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Denver by a Mile

Denver Chamber of Commerce

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Denver

By a mile.



To many people on the East Coast, Denver is "Somewhere out West."

To many people on the West Coast, Denver is "Back East."

Geographically, both are pretty much correct, of course—and a little wrong.

The most accurate description of The Mile High City's location is *central*. Denver, you see, is only 346 miles west of the geographic center of the U.S.

For business people, this means that Denver is well positioned to serve not only the fast-growing western

and southwestern parts of the U.S., but also the entire nation.

Being in the Mountain Time Zone also has its advantages when you have to communicate with people throughout the country.

One more important geographical point about Denver: Denver is not *in* the mountains. It is on the high plains *next* to the mountains, about fifteen miles east of them.

This is good, because it means we've got that spectacular mountainscape to look at whenever we face west.



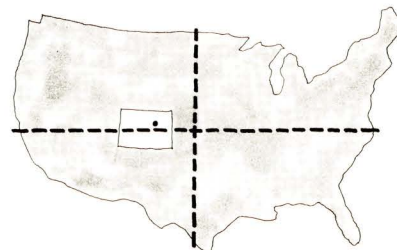
DENVER'S LOCATION.

By Merle Southern.
Chief, Rocky Mountain Mapping Center,
United States Geological Survey.

FROM NEARLY EVERY POINT in Denver, the spectacular Rocky Mountains dominate the scene. It's not surprising; Denver sits on the high plains right at the foot of the Rockies, one mile above sea level.



DENVER IS SURPRISINGLY centrally located—just 346 miles west of the center of the United States.



Denver is the keystone of the Rocky Mountain region. It's a *growing* region, as the numbers tell it.

The Denver metro area has doubled in population since 1960. With almost two million people, the Denver metropolitan area is the 21st largest in the nation and one of the ten fastest growing. It has a young population; the average age is 30 and less than 8% are 65 or older.

Many of today's growth-oriented companies make their state or regional headquarters in the Mile High City. Defense-related and advanced technology manufacturing is strong.

Traditional "smokestack" industry is almost non-existent.

And only Washington, D. C. has more federal agencies than Denver.

Growth is part of the Denver of today *and* part of the Denver of tomorrow. Studies project a population of 2.5 million for Metro Denver by 2000—with more than 400,000 additional jobs for future Denverites to fill.



DENVER'S GROWTH.

By Dr. Tucker Hart Adams.

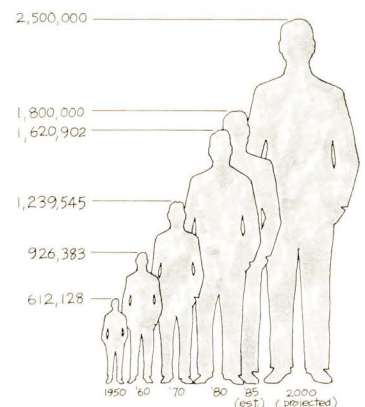
Vice President/Economics and Planning, United Banks of Colorado.



DENVER'S SKYLINE in 1974 and 1985. When you're growing as rapidly as Denver has been lately, a few years makes quite a difference.

THE POPULATION of the Denver metropolitan area currently stands at an estimated 1.8 million, the 21st largest in the United States.

It is projected that Denver will grow by 2.7 percent per year through the 1980s and 1990s.





DENVER'S HUMAN RESOURCES.

By Kermit L. Darkey.
President, Mountain States Employers Council.

Denver presents an extremely attractive employment environment.

Because of its diversified economy, a good supply of all types of skills is available.

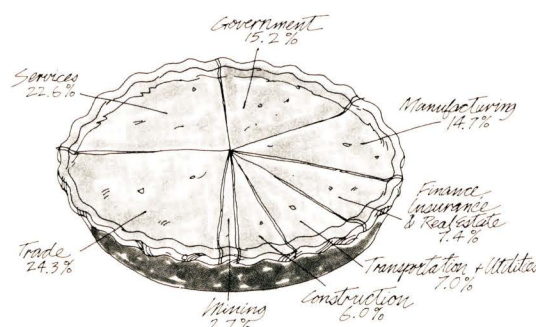
We enjoy very stable labor-management relations with low union activity. The number of decertification elections indicates a continued trend of declining unionization.

People like to live in Denver—particularly highly educated and highly motivated workers. Statistics show that our labor force is among the most highly educated in the nation. More than 80% are high school graduates; more than 26% have college degrees.

Wages and salaries are generally comparable with other similar sized metropolitan areas. Also, extensive local salary and benefit information is collected in the Denver area to keep employers informed and to help them make decisions.

The livability of the area combines with a strong economy to attract population growth. Progressive companies generally tend to expand or locate where top quality workers want to live.

WHAT DENVERITES DO.
A diverse economy has produced a diverse workforce.
(It has also produced a strong economy.)



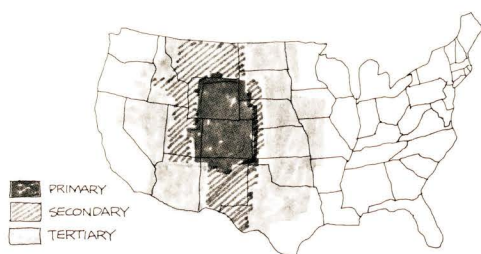
SOURCE: COLORADO DEPARTMENT OF LABOR AND EMPLOYMENT



A YOUNG WORKFORCE. The median age of metro Denver is 30.0, with 35% of Denverites between the ages of 18 and 35.



A LOT OF GOODS move through the Mile High City every day. Denver is at the crossroads of a number of important highways including five interstates.



DENVER'S MARKETING CLOUT reaches out to a vast portion of the western United States.

To a large extent, this is due to the fact that Denver is the only city of its size in this part of the country.

Furthermore, Colorado has eliminated its unitary method of taxation on corporations which now makes the state even more attractive to new business and industry.

DENVER'S MARKET.

By W. C. Alexander.

Denver Regional Sales Manager, Nissan Motor Corporation.



Denver is one of the nation's major distribution centers.

That's why Nissan made Denver the home of a regional office in 1971.

It supports 85 Nissan dealerships within a 10-state area, bordered by Canada to the north and Mexico to the south.

Our Denver office coordinates the distribution of 36,000 new Nissan cars and trucks annually to its dealer network through Denver-based railway and truck carriers.

Denver is also the site of a major parts distribution center, one of 10 in a nationwide computer controlled system where a needed part can be located in minutes and delivered to a dealership within 24 hours.

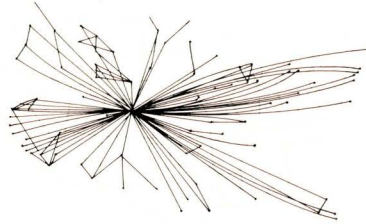
A service training center, also located in Denver, provides convenient access for dealership personnel from even the most remote sections of the region.

We've found that Denver's central location, economic importance and transportation capabilities are ideally suited to Nissan's operations.



A BRAND NEW AIRPORT is planned for Denver in the 1990s. In the meantime, Stapleton International Airport, the nation's sixth busiest, serves 20 major and regional airlines plus a number of commuter and charter services.

DIRECT AIR SERVICE to more than 100 major cities makes Denver's Stapleton International Airport one of the nation's most important transportation hubs.



Because of its location and the dominant role it plays in this part of the nation, Denver is one of the country's most important transportation hubs.

For almost 80,000 people a day, Denver's airport is a place of departure, hub, or destination. Because of the significant growth in passenger traffic in recent years, Stapleton International Airport now ranks as sixth busiest in the nation.

To accommodate this tremendous volume of passenger traffic, the terminal complex is currently being renovated and improvements will soon be made to the airfield itself.

In addition, a new airport is being planned to open in the mid-1990s to insure that Denver's aviation needs are provided for well into the 21st century.

Denver has also played an important role in rail-roading, and to this day, Denver continues to be a significant rail center.

Denver is a true hub of the interstate highway system, too. It's where I-25 meets I-70.

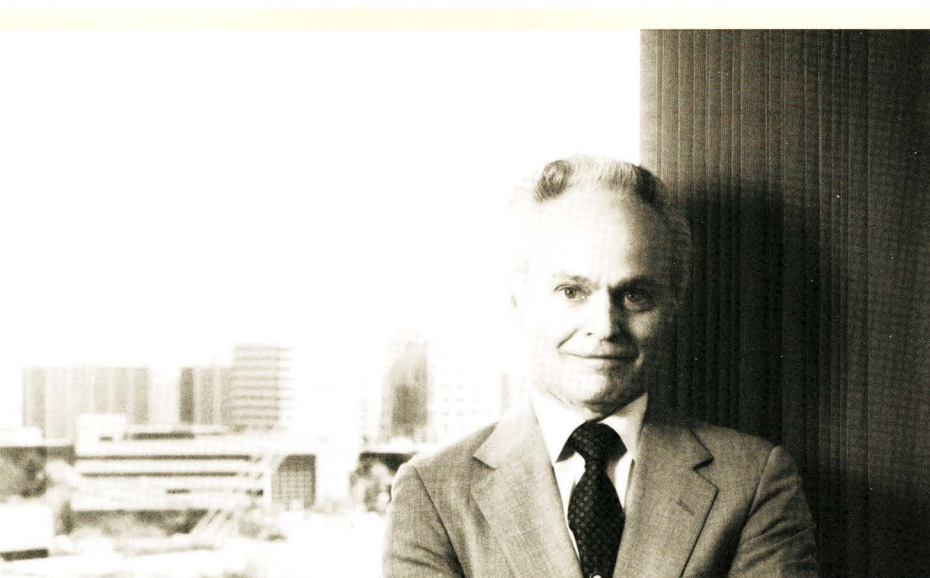
DENVER'S ACCESSIBILITY.

By George F. Doughty.
Director of Aviation, Stapleton International Airport.





ENTREPRENEURSHIP is healthy in the Denver area. One of the reasons is a healthy supply of venture capital.



DENVER'S CAPITAL.

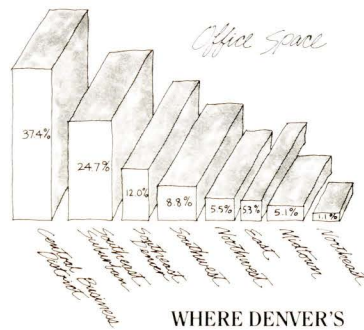
By Duane Pearsall.
Partner, Columbine Venture Ltd.

Fueled by venture capital, Denver and the Front Range surrounding it have become a mecca for high technology and entrepreneurship. As measured by Venture Economics in its annual report, Colorado ranks fifth in the amount of venture funds invested in emerging high growth companies.

In the past few years, several new venture capital firms have been formed in the Denver-Boulder area, bringing an additional \$200,000,000 of capital available for investment in high growth companies, most of which are oriented to high technology in areas of biotechnology, computers or medical electronics.

Of the many successful high tech companies that have developed along our Front Range, virtually all had support from venture capital in their early financial stages. Many of these successes are now divisions of major corporations.

Denver has become an exciting example of how entrepreneurship attracts venture capital which, in turn, attracts institutional investors—and, to a growing extent, major corporations seeking new technology.



WHERE DENVER'S OFFICE SPACE is distributed throughout the metropolitan area.

A number of brand new office parks are joining Denver's well-established (and well-known) office parks.

Another good reason to consider relocation in Denver: Its office and industrial markets are healthy, active, and—above all—competitive.

Recent office market statistics reflect a metropolitan area office inventory of 64 million sq. ft. The most significant factor in Denver's office market is absorption, which is taking available space off the market at record rates. This high absorption activity reflects a continued interest in Denver as the major business center of the Rocky Mountain region.

The current selection of office space is outstanding in all parts of the metro area. Renovated historic buildings, award-winning office towers and complexes all make the Denver market attractive. Many business parks offer amenities such as golf courses, jogging trails, and extensive open space.

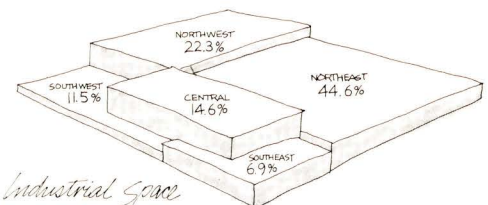
The industrial market is equally appealing with heavy industrial and high-tech space available. The current inventory is 134 million sq. ft. with vacancies at less than 8 percent.

Industrial space absorption from businesses relocating and consolidating operations in the Denver area reflects the strong Colorado economy.



DENVER'S BUSINESS SPACE.

By Robert G. Trenka.
Denver Board of Realtors.



WHERE DENVER'S INDUSTRIAL SPACE is distributed throughout the metropolitan area.

Light manufacturing, research and development and regional distribution operations are the major tenants.



DENVER'S COMMUNICATION RESOURCES.

By Tom Lindblom.
Colorado Vice President, Mountain Bell.

When you move to Denver you move to a city at the forefront of the information explosion.

Denver has two outstanding daily newspapers, seven TV stations and 42 radio stations.

All the major national media have bureaus in Denver.

Denver is considered the home of the cable TV industry.

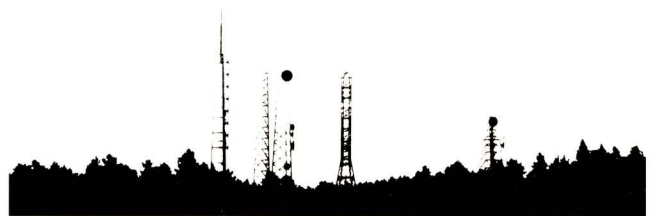
Denver is also the home of Mountain Bell's extraordinary system for the transmission of both voice and data.

This system includes one of the world's most modern and sophisticated telecommunications networks, state of the art electronic switching systems, digital hardware that makes it easier for computers to talk with one another, and fiber optics systems that provide greater capacity and reliability for businesses transmitting large volumes of data.

It is crucial that our technology keeps up with the needs of companies locating here.

Can we meet the challenge? Just ask some of the communications, data processing, aerospace, petroleum, electronics and transportation companies that already are relying on our technological expertise.

THE COMPETITION between Denver's two dailies is intense. The result: Outstanding journalism from both. In addition, a number of national newspapers and lively local weeklies have built large circulations in the Denver area.



FROM LOOKOUT MOUNTAIN directly west of Denver, transmitters for many of Denver's broadcast outlets beam their signals toward the metropolitan area. Denver businesses also have many satellite links in operation.



The Denver metropolitan area contains rich and varied resources in higher education, including world-class research institutions, graduate and professional schools, and a broad spectrum of undergraduate programs.

In the Denver metropolitan area, the University of Colorado (CU), the Colorado School of Mines, and the University of Denver (DU) all offer basic and applied research capabilities, a valuable resource for business and industry.

CU and DU both house fine law schools and graduate business programs; CU's Denver campus offers excellent programs in public affairs and administration and has a nationally known planning center for community development and design; and the Colorado School of Mines offers advanced degrees in all facets of mineral engineering.

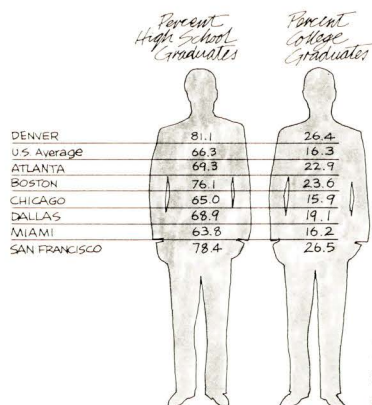
Denver's reputation as one of the most highly educated communities in the nation is founded in fact: Its average of 12.65 years of school completed is second only to Washington, D.C.

And many of the area's fine colleges and universities offer non-traditional or adult education programs—including evening and weekend part-time tracks for those seeking degrees.

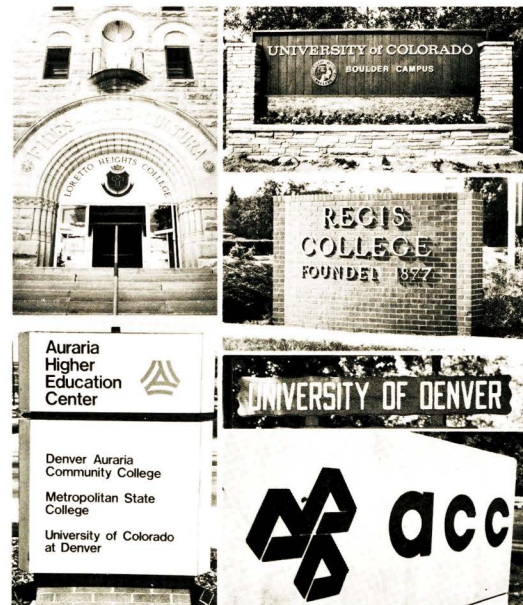


DENVER'S RESOURCES IN HIGHER EDUCATION.

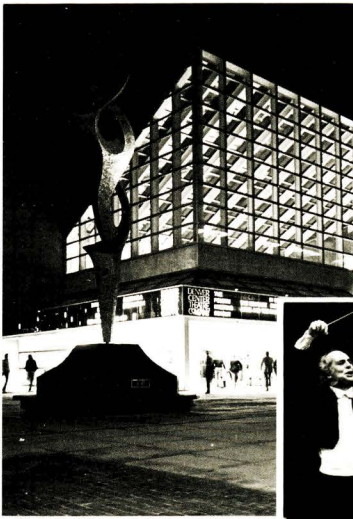
By Dwight M. Smith.
Chancellor, University of Denver.



HOW DENVER STACKS UP from an educational standpoint: Quite well. In fact, of the nation's major cities, only Washington, D.C. has a better educated populace.



METROPOLITAN DENVER BOASTS a large number of quality educational institutions including seven major four-year colleges, seven two-year and specialized colleges, and more than two dozen vocational schools.

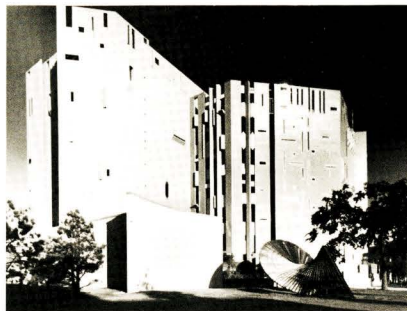


ONE OF SEVERAL THEATERS that comprise the \$80 million Denver Center for the Performing Arts is the Boettcher Concert Hall, the nation's first symphony hall in-the-round.



RED ROCKS is a natural amphitheater tucked into the foothills southwest of Denver.

Every summer brings a series of major performers to this acoustically perfect showcase.



UNUSUAL GEOMETRIC WINDOWS and more than a million hand-set tiles grace the battlement-like walls of Denver's unique Art Museum.

Denver has experienced an incredible growth in all the arts over the last two decades.

The Denver Art Museum—itsself a striking architectural work of art—houses the region's most important art works, including an outstanding American Indian collection. The Museum of Western Art, new on the art scene, is beautifully housed in a wonderfully historic structure.

The Denver Symphony has emerged as a Class A orchestra and performs in the nation's only surround hall, Boettcher Hall. The Denver Chamber Orchestra, the Colorado Children's Chorale, Central City Opera, and Opera Colorado are great sources of pride. In just three years, the latter has achieved international fame for grand opera in the round, mixing Metropolitan Opera stars with local talent.

The Denver Center Theatre Company is one of the largest—and certainly one of the most prolific—regional theatre companies in America.

With the completion of The Denver Center for the Performing Arts, Denver will have the most complete, most flexible and finest performing arts center yet conceived.

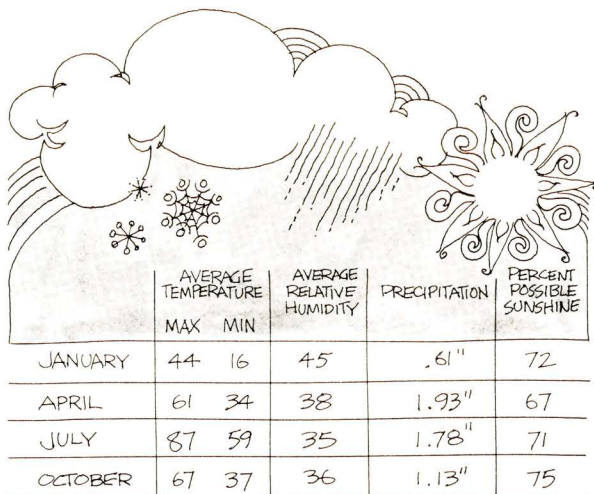
DENVER'S CULTURAL SCENE.

By Donald R. Seawell.

Chairman, The Denver Center For The Performing Arts.



WHITHER THE WEATHER? This chart spells out Denver's climate for you. To sum it up: Nice, year-round.



IS DENVER IN THE MOUNTAINS? No. Nope. Uh-uh. Negative. Nay. Not even a little bit.

The fact is that Denver is on the high plains directly to the east of the mountains.

This is why Aspen and Vail and Steamboat and the other ski areas get many feet of snow each winter while mild, sunny Denver gets but inches.

DENVER'S CLIMATE.

By Maurice E. Pautz.
Meteorologist in Charge, National Weather Service.

Because Colorado's mountains get a lot of snow every winter, many people assume that Denver suffers harsh winters.

This is not true. The fact is that Denver is not in the mountains. It is on the plains, at the *foot* of the mountains, and Denverites enjoy mild weather year-round.

Denver is a sunny place. Denverites are treated to even more sunshine each year than Miami or San Diego.

And yet 90° temperatures are reached an average of only 33 days a year. In only one year in five does the mercury touch the 100° mark.

Winter storms do not last long. Furthermore, chinooks temper winter's cold to an average temperature well above that of other cities situated at the same latitude.

Because of its low relative humidity, when the mercury does dip low—or rise high—Denverites feel it less than in other cities.

Summarizing Denver's weather in seven words: Mild sunny days; cool evenings; low humidity.



First-timers to Denver are sometimes surprised that the city isn't at the base of a giant ski slope. While there's no denying that skiing is a major attraction here, there *is* life beyond the chairlift.

Denver is home to 300 days of golf a year, hundreds of softball leagues, the beloved Broncos and Nuggets, outstanding bookstores and an abundance of city festivals (the People's Fair draws more than 100,000 each spring). Rare is the day when cyclists aren't out in full force on the city's bike paths. Jogging—

with fun-runs and races nearly every weekend—is popular. There are 202 parks in Denver, but if it's a less urban setting you're looking for, there are 52 mountain parks all within a short drive.

Pace here is casual, but fast enough that you know you're in a growing city. Downtown's 16th Street Mall offers shoppers (including those who travel by horse-drawn carriage) a pleasant, tree-lined route.

Best of all: Denver is a friendly city. So you don't have to go to a ski slope for a good time. Or a smile.



DENVER'S LIFESTYLE.

By Diane Eicher.
Denver Post Staff Writer.



DIVERSIONS ABOUND. Shopping and eating one's way through Larimer Square (above left), a refurbished part of oldtime Denver. Taking a carriage (above right) through the 16th Street Mall. Enjoying a fabulous array of restaurants. Following the heroic exploits of Denver's professional sports teams.

Not surprisingly, outdoor activities of all kinds (except surfing) are very popular.

And a quick drive to the mountains provides you with a multitude of adventures: Picnics, hiking, fishing, climbing, rafting, and—in season—skiing. The nation's best.



With the majestic Colorado Rockies as a backdrop for our headquarters in this vibrant business community, we've found Denver to be an outstanding source of employees—both blue and white collar.

In fact, our company has found this to be true for almost 75 years as we have expanded our business from a local one into one with markets worldwide.

We think good employees are the most important resource any company has. Our magnificent mountains nearby act as a magnet to attract people with a pioneer spirit embodying the work ethic that serves employers well. And our invigorating climate helps to keep those people enthusiastic and inspired to do their best.

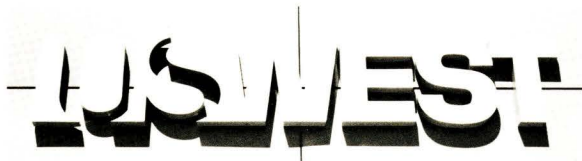
Couple that with the Western flavor that is still alive and well in this community and you have an ideal place to live, work and play.



DENVER'S OUR HOME.

By Charles Gates.
Chairman and Chief Executive Officer,
The Gates Corporation.





When we were divested from AT&T, U S WEST had the unique opportunity to start a \$15 billion company from scratch.

Our service territory sprawls across a 14-state territory that embraces almost half of the continental United States and some of America's fastest-growing cities. In fact, half of John Naisbitt's "megatrend" cities are located in our region.

We chose one of those megatrend cities to be U S WEST's headquarters location: Denver.

The reasons: Denver's central location helps us communicate effectively across three time zones. And since Denver is a hub for a number of major airlines, it's one of the nation's most convenient cities to travel to or from.

We found that Denver's industrial base and major universities offer such a ready source of qualified candidates in nearly all disciplines that we were able to do most of our new hiring locally. And when we needed to go outside for new talent, we had little difficulty convincing people to relocate.

Once you've been to Denver, you'll understand why.

The spirit of the West is still alive.

Right here in Denver.



DENVER'S OUR HOME, TOO.

By Jack MacAllister.
President, U S WEST.



Data General Corporation's Technical Products Division reviewed an extensive list of criteria in comparing the cities being considered for our relocation.

Denver was Data General's choice because Denver had the winning combination for us.

For one thing, it already has a dynamic computer industry. Plus, its central location gives us access to vital customer bases on the West Coast and in the Midwest. In fact, we can reach three quarters of the country in just two hours.

The Colorado high tech community provides a skilled labor pool. Also, the attractive climate and quality of lifestyle were assets in relocating many veteran employees.

The cost of living for these employees is lower in several key areas, such as rental property, real estate taxes, other state and local taxes and automobile insurance.

The many alternatives in available commercial real estate were another key factor. Denver offered Data General a wide choice of attractive facilities in convenient locations at competitive prices.

Denver—you don't need a Data General computer to add it up.



DENVER'S OUR NEW HOME.

By Donald L. McDougall,
Vice President and General Manager,
Technical Products Division, Data General Corporation.

DENVER CHAMBER OF COMMERCE

1301 Welton Street Denver, Colorado 80204 (303) 534-3211

What you have just read about the Denver metropolitan area is only a brief overview.

We encourage you to visit and learn firsthand about all the amenities we have to offer your business and your employees.

The president of the National Endowment for the Arts recently said that Denver is "right on the brink of becoming something special in the world." Indeed, it is a place where you and your company can have an impact. It's also a place where you can be yourself and enjoy your success.

DENVER'S INVITATION.

By Rex Jennings.
President and Chief Executive Officer,
Denver Chamber of Commerce.



No city is perfect, of course, but Denver works hard to deal with the problems that inevitably come with growth. To sit back and let things happen is not Denver's way.

That's why we seek individuals and companies interested in becoming sincere, involved members of this community: To help Denver's plan to be a world-class city become a reality.

Call us. We'd be glad to tell—and show—you more reasons why your choice should be Denver.

By a mile.

DENVER CHAMBER OF COMMERCE



Denver Chamber of Commerce, 1301 Welton St., Denver, Colorado 80204, (303) 534-3211