

# PURPOSE

Creating new opportunities for current and future generations of Wyomingites by **ADDING VALUE** to Wyoming's core industries and **LEVERAGING** them to **ACTIVATE** new economic sectors

# VISION

Realize diverse, broad and lasting growth so that Wyoming can prosper no matter the economic climate or status of individual sectors

## ADD VALUE

### TO CORE INDUSTRIES

natural resources | tourism and outdoor recreation | agriculture

## ACTIVATE

### NEW ECONOMIC SECTORS

healthcare | financial, scientific and professional services | digital and technology | arts and culture | advanced manufacturing

- Drive **innovation** to create new markets for Wyoming extracted and grown goods
- Increase access to domestic and international **export markets** for core industries
- Foster **startups** in core industries
- **Recruit** companies and offices that employ highly-skilled and highly-educated workforce in core sectors
- Use Wyoming's advantages in tourism and outdoor recreation to attract **workforce**
- Encourage development of new **technology** to create new expansion opportunities
- Transform **disruption** into new economic opportunity

- Create a vibrant community of **startups** and **investors** and **capital**
- Develop a culture of **innovation** that attracts transformative companies and people to Wyoming
- Help existing knowledge, creative and advanced manufacturing businesses **expand**
- **Market** Wyoming's knowledge, creative, and advanced manufacturing economy
- **Recruit** companies in new sectors
- Invest in **amenities** like downtowns, connectivity and recreation that draw and retain knowledge, creative and advanced manufacturing workforce

# LEVERAGE

### LOCAL ECONOMIC DEVELOPMENT

### PARTNERSHIPS

### INVESTMENTS AND SERVICES

### EXPERTISE

- Foster a culture of regional **connectedness** among communities
- Empower communities to **sustainably** develop their unique economies
- Work with partners to develop effective approaches to economic and community development in **rural communities**

- **Coordinate** inter-agency plans and programming
- **Align** advisory and ad-hoc boards
- Increase **communication** across partnerships
- Increase alignment and **clarity** of roles and shared objectives

- Revise **programs** to create **investments** with expected and measured return
- Develop **services** that clearly meet the needs of business, industry and partners
- Regularly review **performance** and adjust the portfolio and budget accordingly

- **Leverage industrial expertise** to add value core industries and activate new ones
- Increase functional **expertise** in key areas of economic development: innovation, supply chain, start-ups, workforce, amenities, infrastructure, business recruiting, finance

## WHO WE SERVE

### businesses

### entrepreneurs and startups

### industry

### communities

provide individualized support, connection and tools that help businesses grow and thrive in changing markets and economies

cultivate and provide the culture, networking opportunities and resources that help entrepreneurs start and grow businesses in Wyoming

develop and provide connections to resources and enablers like workforce, innovation, research and training that help target industries expand

deliver accessible services, tools, opportunities and amenities that enable growth of local economies and participation in global economies