



Industry Selection Criteria Ranking

Name _____

Organization _____

Date _____

Instructions – please indicate in the space provided what percentage weighting (out of 100 and all added together equaling 100) you assign to the following criteria. These criteria will be shared with the group and averaged to create the recommendations for industry selection criteria:

Criteria (I feel that it is most important that we focus on industries that....)	Percentage weighting (all percentages must sum to 100)
1. Grow and retain existing businesses	
2. Offer opportunities for diversifying the economic base (emphasis on industries currently under-represented in the City)	
3. Attract revenue from customers residing outside of the area (often referred to as “primary industries”)	
4. Offer strong projected short-term (1-2 year) job growth rates	
5. Offer strong projected long-term (3 or more years) job growth rates	
6. Offer high employment multiplier effects (growth in the targeted industry tends to lead to increased employment growth in other industries due to company and employee local spending patterns)	
7. Offer high average annual salary	
8. Offer opportunities for collaboration between the City, local businesses and Colorado State University + ERCC	
9. Are environmentally friendly	
10. Already have a strong community leadership base	