



Presentations

- East Colfax Community Collective
- Denver
- Northwest Chamber Alliance members
- Estes Park Chamber of Commerce
- Fort Collins Downtown Development Authority
- Pueblo Latino Chamber of Commerce
- Steamboat
- Latino Boulder Chamber of Commerce
- Hispanic Business Alliance Estes Park



Marketing update

- In person presentations
- Continue earned media campaign
- Rural newspaper ads to be placed this summer
 - Targeting over 15 different news outlets in the rural regions



Ahead in 2023

- Updating the marketing plan
- Focusing on messaging
 - Communicating need to run payroll
 - Enforcement in 2024



COLORADO
SecureSavings

Program Update
June 27, 2023

PROPRIETARY & CONFIDENTIAL
TO VESTWELL HOLDINGS /
FOR INSTITUTIONAL USE ONLY



AGENDA

Employer Update

Employee Update

Program Deadlines and Communications

Marketing Recap

Employer Update

**Comparing Q1 2023
and activity through
the mid June (in
advance of the 3rd
employer deadline).**

	As of 3/31/2022	As of 6/20/2023
Total Employers	80,031	85,800
Registered Employers	3,121	9,421
Exempt Employers	3,727	14,041
Submitting Payroll	257	2,163

Employee Update

Comparing Q1 2023 and activity through the mid June (in advance of the 3rd employer deadline).

	As of 3/31/2022	As of 6/20/2023
Funded Saver Accounts	2,837	19,804
Total Saver Assets	\$567K	\$4.99M
Av. Account Balance	\$200	\$252
Av. Deduction Rate	4.97%	4.96%
Av. Monthly Contribution Amount	\$134	\$135

Program Deadlines & Communications

Number of employees	Registration deadline
Employers with 50 or more employees	March 15, 2023
Employers with 15 to 49 employees	May 15, 2023
Employers with 5 to 14 employees	June 30, 2023

- ✓ **"Program Open" Notices sent to ALL employers in January (1/11 and 1/18)**
- ✓ **Wave One employer notices complete (3 notices prior to deadline, two post-deadline)**
- ✓ **Wave Two employer notices complete (3 notices prior to deadline, two post-deadline)**
- ✓ **Wave Three pre-deadline notices complete, two remaining post-deadline notices to be sent (7/11 and 8/1)**



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Wave 2 Paid Media Summary



LinkedIn Campaign Summary

Campaign	Impressions	Clicks	CTR
Business Owners	58,141	231	0.40%
CPAs & Bookkeepers	6,078	45	0.74%
Grand Total	64,219	276	0.43%

- Overall the campaign delivered a click through rate of .43%, which slightly exceeds the platform benchmark of .40%.
- The campaign also exceeded the \$20 cost per click benchmark, coming in at just over \$18.
- The CPA & Bookkeeper audience outperformed the Business Owner audience in CTR, but came at a much higher cost per click.
 - It would be helpful to understand if this higher cost is translating to additional registrations.



LinkedIn Audience Summary - Business Owners

Job Title	Impressions	Clicks
Founder	12504	59
Owner	11431	46
Chief Executive Officer	9658	38
President	8737	31
Co-Founder	5900	18
Managing Partner	2308	3
Partner	2307	4
Chief Operating Officer	2092	10
Co-Owner	1293	5
Principal	1201	4
Chief Financial Officer	1065	7
Member	789	0
Consultant	693	0
Advisor	593	0
Investor	577	0
Director	575	5
Managing Director	480	0
Principal Owner	477	3
Creative Director	467	0
Vice President	451	0
Chairperson	434	0
Writer	425	0
Chief Officer	415	0
Chief Technology Officer	406	6
Executive Director	402	0

County	Impressions	Clicks
Denver County	20540	68
Arapahoe County	9023	40
Boulder County	6531	36
El Paso County	4266	13
Jefferson County	3003	16
Douglas County	2957	6
Larimer County	2947	4
Weld County	1536	4
Broomfield County	1382	5
Adams County	1299	5
Mesa County	514	0
Eagle County	444	0
Pitkin County	423	0
Pueblo County	368	6
Garfield County	302	0
Summit County	302	4
La Plata County	258	3
Routt County	237	0
Elbert County	154	0
Chaffee County	135	0
Gunnison County	127	0
Teller County	113	3
Park County	81	0
Grand County	80	0
San Miguel County	71	0

Company Size	Impressions	Clicks
2-10 employees	30494	120
11-50 employees	17873	75
51-200 employees	10810	42
1 employee	7104	31
201-500 employees	1500	5
1001-5000 employees	1097	0
10001+ employees	858	0
501-1000 employees	663	3
5001-10000 employees	313	0

LinkedIn Audience Summary - CPAs

Job Title	Impressions	Clicks
Bookkeeper	680	4
Payroll Specialist	622	0
Payroll Manager	361	0
Certified Public Accountant	331	0
Payroll Administrator	120	0
Owner	81	0
Staff Tax Accountant	72	0
Office Manager	69	0
Director of Payroll	66	0
Human Resources Payroll	62	0
Payroll Supervisor	55	0
Accountant	44	0
Tax Accountant	43	0
Senior Payroll Specialist	42	0
Senior Payroll Manager	41	0
Implementation Specialist	40	0
Tax Specialist	39	0
Payroll Accountant	39	0
HR Payroll Manager	39	0
Payroll Benefits Specialist	37	0
Support Specialist	33	0
Professional	29	0
Benefits Manager	28	0
Full Charge Bookkeeper	28	0
Accounts Payable Payroll	27	0

County	Impressions	Clicks
Denver County	711	0
Arapahoe County	458	0
El Paso County	256	0
Adams County	167	0
Douglas County	151	0
Jefferson County	149	0
Boulder County	146	0
Larimer County	111	0
Weld County	99	0
Broomfield County	41	0
Mesa County	29	0
Pueblo County	21	0
Montrose County	18	0
Garfield County	14	0
La Plata County	12	0
Chaffee County	12	0
Summit County	9	0
Pitkin County	7	0
Fremont County	7	0
Routt County	6	0
Eagle County	6	0
Cheyenne County	6	0
Park County	6	0
Archuleta County	5	0
Montezuma County	4	0

Company Size	Impressions	Clicks
1001-5000 employees	536	0
11-50 employees	363	3
2-10 employees	358	0
51-200 employees	328	0
201-500 employees	254	0
10001+ employees	247	0
501-1000 employees	187	0
5001-10000 employees	83	0
1 employee	56	0

Digital Out of Home Summary

Screen Type	Impressions
Digital Billboard	624,013
Office Building	213,085
Taxi / Rideshare Interior	77,999
Urban Panel	106,198
Bar/Restaurant TV	2,147
Grand Total	1,023,442

Segment	Impressions
Denver County	382,098
Adams County	235,284
Arapahoe County	162,592
Douglas County	49,545
El Paso County	39,180
Weld County	37,910
Larimer County	37,030
Mesa County	33,934
Jefferson County	33,764
Boulder County	8,578
Broomfield County	3,153
Summit County	168
La Plata County	126
Pueblo County	42
Alamosa County	33
Morgan County	4
Grand Total	1,023,442





Quarter 1 Investment Performance: High Level Overview



Secure 2.0 & Legislative Updates

- The changes made under Secure 2.0 do not directly affect the SecureSavings Program and our daily operations
- Saver Tax Credit: Additional clarification sought.
- Tax Credits for Small Employers

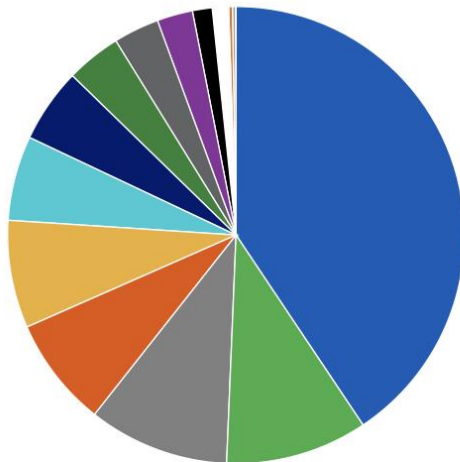
Asset Allocation as of March 31, 2023

Colorado Secure Savings Program - Colorado Plans

Asset Allocation Chart

As of March 31, 2023

March 31, 2023 : \$530,148





Maine Partnership

- Began partnership conversation in late April/early May
- Aligned statutory language
- Maine developed timeline to launch with Vestwell: Pilot October 2023
- Full launch: Early 2024



Maine Partnership: Areas to Discuss

- Negotiate contract and interstate agreement approved by CSSP Board in September 2022 meeting.
- Contract modifications primarily focused on updating definitions and clarifying some language.
- Interstate Agreement to update language regarding Partner State and Vendor engagement