

Appendix 4: Summaries

2015 Comprehensive Economic Development Strategy – MRCOG

Summaries of:

- 2014 MRCOG Survey
- Living Cities Initiative
- Reinventing Our City

2014 MRCOG Survey: In preparation of the CEDS development process, the MRCOG deployed a survey to numerous economic development partners, organizations and business groups to begin to benchmark community ideas and values around the economy. The survey consisted of ten questions about the current state of the economy and what changes are needed to strengthen it. In addition to general economic development questions, respondents were asked to rank and prioritize key industry areas for the region. All responses are primarily documented in the SWOT analysis on pages 7-8 of the [CEDS](#). The responses also helped to form the ten key focus areas for 2015, as well as the strategies within each focus area.

Living Cities: In the spring of 2014, the City of Albuquerque received a grant from Living Cities to develop a plan for economic development. This phase of the grant, called the integration initiative, brought together community leaders from around the region to strategize on the best initiatives to raise economic mobility for everyone in the city and metro area. The effort set forth a plan to accelerate job creation and economic mobility for low-income people. The “grow your own” focus on entrepreneurship seeks to revitalize the core downtown Albuquerque area, bring research from all across the city and region to market, and provide opportunities to foster the region’s entrepreneurial spirit and underutilized assets to create quality jobs, economic mobility and shared prosperity. The plan will focus on developing new models of innovative economic development and entrepreneurial education.

Reinventing Our City: 2014 saw numerous efforts to harness ideas about ways to shape the economy in central New Mexico. Reinventing Our City was one of those efforts. This event, a half-day meeting sponsored by the local Business Weekly Newspaper, *Albuquerque Business First*, drew over 600 people for a community conversation on ways to get the Metro Albuquerque economy moving. Ideas ranged from thinking big and broad to keeping the region narrowly focused on one thing we do well. The main outcome was to galvanize the support and engagement of the private sector in job creation and economic development. In 2015, Reinventing 2.0 fleshed out ways to support entrepreneurship and the start-up community.