



Colorado

Office of Economic Development
and International Trade

Bottom-up to Colorado Blueprint to Business Plan



Building the Colorado Economy

“When we build, let us think that we build forever. Let it not be for present delight nor present use alone. . .[so] that men will say, see, this our father did for us.”

Andel’s Carpenters and Builders Guide

Copyrighted 1923, Subsequent Printings 1939 and 1951

Bottom-Up Economic Development Initiative



Statistics

- More than **5,000** people engaged at public meetings
- More than **50** meetings around the state
- More than **8,600** surveys completed
- All **64** Counties participated
- More than **6,000** miles traveled by the State team
- A **dozen** state agencies and statewide organizations participated

County by County



64 County Summaries

...AND...

Region by Region



14 Regional Statements

Colorado Blueprint – Six Core Objectives



I. Build a Business-Friendly Environment



II. Retain, Grow and Recruit Companies

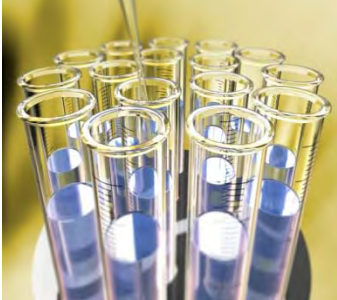
III. Increase Access to Capital

IV. Create and Market a Stronger Colorado Brand



V. Educate and Train the Workforce of the Future

VI. Cultivate Innovation and Technology



Build a Business-Friendly Environment

- A. Change culture of issuing unfunded mandates to local governments
- B. Increase level of customer service and responsiveness of state government
- C. Work closely with local governments to create a more uniform tax and fee procedure
- D. Initiate and pursue legislative changes that improve efficiency and effectiveness in government

Key takeaway: To make state government more responsive, more efficient, and more effective in the delivery of services to the customer



Retain, Grow and Recruit Companies

- A. Actively retain and grow Colorado companies and aggressively recruit domestic and international companies
- B. Develop and implement statewide protocols and procedures for company attraction and prospecting
- C. Define and pursue industry clusters key to economic growth across Colorado
- D. Focus and coordinate development of local infrastructure in communities across Colorado

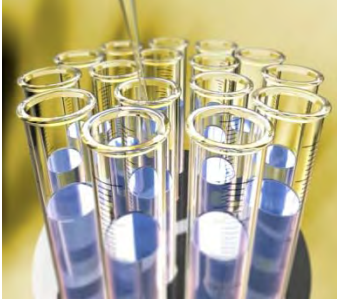
Key takeaway: To support the health and growth of Colorado companies and attract growing companies to bring their business to Colorado, with a strategic cluster focus



Increase Access to Capital

- A. Enhance access to capital and debt financing for small businesses
- B. Stimulate private investment with expanded venture and angel capital programs
- C. Promote increased communication between banking and business communities
- D. Provide financial vehicle for tourism projects as necessary to increase out of state tourism

Key takeaway: To support lending to viable small businesses and stimulate private investment in Colorado companies through new and expanded finance programs



Create and Market a Stronger Colorado Brand

- A. Strengthen and promote the Colorado brand
- B. Launch an initiative to craft a short-term and long-term vision for Colorado
- C. Engage industry partners in marketing and promoting Colorado (Trade and Tourism Ambassador Program)
- D. Develop agritourism, heritage and cultural tourism across Colorado

Key takeaway: To define a brand and vision which drives Colorado as both a great place to live and a great place to build your business





Educate and Train the Workforce of the Future

- A. Align the efforts of education, workforce training & economic development across state agencies & stakeholders
- B. Create a demand-driven workforce system matching Colorado's workforce assets to upcoming needs of business
- C. Prepare Colorado youth for full participation in the increasingly demanding and competitive
- D. Increase awareness of quality entrepreneurial training

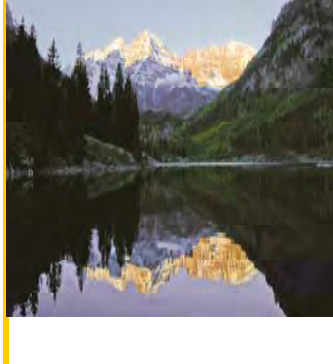
Key takeaway: To drive a competitive advantage for Colorado by building a workforce which is consistently ranked in the top 10 throughout the country and is directly connected to the needs of the business community



Cultivate Innovation and Technology

- A. Improve telecommunications technologies and access across Colorado
- B. Establish cluster-focused Information Technology Economic Development Advisory Council
- C. Implement the Governor's innovation initiative
- D. Export Colorado's innovation-based services, products and agricultural commodities

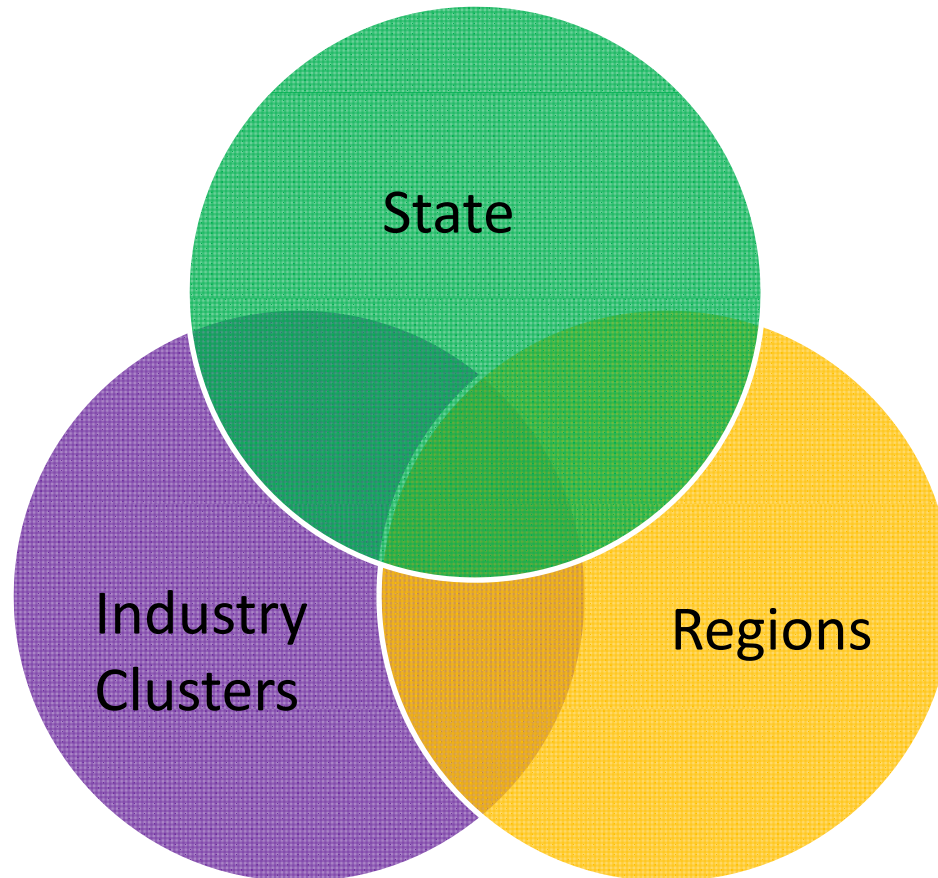
Key takeaway: To establish Colorado as the most innovative state in the country supported by a significantly improved infrastructure in technology, broadband and telecommunications



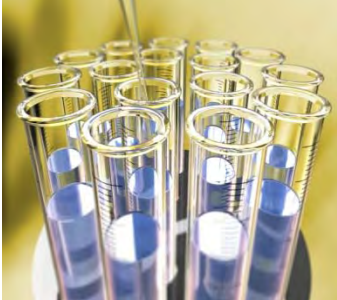
Bottom Up → Blueprint → Business Plan

Colorado Blueprint – Alignment

Successful implementation will require a three-dimensional alignment of state, regions and industry clusters

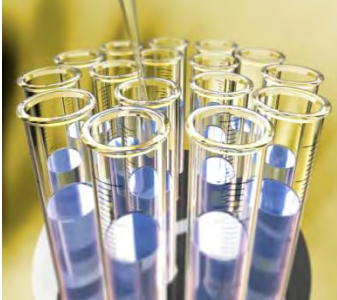


Colorado Blueprint – State



- Cabinet Economic Development Working Group
 - Horizontal Integration
- Pipeline
 - How to create a robust pipeline?
 - Partnering more effectively with local and regional partners
 - Governor's Business Roundtable
 - Mission trips
 - Relationship to regional development and clusters
 - Better retention and growth of current businesses
 - Focus on alignment of resources around key industries (clusters)
- Communications and coordination of resources and data

Colorado Blueprint – Regional Development



- Regional Statements to Actionable Strategic Plans
 - Development of sustainable, high-impact regional economic development strategies.
 - Strategies are inclusive of existing regional strategic plans (i.e., CEDS)

- How?
 - Regional Councils
 - Regional Resources
 - State Integration

Colorado Blueprint – Regional Development Regional Councils



- Regional Council Concept
 - Region by Region review
 - Who is at the table?
 - What are the common issues?
 - How to be additive and collaborative (not duplicative and redundant)?

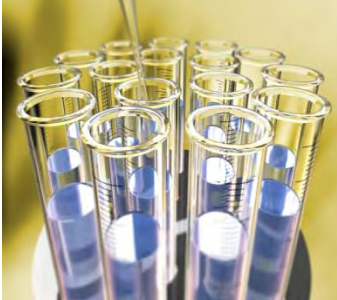
- Council Objectives
 - Creation of Regional Actionable Strategic Plan
 - Solution oriented
 - Inclusive of entire regional needs and issues
 - Collaborative with sister regions based on similar industry clusters, assets or issues

Colorado Blueprint – Regional Development Regional Resources



- State Resources
 - OEDIT/DOLA MOU
 - OEDIT Regional Deployment
 - Regional Director plus 3-4 FTE
 - Infrastructure
 - Policy
 - Strategic planning
 - Global Business Development
 - 4-5 recruiting specialists focused on key industries
 - 3 relationship specialists focused on types of businesses
- Training and Resources.
 - OEDIT, Universities, federal partners (USDA, NGA, etc.), private resources
 - Economic development basics (analysis of data, trends and research)
- Colorado Resource Centers
 - SBDC (18 physical locations - 15-20 sub-facilities per location)
 - Existing SBA funding and resources
 - EDC Incentives
 - Enterprise Zones
 - Next steps – State resources integration (Workforce, CDOT, GEO, DOLA, federal funding, etc.)

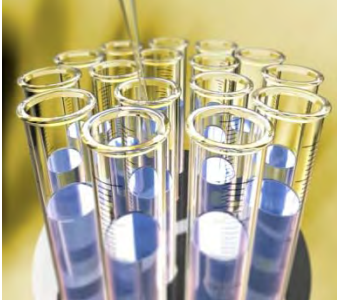
Colorado Blueprint – Regional Development State Integration



- State Economic Development Committee
 - Chair from each regional council
 - Access to state government

- Statewide integration of Strategic Actionable plans
 - How?
 - Common Need and Issues
 - Clusters

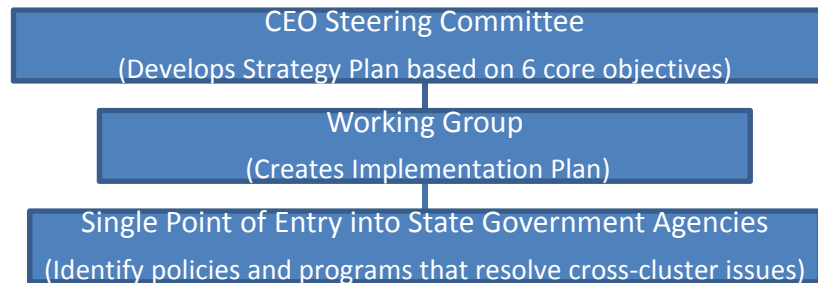
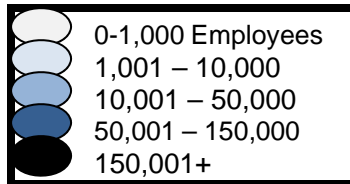
Colorado Blueprint – Primary Industry Clusters



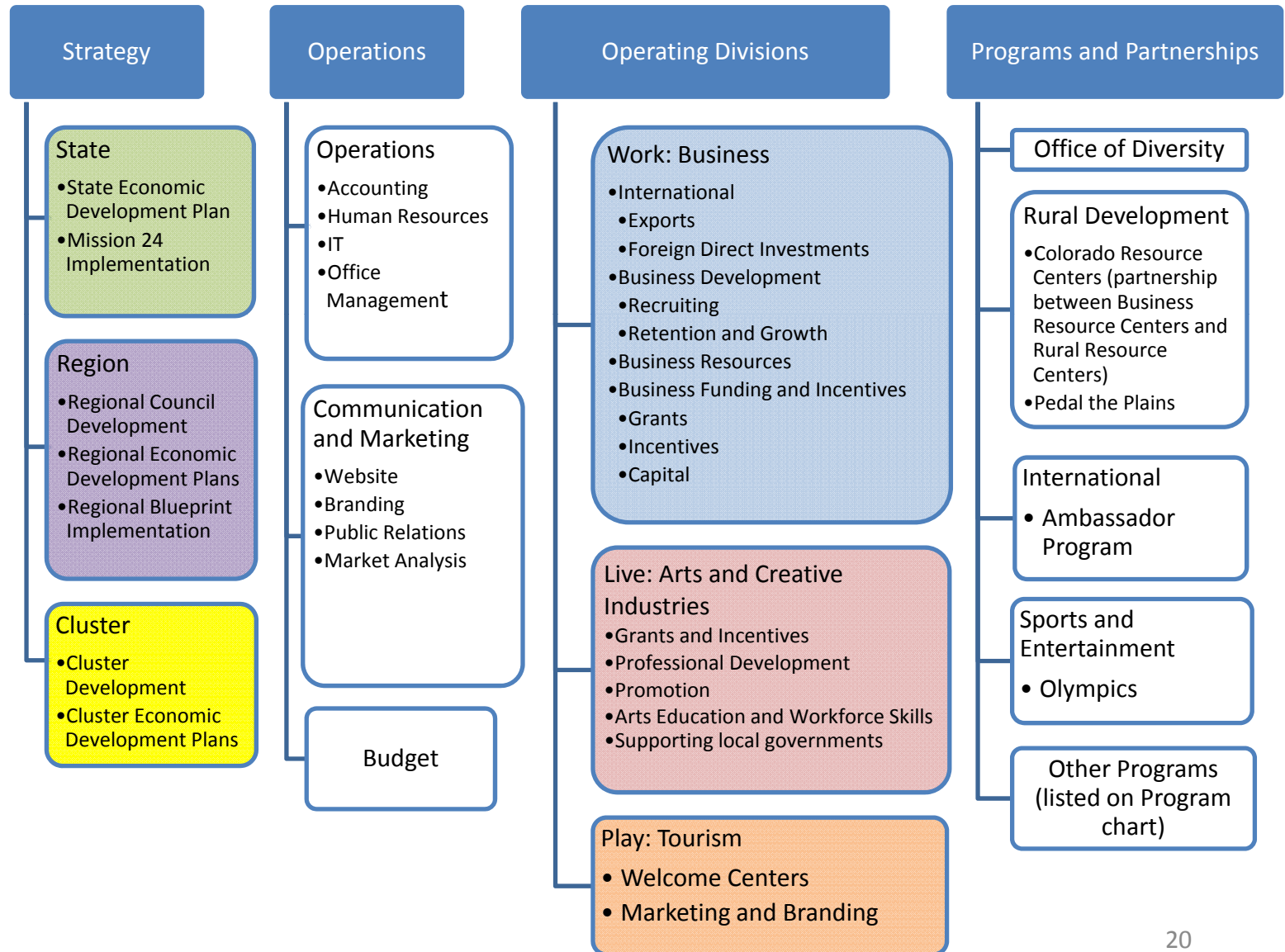
- What is a Primary Industry Cluster?
 - Each cluster will consist of groups of related businesses and organizations within an industry whose collective excellence, collaboration and knowledge provide a sustainable competitive advantage

- What is the purpose for identifying?
 - To drive job growth in Colorado by better aligning public and private resources in support of key industries throughout the state
 - To align regions around common clusters

Primary Pillars of Competitiveness	EFFICIENCY ENHANCERS	Business Environment Business Development Business Funding Workforce/ Education	Primary Industry Clusters										Total Employment/GSP
			WORK					LIVE			PLAY		
			Bio science	Aero space	Energy & Natural Resources (New Energy, Fossil Fuels, Mining)	Agriculture (Crops & Livestock, Food & Beverage Processing)	Financial Institutions (Banks, Insurance Companies)	Information (Telecom, Internet, Broadcasting)	Defense & Homeland Security (Military)	Electronics (Design & Assembly)	Health & Wellness (Hospitals & Senior Care)	Creative Industries (Design, Media & Publishing)	
INNOVATION AND COMMERCIALIZATION	Infrastructure Engineering & Development (Water & Civil)												
	Manufacturing												
	Technology (IT, Software, Cleantech & R&D)												
	Transportation & Logistics (Aviation, Freight, Warehousing)												
<i>Total Employment/GSP</i>													

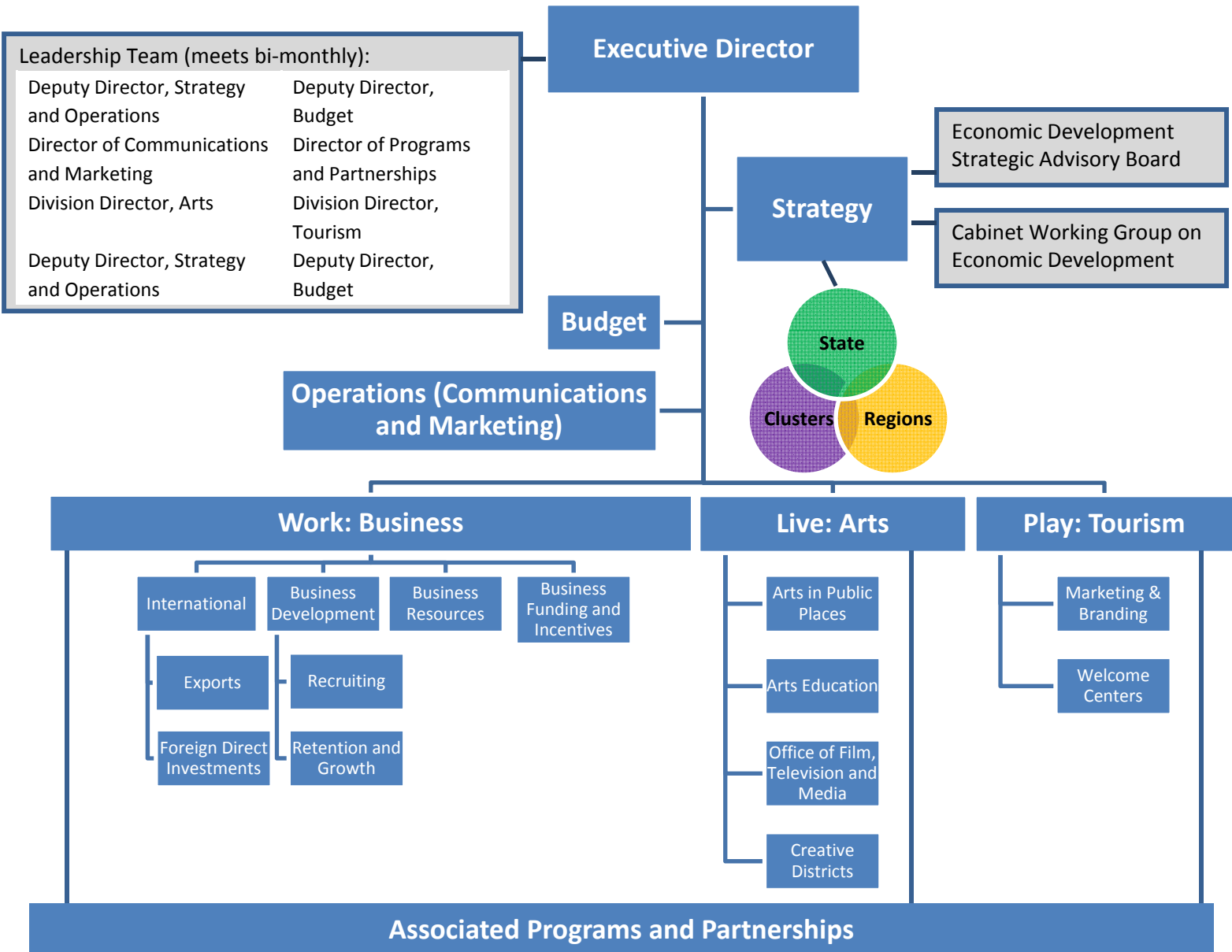


Colorado Blueprint – Aligning Resources to Drive Strategy and Results



Colorado

Organizational Alignment: New OEDIT Organizational Chart



Connect Colorado Every Door Leads to Communications, Connections and Collaboration

Communications		Connections			Collaboration		
Colorado Communications Center	Multiple Points of Entry	Colorado Resource Centers	Training and Education Programs	Colorado Concierge Service	Colorado Blueprint		
					State	Regions	Clusters
<ul style="list-style-type: none"> Website Statewide calendar and resource portal Quarterly and Annual Reports 	Multiple ways of accessing Economic Development information and resources	<ul style="list-style-type: none"> One-Stop Resource Shop [easy to use on-line grant and subsidies application process] Virtual- Colorado Connect Website Physical– Current SBDC Centers [and library system] 	Educating and Training Statewide Partners on Mission, Strategy, Programs and Resources so they can be better prepared to educate and train those within their network	Personally connecting problems and issues with solutions	6 Core Objectives <ul style="list-style-type: none"> Business Friendly Retain, Grow and Recruit Businesses Capital Access Brand Workforce/ Education Innovation (COIN) 	14 Regional Councils <ul style="list-style-type: none"> 14 Regional Council Plans that are aligned with 6 core objectives Regional Development Funding State Economic Development Council EDC Oversight team Governor 	<input type="checkbox"/> Cluster Working Groups <ul style="list-style-type: none"> Bottom-Up Cluster Strategy that is aligned with 6 core objectives Cluster Funding Mechanism EDC Oversight Team Governor
Rural, Local and Regional Partnerships							



Questions/Comments

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