

Colorado

**Office of Economic
Development and
International
Trade**

Advancing Colorado:

The Colorado Office of Economic Development and International Trade (OEDIT) strengthens Colorado's prospects for long-term economic growth by providing broad-based support to Colorado businesses.

At the Colorado Office of Economic Development and International Trade, we wish every business could travel with us as we meet with business leaders, entrepreneurs, chambers of commerce and all the people in this state who are dedicated to building a sound and solid economic future. If everyone could see the drive and energy, the spirit and substance of our citizens as we have, they would be as clear and optimistic as we are about the future of business in our great state.

The future is all about growing and developing businesses. We're a resource to businesses at every stage of growth – the start-up with a visionary entrepreneur, the medium-sized company that is ready to expand its market around the corner or around the world, or a large corporation considering relocating to Colorado because of our friendly business climate and highly educated workforce.

Coloradans know how to do this. It's part of our independent Western spirit.

If you want to reshape your business model, we have the experts to help. If you want to start a new business, we have the team to get you off to a good start. We know the fundamentals and we have thousands of relationships across the state that can and will make the difference in your bottom line and in your future success.

The business and economic climate changes month to month, sometimes day to day, so we're clear that not one size fits all. With that in mind, please review the programs and services that our office has to offer. Contact us. If we don't have an answer right away, we'll find someone who does.

Welcome to Colorado. We know how business gets done.



division directory

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division overview

Business Finance

The Business Finance Division has a variety of financial resources, including financing programs, incentives, and tax credits, which are available to support businesses and economic development activities in Colorado. These resources can be used independently or in conjunction with other financial options in most cases. The Business Finance Division also works with projects to identify potential financial resources that may be available from other state, federal and local entities.

Resource opportunities are not static. To obtain more information, explore our website at www.AdvanceColorado.com and contact our experienced staff to learn more. Following is a summary of resources.

Programs & Services

- > Job Growth Incentive Tax Credit
- > Strategic Fund
- > Enterprise Zones
- > Colorado Innovation Investment Tax Credit
- > Regional Tourism Act
- > Bioscience Discovery Evaluation Grants
- > Certified Capital Companies
- > Venture Capital Authority
- > Business Loan Funds
- > Public Infrastructure Grants
- > Planning and Feasibility Studies
- > Colorado Credit Reserve
- > Industrial Development Bonds

Job Growth Incentive Tax Credit

(Incentive-Colorado Income Tax Credits)

The Job Growth Incentive Tax Credit is a significant financial incentive tool used when Colorado is competing with one or more states for a project. Colorado income tax credits may be provided as an incentive to a business that selects Colorado for its project and creates and maintains net new jobs with above average wage rates. The incentive level is based on a calculation of up to 50% of the amount of taxes paid by a business under the Federal Insurance Contributions Act (FICA) for the net new jobs during a specified period of time. A business must receive final approval from the Colorado Economic Development Commission before the project proceeds. A business may receive an incentive through the Job Growth Incentive Tax Credit or from the Strategic Fund but may not receive an incentive from both programs for the same net new job growth.

programs & services

Strategic Fund

(Incentive or Financing-Cash)

The Strategic Fund provides funding for incentives and various economic development activities in Colorado. It may provide a cash incentive to a business that creates and maintains net new jobs generally with above average wage rates in Colorado. The incentive amount is based on a cost per job calculation after the Colorado Economic Development Commission has reviewed various factors and the level of non-state and local matching funds. A project introduction must be provided to the Colorado Economic Development Commission prior to any announcements being made or the project proceeding. A business may receive an incentive through the Job Growth Incentive Tax Credit or from the Strategic Fund but may not receive an incentive from both programs for the same net new job growth.

Additionally, the Strategic Fund provides funding for various economic development activities in Colorado, which includes economic development marketing activities completed by state agencies, funding for business incubators and support for targeted industries. Various factors and the level of non-state matching funds are reviewed by the Colorado Economic Development Commission when making its decisions.

Enterprise Zones

(Incentive-State Income Tax Credits and Manufacturing/Mining Sales and Use Tax Exemption)

Provides incentives to encourage businesses and in certain cases, individuals, to undertake and complete specific activities in designated economically distressed areas of the state (Enterprise Zones). Businesses located in an Enterprise Zone may qualify for up to eight Enterprise Zone income tax credits and a manufacturing/mining sales and use tax exemption. In addition, businesses and individuals may earn an income tax credit for contributing to designated contribution projects. Beginning January 1, 2012, pre-certification is required before a business can proceed with activities to earn one or more of the eight Enterprise Zone income tax credits. The Colorado Economic Development Commission approves all Enterprise Zone boundaries, eligible contribution projects and the Commercial Vehicle Investment tax credit.

programs & services

Colorado Innovation Investment Tax Credit

(Financing Incentive-State Income Tax Credits)

A one year pilot program. The objective of this program is to encourage, promote, and stimulate investments in new, small Colorado businesses primarily involved in research & development or manufacturing of new technologies, products, or processes. Investors may receive a Colorado income tax credit of 15% (not to exceed \$20,000) of the amount invested during calendar year 2010. A determination that both the investor and the small business are eligible under program requirements must be made. To comply with the program's statutory requirements, the investor must file an application for Colorado Innovation Investment Tax Credits with our office by no later than 30 days after making an investment. This program was funded by the Colorado Economic Development Commission.

Regional Tourism Act

(Financing-Cash)

The state has authorized up to \$50 million dollars of state sales tax revenue per year to be dedicated to one or two projects. The selected projects will be large-scale regional tourism projects that will be partially financed with a portion of the state sales tax revenue above an existing base amount. The Colorado Economic Development Commission will select the project(s) that will receive the dedicated state sales tax revenue.

Bioscience Discovery Evaluation Grants

(Financing-Cash)

The objective is to foster development of the bioscience industry in Colorado. The program provides funding for three specific initiatives: Proof of Concept, Early-Stage Companies and Industry-Research Institution Infrastructure Development.

The Proof-of-Concept grants are intended to support bioscience discoveries that will likely lead to the development of new products, services, businesses and employment in the bioscience industry in Colorado. Grants up to \$150,000 are accessible through Offices of Technology Transfer that are affiliated with eligible, non-profit research institutions in order to enhance the commercial potential of bioscience research projects that focus on life sciences, engineering, material sciences, computer sciences, photonics, or nanotechnology.

programs & services

The Early-Stage Bioscience Company grants are intended to spur economic development and help new companies born out of Colorado research institutions to succeed in developing new technologies, business structures, and product development. Grants up to \$250,000, awarded through competitive grant cycles, are accessible to qualified Early-Stage Companies whose technology is licensed from an eligible, non-profit research institution. The grants support the commercialization of therapeutic or diagnostic products, devices, or instruments to improve human health; bioscience technologies that improve agriculture; or biofuels.

Funds are fully committed for the Industry-Research Institution Infrastructure Development initiative. The projects are supporting partnership efforts between the bioscience industry and research institutions to build infrastructure that supports the commercialization of bioscience technologies in Colorado.

Certified Capital Companies

(Financing-Cash)

The state provided premium tax credits that were used to make funding available for six Certified Capital Companies (CAPCOs). The six Certified Capital Companies, similar to venture capital, are for-profit businesses that provide funding for businesses using debt, equity, or convertible debt financing structures. It is expected that 1/3 of each CAPCOs funds will be invested in seed and early-stage businesses. Minimum and maximum investment sizes vary but may generally range between \$100,000 and \$3,300,000.

Venture Capital Authority

(Financing-Cash)

The state provided premium tax credits that were used to make funding available to the Venture Capital Authority (a special purpose authority). With this funding, Colorado Fund I and Colorado Fund II were established. High Country Venture, LLC makes investment decisions for Colorado Fund I and Colorado Fund II. Venture capital is provided to seed and early-stage businesses using debt, equity, or convertible debt financing structures. Minimum and maximum investment sizes vary but may generally range between \$250,000 and \$3,375,000.

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Business Loan Funds

(Financing-Cash)

Provides funding as needed to 14 regional Business Loan Funds. The 14 Business Loan Funds have service areas that cover the majority of the rural areas of the state, with oversight provided by regional boards of directors. Direct business loans, and in some cases loan guarantees and loan participations, are offered. Minimum and maximum loan sizes vary by region but may generally range between \$5,000 and \$250,000. Equipment and working capital loans are prevalent uses of the funds but again vary by region. The business may be required to create new permanent jobs and/or retain existing jobs, primarily for low- and moderate-income persons.

Public Infrastructure Grants

(Financing-Cash)

Designed to create new permanent jobs and/or retain existing jobs, primarily for low- and moderate-income persons. The state, using federal funds it receives annually and with approval by the Governor's Financial Review Committee, provides funding to eligible cities/counties to construct or improve public infrastructure needed by a specific business(es). The business(es) in turn commits to create and/or retain the required jobs. Minimum and maximum awards are generally \$100,000 and \$500,000 respectively.

Planning and Feasibility Studies

(Financing-Cash)

Designed to provide funding to determine the feasibility of a project or to plan for a project that will be located in a primarily rural area in Colorado. Projects need to have a specific business focus, meet an economic development objective and, if implemented, will need to create new permanent jobs and/or retain existing jobs primarily for low- and moderate-income persons. Grants up to \$20,000 may be awarded. Applications are submitted through participating Business Loan Funds.

programs & services

Colorado Credit Reserve

(Financing Incentive-Cash)

The Colorado Credit Reserve program creates greater access to capital for small businesses in Colorado by using small amounts of public resources to encourage private bank financing. Provides an incentive for banks to offer businesses loans by creating a pooled reserve account to fund losses associated with loans registered in the program. Our office provided \$2.5 million in additional funding for the program which is administered by the Colorado Housing and Finance Authority (CHFA). For additional information, please review CHFA's website at www.chfainfo.com.

Industrial Development Bonds

(Financing Incentive-Tax Exempt Bond)

Tax-exempt Private Activity Bonds issued by a state or local government entity on behalf of manufacturing facilities to finance qualified capital projects. The private user benefits from the governmental entity's tax-exempt status and its ability to issue debt obligations at tax-exempt rates. As a result, the manufacturer receives a lower interest rate on the financing than comparable taxable or conventional financing. There are a number of issuers in Colorado with tax exempt bond allocations. The Colorado Office of Economic Development & International Trade refers interested parties to all issuers and provides financial and job underwriting services for one of the issuers.

division overview

Business Development

The Business Development Division is charged with administering the state's business retention, expansion, and recruitment activities by providing leadership, technical support, project management, lead generation, and introductions and facilitation pertaining to financial assistance for local economic development initiatives.

The Business Development team meets monthly and makes budget recommendations to the Business Development Division Director regarding business development strategies and expenditures. These recommendations may include trade shows, marketing strategies, community assessment programs, collateral materials, and employee enhancement and training opportunities. The primary goal of the division is to advance Colorado's economic development initiatives and provide the state with a highly functional economic development and business marketing team.

The Business Development Division assists local economic development organizations (EDO's) develop economic development plans, responds to inquiries from businesses seeking to expand within the state or relocate here, contacts existing businesses to retain their operations within the state, provides data and other information to local economic development organizations and interested businesses, assists in linking existing Colorado businesses with potential in-state suppliers, facilitates access to capital and markets Colorado as a place to do business.

Programs & Services

- > Business Retention and Expansion
- > Business Attraction (Site Selection and Prospect Management)
- > Colorado First and Existing Industry Job Training
- > Community Economic Development Assessment
- > Emerging Industries and Advance Technologies

Business Retention and Expansion (BRE) programs include:

- **E-Synchronist** PRIME, Convention Retail and Tourism Service (CRTS) and CRM (Contact Retention Management). The e-Synchronist Business Information System bundles advanced business retention strategies, sophisticated interview design, assistance tracking/service delivery management, competitive intelligence, intranet and database technology (software), BRE resource library, and a community of committed users all working together to maximize the value of their BRE investment.

programs & services

- **Colorado Companies to Watch Program.** Colorado Companies to Watch energizes the state of Colorado by recognizing second-stage companies that are developing valuable products and services, creating quality jobs, enriching communities, and creating new industries throughout the state. Second-stage companies fuel the economic fire of Colorado by accounting for much of the economic growth and economic independence of individuals throughout the state.

Business Attraction (Site Selection and Prospect Management)

- The Business Development Team for OEDIT is committed to the economic vitality of Colorado. When our clients – site selectors or companies – come to visit, we focus on their needs. We provide all the information needed to make an educated decision. From real estate market analysis, incentives on the state and local level, taxes, planning and permitting, the Business Development Team has the resources to assist you and your company.
- OEDIT takes the lead with statewide prospects and disseminates/coordinates prospect information with all 64 counties of the state. OEDIT also takes the lead with local prospects (prospects/businesses that have selected a single Colorado community) that have contacted the office directly; conversely the Division serves as partner to any statewide economic development organization that is working with a business prospect. Local partnerships are key to this process, and in all cases OEDIT works with the local community and economic development organizations to recruit, retain, and expand business in Colorado.

Colorado First and Existing Industry Job Training Programs

The Colorado customized job-training program can be used as an incentive to attract and/or retain companies within Colorado.

- **Colorado First** grants are for companies that are relocating to Colorado or existing companies that are undertaking a major expansion.
- **Existing Industry** grants are designed for Colorado companies that are implementing new technology to remain competitive and keep jobs in Colorado. Approved training is for transferable job skills that support both the company's economic competitiveness by re-training its workers in new skills, while enhancing the workers' resumes and long-term employment opportunities.

programs & services

Community Economic Development Assessment Programs

The assessment program is a process of examining the social, political, economic and environmental conditions within a community/region. The conditions are re-viewed as they pertain to economic development. This process involves economic development professionals and industry leaders from across the state along with the local community leaders, local businesses and residents. During the process, dozens of development factors are considered and addressed. The recommendations are driven toward dealing with critical issues, discovering possible solutions, suggesting actions and leveraging resources. This process has been utilized as an economic development tool to further development in a community/county/region. Assessment includes:

- **Community Economic Development (CED) Assessment:** The Economic Development Assessment is a 24-30 hour process with a team of industry professionals who will meet with community leaders and hold a public forum to learn about the community and future development. The community will be provided with a draft report of the strengths, weaknesses, opportunities and threats (SWOT Analysis) at the conclusion of the process. The report also provides the community with recommendations to assist in planning their economic development future.
- **Community Action Plan (CAP):** The CAP provides for community stakeholders to participate in the NEXT STEP, Community Action Plan. This program 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 one or two recommendations. Six months later, a RECAP is done to document the accomplishments and benchmark successes.

Emerging Industries and Advance Technologies

The technology industry initiative is designed to grow vibrant industry clusters that include bioscience (BIO), nanotechnology (NANO), photonics, information and communications technology (ICT), radio frequency identification (RFID) and alternative energy. Serving as the primary point of contact for emerging technology companies, the business development team provides the necessary support to encourage the success of the emerging industry associations, which, in turn, provide vital infrastructure for the start-up entrepreneur, small and large businesses alike.

By facilitating collaboration between emerging technology companies, the Business Finance Division and other government agencies, as well as promoting Colorado's pro-business environment, higher education resources, research labs and required infrastructure, the business development team helps attract and retain the companies that will enhance our emerging industries cluster and help them thrive.

division overview

Colorado Creative Industries

Over the years Colorado has become a magnet for creative talent, currently ranking 5th among all states with its concentration of artists. To aid in the growth of this rapidly expanding industry the legislature established the Colorado Creative Industries division in 2010, integrating the work of the Colorado Council on the Arts, the Office of Film, Television and Media and the Art in Public Places program. This new division serves creative businesses and individuals in the fields of design, film and media, cultural heritage, literary and publishing, performing arts, and visual arts and crafts.

To ensure that cultural, educational and economic benefits of the arts are enjoyed by millions of Colorado citizens and visitors every year, the division combines state and federal funds, from the National Endowment for the Arts, and invests directly in communities across Colorado. The division strives to promote, support and expand the creative industries to drive Colorado's economy, grow jobs and enhance our quality of life.

The Creative Industries Division offers a variety of programs to help individuals, communities, non-profit organizations and creative businesses to succeed and to bring creative expression to all parts of Colorado. Priorities of the division include the following:

- Increase access to direct financial support for creative businesses and organizations
- Create and expand professional development and networking opportunities
- Promote Colorado as a premier creative hub
- Increase access to arts and creativity skills in preschool through college education and workforce development
- Stimulate increased support by local governments and coalitions

The Division has two monthly e-newsletters: *Colorado Creates* targets the overall creative industries segment and *Focus on Colorado* targets the film, television & media industries. You can sign up for either e-newsletter through the below websites:

Websites: www.coloarts.state.co.us
www.coloradofilm.org

programs & services

Financial Support

Colorado Creates

These grants are designed to help promote cultural, educational and economic growth through statewide investment in creative activities and organizations. Individuals, arts organizations, community groups, municipal, county and state agencies are eligible. Colorado Creates grants are awarded annually on a competitive basis.

Colorado Film Incentives

Incentive rebates are 10 percent of “qualified expenses” to production companies shooting feature films, television shows, commercials, video game development and new media programs taking place in Colorado. An application can be submitted at any time but funds are limited and applications are on a first come first serve basis.

Small Step Awards

Arts and cultural heritage activities can play a part in a community’s efforts to diversify or strengthen local economies, improve community systems (such as transportation, urban planning, housing, safety, justice, etc) and to strengthen ties within and between cultural groups. The \$1,000 Small Step awards are used to help communities develop strategies for using arts and culture in these ways.

Success Through Art School Grants

StART planning and implementation grants support in-school arts learning for youth, both formal training in the arts and arts infused into other disciplines or subject areas. The division’s intent is to help establish a core of model schools that will define, plan and implement arts education programs that are specifically aligned with their school or district learning goals.

programs & services

Programs & Services

- > Peer Assistance Network
- > Art in Public Places
- > Camera Ready
- > Creative Capitol
- > Governor's Arts Award
- > Poetry Out Loud
- > Cultural Heritage

Peer Assistance Network

Provides a low-cost consulting service for artists, cultural organizations and community groups. Peer Advisors are seasoned non-profit administrators with expertise in specific operational areas such as fundraising, marketing, audience development, strategic planning, board development, capital campaign readiness and more.

Art in Public Places

By uniting artists, architecture, and a host community or agency, the Art in Public Places Program (AIPP) integrates the art experience into the built environment and civic spaces. The AIPP program has successfully commissioned or purchased over 400 works of art for the enhancement of state buildings and the enjoyment of Colorado citizens.

Camera Ready

Training assistance for communities seeking to attract film, television or commercial productions to their regions is available through this program. The intensive, hands-on class covers the needs of production companies and how communities can benefit by using media production as an economic development tool.

Creative Capitol

Creative Capitol brings permanent and rotating art exhibitions to the Colorado state capitol building. Staff and visitors are welcomed into the Lt. Governor's office and the lower level rotunda to view the rotating exhibitions and to the Governor's office to view a permanent collection.

programs & services

Governor's Arts Award

The Governor's Arts Award recognizes and honors a Colorado town or city that celebrates and uses the arts as a focal point for community development and highlights the integral role the arts play in strengthening the vitality of their community. The annual award designates a community that has demonstrated their creative use of the arts to enhance their quality of life, build economic prosperity, improve educational achievement and grow cultural tourism.

Poetry Out Loud

A poetry recitation competition for high school students, Poetry Out Loud is presented in partnership with the National Endowment for the Arts and the Poetry Foundation. The program encourages the study of great poetry by offering educational materials and a dynamic recitation competition culminating in a national award of \$20,000 to one student.

Cultural Heritage

Folk and traditional arts (music, dance, craft, and verbal arts, for example) are practiced by groups of people who share a common ethnic heritage, language, religion, occupation and geographic region or way of life. Preserving and promoting our state's cultural heritage is key to the Creative Industries Division mission. The division helps communities discover their cultural treasures and assists educators in connecting their students to the traditions and unique cultural heritage of Colorado. The division also assists Colorado traditional artists in presenting, preserving and finding funding for their work.

division overview

Colorado Tourism Office

Promotes Colorado as a premier travel and tourism destination. The office is governed by a board of directors consisting of 15 members, including four legislators, and 11 members appointed by the Governor who represent various travel and tourism industry segments. The CTO develops and implements the State's tourism advertising, public relations and marketing activities, as well as other promotional services, including international marketing, heritage tourism, agritourism, co-op opportunities, the Official State Vacation Guide, State map and the State's tourism website. It also operates the official State Welcome Centers that provide helpful travel information.

Marketing & Advertising

Domestic Markets

The CTO has developed a targeted and strategic national and regional advertising campaign, marketing to travelers through broadcast, print and digital media. The purpose of the campaign is to inspire potential visitors to take a vacation in Colorado by driving them to www.Colorado.com. The CTO markets Colorado as a four season destination and implements an integrated marketing message.

International Markets

The CTO's International Program markets the state to international visitors through trade, consumer and media relations. The program's goal is to attract a steady increase of international visitors to Colorado to experience the state's year-round travel product. The CTO currently has international marketing representatives in Germany, the United Kingdom, France, Japan, Mexico and Canada to market travel and tourism.

Official Colorado Communications & Travel Resources

The Official State Vacation Guide (OSVG) provides valuable travel information to inspire and help tourists plan their trips to Colorado. OSVGs are distributed through the 1-800-Colorado call center, Colorado.com website, welcome and visitor centers, travel and trade shows, etc. Colorado.com further promotes the Colorado brand and provides comprehensive tourist information on what to see and do year-round while in the state. The website provides planning tools, along with added inspiration to book a Colorado vacation. The CTO and the Colorado Department of Transportation collaborate to produce the official state map – the map has proven to be one of the most used travel-planning tools the CTO creates. Another marketing initiative is the e-CRM program that distributes electronic consumer newsletters featuring exciting Colorado activities and destinations to an opt-in email address database.

Websites: www.colorado.com
www.coloradotourismpartner.com
www.coloradotourismconference.com

programs & services

Financial Support

Tourism Marketing Matching Grant

Marketing matching grants to assist tourism industry organizations with their marketing programs. The Marketing Matching Grant program provides funds on a matching basis and will allocate up to \$15,000 per region or statewide organization. A region is considered a group of multiple communities (cities, towns, counties) who have identified similarities in their area based upon a geographic identity, traveler behaviors or tourism product. This competitive grant program provides funds to organizations whose objective is to promote their region as a tourism destination and organizations, destination travel groups and special events whose primary objective is promoting tourism throughout the state.

Programs & Services

- > Public Relations Program
- > Industry Relations & Outreach
- > Colorado Welcome Center
- > Co-op Marketing
- > Heritage Tourism
- > Agritourism
- > Research

Public Relations Program

The PR campaign generates positive publicity as a premiere, four-season travel destination with diverse attractions and experiences. Pro-active media relations tactics, including an integrated approach that works collaboratively with the advertising campaign is executed. Media and international tour operator familiarization trips are hosted in Colorado. The campaigns target international, national, regional and in-state media to gain exposure for Colorado's travel industry. Media events and targeted consumer travel shows provide participation opportunities for the tourism industry.

Industry Relations & Outreach

The CTO has an Industry Outreach Program designed to communicate with Colorado's tourism industry to maximize the support needed to grow tourism businesses, attractions and destinations. A large portion of the CTO industry relations involves communicating with chambers, convention and visitors bureaus and tourism-related businesses throughout the state and disbursing leads and opportunities related to media and travel trade. Relevant travel and tourism research, advertising opportunities, marketing plans and other tourism programs are shared with the industry and featured on the www.ColoradoTourismPartner.com webpage dedicated to industry members.

programs & services

The annual Governor's Tourism Conference brings industry members together to discuss the challenges and opportunities for one of Colorado's most important economic sectors. This event provides a forum for Colorado businesses, destinations and attractions to share information on the state of the industry and explore ways to strengthen it. Each year, this event is held in different locations throughout Colorado.

The Tourism Ambassador Program (TAP) was created to educate every Colorado citizen about the importance of tourism and the benefits conveyed by a strong tourism industry, including the economic impact on state and local tax revenue and jobs. The goal of the program is to generate as much support for tourism as possible and is currently 1,800 Ambassadors strong.

Colorado Welcome Center Program

An integral part of the Colorado Tourism Office promotional efforts is the operation of a network of tourist information centers or "Welcome Centers." Currently, there are 10 facilities, strategically located at high-volume entry points into the state and at Red Rocks in Morrison and Alamosa. The Welcome Centers greet approximately 1 million visitors a year and utilize around 500 citizens of Colorado who volunteer their time to assist travelers stopping at the centers.

CTO Co-op Marketing Program

Maximizing the Tourism Industry's Marketing Budgets

The co-op marketing program leverages state marketing dollars so that the tourism industry's marketing dollars can go further. Industry partners are presented the opportunity to "piggy-back" on CTO-sponsored marketing programs at greatly discounted rates.

The co-op program provides:

- Strategic, discounted broadcast, print and online media programs
- Diverse media offerings, reaching multiple target audiences
- Cost-efficient pricing to meet industry budgets
- Most programs are supported by editorial and CTO ads
- Opportunities available to leverage off of the CTO's marketing efforts, including advertising and exposure at domestic and international travel trade shows, Welcome Centers, as well as in the Official State Visitor Guide and on Colorado.com
- More co-op partnering means more consumer exposure for everyone concerned with promoting travel to Colorado, thereby creating the best-case scenario for increasing tourism to the state of Colorado

programs & services

Heritage Tourism Program

In partnership with the Colorado Historical Society, the CTO developed the Heritage Tourism Program to promote the state's rich cultural heritage, including providing grants to develop and market heritage products around the state, enhanced materials online and a concentrated marketing effort. The CTO, State Historical Fund and Colorado Department of Transportation produced a Scenic and Historic Byways Program featuring the State's 25 scenic drives. The CTO promotes strategy, research, marketing, and manages grant opportunities from the State Historical Fund.

Agritourism Program

The Agritourism Program was established in partnership with the Department of Agriculture in 2009. The first project of the program is to conduct a research project. The study will gather and analyze data on the current state of agritourism in Colorado with four identified outcomes. The first is to refine the definition of agritourism in Colorado, the second is to define current industry participation, the third is to establish an industry contact list and the fourth is to identify opportunities and challenges for agritourism in Colorado. Based on the results of the project the program will begin developing a marketing plan for the promotion of agritourism in tandem with the overall CTO marketing program.

Research Programs

The CTO commissions research projects every year to measure the success of its promotional efforts and to identify the impact of tourism on the state's economy. Longwoods International provides valuable information to the CTO by identifying visitor profiles to use in the marketing campaign planning process and measuring the return on investment of the CTO's advertising campaign. Other research includes identifying the economic impact of tourism and studying international travel impacts on Colorado.

division overview

International Trade Office

The International Trade Office (ITO) promotes the export of Colorado goods and services and markets Colorado to attract foreign investment to Colorado. By supporting Colorado exports and attracting foreign investment, the ITO helps create and retain jobs in our state, assists Colorado companies to expand and diversify their markets and builds Colorado's identity as an international business center. The ITO is open to the public and most services are offered at no charge.

Programs & Services

- > Export Counseling
- > Foreign Investment Attraction and Technical Assistance
- > Tradeshows
- > Foreign Missions
- > Incoming Buyer Delegations
- > Colorado Export Development Grant (CEDG)
- > Colorado Export of Innovative and Sustainable Technologies (CO-Exist) Program
- > Governor's Award for Excellence in Exporting

Export Counseling

The ITO's regional specialists counsel Colorado companies in areas of marketing, sales and market selection, partner selection and the fundamentals of exporting.

Foreign Investment Attraction and Technical Assistance

The ITO assists foreign companies with understanding the process of opening an office in Colorado. The ITO provides in-depth assistance with site selection and other technical issues; helps conduct market research specific to the international company's request; assists with applying for eligible incentives and other state programs; and provides introductions to local public and private partners.

Tradeshows

The ITO participates in domestic and foreign tradeshows for the dual purposes of export- and investment-promotion. Exporting companies benefit from the ITO's coordination of B2B matchmaking, exhibition logistics, and lead generation. ITO also promotes Colorado as a place to invest.

programs & services

Foreign Missions

The ITO organizes foreign missions to strategic markets to assist exporters with increasing their international sales and to promote Colorado as a place to invest. Common features of trade missions include customized appointments for Colorado companies with potential partners in industry and government, customized industry briefings, and networking opportunities.

Incoming Buyer Delegations

The ITO arranges B2B appointments for visiting international buyers and delegations with Colorado companies to assist foreign buyers with sourcing goods and services from Colorado companies.

Colorado Export Development Grant (CEDG)

The CEDG provides financial support to Colorado companies to assist them in developing new export markets. Grantees can receive between \$500-2,000 to apply towards travel expenses, trade show exhibition and/or attendance, business match-making services, or other direct expenses for developing a new target market.

Colorado Export of Innovative and Sustainable Technologies (CO-EXist) Program

CO-EXist supports business exchanges between Colorado companies and business, government, and industry leaders in China and Mexico in the targeted area of sustainable and environmental technologies and services. The objective of the program is to increase Colorado's cleantech exports to these two important and growing markets. Companies may apply throughout the three-year program (January 2010 to December 2012) to participate in outgoing tradeshows, incoming buyer visits, or to receive funding for technical assistance for Mexico and/or China. This program receives financial support from the U.S. International Trade Administration through the Market Development Cooperator Program.

Governor's Award for Excellence in Exporting

The Governor's Award for Excellence in Exporting recognizes Colorado companies that demonstrate significant achievements in and a commitment to international trade. The competitive Award has been given every May since 1970 in conjunction with World Trade Month. Exporting companies are encouraged to apply.

division overview

Small Business Development Centers

The Small Business Development Centers (SBDC) are a statewide network of 15 federally affiliated offices that are funded in part by the State of Colorado and the Small Business Administration.

The network combines the resources of federal, state and local governments with those of the educational system and private sector to provide specialized resources and tools for the complex needs of the small business community.

The SBDC can help you with the mechanics of your business by looking at the nuts and bolts of your development needs. The network is available for help on breaking down the barriers of entering new avenues of business that you never thought were possible. Come visit us to fulfill your dream of starting, growing or prospering your business. The future looks bright!

Priorities of the division include the following:

- Free one-on-one counseling services in the areas of business research, marketing, new business feasibility analysis, business plan preparation, finance packaging and other small business topics
- Statewide outreach to small businesses through regional conferences, workshops and business forums
- Tracking client satisfaction and formal/informal needs assessments to ensure the network is matching services to the business needs

Website: www.coloradosbdc.org
www.vetbizassist.org

Programs & Services

- > Small Business Development Center Hotline
- > Colorado Leading Edge Program
- > Veteran Entrepreneurial Program
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programs & services

Small Business Development Center Hotline (303-592-5920)

The Hotline is the first point of contact for new and existing business owners with questions about federal, state and local licensing requirements. The Hotline also provides referrals to a variety of state and federal assistance programs and local, small business training around the state.

The Hotline distributes the Colorado Business Resource Guide, which is a comprehensive guide to starting and operating a business in Colorado. The Colorado Business Resource Guide can also be accessed on the Internet at **www.coloradosbdc.org**.

Colorado Leading Edge Program

The Leading Edge program delivers comprehensive training to small businesses by providing entrepreneurs with a better understanding of finance and marketing aspects as they relate to the successful management of their business through business plan development. The entrepreneur course involves approximately 35 hours of intensive training facilitated by a State Certified Instructor which includes a minimum of five hours of one-on-one confidential counseling.

Multiple Courses Available:

- Startup Business
- Existing Business
- Creative Industries
- Agricultural-Based Business
- Emerging Industries

programs & services

Veteran Entrepreneurial Program

In the past three years, the SBDC Network has served over 2,000 veteran entrepreneurs. This service includes the free one-on-one counseling, attendance at training events in small business education and participation in conferences specially designed for the needs of veteran small business owners and aspiring entrepreneurs. SBDC aims to increase our reach to Veteran Entrepreneurs by providing additional resources and support for this community.

In 2010, the SBDC Network became a regional hub for veterans' small business programming for Colorado, Arizona, Montana and Kansas. This new outreach will help SBDC to further engage the veteran business owner community in the following dynamic ways:

- Database of Veteran's and Service-Disabled Veteran Owned Businesses in Colorado, Arizona, Montana and Kansas. The database is up and running at **www.vetbizassist.org**
- Web Portal around this database to serve as a comprehensive resource list of government agencies, non-profits and other programs to assist veterans interested in business opportunities **www.vetbizassist.org**
- Expanding Veteran Small Business Conference offerings to Western Colorado as well as to partnering states of Arizona, Montana and Kansas
- The creation of a Veteran's Small Business Resource Guide/brochure to supplement Colorado's own Business Resource Guide

The database is an innovative approach to connecting veteran and service-disabled veteran business owners with prime contractors in both the public and private sectors. Individuals will enter their information into the database, including keywords describing the capabilities of their business and the corresponding North American Industry Classification code. Prime contractors may then search the database to find businesses to fulfill their needs and to satisfy veteran and small business contracting requirements.

These initiatives are comprehensive and complementary. The expanded conference offerings will raise awareness of the database among both veteran entrepreneurs and prime contractors. The website on which the database will be located is a springboard to access for the varied resources available to veterans. The Resource Guide will ensure that even those without access to a computer are included in the SBDC's expanded veterans program.

programs & services

Minority and Women-Owned Business Support

The Minority and Women-Owned Business Support (MBO) is a division of the SBDC Network and works cohesively with referring minority and women-owned businesses for free counseling and low cost training offered by the SBDC Network. Services include the provision of training seminars, conferences and workshops, and the identification of financing and procurement opportunities within both the public and private sectors.

The MBO collaborates with other state agencies, the private sector and various organizations to expand economic opportunities for minority businesses.

The MBO provides a database of minority and women-owned businesses in Colorado. The database is up and running at <http://minoritybusinessoffice.org/>. The database works to connect minority and women-owned businesses with prime contractors in both the public and private sectors. Individuals will enter their information into the database, including keywords describing the capabilities of their business and the corresponding North American Industry Classification code. Prime contractors may then search the database to find businesses to fulfill their needs and to satisfy contracting requirements.

Other Services:

- Referrals to applicable resources
- Assistance with Surety Bond Training
- Coordination of Procurement Conferences and Expos
- Monthly Resource Information Sessions



Colorado

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