



Action & Advocacy Division

*In accordance with the Greater Cheyenne Chamber of Commerce Program of Work

DIVISION CHAMPION

Mike Williams, Vice Chair of Governmental Affairs, Incoming Chairman

OVERALL GOAL

Influence governmental and administrative structures for economic development advancement

STRATEGIES

- Identify and elect candidates who understand and support economic development
- Lobby issues and prioritize important initiatives to pursue a healthy future business climate
- Fully educate Partners and the public regarding the Wyoming Wranglers and our advocacy results
- Lead the charge for regional economic development

SUCCESS MEASURES

- Informed and invested Partners who clearly understand the value advocacy and governmental affairs management for valuable economic development
- Emergence of a definitive

plan to implement future military hardware modernization
-GBSD- Ground Base Strategic Deterrence
• Elected officials and legislation at all levels of government who support economic development efforts to best serve our future business community

OBJECTIVES

1. Lobby all levels of government to achieve the goals of our Partner's business principals
 - a. Responsibility: Dale Steenbergen, Chamber President/CEO, Stephanie Meisner-Maggard, Vice President, Tonya Dove, Director of Partner Relations
2. Plan and execute Greater Cheyenne Community Plan
 - a. Responsibility: Mike Williams, Vice Chairman of Governmental Affairs, Dale Steenbergen, Chamber President/CEO, and Stephanie Meisner-Maggard, Vice President
3. Hold events to equip our Partners with the

opportunity to voice their economic development needs to our elected officials through events and political forums

- a. Responsibility: Tonya Dove, Director of Partner Relations, Action & Advocacy, Wyoming Wrangler Committee and Chamber Staff

4. Create and achieve an action plan to fully fund the Wyoming Wrangler's lobbyist program and conduct a Washington D.C. fly-In with 20 or more representatives
 - a. Responsibility: Nick Dodgson , Outgoing Chairman, Wyoming Wrangler Committee and Dale Steenbergen, President/CEO and Tonya Dove, Director of Partner Relations
5. Fully Develop the "Enhanced Use Lease" for Warren Air Force Base
 - a. Responsibility: Mike Williams, Vice Chairman of Governmental Affairs and Dale Steenbergen, CEO/ President



Guiding Principles

Action & Advocacy Committee

Our Philosophy: The Greater Cheyenne Chamber of Commerce supports a core set of principles that will be used to evaluate public policies, and their effect on general business, at the local, state and national level of legislation and regulatory making policy bodies.

The following are guidelines for best discernment relative to policy making. They are based on what is best for business in Laramie County and correlated with economic principles.

The Greater Cheyenne Chamber of Commerce Principles below:

Taxation and Regulation:

- Support all efforts to protect and sustain the mineral industry
- A tax structure that encourages job growth
- Support the principle of a balanced budget at all levels of government
- Reduce regulatory burdens and increase government accountability
- Streamline permitting and licensing for business
- Repeal redundant regulation at the national, state, and local level
- Encourage cost-effective free market options for workers' compensation coverage
- Support efforts to discourage excessive lawsuits

Transportation and Infrastructure:

- Encourage private sector investment and expansion through comprehensive planning and funding for development
- Support broadband expansion to enhance our business mix

- Increased utilization of air service and/or rail services
- Maintain and expand quality local infrastructure for optimal business recruitment and expansion
- Encourage lowest cost for dependable utilities to adhere to business and consumer needs
- Obtain funding that maintains quality roads
- Support viable water solutions for all citizens

Business Creation, Recruitment, Retention, and Expansion:

- Adopt incentive programs for existing and new business
- Support the private business sector through a healthy competitive environment
- Reduce barriers of entry for businesses through a less restrictive government environment
- Support the downtown core initiatives
- Promote plans which encourage the purchase of underutilized properties
- Policies that encourage workforce development through our education system with skill set training

Quality of Life:

- Affordable and available access to health care for businesses and their employees
- Support affordable housing projects
- Support “quality-of-life” standards to influence workforce recruitment and retention

Military:

- Maintain funding initiatives on the 5-Year Defense Plan
- Maintain as well as update national security by supporting advancements such as ground-based strategic deterrence capabilities
- Head opportunities for the Enhanced Use Lease
- Support increased aerial capability
- Encourage funding from all levels of government for increased opportunities for military missions to maintain competitive standing nationwide

Note: Public policy positions will be identified with a majority vote of committee members in attendance.

Federal & State Agenda

Combat Economic Conditions

In an economic downturn due to the energy sector, the Wyoming Wranglers successfully funded 600+ careers increasing the mission of the military base. This resulted in a surplus of net-migration for an increase in population. With an increased population, the customer base for products and services improve the local business community. The 90th Missile Wing employs over 3,000 military personnel and nearly 1,000 civilians compared to 2,800 employed by the University of Wyoming. The Wyoming National Guard employs more than 1,500 individuals. This doesn't include the number of spouses and retirees also coming to the area because of the military. It shows that any growth in the local military results in a large economic impact for the State. Federal funding supporting the mission of the local military is a win for the State of Wyoming's economy and a large win for the Nation's security.

Influence Sound Decisions

From educating the general public on electing business-

friendly candidates to rallying adequate support for political reinforcement, the Wyoming Wranglers is engaged in influencing sound decisions at all levels of government. The Wyoming Wranglers activates federal funding and support of local economic improvements. They are engaged in supplying our congressional delegation with the information needed to achieve the outcomes the Wyoming Wranglers identify.

Congressman Liz Cheney is serving on the Armed Services Committee, which allows for Wyoming to have a voice at the committee level for defense nationally. This appointment was positive for the State and the Wyoming Wranglers is an active partner in her appointment.

Securing Direct Federal Funding & Support for Wyoming & Region

Goals and achievements have included the funding of the modernization of the Ground-Based Strategic Deterrent Program in replacement of the current ICBMs. The Wyoming Wranglers, for the last 9 years, has championed this military

investment in the budget. This will be \$20 billion increase to F.E. Warren for the technology, infrastructure and personnel expenses related to the modernization. The Wyoming Wranglers is now actively engaged in the next phase of working with local contractors and businesses to be vendors of this area investment.

The Wyoming Wranglers has also been successful in securing funds for projects committed to Wyoming's military on the Future Year Defense Plan (FYDP). These included the Weapons Storage Facility, the Roll Transfer Facility, the Helicopter Hangar and new helicopters for Security Forces, as well as needed C130 upgrades. Funding for these projects total nearly \$200 million in investments.

Leading National & Local Initiatives

The Greater Cheyenne Chamber of Commerce CEO/President, Dale Steenbergen and Board of Directors Member, Patrick Collins, serve on the Global Strike Command Civilian Advisory Committee. They actively work toward National initiatives of the U.S. Strategic Command

(USSTRATCOM). Developments like the Enhanced Use Lease off of I-25 are a direct result of these partnerships and efforts. The 83-acre development will provide a housing solution for the local airmen and increase retail and commercial opportunities for the greater Cheyenne area. The project will also supply an improved gateway for Wyoming's Capital. In addition, providing a

positive, and hopefully lasting, first impression to visitors and newcomers.

Stephanie Joy Meisner-Maggard, Vice President of the Greater Cheyenne Chamber of Commerce, also serves on the Wyoming State Chamber of Commerce Board of Directors and is the Legislative Chairman. Her role allows for unity across

the State and a state-wide perspective on issues funding opportunities and overall area needs.

The Greater Cheyenne Chamber of Commerce leads many other local and national initiatives with the power of the Wyoming Wranglers.

Local Agenda

Initiatives include:

Downtown Core with the restoration of downtown buildings and creation of place-making. The President/CEO, Dale Steenbergen and Vice President, Stephanie Joy Meisner-Maggard, serve on this committee with the Downtown Development Authority, Visit Cheyenne and Cheyenne LEADS.

Adventure Cheyenne which is focused on improving recreation for the city and restoring Crow Creek. Stephanie Meisner-Maggard, Vice President of the Greater Cheyenne Chamber of Commerce, is serving on the Crow Creek Revival committee dedicated towards the cleanliness, safety and restoration of the creek.

Move Cheyenne is providing transportation solutions for the greater Cheyenne area and the Front Range; rail, air and roads. Dale Steenbergen, President/CEO, is serving on the Colorado Rail Commission and focusing on united solutions

towards transportation along the Front Range. Stephanie Joy Meisner-Maggard, Vice President, is serving on the Cheyenne Regional Airport's CRAFT committee and serves on the U.S. Chamber of Commerce Tech Council focused on National infrastructure, technology and transportation.

Cheyenne Rising is translating imagination into a reality with fact-based problem identification and solutions. The initiative successfully united key community stakeholders and leaders to fund and conduct a study to thoroughly identify action steps for area improvements. Ultimately, the Greater Cheyenne Chamber of Commerce plans to gain a higher standard of living for all. Dale Steenbergen, President/CEO, with Board Members Tara Nethercott, Mike Williams, Patrick Madigan, Brian Heithoff, along with community leaders are serving on the Forward Greater Cheyenne Plan Steering Committee.

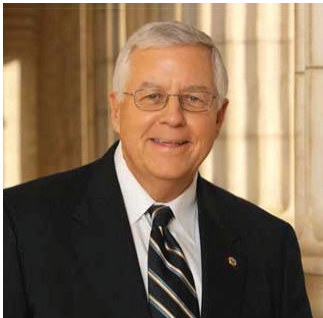
Take Action!

Contact Director of Partner Relations, Tonya Dove:
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Your Elected Officials

Those elected into office play a critical role in developing a healthy business climate. As policy makers, they heavily influence business regulation and economic development.

CONGRESSIONAL DELEGATION



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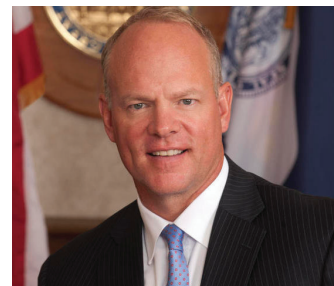


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