



# JEFFERSON COUNTY OUTDOOR RECREATION

## THE OUTDOOR RECREATION INDUSTRY IN JEFFERSON COUNTY, COLORADO

### ABOUT

Jefferson County is located on the western edge of metropolitan Denver and is the gateway to the beautiful Colorado Rocky Mountains. With its diverse landscapes and abundant outdoor recreation opportunities, the county is a leader in the outdoor recreation industry. Over 40% of the county is public land, making it a 223,000-acre testing facility for outdoor products.



#### COMPANIES IN JEFFCO

221



#### JOBS IN JEFFCO

2,295



#### AVERAGE WAGE IN JEFFCO

\$48,380



#### JOBS MULTIPLIER

1.68

### WHY JEFFCO FOR OUTDOOR RECREATION

- Colorado's outdoor recreation industry accounts for **\$9.6 billion** in value-added GDP annually and contributed **120,000 direct jobs** in 2020.
- According to the 2019 SCORP report, **92%** of Colorado residents participate in outdoor recreation each year.
- 47% of the residents in Jefferson County have a bachelor's degree or higher, helping position Colorado as the nation's **second most educated workforce**.
- Jefferson County has a **business-friendly environment**. To support the business community, the county recently eliminated its portion of the business personal property tax, becoming the first county in Colorado to completely eliminate this tax.



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## OPENING THE FUTURE FOR BUSINESS IN JEFFERSON COUNTY

Jefferson County Economic Development Corporation (Jeffco EDC) is an advocate for the county's business community and is dedicated to building economic prosperity. Jeffco EDC promotes job creation by encouraging attraction, expansion, and retention of primary employers.

Jefferson County is home to some of the world's most successful and diverse companies that are creating world-class technologies and products, including Lockheed Martin, Molson Coors Beverage Company, Terumo BCT, and Pilatus Business Aircraft.

Join these companies and benefit from Jefferson County's pro-business environment, highly educated workforce, strategic location, and unmatched quality of life.

### WHY US?

Jeffco EDC provides professional services for site selection consultants and companies that are considering Jefferson County as a business location. From the initial site discussions, to first day of operations, Jeffco EDC can serve as the project's point-of-contact, presenting an organized and streamlined process needed to make informed business decisions.

### JOIN A COUNTY YOU WILL LOVE

Jefferson County, CO forms the western boundary of metropolitan Denver and offers a diversified geographical setting, from urban and rural lifestyles, to thriving mountain communities in the beautiful Rocky Mountains.



## TARGET INDUSTRIES

### IT & TELECOMM



### AVIATION



### ADVANCED MANUFACTURING

