

Dear Denver Business Partners,

Today, Economic Development Director Paul Washington and I launched JumpStart 2012, a new strategic plan for growing Denver's economy by focusing the City's efforts on creating world-class opportunities for Denver's businesses, residents and neighborhoods.

To create a sustainable Denver, we must find new ways to strengthen the local market. Through JumpStart 2012, we will be revving up Denver's economic engine to drive private sector growth and job creation throughout the City, and propelling Denver's OED into the 21st Century.

This strategic plan identifies major, immediate steps the OED will make this year to bolster the City's business development, community lending and investment and workforce development.

With this strategy we are charting a new, more targeted, course for economic development in Denver, one that will provide more accountability and better customer service. JumpStart 2012 goes beyond infrastructure and buildings – it's a pathway to strong families, integrated communities and self-sufficiency.

JumpStart 2012 outlines seven pillars of initiatives, goals and partners that we will collaborate with to implement the plan.

These pillars are:

- **Business Retention** – Retain and strengthen Denver-based companies.
- **Small Business Advocacy** – Create an environment to help small business thrive through collaboration between public, private and nonprofit sectors.
- **Business Recruitment** – Increase the number and quality of companies that relocate to Denver.
- **Sustainable Neighborhood Development** – Drive strategic investment in neighborhoods hardest hit by the recession to develop eco-friendly affordable housing and sustainable economic development.
- **Business Lending** – Make the Business Lending Program a key tool for advancing economic development strategy.
- **Key Strategic Projects** – Execute strategic projects and small business opportunity initiatives to maximize the positive economic impact on the City of Denver.
- **Workforce Development** – Establish Denver as the city with the most highly skilled and productive workforce.

Also, last August, I asked Tom Clark, CEO of the Metro Denver Economic Development Corporation, and a volunteer team of regional economic development professionals to study Denver's OED and offer recommendations on how the agency can better function in the new economy. I want to thank Tom and his team for their critical work. These suggestions will help us sharpen the OED's tools and more efficiently execute the agency's strategies.

To build on the JumpStart 2012 foundation, I will also work with the OED to develop a long-term economic strategy that we will roll-out this year to guide the City's priorities and work for years to come.

This strategic plan will directly support and build upon the recent, clear message we heard from the Structural Financial Task Force: Grow Economic Opportunities.

I look forward to working with all of you to strengthen our local business environment and deliver a world-class city where everyone matters.

Respectfully,

Michael B. Hancock

Mayor