

STRATEGIC PLAN 2011-13

Grand Junction Economic Partnership

Strategic Plan 2011-13

Mission: Enhance economic vitality, creating a strong and diverse economy and an improved quality of life.

Strategic Goals:

- Quality job creation
- Economic diversification
- Workforce excellence
- Building regional capacity

SG1: Quality Job Creation

Mesa County has a high unemployment rate and needs to create jobs:

1. Maintain and enhance comprehensive internal and external **marketing/branding** programs to **attract/expand business** in both the short and long term
2. Provide business with **relocation, expansion and retention services.**

SG2:Economic Diversification

Mesa County needs to grow industry sectors which continue to diversify the economy, provide quality jobs and future growth potential:

1. Focus business attraction and expansion programs on specific target industries, businesses and job types which provide economic diversity (**primary**)
2. Develop community capacity to support target industry sectors and primary business.

SG3: Workforce Excellence

The quality and capacity of the workforce is #1 competitive concern for relocating or expanding business:

- Initiate alignment of educational offerings with target industry/future and current jobs
- Support solutions to address current and future skills gaps.

SG4: Regional Capacity

The Grand Valley's role as a regional hub is a critical component of a viable economy:

- Support/develop industry sectors which contribute to regional hub status such as healthcare, retail, energy
- Build support, capacity and understanding for economic development at the State and regional level and thereby increase the competitiveness of Colorado and Mesa County as a place for business
- Promote understanding and awareness of the importance of the economy and economic development within the community
- Support projects which enhance the regional hub such as infrastructure, education, transportation, etc.