

In support of the Governor's top three goals, the Colorado Office of Economic Development and International Trade's (OEDIT's) Core Measurements are as follows:

Objective #1: Increase quality job creation/retention by existing, expanding and relocating businesses

Performance Measure	Outcome	FY 06-07 Actual		FY 07-08 Actual		FY 08-09 Approp.		FY 09-10 Request	
		Jobs	Change	Jobs	Change	Jobs	Change	Jobs	Change
Jobs created and retained by businesses receiving assistance from OEDIT	Benchmark	9,000	N/A	9,000	NA	9,000		9,000	
	Actual	8,093	N/A	9,923	+22.6%				

Strategy: OEDIT's strategy is to identify businesses which will create or retain quality jobs and provide the assistance needed in order for the business to create or retain jobs in Colorado.

Objective #2: Position Colorado as a national leader in emerging and targeted industries, including renewable energy, biomedicine/bioscience, aerospace and tourism

Performance Measure	Outcome	FY 06-07 Actual		FY 07-08 Actual		FY 08-09 Approp.		FY 09-10 Request	
		Funding	Change	Funding	Change	Funding	Change	Funding	Change
Financial Assistance provided in support of emerging industries	Benchmark	NAV	N/A	\$7.25M	N/A	\$7.25M		\$7.25M	
	Actual	NAV	N/A	\$15.5M	N/A				

Performance Measure	Outcome	CY 06 Actual		CY 07 Actual		CY 08 Approp.		CY 09 Request	
		Market Share	Change	Market Share	Change	Market Share	Change	Market Share	Change
Increase Colorado's travel market share of total US marketable pleasure trips	Benchmark	2.2%	N/A	2.5%		2.5%		2.5%	
	Actual	2.3%/20th	N/A	2.5%/17th	+8.6%				

Strategy: OEDIT's strategy is to build a strong and competitive business climate specifically focused on emerging and targeted industries.

Objective #3: Support entrepreneurs and small businesses

Performance Measure	Outcome	FY 06-07 Actual		FY 07-08 Actual		FY 08-09 Approp.		FY 09-10 Request	
		Clients	Change	Clients	Change	Clients	Change	Clients	Change
Assistance provided in support of entrepreneurs and small business clients	Benchmark	NAV	N/A	NAV	N/A	5,000		5,000	
	Actual	NAV	N/A	3,388	N/A				

Strategy: Provide comprehensive services and programs needed by small businesses and entrepreneurs.