

STATE OF COLORADO

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John W. Hickenlooper
Governor

D 2011-004

EXECUTIVE ORDER

Creating the Governor's Trade and Tourism Ambassador Program

Pursuant to the authority vested in the Office of the Governor of the State of Colorado, I, John W. Hickenlooper, Governor of the State of Colorado, hereby issue this Executive Order creating the Governor's Trade and Tourism Ambassador Program.

I. Background and Purpose

In order to build and maintain a growing economy and create jobs, Colorado must fully integrate itself with an increasingly global economy. Doing so requires promoting the export of Colorado goods and services to other countries, persuading foreign investors to establish or expand operations in Colorado, and attracting tourists to experience the state's year-round attractions. Many states have established a dedicated presence in other countries to accomplish these goals, and it is critical that Colorado be able to compete effectively with such efforts.

Maintaining a dedicated trade and tourism development presence in other countries is a costly undertaking. In an era of constrained budgets, the Trade and Tourism Ambassador Program is created as a public-private initiative to address the issue of marketing and promoting trade and tourism with Colorado at almost no cost to the taxpayer. The program will enlist Colorado companies and individuals either already located or actively engaged in target countries to voluntarily promote trade, investment, and tourism with Colorado.

II. Directive and Scope

The Governor's Trade and Tourism Ambassador Program (the "Ambassador Program") is hereby created. The mission and scope of the Ambassador Program is as follows:

- A. The Office of Economic Development and International Trade ("OEDIT") and the Colorado Tourism Office will jointly identify target countries in which to establish a Colorado Ambassador Group ("CAG"). Initially, the program will be established in Japan, Mexico, and Canada. Additional CAGs including, but not limited to, other strategic Asian and European markets, will be established as soon as practicable. OEDIT and the Colorado Tourism Office shall jointly establish procedures for the operation of the CAGs, based upon the directives of this Executive Order.
- B. OEDIT and the Colorado Tourism Office shall establish a CAG in each target country comprised of local executives or managers of Colorado companies doing business in that country as well as other interested individuals. Creation of the CAG and its membership shall be as set forth in Section III below.
- C. OEDIT and the Colorado Tourism Office will provide the CAG with data on the current state of international trade and tourism for the target country. These agencies may also work with such organizations as the Colorado Association of Commerce and Industry, the Denver Metro Chamber, Denver International Airport, Visit Denver, and others to obtain relevant information and input. The CAG members may ask for such additional information as they deem necessary, and may also use their own or other local resources for information.
- D. Each CAG shall create and maintain an up-to-date marketing strategy and priority list for their country. This strategy should identify the top areas where the CAG and Colorado should focus its marketing efforts, as well as a marketing plan to promote and brand Colorado in its country. The CAG should work with OEDIT and the Colorado Tourism Office to ensure consistency in branding and messaging.
- E. The CAG should interact on a periodic basis with OEDIT, the Colorado Tourism Office, and relevant private and nonprofit organizations in Colorado as necessary to coordinate initiatives, avoid duplication of effort, and work together when determined desirable.

III. Membership

- A. Each CAG shall be comprised of in-country executives and managers of Colorado companies, as well as interested individuals actively engaged with those countries having ties to, and a stake in, Colorado and its economy and tourism industry.

- B. OEDIT and the Colorado Tourism Office shall solicit the names of such individuals from Colorado companies doing business in target countries and other relevant organizations (such as the local Chambers of Commerce, CACI, and others) and select the members of the CAGs from the names provided.

IV. Staffing and Resources

The directors of OEDIT and the Colorado Tourism Office may each designate an appropriate employee of their respective agencies to act as liaison to the CAGs.

OEDIT and the Colorado Tourism Office shall use existing funding, if at all, so that the CAGs may create any necessary marketing materials for use in their countries, and shall reimburse the panels for the costs of creating such materials, subject to established state government processes for approving any such reimbursement.

Members of the advisory panels shall serve without compensation, but may, at the discretion of OEDIT and/or the Colorado Tourism Office, be reimbursed for any incidental expenses incurred.

IV. Duration

This Executive Order shall remain in full force and effect until modified or rescinded by future Executive Order of the Governor.



GIVEN under my hand and the
Executive Seal of the State of
Colorado, this eleventh day of
January, 2011.

A handwritten signature in blue ink, reading "John W. Hickenlooper".

John W. Hickenlooper
Governor