

Webisode Chats with the Colorado State Library


August 3, 2011



Your Host
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Colorado Blueprint: a bottom-up approach to economic development



Colorado Blueprint: Overview

- Office of Economic Development and International Trade (OEDIT)
 - More than 5,000 Coloradans from all counties.
 - All counties summarized local economic needs, priorities, vision, strengths and weaknesses.
 - Not comprehensive.
 - a first set of achievable objectives.
 - Need public engagement and analysis.
 - Regional visits every 9 months over 3 years.



Six Focus Areas

www.colorado.gov/coloradoblueprint

- I. Create a Business-Friendly Environment
- II. Recruit, Grow and Retain Businesses
- III. Increase Access to Capital
- IV. Create and Market a Stronger Colorado Brand
- V. Educate and Train the Workforce of the Future
- VI. Cultivate Innovation and Technology

- Blueprint, p.1

Focus Areas I – VI: Structure

- Action
- Goal
- Details *[Library Opportunities]*
- Partners (Lead) *[Library Opportunities]*
- Measurable Outcomes *[Library Opportunities]*
- Timeline

Six Focus Areas

V. Educate and Train the Workforce of the Future

“...we need a strong and coordinated education system including workforce **and strong libraries** that leverages the boot-strapping “can-do” attitude of all Coloradans.”

- Blueprint, p.1

Six Focus Areas

VI. Cultivate Innovation and Technology

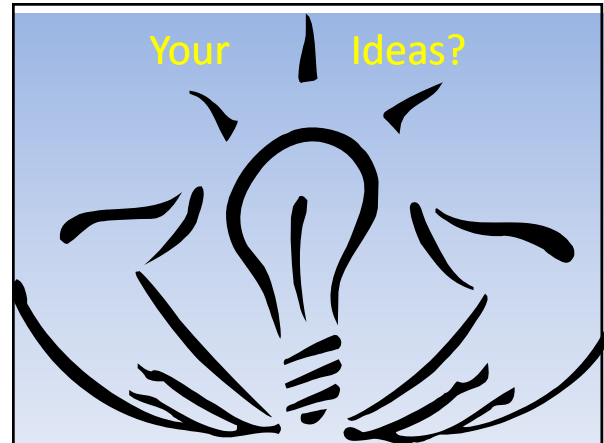
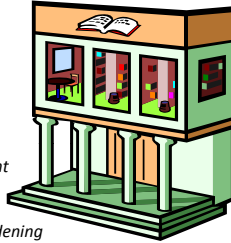
“...Most regions of the state require improved communications technologies, including broadband **and a cooperative library infrastructure**, as a foundation of economic development and innovation.

- Blueprint, p.1

Six Focus Areas & Libraries

Libraries

- change lives.
- mean business.
- build community.
- are a smart investment.
- Are frugal with tax dollars
- Represent a good return on investment
- Improve quality of life
- Are business incubators
- Are a starting point for economic gardening
- Support entrepreneurs, career changes, education, learning
- Help the un/under employed
- Are anchor institutions on ‘Main Street’ Colorado



Focus Area Initiatives: Close-Up

I. Create a Business-Friendly Environment

- A. Change culture of issuing unfunded mandates to local governments (Executive Order D 2011-005)
- B. Increase level of customer service and responsiveness of state government
- C. Work closely with local governments to create a more uniform tax and fee procedure
- D. Initiate and pursue legislative changes that improve efficiency and effectiveness in government
 - Libraries and property values?
 - Measures of ROI, value?

- Blueprint, p.7

Focus Area Initiatives: Close-Up

II. Recruit, Grow and Retain Businesses

- A. Aggressively recruit domestic and international companies and actively retain and grow Colorado companies
 - Libraries as partners; provide business tools, assistance
- B. Develop and implement statewide protocols and procedures for company attraction and prospecting
 - Libraries increase access to e-government
- C. Define and pursue industry clusters key to economic growth across Colorado, helping to retain businesses
- D. Amplify and coordinate downtown and main street development in communities across Colorado
 - Strengthen ties between libraries and downtowns (i.e. Anythink, Littleton, Arvada, your examples, etc).
 - Fund library improvements to spur downtown growth.
 - Libraries as partners

- Blueprint, p. 9

Focus Area Initiatives: Close-Up

III. Increase Access to Capital

- A. Enhance access to capital and debt financing for small businesses
- B. Stimulate private investment with expanded venture and "angel" capital programs
 - improve library resources funding for statewide use
- C. Promote increased communication between banking and business communities
- D. Approve up to two Regional Tourism Act (RTA) project applications

- Blueprint, p.11

Focus Area Initiatives: Close-Up

IV. Create and Market a Stronger Colorado Brand

- A. Strengthen and promote the Colorado brand
- B. Launch an initiative to craft a short-term and long-term vision for Colorado
- C. Engage industry partners in marketing and promoting Colorado
- D. Develop heritage and cultural tourism and agritourism across Colorado
 - Libraries as partners
 - Libraries help maintain local heritage

- Blueprint, p.13

Focus Area Initiatives: Close-Up

V. Educate and Train the Workforce of the Future

- A. Align the efforts of education, workforce training and economic development across state agencies and stakeholders
 - Create/support a world-class library system
 - State library as partners
 - Increase access to business-related tools through libraries (a measurable outcome)
- B. Create a demand-driven workforce system matching Colorado's workforce assets to upcoming needs of business
 - "Develop user-friendly system to access labor market information and resources" through libraries

- Blueprint, p.15

Focus Area Initiatives: Close-Up

V. Educate and Train the Workforce of the Future

- C. Prepare Colorado youth for full participation in the increasingly demanding and competitive economy
 - Partner with libraries, adult education and GED centers to ensure access to training, credentials
 - Libraries, adult education, GED as partners
 - "Percent of Coloradans with post-secondary degree, GED or other credential" (measure)
- D. Increase availability of quality entrepreneurial training
 - Expand access to economic gardening info in libraries
 - State Library, libraries as partners
 - Increase # of libraries providing economic gardening info to small business (measure)

- Blueprint, p.15

Focus Area Initiatives: Close-Up

VI. Cultivate Innovation and Technology

- A. Improve telecommunications technologies and access across Colorado
 - Include libraries, Public Computing Centers (BTOP) in state/local IT initiatives
 - State Library, libraries as partners
 - Increase # of libraries with full public computer center, high-speed broadband access (measure)
- B. Establish cluster-focused Information Technology Economic Development Advisory Council
- C. Implement the Governor's Innovation Initiative and Innovation Network
- D. Export Colorado's innovation-based services and products

- Blueprint, p.17



Regional Statements

Overview & unique aspects in 14 regions - Blueprint, pp.19-76

- ❖ Priority(ies)
- ❖ Action(s)
- ❖ Outcomes/Measurable Results

RECOMMENDATIONS

- ✓ Explore your region(s)
- ✓ Comment where needed
- ✓ Participate in local follow-up
- ✓ Know regional leaders
- ✓ Track follow-up visits



What's Next?!

- ✓ Summary of ideas to be posted at www.ColoradoStateLibrary.org

- ✓ Survey & Questions
- ✓ www.colorado.gov/coloradoblueprint

5 star rankings

What isn't addressed?
What seems out of place?
Anything else to share?

Mailing list
August 10

Q: "Colorado Blueprint for Libraries"?

