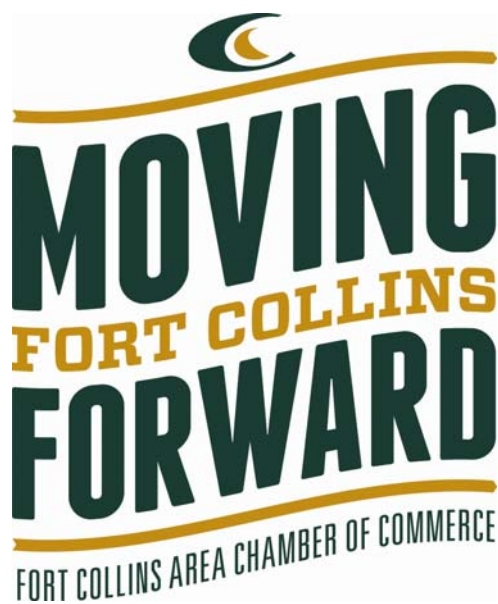


MOVING FORT COLLINS FORWARD!

2016 INITIATIVES



The Fort Collins Area Chamber of Commerce is tackling several big initiatives to improve the greater Fort Collins area.

Initiative: Fix North I-25 Business Alliance

Fund raising goal: \$209,000

- Lobby for \$965M to expand I-25 to three lanes each way between Highway 14 in Fort Collins and Highway 66 just north of Longmont

Initiative: Stand Up for Business and a Strong Economy

Fund raising goal: \$155,000

- Maintain FortCollinsWorks.com
- Build public contact infrastructure: voter identification and data base
- Develop good people with a balance perspective to run for City Council
- Complete economic research: The Value of 100 Primary Jobs
- Continue a strong local and regional lobbying program
- Conduct an advertising program to tell strong economy / job creation story

Initiative: Talent Recruitment and Retention

Fund raising goal: \$78,000

- Complete a research project: Demand-Driven Talent Development for Larimer County
- Create tools to help employers with their recruitment efforts

Read on to learn more about these initiatives and join us in making a difference!

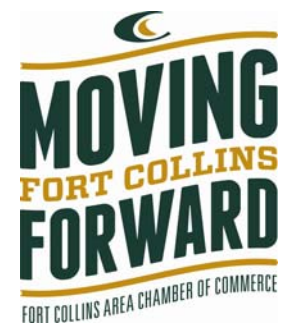
FIX NORTH I-25



North Interstate 25 is rapidly changing from "Northern Colorado's Main Street" into "Northern Colorado's Parking Lot." **Unless something is done, within 15 years it will routinely take 3 hours to get to Denver and DIA.** Congestion and gridlock will choke off economic opportunity and harm the livability of Northern Colorado if something isn't done.

The Fix North I-25 Business Alliance is an initiative of the area chambers of commerce and economic development organizations devoted to securing the \$965M needed to widen North I-25 to 3 lanes between Highway 14 and Highway 66. The Alliance will execute a multi-year lobbying and communications plan aimed at securing the necessary funding.

“Business must weigh-in on the issue to press for funding to widen North I-25.”



KEY DELIVERABLE

An effective lobbying group to secure money to widen I-25.

SPONSORSHIP OPPORTUNITIES

	Partner \$10,000	Supporter \$5,000	Advocate \$2,500
Priority seats in prime location to the Regional Issues Summit	10	5	2
Company featured on web site (www.FixNorthI25.com)	Logo	Name	Name
Company logo and/or name featured in Chamber stories about the Initiative (in the Chamber <i>Smart Brief</i> Newsletter and on the Chamber web site).	X	X	
Company recognition throughout the year.	X	X	
Personal briefings by Fix North I-25 Alliance leaders on status and strategy	X		

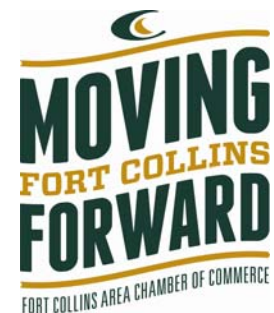
2016 INITIATIVE STAND UP FOR BUSINESS and a STRONG ECONOMY



While the Fort Collins region is a wonderful place, it ranks 9th in the nation in under-employment. That means too many bright capable people are working in jobs below their level of experience and education. This suppresses earning power which in turn is a drag on the local economy. The **Stand Up for Business and a Strong Economy Initiative** is focused on programs and activities to increase the number of good paying jobs and disposable income in the greater Fort Collins area.

Decisions of government directly affect business profitability. While the Chamber considers local and state governments our partners, they require constant monitoring and communications, which is the purpose of this initiative. The business community must have an effective lobbying program to influence specific local and state legislation and regulations. That is also a key purpose of the **Stand Up for Business and a Strong Economy Initiative**.

“The business community must have an effective lobbying program to influence specific local and state legislation and regulations.”



KEY DELIVERABLE

Strong economic messages and effective lobbying

SPONSORSHIP OPPORTUNITIES

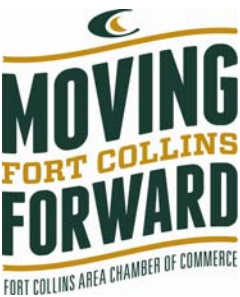
	Partner \$5,000	Supporter \$2,500	Advocate \$1,000
Priority seats in prime location to all the Chamber government affairs events including, but not limited to: State Legislative Events, Friend of Business Social Events, Chamber Summit Events.	2	1	1
Company featured in promotional materials developed by the Chamber for the initiative, including the Chamber SmartBrief Newsletter and on the Chamber Website.	Logo	Name	Name
Link on Chamber web sites.	X	X	
Special pre-event invitation to any public official “meet and greet” sessions coordinated by the Chamber.	X	X	

2016 INITIATIVE TALENT RECRUITMENT & RETENTION



Talent is a strategic asset. That’s true for companies and communities. Unless addressed soon, lack of qualified workers could hurt area employers and the local economy.

Depending on the industry, the availability and affordability of workforce talent is a growing concern for area employers. Based on larger macro-economic and demographic trends, that situation will continue to worsen.



“Unless addressed soon, lack of qualified workers could hurt...the local economy”

Sponsorship Opportunities			
	Partner \$10,000	Supporter \$5,000	Advocate \$2,500
Priority Seating at Regional Issues Summit	10	5	2
Featured on the “Work in Northern Colorado” Website	Banner Ad	Logo	Name
Company featured in promotional materials developed by the Chamber for the initiative including the recruitment kit materials	Priority Status	Logo	Name
Membership in and access to Dual Career Partnership & Relocation Support Network	X		
Listed as community leader in published community workforce development plan	Logo	X	

A key shortcoming is that the community does not fully understand its labor needs, so consequently, it does not have a plan for helping employers meet their needs.

During the first year the Talent Recruitment & Retention Initiative cannot hope to address all of the issues relative to workforce. That said, both big and small projects are planned that will start the community on the way to meeting its labor needs.

KEY DELIVERABLE	
Demand-Driven Talent Development Plan for Larimer County	
Problem	Deliverables
Community has no workforce development plan	Chamber will represent business community needs/perspective in creation of a strategic workforce development plan
Recruiters and human resources directors are faced with a ‘trailing spouse/partner’ issue	Create a Dual Career Partner & Relocation Support Network – career support (career counseling, career assessments, preferred exposure to area’s hiring agents), practical support (community tours, dedicated website to showcase community), emotional support (information on community activities, clubs, volunteer opportunities; coordinated social activities and gatherings to support and integrate new dual career partners and families into community; referrals to counseling and support services)
Industry sectors important to economic health of area are faced with talent shortages	Continue to support the work for key existing partnerships while developing recruitment kits and website that augments the work of local human resources and recruiting professionals

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