

COLORADO MEDIA GROUP

PUBLISHING & DISTRIBUTION: PRINT | DIGITAL | FILM | RADIO

JUNE 20, 2023

FOR IMMEDIATE RELEASE

Contact: Dirk R. Hobbs - Founder & CEO, Colorado Media Group, Inc.
P 719.330.7448 | E DHOBBS@COLORADOMEDIAGROUP.COM

Award-Winning Media Group to Launch Focused Periodical for So. Co. Businesses, Leaders, Execs & Entrepreneurs

"The Digest" to Focus on Industry Sectors, including Small Business, Innovation, Workforce, Economics

Colo. Springs, CO – Media entrepreneur and founder of Colorado Media Group, **Dirk R. Hobbs**, publisher of award-winning B2C publication **NORTH**, and former **M.D. NEWS**, **Healthy Coloradan**, and **SoPE** publications, has announced the release of the group's first edition of the **Southern Colorado Business Forum & Digest** – in August 2023.

"The region continues to emerge and thrive as an economic powerhouse. At \$40B, the City of Colorado Springs alone is now the 39th largest economy in the nation. Our neighbors, Pueblo, Monument, Woodland Park, Castle Rock, Canon City, and the eastern plains communities, contribute additional GDP putting our entire region in the national conversation. As a growing destination for employers, investors, and workers, it is essential that we showcase our infrastructure, natural and geographical attributes, workforce, utilities, educational and intellectual assets, venture funding and economic discussions, networking capabilities and business and economic development climate on a level commensurate with the outstanding work being done here," said Hobbs.

"The Digest" as many are already referencing it, will focus on the economic region defined as Castle Rock, south to Trinidad and Canon City, east to the state line. Reports will also have an eye on state policymakers and decisions, which have either positive or adverse impacts on this region's employers and industries. *The Digest* will showcase our unique competitive positioning and add value and support to the already extraordinary efforts of local economic development organizations and chambers, and of course, the city and town governments themselves.

News cycles will be available to subscribers once every other week, with two additional executive digital briefs being released weekly to keep readers abreast of local news and information. A comprehensive website will accompany a unique digital presentation and proprietary audio system for app listening for those pressed for time to read an entire publication. After a one-month freemium release, subscriptions will start at \$89 annually for access per individual. Additional business-specific products are in development and will be announced as they establish.

The Digest's development team is composed of ten reporters/writers, and several award-winning designers. VP and Partner **John Lerohl** will head up business development, partnerships, and events. An editorial review committee will serve to keep *The Digest* true to its core mission, vision, and values. Sector and news reports will focus on dozens of industries including IT, space, cyber tech, military and defense, housing and development, commercial and industrial space, manufacturing, aerospace, contractors, tourism, arts economy, amateur sports, agriculture, energy, infrastructure, and more. Small businesses will also have representation as well as individual contributors and community leaders and advocates.

"As a 'solutions-focused, access-creating, multimedia resource,' we continue to build strategic relationships around the region, including the **UCCS Economic Forum**, **KKTU-11 NEWS**, several chambers, EDCs, higher education, workforce development, industry leaders, and the city," Hobbs continues. "We're in the business of edifying and informing regional stakeholders and execs with relevant, timely, and actionable content. At present, there isn't a substantive, third-party outlet available for site selectors, relocation professionals, investors, and business owners from which to conduct due diligence.

Southern Colorado
Business Forum & Digest



BUSINESS • REAL ESTATE • LIFESTYLE • PEOPLE OF COLORADO SPRINGS & EL PASO COUNTY
NORTH

COLORADO MEDIA GROUP

PUBLISHING & DISTRIBUTION: PRINT | DIGITAL | FILM | RADIO

Further, much of the innovation and incredible work being done in this region is underrepresented and in numerous cases, unreported entirely. We have many industries here leading the discussion nationally and, in my view, any missed opportunity or misperception for lack of being seen or properly presented is simply unacceptable.”

Introducing, the So. Colorado Business Forum & Digest, or The Digest!

VISION

Colorado Springs is now among the nation's top 40 largest economies, surrounded by dozens of emerging communities and micro-economic markets that present southeast Colorado as a strong, uniquely positioned destination for industries and businesses, large and small. The time is now to present this region to the world as a viable, capable, and sophisticated destination for a myriad of industries.

We exist to raise awareness, visibility, and engagement among and within our regional business culture and industries and to promote the value proposition of our region's industries and assets.

MISSION

We will present the southern Colorado business and economic region with a substantive, intelligent, and neutral news and information resource that edifies and educates readers about their market.

We will provide consistent, high quality, economic development and business intelligence and insights that help stakeholders make informed decisions, connect with prospective customers and partners, and advance economic prosperity through innovation, job creation and continuing education of the region's workforce.

We will focus on creating a forum that facilitates a culture of collaboration in solving our challenges, a connector to those seeking to broaden their network and accessibility, and to advocate for sound business fundamentals and practices.

VALUES

Our posture is that of a service provider and media company. Our values can be read in our positioning statements regarding who We Are and We Are Not.

More information Here: ColoradoMediaGroup.com/

###