

From: Woodbury, Derek A. - OED Marketing Commun Mgr Derek.Woodbury@denvergov.org
Subject: New Name, New Strategic Plan!
Date: March 4, 2019 at 5:40 PM
To: Woodbury, Derek A. - OED Marketing Commun Mgr Derek.Woodbury@denvergov.org



March 4, 2019

New Name and New Strategic Plan

Dear Friends and Colleagues,

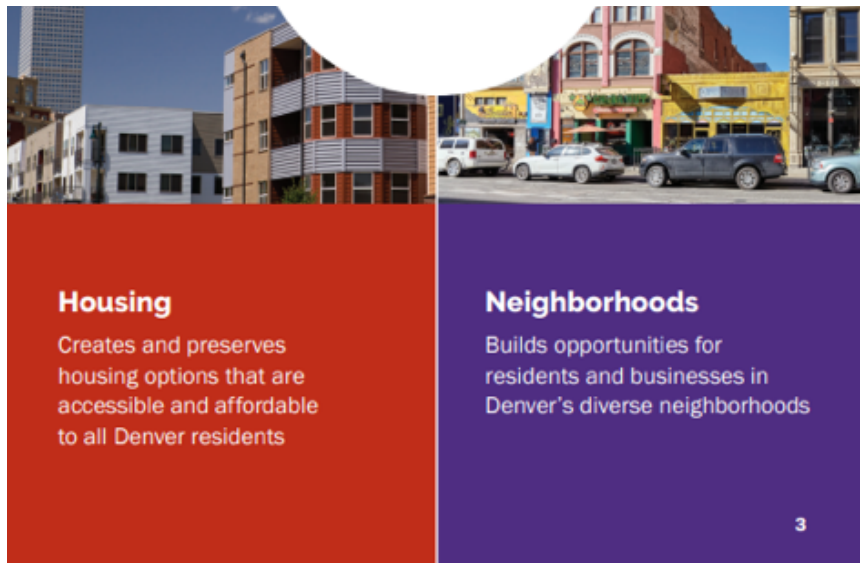
It is with great excitement that today, we are announcing the Office of Economic Development is now **Denver Economic Development & Opportunity!** And along with our new name, we also have a new strategic plan, PROPEL DENVER, underscoring our commitment to ensuring that the success of Denver's economy is shared by our residents, businesses, and neighborhoods.

WHAT'S IN A NAME?

The work of our agency goes beyond traditional economic development. As you can see, we have four distinct yet inter-connected divisions.

Business, Workforce & Global Development Develops local and global business opportunities while connecting residents to jobs	Division of Small Business Opportunity (DSBO) Creates and expands opportunities for small, minority and women-owned businesses
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DENVER
ECONOMIC DEVELOPMENT & OPPORTUNITY



We not only focus on **business, workforce, and global development** but also on ensuring the people of Denver have equitable **opportunity** to attain safe, stable, **affordable housing**. At the same time, we are working to preserve the character and culture of Denver's diverse **neighborhoods**. And, as these communities are changing, it is important that their residents have the **opportunity** to stay there--if they choose to--and benefit from the prosperity.

Now more than ever with major construction projects in the pipeline, our Division of **Small Business Opportunity** team is dedicated to creating equitable **opportunities** for small, women and minority-owned businesses to work on city contracts and procurements.

So, what's in a name? We feel **Denver Economic Development & Opportunity** better represents the work we are doing to create opportunities for everyone in Denver to make a home, get a job, and build a future.

OUR NEW STRATEGIC PLAN: PROPEL DENVER (click for PDF)





PROPEL DENVER is our 2019 Strategic Plan for advancing the mayor's mission to set Denver's people and neighborhoods on an equitable path to prosperity.

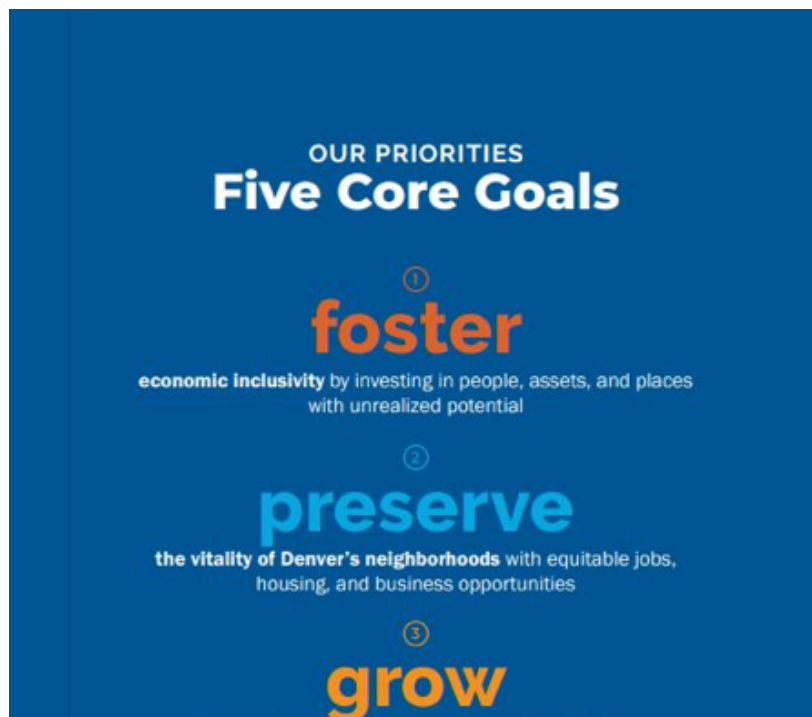
Through this work, our team will collaborate across city agencies, and with the community-- residents, nonprofits, businesses, and others--to ensure that we have an economy that works for everyone.

OUR VISION:

Leading an inclusive and innovative economy for all Denver residents and neighborhoods

OUR MISSION:

Delivering today while strategically investing for tomorrow. We CREATE, CATALYZE, CONNECT and CULTIVATE.





With our belief that Denver residents should have the opportunity to make a home, get a job, and build a future, our dedicated staff – across all divisions – have aligned through these five core goals.

These priorities will guide our work for the year ahead. We look forward to doing great things together!

If you'd like a presentation about our PROPEL DENVER, please contact Anthony E. Graves, DEDO Director of External Affairs, via Sarah.Milmoe@denvergov.org.

Thank you! We look forward to our continued partnership.

A handwritten signature in blue ink, appearing to read "Eric Hiraga".

Eric Hiraga
Executive Director, Denver Economic Development & Opportunity

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Learn more at denvergov.org/economicdevelopment
