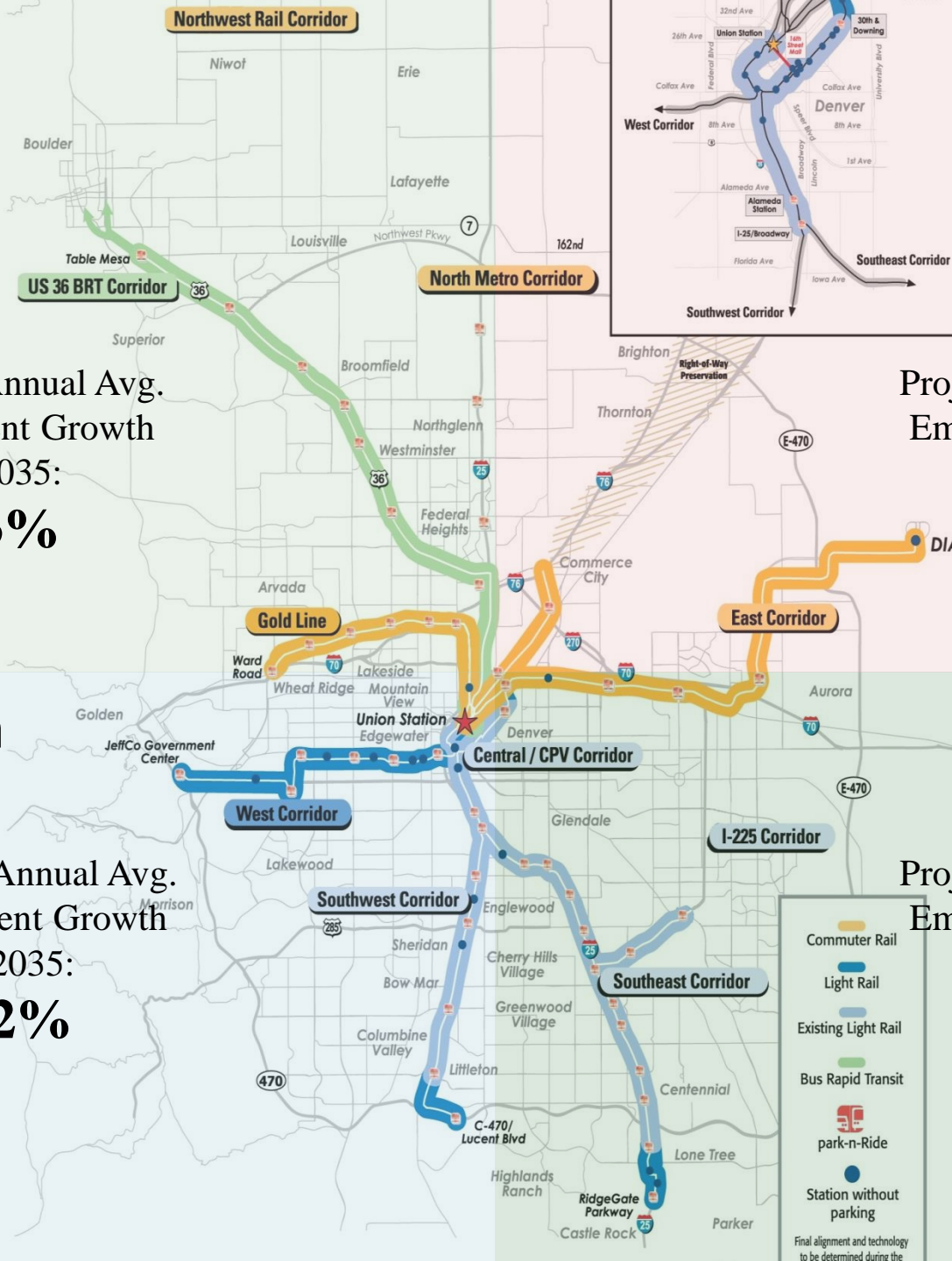
Projected Annual Avg. Employment Growth by 2035: **2.0%**

North west

Projected Annual Avg. Employment Growth by 2035: **1.3%**

South west

Projected Annual Avg. Employment Growth by 2035: **1.2%**



- Commuter Rail
- Light Rail
- Existing Light Rail
- Bus Rapid Transit
- park-n-Ride
- Station without parking

Final alignment and technology to be determined during the

Partial Cover Lowered Option

- Remove viaduct between Brighton and Colorado Blvd. and put I-70 below ground
- Cover highway near Swansea Elementary
- Keep Purina Plant and Swansea Elementary
- Greater cost and ROW impacts




High Speed Rail on the Front Range, with a stop at DIA for kicks



Other 100 year decisions await you

- Fund higher education in a manner that makes a college education attainable to middle class families.
- The smartest kids in the country through P-20 education reform.
- A new strategy for water – a 75 year “band aid”.
- An end to oil dependency...for a least 100 years.



“I like to see a man proud of the place in which he lives. I like to see a man live, so that his place will be proud of him.”

Abraham Lincoln