

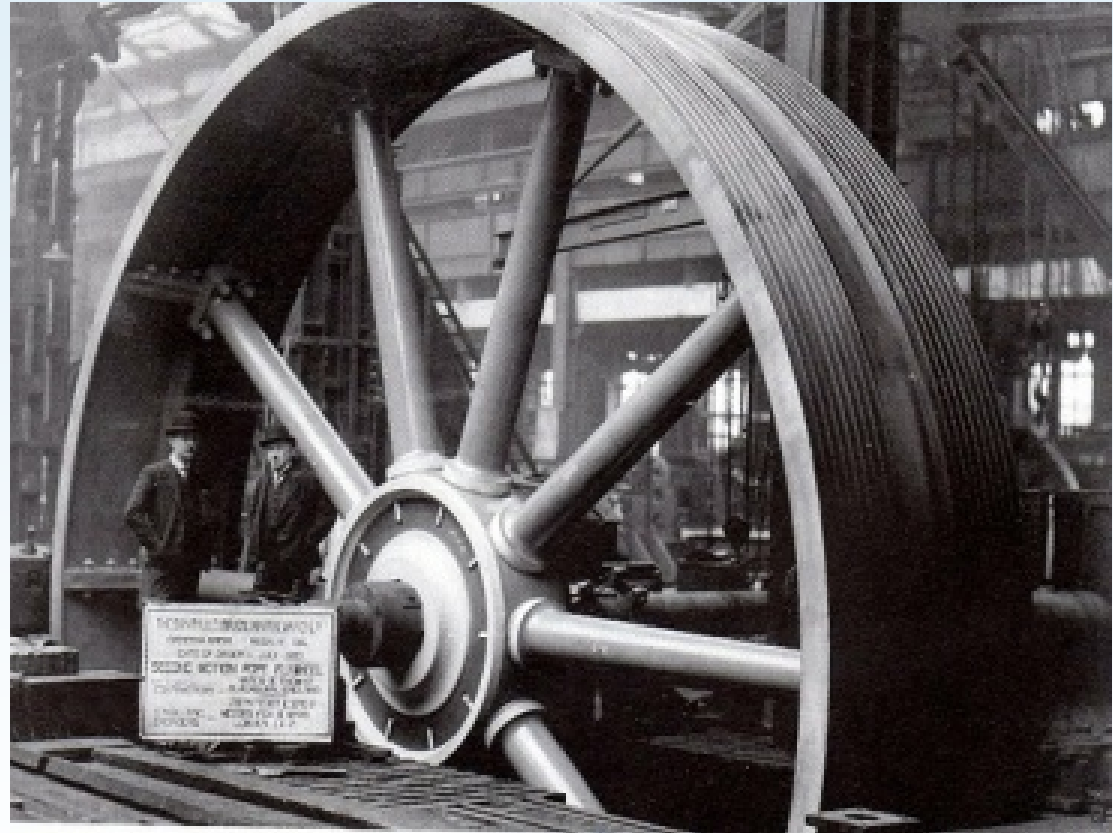
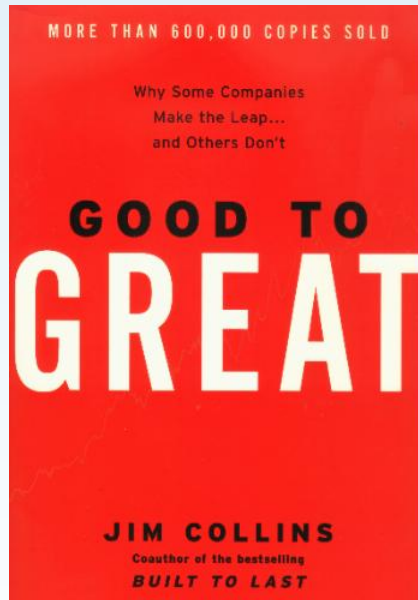
Fort Collins Momentum & Leverage

Josh Birks
Economic Health Director

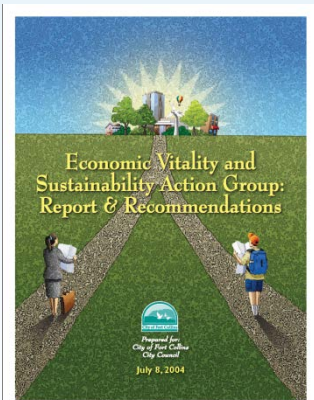
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Fly Wheel = Momentum = Breakthrough



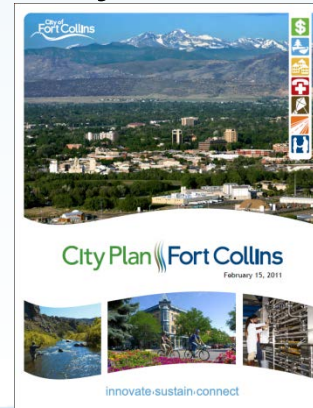
Setting the Stage for Investment



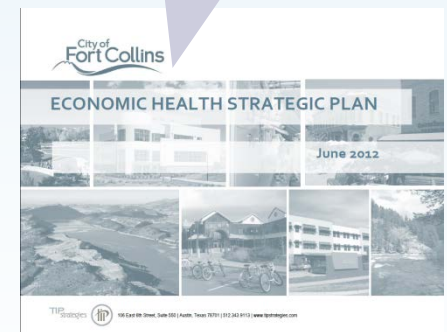
2004
EVSAG

2005
Action
Plan

2010
City Plan



2012
EHSP



HP: Data Center Expansion, 2010



- 100 jobs @ \$90,000 average salary
- \$64.4million Private Investment
- \$1.6 million Public Investment
- \$16,000 assistance per job

Avago Expansion, 2011

- 92 jobs @ \$50,000 average salary
- \$80.2 million Private investment
- \$2.1 million Public investment
- \$22,000 assistance per job



Forney Expansion, 2012



- 18 jobs @ \$49,000 average salary
- \$750,000 Private investment
- \$75,000 Public investment
- \$4,200 assistance per job

Avago Expansion, 2012

- 135 jobs @ \$42,000 average salary
- \$165 million Private investment
- \$4.5 million Public investment
- \$33,000 per job



Woodward Expansion, 2013



- 1,400 jobs by 2018 at \$76,000 average salary
- \$219.5 million private investment
- \$23.5 million public investment
- \$33,500 assistance per job
- 30 Acres to be donated



WOODWARD

Foothills Mall Redevelopment, 2013

- \$312 million total investment
- \$53 million public assistance package
- Nov. 2014 holiday opening



F O O T H I L L S



Banner Health, 2013



- 192 Bed Hospital
- 29 Acre Site
- First Phase: Open 2015
- First Phase: 130 jobs



Public Investment

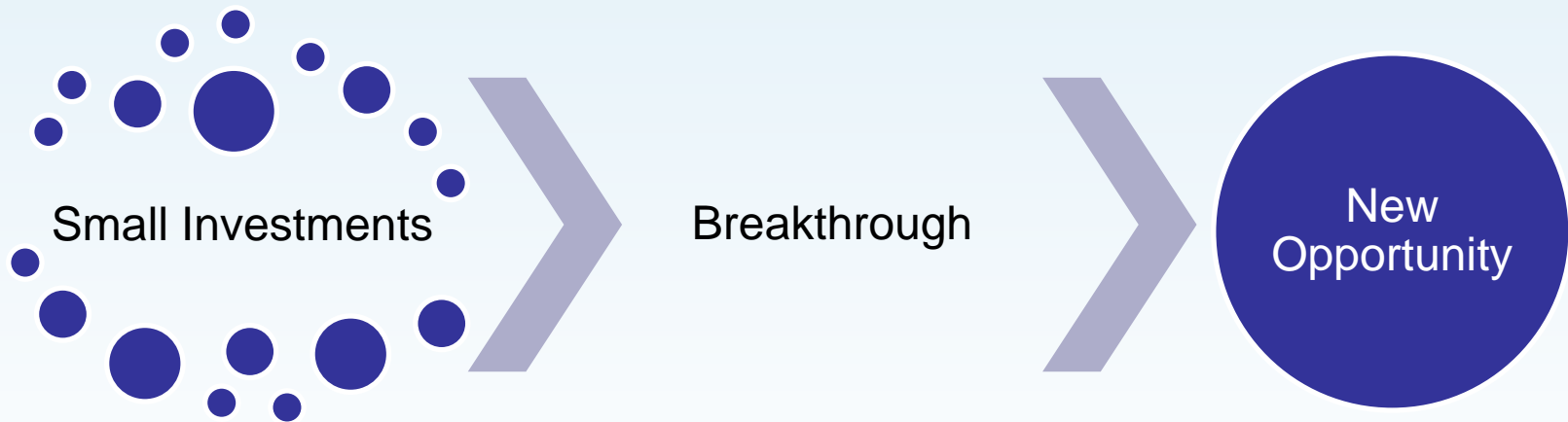


Cluster Investments

	Private \$ Invested / City \$ Invested
Hardware	38
Clean Energy	86
Bioscience	309
Water	18
Emerging / Other	n/a

Leveraging the Break Through

- **Break Through**
 - When momentum defines a new trajectory



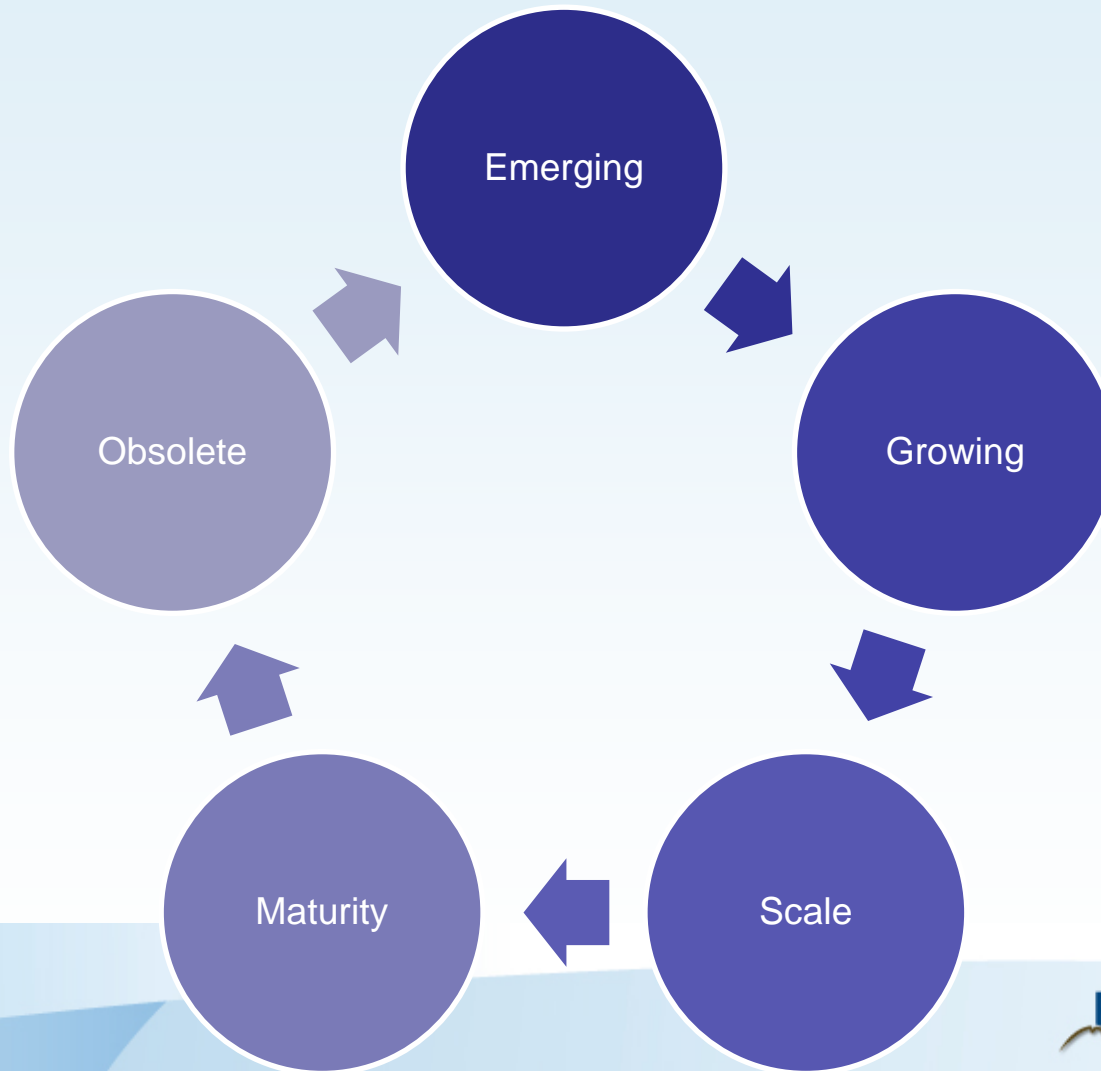
- **Leveraging the Break Through**
 - Taking advantage of momentum and the new direction = new opportunity

Midtown Urban Design Plan

- Connect w/Old Town
- MAX stops
- Catalyst projects
- Pedestrian friendly
- Clear guidelines for:
 - Site planning
 - Architecture
 - Massing buildings



Enhancing the Cluster Strategy



Net Results: Economic Indicators

- ↑ Unemployment rate hovering around 5.8% significantly lower than the national average
- ↑ Exceeded historic 2007 peak sales performance at end of 2011; real growth in 2012 of 5.7%; 3.9% growth YTD
- ↓ Net change in jobs remains sluggish at -0.2% (2013 Q1) well below historic population growth of 1.2%
- ↑ Moody's Awarded Fort Collins – AAA rating last month

<http://www.fcgov.com/performance/measurements/>

Net Results: Cluster Employment

Cluster	Total Employment	Net Change 2011-2012	Average Salary
Clean Energy	2,345	-139	\$79,000
Water Innovation	2,090	+159	\$65,000
Bioscience	955	+44	\$67,000
Software/Hardware	2,866	-493	\$114,000

The Road Ahead?

- You tell us
- Robust, yet **sustainable** growth
- **Positive change**. By 2015:
 - Mall has been redeveloped
 - MAX is running
 - Woodward has relocated
 - CSU enrollment up



You be the judge!

- Has Fort Collins achieved momentum?
- Will we look back at this time period and recognize it as a breakthrough?
- YOUR PART
 - What can you do to push on the flywheel?

