



# DEPARTMENT GOALS & OBJECTIVES 2018

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<b>DEPARTMENT:</b> Economic Development District	<b>SUBMITTAL DATE:</b> 8/14/17
<b>STATED MISSION STATEMENT</b> *overall purpose of department*	NWCCOG Economic Development District exists to connect our communities with resources, build partnerships, and foster regional collaboration to enhance the economic prosperity of our region.

<b>GOAL 1:</b> Support member jurisdictions with their economic and community development needs	
<b>OBJECTIVES</b>	1. Provide relevant information on resources available to businesses through monthly resources bulletins
	2. Provide information on grant and technical assistance opportunities
	3. Provide a clearinghouse of data on website; through quarterly economic updates; and through direct contact with members looking for specific data
<b>MEASUREABLE OUTCOMES</b> *how will you know when you meet these goals?*	Obj. #5 - EDD Director to obtain CEcD certification in 2018 Obj. #6 - Continue to seek grant funds for the region  - # Resources Bulletins; open rates - # Quarterly Economic updates; open rates - Survey members on the value of tools provided: resources bulletins/quarterly economic updates/website; ask members to provide examples of successful projects they have accomplished as a result of these tools - Combine websites into one; enhance the current website to include a clearinghouse of business resources - Provide new data resources including business databases provided by the Denver Public Library - Develop and execute an "Economic Development for Elected Officials 101" workshop in 2018 - EDD Director take and pass CEcD certification exam
<b>WHY THESE GOALS?</b> *audit review, team aspiration, client input, survey results, etc.*	- Providing assistance to new and existing businesses, and assisting our members to make their communities great places to work, live and play is a core function of the EDD program. - CEcD Certification: will add more credibility to the EDD program - From 2017 member survey: 79% said professional development training for elected was officials was V/VV; 79% said providing relevant regional info to local leaders was V/VV; 75% Providing access to State and Federal grants was V/VV

<b>GOAL 2:</b> Work towards meeting the overall goals of the region as documented in the CEDS in the areas of (1) Workforce; (2) Business; (3) Community; (4) Resiliency	
<b>OBJECTIVES</b>	1. Workforce: Build capacity in our region to have community infrastructure to support workforce: affordable housing, broadband, transportation, childcare, healthcare, education; Foster an environment that supports the health and well-be
	2. Business: Create and maintain communities attractive to entrepreneurs; Create an entrepreneurial ecosystem that encourages growth of new industries, new businesses, higher-paying jobs, and more diversity; support partners "on the
	3. Community: Assist our communities in protecting our unique community character and natural environment, and to have thriving main street/downtown areas
<b>MEASUREABLE OUTCOMES</b> *how will you know when you meet these goals?*	Obj. #4: Resiliency: Build capacity of our towns and counties to be resilient in the face of natural disasters; Bolster the long-term economic durability of the region so as not to be dependent on one single employer or one dominate industry  - Develop a more robust mechanism for tracking measurable items in the CEDS and GPRA - see attachment for (1) things to be measured wrt CEDS and (2) things to be measured wrt GPRA as required by the EDA - annual CEDS progress report to EDA - reports on progress on scope of work and regional action plan - Create an end of the year report on public and private investment in the region (sources: town/county planning departments; commercial real estate brokers; Alpine e-Line; newspapers in the region)
<b>WHY THESE GOALS?</b> *audit review, team aspiration, client input, survey results, etc.*	The CEDS is the cornerstone of the EDD program and a priority of the EDA, the main EDD funding partner

\*Updated August 2017

**GOAL 3:** Foster collaboration and cooperation/partnership building across the region

<p><b>OBJECTIVES</b></p>	<p>1. Foster regional collaboration via convening EDD Board of Directors</p> <p>2. Continue participating on Rural Resort Region Workforce Development Board</p> <p>3. Develop a more engaged ED partner in the Roaring Fork Valley</p>
<p><b>MEASUREABLE OUTCOMES</b> *how will you know when you meet these goals?*</p>	<p># of regional economic development projects started/completed (such as the Mountain Outdoor Recreation Innovation Alliance should we be awarded EDA funding)</p> <p>Share success stories via "Success Stories" newsletter; archive in website</p>
<p><b>WHY THESE GOALS?</b> *audit review, team aspiration, client input, survey results, etc.*</p>	<p>Regional collaboration is a main priority of the EDD and EDA Idea generation</p> <p>Share best practices</p> <p>Share economic development efforts happening in the region so that others can learn from them</p> <p>Participation on WDB board: form a partnership with workforce system; share resources of the workforce centers with the region (workforce is our #1 regional asset); workforce system is key resource identified by our CEDS and regional action plan</p> <p>From 2017 member survey: 89% said Cross-Jurisdictional idea sharing was V/VV; 71% said providing best practices for Local elected officials was V/VV 71% said sharing information via the Newsletter was V/VV</p>