DENVER. THE BEST RETURN ON LIFE.

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Media Contact:
dbrl@denverbestreturnonlife.org

Denver's Business Community Launches National Campaign to Attract Companies and Talent

Private-sector coalition unites behind "Denver. The Best Return on Life"

DENVER – September 22, 2026 **–** Denver business and civic leaders today announced the launch of "Denver. The Best Return on Life," a privately led, publicly supported national campaign to attract companies, talent, and investment while showcasing what makes Denver one of America's most dynamic cities.

Privately funded and supported by public and private sector leaders, the multimedia campaign brings together a broad coalition of Denver business and community leaders around a shared goal: to tell Denver's story nationally, highlight the city's momentum and opportunities, and work collaboratively with public-sector leaders to address the challenges that can impact Denver's competitiveness.

"The Denver business community has come together because we believe deeply in the future of this city," said Matt Joblon, CEO of BMC Investments and Board Chair of Denver. The Best Return on Life. "Denver offers something increasingly difficult to find in a single place: an innovative business ecosystem, highly educated talent, incredible connectivity and infrastructure, and an unmatched lifestyle. You don't have to choose between a great career and a great life. Denver gives you the opportunity to have both. That is exactly what we mean by the Best Return on Life."

At the heart of the campaign is a simple idea: Denver offers a combination of opportunity AND quality of life few cities can match. Ski, hike or bike Denver's 100+ miles of trails and experience world-class dining, arts, music, and professional sports while establishing and growing a career or a company. Denver is home to a highly educated and skilled workforce, a mature yet expanding innovation and entrepreneurial ecosystem, extraordinary access to the outdoors, and one of the nation's most connected airports. All that, plus nearly 300 days of sunshine, seven professional sports teams, and immediate access to the Rocky Mountains, creates a compelling case for companies, entrepreneurs, and people looking to build their careers, businesses, and lives to choose Denver.

"Denver is the rare city where companies can grow in a place their employees love to live," said Denver Mayor Mike Johnston. "Our new incentives will help employers relocate and expand, creating good jobs and new opportunities for Denverites. In Denver, companies will find a city that invests in the same things they do: talent, growth, and a place people are proud to call home."

The campaign builds on Denver's momentum to create a city where businesses, workers, and families can thrive, an effort driven by three priorities:

- **Investing in Business and Workers.** The Denver Jobs Agenda will deploy roughly $100 million over three years to create 10,000 jobs — through Open Denver ($40M to attract and incentivize

relocating companies), BUILD Denver ($10.5M in small business loans), Launch Denver ($6M for entrepreneurs), and Work Denver ($45M in workforce training across high-demand industries).

- **Investing in City Planning and Permitting**. Denver has also dramatically streamlined its permitting and review processes, guaranteeing a completed review within 180 days or less.
- **Investing in Safe, Vibrant Communities.** The City has achieved the largest reduction in street homelessness of any American city and is expanding proven public-safety strategies that have helped drive historic reductions in violent crime.

“Denver has always been a city that turns moments of challenge into opportunities to lead,” said Kourtny Garrett, President and CEO of the Downtown Denver Partnership. "And our business community is at the heart of that momentum by actively investing, creating jobs, and demonstrating a shared commitment to what comes next. This is a place where businesses can grow and people can build lives they’re proud of. We have both the vision and the momentum to define the next great American downtown, one that anchors and fuels Denver, the region, and Colorado as a whole."

The campaign is focused on elevating the voices of the people who are building Denver’s next chapter, from small-business owners and entrepreneurs to major employers, investors, cultural leaders, and residents who have chosen Denver as the place to build their businesses and their lives.

About Denver. The Best Return on Life

Denver. The Best Return on Life is a privately funded initiative led by Denver business and civic leaders committed to strengthening and promoting Denver’s national reputation as a destination for opportunity, investment, talent, and an exceptional quality of life. The initiative is organized and governed by a coalition of Denver business and civic leaders, including Matt Joblon of BMC Investments, Walter Isenberg of Sage Hospitality Group, Kent Thiry of the Thiry-O’Leary Foundation, Willy Walker of Walker & Dunlop, Evan Zucker of Academy Partners Group, and Kourtny Garrett of the Downtown Denver Partnership, among many others. For more details, Denver data, or to learn how to get involved, please visit our website at www.denverbestreturnonlife.org.