



What is CAEDA?

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Casper Area Economic Development Alliance

Casper, Wyoming – elevation 5,123 feet. Casper, Wyoming – the center for transportation, healthcare, manufacturing, media, energy & professional services in Wyoming. The Casper Area Economic Development Alliance, also known as CAEDA – a big question mark.

There are many questions in the community as to what CAEDA is and what exactly CAEDA does for the Natrona County area. This article will further explain economic development, CAEDA, and Forward Casper.

What exactly is economic development? Economic development is a set of programs, policies, and activities that seek to create jobs, increase wealth, improve the business climate, enhance the quality of life, and influence the growth of an economy. Economic development is important because it results in a higher standard of living for all citizens through positive community changes.

So what is CAEDA, and how does it facilitate positive economic development? CAEDA was formed in 1987 as a private-public partnership between business and government to serve as the principal catalyst for economic development within Natrona County and the City of Casper. CAEDA helps to facilitate economic development by expanding and diversifying the region's economic base, recruiting new business into the community, assisting in establishing new facilities, and marketing the area for additional growth and activity.

CAEDA does this specifically by utilizing several different components. These include, but are not limited to:

- Data – provides up-to-date economic and industry data and demographics
- Partnerships – coordinates partnerships with the City of Casper, Town of Mills, Evansville, Bar Nunn, Midwest, and Edgerton, Natrona County, the Casper Area Chamber of Commerce, the Wyoming Business Council, property owners, and other community members
- Recruitment – attracts new businesses and industries to the area
- Existing Businesses – provides resources and assists local businesses to improve profitability, diversify sales, expand product lines, and recruit and maintain a quality workforce
- Start-up Businesses – assists with the Casper Area Innovation Center (CAIC)
- Employees – CAEDA puts businesses in touch with educational facilities that can provide customized training
- Advocacy – serves as an advocate on behalf of existing and potential businesses to influence public policy and resource allocation decisions that benefit the local business climate

And Forward Casper? Forward Casper was created in 2001 to enable CAEDA to capitalize on economic development opportunities. The Forward Casper group consists of businesses, individuals, non-profits and other groups who wish to invest in their community. So why should you be a Forward Casper member? The benefits of joining this group include: promoting business relocation and/or expansion; providing support for start-up companies; facilitating workforce education; influencing public policy and resource allocation decisions; and improving the economic quality of life in the Natrona County area.

While those benefits are excellent for the community, what about the benefits specific to you? Forward Casper members enjoy exclusive benefits such as: access to current economic, real estate, labor force, regulatory, taxation, etc. data; an increased and more diverse customer base; access to the CAEDA Newsletter, press releases, and website updates; public recognition and marketing exposure as a proactive business leader; reduced expenses associated with employee recruitment and training; invitations to CAEDA's Quarterly Business Breakfasts and other special events; assistance with writing and obtaining grants; and eligibility to serve as a representative on the CAEDA Board of Directors.

For more information on economic development, CAEDA, Forward Casper, and how we can help you, please contact the CAEDA office at 307-577-7011 and visit our website at www.casperworks.biz and let Casper Work for You!