

## INITIATIVE: DATA-DRIVEN APPROACH TO ECONOMIC DEVELOPMENT

Why do businesses operate in your community? How do you measure and quantify what is important to businesses and provide value as a community?

These are important questions for any community that wants to attract, retain, and grow businesses in their community. This offering is designed for communities that seek to answer the questions above. The Colorado Office of Economic Development and International Trade's Strategy and Analytics (S&A) team will facilitate community workshops and focus groups so community members can make data-based decisions. Through this initiative, local economic developers will participate in a workshop and coordinate community 1 to 3 community focus groups.

The S&A team will perform workshops and focus groups with local economic developers and community members and provide a toolkit to measure business and community satisfaction.

**NUMBER OF OFFERINGS: 2**

**WHAT YOUR COMMUNITY CAN EXPECT:**

- ▶ OEDIT will provide 1 to 2 workshop with local economic developers and 1-2 focus groups with community members.
- ▶ Through the focus groups, local economic developers will be able to define drivers for success and measure success in their community.
- ▶ OEDIT will provide an introduction on the common data resources utilized when engaging with businesses and community members.

**POTENTIAL OUTCOMES:**

- ▶ The community will identify the outcomes, both qualitative and quantitative, that are important to them to be a successful business community (i.e. job growth, business retention, community vibrancy, community cohesiveness, etc.). Once outcomes are identified, S&A will customize workshops and focus groups for the community.
- ▶ OEDIT will provide a toolkit to measure business drivers in your community.

**REQUIREMENTS FOR PARTICIPATION:**

The community is required to identify their goals and outcomes. The community must be able to organize 1-3 focus groups with a maximum of 12 participants.

**APPLY HERE**

