



**COLORADO**

Office of Economic Development  
& International Trade

## **Colorado Office of Economic Development and International Trade (OEDIT) - FY 2024-25 Annual Performance Report (November 2025)**

### **Wildly Important Goals**

OEDIT has identified several wildly important goals (WIGs) for FY 2024-25 and beyond. For this annual performance report, the Department has updated progress on those goals identified in its FY 2024-25 Performance Plan that capture the Department's WIGs and reflect the overall direction as identified by Department leadership.

Additional detail for these, and other, WIGs is available in the [OEDIT's Performance Plan](#). For a visual representation of the Department's WIG progress please visit the [Governor's Dashboard](#).



Performance Measures

**WIG 1 - Support Housing Unit Creation**

Measure	Q1 FY 24-25	Q2 FY 24-25	Q3 FY 24- 25	Q4 FY 24-25	FY 24-25 Goal	3-Year Goal
Support the creation of 18,600 housing units by June 30, 2025.	1,037	1,957	2,219	6,210	6,100	18,600
Award 50% of all supported housing development projects in rural counties by June 30, 2025.	45%	28%	28%	27%	50%	-
Raise program awareness and promote state funding opportunities for housing at 230 industry engagement meetings by June 30, 2025.	114	205	337	452	230	-
Support 50 housing developments located in transit oriented, and walkable areas by June 30, 2025.	9	17	17	53	50	-
Help fund 4 housing projects built with offsite or modular construction technologies by June 30, 2025.	0	4	4	16	4	-
Award 4 housing development projects that incorporate commercial or in-home childcare facilities by June 30, 2025.	1	2	2	10	4	-



**WIG 2 - Rural Jobs Supported**

Measure	Q1 FY 24-25	Q2 FY 24-25	Q3 FY 24- 25	Q4 FY 24-25	FY 24-25 Goal	3-Year Goal
Assist rural communities in supporting the creation and retention of 5,300 jobs by June 30, 2027.	1,078	3,130	4,943	7,064	5,300	16,400
Provide technical assistance to 6,100 rural businesses by June 30, 2025.	2,415	5,349	8,345	11,564	6,100	-
Deploy \$29,000,000 in state incentives to increase rural businesses access to capital by June 30, 2025.	\$10,670,474	\$26,301,298	\$34,613,160	\$45,815,374	\$29,000,000	-
Target marketing and communications campaigns to support rural job creation and retention, resulting in 148,000 media hits and digital engagements by June 30, 2025.	29,696	95,217	132,842	156,659	148,000	-



**WIG 3 - Federal and Private Advanced Industry Investment**

Measure	Q1 FY 24-25	Q2 FY 24-25	Q3 FY 24- 25	Q4 FY 24-25	FY 24-25 Goal	3-Year Goal
Bring \$200,000,000 in federal and private investment into the state to support Colorado's knowledge intensive and innovation ecosystems by June 30, 2027.	\$54,000,000	\$266,972,740	\$452,729,511	\$777,111,990	\$120,000,000	\$200,000,000
Award 24 grants to support market research, implementation, or marketing of Colorado's knowledge intensive industries in rural communities by June 30, 2025.	0	0	5	5	24	-
Raise program awareness and promote state funding opportunities at 50 local government and industry engagement meetings by June 30, 2025.	7	30	73	88	50	-
Leverage \$21,000,000 in state incentives to support Colorado's knowledge intensive industries by June 30, 2025.	\$2,686,952	\$9,687,176	\$16,339,802	\$21,198,306	\$21,000,000	-
Support the creation of 13 workforce programs designed to fill open positions in Colorado's growing knowledge intensive industries by June 30, 2025.	5	5	5	16	13	-



**WIG 4 - Increase International Visitation**

Measure	Q1 FY 24-25	Q2 FY 24-25	Q3 FY 24- 25	Q4 FY 24-25	FY 24-25 Goal	3-Year Goal
Increase international visitors into Colorado from 900,000 to 1,200,000 by June 30, 2027.	-	-	-	961,364	1,000,000	1,200,000
Spend \$3,200,000 on marketing efforts and in-market representation to support international tourism growth by June 30, 2025.	\$490,624	\$1,014,940	\$2,095,999	\$3,244,455	\$3,200,000	-
Host 46 international delegations visiting Colorado by June 30, 2025.	11	18	30	51	46	-
Attend 20 domestic and international meetings or conferences that support international tourism by June 30, 2025.	6	12	22	28	20	-
Support 10 Colorado based events with international attendees by June 30, 2025.	4	6	8	22	10	-