



## ECONOMIC DEVELOPMENT COUNCIL OF COLORADO

### Our History:

Established in 1976, the Economic Development Council of Colorado (EDCC) promotes effective, responsible economic development practices across Colorado. Today we are the state's premier economic development resource, representing the economic development interests of both the private and public sectors throughout the state. We connect our communities, our members and our partners to high-quality educational opportunities and trusted resources, and advocate for sound policies and programs that support a vibrant economy and enhance quality of life for all Coloradans.

EDCC members come from a variety of settings. We are rural and urban, public and private-sector, for profit and not-for-profit, and include individual communities, counties and regional organizations, local and state government, chambers of commerce, universities, and private industry. We are economic development professionals, community volunteers, and business and political leaders.

### Our Vision:

To be recognized as Colorado's most trusted resource for economic development stakeholders committed to promoting a vibrant Colorado economy.

### Our Mission:

To promote effective, responsible economic development by connecting Colorado's economic development stakeholders to high-quality educational opportunities and trusted resources and advocating for sound policies and programs that support a vibrant economy and enhance quality of life for all Coloradans.

### Key Objectives and Goals:

#### Objective #1

**Education** - *Establish and preserve EDCC as a trusted educational resource guiding economic development standards and practices for economic development professionals in Colorado.*

**GOAL 1:** Provide opportunities to enhance the knowledge and skills of economic development professionals

#### Strategies:

- Provide access to a variety of local and national training opportunities
- Provide qualified speakers to present economic development "best practices" content in individual communities when requested
- Provide continuing education credits for industry professionals
- Provide training scholarships to ease the access to professional development trainings
- Gain IEDC recognition for EDCC trainings, mentor activities, and conferences to support CECD professionals in their ongoing professional development and continued contribution to the profession.

**Activities:**

1. Host professional economic development courses such as:
  - a. Basic Economic Development Course (BEDC),
  - b. International Economic Development Council (IEDC) certification courses & CEcD exam,
  - c. Council of Development Finance Agency (CDFA) trainings,
  - d. EDCC's Knowledge Network Series,
  - e. Drive | Lead | Succeed Thought Leader Virtual Series,
  - f. Regional and statewide conferences
2. Resurrect the Young Professionals Group to support their professional development pathway
  - a. Conduct mentor program survey regarding topics
3. Build a roadmap to certification
4. Explore Conciergerie clearing house for relocation help/ on-boarding.
5. Standardize Economic Development job descriptions and titles to bring better equity

**KPIs**

- Number of offerings/students per training and see increased participation each year.
  - Implement mentorship program by annual conference.
  - Measure impact of trainings through follow up survey
- Increase participation by young professionals in EDCC events/trainings
  - Increase the number of CEcD professionals year over year

**Objective #2**

**Resources** – *EDCC is Colorado's leading clearinghouse of information and resources for economic development stakeholders.*

**GOAL 1:** Support economic development professionals with data resources, and industry tools.

**Strategies:**

- Receive and respond to data inquiries

**Activities:**

1. EDCC and/or Data Chair will send out website inquires and establish response processes.
2. Identify sample reports and make available to help economic developers devise reports they need.
3. Explore vender/referral program
4. Conduct data information workshops as identified.

**GOAL 2: Provide state and local leaders with best practices and resources to aid in decision making**

**Strategies:**

- Be the connector to economic resources

**Activities:**

1. Provide ED101 training materials to assist in educating elected officials and community business leaders
2. Explore EDRP (?) style commissioned pieces that can pull the broader EDCC membership/board
  - a. Future of work generations that will be multi-generational are our communities ready?

- b. How has COVID changed shopping habits
- c. Evaluate if this can happen ▪ Identify topics ▪ Crowd source the top priorities

### **Goal 3: Foster the relationships and communication needed to support effective economic development practices**

#### **Strategies:**

1. Provide connections to and between EDCC members to improve skills and information sharing.

#### **Activities:**

1. Provide template for regions to provide own ED talking points and why ED is important.
2. Explore Sister Cities /Trade relationship programming through focus group or committee.
3. Evaluate our outreach and inclusion of diversity and minority partners
4. Identify participation partnership opportunities

#### **KPIs**

- Track diversity of membership
- Conduct at least two data trainings annually
  - Develop ED talking point templates.
  - Include all applicable items to website.

### **Objective #3**

**Advocacy** – *EDCC is a credible and respected voice leading the public policy dialogue on economic development policies and programs across Colorado.*

**GOAL 1:** Provide our membership with credible information to support the implementation of sound economic development policies and practices.

#### **Activities:**

1. Create “lessons learned” document/model from success of Gallagher Amendment advocacy effort.

**GOAL 2:** Be vigorous and proactive in influencing state and local leaders to pursue policies that further EDCC’s legislative platform. Mobilize support across the state for important initiatives that support economic development and connect policymakers to our membership.

#### **Strategies:**

- Manage internal review and decision-making processes so that EDCC can take positions on legislative and ballot issues in a timely fashion and be able to influence key stakeholders effectively.
- Quickly and effectively communicate to the membership the value of the positions EDCC has taken, regardless of outcome.

#### **Activities:**

1. Share EDCC positions in timely manner through variety of formats.
2. Participate/testify on bills of importance.
3. Coordinate and grow Economic Development Legislative Day
4. Continue legislative trainings for EDCC members.

**GOAL 3:** Educate the public at large about core economic development concepts and strategies and about EDCC's policy advocacy activities.

**Activities:**

1. Leverage media relations to share EDCC's positions with broader audience beyond membership.
2. Coordinate communications efforts with collaborating legislators as possible.
3. Share and promote economic development innovation through monthly newsletters, regional forums, and conferences
4. Promote Roadmap for Recovery.

KPIs

- Measure "batting average" of getting established positions to policymakers in time to have influence.
- Measure "batting average" of having an EDCC presence on every bill and ballot initiative of interest – ie, did we have someone testify, meet with a legislator, formally join a coalition, etc.
  - Did we communicate with the membership about every single position that we took?

Objective #4

**Sustain EDCC as an organization** – *EDCC seeks to be economically viable as a statewide organization.*

**GOAL 1: Ensure the human capital (board, staff and volunteers) to meet or exceed organizational goals.**

**Strategies:**

- Provide necessary training for staff.
- Transition organization to sustain executive director and administrative staff.
- Create board leadership pathways through committee work

**Activities:**

1. Explore shared office space/admin staff/trade with GJEP.
2. Continue annual Board orientation for members.
3. Revise By-laws, job descriptions for Executive Director
4. Determine annual funds needed to cover staff and overhead costs.

**GOAL 2: Secure the financial resources to meet and exceed organizational goals.**

**Strategies:**

- Diversify funding sources of organization so more sustainable.

**Activities:**

1. Review sponsorship levels
2. Review membership levels, goals and benefits – Customize
3. Identify possible grant sources/fee for services for EDCC.

**GOAL 3: Secure a dedicated membership base to meet and exceed organizational goals.**

**Strategies:**

- Create the strategic partnerships that provide benefits and reasons for joining.

- Increase members in sectors/industries/disciplines that support economic development professionals.
- Grow membership to cover overhead and staff costs

**Activities:**

1. Identify counties, regions, COGS, communities underrepresented and recruit
2. Hold regional meetings and include those underrepresented.
3. Develop welcome packet for new economic developers and provide onboarding or training
4. Identify membership perks.

**KPIs**

1. Retain all current members
2. Grow membership by 10 organizations or 10% (dependent on money needed to raise)
  3. Increase membership revenue to cover overhead and staff costs
  4. Identify 2-3 new funding sources to pursue
  5. Budget training opportunity for staff