

# NORTHERN COLORADO PROSPERS

INVESTOR UPDATE : JULY 2017

*Northern Colorado Prospers: Driving the Future* is a five-year strategic initiative that tackles our region's key challenges: transportation, labor force, business environment and retaining key employers. The Fort Collins Area Chamber of Commerce will address the key roadblocks that threaten the ability of our community to remain the great place it is today to work, live and thrive.

Dear Northern Colorado Prospers Investors;

Community vitality doesn't just happen. It is fostered and encouraged. The Greek historian Herodotus understood that in the 5th century B.C. when he said "Human prosperity does not abide long in one place." Prosperity can abide and conscious, deliberate leadership is the key.

Northern Colorado is great and will remain so because of the vision and active engagement of its civic and business leaders. This has long been so and is still the case as demonstrated by the full funding of the Northern Colorado Prospers five-year key strategic initiative.

Over the past nine months Chamber leaders have been talking with their peers about the challenges facing the region, laying out a plan to address those challenges and asking for financial support. The response has been positive and strong.

Altogether 110 conversations took place with over 90 people deciding to invest in Northern Colorado Prospers with more investments still pending.

Individually it's hard to tackle big issues like getting an interstate widened or meeting the challenge of having an adequate labor force.

But through Northern Colorado Prospers the manpower and financial resources can be assembled to make a difference. With the commitment of investors like you, they have been.

**Let's get to work!**

# NORTHERN COLORADO PROSPERS 2017-2021 STRATEGIC INITIATIVE



## Fix North I-25

Safe and efficient travel is essential to our families and businesses. Unsafe and unreliable 3 hours trips to DIA and Denver are our future unless we fix North I-25.

Since 2015, the Fix North I-25 Business Alliance and Northern Colorado leaders:

- **Helped secure \$309M for 3 main projects on North I-25** including: Berthoud Hill climbing lane (done); Crossroads bridges and leveling out grade separation (scheduled to be done in October); and Phase I widening of 14 miles between Highway 14 and 402 just south of Loveland (funding in place and project to start in December and to be done by the end of 2020)
- **In 2017 worked to get bi-partisan legislation passed.** While HB 1242 was dead on arrival, our team valiantly lobbied House and Senate leaders to modify the bill. A late bill (SB 267) did pass and has transportation funds in it. **We are lobbying the transportation commission** to get a share of those dollars for I-25.

Looking ahead, the Chamber will continue to lead a comprehensive, multi-year lobbying and communications campaign to secure the \$1.5 billion necessary to widen North I-25 between Fort Collins and Longmont (Highways 14 and 66).

Our plan includes a collaborative effort through the “Fix North I-25 Business Alliance” to keep North I-25 as a top state transportation priority. With the financial resources provided by Northern Colorado Prospers, the Chamber will strengthen lobbying efforts to persuade state leaders and voters to appropriately fund transportation, build public support with a comprehensive communications campaign and lead local and statewide alliances to advocate for the funding.



## Bold Voice of Business

Unpredictable, costly government kills jobs and investment. Government and the community need to be reminded that a good standard of living for most begins with a good paying job.

In 2017, the Chamber:

- Published **“What 100 Primary Jobs Mean”** in collaboration with Citizens for a Sustainable Economy.
- **Helped elect a City Council that respects business** with two of three Chamber-endorsed candidates winning election.
- Successfully lobbied for **less onerous increases** in City capital expansion fees.

Looking ahead, The Chamber will serve as the “voice of business” to aggressively advocate the perspective of business and to help public officials and residents understand the strong connection between business vitality, jobs, and having the means to afford public services like good schools, parks, open space, and bike paths that enhance community livability.

Our plan has three elements: supporting reasonable people with balanced perspectives to serve in public office; strengthening the Chamber’s research and lobbying program; and communicating messages directly to residents about the importance of business to the quality of life we enjoy in our area.



## Align, Attract and Retain Talent

More than ever before, successful communities will be those whose employers can find talent and whose residents can find jobs that let them work to their full potential. Unless a determined effort is made, Larimer County faces significant talent shortages. This is our area's economic Achilles heel. We are already facing a 5,000 to 9,000 worker shortage over the next 5 years.

**In 2017**, the Chamber, in partnership with other community organizations, has developed and is implementing a plan to help meet the community's workforce needs:

- **Published "Talent 2.0: Regional Workforce Strategy**, Fort Collins-Loveland Metro Area" in February.
- Held a **community roll-out event for the plan** in February with 200 business leaders.
- Drafted an **18-month implementation plan** that includes governance and structure for the new workforce development program.

Looking ahead, our plan is to actively support employers in finding, attracting, and retaining the talent they need. We will work with other partners to:

- Launch a recruitment services program.
- Build greater awareness of the region's job opportunities and strong employment base by developing a workforce portal and supporting tools.
- Partner with employers to coordinate solutions that address common barriers to talent retention as well as structural issues like housing affordability and childcare.
- Align education and workforce resources more closely with business community while supporting education and training institutions in strengthening the "home grown" talent pipeline.



## Expand and Retain Existing Business

The best way for the region to experience the growth of good paying jobs is from the retention and expansion of existing primary employers. Most jobs are created by retaining existing companies and helping them grow and expand in place. A well-structured and coordinated Business Retention and Expansion program will facilitate regular contact with key businesses.

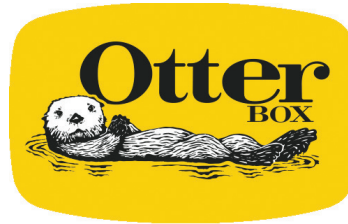
**In 2017**, in partnership with other groups, the Chamber has revitalized a program to stay in close touch with area primary employers to help them grow in place. We've helped formalize the program including:

- **Selecting and formalizing** participating partner organizations.
- **Designing the program** including: information to collect, confidentiality procedures and database.
- **Final preparations** to conduct 100 employer interviews.

Looking ahead, our plan is to initiate and sustain a systematic program to meet with 100 area businesses each year to identify individual and collective challenges and opportunities. As a result of doing so, thousands of jobs will be created over the next five years.



## ANGEL



## FOUNDER



## PARTNER



## ADVISOR

Advance Tank  
Air Comfort  
BizWest Media  
Brinkman  
Brown and Brown of CO  
Bryan Construction  
Chrisland Commercial  
Columbine Health  
Systems  
Coloradoan  
Connell Resources  
Cornerstone Home  
Lending  
Dellenbach Motors

Dohn Construction  
Ed Carroll Motor Co.  
EKS&H  
First National Bank  
Flood and Peterson  
Fort Collins Auto  
Dealers Association  
Fort Collins Dodge  
Jeep  
Forney Industries  
Gregory Electric  
The Group, Inc.  
Group Mortgage  
Harmony Club

Heath Construction  
Hensel Phelps  
High Country  
Beverage  
iHeart Media  
Liley Law Office  
Loveland Ready Mix  
M.M. Solutions  
McWhinney  
MGS Inc.  
Mortenson  
Neuworks Mechanical  
Odell Brewing  
Company

Palmer Properties  
Pedersen Toyota  
Platte River Power  
Authority  
Quality Inn & Suites  
ReMax Alliance  
Schrader Oil Co.  
Spradley Barr Ford  
Townsquare Media  
Total Facility Care  
Western States Bank  
Wray Plumbing

## BOOSTER

Adams Bank & Trust  
Cushman & Wakefield  
DyeCrest Dairy  
Emergency Physicians  
of the Rockies  
Exponential Engineering  
FiberLok

Fort Collins Heating  
and Air  
FirstBank of Northern  
Colorado  
In-Situ  
LC Home  
Neenan Archistruction

Northern Engineering  
OfficeScapes  
Power 10  
Shirazi Benefits  
SuperVac  
Technical Framework  
Toolbox Creative

US Bank  
Vaught, Frye, Larson  
Architects  
Walker Manufacturing  
Wilbur's Total Beverage  
Workspace Innovations

## COMMUNITY

Cache Bank & Trust  
CGRS

CObiz Bank  
Crossroads Towing

Windermere Real Estate

**New Advisor Investors** as of July 6, 2017: Alberta Development, Pederson Toyota and TST.

**New Booster Investor** as of July 6, 2017: Hydro Construction