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& OPPORTUNITY

# Tools to Support Denver Businesses

*January 29, 2025*

*Business, Arts, Workforce, Climate,  
& Aviation Services Committee*

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# Agenda

- ✓ **Who do we serve?** DEDO's Business Clients
- ✓ **How can we help?** DEDO's Business-focused Programs and Services at a Glance
- ✓ **A Closer Look** - Key Business Development Programs
- ✓ **Program Impact Highlights**
- ✓ **Good to Know** - Economic Development Tools at the State Level
- ✓ **Spreading the Word** - Sharing DEDO's Programs





# DEDO at a Glance

## **Business Development & Global Engagement**

Supports business recruitment, retention, and expansion. Builds Denver's capacity to engage with and secure investment from global markets. Leads innovation & entrepreneurship initiatives.

## **Denver Workforce Development**

Connects employers to a skilled talent pipeline. Connects jobseekers to employment and training opportunities. Houses the Denver Construction Careers Program.

## **Division of Small Business Opportunity (DSBO)**

Creates and expands contract opportunities for small, minority, and women-owned businesses.

## **Neighborhood Equity & Stabilization (NEST)**

Creates opportunities for residents and businesses in neighborhoods experiencing change.

## **Executive Office**

Drives overall strategic planning, agency operations, communications, and personnel management.



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# DEDO Serves All Businesses



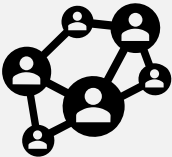
Small Businesses



Global Businesses



Business Curious and Startups



Large Employers



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# DEDO Serves All Businesses

## Business Programs

- Business grants
- Support for minority and women-owned businesses
- Tax credits
- Small business certification
- Small business loans
- Denver Legacy Businesses

## Business Services

- Business advice and guidance
- Classes for business owners
- Guidance to obtain financing
- Free webinars and trainings
- Free workspace at the Park Hill Innovation Hub

## Employers & Jobseekers

- Job fairs
- Training
- Ability to borrow a laptop and gain internet access for free
- Youth employment opportunities
- Careers in construction

## Neighborhood Support

- Neighborhood support services
- Community Support Mini Grants
- Nonprofit technical assistance
- Facade improvement
- Family business preservation



A photograph of four people—two women and two men—smiling and posing together in what appears to be a shop or workshop. The background features a white subway tile wall, a red-framed stained glass window at the top, and a neon sign that reads "YOU WE LIKE IT HERE". A water dispenser and a paper towel dispenser are visible on the left. A sign for "ICE CREAM" is partially visible on the right. A dark blue rectangular overlay is positioned in the lower-left corner, containing the text "Tools to Support Small Businesses" in white. Below this overlay is a solid green horizontal bar.

## Tools to Support Small Businesses



# Tools to Support Small Businesses: Access to Capital & Financial Support

## **Small Business Lending**

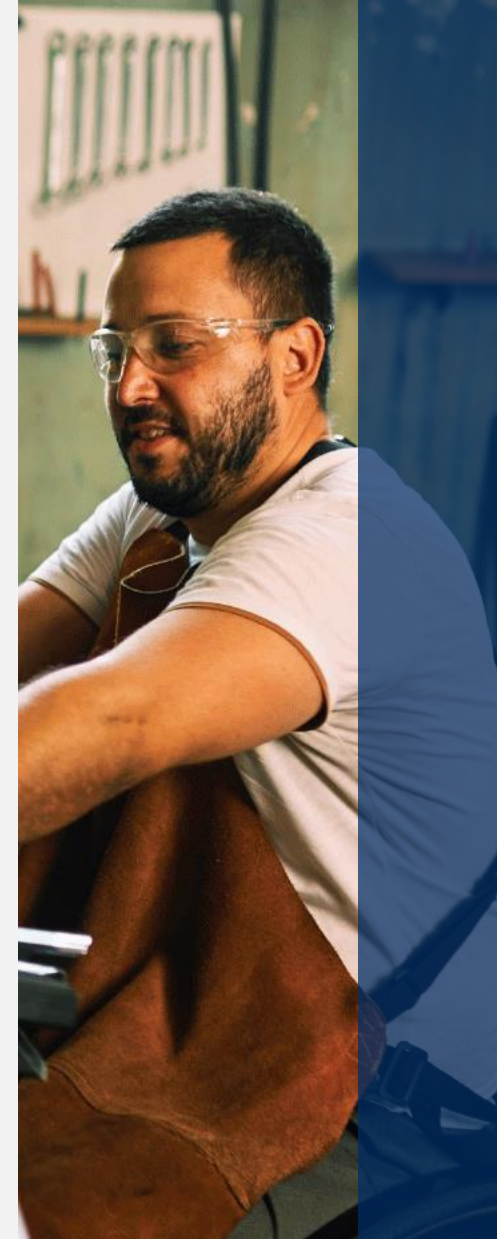
- Gap financing for new businesses seeking to launch operations or for existing small businesses seeking to grow operations and create jobs in our community

## **Business Impact Opportunity (BIO) Fund**

- Business stabilization grants for small, neighborhood-serving businesses negatively impacted by City-funded construction projects of significant size and duration

## **Financial Readiness**

- DEDO's ARPA-funded technical assistance program (provided through its partner Mile High United Way) delivers free financial readiness workshops and 1:1 assistance to businesses seeking to become loan-ready and prepared to access and apply for grants and loans



# Tools to Support Small Businesses: Access to Capital & Financial Support

## **Business Façade Improvement Program**

- Financial assistance to small businesses in Denver to enhance the exterior appearance of their buildings. This program aims to revitalize commercial corridors by improving the visual appeal of business properties, which in turn helps attract customers and stimulates local economies

## **Enterprise Zone**

- Program that unlocks state income tax credits for activities such as job creation, job training, investment in business personal property, and more for businesses located in the designated enterprise zone in Denver

## **Business Investment Program**

- Program that unlocks local Business Personal Property Tax credits for new or expanding businesses





# Tools to Support Small Businesses: Technical Assistance

## **Business Advising**

- One-on-one advising services offered to businesses to share and connect them to available resources and partners

## **Legacy Business Program**

- Program acknowledging and supporting Denver businesses that are longstanding, independent and/or locally owned that contribute to community character and vitality and hold cultural significance

## **Small Business Certification Program & City Contract Navigation Support**

- These programs help minority and women-owned businesses compete for and win city procurement contracts

## **Family Business Preservation Program & Business Cooperative Support**

- These programs serve family-owned businesses and businesses interested in forming a cooperative with technical assistance that enables them both to sustain current operations and prepare for succession planning and ownership transition



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# Tools to Support Small Businesses: Workforce Development

## **Recruitment & Screening of Job Candidates**

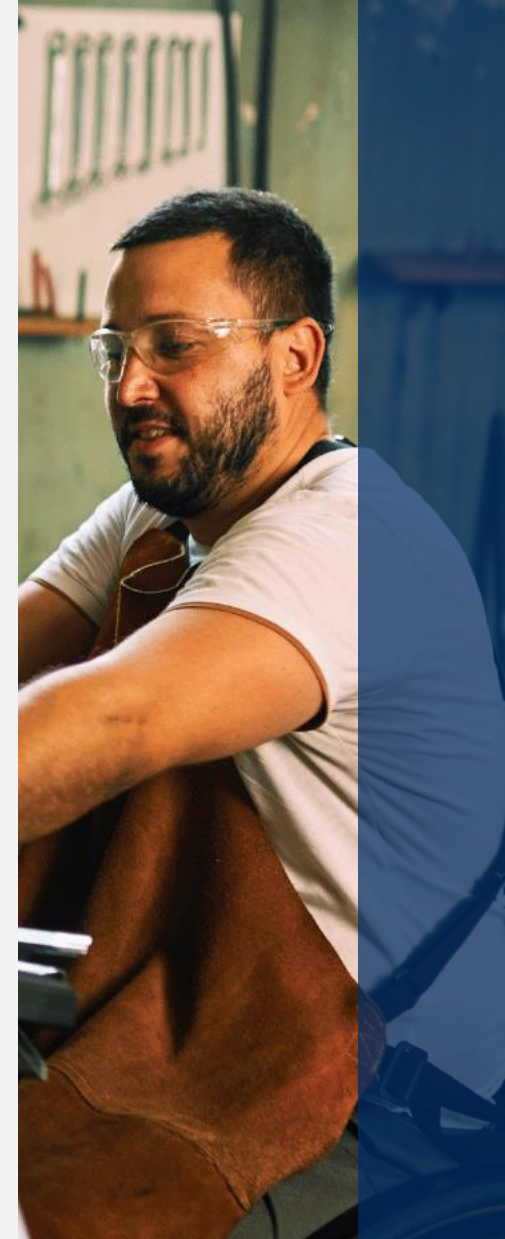
- Consultatory services to help small businesses hire, train, or retain staff
- Company-specific recruitment events and job fairs to help establish employer presence in Denver and reach candidates actively searching for employment
- Assistance with helping employers maximize the Connecting Colorado job board for job postings and screen job candidates in the Connecting Colorado system
- Assessment services that facilitate the candidate screening process for employers

## **Sector Partnerships**

- Industry-specific meetings among employers and training providers to identify needed skills & collectively address any skill gaps in the Denver workforce

## **Job Creation Subsidies**

- Job creation subsidies for employers interested in training pre-screened job candidates, including support for businesses interested in pursuing an apprenticeship model and on-the-job training



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# Tools to Support Global Businesses





# Tools to Support Global Businesses

## Global Landing Pad

- An immersive, three-day, in-person program designed to provide scaling foreign businesses with the runway they need to successfully enter the U.S. market

## Introductions & Connections

- Concierge services which includes introductions to strategic partners, hosting international delegations, consulting with international businesses, and active participation in internally-focused roundtables and conference planning

## Market Research

- Conduct market research to help a global business validate that Denver is a viable location for their US expansion plans

## Programs already highlighted

- Tax Credit programs, Small Business Loans, Workforce Development Services, FREE co-working space, 1:1 business advisory services, site selection



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# Tools to Support the Business Curious & Startups



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# Tools to Support the Business Curious and Startups

## Denver StartUp Academy

- A six-week virtual program designed to provide early-stage entrepreneurs the foundational tools to successfully “start-up” in the City and County of Denver

## Business Advising & Start-up guide

- 1:1 business advising to share resources and connect budding entrepreneurs to any resources available
- A multi-lingual, step-by-step guide through city agencies and processes - available in English, Amharic, Arabic, Dari, Nepali, Pashto, Somali, Spanish, and Vietnamese

## Park Hill Innovation Hub

- FREE co-working space for entrepreneurs and startups

## Denver ScaleUp Network

- Annual post-accelerator program to support a cohort of small, diverse and emerging Denver CEOs with solving their key strategic challenges to growth.

## Programs already highlighted

- Tax Credit programs, Small Business Loans, Workforce Development Support



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An aerial photograph of Denver, Colorado, taken at sunset. The sun is low on the horizon, casting a warm orange glow over the city. The downtown skyline is visible in the background, with several tall skyscrapers. In the foreground, there are large green parks with many trees, a winding path, and a small body of water. A small boat is visible on the water. The sky is filled with soft, wispy clouds.

# Tools to Support & Attract Large Employers



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# Tools to Attract Large Employers



## **Site Selection Assistance & Data Analysis**

- Services and information provided to companies considering Denver to make a case for a Denver location and measure the needs of a new project against the merits of potential locations

## **Philanthropic Connections / Civic engagement**

- Connections to civic partners offered to companies new to Denver to accelerate their entry to our community and to provide volunteer opportunities for their workforce

## **Business Incentive Fund**

- Performance-based incentives to win competitive and catalytic projects with significant associated capital investment or job creation and other community benefits

## **Retail Sales Tax Sharing**

- Performance-based incentives to attract anchor retailers to new & existing retail locations that serve the needs & desires of neighborhoods & visitors while increasing Denver's retail sales tax revenue

## **Programs already highlighted**

- Tax Credit programs, Workforce Development Services

# Our Impact



**\$25M**, representing **3,800+** BIO Fund **grants**, has been awarded to Denver's most vulnerable small businesses since 2019

**248** business applications have been qualified for BIP, which influenced the retention and creation of over **50,000 jobs**, since program launch in 2012

**269** Enterprise Zone program participants reported **3,944 additional jobs** at their EZ certified sites, \$169M in capital investment and \$30M in job training (2024)

DenSUN has supported **112 entrepreneurs** whose companies raised \$445.5M in revenue, are worth a combined \$746 million, and have created 1,325 jobs since 2012

The Global Team welcomed 6 new countries represented by Honorary Consuls and supported the business case for new nonstop international flights

400 foreign business prospects with **100 landing successfully in Denver** since 2018



# State Level: Economic Development Tools

- ✓ Job Growth Incentive Tax Credit
- ✓ Strategic Fund
- ✓ Advance Colorado Skill Grants
- ✓ Advanced Industries Grant Programs
- ✓ Others



# Stay connected

## Five ways City Council members can stay connected & share resources with your district:

- **Subscribe** to DEDO's monthly newsletter – stay in the know on current programs, opportunities and events for your constituents
- **Share** DEDO's newsletter or programs in your district newsletters and social media pages
- **Request** DEDO Program Managers attend office sessions for your district constituents
- **Connect** businesses with relevant DEDO Program Managers
- **Encourage businesses to reach out to DEDO with inquiries.** Emails monitored daily:
  - [InvestInDenver@denvergov.org](mailto:InvestInDenver@denvergov.org)
  - [workforce@denvergov.org](mailto:workforce@denvergov.org)





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