“PROPEL DENVER is our 2019 Strategic Plan for advancing the mayor’s mission to set Denver’s people and neighborhoods on an equitable path to prosperity. Through this work, our team will collaborate across city agencies, and with the community—residents, nonprofits, businesses, and others—to ensure we have an economy that works for everyone. Today and together, we must continue to create opportunities for everyone in Denver to make a home, get a job, and build a future.”

Eric Hiraga
Executive Director, Denver Economic Development & Opportunity
**OUR Vision**
Leading an inclusive and innovative economy for all Denver residents and neighborhoods

**OUR Mission**
Delivering today while strategically investing for tomorrow. We create, catalyze, connect, and cultivate.
WE CREATE consistency and stability amidst ever-changing economic tides. Our workforce support programs, housing initiatives, and neighborhood stabilization efforts help create economic resiliency for Denver.

WE CATALYZE an innovation ecosystem for people, business, and the Denver community. We promote innovation, invest in opportunity areas, and support small business development to help catalyze responsible growth in Denver.

WE CONNECT our partners and customers with opportunities—now and in the future. Our efforts attract global interest, expand city partnerships, and improve small business competitiveness to help connect businesses and residents with opportunities, both global and local.

WE CULTIVATE and promote equity. By adding affordable housing, reducing involuntary displacement, and improving job access, we cultivate responsible, equitable growth that preserves the character and vitality of Denver’s neighborhoods.
What We Do

Denver Economic Development & Opportunity works to ensure our residents, businesses, and neighborhoods benefit from a vibrant economy.

We believe everyone should have the opportunity to make a home, get a job, and build a future.
OUR PRIORITIES:

Core Goals

1. Foster economic inclusivity by investing in people, assets, and places with unrealized potential
2. Preserve the vitality of Denver’s neighborhoods with equitable jobs, housing, and business opportunities
3. Grow Denver’s competitive capacity from home to globe
4. Enhance Denver’s future economic resiliency
5. Leverage the power of collaboration and resources across our collective agency and city partners to magnify impacts
2019 Division Goals
BUSINESS, WORKFORCE & GLOBAL DEVELOPMENT GOALS FOR 2019

- Continue to grow our own businesses
- Practice targeted business development
- Build Denver's capacity to engage in global markets
- Strengthen alignment between business needs and community assets to expand talent pipelines
- Increase access to and impact of business and workforce services
HOUSING GOALS FOR 2019

- Invest in the creation of affordable housing in vulnerable and opportunity areas
- Preserve affordability of housing
- Stabilize residents at risk of involuntary displacement and promote equitable access to housing options
DSBO GOALS FOR 2019

- Enhance the value of certifications for small, minority, and women owned businesses
- Expand capacity of small, minority, and women owned businesses (MWBE)
- Improve access to opportunities for MWBE while ensuring program integrity
- Close the gap in disparity for the MWBE community
NEIGHBORHOOD GOALS FOR 2019

- Create equitable choices for residents and business to choose to prosper in place
- Anticipate and prevent involuntary displacement and disruptive neighborhood changes
- Foster equitable access to city and neighborhood amenities and services
2019 EXECUTIVE OFFICE GOALS

• Increase employee engagement
• Increase outreach and marketing to connect more people to services that our Agency offers
• Build a more effective and efficient Agency
TOGETHER,

We are leading an inclusive and innovative economy for all Denver residents and neighborhoods.