



## Colorado Assessment Programs

As of 2007, sixty (60) assessments have been conducted statewide, assisting economic development organizations in determining the next step in planning for their future. The benefits include, but are not limited too:

*Builds community consensus*

*Cost efficient*

*Designed and tailored specially for local community/region*

*Offers outside perspective*

*Objectively identifies issues and opportunism*

*Ensures local input-a community voice*

*Aids in recruiting volunteers for economic development*

*Creates cooperation in community*

*Provides community with a starting point*

*Offers a follow-up support*

*Raises awareness/promotes understanding of small town/rural issues and impacts*

*Utilize expertise from TEAM members*

*Brings creative opportunities/solutions to similar issues*

### Community Economic Development Assessments

The Economic Development Assessment is a 48-hour process with a TEAM of industry professional who will meet with community leaders and hold four public forums to learn about the community and future development. The community will be provided with a draft report of strengths, weakness, opportunities & threat (SWOT) at the conclusion of the process. The report provides the community with recommendations to assist in planning their economic development future.

This program has become a powerful tool for rural economic development organizations because of the partnerships between Office Economic Development & International Trade (OEDIT), Economic Developers' Council of Colorado (EDCC) and Colorado Rural Development Council (CRDC).

To request a Community Economic Development Assessment for your community, contact Darlene Scott at [darlene.scott@state.co.us](mailto:darlene.scott@state.co.us) or contact the business development representative who serves your area ([www.advancecolorado.com](http://www.advancecolorado.com)).

### Community Action Plan (CAP):

The CAP program provides the opportunity for community stakeholders to participate in the NEXT STEP, Community Action Plan and will be scheduled approximately 60-days after the community assessment. The CAP is designed to assist the community in prioritizing the recommendations from the community economic development assessment with action steps, responsibilities, timelines and resources needed to accomplish the top two (2) or three (3) recommendations in each of the focus sessions.

### Branding Assessments:

The branding assessment is designed to help communities achieve their objectives in branding the community. By becoming a part of the bigger picture, a community's communications can align with larger statewide initiatives. The branding team professional will team up with community leaders to assess and offer assistance in community marketing efforts.

The branding assessment program consists of a team of 2-3 members who are dispatched to conduct a full 1-2 day marketing and brand evaluation to identify perceived and actual brand image through information collected from community contacts and visitor centers, marketing opportunities and challenges, and how the brand/marketing fits into the overall economic development plan. Recommendations will be provided to each of the communities.

For more information, please contact: Stefanie Dalgar, OEDIT director of communications, at 303-892-3840 or [stefanie.dalgar@state.co.us](mailto:stefanie.dalgar@state.co.us).

### Business Retention and Expansion Program

The State of Colorado's business retention program is an economic development program to assist local economic development organizations to assess the needs and barriers of existing business. Those needs and barriers can then be addressed to ensure business survival or growth. The business retention program monitors changing marketplace dynamics so that policy makers and community leaders can make decisions that can decrease threats or enhance opportunities, and enhance community economic growth.

For more information regarding the BRE program, contact Stephanie Steffens at [Stephanie.steffens@state.co.us](mailto:Stephanie.steffens@state.co.us)