



2017 Strategic Plan

Vision

To be the preferred business address in the West.

Mission

The Aurora Economic Development Council is a public/private partnership dedicated to enhancing the economic strength of the city of Aurora by recruiting new primary employers, retaining existing primary employers and assisting current primary employers to expand in the city.

Target Markets

- Aerospace and Defense
- Bioscience
- Healthcare
- Medical Research and Development
- Renewable Energy
- Transportation and Logistics
- Manufacturing and Technology

Strategic Leadership

- Economic Development
- Marketing
- Public Policy
- Accelerate Colorado

Organizational Goals for 2017

- Assist in the creation/retention of 1,600 primary jobs.
- Achieve private sector investment of \$1,100,000.
- Achieve a positive cash flow for 2017.
- Produce a YTD marketing effectiveness report.
- Advance economic opportunities through public policy initiatives.

2017 Strategic Leadership

Economic Development

Initiatives:

1. Proactively identify and attract primary employers to Aurora and retain existing primary employers.
2. Explore alternative funding mechanisms for economic development projects.
3. Work with the private sector and with the City of Aurora's Development Services/Aurora Urban Renewal Authority Manager to encourage development of Class A office space.
4. Create strategy to attract international prospects.
5. Proactively identify and pursue transformational projects.

2017 Strategic Leadership

Marketing

Initiatives:

1. Secure a seat in the newly formed Denver International Airport Area Marketing Committee.
2. Serve as a resource to members so they can promote economic development opportunities in Aurora.

2017 Strategic Leadership

Public Policy

Initiatives:

1. Identify state legislative priorities that are of common concern to the City of Aurora, Aurora Economic Development Council investors, the Aurora Chamber of Commerce, Aurora Public Schools, Cherry Creek School District, among others.
2. Participate in the City of Aurora's efforts to revise the comprehensive plan and zoning code, and other efforts related to economic development.
3. Intensity outreach to legislators to elevate the Aurora Economic Development Council's visibility and influence on important state legislation related to economic development in Colorado.
4. Build relationships with elected officials and coalitions with statewide organizations (CCI, CML, etc.).
5. Work with Aurora City Council on ballot initiatives that are in the interest of the Aurora Economic Development Council's strategic plan.

2017 Strategic Leadership

Accelerate Colorado

Initiatives:

1. Advocate at the federal level for policies critical to Colorado's economic development.
2. Support federal advocacy efforts for Colorado's prominent industries.
3. Engage in strategic outreach across the State of Colorado to raise awareness of Accelerate Colorado and increase membership of the organization, particularly (though not exclusively) among the industries on the State's priority industry list.