



# COLORADO BLUEPRINT

A bottom-up approach to economic development

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A Private Public Economic Collaboration for Job Growth

## Colorado Economic Development Update

Colorado Association of Ski Towns

October 26, 2012

Bottom Up ► Blueprint ► Business Plan

Colorado

Office of Economic  
Development and  
International  
Trade

## State of Colorado: Various Rankings

<b><i>State Competitiveness</i></b>	30+ indicators in 8 categories – Government & Fiscal Policy, Security, Infrastructure, Human Resources, Technology, Business incubation, Openness and Environmental Policy.	<b>Colorado Rank: 3rd</b>
<b><i>State Technology &amp; Science Index</i></b>	Nationwide benchmark covering 79 unique indicators in five major components: Human Capital Investment, Research & Development Inputs, Risk Capital & Entrepreneurial Infrastructure, Technology and Science Workforce, and Technology Concentration and Dynamism.	<b>Colorado Rank: 3rd</b>
<b><i>America’s Top States for Business</i></b>	CNBC – Ten general categories measuring economic performance and quality of life.	<b>Colorado Rank: 5th</b>
<b><i>Best States for Business</i></b>	Forbes Magazine – Best States rankings measures six vital categories for business – costs, labor supply, regulatory environment, current economic climate, growth prospects and quality of life.	<b>Colorado Rank: 5th</b>
<b><i>Hightech Concentration</i></b>	<i>87 of every 1,000 private sector workers are in high tech.</i>	<b>Colorado Rank: 3rd</b>
<b><i>Entrepreneurial Index</i></b>	Kauffman Foundation	<b>Colorado Rank: 4th</b>

# Office Strategy

Align Colorado Key Industries Across Colorado Regions In order to Create a Stronger Colorado Economy

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Core Objective 1:  
Business  
Environment

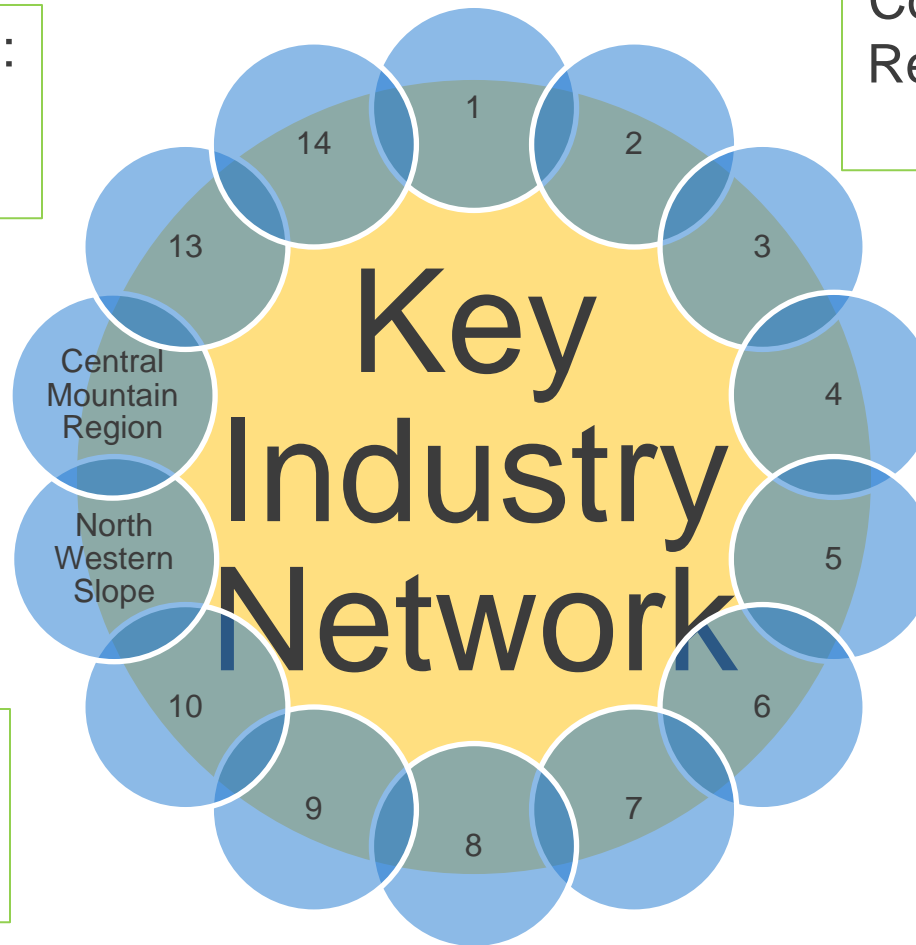
Core Objective 2:  
Retain, Grow and  
Recruit

Core Objective  
3: Access to  
Capital

Core Objective 4:  
Create a Stronger  
Colorado Brand

Core Objective  
5: Workforce  
and Education

Core  
Objective 6:  
Innovation &  
Technology



## Strategy: Key Industry Network

- Each Key Industry is creating a strategic plan for the growth of the industry within Colorado.
- Successful launch in December, 2011 and since have engaged more than 150 CEOs and 200 tactical team members
- Currently matching such strategic plans with regional opportunities and initiatives.

## 14 Key Industries

<b>Aerospace</b>	<b>Defense &amp; Homeland Security</b>	<b>Food &amp; Agriculture</b>	<b>Information &amp; Technology</b>	
<b>Bioscience</b>	<b>Electronics</b>	<b>Financial &amp; Business Services</b>	<b>Infrastructure Engineering &amp; Construction</b>	<b>Transportation &amp; Logistics</b>
<b>Creative Industries</b>	<b>Energy &amp; Natural Resources</b>	<b>Health &amp; Wellness</b>	<b>Manufacturing</b>	<b>Tourism &amp; Outdoor Recreation</b>

## Strategy: Regional Partnerships

- Each county created a summary expressing the needs, priorities, vision, strengths and weaknesses of its local economy.
- Successful road tour in February touching base with 527 people statewide as phase two of the bottom-up Blueprint and reigniting momentum behind regional statements and rolling out our strategy
- We're working with 14 regions across the state to create business plans designed to spur job creation within the region and identify policy issues.

## Strategy: Regional Partnerships

Northeastern Colorado	Northern Front Range
San Luis Valley	Southwestern Colorado
North Western Slope	Metro Denver
San Luis Valley	Southeastern Colorado
Central Eastern Plains	Upper Arkansas Valley
Central Western Slope	Central Mountain Region
Southern Front Range	Southeastern Colorado
Pueblo County	Pikes Peak Region



## Tourism/Outdoor Recreation Key Industry Outcomes

Visitors can enjoy over 24,000 sq. miles of public land, 4 National Parks and 42 State Parks.

Colorado also has a strong concentration of outdoor industry companies estimated to be about 12% of the national total. The Outdoor Industry Association found that the outdoor industry accounted for over 322,000 jobs and \$10 billion annual economic output in Colorado alone.

# Vision:

Colorado will be the outdoor recreation capital of the country; the tourism and outdoor recreation industry will lead the economic recovery

# Mission:

Colorado Tourism & Outdoor Recreation industry will:

Leverage central location and new international flights to Asia and Europe to establish Colorado as the new gateway to America for international tourists

Collaborate between industry and government at all levels to lead the country in accessibility and connectivity of the outdoor recreation and tourism system to visitors and residents (trails, parks, etc)

Increase affordability and participation in outdoor recreation

Focus on youth demographic as potential workforce and customers

Embrace cross-promotion between sectors and promote the diversity of opportunities in Colorado (wineries, breweries, festivals, races, etc)

Recruit outdoor recreation companies nationally and internationally

Bring Outdoor Retailer Summer/Winter Markets and Interbike to Colorado



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# Question & Answer

## Contact

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