

Colorado

Governor Hickenlooper's Bottom-Up Economic Development Plan Initiative

Purpose, Objectives and Outcomes

Governor Hickenlooper's number one priority is to build an "Economic Development Plan" from the bottom-up and chart a course for economic revival county by county in Colorado. The Governor requested that each county develop and/or update its economic development plan upon receiving current input from every aspect of the county to include local citizens, businesses, civic groups, municipalities and other interested parties. The goal is to have the counties' economic development plans rolled up into 14 regional economic development plans, which collectively will be rolled up into a statewide economic development plan.

General objectives of this initiative include:

- Utilize a bottom-up approach to identify economic development priorities for each county;
- Create awareness for all citizens that this initiative is underway on a statewide basis so that they can provide input and ideas for consideration when their county's economic development plan is being developed and/or updated;
- Complete economic development plans that represent all 64 counties, either by creating new plans or updating and improving pre-existing plans;
- Foster collaboration between all 64 counties and the Colorado Office of Economic Development and International Trade (OEDIT) in order to roll up and develop regional economic development plans; and
- Create the state's economic development plan.

Specific outcomes desired:

- Enhance local ownership of economic development;
- Build stronger trust and relationships between government and communities;
- Raise the degree of confidence within the business community;
- Retain and create jobs for Colorado residents;
- Identify innovative and/or "best practices" economic development ideas for implementation and replication respectively; and
- Create a more competitive Colorado.

Everyone's Role

Everyone's role is to participate in county economic development planning processes, provide input and ideas, and ask friends, family, neighbors and others to participate as well. Everyone is welcome at planning meetings and encouraged to share ideas. Another way to express input is through an economic development survey, which can be found at www.advancecolorado.com. Suggestions can also be expressed by emailing input@state.co.us.

The County's Role

Each County's Role includes:

- Submit the most recent economic development plan (county economic development plan or regional economic development plan that includes the county) to OEDIT if the county would like it or the link posted on OEDIT's website;
- Establish and communicate a process to develop and/or update the county's economic development plan or communicate that the county has established a process with other counties in the region to undertake a regional planning process immediately instead with details on such process communicated;
- Ensure that the municipalities' economic development plans are incorporated in the county's economic development plan;

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- Communicate its county’s technical support needs to OEDIT, state partners, and other partners in order to complete and/or update the county plan;
- Complete its county economic development plan and the county economic development plan summary template document (may be one and the same for some counties) by goal date of April 15, 2011; and
- Participate in regional meetings hosted by the region and/or OEDIT during this initiative process and work in a collaborative manner on a regional basis to incorporate county economic development plans into a regional economic development plan.

Regional Roles

The Regional Role includes:

- All counties within a particular region collaborating on the regional planning initiative. Counties’ participation in a specific region is determined by the counties included in each of the 14 regions defined under the state’s existing planning and management regions (which have been in use since the 1970’s); and
- All counties working with the Colorado Office of Economic Development and International Trade (OEDIT) to incorporate county economic development plans into a regional economic development plan for each of the 14 regions by goal date of May 15, 2011.

The State’s Role

- Create awareness for all citizens that this initiative is underway on a statewide basis so that they can provide input and ideas for consideration when their county economic development plan is being developed and/or updated;
- Provide tools that citizens and counties can elect to use at their option in their county planning process, including but not limited to:
 - Post such tools on OEDIT’s website/bulletin board at www.advancecolorado.com under “Governor’s Bottom-Up County/Regional Economic Development Plans”. This website will be updated on an ongoing basis with new information during this initiative.
 - Provide an on-line survey tool as another way that counties may consider obtaining input for their county economic development planning process. Please note that if a specific county is conducting its own survey, citizens are strongly encouraged to first complete the county survey and only take the state-provided survey as a second option if they have an interest in completing both surveys. The results from the state’s on-line survey will be compiled by county and provided to each county. In support of the bottom-up approach, each county will determine its use and the relevance of such information.
 - Provide a posting site for documents such as existing county economic development plans (or economic development excerpts from broader plans), notes from regional coordination meetings coordinated by OEDIT, questions and answers, county and regional data, and in the future the completed county economic development summary templates and regional economic development plans.
 - Provide a county economic development plan summary template document for use by all counties and to assist in the regional economic development plan roll up.
- Work with counties to schedule regional meetings for communication/update purposes and for county economic development plan roll up purposes.
- Work with the counties to incorporate/roll up county economic development plans into regional economic development plans.
- Create the state’s economic development plan.

Thank you for participating!

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