



**NORTHERN
COLORADO
PROSPERS**



**2017/2018
ANNUAL REPORT**

The logo graphic consists of several overlapping rectangular blocks in shades of green, yellow, and blue, arranged in a stepped, ascending pattern from left to right.

**NORTHERN
COLORADO
PROSPERS**

Northern Colorado Prospers is a 5-year regional strategic initiative of the Fort Collins Area Chamber of Commerce. One hundred leading businesses and organizations in the region have pledged \$3.8M for 4 goals:

- **FIX I-25**
 - **ALIGN, ATTRACT AND RETAIN TALENT**
 - **BOLD VOICE OF BUSINESS**
 - **EXPAND AND RETAIN EXISTING BUSINESS**
- 
- A large, light green arrow graphic pointing to the right, positioned behind the list of goals. The arrow has a thick shaft and a rounded arrowhead.



GOAL 1: FIX I-25

ACTION

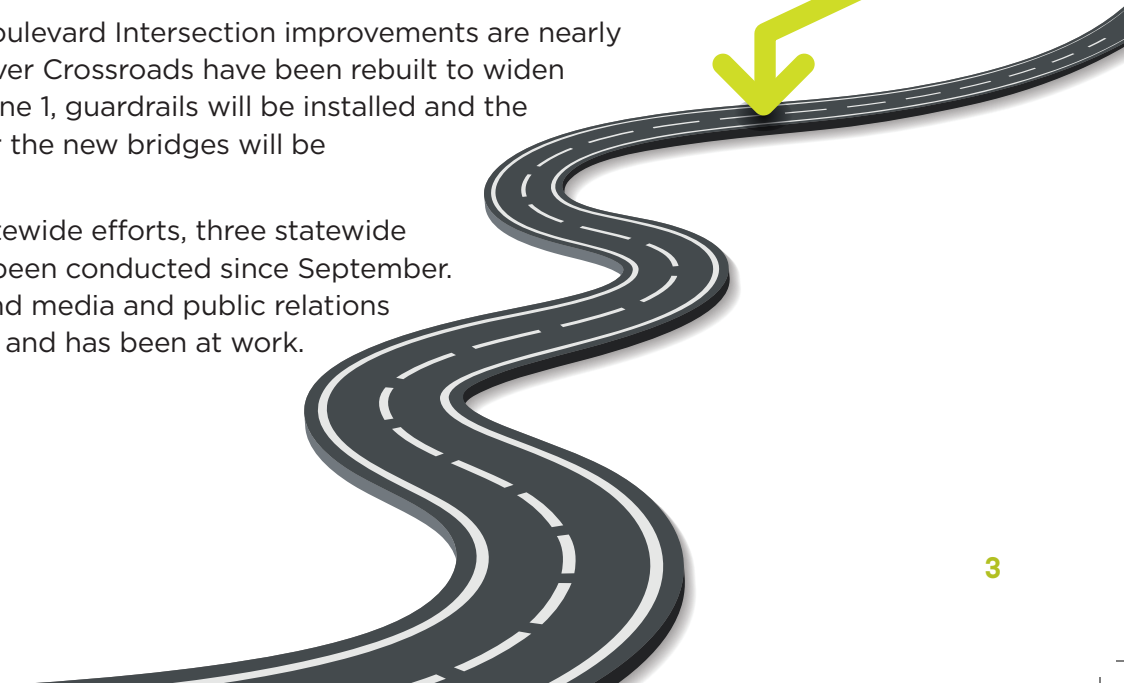
The Chamber will continue to lead a comprehensive, multi-year lobbying and communications campaign to secure the \$1.7B by 2025 necessary to widen North I-25 between Fort Collins and Longmont (Highways 14 and 66).

SUMMARY OF PROGRESS/ ACCOMPLISHMENTS (TO-DATE)

Over the past year, Fix I-25 efforts have increased speed. A strong coalition has been developed between local government leaders, Colorado Department of Transportation (CDOT), congressional delegation and business community through the Fix North I-25 Business Alliance. The Fix Colorado Road coalition was also formed to mobilize and activate business organizations statewide.

In total, \$570.5M has been committed to the Fix I-25 project. This is significant progress in a funding environment with few dedicated resources. The following completed efforts should be recognized:

- The \$14.5M south-bound climbing hill near Berthoud was completed in early 2017. Rear-end collisions are down 55%, sideswipe accidents have declined by 43% and mobility is up in this formerly congested area of I-25.
- The \$32.5M Crossroads Boulevard Intersection improvements are nearly completed. The bridges over Crossroads have been rebuilt to widen them to three lanes. By June 1, guardrails will be installed and the work on Crossroads under the new bridges will be substantially completed.
- In order to strengthen statewide efforts, three statewide public opinion polls have been conducted since September. Additionally, a lobbying and media and public relations team has been assembled and has been at work.



GOAL 1 CONT'D

SUMMARY OF PROGRESS/ACCOMPLISHMENTS (TO-DATE) CONT'D

- CDOT and contractor, Kraemer, agreed to a \$248M contract and will break ground in July 2018 on Phase One of the North I-25 Express Lanes Project. The work will include a temporary third lane in both directions of North I-25 between Highway 402 south of Loveland and Highway 14 in Fort Collins. Phase One is scheduled to be completed by the end of 2020. Overall \$323.5M was committed to Phase One.
- The City of Fort Collins and CDOT signed an Intergovernmental Agreement to rebuild the Prospect and I-25 interchange. The City also signed a Memorandum of Understanding with property owners.

CURRENT ACTIVITIES

In 2018, the Chamber and its partners are focused on the following actions:

- Fix North I-25 and Fix Colorado Roads helped craft **SB 18-001 – the Fix Colorado Roads Act - and helped guide it through the State Senate with unanimous support.** It is positioned in the House for consideration by the Transportation Committee. The bill includes \$500M from the general fund for transportation for 2018-19, \$250M per year thereafter for 20 years, and would refer a \$3.5B bonding measure to voters. The goal is to get a transportation funding bill through the Legislature before it adjourns on May 10.
- Conduct a **public communications campaign** to inform the public about transportation funding needs and the situation - ~\$50,000 media campaign.
- Determine the support of a potential **fall state transportation ballot measure** and act to support or oppose according to whether it meets the needs of the state and Northern Colorado.
- Work with a team of area leaders to **finalize a proposed grant selection criteria** to recommend to Colorado's Congressional delegation for inclusion in federal transportation bill(s).
- Remain in contact with USDOT and Colorado Congressional delegation about possible **federal infrastructure legislation.**
- Participate on the Larimer County task force to **determine options to address the mobility needs** identified in the recently published "Larimer County Transportation Funding Study."





GOAL 2: ALIGN, ATTRACT AND RETAIN TALENT

ACTION

The Chamber will implement strategies to ensure a competitive advantage for area employees through quality workers and for area workers through quality jobs.

SUMMARY OF PROGRESS/ ACCOMPLISHMENTS (TO-DATE)

- Created and published a strategic workforce development plan “Talent 2.0: A Regional Economic Strategy for the Fort Collins - Loveland Metro Area” in 2017 and focused on implementing 9 of the top strategies.
- Relunched NoCo Housing Now: A Call for Regional Housing Dialogue
 - » This coalition seeks to assure that the critical regional issue of housing affordability is being discussed on a regional scale. The Chamber provides an important market-based perspective in this discussion.
- Talent Summit set for May 8, 2018.
- Completed study of comparative commute times and cost of living in Fort Collins - Loveland MSA vs. Denver and Boulder.
- Completed study of child care challenges faced by families in Northern Colorado with a task force of child care providers and business being established to evaluate possible solutions to the child care gap.



GOAL 2 CONT'D

CURRENT ACTIVITIES

- Developing **recruitment tool kit for HR staff and recruiters** - collateral materials and web-based talent identification and attraction tools.
 - » Reveal new tools at Talent Summit
- Test-piloting a **web-based employer talent identification system.**
- **Developing a Workforce Portal** - investigated use of existing website but awaiting a proposal for a new, independent site dedicated to workforce development with an option for a full-blown recruitment campaign.
- Helping to **publicize existing employer programs and services** through the Larimer County Workforce Center.
- **Hosted Health Care in Your Future Job Fair.**
 - » 23 health care related employers participated
 - » 85 prospective employees attended
- Supporting the work of the of **Northern Colorado Manufacturers Sector Partnership and Northern Colorado Health Care Sector Partnership.**
- Creating a **Trailing Spouse Program.**



Integrity

A tradition of integrity in our community since 1955, and a proud partner in our community's future.





GOAL 3: BOLD VOICE OF BUSINESS

ACTION

The Chamber will serve as the voice of business to aggressively advocate the perspective of business and ensure public officials and residents understand the strong connection between business vitality, jobs and having the means to afford public services that greatly enhance the quality of community life, such as good schools, parks and bike paths.

SUMMARY OF PROGRESS/ ACCOMPLISHMENTS (TO-DATE)

- Published paper: “What Primary Jobs Mean” and used for public relations and policy discussions to remind the public and government officials about the need to focus on key economic drivers.
- Chamber played a key in backing 2 out of 3 elected Fort Collins City Council Members in 2017 election.
- Completed a study of the city’s use of impact fees and found misallocation of funds.
 - » Discussion underway with City regarding disposition of \$3M of fees
- Develop and implement “business for good” communications campaign.



CURRENT ACTIVITIES

- Task force studying the economic and business implications of the City’s **Climate Action Plan**.
- Task force studying potential rate and fuel policies emanating from the **zero net carbon study and integrated resource plan**.
- Task force **studying city finances** and need to renew the Keep Fort Collins Great tax.
- Business people recruited and engaged in process to **update the City’s comprehensive plan, City Plan**.
- Recruit **2019 City Council Candidates**.
 - » Consultant working with possible candidates on election and campaign basics
- **Update “Where We Stand,”** the Chamber’s government affairs policy framework.



GOAL 4: EXPAND AND RETAIN EXISTING BUSINESS

ACTION

The Chamber and key partners will deliberately and consistently meet with Fort Collins - Loveland area primary and key employers to express community support and to determine what can be done to help them. As a result, hundreds of jobs can be created over the next five years.

SUMMARY OF PROGRESS/ ACCOMPLISHMENTS (TO-DATE)

- Built joint Business Retention and Expansion Program (BR&E) with partners.
- Hired T.I.P. Strategies, an economic consulting firm to update information and provide cost of living and commute time data.
- Agreed upon, selected and acquired CRM.
- 24 completed primary employer interviews.
 - » Have identified two existing firms with strong expansion plans - one imminent, the other in research phase

CURRENT ACTIVITIES

- Continue conducting **primary employer interviews.**
- **Complete CRM training** and populate with contact data.



WHY THE GOALS ARE NECESSARY

GOAL 1: FIX I-25

Safe and efficient travel is essential to our families and businesses. The northern stretch of I-25 is congested and rapidly becoming worse as the region grows. The population is increasing - the Larimer and Weld counties population is projected to double by 2040. Within 15 years, it is projected to take three hours to drive the 60 miles to Denver and DIA unless action is taken.

GOAL 2: ALIGN, ATTRACT AND RETAIN TALENT

Our region needs a dynamic labor market that provides employers with the workforce they need both today and in the future. 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, Northern Colorado faces significant talent shortages.



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WHY THE GOALS ARE NECESSARY CONT'D

GOAL: 3: BOLD VOICE OF BUSINESS

Unpredictable and costly government hinders jobs and investment. Government and the community cannot take for granted that a great community quality of life is directly determined by the economic health of the region and the vitality of area employers.

GOAL 4: EXPAND AND RETAIN EXISTING BUSINESS

The most effective way for a community to experience job growth is from the retention and expansion of existing businesses. A well-structured and coordinated Business Retention and Expansion program can accelerate this process.

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uhealth

2018 NORTHERN COLORADO PROSPERS BUDGET

FIX NORTH I-25

\$319,018

Lobbying, PR & Communications, Public Opinion Polling, Public Awareness Campaign & Staffing

ALIGN, ATTRACT TALENT (TALENT 2.0)

\$213,515

PR & Communications, Website Portal, Recruitment Tools for Employers & Staffing

BOLD VOICE OF BUSINESS

\$208,757

Business for Good Campaign, 5 Key Issues Research, Electing Business Friendly Candidates & Staffing

BUSINESS RETENTION AND EXPANSION

\$57,992

Staffing & CRM Software

INVESTOR RELATIONS

\$94,811

TOTAL 2018 BUDGET

\$894,093

TOTAL INVESTORS: 100

TOTAL PLEDGED INVESTMENTS: \$3,802,945

NORTHERN COLORADO PROSPERS INVESTOR ADVISORY COUNCIL

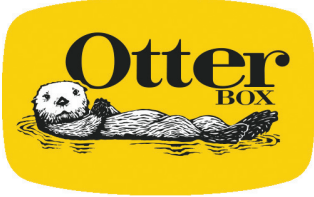


Pictured: Gene Bocis, Anheuser Busch; Dan Dirksen, Saunders Heath; Carrie Baumgart, Markley Motors; Kevin Unger, UCHealth; Clay Benson, Mortenson Construction; Ethan Gannett, Hewlett Packard Enterprise

Not Pictured: Gerry Agnes, Elevations Credit Union; Kevin Brinkman, Brinkman; Mike Dellenbach, Dellenbach Motors; Lucia Liley, Liley Law Office; Shawn Osthoff, Bank of Colorado; Jennifer Ray, Woodward; Curt Richardson, Otter Products; Nicole Staudinger, FirstBank of Northern Colorado; Steve Stiesmeyer, Woodward; Paul Taylor, Guaranty Bank & Trust; Stephanie Teubner, Blue Federal Credit Union; Yuval Wasserman, Advanced Energy

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