



CO | ALIGN

Final Presentation - Colorado Delegation

FEBRUARY 15, 2024



BACKGROUND COLORADO

- Growing need for a unified economic development voice for Colorado.
- In final stages of announcing Colorado's first statewide CEDS.
- Finding alignment of economic development strategies, reduce redundancies, and build capacity.
- Colorado's economic development efforts has always been a grass-roots effort unlike many states in the nation.





Colorado Association of
Regional Organizations





vision

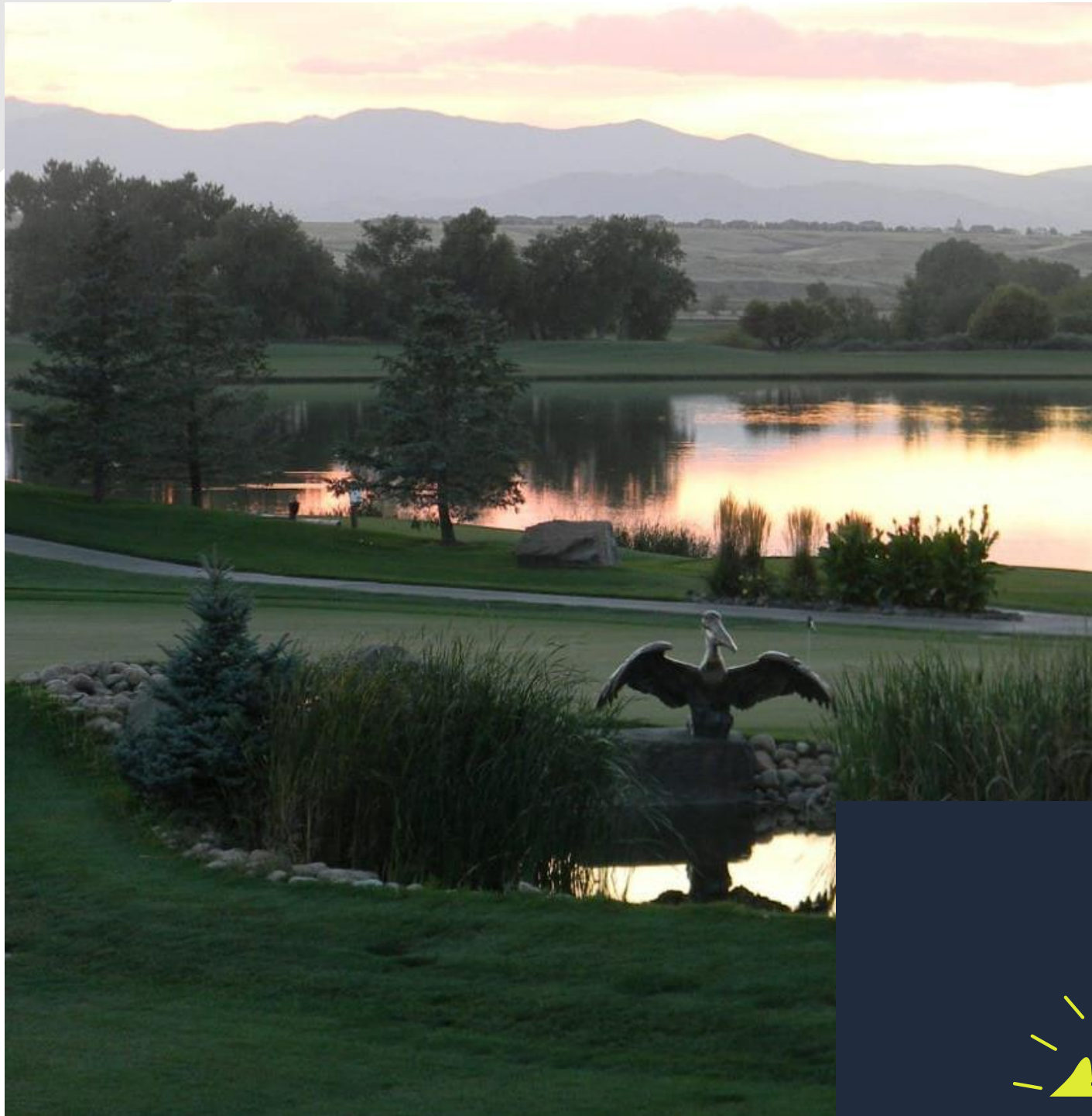
2026

COLORADO VISION STATEMENT

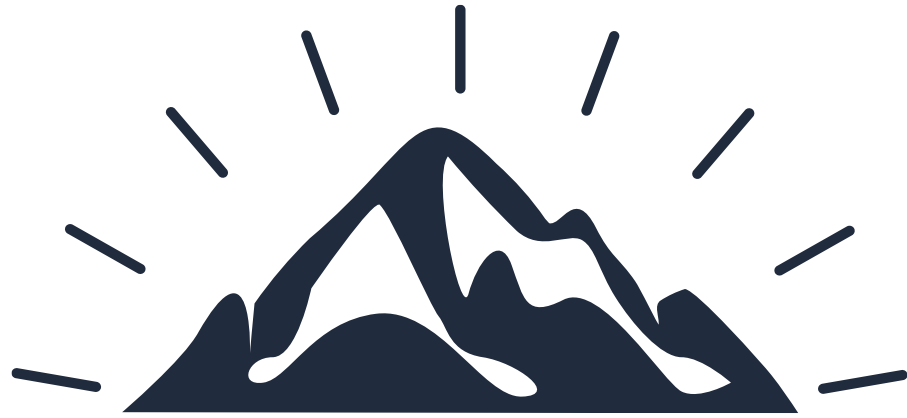
Establish and promote a framework between EDD's, governmental and non-governmental agencies, and other key workforce and economic development stakeholders to guide enhanced communication, collaboration, and alignment of economic development strategies and actions within Colorado.

COLORADO VICTORY STATEMENT

Ideally, the regional CEDS advises the state CEDS to better align strategies and inform program development. A shared framework would exist across the state and regions with ongoing two-way communication and awareness across both workforce and economic development players. This framework would serve as a critical touchpoint for legislation affecting local economic development and create a model for other states to emulate.



WORKING COMMITTEES



**Communications
Committee**



**Memorandum
Committee**



**Resource
Committee**



ACTION PLAN



01

Develop an internal and external communication strategy including network mapping to leverage existing relationships.

03

Identify resources needed to amplify and sustain these efforts for now and well into the future.

02

Develop an MOU between statewide organizations to identify and leverage strengths, create efficiencies, and increase collaboration.

04

Identify next steps after the Policy Academy:

- Celebrate the work that has been done so far by announcing phase 2 of this initiative.
- Enhance the new brand CO | Align.
- Secure Visible Network Labs to identify all the players in the ecosystem.
- Build consensus among top state cabinet leadership.
- Secure funding for one FTE to help drive the objectives and activities of the strategy.
- Core/Home Teams establish meeting cadence to carry out the objectives and activities set forth by the Home Team.

CO | Align Timeline



DC in-person meeting: Core Team established a vision and mission to bring back to the Home Team.



Gathered the Home Team for a one-day strategic planning session with our facilitators in July. During this session we worked to refine the vision and victory statement; developed three working sub-committees and established a meeting cadence.



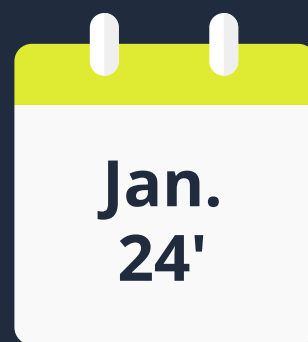
The sub-committees met bi-weekly and reported to the Home Team on the subsequent Fridays.



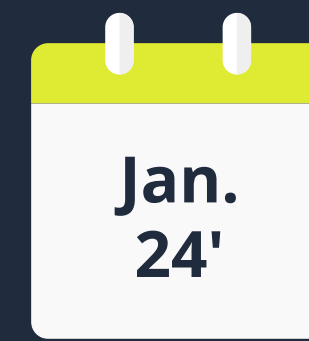
Facilitators joined and presented with the Core and Home Teams for CO's Annual Economic Development Conference. An official announcement & joint press release ["Powering Progress: A New Era of Economic Development,"](#) began marketing efforts for the initiative.



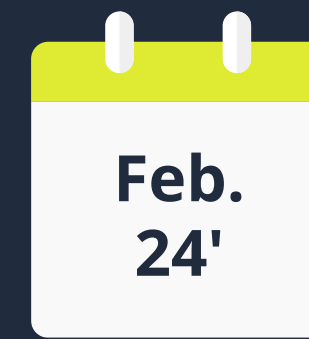
Core and Home Teams participated in a re-branding exercise to develop a new name and logo for the initiative.



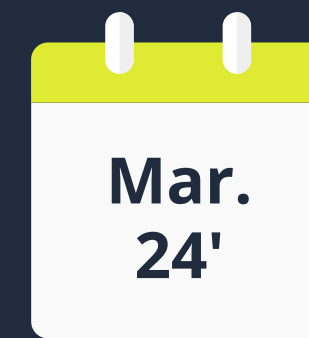
Working through a contractual agreement to begin work with Visible Network Labs to help us identify the Economic Development ecosystem in CO.



Final report completed in coordination with Core and Home Teams, to close out phase 1 of the initiative. Established a monthly meeting cadence for phase 2.



Present to CREC community. Invite all key stakeholders and state leadership to the presentation to kick off discussions at the state cabinets to begin to onboard the initiative.



Secure contract with Visible Network Labs and begin project to identify Colorado's #EconDev ecosystem.



Establish an MOU among key state #EconDev leadership; celebrate one-year anniversary of accomplishments.

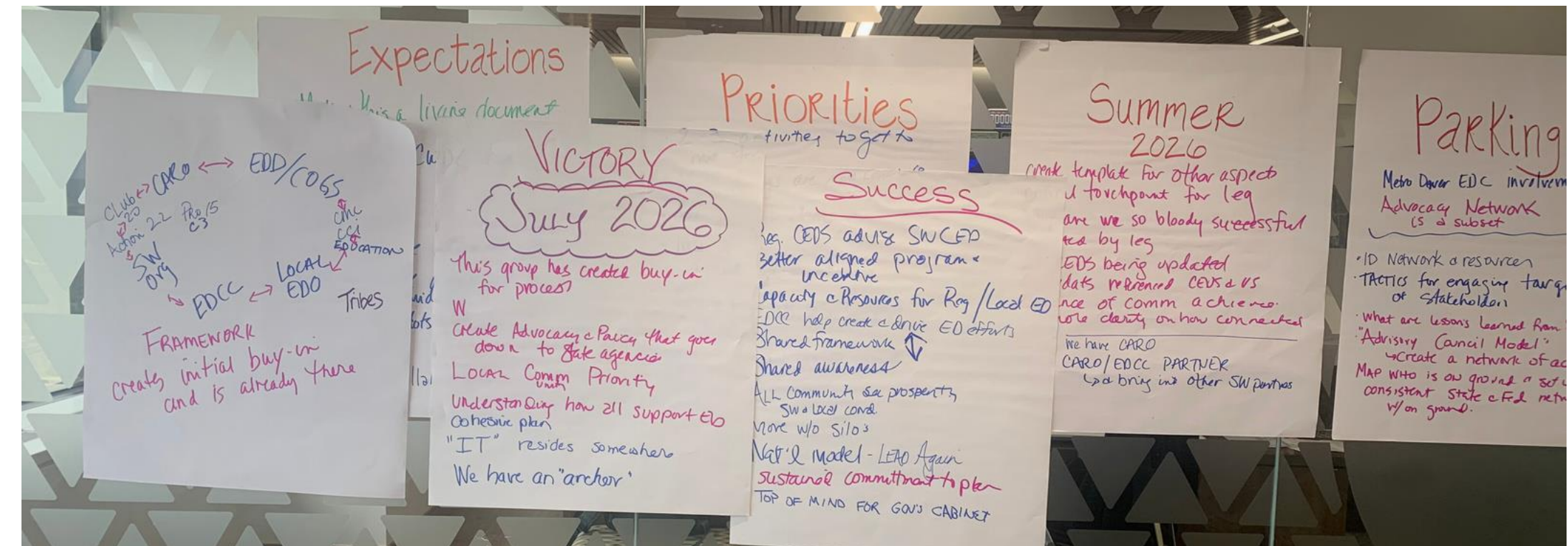
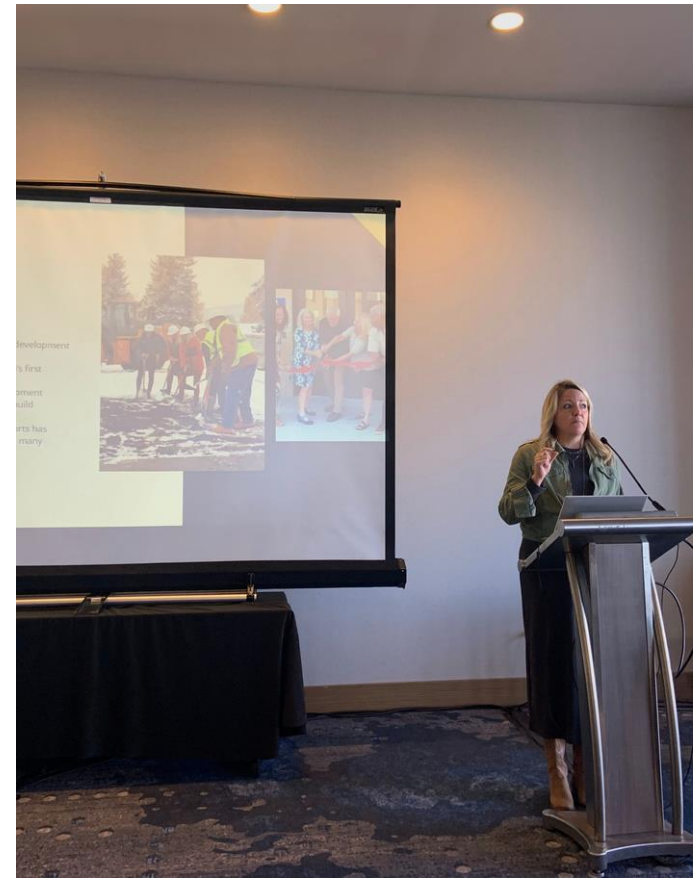
OBSTACLES & CHALLENGES

- Time commitment.
- Commencement of the HOME Team hurdles.
- Clearly defining the outcome we were trying to be achieve.
- Clearly defining the roles and responsibilities of the HOME Team.
- Getting leadership to the table.



lessons learned...







POWERING SUSTAINABILITY

- Establish a meeting cadence for the CORE and HOME Teams to initiate phase 2 of the CO | Align initiative.
- Create messaging that resonates with the economic development ecosystem that initiates broad involvement in the CO | Align initiative.
- Create nomenclature for the various groups who contribute to the overall ecosystem to clarify their roles and responsibilities. This will then help identify where they each fit into the economic development process, programs, and policies.
- Establish an inclusive MOU for economic development stakeholders to easily participate in the CO | Align initiative.
- Use CEDS as alignment tool to guide messaging and MOU language.
- Secure contract with Visible Network Labs and begin mapping the ecosystem.
- Foster geographic coverage throughout the state, recognizing both the commonalities and differences within and between urban, suburban, rural and tribal regions in Colorado.
- Identify funding sources to secure one FTE that will champion this initiative and create a long-term sustainability strategy.
- Celebrate and enjoy our progress as we move forward with the initiative and to be sure we share the progress to the larger stakeholder audience.



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