



## 2021 Pikes Peak Enterprise Zone Annual Report

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## **2021 PIKES PEAK ENTERPRISE ZONE ANNUAL REPORT**

### **Overview:**

Effective January 1, 2016, the boundaries of the Pikes Peak Enterprise Zone, formerly known as the El Paso County Enterprise Zone, were re-designated pursuant to Colorado Revised Statutes, 39-30-103(2)(c)(I). The name change to Pikes Peak Enterprise Zone (EZ) is reflective of the fact that parts of both El Paso and Teller Counties are now included within its boundaries. In Teller County, which previously had not been included in an Enterprise Zone, the municipalities of Woodland Park, Victor, and Cripple Creek were added as well as the unincorporated areas of Florissant and Divide. For El Paso County, portions of Calhan, Colorado Springs, Fountain, Manitou Springs, Monument, Palmer Lake, and Ramah are included along with the following unincorporated areas of El Paso County: eastern El Paso County, the Security/Widefield area, Cimarron Hills, and the Tri-Lakes area. Common to all these areas are both their commercial/industrial nature and economic distress. During the boundary re-designation process in 2015, eligible areas were evaluated using the required distress criteria and, working with the various municipalities, the re-designated boundaries were approved by the Colorado Economic Development Commission, effective for 2016.

Two boundary amendments were approved in 2018 to encourage business expansions and community development projects: Census Tract 34, encompassing much of western El Paso County including Cascade, Chipita Park and Green Mountain Falls, and a smaller area in central Colorado Springs. One boundary amendment was approved in May 2019 to encourage commercial business growth as well as workforce housing development in the Divide area. A boundary amendment was approved in August 2020 to encourage commercial business redevelopment growth along the Garden of the Gods corridor and Southeast Colorado Springs, as well as to encourage workforce housing development in Southeast Colorado Springs. A boundary amendment was approved in May 2021 to encourage commercial business redevelopment growth as well as workforce housing development in Cripple Creek; encourage new manufacturing opportunities in southern unincorporated El Paso County; and to allow for capital campaign EZ Contribution Projects on the University of Colorado, Colorado Springs (UCCS) campus, for the development and renovation of academic buildings and training equipment.

El Paso County acts as the lead agency for the Pikes Peak EZ, and its Enterprise Zone Administrator currently serves as the Pikes Peak EZ Administrator with significant staff support provided by the county's Economic Development Executive Director, Economic Development Project Coordinator, and Financial Services Department. The County works with all the included municipalities and economic development organizations throughout the region to encourage businesses to expand and locate in the EZ and to create an environment that fosters job creation and retention.

### **Past year Observations and Data:**

#### **Unemployment Data:**

According to the Colorado Department of Labor and Employment (CDLE), the unemployment rates in El Paso and Teller Counties were 4.3% and 3.8%, respectively, as of December 2021, compared to 4.1% for the State of Colorado. Employment rates across Colorado and the Pikes Peak region have returned to more natural rates as COVID-19 restrictions and closures have eased for local restaurants, stores, and tourist attractions. In comparison, CDLE reported unemployment rates in El Paso and Teller counties at 8.7% and 7.6%, respectively, as of December 2020, compared to 8.2% for the State of Colorado. The elevated unemployment rates of 2020 were due in large part to the COVID-19 global pandemic, especially for local restaurants, stores, and tourist attractions that were forced to temporarily close to

slow the spread of the virus. These closures caused the regional unemployment rate to skyrocket to its peak of 12% in April 2020.

According to Emsi Economic Modeling's Q4 2021 Economy Overview Data Set, individuals between 25-44 years of age comprise nearly 50% of El Paso County's unemployed labor force and over 44% of Teller County's unemployed labor force.

*Population Growth Data:*

According to Colorado Department of Local Affairs, El Paso County's 2020 population was estimated to have increased to 731,641 – an astounding increase of more than 9,100 over the prior year. El Paso County now leads the state as the most populous county, surpassing Denver County (717,632) by more than 14,000. Teller County's 2020 population was estimated to have decreased to 24,779, a decline of 576 individuals from the previous year.

According to Emsi Economic Modeling's Q1 2022 Economy Overview Data Set, in 2021, El Paso County's population was estimated at 740,782. Its population increased by 7.6% since 2016, growing by 52,111. El Paso County's population is expected to increase by 7.7% between 2021 and 2026, adding 57,079 individuals. In 2021, Teller County's population was estimated at 25,987. Its population increased by 7.8% since 2016, growing by 1,889. Teller County's population is expected to increase by 6.7% between 2021 and 2026, adding 1,747 individuals.

*Per Capita Income Data:*

In a February 2021 estimate from the U.S. Bureau of Economic Analysis, 2020 per capita income in El Paso County reflected \$54,151, and \$54,587 in Teller County, representing an increase of \$3,034 annually in El Paso County and an increase of \$3,381 in Teller County in comparison to 2019. El Paso County's per capita personal income is nearly 84.9%, and Teller County's is 85.6%, of that of the state at \$63,776. In Pikes Peak EZ areas, per capita income is as low as \$11,997, per the 2019 5-year American Community Survey, indicating continued economic distress.

**Past year Efforts to Improve Conditions:**

*EZ Marketing & Outreach:*

Continued marketing of the Enterprise Zone to businesses was provided not only by El Paso County Economic Development, but also by similar departments of the participating municipalities and partner agencies such as Colorado Springs Downtown Partnership, the Colorado Springs Chamber and EDC, Colorado Springs Utilities, Colorado Springs Airport, City of Colorado Springs Economic Development, The Greater Woodland Park Chamber of Commerce, City of Cripple Creek, City of Victor, the Pikes Peak Small Business Development Center, and the Procurement Technical Assistance Center.

El Paso County Economic Development and its Pikes Peak EZ Administrator increased marketing and outreach of the EZ Program by offering a live sub-titled webinar opportunity in August 2021 for tax professionals, businesses, and the public to learn more about Enterprise Zone tax credits available and how to take advantage of this business incentive. Beginning in calendar year 2022, the Pikes Peak EZ Administrator will be hosting at least two EZ public outreach events annually, which will also include a rural outreach component.

In October 2021, El Paso County Economic Development increased its EZ communications with area businesses and tax professionals by transitioning its traditional email communications and EZ Pre-

Certification reminders to email marketing campaigns through Constant Contact, thereby allowing staff to track analytics pertaining to number of emails opened, links clicked, etc. which, to date, have more than doubled exceeded industry performance averages.

Date Sent	Campaign Name	Total Sends	Total Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Total Clicks	Click Rate
12/16/2021	EZ Pre-Certification Reminder	1,516	720	49.3%	11.6%	88.4%	102	7.0%
12/14/2021	EZ Business Tax Credit Guide	1,522	750	51.0%	13.4%	86.6%	141	9.6%
11/16/2021	EZ Pre-Certification Reminder	1,520	730	49.7%	16.4%	83.6%	137	9.3%
10/26/2021	EZ Pre-Certification Reminder	1,534	767	51.4%	19.3%	80.7%	162	10.9%

El Paso County’s website dedicates pages to Enterprise Zone Contribution Projects, as well as Business EZ Tax Credit information. These pages include valuable EZ program overview information, on-demand EZ webinar and slide deck materials, EZ boundary maps, EZ Fact Sheet, Department of Revenue’s EZ Income Tax Credit Guide, and links to the state’s website, thereby allowing businesses to easily gather valuable EZ program information, and to also complete annual pre-certification and certification applications.

Potential and term limited EZ Contribution Project applicants that do not meet the EZ statutory requirements or the policies of the Economic Development Commission are discouraged from applying.

*EZ Presentations:*

El Paso County’s Economic Development staff educated prospective businesses interested in locating their new business or relocating existing companies to El Paso County about the benefits of the Enterprise Zone, and they encouraged site selections within the Enterprise Zone boundaries. Economic Development also held in-person EZ informational trainings with Economic Development partners from City of Colorado Springs, Downtown Partnership, Colorado Springs Utilities, Colorado Springs Airport, Colorado Springs Chamber & EDC, Woodland Park Chamber Board, City of Cripple Creek, and City of Victor. On an ongoing basis, Economic Development staff continues to educate businesses and regional partners about EZ benefits at one-on-one meetings, virtual meetings, email correspondence, prospect meetings, phone conversations, and public meetings.

*EZ Partners:*

The Pikes Peak Enterprise Zone benefits from partnerships with:

- All El Paso County municipalities including:
  - Colorado Springs, Fountain, Manitou Springs, Monument, Palmer Lake, Calhan, Ramah, and Green Mountain Falls.
- Regional Chambers of Commerce including:
  - Colorado Springs Chamber and EDC, Tri-Lakes Chamber, Manitou Springs Chamber, Eastern Plains Chamber, Fountain Valley Chamber, The Colorado Springs Black Chamber, Southern Colorado Women’s Chamber, and the Colorado Springs Hispanic Business Council – The Hispanic Chamber.
- Other regional partners in the Pikes Peak EZ include:
  - Colorado Springs Downtown Partnership/Downtown Development Authority, Pikes Peak Workforce Center, Pikes Peak Regional Development Corporation, Procurement Technical Assistance Center, Colorado Springs Utilities, Colorado Spring Airport, Colorado Springs Small Business Development Center (SBDC), Colorado Springs for Small

Business Advancement (COSSBA) Team, Old Colorado City Partnership, and U.S. Economic Development Administration.

- Teller County partners include:
  - Woodland Park Chamber of Commerce, Woodland Park, Divide, Cripple Creek, and Victor.

Due to COVID-19's devastating impacts on small businesses in the region, El Paso County continued to increase and expand its educational outreach and communication efforts in 2021, which also ensured information was shared in a safe and virtual manner. This included providing updates to El Paso County's EZ webpages; distributing over email the revised EZ Income Tax Credit Guide to all local chambers, regional economic development partners, and municipalities, with continued offers to provide a free in-person or virtual EZ informational training session; and providing a closed-captioned informational EZ webinar presented in collaboration with Stockman Kast Ryan + Co, a local CPA firm in Colorado Springs. The recorded webinar and a copy of the presentation slide deck has been uploaded onto El Paso County's website for on-demand viewing.

El Paso County also increased its collaboration with the Pikes Peak Small Business Development Center (SBDC) in 2021 and plans further collaboration in 2022. This planned collaboration includes providing direct referrals for business assistance, a free Leading Edge Series program class for EZ businesses who received Regional Business Relief Fund Round 2 grant funds from El Paso County, the Spring Into Small Business campaign, and COVID-19 relief assistance resources and webinars.

*EZ Contribution Project Highlight:*



*Photo from the MiLL-Widefield School District 3 Home Build Completion Ceremony*

During 2021, the COVID-19 pandemic continued to adversely affect many of the Pikes Peak region's EZ Contribution Project nonprofits, as many event and tourism-related organizations were forced to cancel or scale-back events, festivities, and temporarily close their doors to the public. The pandemic has caused a great deal of distress for the Pikes Peak region's tourism economy and created an increased demand on homeless support providers in the region.

An organization new to the EZ Contribution Project Program in 2021 and already making significant waves in the Pikes Peak EZ is “Careers in Construction Colorado” (CICC). CICC exists to facilitate construction-based vocational training in Colorado and connect students to the construction industry. CICC started in 2015 in one school with 18 students; today there are 29 high school locations with more than 1,600 students enrolled. CICC’s goal is to have 65 high school locations offering the Careers in Construction program by 2025.

Since the start of the program, CICC has had more than 5,000 students take courses, 1,775 Pre-Apprenticeship Certificates earned, and 980 students have been OSHA 10 certified. Five high school locations are participating in a Home Build, where students construct a 1200sq ft. modular home onsite at their school. Careers In Construction Colorado has connected over 400 students to the construction industry for internships, part-time jobs, and full-time employment. Together they are Building the Future!

CICC Testimonials from CICC Educators, Parents, and Students:

- “CICC gives my students the opportunity to explore careers that some schools overlook. My students now get one on one connections with industry professionals that just wouldn't be possible without CICC.” —Brad Borkowski, Instructor, Manitou Springs High School
- “We are extremely proud of our daughter, when she found out about shop classes, she immediately decided to take them as she was trying to determine her future career path. (CICC) provides each of the students the opportunity to get a good job with a good salary.” —Mother of CICC student
- “I am super excited to start (Working at Timberline), and the class helped me find a more interesting career path and provided additional networking opportunities.” —Mason Catlett, Lewis-Palmer High School

### **Winning Story:**



*Photos from Bell Brothers Brewery Ribbon Cutting*

Bell Brothers Brewing has been on a long road to opening since 2017 when brothers Curtis and Cody Bell decided to pursue their dream of bringing expertly engineered beer to Colorado Springs. It wasn't all smooth sailing. The brothers actively sought the ideal business location within the boundaries of the

Pikes Peak EZ for a span of 3 years. After finding the perfect downtown location in early 2021, COVID-related construction and shipping delays pushed the brewery's opening back several months. Rising inflation rates saw prices for basic materials double, or even triple in some cases. But despite these challenges, the Bell brothers remained dedicated to the goal of opening in 2021. That dream became a reality on New Year's Eve. Says owner Curtis Bell, "We might have only been open ten hours in 2021, but it still counts. And now we're here to stay."

Looking toward the future, Bell Brothers Brewing is hoping the EZ Program's tax credits will bring some financial relief while business truly gets rolling. Community reception to the brothers' four STEM-themed flagship brews has been vastly positive and is expected to grow as the weather warms. Brewmaster Cody Bell has turned his technical eye toward launching the fifth flagship beer, the GEO Double IPA in early February, followed by several seasonal rotators. In addition to house-made brews, the taproom serves food and features a number of guest taps, wine, mead, cider, and spirits. With something for everyone to enjoy. Bell Brothers Brewing has a bright future as downtown Colorado Springs' next community watering hole.

El Paso County Economic Development staff, in partnership with Downtown Partnership of Colorado Springs, provided EZ tax credit information to Bell Brothers Brewing and conveyed the importance of completing the EZ pre-certification prior to beginning any new investment or hiring activities at the new business location, thereby ensuring the business can earn and claim valuable EZ tax credits.

### **Objectives Report for 2021:**

#### **Goal #1:**

**Support business opportunities – and increase the number of out-of-area visitors to EZ contribution projects, by at least 5% - that promote the region's heritage, unique cultures, scenic beauty, wildlife, arts, sporting activities, and other tourism opportunities.**

- According to a recent 2021 Press Release from Visit Colorado Springs, "COLORADO SPRINGS SUMMER 2021 TOURISM EXCEEDS EXPECTATIONS":

"This summer turned out to be a success for tourism in Colorado Springs, even meeting or exceeding several key 2019 figures.

2019 was a record year for the region, and 2020 was primed to be even better until the pandemic hit. While expectations were hopeful for what 2021 recovery would bring, the industry rose above.

Notable successes included the traffic at the Colorado Springs Airport and local hotel occupancy rates. The Colorado Springs Airport reported a **30.4% increase** in the number of enplaned passengers in July 2021 compared to July 2019. In July, the hotel occupancy rate was **up almost 40%** compared to the rate in June 2020, according to the Rocky Mountain Lodging Report. At **85%** in June and July 2021, numbers nearly reached summer 2019 numbers of 86.7% in June and 88% in July. Travel research firm STR ranked Colorado Springs as the **third highest hotel occupancy rate in the nation in July at 84.4%** – ranking only behind the Florida Keys and Gatlinburg/Pigeon Forge area.

“Tourism is a shared community value,” said Doug Price, President & CEO of Visit Colorado Springs. “Its resiliency has helped our entire region recover from the devastating effects of the pandemic.”

The Lodgers and Automobile Rental Tax (LART) numbers that have been released to-date show similar summer findings that indicate 2021 was just as if not more successful than 2019. Key contributors to visitation to the region this summer included:

- The addition of Southwest Airlines to the Colorado Springs Airport
- The Tokyo Olympics and Paralympics and corresponding events in Olympic City USA, specifically at the U.S. Olympic & Paralympic Museum
- The opening of new downtown stadium Weidner Field
- The reopening of The Broadmoor Manitou and Pikes Peak Cog Railway
- The opening of the brand-new Summit Visitor Center atop Pikes Peak
- The return of meetings and events like the Space Symposium

“Our region’s incredible outdoor recreation, attractions and events drew a vast number of visitors to the region, along with the combined marketing efforts of many organizations,” said Price.

Meeting and event planners are remaining cautious heading into the fall and winter with the current COVID-19 Delta variant bringing some restrictions back in place. However, the tourism industry still expects a strong leisure traveler turn out in the coming seasons with visitors taking advantage of the plentiful outdoor activities and iconic attractions open year-round.”

- Pikes Peak EZ added 6 new EZ Contribution Projects addressing these targeted categories:
  - *Colorado Springs Philharmonic*: The Colorado Springs Philharmonic inspire and engage the people of our community and region through exceptional orchestral performances honoring classical greatness, encouraging lifelong creative discovery, and celebrating the human spirit and experience. Events attract visitors to Downtown Colorado Springs and stimulate economic activity among restaurants and local businesses.
  - *Colorado Springs Pioneers Museum*: CSPM is one of the oldest, active institutions of its kind in all of Colorado and is accredited by the American Alliance of Museums. CSPM will provide general operating support for celebrating the City of Colorado Springs’ Sesquicentennial Anniversary, as well as enhancing collections’ care, and expanding exhibit space over the next five years.
  - *Colorado Springs Sports Corporation: Sports Industry Attraction/Retention*: CSSC is committed to establishing a strong regional presence through positive economic development and contribution to the quality of life for citizens in the Pikes Peak Region. Its mission is to attract, retain and support local, state, and national sports organizations, businesses and events while promoting the region as a destination for sports business, competition, and meetings.
  - *Cultural Office of the Pikes Peak Region (COPPeR): Peak Radar*: The goal of the Peak Radar project is essentially the mission of the Cultural Office - "connecting residents and visitors with arts & culture to enrich the Pikes Peak region." Over the years, PeakRadar.com has become a highly respected resource for our creative sector, and the

website provides a centralized calendaring tool that benefits arts businesses and cultural nonprofits throughout our two-county region. Peak Radar offers a powerful marketing capability that reaches local audiences as well as tourists, and drives attendance and sales at area galleries, performance venues, cultural attractions, sporting events, and outdoor activities.

- *Space Foundation and Discovery Center*: With the planned expansion of our Discovery Center, the Space Foundation will be building out new exhibit spaces and adjoining labs currently scoped as Why Explore Space, Preparing for our Future, Space in Our World, Inspiring Discoveries, Observing Earth, and Mission Control. It will also include a space for student groups, a gift shop, temporary exhibit space, and a new space for collections and artifact storage. Once built out, this facility will serve as a vital educational and inspirational resource for Pikes Peak region students and support an organic and locally grown STEM workforce for the area.
- *Weidner Field Operations*: Weidner Field, and the entire Stadium Metropolitan District, are located on 4.7 acres in a formerly blighted industrial neighborhood downtown in Colorado Springs, in close proximity to the new US Olympic & Paralympic Museum. The new outdoor sporting and cultural event center is home to Colorado Springs Switchbacks Football Club, and brings new visitors, revenue, and employment opportunities to an otherwise neglected area of downtown Colorado Springs. Weidner Field is an important contributor to the overall success of the City for Champions RTA project vision.

## **Goal #2:**

**Support and encourage increased employment opportunities by partnering with economic development focused agencies and businesses in marketing, recruitment, and training efforts, resulting in 1,000 new or increased job opportunities within the EZ.**

- EZ Business Tax Credits certified during calendar year 2020:
  - 92 businesses trained 2,358 business employees
  - 84 businesses hired 677.23 net new employees
- EZ Business Tax Credits certified during calendar year 2021:
  - 96 businesses trained 2,644 business employees – a remarkable increase of more than 12% compared to the number employees trained in the Pikes Peak EZ in 2020
  - 82 businesses hired 754.84 net new employees – a notable increase of more than 11% net new EZ employees hired in comparison to 2020
- Pikes Peak EZ added 3 new EZ Contribution Projects focused on job training programs:
  - *Careers in Construction Colorado: Job Training*: CICC gives high school students pathways to success in the residential and commercial building trades using the Home Builders Institute's (HBI) Pre-Apprenticeship Certified Training (PACT) curriculum. Schools partnering with CICC receive student employability training and one-on-one job placement. Students can earn US Department of Labor recognized pre-apprenticeship certificates that are stackable, industry-accepted credentials.
  - *Goodwill Workforce Development*: Goodwill's Community Employment Services, Goodwill Staffing, IT Primary Plus & Security Plus Certifications, and ReHire Colorado programs provide a strong foundation for participants, allowing them to quickly master

skills and take advantage of immense opportunities for growth in high-demand industries that remain critical. Strengthening the middle-skills workforce and upskilling individuals will be crucial for economic revitalization and ensures that individuals have access to secure economic opportunities.

- Pikes Peak Library District: Workforce Development Initiative: PPLD's Food Industry Training (FIT) and its future 180Skills Manufacturing workforce development programs are intentionally designed to provide community members with access to the skills and training needed to enter or advance in employment within in-demand industry sectors. All programs are planned in partnership with the Pikes Peak Workforce Center and local employers to ensure they address local needs and support El Paso County's economic development and growth.

### **Goal #3:**

**In partnership with community stakeholders, support the revitalization of existing business districts through rehabilitation and business expansion, resulting in 100 businesses advanced.**

- Vacant Building Rehabilitation Tax Credits Certified in 2021:
  - \$818,185.00 in eligible hard costs of renovation of 3 eligible vacant buildings
  - \$82,767.00 in Vacant Building Rehabilitation Tax Credits Earned
- New Employee Tax Credits Certified in 2021:
  - 88 businesses were certified for hiring an additional 754.84 net new employees
  - \$830,320.00 in New Employee Tax Credits Earned
- Pikes Peak EZ added 7 new EZ Contribution Projects addressing these targeted categories:
  - Springs Rescue Mission: Welcome Center Capital Campaign: The Welcome Center will serve as a single point of entry to SRM's campus, secured with perimeter fencing to prevent open access. As a designated starting point for any guest seeking services, the Welcome Center will be an inviting place for guest intake, screening, orientation, and connection to a full spectrum of services on SRM's campus. The Welcome Center will also provide a mailroom for guests to receive mail, a storage locker area for clients' personal belongings and a kennel room for pets.
  - Crossfire Ministries: New Facility Capital Campaign: The new facility in the EZ will allow Crossfire to have greater impact in the community. In addition to enabling them to be more efficient in their current operations, this new facility will also allow Crossfire to collaborate with other community service providers to offer additional services such as job skills training, financial literacy training, healthy eating and preparation classes, and health and wellness screenings. It will also house a Community Thrift Store that will improve the economic situation of individuals with gainful employment and also increase sales tax revenue to the city/county. In addition, all interior and exterior improvements will make a positive impact on the business neighborhood and revitalize the vacant commercial building.
  - Peak Vista's Health Center at Tejon: Peak Vista will design, build, and operationalize a whole-person health center located at 1105 S Tejon St in downtown Colorado Springs. The 5,000 square foot health center will house eight medical exam rooms, two dental operatories, and two behavioral health counseling rooms. While the health center will

accept all patients, a special emphasis will be placed on programs and services appropriate for low-income families and persons experiencing homelessness.

- *Community of Caring: 100 W. Bennett Capital Campaign:* Community of Caring’s current facility is too small to house additionally needed partner service agencies. Renovation of this long vacant 6,000 sq. ft. building will meet that need and provide space for mentoring and training to include Complex and Multiple needs specialists, Mental Health Services, a Client Operations officer, space for Community Meetings, and collaboration with partner agencies. These expanded services will provide a meaningful pathway for clients to acquire skills, higher wages, full-time employment, and ultimately, family security and stability.
- *El Paso County Fairgrounds Barns Replacement Project:* El Paso County will replace seven existing, dilapidated wooden barns with two new climate control multi-purpose buildings consisting of 10,000 to 13,000 square feet. The new buildings will be designed to comfortably provide multi-use opportunities for community activities throughout the year such as family celebrations, weddings, expos, vendor events, conferences, small animal shows, 4H/FFA animal shows, community workshops, educational clinics and the El Paso County Fair.
- *Space Foundation Discovery Center Capital Campaign:* With the planned expansion of its Discovery Center, the Space Foundation will be building out new exhibit spaces and adjoining labs currently scoped as Why Explore Space, Preparing for our Future, Space in Our World, Inspiring Discoveries, Observing Earth, and Mission Control. It will also include a space for student groups, a gift shop, temporary exhibit space, and a new space for collections and artifact storage. Once built out, this facility will serve as a vital educational and inspirational resource for Pikes Peak region students and support an organic and locally grown STEM workforce for the area.
- *PlanetWalk Colorado Springs:* Planet Walk Colorado Springs will install 11 to-scale solar system model entities along the Greenway and Santa Fe Trails in Colorado Springs by 2026. Starting in America the Beautiful Park, visitors will experience the relative size of the planets and their distance from the sun. The PlanetWalk’s visitors will directly support nearby retail shops, restaurants, hotels, and other visitor attractions located near the Installation, as well as generating additional revenue for local and state governments.

**Goal #4:**

**Support Workforce Housing Capital Campaigns and Homeless Housing and Employment Services Operations, promoting a variety of housing and job opportunities in the region, resulting in an increase of successful housing outcomes and job placements.**

- Pikes Peak EZ added 4 new EZ Contribution Projects addressing these targeted categories:
  - *Pikes Peak Habitat for Humanity: Micah’s View and Jacob’s Run:* This project focuses specifically on building 8 new houses in the city of Fountain, expanding permanent, affordable, workforce housing - with outreach to teachers in the Fountain area. The homes will be purchased by low-income families whose income is 35%-80% of area median income (AMI) and selected by PPHFH with the requirement of completing

homebuyer education through PPHFH's Homeowner Services, investing 200 hours of sweat equity building on their home, and purchasing the affordable mortgage.

- *Pikes Peak Habitat for Humanity: The Ridge at Sand Creek:* This project focuses on building permanent, affordable, workforce housing in Sand Creek with the goal of building 5 homes each year. The 5 selected families include three households that have income within 35%-50% AMI; and two that have income within 51%-80% AMI – each completing homebuyer education through PPHFH's Homeowner Services, investing 200 hours of sweat equity building on their home, and purchasing the affordable mortgage.
- *Springs Rescue Mission: Homeless Housing & Employment Services:* SRM continually works to draw more of the homeless away from local streets, parks, and trail systems and to SRM's campus where comprehensive homeless services offered in a relational context produce client movement along a recovery path. SRM's approach helps clients stabilize and then draws them into other life improving services, according to their specific challenges, in the pursuit of better health, housing and work. Staff work to develop trust and friendship with each guest, encouraging them to receive additional life-transforming services, particularly case management, addiction recovery services, and job training.
- *Westside CARES:* Westside CARES (WSC) functions as a day shelter for its neighbors experiencing homelessness, including relationship-building activities, as well as case management, employment referrals, housing navigation, resume-building (both through volunteer opportunities to enhance a resume and actually developing/editing the resume alongside the neighbor), work transportation, securing identification and clothing for work-related purposes, computer access for job-searching and/or personal use, and referrals to a vast network of community partners who specialize in training or placement.

### **Objectives for 2022:**

#### **Goal #1:**

Support business opportunities – and increase the number of out-of-area visitors to EZ contribution projects, by at least 5% - that promote the region's heritage, cultures, scenic beauty, wildlife, arts, sporting activities, and other tourism opportunities.

#### **Goal #2:**

Support and encourage increased employment opportunities by partnering with economic development focused agencies and businesses in marketing, recruitment, and training efforts, resulting in 1,000 new or increased job opportunities within the EZ.

#### **Goal #3:**

In partnership with community stakeholders, support the revitalization of existing business districts through rehabilitation and business expansion, resulting in 100 businesses advanced.

#### **Goal #4:**

Support Workforce Housing Capital Campaigns and Homeless Housing and Employment Services Operations, promoting a variety of housing and job opportunities in the region, resulting in an increase of successful housing outcomes and job placements.