

EXECUTIVE ORDER NO. 28

TO: All Departments and Agencies Under the Mayor

FROM: Michael B. Hancock, Mayor

DATE: September 27, 2019

SUBJECT: Mission and Functions of Denver Economic Development & Opportunity

PURPOSE: The Executive Order shall establish the Denver Economic Development & Opportunity (DEDO) agency (formerly the Mayor's Office of Economic Development) and define its mission and functions. Executive Order 28, dated September 24, 2002 and Executive Order 28 dated August 20, 2004, and all memoranda attachments thereto are hereby cancelled and superseded by this Executive Order 28.

1.0 Applicable Authority: The applicable authority relevant to the provisions and requirements of this Executive Order 28 is found in Sections 2.2.1 and 2.2.6 of the Charter of the City and County of Denver ("Charter"), 2002 revised.

2.0 General: DEDO shall consist of an executive director appointed by the Mayor, and appropriate staff.

3.0 Mission: DEDO shall work to ensure an inclusive and innovative economy for all Denver residents and neighborhoods. They will deliver today while strategically investing for tomorrow.

The agency creates consistency, visioning, and stability amidst ever-changing economic tides. Their workforce support programs, small business equity, and neighborhood stabilization efforts help increase economic resiliency for Denver.

DEDO catalyzes an innovative ecosystem for people, business, and the Denver community. They promote innovation, invest in local areas, and support small business development to help catalyze responsible growth in Denver.

DEDO connects their partners and customers with opportunities, now and in the future. Their efforts attract global interest, expand city partnerships, and improve small business competitiveness by connecting businesses and residents with opportunities both global and local.

DEDO cultivates and promotes equity. By reducing involuntary displacement and improving job access, the agency cultivates responsible, equitable growth that preserves the character and vitality of Denver's neighborhoods.

4.0 Executive Director: DEDO shall be headed by an Executive Director appointed by and serving at the pleasure of the Mayor pursuant to the Mayor's authority under the Charter Section 9.1.1(E)(iv).

5.0 Functions: The executive director and appropriate staff shall supervise and administer the various divisions of DEDO which shall perform the following functions. The executive director may, and his or her discretion, reassign a task, project or function(s) to a different division as needed to provide better efficiencies and/or better customer service.

Functions include:

- Retaining and attracting companies to sustain and grow Denver’s tax base and create job opportunities for residents
- Building Denver’s capacity to engage in global markets and attract job-creating foreign direct investment to Denver
- Leading Denver’s workforce development system for youth and adults including policy development, managing federal funds, and implementing innovative approaches
- Strengthening alignment between business needs and community assets to expand talent pipelines
- Development and enforcement of the Minority-Owned Business Enterprise (“MBE”), Woman-Owned Business Enterprise (“WBE”) and Small Business Enterprise (“SBE”) programs as related to construction under Denver Revised Municipal Code Chapter 28, Article III, goods and services under Denver Revised Municipal Code Chapter 28, Article V, and the SBE program under Denver Revised Municipal Code Chapter 28, Article VII (collectively “MWBE/SBE Programs” or “Programs”)
- Monitoring and tracking of city purchasing and procurements when transactions are subject to the MWBE and SBE Program to report on the performance of the City and its contractors under the Program, and suggesting next steps to be taken to address such racial or gender discrimination.
- Promulgation of rules, regulations, policies and guidelines for the support and operation of the Division and Programs.
- Certifying small, minority and women owned businesses in both local and federal programs
- Establishing and monitoring small business participation goals to level the playing field for small businesses on City & County of Denver construction and design projects, and procurements of goods and services
- Providing outreach, technical assistance and capacity building that focuses on educating and growing small businesses.
- Promulgating rules, regulations, policies, and guidelines for the support and operation of the Division and Programs
- Connecting with communities to understand issues and concerns
- Developing and implementing strategies that create equitable choices for residents and local businesses who choose to prosper in place
- Anticipating and ameliorating involuntary displacement and disruptive neighborhood changes
- Fostering equitable access to city and neighborhood amenities and services
- Partnering with nonprofits and other entities to research, test and evaluate programs and activities for greatest benefit to the community
- Developing and coordinating policies and strategies to carry out DEDO’s mission including strategic plan, dashboards, and reporting


- Managing administrative activities including human resources, finance, and technology
- Providing communications and marketing support for agency and in coordination with Mayor's Office
- Conducting market research and studies to evaluate and improve the effectiveness of the city's economic development functions
- Serving as the federally designated entity that administers the Community Development Block Grant
- Providing leadership on special projects and catalytic developments

6.0 **Cooperation:** All City departments and agencies under the Mayor shall cooperate with DEDO in accomplishing the goals and responsibilities outlined in this Executive Order.

7.0 **Memorandum Attachments:** The procedures for implementing this Executive Order may be defined by Memorandum Attachments to the Executive Order which shall become part of this Executive Order.


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Approved for Legality:




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Attorney for the City and County
of Denver

Approved:



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