



**COLORADO**

**Office of Economic Development  
& International Trade**

Rural Opportunity Office

# STATEWIDE CEDDS

---

**EDCC**

**October 2025**

# Context + Grounding

**Objective:** Develop an integrated, statewide Comprehensive Economic Development Strategy (CEDS) to serve as the five-year guide towards building more resilient and inclusive economies across Colorado.

**The statewide CEDS has been informed by the great work from our 14 regional economic development districts, and the regional CEDS.**

## Key Roles / Collaborators:

### OEDIT Core Team

*Responsible for overall report development*

#### Key Project Contacts:

Meridith Marshall (OEDIT)

Kami Collins (OEDIT)

Wendy Stewart Martinez (OEDIT)

### CARO ED Group

*Regional perspective; keep Core Team updated on progress of regional CEDS updates; join monthly CEDS work sessions*

### Internal Working Group

*Provide state-level input, feedback, data*

### Other Key Stakeholders

*Subject Matter Expertise*

# Principles

- **Collaborative** – engaging a broad group of stakeholders across the State and our regions
- **Region-informed** – ensuring we are incorporating a regional perspective
- **Comprehensive** – Ultimately, we want to tell a compelling story about Colorado's economic potential, that celebrates its strengths and helps unlock exciting opportunities across the state.

# Strategic Themes

We reviewed the themes, goals and objectives in the regional CEDS, against OEDIT's Wildly Important Goals (WIGs) to identify **five strategic themes for the Statewide CEDS**.

## Housing

- Includes attainable housing (to fit every budget), ensuring housing for workforce attraction
- Housing noted as a goal in some capacity across all regional CEDS

## Job Creation + Business Development

- Includes small business development, access to capital, education and training
- Workforce and jobs were noted across all regional CEDS
- Includes highlights of programs like Opportunity Now
- EDA requires workforce development to be included in the CEDS

## Growing Strategic Industries

- OEDIT WIG notes a focus on Advanced Industries development, however regions are also targeting strategic industries beyond "Advanced Industries"
- Expanding industry focus allows us to incorporate regional strategic industries as well
- Many regional CEDS note a focus on developing target industries

## Tourism + Quality of Life

- Includes vibrant towns/downtown revitalization, cultural sites, outdoor recreation, climate resilience, land management
- Elements of this theme are broadly noted across many regional CEDS

## Community Infrastructure + Resources

- Includes transportation/transit, broadband, electrical, roads, water/utilities
- Also includes community/ foundational support, e.g., childcare, healthcare, mental health, etc.
- Elements of this theme are noted across almost all regional CEDS



# Communication Plan & Next Steps

- **Engage Core Partners:** Coordinate with CARO, CO | Align, and other key statewide partners to align messaging and ensure the CEDS reflects shared priorities.
- **Policy + Advisory Input:** Involve policy working groups and advisory councils early and often to integrate cross-sector perspectives into strategy development.
- **Internal State Collaboration:** Establish regular touchpoints with internal state working groups across agencies (workforce, housing, energy, agriculture, etc.) to ensure alignment and avoid silos.
- **Broad Community Outreach:** We will actively engage rural, tribes and underserved communities because their perspectives are

# Rural Exchange

## Rural Exchange – Quarterly Meet Up

Hosted by OEDIT's Rural Opportunity Office  
Inaugural Session: November 12, 2025

### Purpose:

A quarterly coordination call designed to strengthen statewide collaboration and align strategies that advance rural Colorado.

### Key Focus Areas:

- **Spotlight Speakers:** Featuring expert speakers who understand rural ecosystems—sharing tools, techniques to support Colorado's Rural Communities.
- **Interactive Discussion:** Creating space for questions, dialogue, and shared learning among partners.
- **Cross-Collaboration Opportunities:** Identify ways to align efforts across state, regional, and local partners to strengthen rural communities.
- **Resource + Program Highlights:** Share updates on new initiatives, funding opportunities, and resources that support rural innovation and resilience.



Sign up



**COLORADO**

**Office of Economic Development  
& International Trade**

Rural Opportunity Office

# STATEWIDE CEDS

Q&A

---



# Thank you!



**Meredith Marshall**  
Rural Opportunity Director  
[meredith.marshall@state.co.us](mailto:meredith.marshall@state.co.us)  
303-392-1314



**Kami Collins**  
Rural Opportunity  
Representative West &  
Coal Transition Community  
Business Development  
Manager  
[kami.collins@state.co.us](mailto:kami.collins@state.co.us)  
970-361-8905



**Wendy Stewart Martinez**  
Rural Opportunity Representative  
Southwest & Eastern Plains  
[wendy.stewartmartinez@state.co.us](mailto:wendy.stewartmartinez@state.co.us)  
719-221-3130