DENVER’S GLOBAL FOOTPRINT

Denver is positioned at the base of the Rocky Mountains in an urban setting that offers a unique and remarkable balance of a thriving economy and healthy lifestyle.

DENVER FUN FACTS

Denver has upwards of 300 days of sunshine each year. This makes Denver one of the sunniest cities in the US.

Denver sits at exactly one mile high (5,280 feet/ 1,609 meters above sea level).

Denver, known as the Mile High City, is the state capital of Colorado. Our city is the heart of Colorado’s urban center, the front range, which is home to a diverse modern economy that comprises dense clusters of advanced industries.

Over the past decade, Denver has become a significant player on the global stage. Denver is home to international companies from around the globe, foreign diplomats representing over 35 countries, a well-connected and strategically placed international airport, globally focused chambers of commerce, renowned arts, culture, music venues and performances, and a central location in the US.
DOING BUSINESS IN DENVER

715,522 people reside in the City and County of Denver, with nearly 3.3 million people in the Denver Metro Area (per 2022 Census Bureau). An array of characteristics makes Denver a desirable city to work and live in, especially for international companies looking to enter the U.S. market. Compared to the east and west coasts of the U.S., companies often find those regions more costly and competitive than Denver, accentuating the Mile-High City’s appeal.

In addition to Denver’s competitive cost of living and cost of establishing a business, Denver has a skilled and talented workforce, ranking second in the nation in terms of higher education attainment. This is a crucial ingredient for business’ success and growth.

Home to over 40,000 business establishments, Denver is a prime locale for your business to flourish. Denver’s key industry clusters are also highly appealing and lucrative. With a focus on AgTech, Bioscience, Energy, Healthcare/Wellness, Finance/Insurance/Professional Services, Advanced Manufacturing, Outdoor Recreation, Tech and Innovation, Aerospace/Aviation, Retail, and Hospitality – Denver makes for a progressive, sustainable, and competitive marketplace.

Denver’s central location close to the geographic center of the United States also allows for easy virtual or in-person connectivity with partners, clients and coworkers around the globe.

DENVER ECONOMIC DEVELOPMENT & OPPORTUNITY

DENVER’S ECONOMIC FACTORS

<table>
<thead>
<tr>
<th>MEDIAN HOUSEHOLD INCOME</th>
<th>ECONOMIC CLIMATE</th>
<th>CORPORATE &amp; INDIVIDUAL INCOME TAX</th>
<th>UNEMPLOYMENT RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$88,044</td>
<td>4TH BEST</td>
<td>4.40%</td>
<td>2.8%</td>
</tr>
<tr>
<td>compared to $69,717 U.S. national average</td>
<td>state for business</td>
<td>CNBC, 2022</td>
<td>Colorado Department of Labor May 2023</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>START-UP BUSINESSES</th>
<th>WOMEN-OWNED BUSINESSES</th>
<th>CONNECTIVITY</th>
<th>LABOR MARKET</th>
</tr>
</thead>
<tbody>
<tr>
<td>4TH BEST</td>
<td>BEST CITY</td>
<td>TOP TEN</td>
<td>7TH</td>
</tr>
<tr>
<td>mid-size city in the world for start-up ecosystems</td>
<td>for women entrepreneurs</td>
<td>busiest airports in the world</td>
<td>fastest-growing large labor market in the U.S.</td>
</tr>
</tbody>
</table>
Denver has seen companies from business hubs such as New York, Washington DC, San Francisco, Seattle and Dallas choose to make Denver a new home, or a predominant business center. We have seen various international companies call Denver home by either establishing a satellite office or North American headquarters here. Denver is an affordable place to do business that offers access to top-notch talent and great amenities that employees demand.

Denver’s economy diversified in the expansionary period after The Great Recession and it experienced growth in industries across the spectrum. Like most cities in the US, the City of Denver took an economic hit due to the COVID-19 pandemic but our economy has proven resilient and is on the upswing. Our city has regained the jobs lost during the pandemic and has an unemployment rate of 2.8%. (Source: Colorado Department of Labor May 2023) Recently our state has been ranked the 4th best state for business and the 1st best state for women entrepreneurs.

The city’s economic development strategy for the last decade has been start-up, scale-up and grow up. This approach has helped Denver become a globally recognized hub for entrepreneurship and start-up activity and an ideal location for businesses to attract capital and talent.

Denver Economic Development & Opportunity’s vision is to create an economy that works for everyone.

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DENVER FUN FACTS

- 250 Denver’s park system includes more than 250 urban parks
- 23 museums and other cultural institutions
- 2ND best city for beer lovers
WHAT MAKES DENVER A GLOBAL CITY?

Denver’s geographic location in the Mountain Time zone, well-connected airport, and extensive interstate and rail system from east to west and north to south make it an easily accessible and mobility-oriented city. A robust public infrastructure coupled with a young, diverse talented workforce, a growing foreign-born population and global touchpoints represented by our academic institutions, non-profit organizations, diverse businesses and government entities all contribute to Denver being a global city.

INFRASTRUCTURE

A Central Link in a Global Network

Denver International Airport plays a vital role in Denver’s international ties. With nearly 200 non-stop flights, including 27 international destinations to 14 countries, Denver is deeply connected to the world economy. Denver has international nonstop flights throughout Mexico and Canada as well as to Tokyo, London, Paris, Munich, Frankfurt, Zurich, Reykjavik, the Caribbean and Central America. Denver International Airport ranks as the 6th busiest airport in the world (per Airports Council International March 2023).

Denver’s Mountain Time Zone is a business owner’s dream. It allows for real time connection to six of seven continents in one business day. Begin your business day by connecting to Europe, Africa and the Middle East and end it by connecting to Asia and Australia.

Transportation

Light rail (including transportation from our airport to our central business district), bus, free electric shuttles along the downtown pedestrian mall, pedicabs, scooters, as well as bike and walking paths offer a variety of ways for people to get around! These options, coupled with Denver’s Department of Transportation and Infrastructure and Denver’s Office of Climate Action, Sustainability and Resiliency, mean that our city focuses on increasing mobility, accessibility, and safety while addressing climate change and promoting health and wellness.

DENVER FUN FACTS

Denver is one of only a few U.S. cities to have six professional sports teams.
DENVER'S DIVERSE INDUSTRY CLUSTERS

GLOBAL BUSINESS ECOSYSTEM

// COMMERCE: TRADE & INVESTMENT

For any city to be competitive in the international arena, steadfast bilateral trade ties should exist around exports, imports, and investment. Denver’s top Foreign Direct Investment markets contribute to a strong economy, and investments from these nations are drivers for Denver’s growth and success. Denver’s top Foreign Direct Investment markets are Australia, Canada, France, Germany, India, Japan, Mexico, New Zealand, Switzerland, The Netherlands, and the United Kingdom. Companies from these countries represent sectors across our wide range of key industries. These companies add to the diversity and vibrancy of our city and economy and employ over 100,000 people in Colorado (per U.S. Department of Commerce 2018 data).
KEY COMMODITIES DENVER AND COLORADO TRADED WITH THE WORLD IN 2022
(PER WISERTRADE)

COLORADO’S TOP REGIONAL TRADING PARTNERS EXPORTS AND IMPORTS

**EUROPE** (EXCLUDING TURKEY)

**TOP EXPORTS | $2.3B**
- Optic, Photo Etc., Medic or Surgical Instruments
- Industrial Machinery, including Computers
- Aircraft, Spacecraft, and Parts thereof

**TOP IMPORTS | $3B**
- Industrial Machinery, including Computers
- Optic Photo Etc., Medic, or Surgical Instruments

**NORTH AMERICA** (INCLUDING CENTRAL AMERICA AND CARIBBEAN)

**TOP EXPORTS | $3.2B**
- Meat and Edible Meat Offal
- Industrial Machinery including Computers
- Articles of Iron Steel

**TOP IMPORTS | $7.7B**
- Mineral Fuel, Oil Etc.; Bitumen Subst.; Mineral Wax
- Industrial Machinery; including Computers

**AUSTRALIA & OCEANIA**

**TOP EXPORTS | $232M**
- Industrial Machinery, including Computers
- Optic, Photo Etc., Medic or Surgical Instruments

**TOP IMPORTS | $393M**
- Optic, Photo Etc., Medic, or Surgical Instruments,
- Industrial Machinery, including Computers

**SOUTH AMERICA** (EXCLUDING CENTRAL AMERICA AND CARIBBEAN)

**TOP EXPORTS | $298M**
- Aircraft, Spacecraft and Parts thereof
- Industrial Machinery, including Computers

**TOP IMPORTS | $152M**
- Meat and Edible Meat Offal
- Wood and Articles of Wood
- Natural Pearls, Precious Stones, and Metals, Coin

**ASIA AND MIDDLE EAST** (INCLUDING TURKEY)

**TOP EXPORTS | $103.5M**
- Aircraft, Spacecraft and Parts thereof
- Industrial Machinery, including Computers
- Optic, Photo Etc., Medic or Surgical Instruments

**TOP IMPORTS | $61M**
- Coffee, Tea, Mate & Spices

**AFRICA**

**TOP EXPORTS | $223M**
- Industrial Machinery, including Computers
- Optic, Photo Etc., Medic or Surgical Instruments

**TOP IMPORTS | $176M**
- Apparel & Accessories, Knit or Crochet
- Electric Machinery, Sound & TV Equipment
- Industrial Machinery, including Computers
COLORADO’S EXPORT & IMPORT COUNTRIES

COLORADO EXPORTS

- North America: 51%
- South America: 5%
- Africa: 2%
- Asia & Middle East: 3%
- Australia & Oceania: 4%
- Europe: 37%

COLORADO IMPORTS

- North America: 67%
- South America: 1%
- Africa: 1%
- Asia & Middle East: 3%
- Australia & Oceania: 2%
- Europe: 26%

GLOBAL CONFERENCES & EXPOS

- AFA Warfare Symposium
- Colorado Space Symposium
- Colorado Tech Summit
- Colorado Venture Summit
- Denver International Sportsmen’s Exposition
- Denver Startup Week
- Energy Africa
- GEO Week
- Great American Beer Festival
- National Western Stock Show
- NREL Industry Growth Forum
- Rockies Venture Club Angel Capital Summit
- Smart Cities Connect
- TESOL International Convention & English
- XPonential

DENVER FUN FACTS

- 200 named peaks visible from Denver, including 32 that soar to 13,000 feet (4,000 meters) and above
- Wynkoop Brewing Company in Denver, offers a blend of innovation and tradition with their Rocky Mountain Oyster Stout—made with real Rocky Mountain Oysters
### LOCAL GLOBAL RESOURCES

<table>
<thead>
<tr>
<th>Local Resources</th>
<th>Global Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>AfricAid</td>
<td>German American Chamber of Commerce</td>
</tr>
<tr>
<td>Asian Chamber of Commerce</td>
<td>Global Chamber Denver</td>
</tr>
<tr>
<td>Asia Transpacific Foundation</td>
<td>IB Circle</td>
</tr>
<tr>
<td>Biennial of the Americas</td>
<td>International Alliance of Healthcare Educators</td>
</tr>
<tr>
<td>Capital Sisters International</td>
<td>International Indigenous Youth Council</td>
</tr>
<tr>
<td>Chamber of the Americas</td>
<td>International School of Denver</td>
</tr>
<tr>
<td>Chinese American Association</td>
<td>Japan America Society of Colorado</td>
</tr>
<tr>
<td>Colorado African Chamber of Commerce</td>
<td>Posner Center</td>
</tr>
<tr>
<td>Colorado Cleantech Industries Association</td>
<td>Project Cure</td>
</tr>
<tr>
<td>Colorado Consular Corps</td>
<td>Rocky Mountain French American Chamber of Commerce</td>
</tr>
<tr>
<td>Colorado Office of Economic Development and International Trade</td>
<td>Rocky Mountain Indian Chamber of Commerce</td>
</tr>
<tr>
<td>Denver Sister Cities International</td>
<td>Society of Hispanic Professional Engineers</td>
</tr>
<tr>
<td>Denver U.S. Export Assistance Center</td>
<td>Swedish American Chamber of Commerce</td>
</tr>
<tr>
<td>Akureyri, Iceland</td>
<td>Toastmasters</td>
</tr>
<tr>
<td>Axum, Ethiopi</td>
<td>U.S. Department of Commerce/International Trade Administration</td>
</tr>
<tr>
<td>Brest, France</td>
<td>Water For People</td>
</tr>
<tr>
<td>Chennai, India</td>
<td>WorldDenver</td>
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<tr>
<td>Cuernavaca, Mexico</td>
<td>World Trade Center Denver</td>
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<tr>
<td>Karmiel, Israel</td>
<td></td>
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<tr>
<td>Kunming, China</td>
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</tbody>
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### CULTURE, HISTORY, ENTERTAINMENT & LIFESTYLE

Welcome to a vibrant, active city where upwards of 300 days of sunshine, a thriving cultural scene, diverse neighborhoods, natural beauty, a delectable food and craft beverage ecosystem and outdoor activities abound. Denver also prides itself as a world-class sports town. In less than a decade, our city has won 3 championships in different sports: the Denver Broncos in 2016, the Colorado Avalanche in 2022 and the Denver Nuggets in 2023. With six professional sports teams—baseball, basketball, football, ice hockey, lacrosse, soccer—Denver is home to a number of athletes from around the world, stemming from Australia, Canada, Japan, Mexico, New Zealand, Russia and the United Kingdom. Many other foreign athletes visit annually to train and take advantage of our challenging altitude. Originally a mining town, Denver has diversified and transformed into a hotbed of startup companies and leading multinational businesses.

**Tourism**

According to Visit Denver, Denver’s Convention and Visitors Bureau, Denver saw a surge of tourism in 2022 with a record of 36.3 million visitors. This marked a 15 percent increase over 2021 and has surpassed all historic tourism totals by a wide margin. Growth has been particularly strong in the domestic leisure market. In 2022, Colorado saw the most domestic visitors from California, Texas, Arizona, Florida and Kansas.

In 2022, Denver welcomed 370,000 international visits from around the world (Tourism Economics). The impressively diverse group of international guests came from the following regions:

**INTERNATIONAL VISITORS**

- **35%** Canada
- **34%** Europe
- **2%** Mexico
- **4%** Oceania
- **8%** Latin America
- **10%** Asia
- **7%** Africa & Middle East

Visits from top overseas markets such as Canada, the U.K. Mexico, Germany, France, and Australia are projected to continue to grow through 2023 and beyond.
The Denver Art Museum’s global art collections represent cultures around the world, with more than 70,000 works of art in 12 collections. The museum provides invaluable ways for the community to learn about the world.

The Denver Performing Arts Complex is a 12-acre campus of theaters and public spaces in the heart of downtown Denver. It’s home to four esteemed performing arts institutions – Colorado Ballet, Colorado Symphony, Denver Center for the Performing Arts and Opera Colorado – and plays a welcoming host to many national acts and local groups, festivals, conferences, public events and more.

The Denver Botanic Gardens connects people with plants from the Rocky Mountain region. They are a partner organization in the UN’s Food and Agriculture Organization’s Global Framework on Water Scarcity in Agriculture and in 2012, they established the Center for Global Initiatives. The Center has a vision to bring international horticultural research and relevance to Denver Botanic Gardens through implementation of diverse and sustainable programs achieving global transformation by connecting people with plants.

The Denver Zoo features animal species from Africa, Asia, Antarctica, Australia, Europe, North America, South America, and Central America. The Denver Zoo focuses on field conservation through applied research that guides community engagement, capacity building, protected area management and science-based policy for lasting impact. Countries where field conservation efforts are made include Botswana, Mongolia, Peru, Vietnam.

The Museum of Contemporary Art Denver was founded in 1996 and is housed in an environmentally sustainable facility in lower downtown designed by a British architect, David Adjaye of Adjaye Associates. It features regional, national and international artists and serves as an innovative forum for a culturally engaged community.

Meow Wolf Denver’s Convergence Station is a 4-story immersive art exhibition that is home to 70+ unique installations, rooms, and portals. Visitors will discover immersive psychedelic, mind-bending art and an underlying rich narrative as they take a journey into a surreal, science-fictional epic.

These are just a sample of what Denver has to offer. To find even more things to do in Denver check out Visit Denver.
**Academia & Higher Education**

Colorado’s 6th largest export is education. With over 9,300 international students during the 2021–2022 Academic Year, international students contributed over $322 million to Colorado’s economy in that academic year alone. The number of international students in Colorado increased annually in the past decade from approximately 7,000 in 2008/09 to over 12,000 in 2019. The number of international students decreased during the COVID–19 pandemic but is on the rise once again. Colorado expects to see the number of students and the economic impact increase in the coming years. Of our current international student population over 50% come from India, China, Saudi Arabia, Kuwait and South Korea.

Most international students are in the Denver Metro Area, and together the following five institutions have over 80 percent of international students in the state.

- **Colorado State University** which includes **Colorado State University Global** (the nation’s first, independent, 100% online accredited public university)
- **The Colorado School of Mines**
- **The University of Colorado, Boulder**
- **The University of Colorado, Denver**
- **The University of Denver**

Colorado is known globally for its world class research and as is the case with its students and other programs, Colorado’s research partnerships span the globe.

Colorado’s institutions offer Colorado students the opportunity to study abroad through traditional exchange programs, faculty-led experiential learning opportunities; global internships; intensive language courses; and other programs.

Even our primary and secondary educational institutions have global ties. Denver Public Schools has 170 different languages spoken among its students.

**Scientific Research**

Thirty-three federal labs call Colorado home. It’s one of the largest concentrations of federally funded science and research centers in the U.S. The labs help make Colorado a national hub for scientific research and innovation and develop a deep pool of scientific talent in the state.

- **CDC** (Centers for Disease Control and Prevention) serves as a national and international leader in the prevention and control of vector-borne diseases and bacteria.

- **NOAA** (National Oceanic and Atmospheric Administration) is the top agency for monitoring our climate, the space environment, and ocean resources and is home to the world’s best global weather model.

- **NREL** (National Renewable Energy Laboratory) is the nation’s primary laboratory for renewable energy and energy efficiency research and development that supports global initiatives for deploying renewable energy, energy efficiency, sustainable transportation, and advanced grid management technologies and systems.

- **UCAR** (University Corporation for Atmospheric Research) manages **NCAR** (National Center for Atmospheric Research) on behalf of the National Science Foundation. The organizations focus on research and training in the earth sciences system, and collaborate with international organizations on initiatives related to climate change, meteorology, and forecasting models.

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For more information regarding this document or expanding your international business to Denver, please email: ChooseDenver@denvergov.org.

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