

**FORT COLLINS AREA CHAMBER OF COMMERCE  
CANDIDATE ENDORSEMENT QUESTIONNAIRE  
2021 CITY OF FORT COLLINS ELECTION**

**Questionnaires are due back to [ahutchison@fcchamber.org](mailto:ahutchison@fcchamber.org)  
by noon on Tuesday, February 16, 2021  
Please note that all questionnaire answers  
will be shared with the business community.**

Office Sought: City Council	District: 4
Name: Erin Hottenstein	
Home Address: 3932 Century Drive	
Daytime Phone: 970-430-5370	Evening Phone: 970-430-5370
Email: <a href="mailto:info@erinhottenstein.com">info@erinhottenstein.com</a>	
Employment: Public Speaking for the Professional	
Length of Residence: In City: 21 years	In District: 21 years

***Please limit responses to approximately 200 words per section.***

Education:	Bachelor's degree, Goucher College
Past and Present Community Service or Volunteer Positions Including Offices Held:	<p><b>Founder</b>   Colorado 50-50   February 2017 - Present</p> <p>Promote women's leadership. Inspire women of all races, ethnicities, classes, abilities, and backgrounds to apply for boards and run for office. Created, scheduled, promoted, enrolled, and facilitated 15 programs in 8 locations for nearly 600 people over the last 4 years.</p> <p><b>Leader</b>   Change Leadership Inspired by Leadership Fort Collins   September 2020 - May 2021 Selected to participate in Fort Collins Chamber of Commerce program, which this year is focusing on leadership during a time of change. Engage in dialogue about leading organizations to excellence, diversity, equity, and inclusion, and solving problems at their root cause. Interact with area CEOs.</p> <p><b>Associate Member</b>   Larimer County Workforce Development Board   March 2020 - Present Participate in conversations about training employees and economic development in Northern Colorado. Attending meetings since spring 2019.</p>

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	<p><b>Water Literate Leaders</b>   CSU Water Center   September 2019 - June 2020</p> <p>Accepted into a competitive leadership program with a focus on complex Northern Colorado water issues. Actively learned about all aspects, including agriculture, urban, environmental, recreation, and business, via presentations, dialogue, and field trips. Interacted and discussed issues with regional water leaders for an inside view of our water future and participated in visioning activities.</p> <p><b>Election Judge</b>   Larimer County   October 2018 - November 2020</p> <p><b>Compass Advisory Committee Member</b>   Health District of Northern Larimer County   September 2016 - October 2018</p> <p>Gave feedback and suggestions on articles for the Compass newsletter. Served as a resource for expanding its reach and effectiveness.</p> <p><b>Board of Trustees President</b>   Foothills Unitarian Church   President-Elect July 2015 - July 2016, President July 2016 - July 2018</p> <p>Played a key role in developing a powerful new mission statement. Led a governance change by evaluating our previous system, engaging members in a 2-year dialogue, and ultimately voting to change our bylaws. Oversaw hiring of new ministers and staff, as well as budget, planning, and program implementation.</p>
<p>Past Employment/Business Experience:</p>	<p><b>Experience in City, County, State, and Federal Government Reporting</b></p> <p>Gained insights and knowledge of all levels of government in the following positions. Covered 3 different city governments, 2 counties, 3 school districts, along with state and federal.</p> <p><b>Healthcare and Technology Reporter</b>   BizWest (formerly Northern Colorado Business Report)</p>

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	<p>Examined changes to healthcare industry. Highlighted trends involving local companies. Showcased small businesses in profile features. Investigated multi-state Ponzi scheme.</p> <p><b>City and County Reporter</b>   Wyoming Tribune Eagle   Cheyenne, WY</p> <p>Investigated issues and found new stories by working with people at all levels. Tracked complex government actions and explained effects on the community. Developed new contacts and evaluated their credibility. Related national trends to local level. Wrote daily stories on crime, lawsuits, government, zoning, health, environment, business, and other topics.</p> <ul style="list-style-type: none"> <li>• Conducted extensive interviews of human service providers and people with low-income to illustrate the realities of poverty for five-part series.</li> </ul> <p><b>Morning News Anchor, Producer, Reporter</b>   CBS News Channel 5-KGWN   Cheyenne, WY Produced newscasts. Brought in statewide candidates for interviews and debate series. Delivered live daily reports during legislative session. Moderated live 1.5-hour Governor’s Small Business Telecast.</p> <p><b>News Director</b>   KUGR and KYCS Radio   Green River, WY</p> <p>Researched, wrote, edited, produced, and broadcast news 12 times daily. Developed long-term relationships with police, politicians, teachers, lawyers, and others that led to story contacts and interviews. Tackled complicated stories requiring investigation, planning, and discretion.</p>
<p>Current Employment and Responsibilities:</p>	<p><b>Associate Trainer &amp; Vice President of Operations   Public Speaking for the Professional   February 2011 - Present</b></p> <p>Teach presentation skills, personality styles, goal achievement, and self-esteem courses for clients in</p>

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	both corporate and open enrollment settings. Coach individual clients. Schedule seminars and prepare all materials. Oversee all business operations.
Specific Qualifications for This Office:	Board governance, including oversight, budgeting, bylaws changes, hiring, visioning, planning, and stakeholder engagement  Community building   Leadership development in underrepresented populations   Self-directed   Meets deadlines   Extensive training and classroom facilitation   Former government reporter
Why are you running for this office?	<p>As a small-business owner, I'm keenly aware of economic issues facing our community. Small, family-run businesses can't thrive without a solid foundation of community support. I want to bring my wealth of experience to bear to support all businesses in FoCo. That is why I'm running for office. The pandemic has been a real challenge to local businesses. In fact, a recent article indicated that eighty-six percent of women-run small businesses in Colorado might go under in the next six months due to the pandemic. That is simply not acceptable.</p> <p>I am a born problem-solver. When I was in fourth grade, some lovely old cottonwoods were going to be removed from my local park. I wrote to the governor to save them. That was my first experience with civic life. Now, I'm committed to helping our community recover from the pandemic. We have a steep road ahead. But as a twenty-year resident of this lovely city, I know we can rise to the challenge. I will be an important voice representing small businesses as we strive to regain what we've lost, and build again even stronger than before.</p>
What have you done to prepare for election to this office and how you will you conduct yourself if elected to this office? What	I am a small business owner who understands the challenges of COVID, and my parents were and are small business owners, too.

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<p>experiences have you had that makes you qualified to serve in office?</p>	<p>As a former nationally award-winning journalist, I covered 3 different city councils, along with every level of government. So I am skilled at asking questions, understanding and explaining complex issues, and being in an oversight role.</p> <p>As a board president, I have done some things City Council does, only on a smaller scale. Guiding change, I have listened to and engaged stakeholders on proposals, run meetings with more than 200 people, helped pass governance and bylaws changes, prepared for a capital campaign, participated in contract negotiations, overseen a budget of almost \$1M, and hired senior staff.</p> <p>As the founder of Colorado 50-50, I work around the state in a nonpartisan way to inspire women of different races, classes, ages, and abilities to run for office.</p> <p>I believe it is vital for public leaders to treat everyone with respect and really hear out their concerns. The best solutions are the ones we create together.</p>
<p>What do you think are the top 3 economic priorities city government should undertake during the next four years? What role should the City of Fort Collins have in economic development? How will you make the economy a City budget priority?</p>	<p>COVID-19 is our most crucial issue. We will need to deal with it in the short-term and the medium-term. People in the service sector and those with low-incomes are particularly vulnerable right now and we need to pay special attention to their situations.</p> <p>The city of Fort Collins has a critical role to play in COVID-19 response. City Council oversees the spending of millions of dollars in CARES Act funding, such as utilities payments, small business assistance, and providing non-congregant shelter. Council will have to adjust the budget based on updated revenue forecasts, state funding, and potential future federal funding. A long-term focus</p>

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	<p>on economic recovery and job creation will be essential.</p> <p>The regional collaboration shown through such programs as NoCoRecovers.com is fantastic. The city should continue to work with regional partners to prioritize economic recovery and then development. I will definitely prioritize funding for the city’s economic development efforts so we can support our small businesses while stabilizing the economy.</p>
<p>How will you make the City of Fort Collins a more Jobs Friendly community? Are you willing to engage with business leaders to discuss these solutions? Please explain how you will stay in touch with business leaders.</p>	<p>The city should continue to support entrepreneurs, innovation, and collaboration. Fort Collins Startup Week is a great example. I first attended in 2019, then became one of the speakers for 2020 and 2021. It’s a great way to provide education and motivation to new and aspiring business owners.</p> <p>The Fort Collins Creator Hub and the city potentially partnering to make a prototype lab is another example. I am not only willing, I am already engaging with the business community to find solutions. I will continue to seek out these conversations with different business leaders.</p>
<p>What role should the City of Fort Collins have in the region? What do you believe are the top issues facing Northern Colorado in the next several years?</p>	<p>As the fourth largest city in the state and the largest city in Northern Colorado, Fort Collins should be taking an active lead in the region. COVID-19 relief and recovery is paramount. Along with that is continuing to strengthen our regional ties. We know that people live in one city and commute to work in another. It’s important to recognize how connected we are and to work together to solve common problems. For example, the Poudre Express bus route to Greeley shows how we can help people get to work, while cutting traffic congestion.</p>
<p>Colorado will continue to grow, including our area. How should the City of Fort Collins plan for growth, if at all?</p>	<p>As the saying goes, when you fail to plan, then you plan to fail. As long as FoCo keeps headlining those ‘Best Places to Live’ lists, we’re going to continue to grow. And we top those lists for good reason. This is a fantastic place to live and raise a</p>

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	<p>family. So as our community continues to grow, we need to anticipate that challenges will arise. We must meet the needs of our aging population who need accessible housing options. Even as our population expands, we want to retain our sense of place and community. That means the City Council will need to be thoughtful about zoning issues, both for new development and infill.</p>
<p>What are the top two issues facing city government over the next 4 years and why do you believe they are the most important?</p>	<p>Affordable housing is an ongoing challenge for Fort Collins. We want a place where people of all income levels can live. We don't want Poudre School District teachers commuting from Ault, because they can't find an affordable home to buy or condo to rent. Those of us who have lived here for a while look at Boulder as a cautionary tale about what city policies can do to housing prices.</p> <p>The City Council's recent Equity Indicators project highlights another important issue. There are significant race-based equity concerns in terms of homelessness and homeownership numbers. We must work to ensure that people of all races can afford to live here. City Council can have a positive impact on housing issues through development review, zoning decisions, Land Bank investments, and use of Community Development Block Grants.</p> <p>Environmental health is another issue not already highlighted in previous questions. Last summer's wildfires showed us again how important our air and water quality are, and that we cannot take them for granted. The city should take further action to improve air quality and downstream water quality. Our children are counting on us to keep our part of Colorado healthy, liveable, and beautiful.</p>
<p>What economic tools should the City add to their "tool box" of resources to attract key</p>	<p>Showing that the city is working on affordable housing with a wide variety of solutions will be vital to attract new employers to FoCo. This will help with both business retention and attraction,</p>

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<p>employers?</p>	<p>which will in turn help our economy recover from the ravages of COVID.</p> <p>Fort Collins should also support the expansion of local training and apprenticeship programs. According to a Robert Half report that came out last year, we don't even know what many of the jobs of the future will be. Who knew 20 years ago that people would be specializing in social media content creation now? We should be forward-thinking and nimble in continuing to help our workforce.</p>
<p>What are the top three transportation improvements the City of Fort Collins should accomplish? What is your position on the Fix North I-25 effort? Why?</p>	<p>As a sometimes-commuter to Denver, I appreciate the hard work of Fix North I-25. I can't wait to see it completed! For the foreseeable future, people will continue to need to use I-25 and it is important to meet that need even as we seek new solutions for the future.</p> <p>It will be great to see the Lemay and Vine intersection improved. We are going to need to consider other congested areas and work to solve those traffic problems. Lastly, I hope that once we've put COVID in our rear-view mirror, that people will go back to using Transfort and the Max safely. Creating an east-west Max near CSU is a great idea.</p>
<p>Tell us about your understanding of water issues in Northern Colorado.</p>	<p>After being accepted into and completing the competitive CSU Water Literate Leaders program, I have a broad and deep understanding of water issues. Through the nine-month class, we learned about various municipal, industrial, agricultural, recreational, and environmental concerns - and how we must work together to find solutions that not only meet our needs, but also satisfy Colorado's water compact obligations</p>
<p>What is your position on water storage in northern Colorado? Do you support the NISP project? Do you support the Halligan project?  Why do you hold these positions?</p>	<p>In so many ways, the Poudre River is the lifeblood of Fort Collins. It is a crucial resource not only for the city, but also for the whole of Northern Colorado. We enjoy the river for its beauty, nature, and for its many recreational opportunities. Our local breweries count on the fresh, clean mountain water for their beers, which in turn helps our economy thrive. We never want to return to the</p>

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	<p>days when the river was taken for granted and strewn with trash and old tires.</p> <p>As to NISP and Halligan, it is vital to maintain instream flows for the health of the river. As an elected official, I would advocate for more aggressive conservation efforts, while recognizing that water storage is a piece of a complicated puzzle. Also, the city must address the issue of wastewater. We're sending too much nitrogen downstream, which is bad for the ecosystems that depend on the Poudre. The city needs to invest in our waste- and stormwater infrastructure and educate folks about how to keep our river healthy by limiting fertilizer run-off.</p>
<p>Why should the members of your district support your election to office?</p> <p>Why should someone who is interested in a vibrant city economy vote for you?</p>	<p>I have lived in District 4 for 21 years (and counting!) and have a deep understanding of the community. I know my neighbors. Many of them are struggling right now. As a small business owner, a parent, and a community volunteer, I understand their pain. I am committed to helping my neighborhood, my district, and the entire city get back on its feet. And I have the experience to get the job done.</p> <p>Before I moved to Fort Collins, I lived in several cities in Wyoming. While those places have things going for them, they weren't nearly as vibrant as Fort Collins. There is something truly special about living in a university town with a whole host of exciting primary employers. We have an amazing downtown. We have cultural attractions. We have hundreds of restaurants to choose from. We have a business community that supports small businesses like mine. I know what a vibrant community <i>feels</i> like and I am dedicated to making sure it continues.</p>
<p>Do you have existing relationships with anyone on City Council or Staff? And how will those relationships help you serve the citizens of Fort Collins.</p>	<p>I became acquainted with all City Council members, as well as a few staff members, through the District 4 vacancy process. Through my participation on the Larimer Workforce Development Board, I have been getting to know SeonAh Kendall, the city's Senior Economic Manager. I look forward to developing good</p>

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	working relationships that will help me better serve the people of Fort Collins.
If business groups endorse you, is there any significant information that could come out about you during a campaign that could potentially embarrass you (and them) publicly? (ex: bankruptcy, discrimination, harassment, arrest, conviction, etc.)	No
Signature Erin Hottenstein	
Date 02-16-2021	