

Northern Colorado Prosper2.0

2022-2026
A catalytic initiative for regional economic growth



A Letter FROM THE CAMPAIGN LEADERSHIP

Four years ago, Kevin Unger, Chair for the inaugural Northern Colorado Prospers (“NCP”) Initiative and Campaign, wrote this letter and made the case for NCP, an ambitious new initiative developed to address major challenges to our region’s success and prosperity. Key business leaders answered his call, invested in the initiative, and fueled the implementation efforts of the Fort Collins Area Chamber of Commerce and its partners.

NCP has amassed an impressive record, and we should all feel good about the progress we have made over the last four years. **But challenges, including pandemic recovery, remain.** It is critical that we capitalize on the solid foundation we have built together and accelerate our region’s recovery and the pace of economic progress.

Accordingly, we have developed the Northern Colorado Prospers 2.0 Regional Economic Growth Initiative. In this new initiative, we continue to pursue our existing goals, but we shift resources to accelerate / reignite businesses and our total economy, take talent attraction and retention to the next level, expand the scope of our transportation goal, and implement a better-resourced, more-proactive effort to ensure a business-friendly operating environment.

GOAL 1: Reignite and Rebuild our Economy (ECONOMY)

GOAL 2: Attract, Retain and Align Talent (TALENT)

GOAL 3: Finish Widening North I-25 and Improve Key Regional Feeder Roads (ROADS)

GOAL 4: Advance Business-Friendly Environment (PRO-BUSINESS)

This new initiative tackles the biggest economic challenges facing our region with well-conceived strategies and clear metrics. We believe this initiative is the right approach for our region, and the Fort Collins Area Chamber of Commerce is the right organization to lead implementation of the initiative in collaboration with essential private and public sector partners.

We will only be successful if all businesses and other stakeholders with an interest in the economic strength and resiliency of Northern Colorado step forward, engage in this initiative, and exercise financial leadership by investing in it.

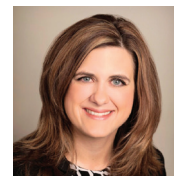
The Chamber Board and Campaign Leadership Council are convinced Northern Colorado Prospers 2.0 is the right approach at the right time for our community. Join us!



Carrie Baumgart
CEO & Owner
MARKLEY MOTORS



Shawn Osthoff
President
BANK OF COLORADO



Nicole Staudinger
President
FIRSTBANK



Kevin Unger
President & CEO
UCHEALTH



Ann Hutchison
President & CEO
FC AREA CHAMBER

ABOUT THE CHAMBER OF COMMERCE AND NORTHERN COLORADO PROSPERS

FORT COLLINS AREA CHAMBER

Local association of businesses and organizations that **care about *the region's* future**

Believe **successful businesses make a strong local economy**, which enables our community to afford a great quality of life; **we build our region's future through business**

The Chamber serves as a:

- **Catalyst for business growth** through strategic economic development, pragmatic public policy, and support of existing businesses
- **Convener of leaders and influencers** who value business' role in vibrant communities and who make things happen
- **Champion for a thriving, balanced, diversified and resilient economy**

Only 5-star accredited chamber of commerce in Colorado; Chamber in **TOP 1%** of all U.S. chambers

NORTHERN COLORADO PROSPERS (NCP) INITIATIVE / PROGRAM

Five-year (2017-2021) strategic initiative developed in 2017 in response to business community encouragement and because the Chamber's annual "Total Resource Campaign" revenue model is not structured to produce the budget needed to fund major initiatives

NCP has been the **main community-wide / regional focus of the Chamber**; it addresses challenges related to **transportation, workforce and business growth**

Private sector-driven, funded by **100 investors**; **\$3.8 million budget** over 5 years

“I can't think of a better example of being a champion for a stronger total community than the Chamber's work with the Northern Colorado Prospers program. It includes initiatives related to transportation and mobility, workforce development, and direct support to grow businesses and jobs - these are all foundational to a strong community.”



— **NICK HAWS**, *President & CEO, Northern Engineering*



NCP 1.0 HIGHLIGHTED ACCOMPLISHMENTS

NORTH I-25

\$937 million committed during past five years **to fund widening of North I-25**

- Construction underway; additional lane added / being built each direction between Fort Collins and **Johnstown**
- Prospect, Highway 402 and Crossroads intersections rebuilt or in progress
- Acquisition of right of way for 4th lane underway

\$3.75 billion committed for Colorado highways since 2014; - secured by Chamber's state-wide "Fix Colorado Roads" alliance

Built **highly effective advocacy, polling, lobbying, and media relations program**

- Business voice amplified with Fix CO Roads, Fix North I-25 Business Alliance, and Northern Colorado Legislative Alliance

Successfully defended against Transportation Commission moving \$100+ million from North I-25 to other projects without replacement funding

WORKFORCE

First ever regional workforce development strategy ("Talent 2.0: Workforce Strategy, Fort Collins/Loveland MSA") includes regional talent recruitment and retention strategy

Co-created Work-Based Learning Alliance to provide **one-stop shop for employers interested in offering internships, apprenticeships and career tours**

Launched WorkInNorthernColorado.com; 29,000+ jobs posted in 24 months with 3,000+ active postings

Launched, in partnership with Larimer County, **trailing spouse / partner program, "Hire Me. Connect My Partner,"** a service to assist prospective employees' partners in finding a job

Launched, in partnership with Larimer County, **Labor Force Data Program** to provide employers with customized economic and labor force data in support of business decision making

Co-created Construction & Trades sector partnership; provides a forum to work collaboratively on expanding the pool of construction talent

VOICE OF BUSINESS

Published revised "Where We Stand" policy framework stating business perspective on range of public issues

Launched award-winning community campaign, "Bringing Business Home," to highlight importance of connection between business success, community economic vitality and the ability to afford great public quality of life amenities

Ballot issues / campaigns

- **Co-created Regional Business Expansion program** to advocate for local success
- **Supported successful Poudre School District 2019 Mill Levy Override:** \$18M property tax increase for increasing first-year teacher salaries, supporting student mental health, and addressing school safety and security
- **Led successful campaign, "Keep Citizen City Council,"** to defeat ballot measure to create full-time city council
- Shaped ballot measure and **supported successful campaign to renew "Keep Fort Collins Great" quarter-cent sales tax**
- **Moderated anti-business 2019 Legislature - FAMLI Act**

\$937 million committed



29,000+ jobs posted



CHAMBER RESPONSE TO THE PANDEMIC

The Fort Collins Area Chamber has played a central role in helping businesses and the community navigate the pandemic-related economic downturn.

New Economic Strategy

- Co-convened “Reignite Northern Colorado,” a regional partnership underway in developing **regional economic plan** to restore lost jobs and reignite economic activity in Northern Colorado

New Tools

- Co-founded **\$5 million local business relief fund** with community partners
- Built - with regional partners - **NoCoRecovers.com**, a **unified regional COVID-19 resource for businesses**
- Built **NoCoSafetySupply.com**, an **online marketplace** to connect buyers and sellers of PPE
- Created “**Open for Business**” **webpage** with more than 200 business listings
- Co-created “**Level Up**” **program for businesses to reopen**
- Built “**We’re Hiring**” **tool** on WorkInNorthernColorado.com to **showcase employers hiring** during the pandemic
- Created “**Recovery Tracker 2020**,” an online **data set depicting the recovering regional economy**

Communications Surge and Advocacy

- Implemented **52+ weeks of direct communication** with members, investors, and the larger business community regarding executive orders, resources, funding options, recovery efforts, and guidelines to reopening and staying open
- Developed and executed **#ForFortCollins** and **#KeepNoCoOpen** campaigns with community partners

new economic strategy



NORTHERN COLORADO'S KEY CHALLENGES AND OPPORTUNITIES

1. Pandemic-related steep economic decline; economy evolving

Pandemic and public health actions to slow its spread have disrupted our region's forward momentum

Unemployment rates surged to 11.1% in Larimer and 10.1% in Weld county

Revenue declined for state and local government, schools, public colleges and universities

Higher education and other pillars of our local economy have been damaged (unclear whether on-site attendance at higher education institutions will return to pre-pandemic levels)

Continuous need to engage and support existing employers driving the economy – especially those whose business model has been disrupted by the pandemic

Competitive reality that other regions are also hard at work pursuing the same talent, companies and growth opportunities as Northern Colorado

Large layoffs due to COVID-19 - many displaced workers seeking jobs

Long-standing need to strengthen county and regional business attraction efforts

- No regional consensus on a single point of contact for new businesses considering locating in the region
- No proactive marketing underway to attract target industry sector businesses
- Very little private sector engagement in and ownership of new business attraction (which is contrary to best practices nationally)

2. Varied talent challenges – pre and pandemic related

Talent shortages - many companies have difficulty finding talent; from 2010 to 2019, the regional economy added 43,000 jobs but only 36,000 workers

Aging workforce - in many key occupations, more than 25% of workers are 55+

Difficult to attract racially / ethnically diverse talent

Housing affordability and other barriers to a secure talent pipeline

Significant under-employment (not enough paid work or not enough work that makes full use of a worker's skills / abilities) – a problem which has gotten worse during the pandemic



“The pandemic has triggered a variety of business and lifestyle changes that will affect the skills and workflow needs within organizations. We need to evaluate and reimagine how we train the workforce of the future to secure our nation's business competitiveness.”



— AJAY MENON, *President & CEO, Colorado State University Research Foundation*

3. Congestion on North I-25 and selected regional feeder roads

Population continues to increase

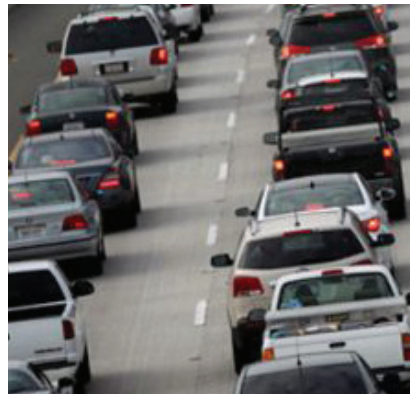
- **Larimer County growing at rate of 1.3% annually;** projected to grow from 361,000 people in 2020 to 416,000 in 2030 and 525,000 by 2050 (state of Colorado growing at 1% annually)
- **Weld County growing at rate of 2.4% annually;** projected to grow from 331,000 people in 2020 to 425,000 in 2030 and 678,000 in 2050

Substantial progress in widening North I-25 but more work to be done

- **\$937 million raised to date** ensures widening North I-25 to three lanes each way of the 20 miles between Fort Collins and Berthoud (Hwy 56)
- **Need additional \$600 million to complete expansion of North I-25** to three lanes each way of the 11 miles from Berthoud to Longmont

Significant congestion on 43 identified state and county feeder roads in Larimer County

- **Need \$555 million for improvements**
- **Spending on feeder roads is subpar** compared to many other parts of the country



4. Environment negatively impacting business location decisions

Businesses report:

- Numerous examples of **local government limiting economic growth opportunities**
- **Total business climate** in Fort Collins and Larimer County is **trending anti-business**
- They are actively **choosing to expand or relocate in neighboring counties**

Need sustained effort to ensure business-friendly environment



NORTHERN COLORADO PROSPERS 2.0 2022-2026

In this new Initiative, we continue to pursue our existing goals, but we shift resources to accelerate / **REIGNITE businesses and our total economy**, take talent attraction and retention to the next level, expand the scope of our transportation goal, and implement a better-resourced, more-proactive effort to ensure a business-friendly operating environment



GUIDING PRINCIPLES THAT INFORM IMPLEMENTATION OF INITIATIVE:

Flexibly respond to the evolving pandemic and related economic effects (PANDEMIC PIVOT)

The Chamber will **access the best available data** and experience to **responsively adjust NCP 2.0 to meet** the evolving needs of the regional business community

Engage and collaborate with partners across the region (REGIONAL)

When we collaborate in our economic development activities, **we are stronger and more competitive** in growing and attracting jobs and talent

Improve equality of access and opportunity (ACCESS & OPPORTUNITY)

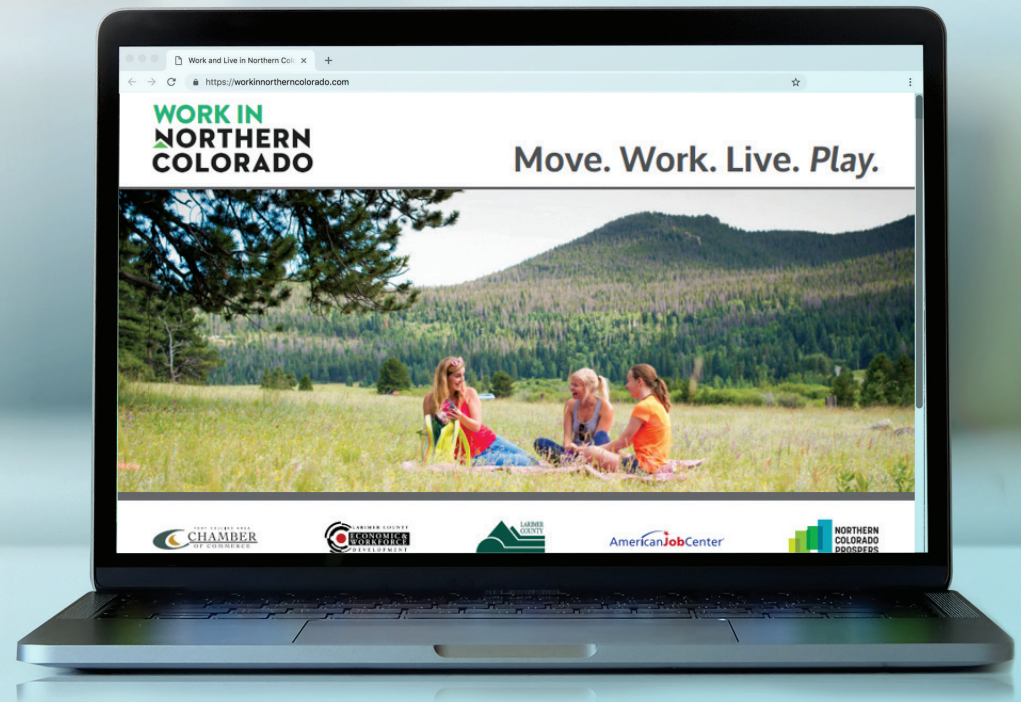
The Chamber views equality of access and opportunity as an economic issue, and is committed to connecting **economically challenged areas and population segments** to capital, “open doors” and other opportunities

Incorporate economic resilience measures (RESILIENCY)

Economic resilience includes three primary attributes: the **ability to recover quickly from a shock** (e.g. economic downturn), the **ability to withstand a shock**, and the **ability to avoid the shock altogether** (U.S. Economic Development Administration)

Pursue objective measures and ensure transparency (RESULTS)

“What gets measured, gets managed” – the **Chamber will identify activity and outcome metrics, and continue to track and report progress** in transparent fashion



Reignite and Rebuild Our Economy

CHAMBER ROLE LEADER / CONVENER / CATALYST

SUMMARY In collaboration with regional partners, the Fort Collins Area Chamber will lead development and implementation of a Regional recovery plan that addresses the short, medium and long-term economic challenges facing area businesses, institutions, local governments, and the total community.

KEY STRATEGIES

1.1 Develop and lead implementation of a regional “Reignite and Rebuild Our Economy” plan (NEW!)

- **Develop** an ambitious but achievable **regional economic development plan**
- **Conduct economic research and analysis** to understand the evolving regional economy
- **Incorporate data and experience;** search (regionally / nationally / internationally) for and adopt best practices
- **Validate or refine Economic Growth Clusters** (“target industries”) and Drivers (NEW!)

ECONOMIC GROWTH CLUSTERS*

Bioscience & Medical Devices
Distribution & E-Commerce
Fabrication & Production Technology Mfg.
Food Processing & Manufacturing
Information Technology
Plastics

IMPORTANT ECONOMIC DRIVERS

Agricultural Production, Inputs, & Services
Construction
Education & Knowledge Creation
Energy
Hospitality & Tourism
Local Health Services

**Economic Growth Clusters are target industry opportunities that present a strong fit with the region's strengths, have notable growth potential, and can provide considerable economic development benefits to the region*

1.2 Retain and expand existing business (BRE) (EXPANDED!)

- **Maintain strong Regional BRE program** to engage and assist primary employers driving our economy
 - Conduct **formal annual visit with 100 businesses** to identify challenges and opportunities
 - **Prioritize visits** to those companies identified as **likely growth prospects**
- **Maintain Rapid Response Team** to intervene in urgent situations involving a company's expansion or potential departure from the region
- **Convene existing industry sector groups** to identify and address common challenges and opportunities
- **Develop a target list of service and support businesses** desired by existing businesses, and implement a plan to recruit and grow these businesses
- **Partner** with neighboring Chambers and Larimer County economic development programs

1.3 Attract and recruit new businesses (NEW!)

- **Chamber leadership believes Larimer County and the Northern Colorado region can:**
 - **Significantly improve marketing** lead generation and recruitment of new businesses
 - **Develop an appropriate structure / organization** and dedicate the financial and other resources necessary to achieve success
- **The Chamber:**
 - **Aspires to an increased role** in new business lead generation and business attraction
 - **Believes pandemic-related disruptions present an opportunity** to attract new primary employers to the region



“As a region, we need to get business attraction figured out. We have so much to offer in terms of talent and quality of life, but if we don't have a well-orchestrated, properly resourced regional business recruitment function, we are most certainly missing out on opportunities.”

— **STEPHANIE TEUBNER, CEO, Blue Federal Credit Union**

- **As a starting point, the Chamber will:**
 - **Catalyze a discussion** with OneNOCO, the Northern Colorado Regional Economic Development Initiative (REDI) and other partners to **determine and implement an optimal organizational structure** for lead generation and business attraction (all as part of the regional economic development planning process underway now)
 - Maintain and **market the NorthernColorado.com website** in support of **business prospect lead generation**

ACTIVITY / PRODUCTIVITY MEASURES

- **Formal Regional BRE program visits with 100 area businesses** annually
- **Varied economy-related data: employment growth, per capita income, poverty rate, median home value, etc.**
- ***IF the Chamber accepts a new expanded role in business attraction, the Chamber will establish appropriate success measures** (e.g. new jobs and new capital investment)

PRIMARY BUDGET ITEMS

- **Economic Recovery Plan Implementation** (plan development underway now)
- **Recovery Tracker data / presentation**



Attract, Retain and Align Talent

CHAMBER ROLE CONVENER / CATALYST

SUMMARY Consistent with the workforce development framework developed by the Talent 2.0 Steering Committee, the Fort Collins Area Chamber will implement a variety of strategies to support employers in attracting and retaining the talent they need; our purpose is to ensure a competitive advantage for area employers through quality workers and for workers through quality jobs.

2.1 Develop Plan and Infrastructure (“Talent 3.0”) (EXPANDED!)

- **Engage regional steering committee** to oversee development and implementation
- **Hire professional planning firm** specializing in talent development to facilitate process
- **Ensure a data / best-practice driven final plan**
- **Ensure regular business input** on current / future talent needs and strategy: create HR Council and launch Business Advisory Council to augment regional steering committee

2.2 Retain Talent (EXPANDED!)

- **Market Regional Work-Based Learning Access portal for employers** to find the best workplace learning program – internships, apprenticeships, and externships
- **Provide to students work-based learning and career exploration opportunities** through partnerships with the County and Industry Sector Partnerships
 - **Launch apprenticeship program partnership**
 - **Expand career road trips, job shadowing, and career fairs**
- **Launch STEM Career / Technical Education Advisory Council**
- Increase awareness and utilization of **internship and apprenticeship opportunities**
- **Enhance WorkInNorthernColorado.com to target graduates and other desirable talent** and implement other tactics, such as social media campaigns, increased internships, graduate career fairs, etc.

2.3 Proactively target and attract talent to the region

- **Brand / position the area as a magnet for - and top destination to find - workforce talent**
- **Implement social media and other communications** targeted to specific talent in target talent markets (inside and outside Colorado)
- **Attract CSU and other graduates back to the community** (ensure their awareness of WorkinNorthernColorado, etc.)
- **Proactively attract underrepresented populations** to Northern Colorado
- **Maintain and market talent portal:** **WorkinNorthernColorado.com**; showcase area companies hiring now; market to select talent in target cities: “Ditch the big city for life in livable Northern Colorado”

2.4 Address barriers to a secure talent pipeline

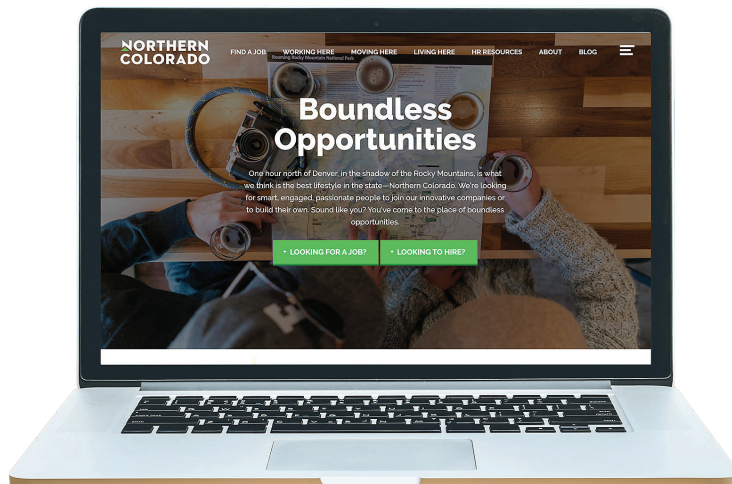
- By Identifying and **implementing a short list of tactics the Chamber is best positioned to implement.** Support housing and childcare affordability

2.5 Provide support to employers and the region

- **Expand trailing spouse / partner program, “Hire Me. Connect My Partner,”** to eliminate this barrier to recruiting (implemented in partnership with Larimer County)
- **Expand varied direct recruitment support to employers;** for example, provide to HR recruiters recruitment tool kit of 1-2 page PDFs on topics of interest to prospective employees
- **Build the online labor market data system** to enable employers to access customized data (e.g. wage and benefits surveys, job trends, and skill availability)
- **Advocate to remove legislative obstacles to expanding training programs** that support high-demand occupations
- **Raise awareness of existing services at the Larimer County Workforce Center**
- **Hold talent management workshops for employers and HR professionals** In coordination with the Workforce Center, the Northern Colorado Human Resources Association and Mountain State Employers Council

“I like the increased emphasis on all things talent development - especially work-based learning opportunities and inclusiveness. This emphasis aligns well with what we’re trying to do at CSU.”

— **JOYCE MCCONNELL**, *President, Colorado State University*



ACTIVITY / PRODUCTIVITY MEASURES

- **Completion and implementation of Talent 3.0 Strategy**
- **Increase number of students participating in work-based learning opportunities**
- **Varied talent-related data; net migration, educational attainment, and unemployment rate, etc**

PRIMARY BUDGET ITEMS

- **Talent Development Staff (NEW!)**
- **Talent 3.0 Strategy development (NEW!)**
- **Comprehensive, integrated, business-focused workforce development system (EXPANDED!)**

GOAL

ROADS

Finish Widening North I-25 and Improve Key Regional Feeder Roads

CHAMBER ROLE CONVENER / CATALYST

SUMMARY The Fort Collins Area Chamber will continue to lead a comprehensive, multi-year lobbying and communications campaign to secure the additional \$600 million necessary to widen North I-25 to three lanes each way between Berthoud and Longmont, and the \$555 million needed to complete 43 regional feeder road projects.

“Addressing the feeder roads is especially important for my business. It can be challenging just to get to I-25, and the reality is – transportation challenges affect business profits and not sitting in traffic will boost my employee morale.”

— **CONNIE DOHN**, *Chief Financial Officer, Dohn Construction*



3.1 Strengthen lobbying effort to secure funding (EXPANDED!)

- **Pursue all viable funding options** for transportation
- **FEDERAL: Support** renewal and expansion of key legislation (Surface Transportation infrastructure, etc.)
- **STATE: Communicate regularly** with Governor's office, state legislature and Department of Transportation in order to keep North I-25 as the top funding priority of the Colorado Department of Transportation

Persuade legislature to:

- **Create a dedicated transportation sales tax or fee** and permanent transportation funding in the General Fund
- **Refer a measure to voters to approve a bonding program** for construction projects like North I-25

- **REGIONAL:** Pursue creation of a regional transportation authority or other regional funding mechanism to support widening of North I-25 and improvements to regional feeder roads

3.2 Lead key alliances

- Continue to **lead “Fix North I-25 Business Alliance” and “Fix Colorado Roads,”** which have launched lobbying efforts to secure funding necessary to widen I-25
- **Create and manage a coalition to address funding for area feeder roads**

3.3 Build public support for regional transportation priorities

- Implement **comprehensive communications campaign** to increase and sustain public support for regional transportation priorities
- Develop and maintain list of **powerful grassroots supporters** that can be mobilized in support of key legislation

“Finishing I-25 North and addressing the feeder roads is critical for any company that has or uses trucks, including ours. Transportation is an often costly, crucial factor for many businesses.”

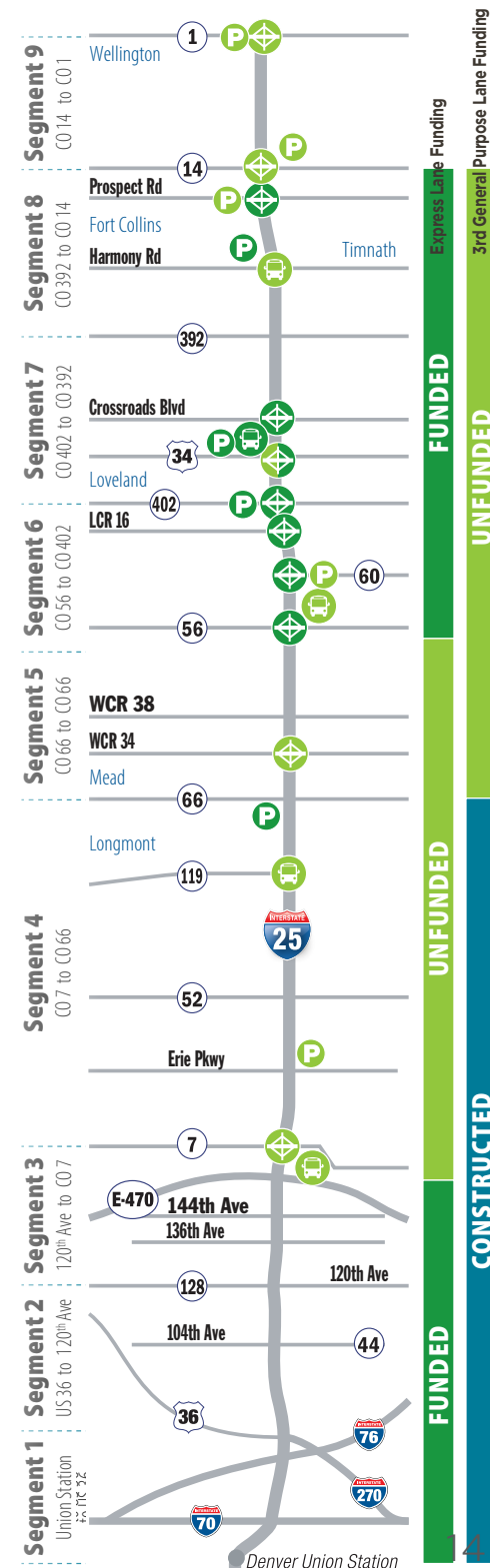
— **GENE BOCIS**, *Senior General Manager, Anheuser-Busch*

ACTIVITY / PRODUCTIVITY MEASURES

- **Additional \$600 million is secured; North I-25 is widened from Fort Collins through Longmont** to 3 lanes each way and plans are underway to fund a 4th lane
- **Meaningful progress toward securing and deploying \$555 million needed to improve 43 feeder roads**

– PRIMARY BUDGET ITEMS

- Lobbying, polling, advocacy, media relation, alliance development and maintenance



Advance a Business-Friendly Environment

CHAMBER ROLE LEADER / CONVENER / CATALYST

SUMMARY The Fort Collins Area Chamber will continue in its role as the lead “voice of business” articulating the perspective of business and ensuring public officials and residents understand: (A) the importance of a thriving business community to total community quality of life, and (B) the impact of the total business environment on business location decisions.

4.1 Achieve and maintain a pro-business majority on the City Council

- **Support election to local office of candidates who strongly support business**
- **Communicate the economic and business positions of candidates** to Chamber members and the public (during election cycles)
- **Create and deploy a legislative “scorecard”** to compare voting records of elected officials to Chamber positions on legislation and policy **(NEW!)**





4.2 Develop and implement proactive strategy to impact city government policies

- Develop “Elevate Business” strategy and ensure proactive, sustained, tenacious implementation (NEW!)
- Identify and effectively address present and projected issues that will affect Fort Collins area businesses
- Provide elected officials relevant findings from interviews conducted with businesses as part of the Regional Business Retention and Expansion (BRE) program

4.3 Engage residents and encourage their support for an environment supportive of business (EXPANDED!)

- Maintain direct, ongoing communication with the public that emphasizes the importance of business to a strong quality of life
- Upgrade communications assets like FortCollinsWorks.com, CitizensforaSustainableEconomy.com, and BringingBusinessHome.org, along with social media channels
- Continuously strengthen the Chamber’s public contact database
- Expand communication via diverse avenues: person-to-person, earned media, traditional media, mail, digital media, and social marketing

ACTIVITY / PRODUCTIVITY MEASURES

- Pro-business majority on the Fort Collins City Council based on use of a legislative scorecard
- Pro-business majority on Larimer County Board of Commissioners based on use of a legislative scorecard
- Strengthening trend in community support for business (assessed via annual Chamber voter poll)

PRIMARY BUDGET ITEMS

- Strategy development and resourcing
- Communication plan development and resourcing
- Ongoing communications and communications surge during election cycles
- Creation of alliance of area chambers and other pro-business associations
- Strengthened Chamber policy / fiscal analysis function



“The Chamber and Northern Colorado Prospers have done amazing work against major odds. We strongly support the staff and greatly appreciate all they’ve done.”

— SHAWN OSTHOFF, *President, Bank of Colorado*

STRATEGIC OUTCOMES

A rebuilt and restructured regional economy that is strong and resilient;
we have replaced jobs lost during the COVID-19 related recession with even better paying jobs



Employers can find the talent they want and need;
significant improvement in the region's workforce quality, quantity and alignment



North I-25 widened, congestion reduced, and dramatically
improved transportation mobility options throughout Northern Colorado



Improved business climate that encourages existing
business to stay and expand, and new businesses to locate in the region



INITIATIVE BUDGET AND CAMPAIGN STRETCH GOAL

| GOAL | 5-YEAR BUDGET |
|---|--------------------|
| 1. Reignite and Rebuild Our Economy | \$1,000,000 |
| 2. Attract, Retain and Align Talent | \$1,000,000 |
| 3. Finish Widening North I-25 and Improve Key Regional Feeder Roads | \$1,000,000 |
| 4. Advance a Business-Friendly Environment | \$1,000,000 |
| Total Budget / Funding Need | \$4,000,000 |



INVESTOR ENGAGEMENT OPPORTUNITIES

In addition to benefitting from the Strategic Outcomes (e.g. improved workforce quality, quantity, and alignment) associated with successful implementation of NCP 2.0, investors will enjoy opportunities related to:

- **Marketing / brand recognition**
- **Networking with other leaders throughout the region**
- **Priority consideration for leadership guiding and implementing NCP 2.0**
- **Timely information concerning regional economic progress**

ANGEL INVESTOR

\$100,000+ Annually

Includes all benefits of lower investment levels

Top placement on NCP and Chamber websites, quarterly NCP progress publication, NCP wall, and NCP banner

Opportunity to network with 100+ key investors at the NCP Annual Summit and top recognition:

- Pre-event – Presenting Sponsor designation on all promotional materials: invitation, social media and the Annual Summit webpage
- During event – Full-page ad in program and Presenting Sponsor recognition onscreen and on stage

FOUNDER INVESTOR

\$50,000 – \$99,999 Annually

Includes all benefits of lower investment levels

Opportunity to network with 100+ key investors at the Annual Summit and high-level recognition:

- During event – half-page ad in program

FLASH emails or phone calls prior to major initiative announcements (for all investors)

PARTNER INVESTOR

\$20,000 – \$49,999 Annually

Includes all benefits of lower investment levels

Opportunity to network with 100+ key investors at the Annual Summit and increased recognition:

- Pre-event – logo on promotional materials and the Annual Summit webpage
- During event – company banner displayed, logo placement onscreen and in program, and podium recognition

ADVISOR INVESTOR

\$5,000 – \$19,999 Annually

Includes all benefits of lower investment levels

Logo placement in quarterly NCP progress publication

Opportunity to network with 100+ key investors at the Annual Summit and recognition

Listing on NCP wall in Chamber lobby

Mobile event banner – investor name on listing displayed at check-in table at high-profile Chamber events (Signature and networking events)

Invitation to attend breaking news press conferences and events

BOOSTER INVESTOR

\$1,000 – \$4,999 Annually

Includes all benefits of lower investment levels

Invitation to the Annual Summit and recognition:

- Pre-event – listing on promotional materials and the Annual Summit webpage
- During event – onscreen name recognition and program listing
- Post-event publicity (when applicable)

Investor listing on Chamber website

COMMUNITY INVESTOR

\$200 – \$999 Annually

Investor listing on NCP website

Subscription to and recognition in quarterly progress publication

Invitation to the NCP Annual Summit

Invitation to quarterly investor update



Board of Directors

Nicole Staudinger, *Chair*
FIRSTBANK

Brett Kemp, *Chair Elect*
FLOOD AND PETERSON

Nick Haws, *Immediate Past Chair*
NORTHERN ENGINEERING

Carrie Baumgart, *Treasurer*
MARKLEY MOTORS INC.

Ann Hutchison, *President & CEO*
FORT COLLINS AREA CHAMBER OF COMMERCE

Ryan Schaefer, *Executive Committee*
NAI AFFINITY

Mat Dinsmore, *Executive Committee*
WILBUR'S TOTAL BEVERAGE

Kate Baker
BCI

Clay Bartlett
COAN, PAYTON & PAYNE, LLC

Gene Bocis
ANHEUSER-BUSCH

Carrie Gillis
NEW COLONY APARTMENTS

Brandon Grebe
GYS DEVELOPMENT

Jennifer Guerro Johnson
THE LIGHT CENTER

Dean Hoag
NORTH FORT COLLINS BUSINESS ASSOCIATION

Miles Kailburn
OLD TOWN MEDIA, INC.

Deb Kelly
INDEPENDENT FINANCIAL

Brian Mannlein
CUSHMAN & WAKEFIELD

Patrick McMeekin
HARFORD HOMES

Ajay Menon
CSURF

Yvonne Myers
COLUMBINE HEALTH SYSTEMS

Shawn Osthoff
BANK OF COLORADO

Kyle Pettine
OTTER PRODUCTS

Amy Pezzani
FOOD BANK FOR LARIMER COUNTY

Jean Runyon
FRONT RANGE COMMUNITY COLLEGE

Dan Soukup
SOUKUP AND BUSH

Steve Stiesmeyer
WOODWARD

Kevin Unger
UCHEALTH

