



QUARTERLY UPDATE
Highlights from across Colorado
July 2012

Build a Business-Friendly Environment

Action: Change practice of issuing unfunded mandates to local governments

Accomplishment:

- DOLA successfully launched an online process to enhance communication between state agencies and local governments

Action: Improving customer service and use of technology

Accomplishment:

- OEDIT launched its new website, which assists economic stakeholders with current prospecting activities and existing retention efforts.
- OIT launched the Colorado Information Marketplace, which provides a centralized data source that will allow for the sharing of information across boundaries in order to improve decision-making, mission performance, and customer service. Additionally, centralizing governance, security and standards around the information will reduce misinterpretation of data and provide the structure for ongoing, secure and reusable information exchanges. The Colorado Information Marketplace will create the architectural framework for those information exchanges by making data visible, accessible, understandable and trusted.

Action: Work closely with local governments to create a more uniform tax and fee procedure

Accomplishment:

- CDOR-led group finalizing recommendations to simplify tax filing process.

Action: Initiate and pursue legislative and administrative changes that improve efficiency and effectiveness in government

Accomplishments:

- Planning continues on developing the Colorado Economic Development Forum, which will be held in December, to address regulatory and policy reforms.

Retain, Grow, and Recruit Companies

Action: Pipeline and retention/expansion update

Accomplishments:

- Domestic
 - Recruiting and retention team working on more than 50 active new prospects with the potential to create more than 13,000 jobs. The team discussed economic development issues and actions with more than 500 chief officers, mid-level executives, workforce, academia and economic development partners.

- Held regional meetings with more than 500 business leaders, workforce and economic development partners in order to assist and partner with existing and newly created regional strategic plans.
 - With assistance from OIT and SIPA, OEDIT hired an asset map vendor to create a robust economic development “site selection” tool and data map. The map will include businesses, key industries, regional infrastructure, and resources to assist in business recruiting and retention efforts, including business-to-business connections.
 - OEDIT purchased Salesforce database licenses in order to create a highly effective communications tool that will be instrumental in streamlining and creating an efficient recruiting and retention process.
 - Facilitated Governor-hosted discussions with more than 50 executives of Colorado companies within the Bioscience, Technology & Information, Creative Industries, Health & Wellness, Manufacturing, and Energy & Natural Resources industries.
 - Hosted CXO business networking lunches for Colorado companies within various key industries, including Creative Industries, Technology, Manufacturing, and Health and Wellness industries.
- International
 - Hosted multiple Spanish solar companies interested in operating in Colorado and Mexican clean tech buyer delegation looking to source innovative products from Colorado.
 - Participated in the AWEA WindPower and collected 23 prospect leads.
 - Welcomed the announcement of United Airlines to begin nonstop flights to Tokyo, which will open foreign direct investment and international business development opportunities with companies currently headquartered or with significant presence in Asia.
 - Supported Volaris Airlines’ application to DOT for conditional authority to launch nonstop service from Mexico City to Denver.

Action: Develop & implement statewide procedures for attracting and handling new company prospects

Accomplishments:

- Ongoing effort to strengthen relationships with EDCC and all economic development partners in order to create an efficient, collaborative new prospect process.

Action: Define and pursue industries that are key to economic growth across Colorado

Accomplishments:

- More than 150 C-level executives engaged on Steering Committees. More than 400 tactical team members engaged.
 - Manufacturing—Assisting in the creation of Colorado Advanced Manufacturing Alliance, a statewide advanced manufacturing association that will assist Colorado manufacturing in furthering the Hickenlooper Administrations’ manufacturing agenda, including creating business to business opportunities and building a global recognition of Colorado as a hub of advanced manufacturing.
 - Technology and Information—Colorado Technology Association is refreshing and expanding its strategic plans around the six core objectives and taking ownership of initiatives to support both industries’ sectors including software, IT services, IT hardware, telecommunications, data and content delivery services. As a specific outcome of the process, CTA has added the Technology Community Connector Award to the annual Apex Awards program.

- Bioscience—Working with industry leaders and Colorado BioScience Association on expanding existing bioscience roadmap. Also working on encompassing issues surrounding the six core objectives, including an increased focus on business development and the creation of a long-term foreign direct investment strategy.
- Food & Agriculture—Working closely with industry leaders, CSU and CDA on creating cross-sector strategic plan around the six core objectives. Potential outcomes still being discussed.
- Creative Industries—Working with industry leaders and Colorado Creative Industries in order to expand and advance existing CCI strategic plan. Successful launch with expanded private-sector focus around each of the six core objectives.
- Aerospace—One of two states partnering with Brookings Institution and McKinsey & Co. as part of a national Advanced Industries initiative. Met with C-level executives and the Lt. Gov. to discuss issues surrounding the six core objectives for the purpose of identifying action steps to unify and strengthen this critical industry.
- Tourism & Outdoor Recreation—Partnering with industry leaders, Colorado Tourism Office, and Outdoor Industry Association. The Colorado Tourism Board will take ownership of outcomes and initiatives. Successful launch with expanded private-sector focus around each of the six core objectives.
- Defense and Homeland Security—Partnered with Department of Military and Veterans Affairs to develop policies and programs supporting servicemen and women, military families and veterans.
- Electronics—Creating a partnership with Arrow Electronics. OEDIT hired an electronics project manager to assist in the facilitation of the creation of a strategic plan for the establishment and growth of electronics as a key industry in Colorado. The position is funded by Arrow.

Action: Cross-agency partnerships on regional and local infrastructure development as it relates to economic development

Accomplishments:

- DOLA executed a Memorandum of Understanding that supports the Regional Partnership strategy by assisting in engaging regional stakeholders, as well as supporting the strategic planning implementation process. DOLA and OEDIT are working to create strategic summaries for each region, identifying the actions and tactics necessary for implementation of each region's blueprint statements. DOLA and OEDIT are also in discussions surrounding the current Community Assessment Program in order to identify changes that will better serve the communities, as well as leverage state resources in a more strategic manner.
- CDLE funded and hired a Core Objective Expert to work with each Key Industry on workforce and educational issues in order to align issues and potential outcome.
- CDOT and other potential agency partners are looking to co-fund a new infrastructure position to work on regional development. This position provides "table-top" analysis on transportation and other infrastructure issues to better service and align resources, programs and funding to assist regional businesses and other stakeholders.
- CDPHE is working with OEDIT on improving interactions between the regulators and economic development organizations, collaborating on strategies to reduce the burden of permitting by:

- Ensuring that businesses start the permit process EARLY (CDPHE offering to meet with prospects and businesses looking to expand and communicate requirements)
- Work with prospects to ensure permit applications are complete and technically sound upon submission
- Working with DNR and OIT to identify additional opportunities for closer collaboration on water and broadband issues.
- OEDIT partnering with OSPB, DOLA and CDLE to create a “data team” tasked with developing a comprehensive economic data framework and strategy. The data will be used to benchmark economic growth and employment growth across the key industries and the regional partnerships in the state. The numbers, and associated narratives, will also serve to promote and communicate the strengths of the Colorado economy, helping to attract new businesses to the state.

Increase Access to Capital

Action: Enhance access to capital and debt financing for business

Accomplishments:

- Continuing to deploy SSBCI funds – presently \$1M under review.
- Initiating Fire Mitigation economic development task force led by OEDIT with assistance from the Small Business Association. Currently identifying funding resources for impacted communities.
- Researching the potential hiring of a federal liaison that will reside in Washington, DC that will have access to federal partners and gain insight into federal funding opportunities.

Action: Stimulate private investment with expanded venture and angel capital programs

Accomplishments:

- SBDC and Colorado Space Business Roundtable planning an aerospace-focused venture and angel capital event in Estes Park, called the Estes Institute to encourage investment in innovative Colorado companies).

Action: Promote increased communication between banking and business communities

Accomplishments:

- OEDIT continuing to strengthen relationships with CBA, IBC and other banks.

Action: Provide financial vehicle for tourism projects as necessary to increase out-of-state tourism

Accomplishments:

- Working with Pueblo on execution of Regional Tourism Act award.

Creating & Marketing a Stronger Colorado Brand

Action: Strengthen and promote the Colorado brand

Accomplishments:

- OEDIT MarCom conducting interviews with industry, regional and state department representatives to develop background for business brand initiative.
- Chief Marketing Officer joining the state to oversee creation of business brand.

Action: Launch an initiative to craft a short-term and long-term vision for Colorado

Accomplishments:

- Launched TBD Colorado, which included over 70 meetings with more than 1,500 participants around Colorado.

Action: Engage industry partners in marketing and promoting Colorado

Accomplishments:

- TTAP members helped launch StudyColorado, a new public-private effort to draw more international students to Colorado.
- CTO's Come To Life campaign is playing well in target markets, with major increases in requests for sales guides (over 30,000 visitors to tourism-specific fire information website)

Action: Develop agritourism, heritage and cultural tourism across Colorado Marketing

Accomplishments:

- The Colorado Tourism Office developed the Documented Quote-type bid process to identify the appropriate contractor to assist in the development of the strategic plan for the heritage tourism and agritourism program.
- Identified the USA Pro Cycling Challenge 2012 route. The race is scheduled to begin August 20 in Durango and conclude with a time trial in Denver on August 26.
- Over 500 riders registered to take part in the Pedal The Plains Bicycle Tour.

Educate & Train the Workforce

Action: Align the efforts of education, workforce development and economic development across local, regional and state stakeholders

Accomplishments:

- Determined purpose, common goals, and created a project outline for leadership task force led by OEDT and CWDC.
- Met with OIT to consider the possibility of internal asset mapping based on the model used to map technology platforms across agencies.
- Established common goals around Career Pathways and Shared Assessments for workforce and education partners, and established a task group.

- Completed analysis of national best practices that are successfully aligning workforce, education and economic development in order to understand what policies might be beneficial to Colorado.
- Required reporting of local efforts around education, workforce and economic development alignment and collaboration in local workforce annual plans.
- Data sharing agreements between CDE, CDHE and CDLE.

Action: Create a demand-driven workforce system matching Colorado's talent pool to upcoming needs of business
Accomplishment:

- CWDC serving as Key Industry Core Objective Expert, ensuring that all workforce and education partners are engaged and participating in implementation.

Action: Prepare Colorado youth for full participation in the increasingly demanding and competitive economy
Accomplishment:

- Created a Workforce and STEM Committee on the Education Leadership Council (the Lt. Governor's policy task force) to focus on aligning industry imperatives and needs with Colorado's P-20 education system.

Action: Increase awareness of the availability of quality entrepreneurial training
Accomplishments:

- SBDC continuing to expand entrepreneurial training programs:
 - Women -In- Business (2 conferences): Durango July 13 and Keystone August 9.
 - SBDC launched a new agriculture-specific course "Tilling the Soil", which will be used as a resource and expanded in order to achieve business resource needs identified through the Food and Agriculture Key Industry process. Durango has completed Agriculture Training (12 week course) and north east-east central SBDC is conducting agriculture training in the Ft. Morgan area.
 - Launch of new website with updated features, focused content, and ease of use. The new website is being launched in conjunction with OEDIT's new website and is anticipated to increase awareness.
 - Held Community Forum meetings with SBDC Advisory Board and local businesses to increase awareness of SBDC services.
 - As an outcome of the aerospace key industry process
 - SBDC is launching an aerospace institute at Estes Park. OEDIT is funding a short-term FTE that will partner with SBDC and the owner of the Stanley Hotel in order to create and launch this first annual think tank program. Planning an Emerging Industries Conference.

Cultivate Innovation & Technology

Action: Improve telecommunications technologies across Colorado
Accomplishment:

- There are currently 18 active local technology planning teams (LTPT) working with the Broadband Roundtable to provide abundant, redundant and affordable broadband to all of Colorado. They are finalizing a Colorado Statewide Broadband Strategic Plan to be presented to the Governor next month.

Action: Establish cluster-focused IT Economic Development Advisory Council (ITEDAC)

Accomplishment:

- ITEDAC merges with economic development sub-committee of the CTA Board, aligning efforts to attract new business to Colorado.

Action: Implement the Governor's Innovation initiative (COIN)

Accomplishment:

- Invitations for COIN's inaugural summit were sent and speakers confirmed, including Chairman and CEO of The Coca-Cola Company. The Summit will be the first of its kind in Colorado and will foster global discussion around issues surrounding innovation best practices and other forward-thinking innovative topics.

Action: Export Colorado's innovation-based technologies, products and agricultural commodities

Accomplishments:

- Completed application to receive second round of export promotion funding from the US Small Business Association's State Trade and Export Promotion program. Tentatively awarded \$330K.
- Promoted Agribusiness at the International Spirits and Wine show, and will host a follow up delegation from Japan.