
Northern Colorado Regional Economic Development Initiative (NoCo REDI) Receives Excellence in Economic Development Award

Greeley, CO – The Northern Colorado Regional Economic Development Initiative (NoCo REDI) has won a bronze Excellence in Economic Development Award from the International Economic Development Council. The award recognizes the strong partnerships, collaboration, data dissemination, communication, and regional marketing initiatives among NoCo REDI’s partners throughout Weld County and Larimer County. The honor was presented at the IEDC Annual Conference on October 5, 2021, in Nashville, Tennessee.

“The past year has highlighted our region’s ability to collect and disseminate information faster than ever, providing recovery resources to our business community. That same collaborative spirit remains strong throughout our network of economic and business development leaders as we look to further market and share the strengths of Northern Colorado as a united front.”

-Rich Werner, CEO & President, Upstate Colorado

NoCo REDI won the award in the Regionalism and Cross-Border Collaboration category by demonstrating the effective partnerships between its members throughout Weld County and Larimer County communities based on several ongoing projects:

- Data Expert Team – regional data team who regularly meet to ensure consistent regional data and enhance data availability allowing for a rapid response to prospective business inquiries.
- Cluster Strategy Playbook – an industry cluster analysis report and attraction strategy to achieve economic opportunity, job creation, economic resilience, and workforce alignment.
- Coordinated Lead Response – Upstate Colorado and Larimer County Economic and Workforce Development coordination for single response to leads from various sources through NoCo REDI creating increased efficiency and enhanced consistency in lead fulfillment.
- Regional Profile – a regional profile highlighting Northern Colorado as a prime area for business and industry growth was first published in 2020 and updated for 2021.
- Regional Marketing – The first regional marketing video, “Resiliency Through the Pandemic” was published highlighting the resiliency of Northern Colorado businesses. The ongoing video project will begin to highlight industry strengths defined by the Cluster Strategy Playbook.

Upstate Colorado Economic Development
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Tuesday, October 5, 2021
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IEDC's Excellence in Economic Development Awards recognize the world's best economic development programs and partnerships, marketing materials, and the year's most influential leaders. 25 award categories honor organizations and individuals for their efforts in creating positive change in urban, suburban, and rural communities. Awards are judged by a diverse panel of economic and community developers, following a nomination process held earlier this year. IEDC received over 500 submissions from 4 countries.

“The winners of IEDC’s Excellence in Economic Development awards represent the best of economic development and exemplify the leadership that our profession strives for every day,” said 2021 IEDC Board Chair and Invest Buffalo Niagara, President, and CEO Tom Kucharski. “We’re honored to recognize the more than 100 communities whose marketing submissions, projects, and partnerships have improved regional quality of life.”

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About NoCo REDI

NoCo REDI is a collaborative partnership of economic and business development professionals throughout the Northern Colorado region of Larimer and Weld Counties. The partnership believes that economic development strategies need to reflect the diversity, values, interests, and desires of individual local communities and citizenry. Economic development goals should build upon community/regional interdependence and encourage cooperation in a regional, cost-effective economic development strategy. Learn more at choosenortherncolorado.com.

About Upstate Colorado

Upstate Colorado provides a wide range of services to existing and expanding primary employers, and to those who are considering a Weld County location for their business. We serve as a single, confidential source of information about the Weld County and Northern Colorado region. We maintain information concerning communities, available buildings/sites, labor and demographic information to assist in the site selection or expansion process. Upstate Colorado Economic Development recognizes that success only comes from an ongoing, long-term effort and requires a true partnership between the public and private sectors. Learn more at upstatecolorado.org.

About the International Economic Development Council

The International Economic Development Council (IEDC) is a non-profit, non-partisan membership organization serving economic developers. With more than 5,000 members, IEDC is the largest organization of its kind. Economic developers promote economic well-being and

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quality of life for their communities by creating, retaining, and expanding jobs that facilitate growth, enhance wealth and provide a stable tax base. From public to private, rural to urban,

and local to international, IEDC's members engage in the full range of economic development experiences. Given the breadth of economic development work, our members are employed in various settings, including local, state, provincial, and federal governments, public-private partnerships, chambers of commerce, universities, and a variety of other institutions. When we succeed, our members create high-quality jobs, develop vibrant communities, and improve the quality of life in their regions. Learn more at iedconline.org.