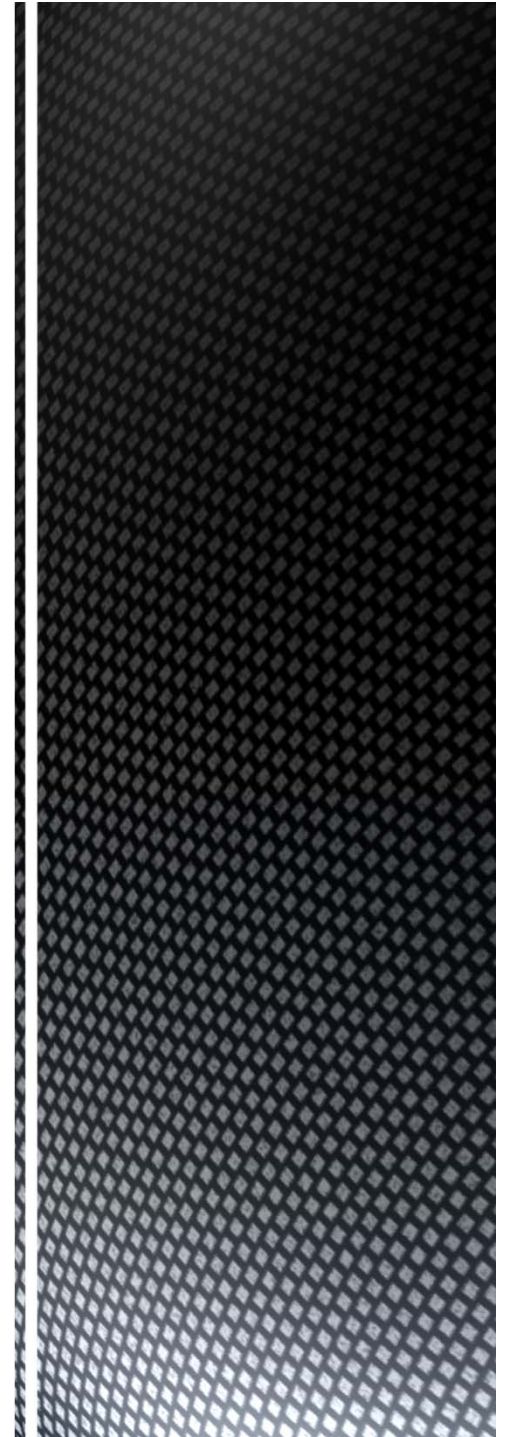


REGIONALISM AND THE CODE OF ETHICS IN METRO DENVER

History, Intention, Violation and Sanction

Michelle Claymore, CEcD
Economic Development Director
City of Commerce City, Colorado

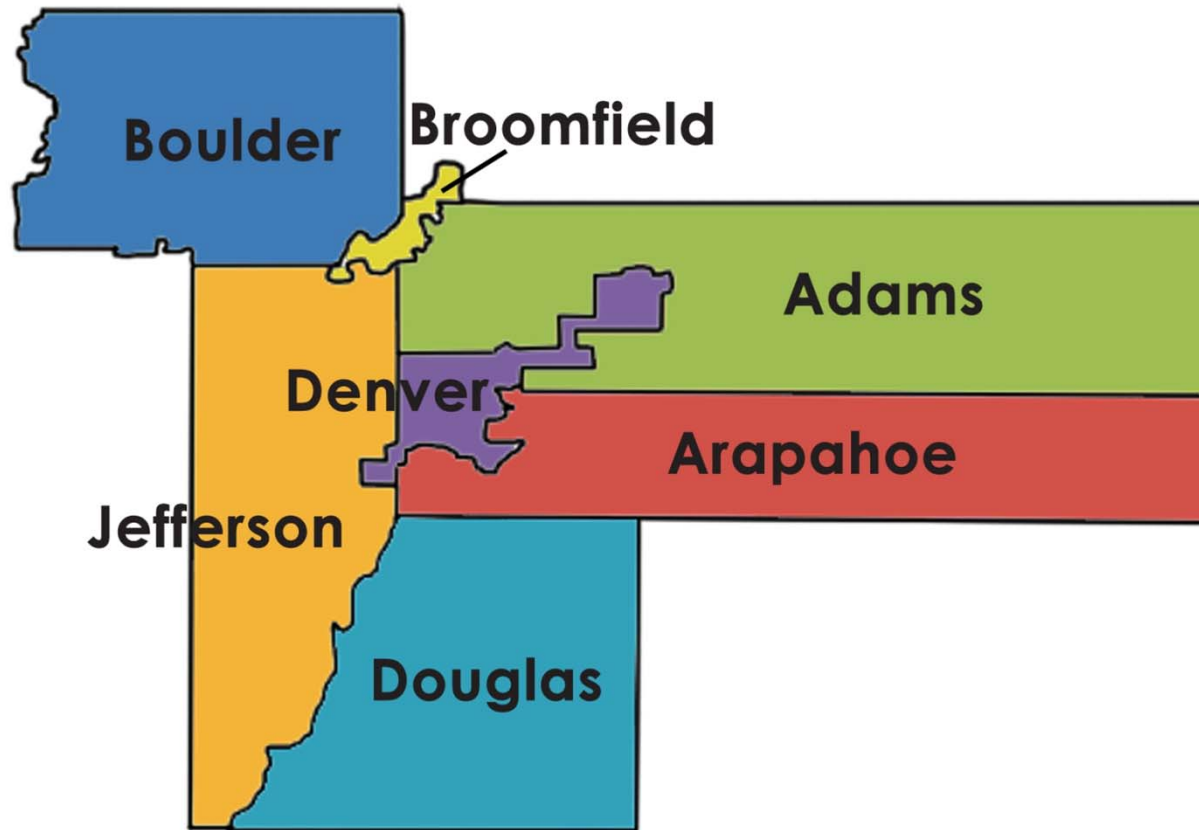






Regionalism: The common objectives, values and identifies that lead to region-formation and regional cooperation within a geographical area (micro or macro-region).

METROPOLITAN DENVER



REGIONALISM IN METRO DENVER





Mile High Advantage:
Working regionally is how we
do business »

go private »
www.milehighadvantage.com

REGIONALISM IN THE 1800s: East vs. West



“The Train that Saved Denver”





"Now then, let's all pull together"

The Highway Boom after WWII



The “Brown Cloud” Visits Denver in the 1970s





“The Denver Economy: You Can’t Fall Off the Floor”

(1984 Headline)



My Story...





DENVER
METRO
CHAMBER
OF COMMERCE



The Metro Denver Story

- “Come to where the business climate is warm and pleasant – Adams County.”

Boulder County Business Report, 1984

- “I just want to steal all of Denver’s retail sales.” Aurora Mayor, Dennis Champine, 1986, when asked why he built the Aurora Mall just a few miles from the Denver border.



Quotes from
History

PREAMBLE

We, the members of the Metro Denver EDC, set forth the following principles of behavior and standards of conduct to guide efforts in promoting the long-term economic health of the metro Denver community. We fully realize that no Code of Ethics is of value without an inherent level of trust in the integrity of one another and a commitment from each of us to conduct ourselves at the highest levels of professional conduct. The Metro Denver EDC was founded on the respect and trust of its members. In that spirit, we set forth this Code of Ethics.

- **We** are committed to the promotion of metro Denver as a desirable business location for new and expanding companies. When representing the Metro Denver EDC, we shall endeavor to sell “Metro Denver First” and our individual communities and projects second.
- **We** shall honor the confidentiality requested by both our fellow members of the Metro Denver EDC and our prospects. Information shared with our fellow members in confidence shall remain in confidence. Transactions are to be driven by the client. In the event a company chooses to relocate from one community to another, every effort will be made to contact the affected community to let them know of the potential move. Violation of this commitment shall be viewed as the single most serious breach of our membership pledge to the Metro Denver EDC.
- **We** are committed to the concept of competition for locations and expansions among our individual communities and projects, provided that the prospect has asked for specific proposals or has settled on a metro Denver location.
- **At** no time shall any member of the Metro Denver EDC solicit a fellow member’s prospects.
- **We** are committed to working together with the real estate community and are in no way in direct competition with them. Economic developers are a resource and facilitator in the site selection process.
- **We** are committed to sharing among our membership as much information as is necessary and prudent on any activity undertaken by or in the name of the Metro Denver EDC. Our guiding principle shall be that “more information is better than less.”
- **At** no time shall any economic development organization member of the Metro Denver EDC advertise or promote its respective area to companies within another member’s geographic area in a manner that is derogatory or insulting to the other geographic area. “Selling against” another member of the Metro Denver EDC or another Colorado community, or direct solicitation of intrastate relocations, is strongly discouraged.
- **We** are committed to locating prospects in the metro Denver region. In the event that our local jurisdictions cannot meet the needs of a particular prospect we shall communicate with our fellow members in an effort to meet the company’s needs elsewhere in the metro Denver area.
- **Economic development organizations** shall hold all site and building information provided to the Metro Denver EDC by member real estate brokerage firms in the strictest confidence. Said information shall not be printed, copied, and shown in any manner to any entity other than prospects or their direct representatives.



Elements of the Code of Ethics

“Laws are sand. Customs are rock. Laws can be evaded and punishment escaped, but an openly transgressed custom brings sure punishment.”

- Mark Twain

“Codes of conduct become paramount to the long term viability of the economic development profession.”

--IEDC Board of Directors



International Economic Development Council Code of Ethics

Adopted October 22, 2008

1. Professional economic developers shall carry out their responsibilities in a manner to bring respect to the profession, the economic developer and the economic developer's constituencies.
2. Professional economic developers shall **practice with integrity, honesty, and adherence to the trust placed** in them both in fact and in appearance.
3. Professional economic developers will hold themselves **free of any interest, influence, or relationship** in respect to any professional activity when dealing with clients which could impair professional judgment or objectivity or which in the reasonable view of the observer, has that effect.
4. Professional economic developers are mindful that they are representatives of the community and shall **represent the overall community** interest.
5. Professional economic developers shall keep the community, elected officials, boards and other stakeholders **informed** about the progress and efforts of the area's economic development program.
6. Professional economic developers **shall maintain in confidence** the affairs of any client, colleague or organization and shall not disclose confidential information obtained in the course of professional activities.
7. Professional economic developers shall **openly share** information with the governing body according to **protocols** established by that body. Such protocols shall be disclosed to clients and the public.
8. Professional economic developers shall **cooperate with peers** to the betterment of economic development technique, ability, and practice, and to strive to perfect themselves in their professional abilities through **training and educational opportunities**.
9. Professional economic developers shall assure that all economic development activities are conducted with **equality of opportunity** for all segments of the community without regard to race, religion, sex, sexual orientation, national origin, political affiliation, disability, age, marital status, or socioeconomic status.
10. Professional economic developers shall **abide by the principles** established in this code and **comply with the rules** of professional conduct as promulgated by IEDC.

Questions?



2017 Regional IEDC Training Course Offerings

EDCC is proud of its continued partnership, with economic development partners in Arizona and New Mexico, to bring four IEDC classes to the region in the coming year. For those of you striving to become a Certified Economic Developer (CEcD), this partnership will ensure your access to classes closer to home and at a discount.



Arizona

February 8-10, Economic Development Credit Analyses
Four Points by Sheraton Phoenix South Mountain, Phoenix AZ

Colorado

March 23-24, Economic Development Strategic Planning
The Curtis DoubleTree by Hilton, Denver, CO

New Mexico

May 4-5, Business Retention & Expansion
Sheraton Albuquerque Uptown, Albuquerque, NM

CEcD Exam
2017 date TBD

You must use the partner codes for the state in which you take the class. By entering this code, you will receive \$100 off the published price and maintain the lowest price possible up to the final registration date.

Please use the following codes when registering:

Arizona – AAED17

Colorado – CO17

New Mexico - NM17

Register @ www.iedconline.org

A photograph of a dark, arched tunnel with railway tracks receding into the distance. The tracks are made of steel rails on wooden sleepers, surrounded by gravel. The tunnel walls are dark and textured, with some small orange lights visible on the right side. A bright light source at the end of the tracks creates a strong lens flare effect. The text "THE END" is overlaid in the center in a large, white, sans-serif font.

THE END