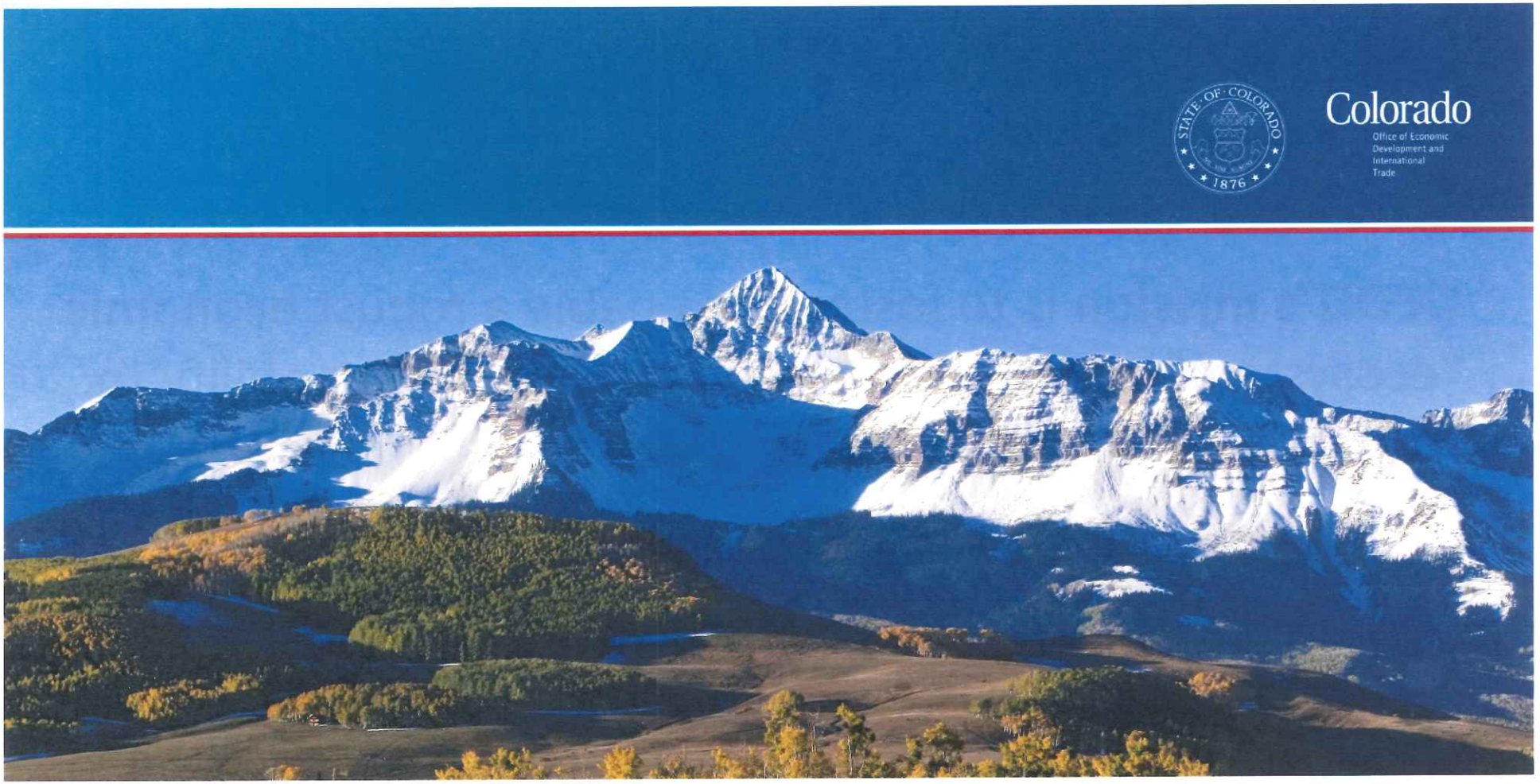


Colorado Office of Economic Development and International Trade

Business Development | International Trade | Small Business Resources | Funding & Incentives | Film Television & Media | Creative Industries | Tourism

Attachment E

OEDIT Mission and Role

Colorado
Office of Economic Development and International Trade

OEDIT's mission is to foster and enable a robust economic "ecosystem" across the state that enhances our ability to:

1. Recruit new businesses,
2. Assist the growth of existing businesses, and
3. Aid in the start of new businesses.

OEDIT's role is to provide the tools, data, resources and policies necessary to develop and enhance this ecosystem across the state.

OEDIT Philosophy

Colorado
Office of Economic Development and International Trade

OEDIT's Philosophy is to

- Facilitate and convene partners within Colorado's economic development ecosystem,
- Utilize modest but well-integrated incentive programs focused on the highest ROI to the state,
- Provide best-in-class customer service,
- Align with local and regional economic development partners, and
- Enhance and market Colorado's global business brand

OEDIT Top Line Metrics

Colorado
Office of Economic Development and International Trade

- Net New Jobs
- Capital Investment
- Business Ecosystem
- Customer Service
- Gross State Product (including exports)

OEDIT Major Program Areas

Colorado
Office of Economic Development and International Trade

Strategy and Operations

Global Business Development Office
Proactive retention, expansion and recruitment

- International
- Business Development
- Business Resources
- Minority Business Office

Business Funding and Incentives

Colorado Tourism Office

Creative Office

- Creative Industries
- Film, Television and Media
- Colorado Innovation Network

OEDIT Strategy

Colorado
Office of Economic Development and International Trade

OEDIT's Strategy is to align and grow Colorado **Key Industries** across Colorado **Regions** to create a stronger Colorado economy through the generation of wealth & jobs.

Key Industries

OEDIT has built a strategic framework for convening business leaders and stakeholders in each of the 14 key industries across the state. In 2012, we started work in nine key industries, with over 500 business leaders participating.

Regional Development

We are developing more meaningful relationships with local economic development professionals, government officials and business leaders in each of our 14 regions. In 2012, we have assisted in developing regional business growth plans and aligning resources and trainings across the regions allowing the entire state to more easily access OEDIT's resources and programs.

Key Industries

Colorado
Office of Economic Development and International Trade

Advanced Industries

Aerospace

Bioscience

Creative Industries

Defense & Homeland Security

Electronics

Energy & Natural Resources

Food & Agriculture

Financial Services

Infrastructure Engineering

Technology & Information

Health & Wellness

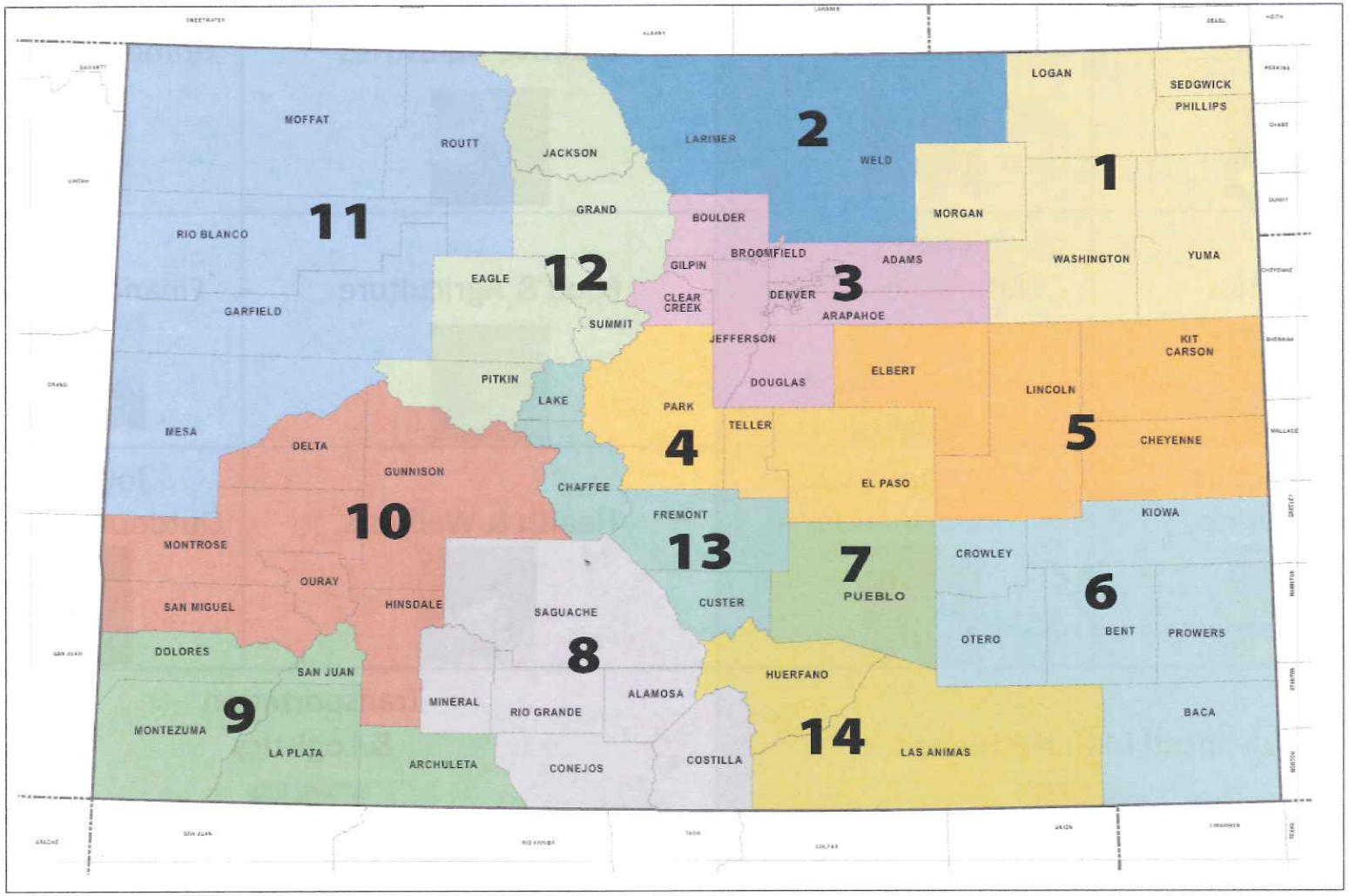
Tourism & Outdoor Recreation

Advanced Manufacturing

Transportation & Logistics

Regional Partners

Colorado
Office of Economic Development and International Trade



OEDIT Contact Information

Colorado
Office of Economic Development and International Trade

Contact Information

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