



QUARTERLY UPDATE
Highlights from across Colorado
Q3 2012

Build a Business-Friendly Environment

Action: Increase level of customer service and responsiveness of state government

Accomplishments:

- The state migrated email and calendaring activities to Google, providing for more efficiencies by cross-agency collaboration.
- OEDIT launched a new electronic certification system for the Enterprise Zone Program, increasing efficiencies for businesses and administrators in completing pre-certifications, final certifications and reporting.

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

Accomplishments:

- The *Cutting Red Tape in Colorado State Government* and supplemental report *Rule Review by State Agencies* were created, detailing efforts on various rule review processes. State agencies have collectively reviewed approximately 7,580 rules, over 50% of which have been or will be modified or repealed. This ongoing process will eliminate unnecessarily burdensome rules and better streamline the regulatory process.

Retain, Grow, and Recruit Businesses

Action: Actively retain and grow existing Colorado companies and industries and recruit domestic and international companies

Accomplishments:

- Procurement Technical Assistance Centers (PTAC) counseled 5,526 entrepreneurs/businesses, trained 9,038 entrepreneurs/businesses and ended the year with 2,833 active clients that were awarded \$693,907,998 in government contracts. This equates to 13,878 jobs created or retained for the year.

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

Accomplishments:

- Collaborated with National Governor's Association Center for Best Practices to develop a rapid, flexible and focused industry-engagement process.
- Initiated the key industry process in collaboration with relevant industry associations and community partners. The following industries have entered into the process so far: advanced manufacturing, technology & information, bioscience, food & agriculture, creative industries, aerospace, tourism & outdoor recreation, defense & homeland security and electronics. More than 150 C-level executives engaged on Steering Committees. More than 400 tactical team members engaged.

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

Accomplishments:

- Created strategic summaries for each region, identifying the actions and tactics necessary for implementation of each region's blueprint statements.
- Created Colorado Main Street to enhance coordination of downtown and main street development in Colorado communities. DOLA, OEDIT, Downtown Colorado Inc., State Historical Fund and other partners respond to the needs of communities who focus on downtown revitalization. The program welcomed five new candidate communities: the Cliffs Commercial District (Silver Cliff and Westcliffe), Fruita, Montrose, Ridgway, and Victor.
- The seven designated Main Street communities saw re-investment and new jobs over the past year:
 - Main Street communities made \$4,469,315 in the public improvements in their downtown districts.
 - Private investments reported for six of seven Main Street districts rehabilitated 9 façades and 20 buildings at a cost of \$920,400. Private real estate transactions totaled \$7,921,000.
 - 24 new businesses opened in Main Street districts, adding 73 full-time and 65 part-time jobs.
 - Main Street programs put on or sponsored 77 events, drawing over 75,000 people to their downtowns.
 - Main Street volunteers put in 11,030 volunteer hours valued at over \$240,000.

Increase Access To Capital

Action: Enhance access to capital and debt financing for small business

Accomplishments:

- Colorado was awarded \$17.2 M of State's Small Business Credit Initiative Funds (SSBCI) from the U.S. Department of Treasury to support access to capital for small businesses.
 - OEDIT's BF&I contracted with the Colorado Housing and Finance Authority (CHFA) to manage the SSBCI programs.
 - CHFA launched a webinar series targeted to banks and community development financial institutions to create awareness and utilization of the SSBCI programs.
 - CHFA is continuing to deploy SSBCI funds— presently \$1.8 in SSBCI-supported loans have been closed, \$3.4M in loans pending closing have received a commitment of SSBCI support, and SSBCI support has been requested for \$16M in loans under review.
- The state's 14 Business Loan Funds, with funding and oversight through BF&I, approved 97 new loans totaling \$4,254,394 which will result in the creation of 204 new jobs in rural Colorado.
- For the time period July 2011-June 2012, Colorado created 1,819 small business jobs, retained 3,472 small business jobs, increased small business sales by \$38,785,082 and had \$105,474,394 in capital formation.

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 to encourage investment in innovative Colorado companies.
- Colorado Fund I investments, with oversight by the Venture Capital Authority and staffing by OEDIT's Business Financing & Incentives (BF&I): A total of \$21,793,533 was invested in businesses, of which from this amount was located in distressed urban communities (\$4,350,738), designated rural counties (\$4,017,529) and in the remainder of Colorado (\$13,425,266).

- Colorado Fund II, with oversight by the Venture Capital Authority and staffed by BF&I: A total of \$9,990,988 was invested in businesses, of which from this amount was located in distressed urban communities (\$1,500,060), designated rural counties (\$1,425,000) and in the remainder of Colorado (\$7,065,928).
- The Venture Capital Advisory Committee completed an evaluation of various funding options and encouraged the Public Employee Retirement Association (PERA) to invest in Colorado and consider create a funding mechanism to do so.
- Certified Capital Companies (CAPCO): A total of \$63,603,867.47 was invested in businesses, of which from this amount was located in distressed urban communities (\$11,518,740.00), designated rural counties (\$27,244,617.00) and the remainder of Colorado (\$24,840,510.47).

Action: Promote increased communication between banking and business communities

Accomplishments:

- BF&I participated with CHFA and IBC in two marketing webinars promoting small business lending and support programs, including SSBCI, Business Loan Funds and SBDC.

Create and Market a Stronger Colorado Brand

Action: Strengthen and promote the Colorado brand

Accomplishments:

- Continuing interviews with industry, regional and state department representatives to develop background for business brand initiative.
- Aaron Kennedy was hired as Colorado's Chief Marketing Officer to oversee creation of the Colorado brand.

Action: Develop agritourism, heritage and cultural tourism across Colorado

Accomplishments:

- The Colorado Tourism Office developed the documented quote-type bid process to indentify the appropriate contractor to assist in the development of the strategic plan for the heritage tourism and agri-tourism program.
- Over 900 riders participated in the inaugural Pedal The Plains Bicycle Tour, which benefitted the eastern plains communities through direct economic impact, charitable grants and public exposure.

Educate And Train The Workforce Of The Future

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

Accomplishments:

- Convened interagency Leadership Alignment Task Force that is focused on mapping programs provided at the state and local levels and determining how to more effectively align them to improve outcomes and customer satisfaction.
- Determined the common goals of the Career Pathways Workgroup and in the process of developing common metrics between partners engaged in the alignment of career pathway efforts statewide.
- Ongoing coordination and alignment between sector initiatives and key industry effort through the CWDC Sector Steering Committee and with the Local Workforce Directors and WIBs.
- Established data leadership group within the workforce system and determining most accurate way to measure increased business satisfaction in accessing workforce services across the state.

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

Accomplishments:

- Implementation of Workforce Statewide Business Services Strategic Plan in order to increase ease of access for Colorado businesses.
- Coordination among workforce, education, and industry partners through the development of tactical team plans for the key industry process, as well as implementation plans.
- Improvement in core workforce measures required by the Workforce Investment Act over the past two years.

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

Accomplishments:

- State Youth Council developed and launched the "Toolkit for Effective Local Youth Councils" and worked with local workforce and education partners to train on the use and application of the Toolkit.

Action: Increase awareness of the availability of quality entrepreneurial training

Accomplishments:

- SBDC continuing to expand entrepreneurial training programs.
- Launch of new website with updated features, focused content, and ease of use.
- Held community meetings with SBDC Advisory Board and local businesses to increase awareness of SBDC services.

Cultivate Innovation And Technology

Action: Improve telecommunications technologies across Colorado

Accomplishments:

- The Colorado Broadband Data and Development Program (CBDDP) developed a *Lessons Learned* document to help other communities establish their LTPT's.
- Completed a connection of redundant broadband, microwave link from Pagosa Springs over Wolf Creek Pass to the San Luis Valley (including cities of South Fork, Del Norte, Monte Vista and Alamosa). This is a 4 Gbps microwave path over Wolf Creek Pass. Businesses, community anchor institutions and residences throughout the San Luis Valley now benefit from this boost in redundant (4 paths in one – if one radio fails, there are 3 others), abundant (it's a multiple of what is currently available in the San Luis Valley) and affordable (wholesale pricing about \$25/Mbps/month or about 5% of the current going rate in the Valley) middle mile services.
- Established a baseline for the number of households with telecommunications that meet FCC standards and/or comparable speeds based on the federal mapping requirements. The current number of urban and rural households with broadband (3 Mbps down & 1 Mbps up) is 1,831,023. For rural only, it is 300,921.
- Engaged the LTPT's in setting realistic goals for each community based on their local plans of expansion and deployment in individual areas.

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

Accomplishments:

- Implemented a tracking system to measure the creation of new technology-based jobs in Colorado. The targeted goal for June 2011–June 2012 was 500 jobs; total jobs are now at 7,806 for this time period.
- Successfully recruited technology companies to Colorado. The state will gain 1,250 jobs over the next five years after landing the headquarters of Arrow Electronics, a Fortune 200 company with \$18.7 billion in revenues. Additionally, NeoMedia Technologies and the new U.S. Patent and Trademark Office will come to Colorado.

Action: Implement the Governor's innovation initiative

Accomplishments:

- Published the “State of Innovation Index”, which reports on the innovation activities and performance of Colorado compared to other benchmark states on four components of innovation (talent, ideas, capital and entrepreneurship). The index was led by a research team at Colorado State University in collaboration with COIN.
- Created the Urban Innovation Coalition, which strives to bring city centers together to identify and implement programs, projects and tools to accelerate innovative businesses in their respective communities.
- Hosted the inaugural COIN Summit, a two day event that brought together innovative leaders from Colorado and throughout the world to discuss innovation best practices. Highly recognized and successful companies, academic institutions and individuals within the innovation ecosystem shared their stories. Actionable items for enhancing innovation in Colorado around four areas (branding, higher education, workforce development and technology) were also created.

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

Accomplishments:

- Received second round of export promotion funding from the US Small Business Association's State Trade and Export Promotion program. State was awarded \$330K. The STEP program reached over 80 small businesses that have realized actual sales of \$3.5 M and projected sales of \$58 M – an incredible return on investment from the federal share of \$312,000.
- Hosted the China Green Tech Initiative attended by Colorado cleantech companies interested in exporting to China. The China Green Tech Initiative is the lead research provider on China's cleantech market.
- Hosted Mayor of Gifu, Japan and government delegation to learn about Colorado clean technologies resulting in potential near-term export opportunities of approximately \$100K.