



FORT COLLINS AREA

CHAMBER
OF COMMERCE

2018 ANNUAL REPORT
& 2019 PLAN

Bringing Business *home*



THE FORT COLLINS AREA
CHAMBER OF COMMERCE IS A
convener
FOR LEADERS AND INFLUENCERS, A
catalyst
FOR BUSINESS GROWTH AND A
Champion
FOR A STRONG COMMUNITY.

We support the employers who bring business and provide employment opportunities for people who become our neighbors and our volunteers — creating a vibrant Northern Colorado community we are proud to call home.

Fort Collins Area Chamber of Commerce
FortCollinsChamber.com
970-482-3746



Bringing Accomplishments *home*

● Served our members and our community

- With 1,274 members, the Chamber is one of the largest chambers of commerce in Colorado and remains the only **5-Star Accredited Chamber** in the state.
- Represented business at dozens of **government meetings** – state, county and city hall.
- Hosted **6 Signature Events** for a regional audience.
- Held **networking and education events**: Business After Hours, 12@12 Luncheons, Leads Groups, Red Carpet and Envision.
- Won **'Outstanding Program Award'** from Western Association of Chamber Executives for Northern Colorado Prospers Campaign.
- Won the 2018 Award for **Communications Excellence 'Grand Award: Publications'** from the Association of Chamber of Commerce Executives.

● Championed the bold voice of business on key topics

- Weighed in on the issue of **maintaining affordable and reliable electricity** for area employers and residents.
- Completed a study on **city fees** that led to changes in city policies.



Accomplishments

● Led the lobbying effort to secure funding to widen I-25

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

● Implemented Year 2 of the workforce development plan

- Hosted first **Talent Summit**
- NoCoTalent2.com was launched as a **business resource for hiring talent**. The site includes 12 one-page resource pages on different aspects of Larimer County (safety, schools, outdoors, food, etc.) to be used for talent recruitment.
- Led conversation on **child care and workforce housing** to address these hiring barriers.



Accomplishments

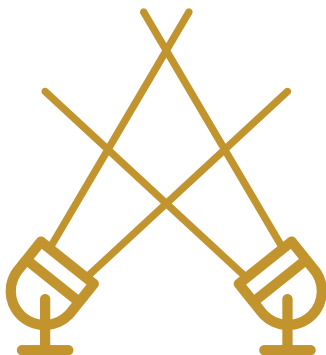
- **Interviewed with partners primary employers to better address business retention and expansion**
 - Completed **32 primary employer interviews** and **283 short questionnaires** providing key insight into expansion opportunities for business in Northern Colorado.
 - Good news: **70% of those employers are planning to hire.**
- **Conducted a successful Moving Fort Collins Forward! campaign**
 - 10 weeks, **65 volunteers** on 12 teams
 - More than **\$560,000 raised** and **over 125 new members** joined the Chamber.
- **Launched the Bringing Business Home campaign** (BringingBusinessHome.org) **to help the public connect the quality of life we enjoy with the vibrancy of the local economy and its businesses**





Bringing Bragging Rights *home*

- **Advanced Energy Industries Inc.** (Nasdaq: AEIS) purchased LumaSense Technologies Holdings Inc., based in Santa Clara, Calif.
- **Front Range Community College** announced it plans to build a new \$8 million Center for Integrated Manufacturing in Longmont. The renovation of a 27,000 square foot industrial space will be done August 2019.
- **UCHealth** released a new price estimator tool that provides patients with approximate out-of-pocket costs for more than 150 services at five facilities.
- **Neuworks Mechanical, Inc.** was named a 2018 Colorado Companies to Watch.
- **Woodward Inc.** (Nasdaq: WWD) announced it would bring an additional 300 jobs to Northern Colorado by relocating a Duarte, California operation.
- **Anheuser-Busch** celebrated 30 years of being in Fort Collins.





Bragging Rights

- **Poudre Valley Rural Electric Association** won the 2018 SEPA Power Players Electric Cooperative Utility of the Year award at the Smart Electric Power Alliance (SEPA) awards dinner in Washington, D.C.
- **Banner Health** announced a collaboration with MD Anderson Cancer Center.
- **Innosphere** celebrated its 20th Anniversary.
- Fort Collins-Loveland was ranked #18 in the **top 25 most innovative cities** in the U.S. by 24/7 Wall Street.
- Fort Collins-Loveland was ranked **#9 Best Performing Cities 2018**: Where America's Jobs are Created and Sustained by Milken Institute
- Fort Collins-Loveland was ranked #9 in the nation for **job growth** (rate of 4.4%) in 2018 by U.S. Bureau of Labor Statistics



🎯 Chamber Small Business of the Year Awards:

- **RJ's AMAZING Entertainment, LLC**
Small category (1-10 employees)
- **Colorado Iron & Metal, Inc.**
Medium category (11-50 employees)
- **Neuworks Mechanical, Inc.**
Large category (51-200 employees)
- **Elevate Chiropractic**
New Kid on the Block category (business in operation for less than three years)



Bragging Rights

- **Positive Regional Economy:**
 - **High labor participation rate** and low un-employment
 - Two-county labor force now has **372,000 workers**
 - **Gross domestic product** of the area has **grown by 6.2 percent annually** since 2013
- **Fort Collins was ranked #9 in the nation as fitness-friendly by SmartAsset.**
- **Fort Collins-Loveland was ranked by Livability.com as the #4 best place to raise a family and the #14 best place in the country to live.**
- **Fort Collins-Loveland was ranked #2 in the nation for Brain Concentration (U.S. metro- and micropolitan areas with 90,000 population or more were assessed on their concentration of STEM workforce, advanced degree or Science & Engineering undergraduate degree holders, and net business formation).**



Bringing 2019 Goals *Home*

- Continue to **partner with our two-county allies** to identify and secure the funds to widen I-25 to 3 lanes between Highway 14 and Highway 66 (Fix North I-25). This two-county, public-private effort has been one of the most successful regional collaborations in our lifetime.
- Explore **local funding mechanisms** like a regional transportation authority.
- Support the work of Larimer County government to **fund work on the other non-interstate roads** in the county.
- Launch additional **talent recruitment and development tools and programs** for employers (Align, Attract and Retain Talent)
 - Extend the Talent 2.0 strategy plan with city and county partners
 - Launch the talent portal
WorkInNorthernColorado.com
- Advocate for more **affordable housing** and **childcare** from a business perspective
- Support election of **business-supportive candidates to City Council** (Bold Voice of Business), five of seven seats are up on April 2





2019 Goals

- Narrow and **deepen strategic work** on key economic and business issues including renewal of the “Keep Fort Collins Great” tax; reliable, affordable electricity and impacts of premature retirement of our power plant (Bold Voice of Business)
- Implement **Phase II Bringing Business Home** campaign (Bold Voice of Business).
- Continue to work with primary employers (companies that produce a product or provide a service and sell the majority of it outside the market and import the profit) and **support the creation of quality high-paying jobs.** On average primary jobs pay about \$30,000 more per year than non-primary jobs. (Expand and Retain Existing Business)
- Conduct a **successful Moving Fort Collins Forward! campaign.**
- Conduct a study of how the **Chamber delivers value** through memberships and sponsorships.

Bringing Business *home*

Get involved!

- ▶ Like us on Facebook
 BringingBusinessHome
- ▶ Share our social media posts and videos
- ▶ Post photos and tag with:
#BringingBusinessHome
 BringingBusinessHome
- ▶ Tell us *your* story!
Share the story of your business and how you build your community – you may be featured next!
Contact Jennifer Umland,
jumland@fcchamber.org



BringingBusinessHome.org