

# The Impacts of Supporting Economic Development

## Laramie County, Wyoming | April 2023



College of Business  
Center for Business  
and Economic Analysis



**Cheyenne LEADS**

The Cheyenne-Laramie County Corporation for Economic Development

Cheyenne LEADS, a nonprofit located in Laramie County, offers free land as an economic development incentive to facilitate job creation, spur economic growth, and expand the local tax base.

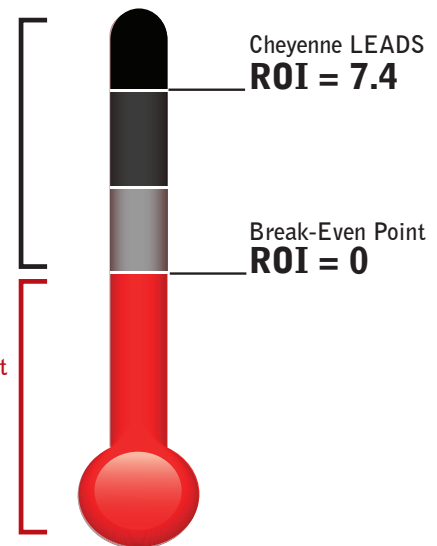
### Return-On-Investment (ROI) | 7.4

Over the 1992–2022 period, Cheyenne LEADS has provided land incentives to 17 companies across a wide range of industries, e.g. Manufacturing, Transportation & Warehousing, & Information, etc.

**>> For every \$1 provided as a land incentive, Laramie County and the State of Wyoming received a net gain of \$7.40 in the form of fiscal revenue.\***

Positive Return  
ROI > 0

Investment Not  
Recuperated  
ROI < 0



### Annual Economic Impacts | \$228M Total Value Added

**1,951**  
Direct jobs

**1,222**  
Indirect & Induced jobs



For every direct job



Nearly 1 additional job is supported in the regional economy

**>> 3,173** Total Supported Jobs

**>> \$144M** Total Labor Income

**>> \$228M** Total Value Added

This result is based on an applied research project prepared in 2023 for Cheyenne LEADS by the Center for Business and Economic Analysis (CBEA) at the University of Wyoming. This report is an update of the previous 2021 report and follows the same methodology. To account for companies locating in Cheyenne regardless of the incentive, only a portion of the benefit (fiscal revenue) was assigned to the cost (incentive). This portion was determined based on company and project attributes, since the economic development literature shows that certain characteristics (e.g., operations in multiple locations) increase the likelihood that an incentive will impact business investment decisions. For more information, contact [cbca@uwyo.edu](mailto:cbca@uwyo.edu) or Elijah Bryant (project lead) at [ebryant4@uwyo.edu](mailto:ebryant4@uwyo.edu)