

Proactively contact and <b>help existing employers</b> , with a keen focus on pandemic response and recovery (Business Retention & Expansion)	
Understand the new talent dynamic and <b>determine what companies need regarding workforce</b> . Retool Talent 2.0 to support those needs. (Align, Attract and Retain Talent)	
Lead the effort to <b>secure funding to widen I-25 to 3 lanes</b> between Highway 14 and Highway 66 (Fix North I-25)	
Elevate our work to influence public policy that will impact business and the economy with a <b>bolder advocacy communications and lobbying plan</b> while supporting business friendly candidates for city council (Bold Voice of Business)	

- **Finish NCP 1.0 strong** by delivering value in the following identified areas:
  - Launch and successfully fund **Northern Colorado Prospers 2.0**
  - Working with our economic partners, lead the **creation and implementation of an Economic Recovery Plan** for the two-county region that inspires an even stronger and more resilient economy.
  - **Grow the Chamber membership to 1,170 members** and achieve financial viability with a **balanced budget** to assure the Chamber can effectively represent and continue to be the premier resource business.
- In 2021, the Chamber is here to continue the support of business and ensure positive success. We have defined these as our 2021 Priorities:
- The year 2020 was a year unlike any other. For the Chamber it was the Year of Advocacy, the Year of the Big Pivot, the Year of Collaboration and the Year of Regionalism. Despite overwhelming and unexpected challenges, the Chamber played a central role in helping businesses and the community navigate the economic downturn caused by the pandemic. The long-term consequences are still unknown, but the pandemic put change on a fast track for many businesses and industries, leading things forward by a decade or more. From all of the disruption, new opportunities will emerge. They always do.



## 2021 PLAN: PRIORITIES AND WHERE WE ARE HEADED

### THANK YOU 2021 TRUSTEE MEMBERS

#### PLATINUM



#### CORPORATE



#### EXECUTIVE



### THANK YOU 2021 ANNUAL CELEBRATION SPONSORS:

**Gold Sponsors:** Coloradoan/LOCALiQ, Comcast, Elevations Credit Union & Woodward

**Silver Sponsors:** Flood and Peterson, KRFC 88.9 FM Radio Fort Collins & Western States Bank

**Bronze Sponsors:** BizWest, Brinkman Construction, Brock & Co. CPAs, Cushman & Wakefield, Jet Marketing, Markley Motors, NOSH NOCO, Platte River Power Authority, and The Group, Inc.

**Event Sponsors:** Banner Health, Blue Federal Credit Union, Canvas Credit Union, Columbine Health Systems, Ed Carroll Motor Company, Ent Credit Union, FNBO, & Water Pik.



FortCollinsChamber.com  
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Sincerely,  
Ann Hutchison, President & CEO  
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(970) 482-3746

We are here to support your business and to continue our work on economic recovery. We have confidence in the resilience of Northern Colorado and have a lot of work to do together. It is with your membership investment that we are able to continue supporting the business community.

"Level Up": We are supporting our businesses by featuring an "Open For Business" page on our website at [www.FortCollinsChamber.com](http://www.FortCollinsChamber.com). Additionally, we have been a key partner in the Larimer County 5-Star Variance Program in the Larimer County 5-Star Variance Program.

We will remain an advocate for your company and support the creation of resources needed to support Northern Colorado employers, workers and residents. As those resources become available, we have and will communicate that information via email, social media, webinars, [www.NOCOrecovers.com](http://www.NOCOrecovers.com), and other channels. We are currently working with community partners to stress the importance of keeping our businesses open with the #KeepNoCOOpen Campaign, as well as working with regional economic partners on how to reignite the Northern Colorado economy.

The current vision of the Chamber is to be a vibrant and effective business champion, creating inclusive opportunities for our community. I plan to capitalize on the amazing foundation that has been built by our business leaders and to provide a stable, yet energized force to connect from your Chamber of Commerce and I'm looking forward to connecting with you!

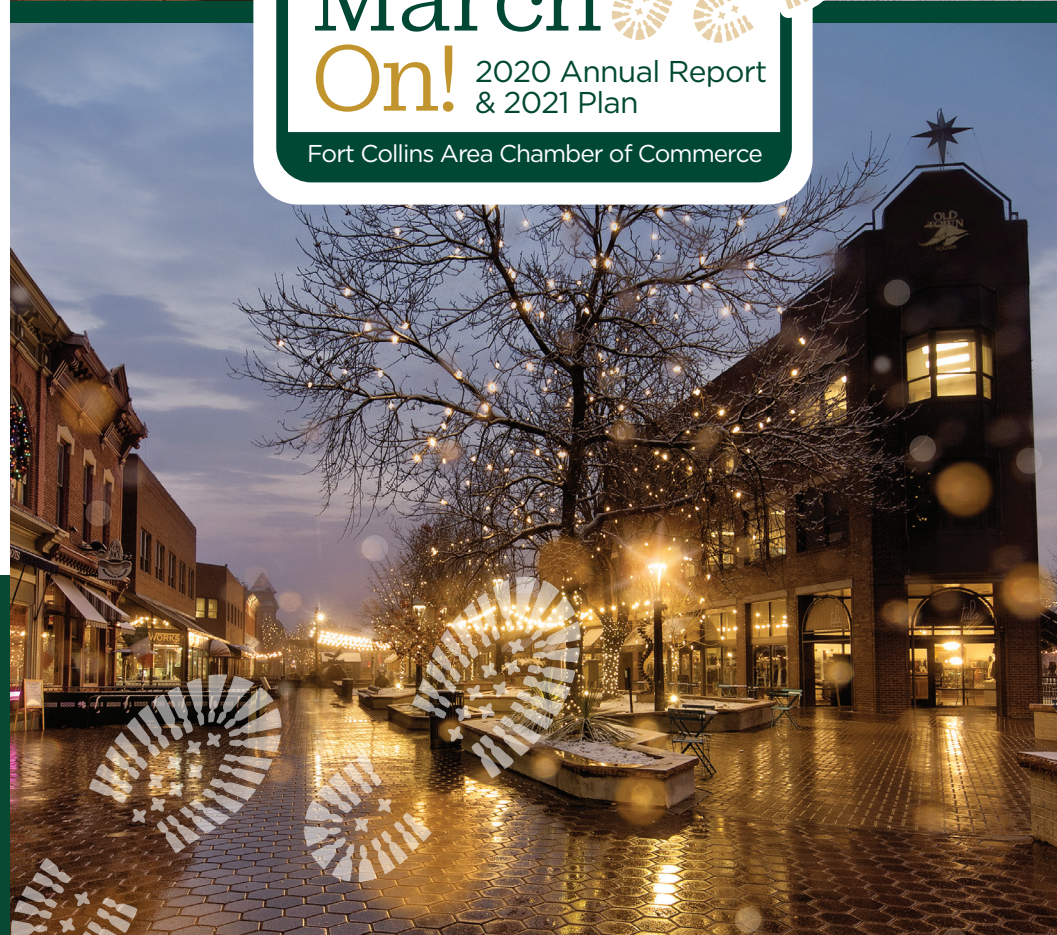
Chamber and as a part of this business community, I can promise you that I am here to be your advocate and to leverage resources to help you continue to be an important and vital part of our community.

I am honored and humbled by the Board of Directors' decision to select me to be your new President & CEO. With almost 18 years under my belt at this Chamber and as a part of this business community, I can promise you that I am here to be your advocate and to leverage resources to help you continue to be an important and vital part of our community.

As an organization, we are excited to support business in 2021 and, as an individual, I am thrilled to be taking on the role of President & CEO at the Fort Collins Area Chamber.



Dear Business Community Member,





# RESPOND. RECOVER. REIGNITE.

## BUILDING BACK BETTER FOR A STRONG NORTHERN COLORADO

The Fort Collins Area Chamber of Commerce is an essential resource for the business community. Throughout 2020 and into 2021, we have been at the forefront providing business advocacy, working with local, state and federal organizations to support local businesses of all sizes and providing information, resources and assistance to help our members survive this unprecedented economic hit.

### PANDEMIC RESPONSE

- Built, with partners, a unified regional COVID-19 resource for businesses **NoCoRecovers.com**.
- Co-founded **\$5M** local business relief fund with community partners and distributed funds to over 200 businesses in Larimer County.
- Co-Convended and Leading **Reignite Northern Colorado**, an economic recovery strategy. The mission is to replace the lost regional domestic product and jobs lost during the pandemic.
- Created **Recovery Tracker** that provides insights into key aspects of Northern Colorado's economy and monitor certain indicators to track progress toward recovery.
- Gathered **important data through conversations and survey work** to better serve our business community in our response and recovery efforts.
- Created **Open for Business** webpage with more than 200 business listings and garnering 1,600 pages views per month.
- Co-created **Larimer County's "5 star" certified business variance program**, locally known as the **Level Up Program**. More than 360 businesses have been awarded.



- Built online marketplace to connect buyers and sellers of PPE: **NoCoSafetySupply.com**.
- Developed and executed **#KeepNoCoOpen** and **#ForFortCollins** campaigns with community partners.

• Continued hosting **members events** (virtual and in-person) for **connecting, networking and professional development**. These events included Leads groups, Fridays at the Chamber, Lunch n' Learn and Connect@Lunch.

- Reached out to all **1,200+ members** of the Chamber two times throughout 2020.
- Created a **Resource and Recovery Friday email** with direct information to state executive orders, resources, funding options, recovery efforts, guidelines to reopening and staying open.

• Conducted series of business webinars and regional town hall calls about **COVID-19 business relief**, including CARES Act and EIDL Loans, financial resources, reopening and keeping businesses open and marketing recovery.

- **Northern Colorado Legislative Alliance** hosted a series of calls with US Senators, state legislators and other business leaders. Calls included topics on transportation, energy, oil & gas, labor laws, U.S. Candidate Forum and a legislative session preview.
- Lobbied during restarted state legislative session to **stop or neutralize** anticipated anti-business legislation.
- **Advocated** for local government to extend tax payment deadlines, less rigorous sign code enforcement, suspend 'time-of use' utility rates and more.
- Seat at the Table: Chamber leadership has participated in more than **1,000 phone and virtual meetings** with community partners, Northern Colorado economic development organizations and state, city and county officials to provide support, perspective and a voice for business.
- Hosted **4 Signature Events** on virtual platforms, including Talent Summit, Small Business Celebration, Regional Issues Summit and Cyber Security Summit. Each event had more than 100 participants and the reply videos are being viewed weekly.



“The Chamber has been an invaluable resource for the local business community through the past eight months. Through these challenging times you have served as an advisor and trusted resource for information regarding the changing COVID-19 regulations, and this has been greatly appreciated.”  
– **Angela Milewski**  
BHA Design

### WE HAVE NOT STOPPED AND WILL CONTINUE:

- Supporting the business community through the recovery, reopening and reigniting stages.
- Creating valuable ways members can connect and build relationships, resulting in successful business transactions.
- Building a comprehensive, enduring workforce development system.
- Lobbying for business at both the state and local level.
- Attending all local government meetings.
- Protecting or lobbying for funds allocated to North I-25. \$937M has been committed to North I-25 for the past 5 years.
- Providing maps, guides, relocation and other information about Northern Colorado to the public.

“The efforts of the FC Chamber are stellar. Their pivot response during this pandemic shows how mighty they are to meet the current and ongoing needs of the business community. We believe every business benefits from the Chamber work and we should be supporting their work with our time, talent, and membership.”  
– **Yvonne Myers**  
Columbine Health Systems

- **David May retires** after 17 1/2 years as Fort Collins Chamber President & CEO and a 40-year career of working for chambers at the local and national level.
- **Ann Hutchison** becomes Chamber President & CEO on January 1, 2021 after serving as the Chamber's Executive Vice President for 17 years.
- **Red Carpet Ambassador** committee is the largest active Chamber group and continues to meet twice weekly welcoming businesses to the community and celebrating with Level Up certified businesses.
- For the 10th year in a row, the Chamber and its volunteers **conducted a successful Moving Fort Collins Forward! Campaign** raising more than \$360,000 for future Chamber operations, events, programs and initiatives for the business community.
- Launched **Webinar Series** with a goal to provide presentations on timely topics that impact the business community.
- Chamber Board of Directors established a **Past Chairs Council**
- Volunteer of the Year Award renamed in honor of **Valerie Arnold**
- A feasibility study was conducted for **Northern Colorado Prospers 2.0** and supported strongly by the Board to move forward.

