

Second Regular Session  
Sixty-eighth General Assembly  
STATE OF COLORADO

INTRODUCED

LLS NO. 12-0596.01 Kate Meyer x4348

SENATE BILL 12-005

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SENATE SPONSORSHIP

Newell,

HOUSE SPONSORSHIP

Massey,

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Senate Committees

Business, Labor and Technology

House Committees

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A BILL FOR AN ACT

101 CONCERNING THE CREATION OF THE COLORADO BUSINESS RETENTION  
102 AND EXPANSION PROGRAM.

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Bill Summary

*(Note: This summary applies to this bill as introduced and does not reflect any amendments that may be subsequently adopted. If this bill passes third reading in the house of introduction, a bill summary that applies to the reengrossed version of this bill will be available at <http://www.leg.state.co.us/billsummaries>.)*

In order to retain and grow existing businesses in the state, the bill directs the Colorado office of economic development (office) to develop and administer the Colorado business retention and expansion program under the office's statewide economic development plan. The bill describes the office's specific duties under the program, including the

Shading denotes HOUSE amendment. Double underlining denotes SENATE amendment.  
*Capital letters indicate new material to be added to existing statute.*  
*Dashes through the words indicate deletions from existing statute.*

requirement that the office annually report on the program to the general assembly.

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1 *Be it enacted by the General Assembly of the State of Colorado:*

2 **SECTION 1. Legislative declaration.** (1) The general assembly  
3 hereby finds, determines, and declares that:

4 (a) A clear economic strategy is paramount to enhancing  
5 Colorado's competitiveness as measured by increased productivity and  
6 more effective utilization of talent, capital, and natural resources;

7 (b) Existing Colorado businesses, which provide jobs for local  
8 residents and support the tax bases of the state and local governments, are  
9 critical to building a stable and competitive state economy;

10 (c) An effective economic strategy must include a proactive and  
11 opportunity-based approach to efficaciously retain and expand existing  
12 Colorado businesses;

13 (d) Aligning public and private resources in a way that helps to  
14 retain and expand existing Colorado businesses will also enhance and  
15 create job opportunities in Colorado; and

16 (e) Developing a retention and expansion program and  
17 public-private partnerships across the state will therefore ultimately  
18 contribute to an environment that produces sustainable economic growth  
19 and job creation.

20 (2) The general assembly further finds and declares that a robust  
21 business retention and expansion program will:

22 (a) Provide an opportunity to approach and engage partners and  
23 businesses across the state in a consistent manner and thus gather  
24 meaningful information about their needs, barriers, and opportunities for  
25 growth;

1 (b) Build upon "Colorado Blueprint: A bottom-up approach to  
2 economic development", the state's document outlining a series of key  
3 tactical steps designed to foster a more competitive Colorado, by helping  
4 the state achieve the following six core objectives:

- 5 (I) Build a business-friendly environment;
- 6 (II) Retain, grow, and recruit companies;
- 7 (III) Increase access to capital;
- 8 (IV) Create and market a stronger Colorado brand;
- 9 (V) Educate and train the workforce of the future; and
- 10 (VI) Cultivate innovation and technology; and

11 (c) Translate directly into tangible benefits for businesses,  
12 citizens, and educational institutions by enabling businesses to work  
13 together to reduce barriers, increase competitiveness, and expedite job  
14 growth.

15 (3) It is therefore the intent of the general assembly to instruct and  
16 empower the Colorado office of economic development, as a key  
17 component of the state economic development plan and pursuant to the  
18 tactics set forth in "Colorado Blueprint: A bottom-up approach to  
19 economic development", to develop and implement protocols and  
20 procedures to retain and expand existing businesses. The program will be  
21 a proactive and opportunity-based initiative forged through partnerships  
22 with local economic development organizations in order to maintain and  
23 grow businesses and jobs in Colorado.

24 **SECTION 2.** In Colorado Revised Statutes, **add** 24-48.5-114 as  
25 follows:

26 **24-48.5-114. Business retention and expansion program -**  
27 **creation - duties - report - definitions.** (1) AS USED IN THIS SECTION,

1 UNLESS THE CONTEXT OTHERWISE REQUIRES:

2 (a) "BLUEPRINT" MEANS THE "COLORADO BLUEPRINT: A  
3 BOTTOM-UP APPROACH TO ECONOMIC DEVELOPMENT", CREATED BY THE  
4 OFFICE, PURSUANT TO EXECUTIVE ORDER D 2011-003, VERSION 1.0 OF  
5 WHICH WAS ISSUED ON OCTOBER 18, 2011. THE TERM INCLUDES  
6 SUBSEQUENT VERSIONS.

7 (b) "OFFICE" MEANS THE COLORADO OFFICE OF ECONOMIC  
8 DEVELOPMENT CREATED IN SECTION 24-48.5-101.

9 (c) "PARTNER" MEANS ALL STATE, REGIONAL, AND LOCAL  
10 ECONOMIC DEVELOPMENT PARTNERS IN COLORADO.

11 (d) "PROGRAM" MEANS THE BUSINESS RETENTION AND EXPANSION  
12 PROGRAM CREATED IN SUBSECTION (2) OF THIS SECTION.

13 (e) "STATE ECONOMIC DEVELOPMENT PLAN" MEANS THE PLAN  
14 DEVELOPED BY THE OFFICE PURSUANT TO, AND BASED ON THE  
15 FRAMEWORK OUTLINED IN, THE BLUEPRINT.

16 (2) AS PART OF THE STATE ECONOMIC DEVELOPMENT PLAN, AND  
17 PURSUANT TO ITS DUTIES UNDER SECTION 24-48.5-102 (1) (a), THE OFFICE  
18 SHALL DEVELOP A BUSINESS RETENTION AND EXPANSION PROGRAM TO  
19 IDENTIFY AND RESPOND TO RETENTION AND EXPANSION ISSUES FACED BY  
20 BUSINESSES IN THE STATE.

21 (3) THE OFFICE HAS THE FOLLOWING DUTIES UNDER THE PROGRAM:

22 (a) TO DEVELOP STRONGER RELATIONSHIPS BETWEEN PARTNERS  
23 IN ORDER TO:

24 (I) PROVIDE A TRANSPARENT UNDERSTANDING OF THE STATE  
25 ECONOMIC DEVELOPMENT PLAN SO THAT PARTNERS CAN IDENTIFY THEIR  
26 ROLES WITHIN THAT PLAN;

27 (II) CREATE A COLLABORATIVE, COORDINATED, AND CONSISTENT

1 APPROACH TO:

2 (A) ENGAGING AND SUPPORTING EXISTING BUSINESSES IN EACH  
3 PARTNER'S REGION; AND

4 (B) GATHERING MEANINGFUL INFORMATION ABOUT THE NEEDS,  
5 BARRIERS TO, AND OPPORTUNITIES FOR GROWTH FOR EXISTING  
6 BUSINESSES;

7 (III) ENHANCE PARTNERS' UNDERSTANDING AND AWARENESS,  
8 THROUGH WEBINARS, SEMINARS, AND OTHER METHODS OF TRAINING, OF:

9 (A) THE RESOURCES, GRANTS, POLICY INITIATIVES, AND OTHER  
10 PROGRAMS AVAILABLE FROM LOCAL, STATE, AND FEDERAL ENTITIES; AND

11 (B) THE STRUCTURE AND ORGANIZATION OF, AND CHANGES TO,  
12 THE OFFICE;

13 (IV) PROVIDE THE PARTNERS WITH ACCESS TO THE CRITICAL DATA  
14 THEY NEED TO MAKE STRATEGIC AND PROACTIVE DECISIONS REGARDING  
15 BUSINESSES WITHIN THEIR REGION;

16 (V) COLLABORATE WITH PARTNERS TO DEVELOP AN EARLY  
17 DETECTION-AND-RESPONSE SYSTEM TO:

18 (A) ANTICIPATE AND IDENTIFY BUSINESSES' NEEDS AND  
19 CHALLENGES; AND

20 (B) FOSTER AN EXPEDITIOUS PROCESS TO FIND AND IMPLEMENT  
21 NECESSARY SOLUTIONS;

22 (b) TO SERVE AS A CLEARINGHOUSE OF PROGRAMS, RESOURCES,  
23 POLICY INITIATIVES, GRANTS AND OTHER FUNDING, AND OTHER MEANS OF  
24 ASSISTANCE WITH RETENTION AND EXPANSION OF BUSINESSES;

25 (c) TO SUPPORT AND FACILITATE COMMUNICATION AND BUILD  
26 STRONGER RELATIONSHIPS BETWEEN LOCAL GOVERNMENTS, PARTNERS,  
27 AND THEIR LOCAL BUSINESS COMMUNITY; AND

1           (d) TO DEVELOP PROTOCOLS AND PROCEDURES TO IDENTIFY  
2 OPPORTUNITIES TO RETAIN AND EXPAND EXISTING BUSINESSES THROUGH  
3 SWIFT AND EFFECTIVE RESPONSES TO CONCERNS AND PROBLEMS ON A  
4 STATEWIDE OR REGIONAL LEVEL.

5           (4) THE OFFICE SHALL ALIGN THE PROGRAM'S RESOURCES WITH  
6 OTHER STATE, REGIONAL, AND LOCAL PROGRAMS THROUGH FOCUSED,  
7 DIRECT PARTICIPATION OF THE OFFICE, ENSURING THAT SUCH RESOURCES  
8 ARE UTILIZED IN AN EFFICIENT AND EFFECTIVE MANNER FOR STABILIZING  
9 AND GROWING COLORADO'S EXISTING BUSINESSES AND FOR PROVIDING A  
10 STRONG BASE FROM WHICH TO RETAIN AND EXPAND COLORADO  
11 BUSINESSES.

12           (5) THE OFFICE SHALL INCLUDE A REPORT ON THE PROGRAM IN THE  
13 OFFICE'S ANNUAL REPORT TO THE GENERAL ASSEMBLY.

14           **SECTION 3. Safety clause.** The general assembly hereby finds,  
15 determines, and declares that this act is necessary for the immediate  
16 preservation of the public peace, health, and safety.