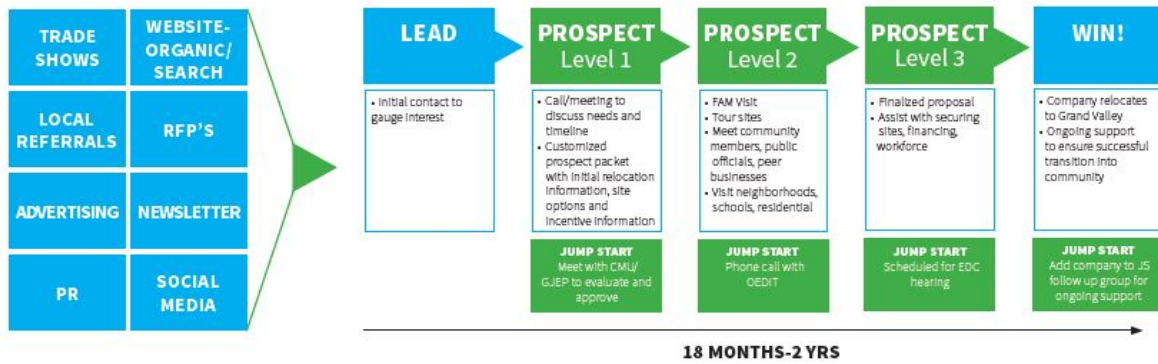


GJEP'S PROSPECTING PROCESS

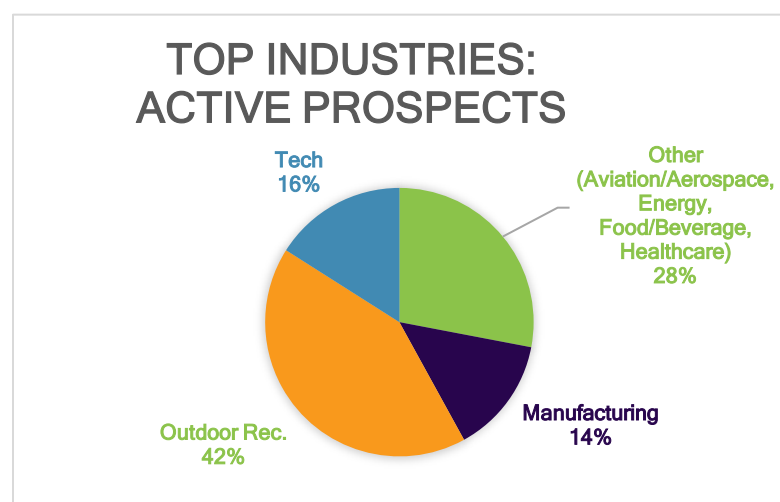
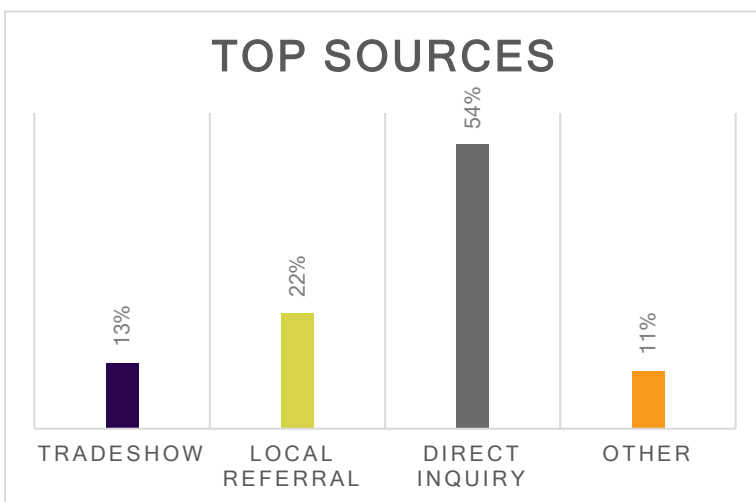


GJEP BY THE NUMBERS

FOURTH QUARTER 2019

Q4 2019	leads	level I	Level II	level III	wins
general	20	30	10	5	1
jumpstart			0	2	3

The BLM HQ is officially here!
 Fruita-based FHE was approved for JumpStart in 2019, as was Violet Gro,
 and one more yet to be announced...
 Plus, we kicked off 2020 by welcoming Canfield Bikes to Fruita!



TRADESHOWS AND EVENTS

- GJEP Board Retreat /Strategic Planning for 2020
- Colorado Outdoor Leadership Summit
- EDCC Conference
- Western Slope OZ Pitch Event

The first-ever Opportunity Zone pitch event on the Western Slope drew 125 attendees! There were 8 project and 3 community pitches, plus a panel presentation.

EARNED MEDIA

2019 Placements: 883

2019 Reach: 266 million

2019 Ad Equivalency: \$2.6 million

We surpassed 2018 numbers in placements, reach and ad equivalency – reach grew by more than 130%

Key Messaging in Q4:

- FHE expands in Fruita with Jump-Start tax incentive, grows manufacturing industry
- RockyMounts breaks ground in Riverfront at Las Colonias Park
- BLM headquarters comes to Grand Junction
- Measure 2B passes in November elections

Links:

- [BLM Goes on Hiring Spree to Fill New Grand Junction Headquarters](#) (CPR, 10/03/19)
- [RockyMounts Breaks Ground on New Headquarters in Grand Junction, Colorado](#) (Bicycle Retailer & Industry News, 11/21/19)
- [Advanced Manufacturing Expands in Colorado's Grand Valley](#) (press release - multiple placements, 10/03/19)

ADVERTISING

2019 Reach: 23.9 million

We tapered off advertising efforts in Q4 in anticipation of a brand new campaign in 2020

Media Outlets: Spoke + Blossom, Site Selection, Colorado Biz newsletter, COBizmag.com, GJ Chamber Business Update, Innovation & Tech Today, Relocating to the Grand Valley 2019/20, Smartbriefs: AIA, Entrepreneurs, NAREIT, SIIA, NAM and AGTECH, Outsidemag.com and Multiview (ongoing audience targeting, site retargeting)

WEBSITE

Total Users 2019: 23,492

- Users rose by 25% in 2019 from the previous year. Pageviews rose 10%.
- Over 45% of users came from within the state, followed by Illinois (Chicago).
- Users skew slightly male (55.7%) and aged 25-54. The greatest group of users is in the 25-34 age range, which is trending upward.
- Organic search continues to be the primary traffic source to GJEP.org, however the category decreased slightly YOY. Referrals grew the most, to 16.7%.

SOCIAL MEDIA

Followers 2019: 5,625

Reach in Q4 / 2019: 29,356 / 222,623

- LinkedIn followers increased by over 20% in Q4!
- Overall, social media followers grew more than 16% this year.
- Reach declined by 7% YOY. This is a small decline, considering \$0 was spent on social media marketing.

COMMUNICATIONS

Q4 Newsletter Avg. Open Rate: 45%

Q4 Newsletter Avg. Click-Through Rate: 14%

- In Q3, we cancelled the Community News e-newsletter due to low performance. Q4 saw a slight but immediate increase in both open rate and CTR.
- GJEP continues to provide a monthly column, Economic Focus, for The Daily Sentinel, which provides more insight and guidelines on the economic development process.
- In Q4, GJEP also began to host Business Beat, a monthly segment on KAFM Community Radio.

GJEP is ON THE AIR!



KEY EFFORTS IN 2019

- BLM HQ Relocation
- Establishing a Foreign Trade Zone
- Opportunity Zones
- Western States Rural Natural Gas Initiative
- Las Colonias Development Corporation
- Rural Jump Start Program Extension and Revision
- Strategic Trails Plan Feasibility Study
- Relocation Resource Development