

# Coming Together to Create Dynamic Workforce

The Northern Colorado Prosper goal to Align, Attract and Retain Talent is not only a goal of our group, but a timely area of focus in communities across the country.

Employers are now focused on different ways of finding skilled workers and overcoming generation gaps; creating engaging employee programs and benefits; and implementing the tools to attract the right people and keep them in their organizations. The below statistics about employment trends help illustrate the importance of finding a new approach to finding, hiring, and retaining talented workers.

- The new generation (Generation Z) is expected to make up 36 percent of the global workforce by 2020 (CNBC).
- There will be 55 million job openings through 2020; 24 million of these open jobs will be entirely new positions. In the state of Colorado, 74% will require postsecondary education (Georgetown Center on Education and the Workforce).
- Over the next 5 years, Larimer County employers will have at least 28,000 openings to fill. The labor force adds only about 2,000 to 3,000 workers each year. A continuation of this trend would leave an estimated shortfall of about 5,000 workers by 2020, further tightening the labor market in Northern Colorado (Talent 2.0 Regional Workforce Strategy Report, TIP Strategies).
- 57 percent of senior leaders on the LinkedIn platform today say soft skills are more critical to their businesses than hard skills (LinkedIn).
- Nearly \$8.5 trillion revenue opportunity is potentially lost by 2030 if the current talent shortage is not addressed in 20 major economies. The shortfall runs across three sectors: financial and business services; technology,



Courtesy of Getty Images

**TALENT FOUND:** A database of talented professionals in Northern Colorado will launch this spring.

media and telecommunications; and manufacturing. The study found that if no action is taken, the shortage will result in 85.2 million unfilled jobs in this span of time (Korn Ferry's Global

Talent Crunch study).

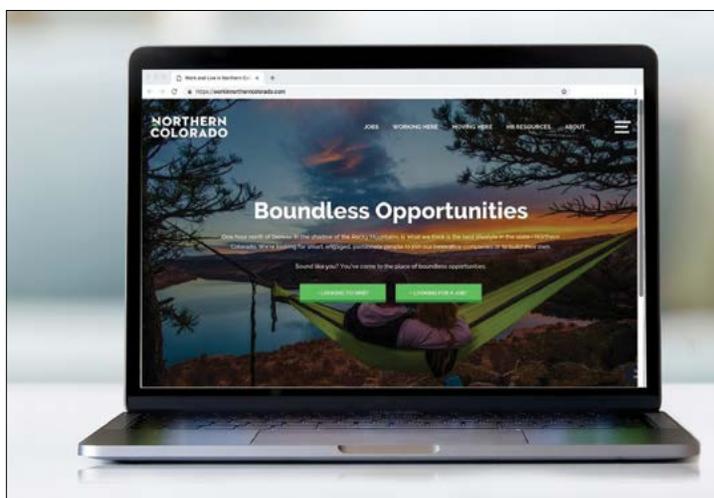
- Millennials are on average \$30,000-\$40,000 in debt (XYZ University, Talent Summit 2018).

The Chamber, with its regional Talent 2.0 partners, continue to

work on strategies to ensure a competitive advantage for area employers through finding and attracting quality workers, and

**Continued on page 2**

## SNEAK PEEK: REGIONAL TALENT PORTAL



A key tool for employers to use is in the works and we want to give our supporters an inside look.

In September 2018, the Chamber hired Development Counsellors International

(DCI), a place-marketing firm to develop a talent attraction portal. After the discovery process of surveying and interviewing employers, DCI went to work on:

- designing the site
- incorporating other recruitment tools
- developing a brand (Boundless Opportunities)
- themes (You Belong Here, Find Home, Authentic)
- a logo for the portal (merging art aspects from state inspiration, other business alliances in the area and a creative aspects of the region).
- engaging content and resources for those who want to learn more about working, living and hiring in Northern Colorado.

As a result, [workinnortherncolorado.com](http://workinnortherncolorado.com) was born and is scheduled to be live by early Spring 2019.

## THANK YOU TO OUR INVESTORS

### Angel Investor



### Founder



### Partner



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## THANK YOU TO OUR INVESTORS

### Advisor

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Spradley Barr Ford

Continued on page 3

# Bringing Business Home campaign

## ANNUAL DINNER

Don't Miss the Fort Collins Area Chamber's Annual Dinner on February 20!

**2019 Annual Dinner**  
Wednesday, February 20, 2019  
5:30-8:00 p.m.  
Hilton Fort Collins  
425 W. Prospect Rd.

Bringing Business Home is the theme and there are several surprises planned for the evening.

experienced the real meaning of community in Northern Colorado.

- Pete Gazlay, owner Total Facility Care, is helping take care of the place we call home and donates cleaning services to the Loveland chapter of Habitat for Humanity and reduced-fee cleaning to the Weld County and Larimer Food Banks.

- Jennifer Anderson, paralegal for Advanced Energy, who spends time outside of the office volunteering for Fort Collins Cat Rescue and cross-country skiing in the Poudre Canyon.

Three additional profiles are currently in process, featuring people who take on different roles within three local companies of varying sizes. Profile stories will be released each month throughout the year.

The Chamber's campaign partner, Jet Marketing has helped capture and present these business stories. You will find the stories in the newspaper, online, on television and radio and pictured on one of the most visible billboards in Fort Collins. As we roll into 2019, look for more features on individuals at area companies that truly exemplify "Bringing Business Home."

Bringing Business Home website screenshot

**BUSINESS PROFILES:** The Bringing Business Home website features stories about business owners and employees living and working in Northern Colorado, who give back to this community in various ways.

The Chamber is excited to continue the Bringing Business Home series of stories about proud Northern Colorado business leaders, dedicated to enriching the community that supports their businesses.

Under the 'Bold Voice of Business' goal of Northern Colorado Prospers is a strategy to 'maintain communications with the public that emphasizes the importance of business to a strong quality of life.' To that end, the community campaign was initiated in the fall of 2018.

The word 'business' can translate into 'they' instead of 'one of us' or 'my neighbor.' Bringing Business Home puts a very human face on business.

The focus of this public campaign is to create greater awareness by the public of the important and diverse ways businesses and businesspeople contribute to the community. By featuring Chamber member businesses, we want to help residents make the connection between business success, community economic vitality and the happy consequence being our ability to afford great public

quality of life amenities.

As defined in the campaign messaging, Northern Colorado is a special place. Area employers make it possible for us to live and raise families here. They support their community both inside and outside their workplaces. The still nascent Bringing Business Home campaign has featured four businesspeople so far, including:

- Nick Haws, President and CEO of Northern Engineering, who believes in empowering his 45 employees to be their best. He leads by example, serving on numerous community boards and committees.

- Kim Whitin, owner and manager of Tri-State Concrete & Excavation, insists on integrity. That means delivering on customer promises, running a great workplace, being an attentive parent to her sons, the younger of whom is autistic. Kim and her family lost their home in the High Park fire and

## TELL US YOUR STORY

Help us highlight the vital contribution business makes to the community by:

- Visiting the Bringing Business Home website
- Liking the Facebook page
- Subscribing to the YouTube channel
- Sharing the story of your business and how you build your community - you may be featured next!

Contact Jennifer Umland,  
[jumland@fcchamber.org](mailto:jumland@fcchamber.org).

**WORDS AND PICTURES:** The above ad features local business owner Pete Gazlay, of Total Facility Care. Along with the other local businesspeople profiled for the campaign, Pete's story is shared in a short video and blog post on [bringingbusinesshome.org](http://bringingbusinesshome.org).

Continued from page 1

## NCP sets sights on bringing talent to, retaining talent in Northern Colorado

for area employees trying to discover quality jobs.

In 2018, the Chamber hired one of the nation's top economic and workforce development consulting firms, TIP Strategies, to guide the Talent 2.0 team in the development of the Talent 2.0 Workforce Strategy Report.

Additionally, the Chamber has partnered with the Larimer County Workforce Center to:

- publicly provide customized economic data reports with wage data
- offer an online economic data system
- strengthen work-based learning experiences including internships and apprenticeships; and developing a marketing plan for those opportunities
- develop and launch a trailing spouse program for relocating employees.

Success will come from business partners and community leaders banding together and focusing on meeting employer's needs and address challenges met by employees in the region.

## CHILD CARE TASK FORCE PAPER

The Talent 2.0 Workforce Strategy Report created in collaboration with TIP Strategies identified childcare as a barrier to retention for employees working in Northern Colorado.

As a result, a task force made up of 18 representatives from the business community and child care advocates was formed, and charged with studying the challenges of limited child care capacity and the cost of child care in Larimer County. Their goal is to identify changes to the current system and address the issue of child care gaps.

The final meeting of the Child Care task force was on November 28, 2018. A report and recommendations for action will be released soon.

# Transportation Efforts in 2019

Well, that didn't work! Colorado voters said 'no' to two ballot measures that would have provided additional transportation funding. It was thumbs down to both Colorado Proposition 109 (Fix Our Damn Roads initiative) and Colorado Proposition 110 (Let's Go, Colorado initiative) during the November 2018 election.

The Fort Collins Area Chamber of Commerce endorsed the two measures believing they were viable means of addressing the traffic problem in the state and bringing some funding north to Interstate 25 (I-25).

The problem remains so days after the election the Fix North I-25 Steering Committee met and began devising plans going forward.

## What is Next

The Fix North I-25 team is focused on multiple fronts:

- Lobby to keep and expand General Fund monies for transportation in the State budget.
- Engage the new governor and CDOT director to develop a strong working relationship.
- Work with the Transportation Commission to convert the temporary alignment of the new lanes between Highway 14 in Fort Collins to Highway 402 south of Loveland to permanent, saving the state \$250M over the long-term.
- Explore legislation for other funding options such as a gas tax increase, electric vehicle surcharges, and more.
- Conduct a study on the viability of a Regional Transportation Authority (RTA).
- Continue work on Larimer County roads funding task force.

- Pursue federal grants.
- Monitor discussions in Washington, D.C. about a federal infrastructure bill and work closely with our delegation to communicate options for North I-25.

*“The two ballot measures were a big swing for the fence, but instead of a home run, it was a strikeout. Now it's back to walks, singles and doubles.*

*We're still in the game; it's just a longer game.”*

*– David May*

To implement this agenda, the Fix North I-25 team has been meeting with legislative leaders, area CDOT staff, connecting with new CDOT Executive Director Shoshana Lew, and providing background information on transportation funding to the news media. Additionally, we have crafted a letter from key chambers of commerce around the state to the legislator and its leaders.

Fix North I-25 Chair, David May from the Fort Collins Chamber, has used a baseball analogy to describe the effort to get funding for North I-25. “We have been scratching out walks, singles, and an occasional double with small amounts of funding from various sources,” says May. “The two ballot measures were a big swing for the fence, but instead of a home run, it was a strikeout. Now it's back to walks, singles and doubles. We're still in the game; it's just a longer game.”

## CURRENT NORTH I-25 PROJECTS

SOURCE: Colorado Department of Transportation

NEW AND IMPROVED: Overall improvements to North I-25 between the Wyoming border and Johnstown include: rehabilitation or reconstruction of general purpose lanes, the addition of northbound and southbound express lanes, and the construction of inside and outside shoulders in both directions.

With the combined efforts of the Fix North I-25 Business Alliance and allied partners, there is now \$615M committed to improvements on North I-25. Work started in fall 2018 on an additional lane each way between Loveland and Highway 14 in Fort Collins. This work is scheduled to be done in late 2021.

## FIX NORTH I-25 BUSINESS ALLIANCE

TRANSPORTATION DREAM TEAM: Fort Collins Area Chamber of Commerce President & CEO David May (center) met with the new Colorado Department of Transportation Executive Director Shoshana Lew, US Senator Cory Gardner and other officials to discuss funding for North I-25.

## THANK YOU TO OUR INVESTORS

- TOLMAR
- Total Facility Care
- Townsquare Media
- TST Inc.
- Water Valley Land Company
- Western States Bank
- Wray Plumbing & Heating

## Booster

- Adams Bank & Trust
- Brown & Brown Insurance
- Canvas Credit Union
- Colorado Iron & Metal
- Cushman & Wakefield
- DaVinci Sign Systems
- DyeCrest Dairy
- Emergency Physicians of the Rockies
- Exponential Engineering
- FiberLok
- FirstBank of Northern Colorado
- Fort Collins Heating & Air
- Hydro Construction
- In-Situ
- NCCAR
- Neenan Archistruction
- Northern Engineering
- OfficeScapes
- POWER 10
- RLR
- Shirazi Benefits
- SuperVac
- Technical Framework
- Toolbox Creative
- U.S. Bank
- Vaught Frye Larson Aronson Architects
- Walker Manufacturing
- Wilbur's Total Beverage
- Workspace Innovations

## Community

- Cache Bank & Trust
- CGRS
- CoBiz Bank
- Crossroads Towing
- Windermere Real Estate



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## FOLLOW KEY ISSUES IN COLORADO

To follow key issues during the Colorado General Assembly, tap into the Northern Colorado Legislative Alliance (NCLA) 2019 Legislative Tracking Report.

[coloradocapitolwatch.com/bill-analysis/537/2019/0/](http://coloradocapitolwatch.com/bill-analysis/537/2019/0/)

# Northern Colorado Prospers Continues to Make Impact

## Goal #1 Fix I-25

### \$20 million grant awarded to the North Front Range Transportation & Air Quality Council

Senators Cory Gardner (R-CO) and Michael Bennet (D-CO) announced on December 6, 2018, that the North Front Range Transportation & Air Quality Council has been awarded a \$20 million Better Utilizing Investments to Leverage Development (BUILD) grant from the Department of Transportation (DOT) for its North I-25 Segment 6 improvement project.

The grant will help with widening a segment of North I-25 between SH 402 and SH 56/Little Thompson Bridge through the addition of an express tolled lane in each direction. CDOT has estimated that in 2040, the I-25 Corridor will see a 60 percent increase in daily vehicle traffic.

With efforts of the Fix North I-25 Business Alliance and allied partners there is now \$615M committed to improvements on North I-25. Work started in fall 2018 on an additional lane each way between Loveland and Highway 14 in Fort Collins. This work is scheduled to be done in late 2021.

## Goal #2: Align, Attract, and Retain Talent

### In April, the Chamber will launch the new talent recruitment portal, [WorkingInNorthernColorado.com](http://WorkingInNorthernColorado.com)

A social media and media campaign will run alongside to drive traffic to new talent portal.

- EMSI is a talent identification data base with accompanying heat maps, which we have been piloting. Finish the pilot project to determine feasibility; and if viable, open it up to all interested businesses; an online application form has been built.
- Continue working with Larimer County Workforce Center to provide customized economic data reports with wage data.
- Came to agreement to help Larimer County Workforce Center offer an online economic data system.
- Working with Larimer County Workforce Center to strengthen work-based learning experiences – internships, apprenticeships; developing a marketing plan to alert employers, public of work-based learning opportunities.
- Working with Larimer County Workforce Center to develop and launch trailing spouse program.
- 4 NOCO Housing NOW All Partnership Meetings were held in 2018. A Housing Summit is in the works and scheduled for Spring 2019.

## Goal #3: Bold Voice of Business

- Led a regional coalition that interviewed primary employers about electricity and commissioned a study on net zero carbon and risks of pre-mature retirement of Rawhide Power Station
- Completed a study on city fees that led to changes.
- Completed and produced a study on City finances and use of revenues from the Keep Fort Collins Great (KFCG) tax.
- Continued to talk with potential Council Candidates. The Chamber's Election Committee will begin to interview and evaluate the candidates who will run for the 5 open seats on the Fort Collins City Council. The committee will recommend (to the Chamber Board) candidates for the April election based on who will support business and job creation.

### Conducted public opinion polling of Fort Collins registered voters in mid-December to understand public sentiment on a variety of issues.

- The Chamber Board, with recommendations from the Election Committee and Local Legislative Affairs Committee (LLAC), will take positions on any measures on the April ballot, including full-time City Council and renewal of the Keep Fort Collins Great Tax
- Launched campaign to support importance of business

## Goal #4: Expand and Retain Existing Business

- Grow our local economy by helping existing primary employers grow and expand here.
- The Chamber is part of a Larimer County BR&E Partnership. In 2018, the partnership completed 32 primary employer interviews and 283 short form questionnaires providing key insight into expansion opportunities for business in Northern Colorado

### The Business Retention & Expansion (BR&E) Annual Report will be released in February.

Some key insights:

- 75 percent of employed residents in the two-county area work within the region
- The gross regional product in the area has grown by 6.2 percent annually since 2013
- The two-county labor force is 372,000
- 70 percent of respondents feel the area economy is up.
- 70 percent of respondents plan to hire over the next 5 years
- The threat cited by most respondents was difficulties finding qualified workers, lack of skilled talent, retention of talent, cost of labor.

## A LOOK AHEAD

- February 20, 2019**  
Chamber Annual Dinner
- April 2, 2019:**  
Election Day
- April 10, 2019:**  
NCP Annual Summit
- May 3, 2019:**  
End of Legislative Session
- July 24, 2019:**  
NCP Quarterly Live (Summer Edition)
- October 9, 2019:**  
NCP Fall Quarterly Update

### Thank You NCP Advisory Council



- Gerry Agnes**  
Elevations Credit Union
- Carrie Baumgart**  
Markley Motors
- Clay Benson**  
Mortenson Construction
- Gene Bocis**  
Anheuser Busch
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