Colorado Blueprint

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
### State Initiative II.

**Recruit, Grow and Retain Businesses**

| 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 |

**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.

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### State Initiative III.

**Increase Access to Capital**

| 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 |

**Key takeaway:** To support lending to viable small businesses and stimulate private investment in Colorado companies through new and expanded finance programs.
State Initiative IV.

Create and Market a Stronger Colorado Brand

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

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

State Initiative V.

Educate and Train the Workforce of the Future

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

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
State Initiative VI.

Cultivate Innovation and Technology

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 services, products and agricultural commodities

Key takeaway: To be recognized as the nucleus of innovation, technology and economic growth by enhancing entrepreneurial activity and telecommunications across Colorado

Bottom Up ➔ Blueprint ➔ Business Plan
Colorado Blueprint – Alignment

Successful implementation will require a three-dimensional alignment of state, regions and industry clusters.

- State
- Industry Clusters
- Regions

Colorado Blueprint – State

- Cabinet Economic Development Working Group
  - Horizontal Integration
- Pipeline
  - How to create a robust pipeline?
    - 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
Colorado Blueprint – Regional Development

- Regional Statements to Actionable Strategic Plans
  - Development of sustainable, high-impact regional economic development strategies.
  - Strategies are inclusive of existing regional strategic plans (i.e., CEDS)

- How?
  - Regional Councils
  - Regional Resources
  - State Integration

Colorado Blueprint – Primary Industry Clusters

- What is a Primary Industry Cluster?
  - 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?
  - 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
Key Industry Matrix

<table>
<thead>
<tr>
<th>Business Environment</th>
<th>Business Development</th>
<th>Business Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residues &amp; Medical Devices</td>
<td>Aeronautics</td>
<td>Energy &amp; Natural Resources</td>
</tr>
<tr>
<td>Food &amp; Agriculture</td>
<td>Financial Services</td>
<td>Information</td>
</tr>
<tr>
<td>Defense &amp; Homeland Security</td>
<td>Electronics</td>
<td>Health &amp; Medicine</td>
</tr>
<tr>
<td>Creative Industries</td>
<td>Tourism &amp; Recreation</td>
<td></td>
</tr>
</tbody>
</table>

**Pillars of Competitiveness**

- **Innovation to Commercialization**
  - Work
  - Live
  - Play

- **Branding**
- **Workforce & Education**
- **Innovation**
- **Bioscience & Medical Devices**
- **Aerospace**
- **Energy & Natural Resources**
- **Food & Agriculture**
- **Financial Services**
- **Information Technology**
- **Defense & Homeland Security**
- **Electronics**
- **Health & Wellness**
- **Creative Industries**
- **Tourism & Recreation**

**Colorado Blueprint – Connect Colorado**

Connect Colorado
Every Door Leads to Communications, Connections and Collaboration

**Communications**
- Colorado Communications Center
  - Website
  - Statewide calendar and resource portal
  - Quarterly and Annual Reports
  - Multiple Points of Entry

**Connections**
- Colorado Resource Centers
  - One-Stop Resource Hub
  - 205 key target industry sectors
  - Colorado Connect Website
  - Physical – Current SBDC Centers and Library System

**Collaboration**
- Colorado Concierge Service
  - 5 Core Objectives
  - Regional Councils
  - Governor
  - Cluster Working Group

**State**
- Rural, Local and Regional Partnerships
Questions/Comments
Visit: www.colorado.gov/coloradoblueprint