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

- 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

ACTIVATE
**NEW ECONOMIC SECTORS**
- healthcare
- financial, scientific and professional services
- digital and technology
- arts and culture
- advanced manufacturing

- 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**
- 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**

**PARTNERSHIPS**
- 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

**INVESTMENTS AND SERVICES**
- 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

**EXPERTISE**
- 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, market development, workforce, amenities, infrastructure, business recruiting, finance

WHO WE SERVE
- **businesses** provide individualized support, connection and tools that help businesses grow and thrive in changing markets and economies
- **entrepreneurs and startups** cultivate and provide the culture, networking opportunities and resources that help entrepreneurs start and grow businesses in Wyoming
- **industry** develop and provide connections to resources and enablers like workforce, innovation, research and training that help target industries expand
- **communities** deliver accessible services, tools, opportunities and amenities that enable growth of local economies and participation in global economies