



BUILDING COMMUNITY

Fort Collins Area Chamber of Commerce

2021 ANNUAL REPORT & 2022 PRIORITIES



Dear Business Community,

As I look back on this last year, and my first as President & CEO of the Fort Collins Area Chamber, I am blown away by the talents and investments that community members make for our organization. I have been humbled and honored to serve in this role the last

year - mostly because of the people that I get to work with on a daily basis.

Your Chamber is excited about all the opportunity that lays ahead for business and our community in 2022:

- **Continuing to attract, retain and align talent for the region is at the top of that list.** We have been a convener and catalyst in this space for the last five years and are dedicated to implementing a variety of strategies to support employers in attracting and retaining the talent they need while ensuring a competitive advantage for area employers through quality work and for workers through quality jobs.

- **The Chamber has long been a business advocate,** attending every City Council meeting, standing up on key issues and sharing a pragmatic view point. We make sure you have a seat at the table and a well-versed voice in the conversations that matter most.
- **The Relgnite Our Economy plan will focus on business recovery and resiliency across industries,** building a robust and diverse regional workforce, strengthening the role of Northern Colorado as a hub for innovation, and enhancing regional cooperation.

Thank you to the **1,062 business owners** that have made an investment into the Fort Collins Area Chamber of Commerce and are proud members of our organization. It has been an honor to serve you and we are excited for 2022 and continued community and economic success.

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



2021 ACCOMPLISHMENTS

- Chamber Awarded **5-Star Accreditation** from U.S. Chamber of Commerce. This is the third time the Fort Collins Chamber has achieved 5-Star Accreditation; and is now recognized as one of 190 Accredited chambers across the country, and one of only two Accredited chambers in Colorado.



- Successfully secured \$3.8M for **Northern Colorado Prospers 2.0**



- For the 11th year in a row, surpassed our **Moving Fort Collins Forward! Campaign** Goal of \$400,000 and recruitment of 100 new members.

• Reignite the Economy

- **NoCoRecovers.com** has been a valuable one-stop-shop for businesses resources while the **Keep NoCo Open** campaign communicated the best ways for our community to support businesses during the pandemic. **Level Up** helped countless businesses open smarter, faster, and safer. **CSU's Pivot program** provided businesses with knowledge needed to quickly adapt to changing customer trends.
- Continued to Track Economy with **Economic Recovery Tracker:** www.nocorecovers.com/tracker



• Transportation

- **Withdrawal of the Employee Traffic Reduction Program (ETRP)** from the rulemaking process. The Chambers, under the banner of the Northern Colorado Legislative Alliance, were parties of interest to the rulemaking and served as key conveners of business organizations across the state of Colorado.
- Lead the conversation on local, state and federal funding for transportation state-wide.

• Talent

- Championed the implementation of our **Regional Workforce Development Strategy** with area partners.
- Co-created work-based learning solutions
- Supported the Health Care, Construction and Manufacturing sector partnerships
- Launched Hire Me. Connect My Partner. — a concierge placement service for trailing partners
- Convened regional conversations to make sure we are creating the talent that businesses need

• Advocacy

- Launched Advocacy Newsletter and webpage to keep community updated on issues impacting business, ways to contact your elected officials and insight on key issues the Chamber is tracking at the local, regional, state and federal level.
- Seven Signature Events were held, providing rich content that impacts the business community. These events allowed more than 2,000 attendees to understand the talent landscape, to learn about the state of business, and to dive deep into issues including housing, health care and regional topics.

• Leadership Programs

- Leadership Fort Collins and Leadership Northern Colorado began in person programming again.
- Along with BizWest and the Loveland Chamber, the Fort Collins Area Chamber partnered with L3 to recruit and train a diverse pool of leaders in northern Colorado to run for local office or engage in local politics to solve problems in our communities.

• Chamber Organization

- Highly focused on retaining and growing our Chamber Staff. Four members of the team have more than nine years of experience at the Chamber. Congratulations to Kim Medina for celebrating 20 years with the organization!
- New staff members join Chamber. Suzanne Miller & Carol Zick, Welcome Coordinators; Yvonne Myers, VP of Strategic Initiatives; and Taylor Hayden, Marketing & Communications Specialist.

- **280 active volunteers** throughout our committees, we are able to grow with the business community.

2022 PRIORITIES

GOAL 1 Reignite and Rebuild Our Economy
[Role: LEADER / CONVENER / CATALYST]

GOAL 2 Attract, Retain and Align Talent
[Role: CONVENER / CATALYST]

GOAL 3 Finish Widening North I-25 and Improve Key Regional Feeder Roads
[Role: CONVENER / CATALYST]

GOAL 4 Advance a Business-Friendly Environment
[Role: LEADER / CONVENER / CATALYST]



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