

BLUEPRINT 2.0 IMPLEMENTATION

In 2016, OEDIT led a bottom-up effort to turn regional feedback on local economic needs, into a statewide set of initiatives to advance the economies of communities around the state. Blueprint 2.0's goal is to leverage state partnerships and specialized resources in service of the unique economic development goals of rural Colorado. After evaluating the successes and opportunities presented by deployment of 27 initiatives, of 10 different offerings, in 10 of Colorado's 14 regions in 2016, OEDIT is excited to launch the next round of Blueprint 2.0 initiatives for 2017.

HOW DO COMMUNITIES AND REGIONS ACCESS THESE RESOURCES?

Local economic developers will apply on behalf of a community or region and will need to demonstrate local support. If you are interested in a Blueprint 2.0 initiative, connect with your local economic development organization.

GET STARTED!



ORGANIZE YOUR TEAM



COMMUNITY OR REGIONAL APPROACH?



PICK A LOCAL CHAMPION



CHOOSE YOUR INITIATIVES



START YOUR APPLICATION

BLUEPRINT 2.0 INITIATIVES

- ▶ Tourism Promotion and Development
- ▶ Coworking 101
- ▶ Community Placemaking
- ▶ Tiny Homes Workshop
- ▶ Grow Your Outdoor Recreation Industry
- ▶ Certified Small Business Community*
- ▶ Brand Building for Communities
- ▶ Film and Major Production Initiative
- ▶ Creativity Lab of Colorado
- ▶ Data-Driven Approach to Economic Development

TIMELINE

APPLICATIONS OPEN.....April 3
APPLICATIONS DUE.....June 2
AWARDS ANNOUNCED.....July
INITIATIVES DEPLOYED.....early fall

**program information and application date available in June*



COLORADO
Blueprint 2.0

INITIATIVE: TOURISM PROMOTION AND DEVELOPMENT

As part of the Colorado Tourism Office's efforts to raise awareness of and appreciation for tourism statewide, the office will initiate a peer-assistance and training program for regions and destinations that want to improve or expand their own tourism assets.

NUMBER OF OFFERINGS: 2 – 3

Through this initiative, your community can expect the following:

- ▶ To be paired with a peer expert based on the specific needs of your community
- ▶ Up to 100 hours of individualized, consulting assistance with a mentor
- ▶ At least one, in-person site visit from mentor
- ▶ Consultations (by phone and in-person) from mentor
- ▶ A scope of work, deliverables and timeframe developed by community and mentor during first stage of initiative
- ▶ Continued support from the CTO

**Please Note: This initiative does not include a cash award and success of the endeavor may not rely on further funding from this program.*

POTENTIAL OUTCOMES:

- ▶ Increased visitation to region or destination
- ▶ Increased awareness of region or destination
- ▶ Creation of a plan for development or promotion of a region or destination

REQUIREMENTS FOR PARTICIPATION:

- ▶ Local, engaged leaders committed for one year to accomplishing the goal of this initiative
- ▶ Strong, demonstrable community buy-in
- ▶ Clearly developed measurements for success and reporting capabilities
- ▶ Applicants must be currently engaged with tourism on some level. If you are not directly employed by or provide services to the tourism industry below are additional qualifications:
 - ▶ Attendance at a Colorado Governor's Tourism Conference
 - ▶ Attendance at a Colorado regional tourism conference
 - ▶ Participation in Colorado.com
 - ▶ Member of any tourism related association

APPLY HERE



INITIATIVE: COWORKING 101

With a growing national trend towards remote employees, freelancers, and independent professionals, and increased mobility for both businesses and startups, Coworking spaces have become a progressively popular and increasingly vital alternative to the traditional workplace. These shared collaborative spaces have shown measurable successes in attracting, retaining, and engaging the ever-growing population of location neutral workers. For the Coworking Space 101 initiative, OEDIT will partner with Proximity Space, the owner and operator of multiple successful coworking spaces in Colorado and who's own initiatives have created a network of connected coworking spaces throughout the State. OEDIT and Proximity Space will host a first of its kind forum where community leaders and potential owners can interact with current coworking spaces and discuss benefits, costs, challenges, and lessons learned from operating a Coworking space, and how communities can apply these best practices.

NUMBER OF OFFERINGS: 3

WHAT YOUR COMMUNITY CAN EXPECT:

- ▶ Analysis of local characteristics by OEDIT staff members.
- ▶ Assisted creation of a local, online community for independent professionals.
- ▶ Facilitation of a teleconference with recently opened coworking spaces.
- ▶ A workshop where Proximity Space provides perspective and actionable guidance on identifying your audience, creating an online foundation for a connected community, identifying viable physical locations, opening and operating a coworking space in rural and urban communities.
- ▶ A final strategy document your community will build and utilize for the advancement of your goals.

POTENTIAL OUTCOMES:

For Coworking 101 Participants*

- ▶ Community successfully assesses the need for a co-working space
-OR-
- ▶ Decides a different direction would be a better community fit

**All applicants will be invited to create an online community with an actionable plan in place for the applicant to cultivate a connection to untethered members in their community.*

REQUIREMENTS:

- ▶ Local engaged leaders committed for one year to the goal of potentially opening and/or continuing to support a coworking space.
- ▶ Appropriate (centralized/unique/effective) site selection started. Available real estate options must be identified though a final selection is not required.
- ▶ Reliable Internet. The speed of the connection is not specific however the capability of the Internet must meet or exceed that which is readily available in the community.
- ▶ Strong, demonstrable community drive/buy-in.
- ▶ Clear definition of success for a coworking space. Being able to answer the question "What are you hoping a coworking space will do for your community?"

APPLY HERE



INITIATIVE: COMMUNITY PLACEMAKING

OEDIT will be partnering with the Colorado Department of Local Affairs and Community Builders, a community planning and placemaking non-profit based out of Glenwood Springs, CO, who knows that the key to building a strong and resilient economy starts with creating a great community where people want to live and work. The initiative will engage your community by identifying local assets, providing instruction on the fundamentals of developing a sense of place, and developing a cohesive vision and strategy based on community assets.

NUMBER OF OFFERINGS: 2

WHAT YOUR COMMUNITY CAN EXPECT:

- ▶ **PRELIMINARY PHONE MEETING:** Discussion with community project leaders to relay the expected scope of work, approach, and schedule.
- ▶ **COMMUNITY PLACEMAKING INFORMATIONAL MEETING:** An information session and community meeting designed to engage the community's stakeholders to learn more about placemaking, expand the core local leadership for the project among stakeholders, and identify community assets and characteristics.
- ▶ **PLACEMAKING WEBINAR (IF NEEDED):** Webinar to expose more of your community's potential participants to the placemaking concept and possible strategies.
- ▶ **INTERACTIVE COMMUNITY WORKSHOP:** A community workshop providing an in-depth exploration of economic benefits, project potentials, and community led exercises demonstrating placemaking in action. At this meeting your community will refine your vision and develop your local placemaking strategy.
- ▶ **STRATEGY DOCUMENT:** A brief final strategy document that summarizes the goals and specific strategies developed in your interactive community workshop (this can be used as a guide for action and implementation).

POTENTIAL OUTCOMES:

- ▶ Alignment across segments of community—from civic and business leadership to elected officials—on a collective vision and action items for progress
- ▶ District conceptualization such as proposal for downtown improvement
- ▶ Identification of physical assets for small-scale renewal
- ▶ Identification of actions to reinvigorate public spaces

REQUIREMENTS:

- ▶ Strong support for economic development among elected officials,
- ▶ Broad community buy-in,
- ▶ An existing plan or concept the community would like to see put into action,
- ▶ Previous community engagement and planning experience and examples.

APPLY HERE



INITIATIVE: TINY HOMES WORKSHOP

This initiative will include a full day workshop to engage community stakeholders in a dialogue to explore tiny homes as a potential strategy to address local housing needs. Representatives from the State and the Tiny Homes Industry Association will cover the definition, benefits, challenges, and examples of tiny homes. The recipient of this initiative will be provided with a Tiny Homes Workshop Summary with identified strategies for moving forward and educational information addressing tiny homes.

NUMBER OF OFFERINGS: 2

WHAT YOUR COMMUNITY CAN EXPECT:

- ▶ **PRELIMINARY PHONE MEETING:** This call will identify the project goals, scope, stakeholders, and schedule with the local project lead.
- ▶ **INTERACTIVE WORKSHOP:** This workshop will provide an opportunity for local stakeholders to learn about the definition of tiny homes, market, regulations, financing, case studies, opportunities, and challenges associated with tiny homes projects.
- ▶ **TINY HOMES WORKSHOP SUMMARY:** A workshop summary with key actions to move forward will be provided.

POTENTIAL OUTCOMES:

- ▶ Increased understanding of the definition of tiny homes and various approaches
- ▶ Assessment of community needs, challenges, and opportunities for tiny homes
- ▶ Identification of potential strategies and next steps to explore tiny home development opportunities

APPLY HERE



INITIATIVE: GROW YOUR OUTDOOR RECREATION INDUSTRY

OEDIT will again be partnering with the University of Colorado-Boulder's MBA Program to help grow your town's outdoor recreation industry. The Leeds Outdoor Industry Club (LOIC) will be assigning a team to work with each community to better understand their resources, strengths, and weaknesses. Further they will work with you to identify opportunities in the growing Colorado outdoor recreation landscape and assist in positioning your town in the "marketplace" to improve reach and impact.

NUMBER OF OFFERINGS: 2

WHAT YOUR COMMUNITY CAN EXPECT:

- ▶ 3-5 month engagement with bi-weekly to monthly calls
- ▶ 3 Phase Plan
 - ▶ **PHASE 1:** Introduction & Discovery
 - ▶ **PHASE 2:** Research (Interviews/Surveys/Visit/Web) & Agreement on focus
 - ▶ **PHASE 3:** Analysis, Enhance strategic plan, Presentation
- ▶ Depending on location 1-2 visits
- ▶ Depending on need, a training workshop
- ▶ Typically a deliverable in the form of an enhanced, prioritized strategic plan (PDF or PPT) and presentation
- ▶ Flexibility in focus, as the town and LOIC team will discuss and agree to project scope early in the project, and revisit it frequently.
- ▶ Sometimes expectations may be revised to ensure a more appropriate or beneficial engagement.
- ▶ This is often done to better assist the community while also leveraging specific skill sets of LOIC team members.

POTENTIAL OUTCOMES:

- ▶ An enhanced strategic roadmap that includes an assessment of existing processes and programs, identification of new opportunities, and prioritization of key initiatives and tasks
- ▶ A better understanding of your community's place/role in Colorado's outdoor recreation industry ecosystem
- ▶ Improved local and regional communication and collaboration
- ▶ Future growth in businesses and organizations in this space.

PRE-REQUISITES:

Any town selected must have prior strategy/structure towards an Outdoor Recreation Industry already in place. This program is not to begin a strategy/structure, but rather enhance an existing one.

APPLY HERE



INITIATIVE: CERTIFIED SMALL BUSINESS COMMUNITY

NUMBER OF OFFERINGS: 2

OVERVIEW OF INITIATIVE & ANTICIPATED OUTCOMES:

The Certified Small Business Community Initiative will be a program for rural communities who can define their unique entrepreneurial niche and how it distinguishes them in retaining and attracting small business. Selected communities will receive a designation of a "Certified Small Business Community" to promote a great place to "Work, Live, and Play" in Colorado.

- ▶ Your community will need to be a site of a concentration of entrepreneurship and be engaged in the promotion and retention of existing businesses.
- ▶ Your community will need to show engagement with your local small businesses through offering various programs and services that assist them.
- ▶ Your community will have to demonstrate a need for additional support in fostering entrepreneurship.
- ▶ Your community will need to develop an action plan based on your vision for success that includes a long-term plan for sustainability.

Check back in June for additional program information and the application date!



INITIATIVE: BRAND BUILDING FOR COMMUNITIES

Colorado's Chief Marketing Officer along with Development Councilors International are excited to offer Brand Building for Communities for a second year to assist communities in developing a concise and distinctive brand.

NUMBER OF OFFERINGS: 3

WHAT YOUR COMMUNITY CAN EXPECT:

OEDIT will conduct community interviews and surveys to identify Value Proposition, Brand Promise and Key Messaging, the results of which will be presented to your community in a one-day workshop which will create the framework for your community's marketing plan, and which key metrics you'll use to evaluate it.

Access will then be provided to OEDIT's in-house graphic artist for initial ideas on Logo development*, with all artwork and art files provided to community.

Additionally, a webinar series will be available to participants on the following topics:

- ▶ Six Mistakes in Economic Development Marketing (and how not to make them)
- ▶ Marketing Ideas for Rural Communities
- ▶ Social Media Best practices
- ▶ Business Retention & Expansion

*If needed. Limited to 1 round of revisions.

POTENTIAL OUTCOMES:

At the end of this program, the community will have developed a Clear, Unique Brand and Positioning, Initial Target Audience, Key Messages and Visual identification (logo), exclusive to the community.

REQUIREMENTS:

The community/region needs to demonstrate any previous branding work and identify a marketing budget for implementation. Community must demonstrate key personnel, preferably with a marketing background, who will be responsible for implementation of the marketing plan.

APPLY HERE



INITIATIVE: FILM AND MAJOR PRODUCTION

The Office of Film, Television & Media will partner with local communities to make connections with accomplished location scouts in the film industry in order to promote Colorado's unknown locations and diverse landscape. The initiative will engage your community by identifying geographic and cultural assets attractive to film productions and capitalize on a film teams desire to find "un-filmed" locations.

NUMBER OF OFFERINGS: 3

WHAT YOUR COMMUNITY CAN EXPECT:

- ▶ Analysis of local characteristics, advantages, and opportunities considered to be "filmable" locations.
- ▶ An information session discussing the benefits, challenges, and expectations of working with the film industry.
- ▶ Templates and suggestions for implementing familiarization trips and film permits or procedures.
- ▶ Introduction to location scouts for community hosted 1-2 day familiarization trips.

POTENTIAL OUTCOMES:

- ▶ General education on film readiness and promotion
- ▶ Increased exposure to the industry
- ▶ Eventual attraction of film production

REQUIREMENTS:

- ▶ The ability to lodge at least 100-150 crew members within a 30 mile radius
- ▶ Community buy-in from local businesses, organizations, elected officials, residents, and city civil employees (police chief, fire chief, county administrators, etc.). Some productions require shutting down a major city block, or intermittent shut downs of major streets, and can impact the day-to-day operations of businesses or resident life.

APPLY HERE



INITIATIVE: CREATIVITY LAB OF COLORADO

This offering is designed for community leaders (creatives, creative district advisors, community organizers, civic leaders, policymakers, elected officials, city planners, and economic development professionals) who want practical insights into both the process and elements involved in marshalling creative transformation in a community. Facilitators will work with selected communities on 2-3 focus areas based on a self-assessment process tied to the Creativity Lab's 10 Community Readiness Principles™ — a Path to Community Actualization. Community members will then gather for an in-person workshop that will encompass either two half days or one full day. (based on schedule and availability)

The Creativity Lab of Colorado (the Lab) is a collection of collaborative capabilities centered around creativity, innovation, and the entrepreneurial spirit. A public-private nonprofit, formed in 40 West Arts District and supported by Colorado Creative Industries, Rocky Mountain College of Art + Design and other community partners, the Lab serves students and start-ups, emerging entrepreneurs and existing businesses, creatives and community leaders—all aimed at empowering the art of entrepreneurship.

NUMBER OF OFFERINGS: 3

WHAT YOUR COMMUNITY CAN EXPECT:

- ▶ An orientation call with Lab facilitators to answer any questions and help prepare for the engagement
- ▶ A guided self-assessment on the 10 Community Readiness Principles™ to identify 2-3 top priorities, or focus areas, resulting from an online survey of key stakeholders in your community
- ▶ One in-person workshop (either two half days or one full day) providing an in-depth exploration of the selected 2-3 focus areas for your community
- ▶ Access to field-tested strategies and tactics that align stakeholders and help move community transformation forward

POTENTIAL OUTCOMES:

- ▶ A framework for productive collaboration for creatives, business owners, and municipalities that provides clarity on priorities and future action
- ▶ Alignment across segments of your community—from civic and business leadership to elected officials—on a shared vision and clear action items

APPLY HERE



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

