

Colorado

Office of Economic Development
and International Trade

Bottom-up to Colorado Blueprint to Business Plan


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Colorado 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

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Colorado

Colorado Blueprint

<div style="background-color: #f8d7da; padding: 5px; border: 1px solid #f5c6cb; margin-bottom: 5px;"> I. Build a Business-Friendly Environment </div> <div style="border: 1px solid #f5c6cb; padding: 5px;"> <ul style="list-style-type: none"> A. Change practice 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 </div>	<div style="background-color: #fff3cd; padding: 5px; border: 1px solid #ffeeba; margin-bottom: 5px;"> II. Retain, Grow and Recruit Companies </div> <div style="border: 1px solid #ffeeba; padding: 5px;"> <ul style="list-style-type: none"> A. Actively retain and grow local 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 </div>	<div style="background-color: #d4edda; padding: 5px; border: 1px solid #c3e6cb; margin-bottom: 5px;"> III. Increase Access to Capital </div> <div style="border: 1px solid #c3e6cb; padding: 5px;"> <ul style="list-style-type: none"> A. Enhance access to capital and debt financing for small companies 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 </div>
<div style="background-color: #d1ecf1; padding: 5px; border: 1px solid #bee5eb; margin-bottom: 5px;"> IV. Create and Market a Stronger Colorado Brand </div> <div style="border: 1px solid #bee5eb; padding: 5px;"> <ul style="list-style-type: none"> 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 D. Develop agritourism, heritage and cultural tourism across Colorado </div>	<div style="background-color: #d1ecf1; padding: 5px; border: 1px solid #bee5eb; margin-bottom: 5px;"> V. Educate and Train the Workforce of the Future </div> <div style="border: 1px solid #bee5eb; padding: 5px;"> <ul style="list-style-type: none"> A. Align the efforts of education, workforce training and economic development across state agencies and stakeholders B. Create a demand-driven workforce system matching Colorado's talent pool to upcoming needs of business C. Prepare Colorado youth for full participation in the increasingly demanding and competitive economy D. Increase awareness of the availability of quality entrepreneurial training </div>	<div style="background-color: #d1ecf1; padding: 5px; border: 1px solid #bee5eb; margin-bottom: 5px;"> VI. Cultivate Innovation and Technology </div> <div style="border: 1px solid #bee5eb; padding: 5px;"> <ul style="list-style-type: none"> 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 technologies, products and agricultural commodities </div>

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Colorado

State Initiative I.




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


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<p>Colorado</p> 	<h2 style="text-align: center;">State Initiative II.</h2> <h3 style="text-align: center; color: orange;">Recruit, Grow and Retain Businesses</h3> <div style="border: 1px solid orange; padding: 5px;"> <ul style="list-style-type: none"> 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 </div> <div style="border: 1px solid orange; padding: 5px; margin-top: 10px;"> <p>Key takeaway: To support the health and growth of Colorado businesses and attract growing companies to bring their business to Colorado with a strategic cluster focus</p> </div> <p style="text-align: right; font-size: small;">5</p>
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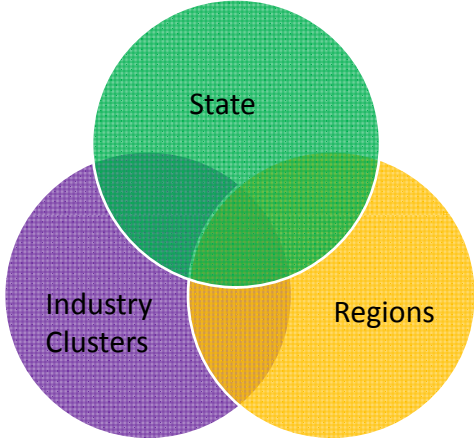
<p>Colorado</p> 	<h2 style="text-align: center;">State Initiative III.</h2> <h3 style="text-align: center; color: green;">Increase Access to Capital</h3> <div style="border: 1px solid green; padding: 5px;"> <ul style="list-style-type: none"> A. Enhance access to capital and debt financing for small businesses 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 </div> <div style="border: 1px solid green; padding: 5px; margin-top: 10px;"> <p>Key takeaway: To support lending to viable small businesses and stimulate private investment in Colorado companies through new and expanded finance programs</p> </div> <p style="text-align: right; font-size: small;">6</p>
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<p>Colorado</p>	<h2 style="text-align: center;">State Initiative IV.</h2>
	<h3 style="text-align: center;">Create and Market a Stronger Colorado Brand</h3> <ul style="list-style-type: none"> 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 D. Develop agritourism, heritage and cultural tourism across Colorado <div style="border: 1px solid purple; padding: 5px; margin-top: 10px;"> <p>Key takeaway: To define a common brand and vision to serve as a foundation for increasing Colorado’s market share in direct investment, relocating companies & overnight visitors</p> </div> <p style="text-align: right;">7</p>

<p>Colorado</p>	<h2 style="text-align: center;">State Initiative V.</h2>
	<h3 style="text-align: center;">Educate and Train the Workforce of the Future</h3> <ul style="list-style-type: none"> 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 <div style="border: 1px solid teal; padding: 5px; margin-top: 10px;"> <p>Key takeaway: To improve educational effectiveness, quality and outcomes from early childhood education through post-secondary education and workforce training pipelines, leading to meaningful careers for Coloradans</p> </div> <p style="text-align: right;">8</p>


<p>Colorado</p>	<h2>State Initiative VI.</h2>
	<h3>Cultivate Innovation and Technology</h3> <ul style="list-style-type: none">A. Improve telecommunications technologies and access across ColoradoB. Establish cluster-focused Information Technology Economic Development Advisory CouncilC. Implement the Governor's innovation initiativeD. Export Colorado's innovation-based services, products and agricultural commodities <p>Key takeaway: To be recognized as the nucleus of innovation, technology and economic growth by enhancing entrepreneurial activity and telecommunications across Colorado</p> <p>9</p>

				
				
<p>Bottom Up → Blueprint → Business Plan</p> <p>10</p>				

<p>Colorado</p>	<h2>Colorado Blueprint – Alignment</h2>
	<p>Successful implementation will require a three-dimensional alignment of state, regions and industry clusters</p>  <p style="text-align: right;">11</p>

<p>Colorado</p>	<h2>Colorado Blueprint – State</h2>
	<ul style="list-style-type: none"> ▪ Cabinet Economic Development Working Group <ul style="list-style-type: none"> ○ Horizontal Integration ▪ Pipeline <ul style="list-style-type: none"> ○ How to create a robust pipeline? <ul style="list-style-type: none"> ▪ 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 ▪ Communications and coordination of resources and data <p style="text-align: right;">12</p>


<p>Colorado</p>	<p>Colorado Blueprint – Regional Development</p>
	<ul style="list-style-type: none"> ▪ Regional Statements to Actionable Strategic Plans <ul style="list-style-type: none"> ○ Development of sustainable, high-impact regional economic development strategies. ○ Strategies are inclusive of existing regional strategic plans (i.e., CEDS) ▪ How? <ul style="list-style-type: none"> ○ Regional Councils ○ Regional Resources ○ State Integration
	<p>13</p>

<p>Colorado</p>	<p>Colorado Blueprint – Primary Industry Clusters</p>
	<ul style="list-style-type: none"> ▪ What is a Primary Industry Cluster? <ul style="list-style-type: none"> ○ 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? <ul style="list-style-type: none"> ○ 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
	<p>14</p>

Key Industry Matrix

Pillars of Competitiveness INNOVATION TO COMMERCIALIZATION		Key Industry Concentrations for Collaboration										
		WORK								LIVE		PLAY
		Bioscience & Medical Devices	Aerospace	Energy & Natural Resources	Food & Agriculture	Financial Services	Information	Defense & Homeland Security	Electronics	Health & Wellness	Creative Industries	Tourism & Recreation
Business Environment												
Business Development												
Business Funding												
Branding												
Workforce & Education												
Innovation												
Infrastructure Engineering & Development												
Manufacturing		NASA/ACE Initiative										
Technology												
Transportation & Logistics												

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Colorado Blueprint – Connect Colorado


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 	<ul style="list-style-type: none"> 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) 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Personally connecting problems and issues with solutions 	<ul style="list-style-type: none"> 6 Core Objectives <ul style="list-style-type: none"> Business Friendly Retain, Grow and Recruit Businesses Capital Access Brand Workforce/ Education Innovation (COIN) 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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

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Questions/Comments
Visit: www.colorado.gov/coloradoblueprint

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