

**Broomfield Sustainability
Task Force
Economic Development
Sub-Committee**

Initial Direction

Economic Development Sub-Committee

Areas of Focus:

“360° of Sustainability”

Economic Development Vision:

Through well-developed strategies and conscientious efforts create an awareness and an understanding of a “Smart Growth” approach. Help to alleviate the “fear of growth” while expanding the appreciation and benefits of “Smart Growth for Broomfield”

Developing mechanisms for creating economic vitality and a robust business atmosphere that supports social and environmental sustainability of a healthy community and a diverse Broomfield.

Incubator / Diverse Business Development

Identify community needs and desires of Broomfield to ensure diverse needs are met.

Embrace a triple bottom line “litmus test” for all Economic Development Sub-Committee’s goals and objectives to ensure efforts are aligned with vision of the Broomfield Sustainability Task Force.

Next Steps:

Finalize: Economic Development
S.W.O.T. Analysis

- Begin defining Goals and Objectives for area of focus