



2011 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
- Health Sciences
- Renewable Energy
- Transportation and Logistics

Strategic Leadership

- Public Policy
- Accelerate Colorado
- Economic Development
- Marketing

Organizational Goals for 2011

- Assist in the creation/retention of 1,200 primary jobs.
- Achieve private sector investment of \$1,244,000.
- Achieve a positive cash flow for 2011.
- Produce a YTD marketing effectiveness report.

2011 Strategic Leadership

Public Policy

Initiatives:

1. Advocate at the state level for legislation that will aid in the attraction of primary employers to the state of Colorado and support existing primary employers.
2. Work with newly elected and appointed officials at the state and local level and educate them on Aurora's economic development needs.
3. Secure a seat on the Fitzsimons Redevelopment Authority Board of Directors.

2011 Strategic Leadership

Accelerate Colorado

Initiatives:

1. Advocate at the federal level, through Accelerate Colorado, for policies critical to Aurora's economic development, top industries, and business community.
2. Support federal advocacy efforts, through Accelerate Colorado, for Colorado's top industries including: aerospace and defense, bioscience, energy, and economic development and business issues including transportation and health care.

2011 Strategic Leadership

Economic Development

Initiatives:

1. Identify primary employers to recruit to Aurora and retain existing primary employers. Create/retain 1,200 primary jobs in 2011.
2. Measure economic impact of employers recruited/retained by Aurora EDC.
3. Identify new economic development opportunities within Aurora's targeted industries.

2011 Strategic Leadership

Marketing

Initiatives:

1. Launch a new, refreshing brand for the Aurora Economic Development Council.
2. Launch new web sites for Accelerate Colorado and the Aurora Economic Development Council.
3. Produce a refined A-List event to raise awareness of the Aurora Economic Development Council.
4. Promote Aurora's targeted industries.
5. Continue to cultivate and explore new opportunities of marketing through strategic partnerships.