



City of
Golden

911 10TH ST. GOLDEN, CO 80401
TEL: 303-384-8000
FAX: 303-384-8001
WWW.CITYOFGOLDEN.NET

Work Plan

To: The Honorable Mayor and City Council
From: Robin Fleischmann, Economic Development Manager
Through: Scott Vargo, City Manager
Date: February 24, 2023
Re: EDComm 2023 Work Plan

Mission/Purpose of Board/Commission:

The mission of the Economic Development Commission (EDComm) is to assist the City of Golden in providing leadership, education, and the tools necessary for the Golden community to optimize appropriate economic opportunities. By focusing on the growth and retention of existing employers and cultivating an environment that attracts additional employers, including startups, EDComm supports Golden's vision of a prosperous, sustainable community that generates the best possible quality of life for its citizens.

2022 Accomplishments:

- Business Retention/Expansion/Attraction – Through site visits, meetings, emails, phone calls, and networking events, staff worked directly with more than 475 Golden businesses.
- Entrepreneurship and Innovation – EDComm sponsored the EnerCom and Rockies Venture Club meetings which brought energy and startup investors to Golden. In addition, EDComm sponsored the Colorado School of Mines

Entrepreneurship Center student pitch events by supplying gift cards to numerous Golden restaurants and coffee shops as prizes.

- Workforce Development -- Partnered with the Jefferson County Business and Workforce Center to connect businesses and employees to employee recruitment, internship, and job training resources.
- Communications – The Golden Informer Business Spotlight series is a first step in expanding communications to and within the business community.
- Data Collection and Analysis – Staff is working on an inaugural Golden economic development profile and had made significant progress towards a new business information website and CRM which will improve effectiveness, productivity, and metrics.

	SMARTIE Goal Specific, Measurable, Attainable, Relevant, Time-bound, Inclusive and Equitable)	<u>Success Factor</u> • Affordable & Thriving	<u>Council Initiatives</u> If so, which one?	<u>Key Projects</u> If so, which one?	If not an initiative or key project, is it proposed to be one?	Input from other boards needed?
1	<p>Grow and Retain Local Businesses Assist small business success through the implementation of a cloud-based business engagement software platform for easier access to economic development resources.</p> <p>Implement a business customer relationship management tool for improved service delivery by all City divisions.</p> <p>Expand business communications through the Golden Informer, the weekly newsletter, social media, and other collateral.</p> <p>Host industry events.</p>	Affordable & Thriving	Implement Racial Equity Diversity and Inclusion (REDI) Plan	N/A	N/A	N/A
2	<p>Cultivate Innovation and Entrepreneurialism Support startups & Home-Based businesses throughout the community.</p> <p>Directly advise and mentor local startups. Continue partnering with the Colorado School of Mines McNeil Center for Entrepreneurship an Innovation/Beck Venture Center.</p> <p>Continue partnering with Connects Workspace and Craft Coworking to reach the startup community. Collaborate on a monthly startup meetup.</p>	Affordable & Thriving	Implement Racial Equity Diversity and Inclusion (REDI) Plan	N/A	N/A	N/A

	Continue collaborating with Jeffco EDC and peer cities to establish and implement a countywide innovation engagement strategy.					
3	Support the Work Force of Today and the Future Engage with Golden businesses about their workforce development needs. Continue collaboration with the Jeffco Business and Workforce Center Continue to connect businesses to Jeffco Public Schools Career Links and Warren Tech. Engage with and connect businesses to Manufacturer's Edge. Develop and renew partnerships with other workforce development programs.	Affordable & Thriving	Implement Racial Equity Diversity and Inclusion (REDI) Plan	N/A	N/A	N/A

2023 Board Goals:

Recommendations for new board member appointments: EDComm members include residents in a wide variety of occupations. It is recommended that Council consider the benefit of appointing members with diverse business experience. In addition, general knowledge of Golden, Community Marketing, and community needs would be helpful.

Any additional information: Ongoing work includes providing letters of support, highlighting local businesses with awards nominations, supporting corporate social responsibility/volunteerism, and participating in Hunger Free Golden.