

Denver City Council- Biz Committee

Wednesday, September 13, 2023

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ECONOMIC DEVELOPMENT
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OUR MISSION

Denver Economic Development & Opportunity is creating an economy that works for EVERYONE.

DEDO strives to be a driving force that advances equitable economic prosperity for the City and County of Denver, its businesses, neighborhoods and residents.



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DENVER ECONOMIC DEVELOPMENT & OPPORTUNITY (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.

Division of Small Business Opportunity (DSBO)

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

Executive Office

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

Denver Workforce Development

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

Neighborhood Equity & Stabilization (NEST)

Creates opportunities for residents and businesses in neighborhoods experiencing change.



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WORKFORCE DEVELOPMENT



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WORKFORCE DEVELOPMENT OVERVIEW

Connecting employers to a skilled talent pipeline and jobseekers to employment and training opportunities.

What we do: We are a comprehensive employment and training resource for jobseekers and employers throughout Denver. Along with a strong collaboration with contracted partners, we connect jobseekers with needed skills to secure sustainable employment and we connect employers with trained and ready talent.

How we do it: As a critical economic development strategy, Workforce Development provides comprehensive, no-cost programs and services for Denver jobseekers and employers through:

Three in-person Workforce Development Centers with resources and training available to jobseekers

- **Denver Workforce Center at the Webb Building**
- **Denver Workforce Center at Montbello**
- **Denver Workforce Center at DEN**
- Partnering with community organizations to reach priority populations including those experiencing homelessness
- Provide reskilling, upskilling and next-skilling opportunities to ensure in-demand industries have a thriving talent pool
- Provide jobseekers opportunities for an increase in wages through federally funded programs, including WIOA and Wagner-Peyser



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Program Spotlight | TEC-P

Denver Workforce Development was awarded \$7.38 million from the U.S. Department of Labor we invested in a Technology Employment in Colorado Partnership (TEC-P) program. TEC-P focuses on training and upskilling the local workforce in key industries such as cybersecurity, advanced manufacturing and software development.

Impact:

- Over 600 enrollments
- Over 300 participants have completed training
- Nearly 60% of participants identify as non-white
- Over 30% of participants identify as female
- TECP 2.0 has leveraged an additional \$870K in WIOA for a total of \$2.5M in training services alone



DENVER CONSTRUCTION CAREERS PROGRAM (DCCP)



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DENVER CONSTRUCTION CAREERS PROGRAM

DCCP identifies, recruits, trains, and supports a strong pipeline of new and existing construction professionals.

What we do: With more than **\$7 Billion** in city construction and infrastructure projects in the pipeline, Denver's construction industry has a high demand for qualified and capable construction talent at all levels.

How we do it: Leveraging the historically sizeable public infrastructure investments, DCCP seeks to increase economic mobility for priority populations by expanding access to good paying jobs in the construction industry.

In 2023, DCCP officially became a city ordinance passed by City Council.

Program Spotlight | Second Chance Center Apprenticeship Program

DCCP partners with the Second Chance Center to provide apprenticeship opportunities to formerly incarcerated individuals.

Impact:

The program saw 81% Graduation Rate with Average Starting Salary for graduates at \$22.84 an hour



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DIVISION OF SMALL BUSINESS OPPORTUNITY (DSBO)



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DSBO OVERVIEW

DSBO creates and expands contract opportunities for small, minority, disadvantaged and women-owned businesses

What we do: DSBO's mission is to be the bridge that promotes and improves the participation and engagement of certified small, disadvantaged, minority and women-owned (MWBE/SBE/DBE) businesses on city contracts through the creation and implementation of programs. DSBO supports this mission by the growth, capacity, and sustainability of MWBE, SBE, and DBE through preventing discrimination, promoting equity, and removing contracting barriers.

How we do it: DSBO champions small businesses by offering the protections, programs, tools and resources necessary to engage in business with the city, including:

- Partnering with city agencies to advance social and economic equity in policy, procedures and strategies
- Certification of socially and/or economically disadvantaged businesses to participate in program
- Certified business utilization to afford contract opportunities for businesses to perform and prime/primary contractors and/or subcontractors on city projects
- Contract compliance to track business utilization to ensure accordance with ordinances and federal regulations
- Capacity building & strategic development of MWBE, SBE and DBE firms



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DSBO HIGHLIGHT

Program Spotlight | **Citywide Mentor Protégé Program**

Aligned with the City and County of Denver's commitment to help expand the capacity of minority and women-owned businesses (MWBEs), the city created the Citywide Mentor Protégé Program in 2020 to build effective working relationships between city agencies, established companies and emergency city certified MWBE firms.

As an added benefit, city agencies each sponsor mentor protégé pairs to provide educational opportunities, key personnel engagement and access to resources.

Through mentorship, MWBEs learn from larger firms as well as:

- gain the necessary skills to help scale their businesses
- valuable educational and networking opportunities
- interact with participating city agencies
- earn a certification of completion
- recognition at a year-end celebration



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NEIGHBORHOOD EQUITY & STABILIZATION (NEST)



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NEST OVERVIEW

NEST creates opportunities for residents and businesses in neighborhoods experiencing change.

What we do: NEST mitigates involuntary displacement and preserves the culture and character of Denver's neighborhoods by providing access to resources, elevating community voices, and supporting equitable growth.

How we do it: NEST provides monetary support by funding various programs and neighborhood investment projects operating in NEST priority neighborhoods, including:

- Community organizations
- Non-profits
- Businesses
- Elevating community voices

New | The Nest Index

Earlier this year, DEDO released the new NEST Index, a tool that uses business, economic and social indicators to identify Denver neighborhoods most at risk of involuntary displacement. The 18 NEST Priority Neighborhoods include:

Athmar Park, Barnum, Barnum West, Clayton, College View, East Colfax, Elyria Swansea, Globeville, Kennedy, Lincoln Park, Mar Lee, Montbello, Ruby Hill, Sun Valley, Valverde, Villa Park, Westwood and Windsor.



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NEST HIGHLIGHT

Neighborhood Activation Program

The Neighborhood Activation Program (NAP) has distributed \$3M of American Rescue Plan Act (ARPA) funding through \$20,000 - \$200,000 grants to nonprofits, community-based organizations, and small businesses to implement projects that reactivate neighborhood and business corridors. Funded projects increase economic activity by encouraging people to eat/shop locally and thus increase foot traffic and boost small business revenue.

Funded projects include:

Events

Performances

Walking tours

Festivals

Public art exhibitions

Murals

Landscaping

Planters

Banners & decorations

Signage

Business wayfinding



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BUSINESS DEVELOPMENT



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BUSINESS DEVELOPMENT OVERVIEW

Supporting business recruitment, retention, and expansion.

What we do: Often seen as the traditional arm of economic development, DEDO's Business Development team is focused on fostering economic inclusivity and enhancing Denver's future economic resiliency.

How we do it: The team is focused on growing and sustaining the local business environment by providing proactive and strategic support to:

- Micro businesses
- Emerging entrepreneurs
- Large foundational firms

With equity at the forefront, we support small businesses through:

- Small Business Loans
- Technical Assistance
- Capacity Building
- Grant Funding



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COSTCO

- DEDO started working on this opportunity alongside elected officials, including Councilwoman Stacie Gilmore, and various community partners over 10 years ago.
- The City, through DEDO, is supporting this retail attraction project through its very first sales tax sharing incentive package.
- DEDO is incredibly proud that this project will be a new resource for high quality fresh, healthy, and affordable food, pharmacy and general merchandise options, particularly for the Montbello community – where grocery store/food access has been challenging.



Program Spotlight | The Malone Fund

Denver dedicates 1% of its retail marijuana sales tax revenue to the Herman Malone Fund (Special Revenue Fund), which is intended to expand access to venture capital for BIPOC+ Denver startups and early-stage companies.

Impact in less than one year:

\$1.2M invested in BIPOC+ companies

132 BIPOC+ companies supported with back-office support and technical assistance

12 investments through equity, debt and revenue financing



GLOBAL ENGAGEMENT



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Global Engagement Overview

Building Denver's capacity to engage with global markets.

What we do: Denver's Global Business Development team promotes Denver on the global stage as a desirable city to start or grow a business.

How we do it: The team serves as a resource for foreign companies and visitors by:

- Offering services to help companies enter and integrate into the Denver business ecosystem
- Partner with local and global entities to attract foreign direct investment
- Showcase the city to international delegations

Program Spotlight | Denver Global Landing Pad

Launched in 2019, DEDO's Global Landing Pad is a business acceleration and soft-landing program for scaling foreign companies. Several small-group cohorts have been convened around a geographic region.

Impact:

Past participants' combined successes have raised venture capital of nearly \$40 million, and their operations spark high wage jobs in Denver.



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THANK YOU!

For questions or additional information contact
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APPENDIX

Denver Economic Development & Opportunity Programs and Resources

[Business Impact Opportunity Fund](#)

[Legacy Business Program](#)

[Business Navigators](#)

[Neighborhood Activation Program](#)

[Community Support Mini Grants](#)

[Indie/Visible](#)

[Family Business Preservation Program](#)

[The Malone Fund](#)

[Denver Workforce Development Employers & Jobseekers](#)

[Small Business Loans](#)

[Business Consulting](#)

[16th Street Mall Construction Support](#)

[How to Start a Business Guide](#)

Programs provide materials translated in Spanish and Vietnamese and other languages as requested.

Other resources

[Denver Economic Development & Opportunity's Strategic Plan](#)

[Denver Workforce Development Annual Report](#)

[Division of Small Business Opportunity \(DSBO\)](#)

[Semi-Annual Report](#)

[Economic Indicators](#)



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STAY CONNECTED

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Legislative Affairs

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