

NORTHERN COLORADO/UPSTATE COLORADO

ECONOMIC PROFILE



"Our 2008 priority list is short: Take care of customers."

"Admittedly, our action list is a little longer.

Build relationships

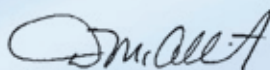
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Darrell McAllister
CEO and Chairman of the Board



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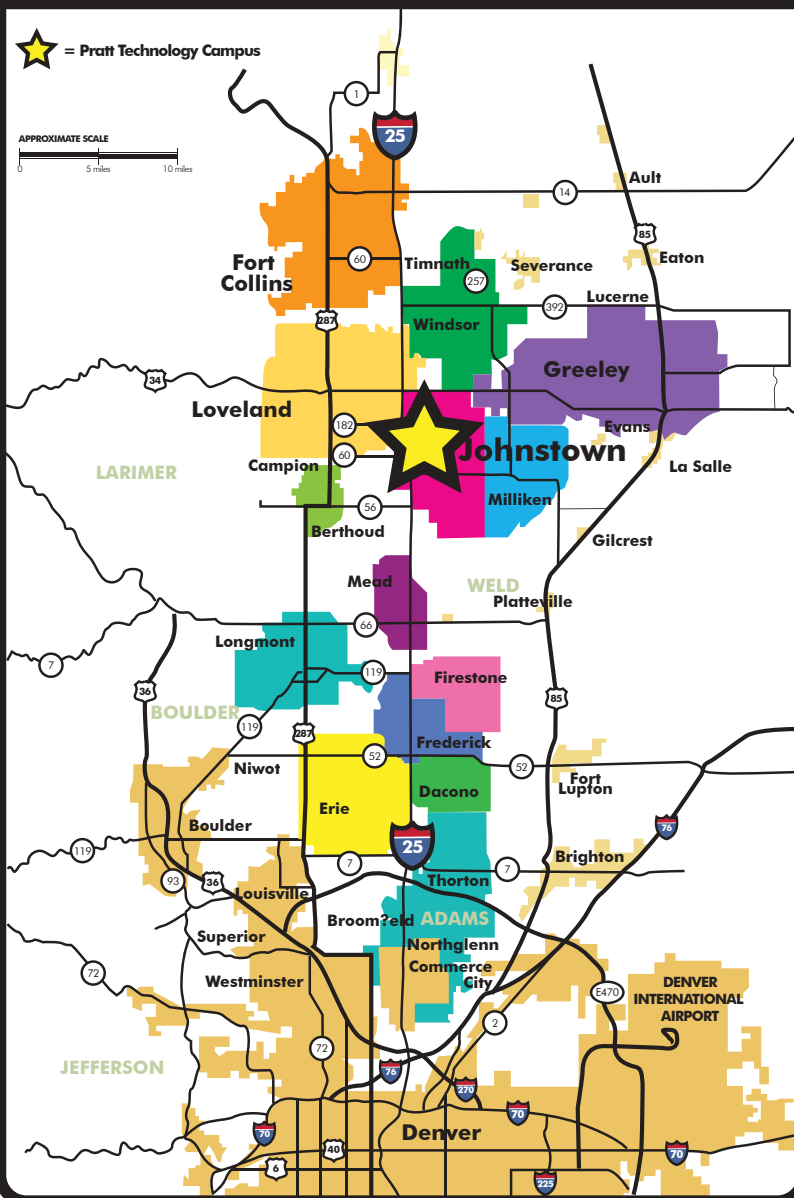




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PRATT
MAKING VISIONS REALITY

Collaboration key in building high-paying jobs



The Northern Colorado Economic Development Corp. has been an extremely busy organization these past few years as we collaborate with our partners to increase regional wealth. While NCEDC focuses on Larimer County, we know the importance of working together with others, including primary employers, Upstate Colorado Economic Develop-

ment (which focuses on neighboring Weld County), our chambers of commerce, regional public entities and government, educational institutions, work-force centers, nonprofits, incubator initiatives and many more.

This cooperative attitude helps us to influence creation of well-paying jobs for our citizens, create a positive and thriving business climate, and find equitable solutions to big issues such as transportation, education funding and work-force development.

This region is blessed with natural beauty, an abundant and educated work force, natural resources, entrepreneurial and innovative people, and a diversified business climate. A study completed in December 2007 shows that we have an enormous supply of an underemployed work force. Overall, the study concludes

that there are 45,900 workers potentially available for employers.

NCEDC engages existing employers in our Business Retention and Expansion initiative and works with companies or site selectors looking at Northern Colorado to move their company or division. NCEDC has brokered incentives for companies ranging from obtaining state and local training dollars to tax-reimbursement incentives.

NCEDC focuses on a diverse set of clusters:

■ **Biosciences** — This cluster includes biological and pharmaceutical research, as well as instruments designed and manufactured for use in this research.

■ **Clean Energy** — The Clean Energy cluster includes businesses involved in developing wind, solar, agricultural and biological sources of energy, as well as companies that modify and improve existing technology to make it more efficient.

■ **Computer Chip/Semiconductor Design** — High-tech chip design and manufacturing is an important source of high-paying, primary jobs in Larimer County. Notable employers include Hewlett-Packard Co. (Fort Collins), Intel Corp., Advanced Micro Devices, Advanced Energy Industries Inc., Avago Technologies Inc., and

many more.

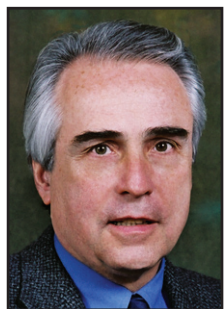
■ **Niche Agricultural Products**, such as beverage production, including beer — In 2007, Colorado exported 23.3 million barrels of beer (722.3 million gallons) — more than any other state. Larimer County is home to Anheuser-Busch Cos. Inc. and several well-known smaller breweries that bottle and distribute their products throughout the region and across the United States.

■ **Analytical Instruments and Measuring Devices** — The instruments cluster is closely tied with the bioscience and semiconductor (chip) clusters. This cluster is made up of companies involved in the design and production of diagnostic and measurement devices with a wide array of uses, including electronic, agricultural, chemical, and biological.

■ **Software** — Larimer County is home to nearly 300 software companies. Most are small to medium-sized (fewer than 50 employees), although there are a handful of larger firms.

Maury Dobbie is president and CEO of the Northern Colorado Economic Development Corp. She can be reached at 970-667-0905 or via e-mail at mdobbie@ncedc.com.

'Economic Profile' reflects groundbreaking partnership



Information accessible with even the most basic of today's computers equipped with a broadband connection has resulted in heightened and more sophisticated competition between communities when it comes to attracting new economic investment and new primary employers.

While much of the competition is driven by the fact that economic-development

services are typically defined by jurisdictional boundaries and funded by public and private entities within those boundaries, the reality is that employers make locational decisions based on regional factors.

Labor to support an employment sector is drawn from a commute distance, not from a given city or county. Proximity to an international airport or a major university is defined by drive time; not by what city they happen to be located in.

The fact that this document represents a regional marketing effort of two distinct

economic-development organizations that work first and foremost for the benefit of their own defined boundaries is truly groundbreaking in our region. There is a growing realization that the strengths of one jurisdiction are complemented by the amenities of the other jurisdiction, and vice versa — with the result that both are stronger from a marketing perspective.

Weld County has a proud heritage as one of the nation's top producers of agricultural products — a heritage that continues today. In 2007, the Swift and Co. Greeley beef-packing plant was purchased by family-owned JBS of Brazil, the world's largest beef processor. Immediately, JBS announced that it would add a second shift to the Greeley operation, adding 1,300 jobs.

Today, Weld County is home to different, and in some cases, emerging industry sectors. A case in point is our energy industry. Weld's 13,000 active oil and gas wells lead the state. The Wattenberg gas field that lies under large sections of Weld County is one of the nation's largest — promising opportunity for Weld's oil and gas industry for years to come.

Our nation's growing interest in renewable energy has brought new focus to Weld County. Front Range Energy is one of three producing

ethanol plants in Colorado. Ice Energy LLC has developed innovative, energy-saving approaches to commercial and residential air conditioning. UQM Technologies Inc. has commercialized several applications for permanent magnet motor technology — with the promise of reducing dependence on fossil fuels. And Weld County is proud to have been chosen in 2007 as the site for the North American manufacturing headquarters of Vestas Blades A/S, of Denmark — the world's leader in wind energy.

Stellar quality of life; projections of sustained significant population growth; as well as access to Denver International Airport, several leading institutions of higher learning and one of the nation's documented highest qualified labor forces all add up to opportunity for business in Weld and Larimer counties — an area we call Premier Colorado. We invite you to take a closer look.

Larry Burkhardt is president and CEO of Upstate Colorado Economic Development. He can be reached at 970-356-4565 or via e-mail at lburkhardt@upstatecolorado.org.



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E-mail: info@upstatecolorado.org
lburkhardt@upstatecolorado.org
www.upstatecolorado.org



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3553 Clydesdale Parkway, Suite 230
Loveland, CO 80538
Phone/Fax: 970-667-0905/970-669-4680
Services: Private economic-development corp. Focus is to leverage public and private funds to strengthen existing employers, support expansion projects and recruit new employees.
E-mail: info@ncedc.com
mdobbie@ncedc.com
www.ncedc.com

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Information subject to change without notice.



Region built on innovation, entrepreneurship

Education, amenities fuel population boom

It's a region of innovation, education and opportunity. Add in breathtaking natural beauty and quality of life, and the reasons for Northern Colorado's emergence as an entrepreneurial center become as clear as the region's 300-plus days of sunshine.

The area that encompasses Larimer and Weld counties covers a vast 6,593 square miles and includes one of the most dynamic economies in the nation, with communities that are among the most-desirable places to live.

Embracing the majestic Rocky Mountains on the west and the Great Plains on the east, Northern Colorado is located just north of metropolitan Denver, with easy access to Denver International Airport.

Northern Colorado now totals 513,000 people, up sharply from 432,000 in 2000. That growth has been particularly apparent in Weld County, which ranked as the No. 1 fastest-growing metropolitan area in the country from 2000 to 2003. The boom is expected to take population in the two counties to more than 730,000 by 2020.

What's bringing all of those new residents? First is a climate of

innovation and entrepreneurship, one that has sparked creation of thousands of startup companies in banking, health care, high technology and business services.

A solid base of Fortune 100 employers fosters innovation and entrepreneurship. Companies operating in the region range from Hewlett-Packard Co. to Intel Corp., State Farm Insurance Cos. to Anheuser-Busch Cos. Inc. Many companies, especially in the high-tech arena, have spun out of larger corporations.

The high state of innovation and entrepreneurship prompted local government and business groups to launch the Rocky Mountain Innovation Initiative, designed to promote a culture of innovation and entrepreneurship, and helps connect entrepreneurs with financial resources, government and educational connections and other groups.

Also attracting new residents, and fueling new companies, is a highly educated work force. For example, 39.5 percent of Larimer County residents have a bachelor's degree or higher, as of the 2000 census, and Fort Collins ranks as the No. 1 metro area for concentration of computer

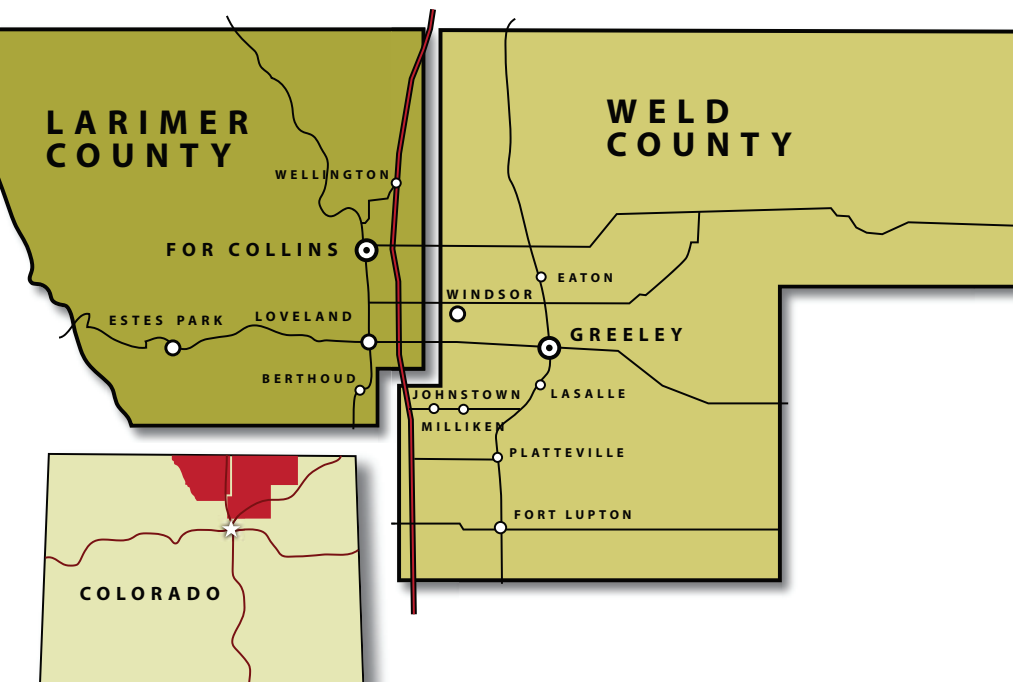
It's a region of
innovation, education
and opportunity.



Natural beauty is just one reason that Northern Colorado is attractive to employers. The Rocky Mountains form a magnificent backdrop to communities throughout Larimer and Weld counties. Photos by Erik Stenbakken, Stenbakken Photography



Photos by Erik Stenbakken, Stenbakken Photography



and computer-peripheral workers, 7.6 percent, among comparably sized metro areas.

ECONOMIC-DEVELOPMENT SUCCESS

Larimer and Weld counties benefit from two economic-development agencies that work closely to facilitate corporate relocations and expansion. The Northern Colorado Economic Development Corp., based in Loveland, focuses mainly on Larimer County. Upstate

Colorado Economic Development, based in Greeley, focuses on Weld County.

Both agencies have played prominent roles in some of the region's greatest economic-development successes:

■ Vestas Wind Systems A/S selected Windsor, which straddles Larimer and Weld counties, for a wind-turbine manufacturing plant that will employ about 700 workers. The plant will open in mid 2008.

■ AVA Solar Inc., commercializing technology developed at Colorado State University in Fort Collins, is building a new solar-panel manufacturing plant along Interstate 25 in Fort Collins. The plant will anchor a new renewable-energy park planned by CSU.

■ JBS Swift & Co., the world's largest beef processor, is adding 1,300 workers to its Greeley plant.

■ Woodward Governor Co. relocated its corporate headquarters to Fort Collins from Rockford, Ill., in late 2006. The company is a world leader in energy-control systems and reached \$1 billion in sales in 2007.

■ Heska Corp., which produces pharmaceuticals for companion animals, recently completed its new headquarters in Loveland.

Both NCEDC and Upstate Colorado can assist businesses seeking relocation or expansion information, including assisting with a variety of economic incentives offered on the local or state level.

AN EDUCATIONAL FOUNDATION

One attraction for companies coming to the region is a base of prominent universities and community colleges. CSU is a world leader in veterinary sciences, as well as engineering and other disciplines.

CSU president Larry Penley has made economic development a core mission of the university and has established the Office of Economic Development to help channel the region's efforts. Many companies have located in the region because of research ties to CSU.

In Greeley, the University of Northern



Long's Peak serves as a backdrop for many Northern Colorado communities. Photo by Richard L. Koshak, Lightworks Photography, lightworkerphoto.com

Colorado boasts prominent nursing and education programs. UNC's Monfort College of Business is the only business school in the nation to have won the coveted Malcolm Baldrige National Quality Award. The college recently formed the Monfort Institute, which works with other Baldrige winners to continue their paths of excellence.

The region also offers outstanding higher education through Aims Community College, Front Range Community College, the Institute of Business & Medical Careers and others.

RETAIL, COMMERCIAL DEVELOPMENT

Retail opportunities abound in Northern Colorado. The Greeley Mall complements many new retail opportunities on the booming west side of town, and revitalization efforts are transforming the city's historic downtown into an arts and shopping center.

Fort Collins boasts one of the most-vibrant downtowns in the country, and General Growth Properties is finalizing plans

to redevelop the Foothills Mall along the booming South College Avenue corridor.

Additionally, Bayer Properties LLC is building Front Range Village, a mixed-use project on East Harmony Road, adjacent to some of the region's most-prominent high-tech firms.

Loveland also is undergoing a retail renaissance. Lincoln Place, a \$25 million, 290,000-square-foot mixed-use development is expected to be a catalyst for downtown's revival.

The city has also grown on its booming east side, with the 3,000-acre Centerra de-



Intel Corp. is one of many high-tech companies that have established operations in Northern Colorado. Photo courtesy of Realtec Commercial Real Estate Services Inc.



velopment, which includes retail, offices, housing and recreational offerings. The Promenade Shops at Centerra, a project by Poag & McEwen, has brought many national retailers to the region.

Additionally, Centerra developer McWhinney plans Grand Station, which will encompass 1 million square feet and will include a mixture of retail, office and residential uses in a project that evokes images of a Victorian-era downtown.

ARTS, ENTERTAINMENT

Northern Colorado is widely known for its arts and entertainment offerings, ranging from visual arts to performing arts, with the Lincoln Center in Fort Collins, the Union Colony Civic Center in Greeley and the Rialto Theater in Loveland attracting world-class entertainers.

The region is also home to a healthy visual arts sector, with local galleries displaying the works of local artists and sculptors.

TOGETHER WE'RE BUILDING A BETTER WAY



CLOCKWISE: HARMONY CENTER BUILDING, FORT COLLINS - HIGHMARK, STEAMBOAT SPRINGS
BANK OF COLORADO PLAZA AT 2534, JOHNSTOWN - MOUNTAIN PEAK MEDICAL OFFICE, LARAMIE, WY

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family: locally owned and operated



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GO WEST, YOUNG MAN

New York Tribune publisher Horace Greeley encouraged migration westward back in the 19th century, and that pattern continued through the 20th and now the 21st centuries. Today, Larimer and Weld counties represent one of the fastest-growing regions in the country:

Larimer:
2000: 251,494
2006: 276,253

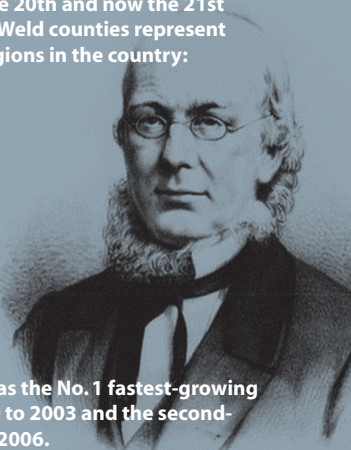
Weld:
2000: 180,936
2006: 236,857

2000 population: 432,430
2006 population: 513,110

The Greeley MSA was ranked as the No. 1 fastest-growing MSA in the country from 2000 to 2003 and the second-fastest growing from 2000 to 2006.

(Yes, Greeley took its name from Horace Greeley, who inspired and helped finance the Union Colony on the site of present-day Greeley.)

Source: U.S. Census Bureau



'BEER IS GOOD'

Colorado ranks as the top beer-producing state, producing 23.3 million barrels in 2006. Two of the nation's largest brewers are in Fort Collins:

- Anheuser-Busch Cos. Inc., makers of Bud and Bud Light.
- New Belgium Brewing Co., makers of "Fat Tire."

Odell Brewing Co. is another major brewer in the area.

As New Belgium CEO Kim Jordan is fond of saying, "Beer is good."

ALL ROADS LEAD TO NOCO

Larimer and Weld counties boast major arterials, allowing for easy interstate access:

E-470 (Denver beltway)
Interstate 25
Interstate 76
U.S. Highway 85
U.S. Highway 34
U.S. Highway 287

Nearby:
Interstate 70
Interstate 80

FIVE RIVERS RUN THROUGH IT

Northern Colorado is graced with five scenic waterways:

Big Thompson River
Cache la Poudre River
Little Thompson River
South Platte River
St. Vrain River

BEEF — IT'S WHAT'S FOR DINNER

Weld County ranks consistently among the Top 5 ag-producing counties in the nation, due in large part to the presence of the JBS Swift & Co. headquarters and beef-processing plant in Greeley.

Market value of agricultural products sold:

1. Fresno, Calif.
2. Kern, Calif.
3. Tulare, Calif.
4. Monterey, Calif.
5. Weld, Colo.

Source: 1997 Census of Agriculture

SELECTED PRIMARY EMPLOYERS

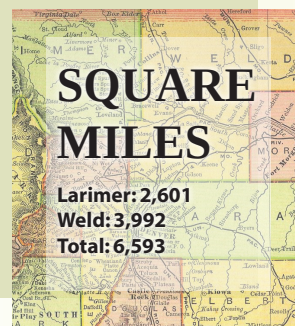
Banner Health	4,531
Poudre Valley Health System	3,975
Swift & Co.	2,300
Hensel Phelps Constr. Co.	2,289
State Farm Insurance Co.	2,061
Hewlett-Packard Co.	2,000
Wal-Mart Distribution Center	1,225
Woodward Governor Co.	1,330
Startek Inc.	1,000
Kodak Colorado Division	900

INDUSTRY CLUSTERS

Analytical Instruments
Bio/Life Sciences
Business Services
Computers/Electronic Manufacturing
Energy, including Clean Energy
Food processing/Value-Added Agriculture
Health Care
Information Technology/Software
Logistics
Manufacturing
Uniquely Fort Collins

SQUARE MILES

Larimer: 2,601
Weld: 3,992
Total: 6,593



DID YOU KNOW ...

Denmark-based Vestas Wind Systems A/S is building a 600-employee wind-turbine manufacturing plant in Windsor? Each turbine is half as long as a football field ...

Greeley-based Hensel Phelps Construction Co. is the 18-largest general contractor in the world? It's also one of the largest employee-owned firms ...

Woodward Governor Co., a publicly traded manufacturer of energy-control technology, moved its world headquarters to Fort Collins in 2006? Look for Fort Collins in more press-release datelines ...

Rocky Mountain National Park's Trail Ridge Road is the highest continuous paved road in the nation, reaching a high point of 12,183 feet. The road typically is cleared of snow and opened around Memorial Day and closes in September or October, when it becomes impassable ...

Centennial, the epic best-seller by James A. Michener, was set in a fictional town between Greeley and Kersey in Weld County. The University of Northern Colorado

in Greeley hosts the James A. Michener Special Collection of manuscripts, letters and other writings ...

The Cache la Poudre River gets its name — which means "hiding place of the powder" — from an 1820s incident in which French fur trappers buried their gunpowder along the river to hide it from Indians after a snowstorm ...

The Overland Trail, one of the great pioneer trails of the 19th century, wound through both Larimer and Weld counties in Northern Colorado ...

Old Town Fort Collins helped inspire the design of Walt Disney's Main Street U.S.A. Former Fort Collins resident Harper Goff worked with Disney on design of Main Street U.S.A. and incorporate many building designs from Fort Collins in the plan ...



AIRPORTS

Erie Municipal Airport
Greeley-Weld County Airport
Fort Collins-Loveland Municipal Airport
Denver International Airport



UNIVERSITIES

Colorado State University
University of Northern Colorado

Nearby:
Regis University
University of Colorado at Boulder
University of Denver
University of Wyoming



ROCKY MOUNTAIN NATIONAL PARK

Number of annual visitors: 3 million-plus



SPECTATOR SPORTS

CHL: Colorado Eagles
UIF: Colorado Ice

Nearby:
NHL: Colorado Avalanche (Denver)
AFL: Colorado Crush (Denver)
MLS: Colorado Rapids (Denver)
MLB: Colorado Rockies (Denver)
NFL: Denver Broncos
NBA: Denver Nuggets
MLL: Denver Outlaws
Denver International Airport



Fort Collins offers choices for business, residents

*CSU, skilled workers
attract tech employers*

It's called the Choice City, and it lives up to its nickname. Fort Collins, located just 60 miles north of Denver along Interstate 25, offers choices in education and employment, restaurants and retail, health care and housing, arts and entertainment.

Those opportunities have helped transform the city into one of the nation's entrepreneurial hotbeds, luring Fortune 100 companies and the spinoff companies that they generate.

Ranked by Money Magazine as the No. 1 "Best Place to Live" in America in 2006, Fort Collins boasts one of the most dynamic economies in the country.

One of the greatest attractions of Fort Collins is its lifestyle, including benefits derived from its location along the Rocky Mountains. The Cache la Poudre River runs through the city, complete with a trail alongside, offering hiking, biking, kayaking, fishing and other recreation. Downtown Fort Collins is considered a gem of the region, with Victorian-era buildings mixing with modern office, retail and loft developments.



The city has grown rapidly in recent years, with population reaching 129,467 in 2006, up 9 percent from 118,652 in 2000.

An entrepreneurial hotbed

Fueled by a highly educated work force, a major research institution and a variety of federal laboratories, Fort Collins hosts some of the largest technology companies in the United States, including Hewlett-Packard Co., Avago Technologies Inc., Intel Corp., Advanced Micro Devices Inc., LSI Logic Inc., and many others.

Home-grown companies include Advanced Energy Industries Inc., which supplies power-conversion devices used in the manufacture of semiconductors, flat-panel displays and other products.



Colorado State University is a major asset to the city of Fort Collins, providing a wealth of programs that contribute to economic development. Photo courtesy of Colorado State University



The city of Fort Collins is nestled along the spectacular Rocky Mountains. Natural beauty is just one reason that companies make the "Choice City" their destination of choice. Photo by Paul Nielsen, Down to Earth Aerial Photography

**"It's called the
Choice City, and
it lives up to its
nickname."**

Fort Collins has also proved attractive for corporate relocations. Woodward Governor Co. in late 2006 announced the move of its headquarters to Fort Collins. The world's largest independent manufacturer of energy-control systems already had major operations in Fort Collins and Loveland.

Beverage production is a significant industry in the city, with Anheuser-Busch Cos. Inc. operating a brewery along I-25 in the city. Additionally, Fort Collins is a national hub for microbrewers, including New Belgium Brewing Co., Odell Brewing Co. and others.

CSU is a principal driver of the economy in

Fort Collins and the state overall, with programs in engineering, energy research, business, veterinary sciences, bioscience and other disciplines.

The CSU Veterinary Teaching Hospital is regarded as one of the top such programs in the nation. The university recently broke ground on its \$42 million Diagnostic Medicine Center. The 90,000-square-foot building will house the university's Veterinary Diagnostic Laboratory, Clinical Pathology Laboratory, Animal Population Health Institute and other programs.

The Veterinary Diagnostic Laboratory is one of seven labs in the country used by the U.S. Department of Agriculture to test for mad cow disease.



*Residents of Fort Collins enjoy easy access to the Colorado outdoors, including Horsetooth Rock (above) and Horsetooth Reservoir (below).
Photos by Erik Stenbakken, Stenbakken Photography*

CSU works closely with federal laboratories as well. The Centers for Disease Control and Prevention's Division of Vector-Borne Infectious Diseases is located in Fort Collins and offers research into Dengue Fever, Lyme Disease, West Nile Virus and other ailments.

CSU in 2007 unveiled the Rocky Mountain Regional Biocontainment Laboratory on the university's Foothills Research Campus. The \$30 million facility features Level 2 biosecure laboratory space and is part of an infectious-disease research complex.

Also part of the complex will be the Research Innovation Center, where business entrepreneurs will collaborate with CSU scientists to develop treatments for various diseases.

Fort Collins also boasts the Natural Resources Research Center, located in the Centre for Advanced Technology. The five-building complex includes operations of the U.S. Department of Agriculture, the U.S.

Forest Service and the U.S. Department of the Interior.

Fort Collins is also a founding member of the Northern Colorado Clean Energy Cluster, a consortium of business, research and government organizations designed to promote

the region as a center for renewable-energy research and production.

That emphasis is helping CSU spinoff AVA Solar Inc. with plans to build a 500-job solar-panel manufacturing plant in Fort Collins by the end of 2008.



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- ⚙ Top City for Entrepreneurs by *Entrepreneur Magazine*
- ⚙ "Fastest City" for Research and Development by *Fast Magazine*
- ⚙ Vibrant Downtown
- ⚙ Strong and innovative public schools
- ⚙ Home to Colorado State University, a world class research institution
- ⚙ Poudre Valley Hospital, a top 100 hospital nationwide

CONTACT:

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Economic Advisor and CFO

business@fcgov.com
970.416.2259





City promotes 'Uniquely Fort Collins' cluster

Sector includes arts, retail, hospitality

The city of Fort Collins has defined several industry clusters, including one that is "Uniquely Fort Collins." The cluster "includes businesses whose products and operations contribute to the eclectic, innovative, and high quality of life in Fort Collins," according to the city's Web site. Cluster employment totaled 7,146 in 2005, giving Fort Collins the third-highest concentration of similar "unique" city clusters nationwide.

Here are the niches that up the cluster:

- Artistic and cultural entertainment — includes firms involved in production, sales, and education of performance and visual arts, as well as museums, historical sites, and zoos or botanical gardens.
- Recreational and retail activities — Includes retail boutiques with less than 10 employees, sports and recreational

activities, and production facilities with consumer interaction (i.e. brewery tours).

- Hospitality — Includes independent full-service restaurants and traveler accommodations.

Most of the estimated 400 "Uniquely Fort Collins" businesses are located in the north part of the city, many of them in the Old Town area.

The cluster includes large employers such as the Anheuser-Busch Cos. Inc. Fort Collins brewery, New Belgium Brewing Co., Odell Brewing Co., and the Fort Collins Brewery.

Other notable cluster companies include specialty retailers such as Jax Outdoor Gear, The Perennial Gardener, The Cupboard and many others.

Fort Collins boasts a vibrant downtown, with the Downtown Development Authority financing a number of public improvement projects, including alleyway enhancements. Many companies in the "Uniquely Fort Collins" cluster are located downtown.
Photo courtesy of the Downtown Development Authority

RESOURCES

City of Fort Collins
www.fcgov.com

Colorado State University
www.colostate.edu

Fort Collins Area Chamber of Commerce
www.fortcollinschamber.com

Fort Collins Downtown Development Authority
www.downtownfortcollins.org

Northern Colorado Economic Development Corp.
www.ncedc.com

Rocky Mountain Innovation Initiative
www.rmi2.org

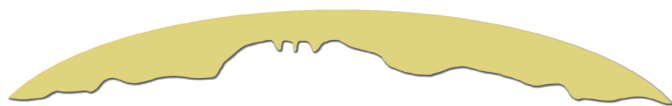
FORT COLLINS PROFILE

Square miles	51
Population 2000	118,652
Population est. 2006	129,467
Labor force	77,323
Employment	72,932
Per capita income	\$26,357
Median household income	\$45,846
Households	55,784

SNAPSHOT

A sampling of Fort Collins' largest employers.

Poudre Valley Health System	3,975
Hewlett-Packard Co.	2000
Woodward Governor Co.	985
Columbine Health Systems	850
Anheuser-Busch Cos. Inc.	700

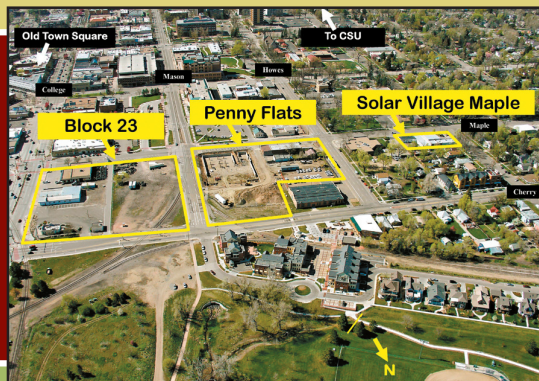


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Ag to software: Greeley diversifies base

City among fastest-growing in nation

That advice popularized by New York newspaperman Horace Greeley inspired millions of pioneers to venture west in the 19th century, and proved the inspiration for the community that bears his name in Northern Colorado, the Weld County seat of Greeley. Now entering the 21st century, Greeley still embraces that pioneer spirit.

Greeley is located about 45 miles north of Denver and sits along U.S. Highways 34 and 85. The city is an easy jaunt to Interstate 76 to the east and I-25 to the west. Union Pacific Corp.'s Denver-Cheyenne mainline route also runs through the city.

Greeley has witnessed rapid growth in recent years. The Greeley metropolitan statistical area, which encompasses Weld County, grew to 236,857 in 2006, compared with 180,936 in 2000. Weld County ranked as the No. 1 fastest-growing metropolitan area in the country from 2000 to 2003. Greeley itself grew from 76,930 in 2000 to 89,046 in 2006.

Several thriving industry clusters have fueled the city's rapid growth. Upstate Colorado Economic Development, a Greeley-based agency that works to foster business growth in Weld County, targets the clusters, which include:

*"Go west,
young man,
go west."*

Greeley remains true to its western heritage, as evidenced by the Greeley Stampede, the world's largest Fourth of July rodeo. Photo courtesy of Greeley Stampede

- ❑ Energy, including fossil fuels and renewable energy.
- ❑ Food processing.
- ❑ Information technology/software.
- ❑ Manufacturing.
- ❑ Business services.

Upstate's efforts are complemented by the city of Greeley's Economic Gardening program — one of a few in the nation. The program nurtures existing businesses by providing resources to assist in their growth.

Greeley also is part of the Rocky Mountain Innovation Initiative, a program designed to promote innovation and entrepreneurship in the region.



One of Greeley's greatest assets is the University of Northern Colorado, which offers some of the best education, nursing and business programs in the nation. Photo by Erik Stenbakken, Stenbakken Photography



Colorado is known for the Rocky Mountains, but much of the state is taken up by the Eastern Plains. The Pawnee National Grasslands, located just minutes from Greeley, offers a different view of the state's natural beauty. Photo courtesy Greeley Chamber of Commerce

Recent economic activity in Greeley includes:

❑ Brazilian beef conglomerate JBS SA acquired Greeley-based Swift & Co. to form JBS Swift & Co., the world's largest beef processor. The company subsequently announced a second shift at the plant, adding 1,300 workers.

❑ Semperian Inc., which provides back-office support for GMAC, chose Greeley for a new inbound call center, employing 150 workers.

❑ StarTek Inc., founded in Greeley, continues to expand in the city and now employs 1,000 people.

❑ State Farm Insurance Cos. built a three-building, 450,000-square-foot regional headquarters in Greeley's Promontory business park. The company employs 2,000 people locally.

❑ Excelsior Software Inc., which produces educational software for tracking of grades, plans to build a 30,000-square-foot headquarters building at Promontory.

Greeley is attractive to business for many reasons, including a favorable cost of living. Housing prices in particular are lower than in many other parts of Colorado, as are prices for other goods and services.

RETAIL CONTINUES GROWTH

Greeley's burgeoning population has sparked a retail boom, especially on the city's west side. Major national retailers, such as The Home Depot, Border's, Lowe's and others have all set up shop on the western side of town, where much of the population growth is concentrated.

The Greeley Mall, owned by Chicago-based GK Development Inc., recently added a 12-screen movie theater and several popular new restaurants.

RESOURCES

City of Greeley Economic Gardening program
www.greeleygov.com/CMO/EconomicGardening.aspx

Greeley Chamber of Commerce
www.greeleychamber.com

Upstate Colorado Economic Development
www.upstatecolorado.org

GREELEY PROFILE

Square miles	30
Population 2000	76,930
Population est. 2006	89,046
Labor force	48,861
Employment	45,459
Per capita income	\$19,514
Median household income	\$40,140
Households	31,736

SNAPSHOT

A sampling of Greeley's largest employers.

JBS Swift & Co.	3,653
North Colorado Medical Center	2,700
State Farm Insurance Co.	2,061
StarTek Inc.	1,000
UAP Holding Corp. 2	75

Additionally, efforts are ongoing to revitalize downtown Greeley, which boasts a rich collection of historic architecture and is home to the Union Colony Civic Center, a state-of-the-art performing-arts center, and the Greeley Ice Haus, an indoor ice arena.

AN EDUCATIONAL BASE

Adding to Greeley's attractiveness to business is the presence of the University of Northern Colorado, with an enrollment of more than 11,000. UNC is renowned for its programs to train nurses and teachers. The university's Monfort College of Business is the only undergraduate business school to have won a coveted Malcolm Baldrige National Quality Award.

Aims Community College, based in Greeley, works closely with local employers to tailor courses for their needs. Aims also has campuses in Loveland and Fort Lupton, and recently announced plans for a campus in Berthoud, in Weld County.

Additionally, the Institute of Business & Medical Careers recently expanded to Greeley from Fort Collins.



*The University of Northern Colorado boasts an enrollment of 11,000 in Greeley, contributing millions of dollars to the Greeley economy.
Photo by Erik Stenbakken, Stenbakken Photography*

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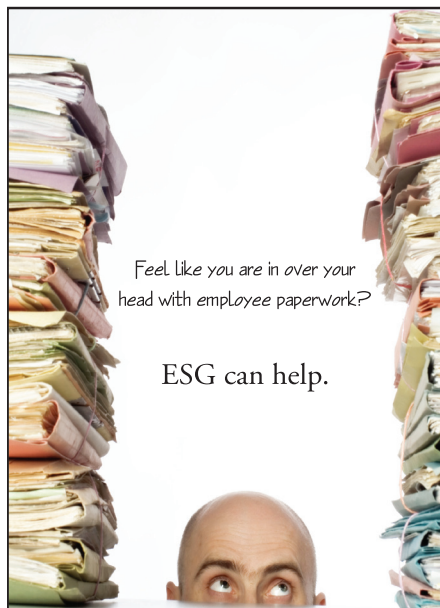
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Loveland captures hearts, business

Tech employers, retailers embrace city

Loveland has emerged as the epicenter of Northern Colorado. Situated at the interchange of Interstate 25 and U.S. Highway 34 just 45 miles north of Denver, the Sweetheart City offers easy access to communities throughout Larimer and Weld counties.

That location has put Loveland at the forefront of an explosion of development along the I-25 corridor, much of it on the city's eastern edge. Centerra, a 3,000-acre mixed-use development at I-25 and U.S. 34, includes a variety of office, residential and retail offerings. Poag & McEwen of Memphis, Tenn., developed The Promenade Shops at Centerra, a lifestyle center that includes Dick's

Sporting Goods, Barnes & Noble, Macy's and many other high-end retailers.

McWhinney, developers of Centerra, also plan Grand Station, which will encompass 1 million square feet and will include a mixture of retail, office and residential uses in a project that evokes images of a Victorian-era downtown.

Other developments in Loveland recently:

- Poudre Valley Health System, based in Fort Collins, has opened Medical Center of the Rockies, a new 136-bed hospital at Centerra.
- McKee Medical Center, owned by Banner Health of Phoenix, is in the midst of a \$70 million expansion project.
- Heska Corp., a manufacturer of pharmaceuticals for companion animals, opened a 60,000-square-foot corporate headquarters at Centerra.

“Loveland has emerged as the epicenter of Northern Colorado.”

Loveland enjoys a wonderful blend of natural beauty and economic dynamism. Lake Loveland (above) provides a scenic and recreational element in the heart of the city. Photo by Erik Stenbakken, Stenbakken Photography



Arts has emerged as a key element in the Loveland economy, with sculptures placed throughout the city. Photo courtesy of Richard L. Koshak, Lightworks Photography



❑ The O'Connor Group of Boulder recently completed the \$25 million Lincoln Place, a mixed-use project downtown. The project includes 200 apartments, 22,000 square feet of retail space and a 292-car parking garage.

❑ John Q. Hammons Hotels is building a 263-room Embassy Suites hotel and 75,000-square-foot conference center along I-25.

Loveland benefits from complementary economic-development programs. The city runs the Loveland Economic Gardening Program, designed to assist small businesses and grow Loveland's economy from within.

Additionally, the Northern Colorado Economic Development Corp. works to bring new business to Loveland, and to help existing businesses with expansion. The city is part of the Rocky Mountain Innovation Initiative, an incubator program designed to promote innovation and entrepreneurship in the region.

Loveland co-owns and operates the Fort Collins-Loveland Municipal Airport, a 1,000-acre facility that serves corporate aircraft and one commercial airline, Allegiant Air, which offers flights to Las Vegas. This general-aviation airport is a valuable asset to Northern Colorado.

Windsor developer Martin Lind is working on a plan for Airpark of the Rockies, which would be located adjacent to the airport, with through-the-fence operations. Like the rest of Northern Colorado, Loveland has experienced a population boom. Population has climbed from 50,608 in 2000 to 61,122 in 2006, according to the U.S. Census Bureau.

The Thompson School District is the state's 16th-largest, with five high schools, five middle schools and 18 elementary schools.

Loveland is home to a campus of Aims Community College, as well as Colorado Christian University, and is just a few miles' drive from Colorado State University in Fort Collins, and the Larimer County campus of Front Range Community College.

Additionally, Larimer County several



*Loveland's natural setting is a major draw for employers seeking an outstanding quality of life.
Photo courtesy of Loveland Chamber of Commerce*

years ago moved its fairgrounds to a site in Loveland along I-25. Known as the Ranch, the complex includes the Budweiser Events Center, a 7,200-seat arena that hosts major sporting and entertainment events. The Ranch also includes a variety of other exhibition facilities.

Loveland is home to several professional sports teams. The Colorado Eagles, a Central Hockey League franchise, regularly play to sell-out crowds at the Budweiser

Events Center. The center also hosts the Colorado Ice indoor football team. One of Loveland's greatest assets is a thriving arts community, including performing arts, foundries and visual arts. The city hosts the Governor's Invitational Art Show and includes many galleries.

Loveland's diverse offerings demonstrate why it's become the darling of the region's business community.

RESOURCES

City of Loveland
www.ci.loveland.co.us

Loveland Center for Business Development
www.lovelandbusinessadvice.com

Loveland Chamber of Commerce
www.loveland.org

Loveland Economic Gardening Program
www.lovelandeconomicgardening.com

Northern Colorado Economic Development Corporation
www.ncedc.com

Rocky Mountain Innovation Initiative
www.rmi2.org

LOVELAND PROFILE

Square miles	25.5
Population 2000	50,608
Population est. 2006	61,122
Labor force	27,060
Employment	26,164
Per capita income	\$21,889
Median household income	\$47,119
Households	12,293

SNAPSHOT

A sampling of Loveland's largest private employers.

Wal-Mart Distribution Center	1,225
Hach Co.	830
McKee Medical Center	771
Medical Center of the Rockies	600
Agilent Technologies Inc.	550

Population boom fuels Evans business growth

Weld County community adds retail amenities



The Tri-Pointe Business Center formerly served as the regional headquarters for State Farm Insurance Cos., which built a new corporate campus in west Greeley. Today, Tri-Pointe house the Evans operation of Nashville, Tenn.-based Asurion Corp. Photo courtesy Tri-Pointe Business Center

One of Colorado's oldest cities ranks as a bedroom community, but with a growing business base. Evans, established in 1869 when Colorado was still a territory, was named for Colorado's second territorial governor, John Evans.

Today, the city is experiencing rapid growth. Population grew to 17,977 in 2006, up 89 percent from 9,514 in 2000, according to the U.S. Census Bureau. The city was ranked the fastest-growing community in Colorado — among towns with a population of more than 10,000 — in 2002.

Many of those individuals work outside the city limits, which encompass about 10 square miles. Evans residents commute to Greeley, Fort Collins, Loveland, or the Denver metropolitan area.

New housing developments have shot the city toward the west and south. Evans is bounded on the north by the city of Greeley, the Weld County seat.

Evans enjoys excellent highway access via U.S. Highways 85 and 34 and is on Union Pacific Corp.'s Denver-Cheyenne mainline. The city is just 46 miles from Denver and 37 miles from Denver International Airport, and is within an easy drive of both Interstate 25 and Interstate 76.

Evans is just 25 miles from the beautiful Rocky Mountains and, like the rest of Colorado, enjoys more than 300 days of

sunshine per year.

Greeley's largest private-sector employer is Nashville, Tenn.-based Asurion Corp., which processes insurance claims on wireless-phone policies. Asurion employs about 400 workers in the Tri-Pointe Business Center, a 233,000-square-foot facility.

Evans is also promoting business-park development, including the Stonegate Industrial Park and the Evans Industrial Park. Great Western Ethanol LLC also plans to develop an ethanol plant in the city.

Ethanol is not the city's only connection to the energy sector. The vast Wattenberg oil and gas field lies beneath much of Weld County, and Evans boasts a strong presence from the energy-related companies, with Anadarko Petroleum Corp. and Kerr McGee among the city's largest employers.

Evans has developed incentive programs to foster economic development. Businesses that meet certain criteria can obtain a waiver of certain city development fees, as well as some city sales and use taxes on construction materials, fixed-equipment and machinery installation or facility leases.

Retail grows with population

Evans has added a variety of new retail offerings, especially along the city's

western edge. As the city adjoins Greeley to the north, residents benefit from the presence of major retailers such as Lowe's, The Home Depot, Border's and others.

A new Sam's Club is planned in Evans, and the Greeley Mall, with Dillard's, Sears, JCPenney and other national department stores, sits along the city's northern border.

Colo. Highway 402 is pegged by many as a prime corridor for new commercial development. The highway, which extends from Evans to I-25, is known as 37th Street in Evans. City officials are working to encourage additional retail development along the corridor.

EVANS PROFILE

Square miles	10
Population 2000	9,514
Population est. 2006	17,977
Labor force	4,751
Employment	4,434
Per capita income	\$15,329
Median household income	\$37,158
Households	3,286

SNAPSHOT

A sampling of Evans' largest employers.

Asurion Corp.	400
Anadarko Petroleum Corp.	180
Kerr McGee	175
Envision	151

RESOURCES

City of Evans
www.cityofevans.org

Evans Chamber of Commerce
www.evanschamber.org

Upstate Colorado Economic Development
www.upstatecolorado.org

Manufacturing gems shine in Windsor

Kodak, Vestas make town a regional hub

Anyone considering Northern Colorado for a relocation or expansion would need to consider Windsor. Once mainly an agricultural community, the town now attracts interest from throughout the United States, and recently, from international destinations. Windsor sits 45 miles north of Denver and is just a few miles from Fort Collins, Greeley and Loveland. Its corporate boundaries straddle Larimer and Weld counties. Interstate 25 provides easy access to the town, with Colorado Highways 392 and 257 linking to U.S. Highways 85 and 34, respectively.

Windsor is one of the fastest-growing communities in the state, with population jumping to 15,976 in 2006, from 9,896 in 2000, an increase of more than 61 percent. That population influx has been matched by growth in industry. Eastman Kodak Co. opened its Kodak Colorado Division in 1969, producing medical X-ray film, thermal media, motion-picture film and color paper.

In early 2007, Kodak sold its health-products division to Canadian private equity firm Onex Corp. The new company began operations under the name Carestream Health Inc. Kodak and Carestream continue as major manufacturers in the town.

Here are some examples of other recent business activity in Windsor:

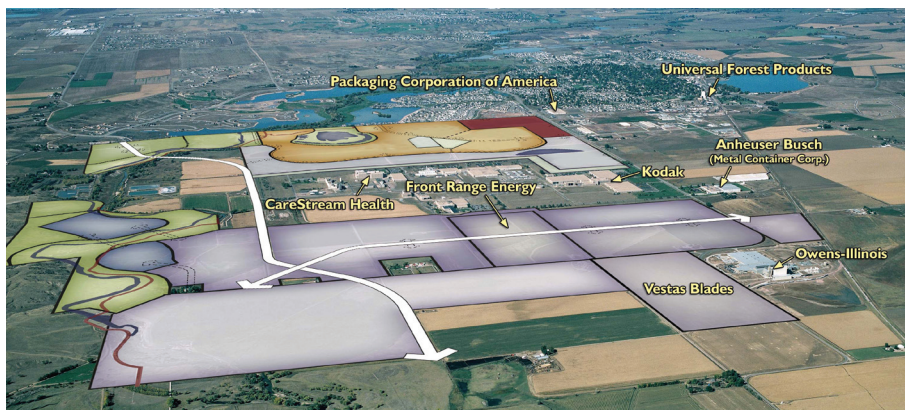
■ Vestas Wind Systems A/S of Denmark chose Windsor for a new wind-turbine blade manufacturing plant. Initially proposed at 466 jobs, the plant will open in the Great Western Industrial Park in 2008, with more than 600 workers.

■ Front Range Energy LLC opened an ethanol-production plant in Windsor in 2006. The 40-million-gallon facility is located in Windsor's Great Western Industrial Park.

■ Owens-Illinois Inc. opened what it describes as the "world's most modern glass

interchanges with both Union Pacific Corp. and BNSF Railway Co.

The Great Western Industrial Park is designated a foreign-trade zone, meaning that it lies outside of the customs territory of the United States. Merchandise, both foreign and



Windsor has landed some of the region's major employers, including Eastman Kodak Co., Vestas Blades and Owens-Illinois. Many of those companies are located in the Great Western Industrial Park. Photo graphic courtesy of Great Western Development Co.

manufacturing facility" in 2005. The \$140 million facility supplies bottles to the Anheuser-Busch Cos. Inc. brewery in Fort Collins. Vestas, Front Range Energy and Owens-Illinois share one thing in common: location. The companies chose the Great Western Industrial Park, a 1,400-acre complex owned by Great Western Development Corp., an affiliate of the Broe Cos. of Denver.

Companies located in the park benefit from the Great Western Railway, which offers

domestic, can be admitted into the zone for manufacture, storage, exhibition, processing or assembly.

Windsor is home to other major business parks as well. Trollco Inc., developers of the popular Water Valley and Water Valley South subdivisions and the Pelican Lakes Golf and Country Club, has developed several business parks within the town and is planning the Fairgrounds Business Park, near the Ranch, Larimer County's fairgrounds complex.

SNAPSHOT

A sampling of major employers.

Eastman Kodak Co.	900
Carestream Health Inc.	750
Vestas Wind Systems A/S	600
Universal Forest Products	180
Owens-Illinois Inc.	150
Metal Container Corp.	112
Front Range Energy LLC	35
Packaging Corporation of America	112

WINDSOR PROFILE

Square miles	22.6
Population 2000	9,896
Population est. 2006	15,976
Labor force	5,540
Employment	5,454
Per capita income	\$23,957
Median household income	\$54,976
Households	3,608

RESOURCES

Northern Colorado Economic Development Corporation
www.ncedc.com

Town of Windsor
www.ci.windsor.co.us/

Upstate Colorado Economic Development
www.upstatecolorado.org

Windsor Chamber of Commerce
www.windsorchamber.net



Area grows food, beverage industry

Region a powerhouse for beef, beer

Larimer and Weld counties have diversified to embrace many industries, but the area remains true to its roots in agriculture and food processing.

From the first utopian agricultural community promoted by Horace Greeley to today's state-of-the-art food and beverage operations, Northern Colorado remains a dominant force in the agricultural sector.

Scan any rankings of U.S. agricultural production, and Weld County appears near the top of the list. The same holds true for Larimer County and its brewery industry, which has helped Colorado claim the No. 1 spot as the nation's top beer-producing state.

Ag-related employment totals 6,467 in Weld County, according to the Colorado State Demographer, compared with 2,187 in Larimer County.

Weld ranks eighth nationwide in total market value of agricultural products sold, and No. 2 in total value of livestock, poultry and related products. Weld is the top ag-producing county in all of Colorado.

Much of that ranking, of course, comes from the beef industry. Greeley is home to JBS Swift & Co., the largest beef processor in the world. JBS S.A. purchased Greeley-based Swift & Co. in 2007 to form JBS Swift. The company late in 2007 announced plans to add a second shift at the Greeley processing plant, adding 1,300 jobs.

Five Rivers Ranch Cattle Feeding LLC, based in Loveland, operates 11 feedlots in five states. The company employs 600 workers.

Greeley-based UAP Holding Corp. is the parent of United Agri Products, the largest independent distributor of agricultural inputs in the United States and Canada. Agrium Inc. of Canada is slated to purchase UAP in early 2008.

Northern Colorado remains a dominant force in the agricultural sector.



Agriculture contributes billions of dollars to the Northern Colorado economy, helping to grow a diverse food-and-beverage industry.

*JBS Swift & Co., based in Greeley, is the world's largest beef processor.
Photo by Erik Stenbakken, Stenbakken Photography*



Anheuser-Busch Cos. Inc. operates a large brewery in Fort Collins, helping to make Colorado the nation's top beer-producing state. Photo by Erik Stenbakken, Stenbakken Photography

Dairy has also emerged as a major industry locally. Boulder-based Aurora Organic Dairy operates a 1,000-head dairy operation in Platteville, south of Greeley, joining almost a hundred other dairy operations in Larimer and Weld counties.

On the western side of Interstate 25, Fort Collins hosts some of the region's largest breweries, including a facility operated by Anheuser-Busch Cos. Inc., employing 760. Anheuser-Busch's local brewery is located on I-25, with easy access to I-80 to the north and I-70 to the south. The plant supplies beer to 13 states.

New Belgium Brewing Co., based in Fort Collins, is the nation's third-largest craft brewer and the No. 9 brewer overall, according to the Brewers Association. New Belgium beers are distributed in about 20 states, and the company's famous "Fat Tire" beer is highly sought-after throughout the country.

The craft-beer industry has proved so popular that Odell Brewing Co. of Fort Collins is working with Colorado State University on a course called "Brewing Science & Technology." The course is open only to those 21 or older.

RESOURCES

Brewers Association
www.beertown.org

Colorado Beef Council
www.cobeeef.com

Colorado Department of Agriculture
www.colorado.gov/ag

Colorado Corn Growers Association
www.coloradocorn.com

Colorado Livestock Association
www.coloradolivestock.org

Colorado Pork Producers Council
www.coloradolivestock.org

National Onion Association
www.onions-usa.org

Northern Colorado Economic Development Corporation
www.ncedc.com

Northern Colorado Food Incubator
www.nocofoodincubator.com

Upstate Colorado Economic Development
www.upstatecolorado.org

SNAPSHOT

Local food & beverage companies employees

JBS Swift & Co.	3,653
Anheuser-Busch Cos. Inc.	760
Five Rivers Ranch Cattle Feeding LLC	600
New Belgium Brewing Co.	275
UAP Holding Corp.	240
Odell Brewing Co.	36





University, federal labs foster bio/life sciences

Research base boosts industry cluster

Northern Colorado boasts a long tradition of excellence in bio/life sciences. Research conducted at Colorado State University, as well as local federal laboratories, has found its way into the marketplace through spinoff companies and via technology transfer. Local entrepreneurs have embraced the sector by launching startups, and global companies have in some cases acquired local biotech firms.

Today, the region boasts thousands of people employed in dozens of bio/life science enterprises, and the sector is a targeted cluster of local economic-development agencies.

In Larimer County, efforts to promote biosciences are focused on the Larimer Bioscience Cluster, a collaborative program of the city of Fort Collins and the Colorado BioScience Association.

CSU in 2007 launched two "superclusters" aimed at speeding the transfer of innovative new technologies to the marketplace. The superclusters — one focused on cancer research and one focused on infectious disease — include the following primary components:

- ▣ Academic infrastructure: A multidisciplinary alliance of researchers, economists, and business experts working on innovative research and discovery.

- ▣ Enterprise infrastructure: Promotes business alliances, new commercial applications, and opportunities for additional investment in the research and research products.

The infectious-disease supercluster includes the launch of

Northern Colorado boasts a long tradition of excellence in bio/life sciences.

Loveland-based Heska Corp. is just one example of the region's growing bioscience cluster. Many bioscience companies work closely with Colorado State University. Photo courtesy of Heska Corp.

MicroRx, a first-of-its-kind enterprise dedicated to speeding the transition of life-saving research in infectious diseases from the research lab to the marketplace.

The cancer supercluster includes

NeoTREX, a business enterprise dedicated to expediting transition of cancer research from the laboratory to the marketplace.

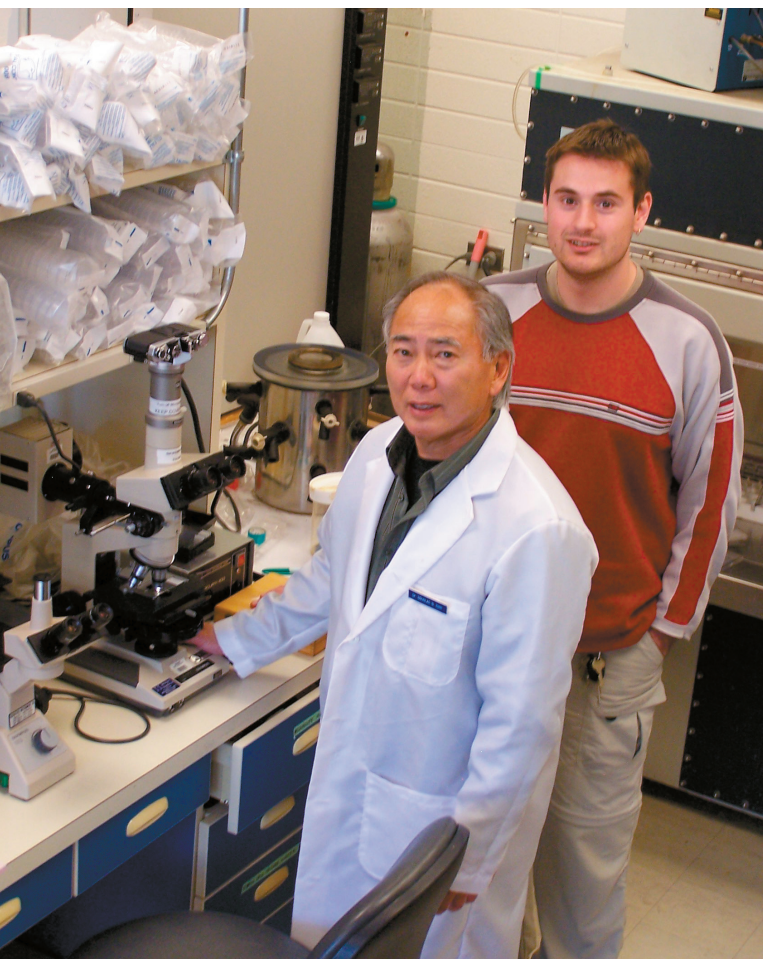
CSU's bioscience assets also include the College of Veterinary Medicine and Biomedical Sciences, consistently ranked as one of the top veterinary programs in the nation. The university is a leader in infectious-disease research and recently received a \$40 million federal grant to develop vaccines and treatments for bioterrorism agents and infectious diseases.

Fort Collins also hosts a number of federal laboratories devoted to bioscience, including:

■ The Centers for Disease Control and Prevention operates one of its 11 federal laboratories in Fort Collins. The Division of Vector-Borne Infectious Diseases is one of the leading vector-borne research centers in the world. CDC opened a new \$80 million facility in Fort Collins in 2007. The facility is a center for research in West Nile Virus, Lyme disease, Plague, Dengue Fever, Eastern Equine Encephalitis and other illnesses.

■ The National Center for Genetic Resources Preservation, formerly called the National Seed Storage Laboratory, is operated by the U.S. Department of Agriculture. The center is a repository for plant genetic resources, as well as animal semen.

The region also boasts many medical-device, instrument, pharmaceutical and biofuels companies, many of which have ties to CSU.



Aurogen Inc. founder and Colorado State University biomedical sciences professor Douglas Ishii, foreground, and graduate research assistant Pete Serbedzija stand in the university laboratory where they work to develop a treatment for Alzheimer's disease. Photo courtesy of Northern Colorado Business Report

RESOURCES

Colorado BioScience Association
www.cobioscience.com

Colorado State University College of Veterinary Medicine and Biomedical Sciences
www.cvmbs.colostate.edu

Colorado State University Research Foundation
www.csurf.org

Colorado State University Superclusters
www.superclusters.colostate.edu

Larimer Bioscience Cluster
www.larimerbioscience.org

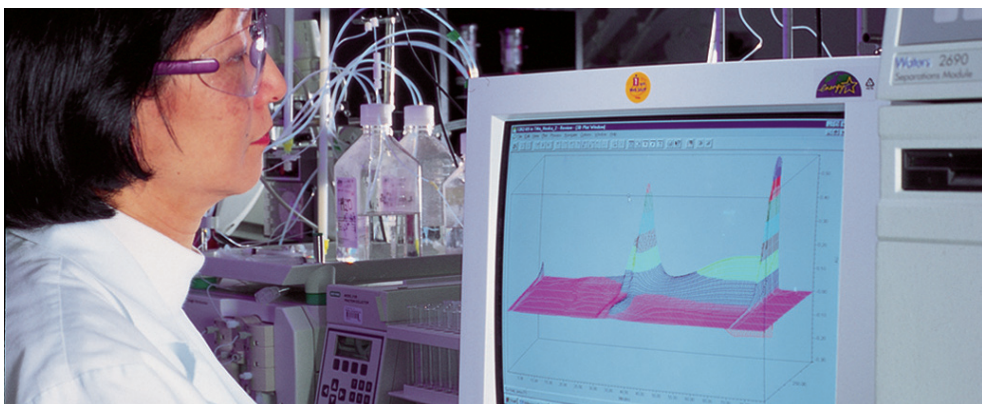
Northern Colorado Economic Development Corporation
www.ncedc.com

SNAPSHOT

Local bio/life science companies

Hach Co.	550
Heska Corp.	180
Tolmar Inc.	175
PR Pharmaceuticals	70
In-Situ Inc.	65

Heska Corp. of Loveland specializes in pharmaceutical products for companion animals. Photo courtesy of Heska Corp.





Larimer, Weld dial up business services

State Farm, others find region a good neighbor

Northern Colorado's central location and quality work force make the area a prime location for back-office and call-center operations. Business-support companies have targeted Larimer and Weld counties for large-scale facilities that serve clientele throughout the nation or even worldwide. Some of those operations have filled already-available buildings, while others have resulted in construction of new regional headquarters facilities.

State Farm Insurance Co. operates a regional headquarters in Greeley. The Great Western Zone Operations Center employs more than 2,000 people who underwrite insurance policies, process claims and oversee the company's business in other areas.

State Farm built a new, 450,000-square-foot campus on 130 acres in west Greeley several years ago. The Greeley center serves a six-state region and is located in the Promontory business park. The park is at the junction of U.S. Highway 34 Business, U.S. Highway 34 Bypass and Colo. Highway 257, with easy access to Interstate 25.

Back-office operations such as State Farm's are mirrored by a large number of inbound call centers, which have found the area a central loca-

Northern Colorado's
central location and
quality work force make
the area a prime location

State Farm Insurance Cos. operates a regional headquarters in Greeley, employing more than 2,000 workers. Photo by Erik Stenbakken, Stenbakken Photography

tion in which to do business. Among the call centers to operate locally:

■ StarTek Inc., founded in Greeley, employs 1,000 people at two locations in the city. The company provides outsourcing services to the communications industry, including customer care, sales support, order processing and other services.

■ Asurion Corp. of Nashville, Tenn., operates a call center in Evans, employing 400. The Evans operation is one of six national call centers for Asurion and has seen steady growth.

■ Semperian Inc., a subsidiary of GMAC, employs 250 at a Greeley call center. The facility provides administrative and customer-support services for GMAC retail and lease customers in the United States and Puerto Rico.

■ Directech Holding Co. Inc. operates its main office in Fort Collins. The company provides inbound calling services for DirecTV.

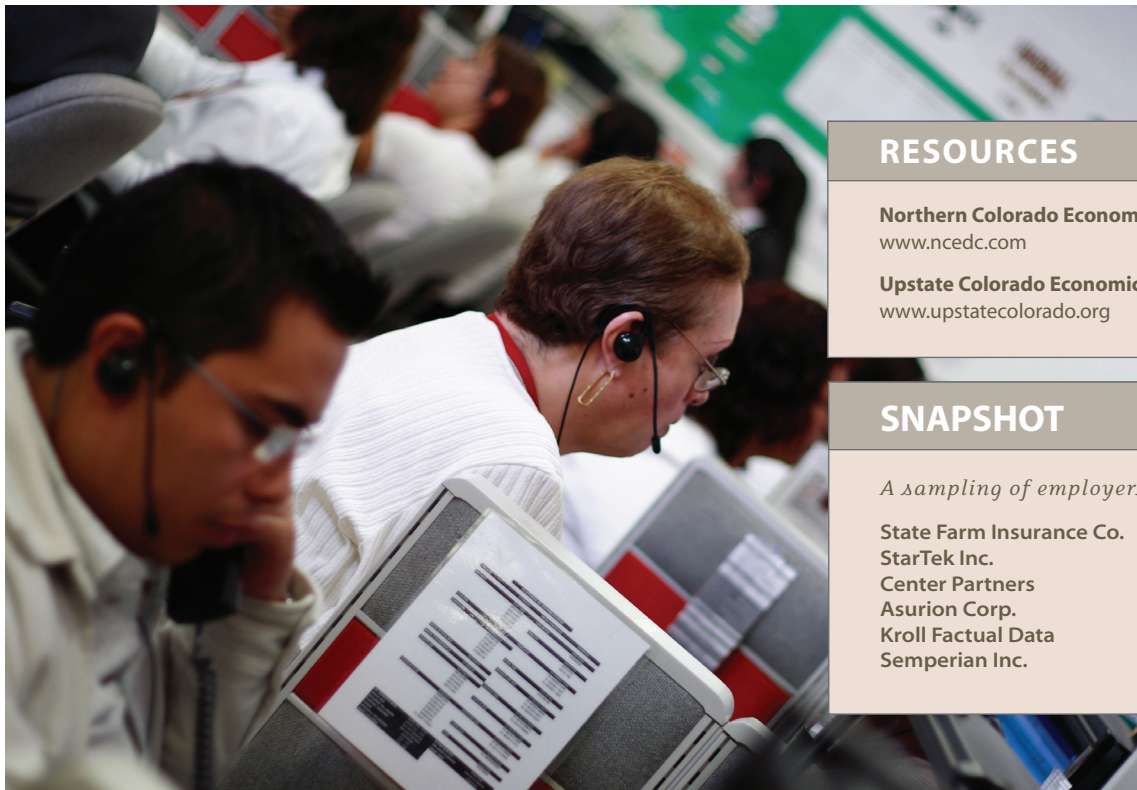
■ Center Partners, a Fort Collins-based subsidiary of British conglomerate WPP Group plc, employs about 650 people in the city and 2,500 worldwide. Also in this cluster is Kroll Factual Data, which provides information services to mortgage and consumer-lending industries, employers and landlords. The



Kroll Factual Data employs 375 workers at its Loveland headquarters. The Business Services cluster is a major employer throughout Larimer and Weld counties. Photo courtesy McWhinney

company employs 375 in Loveland.

These companies have found an available work force not only from within Larimer and Weld counties but also from a wider area. Northern Colorado draws workers from Wyoming, eastern Colorado and the Denver metro area, with easy access via I-25. Real estate is also more affordable than in the Denver area, making the area attractive for such operations.



RESOURCES

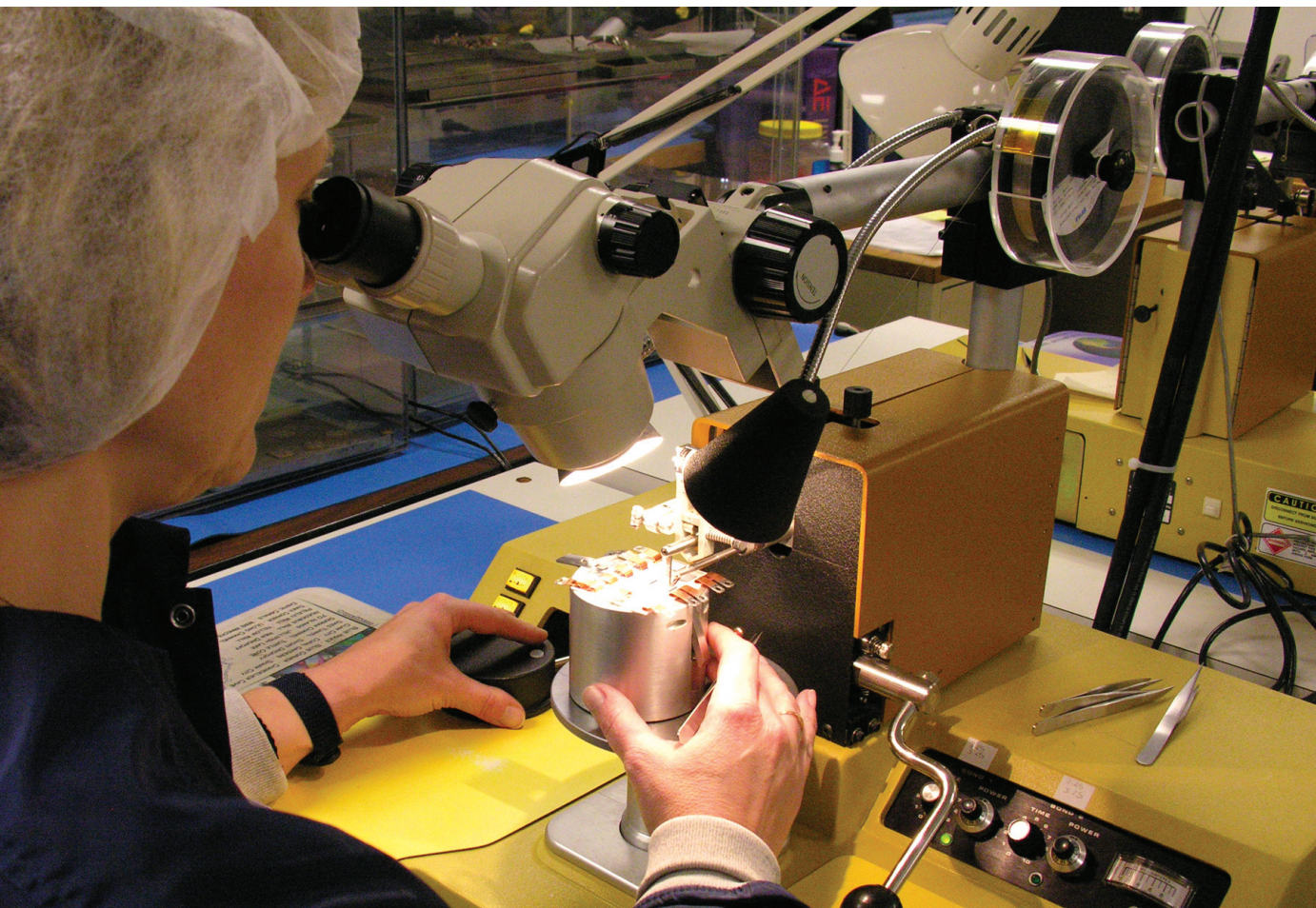
Northern Colorado Economic Development Corporation
www.ncedc.com

Upstate Colorado Economic Development
www.upstatecolorado.org

SNAPSHOT

A sampling of employers in business services.

State Farm Insurance Co.	2,000
StarTek Inc.	1,000
Center Partners	650
Asurion Corp.	400
Kroll Factual Data	375
Semperian Inc.	250



Tech firms build computer, electronic hub

Skilled work force lures chip-design firms

Global technology companies have found ample reason to establish computer and electronic manufacturing operations — including chip design — in Northern Colorado.

The combination of a highly educated work force, strong engineering programs at Colorado State University, a high quality of life and the presence of other technology firms has created a strong computer and electronics cluster.

The cluster includes companies engaged in production of computers and computer-peripheral equipment and is particularly prevalent in Fort Collins and Loveland. Fort Collins ranks No. 1 out of 50 comparably sized metro areas for employment concentration in the sector, at 7.6 percent, and No. 1 in absolute employment, at 6,191.

The region is also one of the most tech-oriented in the state. About 22 percent of Colorado's computer manufacturing employees were employed in Larimer

Fort Collins ranks No. 1 out of 50 comparably sized metro areas for employment concentration in the computer and electronics cluster. Photo courtesy of Advanced Energy Industries Inc.



County in 2000, but that number grew to about one-third by 2005.

The region's computer and electronics sector began in 1960, when Hewlett-Packard Co. opened its first division outside of California, in Loveland. That one division spawned creation of an entire industry in Northern Colorado.

HP remains a dominant presence, with about 2,000 employees in Fort Collins, but its influence has brought other companies to the region as well, either through spinoffs from HP or other tech employers drawn by HP's presence.

Here is a sampling of other local companies in the computer and electronic manufacturing sector:

■ Agilent Technologies Inc., an HP spinoff, employs 550 people in Loveland. The company develops technologies and



Advanced Energy Industries Inc. is just one example of home-grown companies in the computer and electronic design cluster. Photo courtesy of Advanced Energy Industries Inc.



Advanced Micro Devices has leased space in Fort Collins, adding to the region's computer and electronics manufacturing cluster, which includes chip design. Photo courtesy of Realtec Commercial Real Estate Services Inc.

solutions for communications, electronics, life sciences and chemical analysis.

■ Avago Technologies Ltd., once the semiconductor division of HP and then Agilent, employs 650 in Fort Collins.

■ Advanced Energy Industries Inc. develops power-conversion devices and other products used in the manufacture of semiconductors, flat-panel displays and other products, employing 600 locally.

■ Both Intel Corp. and Advanced Micro Devices Inc. have launched chip-design labs in Fort Collins, both located on East Harmony Road, adjacent to HP and Avago. National

Semiconductor Corp. also operates a design center in the city.

Computer and electronic manufacturing, including chip design, is a targeted cluster of the city of Fort Collins, which works closely with CSU, the Northern Colorado Economic Development Corp. and other groups to bolster the tech economy.

CSU's College of Engineering hosts the Electrical & Computer Engineering Industrial Advisory Board, designed to foster growth of the college's engineering discipline, including facilitating connections between students and private industry.

SNAPSHOT

A sampling of companies in the computer and electronic manufacturing cluster:

Hewlett-Packard Co.	2,000
Advanced Energy Industries Inc.	650
Avago Technologies Ltd.	650
Agilent Technologies Inc.	550
Intel Corp.	400
LSI Logic Corp.	260
RPM Technology Inc.	175
Advanced Micro Devices	35

RESOURCES

City of Fort Collins

www.fcgov.com/business

City of Loveland

www.ci.loveland.co.us

Colorado Association for Manufacturing and Technology

www.camt.com

Colorado State University College of Engineering Electrical & Computer Engineering Industrial Advisory Board

www.engr.colostate.edu/ece

Northern Colorado Networking Group

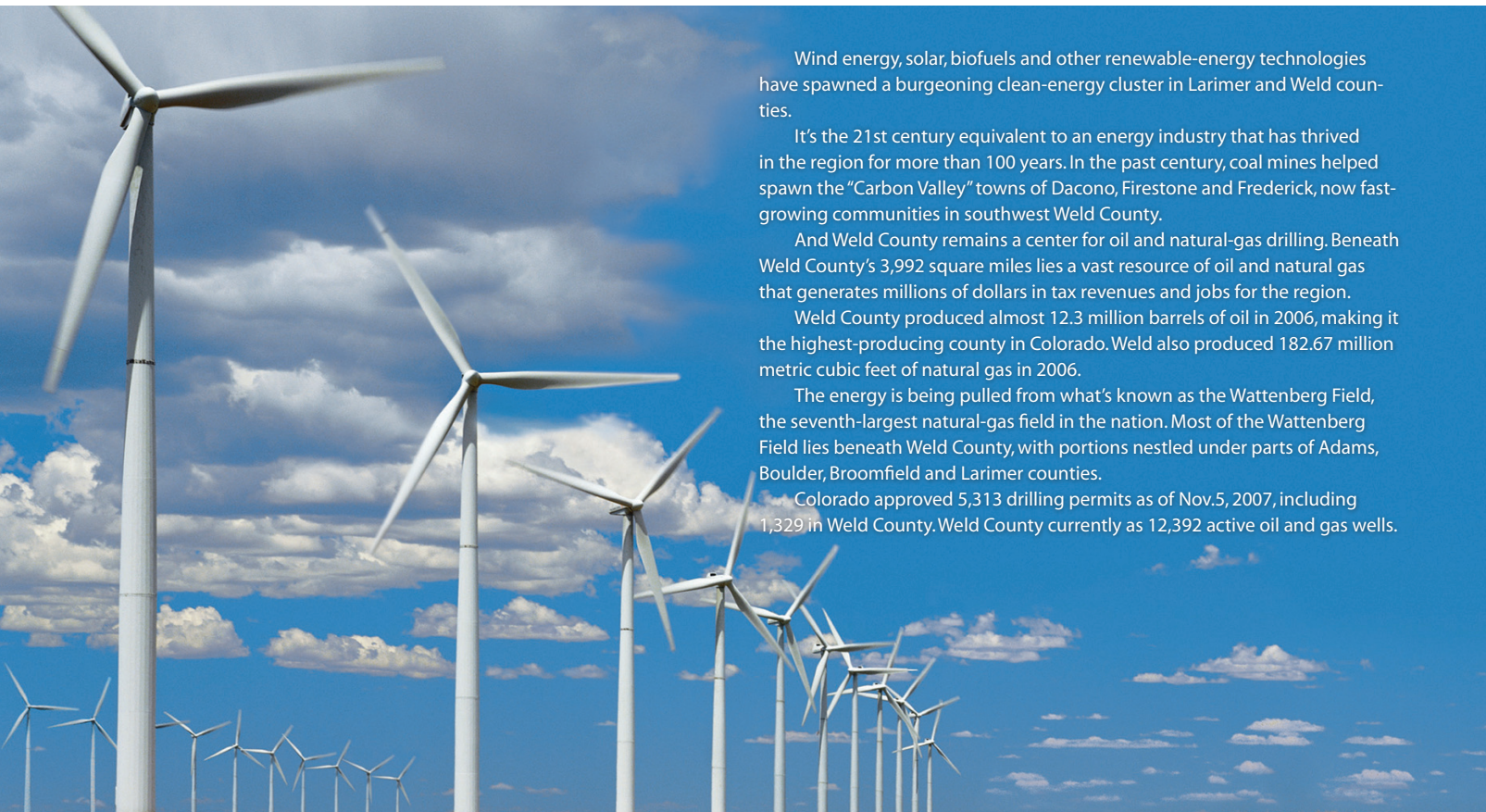
www.nocnet.org

Northern Colorado Economic Development Corporation

www.ncedc.com

Technology, demand fuel energy cluster

Wind, solar jobs add to fossil-fuel base



Wind energy, solar, biofuels and other renewable-energy technologies have spawned a burgeoning clean-energy cluster in Larimer and Weld counties.

It's the 21st century equivalent to an energy industry that has thrived in the region for more than 100 years. In the past century, coal mines helped spawn the "Carbon Valley" towns of Dacono, Firestone and Frederick, now fast-growing communities in southwest Weld County.

And Weld County remains a center for oil and natural-gas drilling. Beneath Weld County's 3,992 square miles lies a vast resource of oil and natural gas that generates millions of dollars in tax revenues and jobs for the region.

Weld County produced almost 12.3 million barrels of oil in 2006, making it the highest-producing county in Colorado. Weld also produced 182.67 million metric cubic feet of natural gas in 2006.

The energy is being pulled from what's known as the Wattenberg Field, the seventh-largest natural-gas field in the nation. Most of the Wattenberg Field lies beneath Weld County, with portions nestled under parts of Adams, Boulder, Broomfield and Larimer counties.

Colorado approved 5,313 drilling permits as of Nov. 5, 2007, including 1,329 in Weld County. Weld County currently has 12,392 active oil and gas wells.

The Ponnequin Wind Farm in northern Weld County reflects just one aspect of a dynamic energy economy that includes wind, solar, ethanol and traditional fossil fuels. Photo courtesy of Xcel Energy

Clean energy is a focus of a wide array
of Northern Colorado organizations.

THIS SECTION SPONSORED BY:

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DEVELOPMENT COMPANY

Prevalence of oil and gas drilling produces many benefits for the region, including severance-tax revenues to the county and state, jobs and occupancy of industrial/warehouse real estate.

But the region is also embracing clean energy, and the new employment opportunities the sector presents. Here's a sampling of the region's growing clean-energy sector:

▣ Vestas Wind Systems A/S, the world's largest manufacturer of wind turbines, has selected Windsor, in Weld County, for a new wind-turbine manufacturing plant that will employ more than 600 people. The company was brought to Windsor with the assistance of Upstate Colorado Economic Development.

▣ AVA Solar Inc., a startup company spinning off technology from Colorado State University, has announced plans for a 500-job plant in Fort Collins. The company will transform ordinary sheet glass into solar-power generators.

▣ Front Range Energy LLC operates a state-of-the-art ethanol plant in the Great Western Industrial Park in Windsor.

▣ Ice Energy Inc., a Windsor-based energy-technology company, produces systems that shift peak electricity demand for air conditioning from afternoon to nighttime.

The region has also become a center for research in electric power systems. UQM Technologies Inc. in Frederick develops electric



Solar energy is emerging as a major industry in Northern Colorado. Colorado State University spinoff AVA Solar Inc. plans to build a new solar-panel manufacturing plant in Fort Collins, employing 500 workers.

power systems for battery electric, fuel-cell and hybrid electric vehicles, and Woodward Governor Co. in Fort Collins and GE Energy in Loveland develop efficient energy systems.

Research at CSU helps drive the clean-energy momentum. The university is building a new research park focusing on renewable-energy research and production, and the university's Engines and Energy Conversion Laboratory works to take energy innovations to the marketplace.

Clean energy is a focus of a wide array of Northern Colorado organizations. The city of Fort Collins, the Colorado State University Office of Economic Development, the Northern Colorado Economic Development Corp. and Upstate Colorado Economic Development have all established clean energy as a targeted cluster.

Additionally, those organizations and others have formed the Northern Colorado Clean Energy Cluster, a consortium seeking to promote the region's clean-energy by building on existing competencies.

RESOURCES

City of Fort Collins
www.fcgov.com

Colorado State University Engines and Energy Conversion Laboratory
www.eecl.colostate.edu

Colorado State University Office of Economic Development
<http://oed.colostate.edu>

Northern Colorado Clean Energy Cluster
www.nccleanenergy.com

Northern Colorado Economic Development Corporation
www.ncedc.com

Upstate Colorado Economic Development
www.upstatecolorado.org

SNAPSHOT

A sampling of companies in the clean-energy sector.

Vestas Wind Systems A/S
600 (projected)

AVA Solar Inc.
500 (projected)

Anadarko Petroleum Corp.
180

Kerr McGee
175

UQM Technologies Inc.
49

Ice Energy LLC
40

Front Range Energy LLC
35

Spirae Inc.
15

Medical providers find healthy market

Population growth gives sector 'shot in the arm'

Look no farther than 1801 16th St. in Greeley to witness the booming nature of Northern Colorado's health-care industry. North Colorado Medical Center, managed by Phoenix-based Banner Health, recently completed a \$200 million "Second Century Project" that saw extensive renovations and new construction.

It's just one example of the hundreds of millions of dollars that have been invested in the region's medical sector in recent years. Here's a sampling of other projects:

■ To the west in Loveland, along the booming Interstate 25 corridor, Fort Collins-based Poudre Valley Health System, in partnership with Regional West Medical Center of Scotts Bluff, Neb., has built the region's newest hospital, the 136-bed Medical Center of the Rockies, at a cost of \$240 million.

MCR encompasses 570,000 square feet and includes the Heart Center of the Rockies, Trauma Center of the Rockies and other services.

■ Also in Loveland, Banner Health's McKee Medical Center in 2003 began its \$61 million "Legacy Project," an ambitious expansion that included a new 120,000-



Northern Colorado boasts some of the finest medical facilities in the country, including North Colorado Medical Center in Greeley. Photo courtesy of Banner Health

Witness the booming nature
of Northern Colorado's
health-care industry.



square-foot, three-story wing, complete with 29 new patient rooms and space for a total of 55 new rooms.

Ernest Health Inc. of Albuquerque, N.M., has built the Northern Colorado Rehabilitation Hospital and the Northern Colorado Long Term Acute Hospital in Johnstown, near the U.S. Highway 34/I-25 interchange.

Poudre Valley Hospital in Fort Collins continues a wave of renovation and expansion, both on the main campus on South Lemay Avenue and at the south campus on East Harmony Road. Most recently, PVH officials launched a \$6 million expansion of the hospital's operating rooms.

In Brighton, Platte Valley Medical Center recently completed a new \$138 million medical campus along Interstate 76. The 287,000-square-foot facility serves many communities in southern Weld County.

What's driving all this construction? It's all about population growth. Larimer and Weld counties reached a combined 513,000 people in 2007, about 183,000 more than in 1990. The two counties are projected to have about 697,000 people in 2020.

Those new residents need health care, and the health-care industry needs physicians, specialists and nurses. Several organizations work to fill the gap in medical employment, including Aims Community College, Front Range Community College, the Institute of Business & Medical Careers and the University of Northern Colorado in Greeley.

UNC's School of Nursing turns out about 100 baccalaureate students and 25 master-level students each year, with the school's first Ph.D. graduates in 2008. The school is approved by the Colorado State Board of Nursing and is accredited by the Commission on Collegiate Nursing Education.

Regional hospitals have racked up a string of honors. Most recently, North Colorado Medical Center was named one of the top 100 hospitals in the nation for cardiovascular care.



North Colorado Medical Center in Greeley recently completed a \$200 million expansion.
Photo courtesy of North Colorado Medical Center



Poudre Valley Health System continues a wave of expansion, both at the main hospital on Lemay Avenue in Fort Collins and at campuses on East Harmony Road and in Loveland.
Photo by Erik Stenbakken, Stenbakken Photography

RESOURCES

Aims Community College
www.aims.edu

Front Range Community College
www.frontrange.edu

Institute of Business & Medical Careers Inc.
www.ibmc.edu

University of Northern Colorado
www.unco.edu

SNAPSHOT

Here are Northern Colorado's local hospitals

McKee Medical Center, Loveland

Medical Center of the Rockies, Loveland

North Colorado Medical Center, Greeley

Northern Colorado Long Term Acute Hospital, Johnstown

Northern Colorado Rehabilitation Hospital, Johnstown

Poudre Valley Hospital, Fort Collins



Region tests well for analytical instruments

Local companies draw global interest, investment

Northern Colorado serves as home to a variety of companies devoted to the production of analytical instruments. The industry employs thousands locally, primarily in Fort Collins and Loveland, and has drawn investment from throughout the world. Many local instrument companies work closely with chemistry, engineering and bioscience programs at Colorado State University in Fort Collins, the University of Colorado at Boulder or the University of Wyoming in Laramie, located 60 miles northwest of Fort Collins.

The analytical-instruments cluster overlaps with other clusters targeted by the Northern Colorado Economic Development Corp. and Upstate Colorado Economic Development, including the bioscience cluster.

Two spinoffs of Hewlett-Packard Co. are major employers in the analytical-instruments cluster. Agilent Technologies Inc. employs 550 in Loveland. The company, formerly HP's instrument division, manufactures electronic measurement and testing equipment.

Avago Technologies Inc., an HP/Agilent spinoff, manufactures a variety of test and measurement equipment in Fort Collins. The company began as HP's components division in the 1960s. After HP spun off Agilent in 1999, the division became Agilent's

semiconductor-products group. It was spun off again, as Avago Technologies Inc., when Kohlberg Kravis Roberts & Co. and Silver Lake Partners acquired the group for \$2.66 billion in 2005. Other regional instrument companies focus on water-testing equipment. Hach Co. in Loveland was purchased by Denmark-based Danaher Corp. in 1999. The company manufactures and distributes instruments for testing the quality of water and other liquids. Hach employs 550.

In-Situ Inc. relocated to Fort Collins from Laramie, Wyo., in 2004. The company also manufactures water-monitoring instrumentation and employs 65.

Beckman Coulter of Fullerton, Calif., recently purchased the Fort Collins division of Dako Denmark A/S. The operation manufactures flow-cytometry instruments and employs 200. The division originated in Fort Collins as Cytomation Inc. and has had close ties with Colorado State University and a spinoff bioscience company, XY Inc.

Another local instrumentation company, Baker Instrument Co., was purchased in 2007 by SKF AB, a Swedish company. Baker manufactures testing and diagnostic instrumentation for electric motors. Baker employs 50.

Wasson ECE Instrumentation Inc. specializes in configuring

Northern Colorado serves as home to a variety of companies devoted to production of analytical instruments, including In-Situ Inc., which relocated to Fort Collins from Laramie, Wyo. Photo courtesy of In-Situ Inc.



Agilent Technologies Inc., a spinoff of Hewlett-Packard Co., manufactures electronic measurement and testing equipment. Photo courtesy of Agilent Technologies Inc.

and modifying new or existing Agilent Technologies gas chromatographs. The company employs 30 in Fort Collins.

A Greeley startup company, Accukits LLC, develops environmental test kits for consumers, allowing home owners, business owners or owners of commercial buildings to sample for toxic mold, asbestos, lead-based-paint, radon gas and other hazards.

And, near the small Weld County community of Nunn, the Colorado Engineering Experiment Station Inc. provides performance evaluation of electronic flow-measurement systems and development of flow meters. The company originated as a program of the College of Engineering at the University of Colorado at Boulder and essentially serves as an independent commercial calibration facility.

SNAPSHOT

Avago Technologies Inc.	800
Hach Co.	550
Agilent Technologies Inc.	550
Beckman Coulter	200
In-Situ Inc.	65
Baker Instrument Co.	50
Colorado Engineering Experiment Station Inc.	35

RESOURCES

Northern Colorado Economic Development Corporation
www.ncedc.com

Upstate Colorado Economic Development
www.upstatecolorado.org



capable

ca • pa • ble [key-puh-buhl] adj.

1. having the power & ability required for a specific task
2. efficient, competent
3. qualified

Colorado's Internet Experts.
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Innovators program regional software cluster

Region attracts wealth of IT startups, expansions

A highly educated and innovative work force has helped Larimer and Weld counties emerge as a center for information-technology and software companies, with that sector demonstrating solid growth in the region.

Software companies benefit from the presence of Colorado State University in Fort Collins, the University of Northern Colorado in Greeley, local community colleges and several federal laboratories.

Hundreds of software companies operate locally, collectively employing thousands of people. Most of those companies are small, typically employing fewer than 100 people, with most employing fewer than 10. A recent study of the IT/software cluster conducted for the city of Fort Collins by Development Research Partners concluded that software companies "thrive on creativity and innovation," attributes in great supply in

Northern Colorado. Additionally, software ventures can be launched with a low barrier to entry, and mergers and acquisitions are frequent.

The region's concentration of IT/software companies is widespread geographically. Fort Collins ranks No. 2 nationwide among similarly sized metropolitan areas in terms of concentration of IT/software workers, with 2,257 workers making up 2.8 percent of total employment.

The city is home to companies such as Deltek Systems Inc. and Hewlett-Packard Co. spinoff CoCreate Software Inc. Indicative Software Inc., another HP spinoff, develops enterprise-management software. FRll, an Internet service provider serving the Front Range of Colorado, also is based in Fort Collins.

Loveland boasts many software companies as well, including the fast-growing Colorado VNet LLC, founded

Excelsior Software Inc. plans a new headquarters in west Greeley's Promontory business park. Greeley and other communities in Northern Colorado have emerged as a center for information-technology and software companies. Illustration courtesy of Excelsior Software Inc.

The Downtown Development Authority



Urb: Latin for City.

Cities are focal points for business, education, culture, trade, political and social intercourse. As they matured into their late 20th century form, old urban areas deteriorated in the face of suburban (beyond the City—not a part of the city) developments that concentrated homes and commercial activity away from center cities.

The history of Fort Collins is written in the public and private halls of downtown buildings. The lives of local citizens were shaped through lawmaking by civic leaders, the erection of cultural facilities, schools, and public offices, through private enterprise, through lending and foreclosures by local banks, through births, deaths, weddings in downtown churches, and decrees of all sorts in downtown courts.

For the sake of this history and the beautiful buildings where it was acted out, downtown redevelopment is a task well worth undertaking. But it is not enough to just “preserve.” Without economic viability, downtown Fort Collins would be a serious financial and safety liability to the whole community.

The Fort Collins Downtown Development Authority was created in 1981 to help its urban center compete economically, to preserve its built, social, and cultural history and, and to assist it in being a healthy, contributing community asset.

The Downtown Development Authority



The DDA is an economic development agency using tax increment financing to encourage and compliment private investment. It works with developers, property owners, individual businesses, cultural and social institutions to promote responsible, exciting, and high-quality infill development projects and programs. The DDA's financial investments have resulted in new residential projects, the creation of pri-

mary jobs, the conversion of alleys into a pedestrian network providing local businesses with the opportunity to have two "front doors," 1600 new parking spaces, and the renovation of more than 40 building facades. Three-hundred million dollars in private investment has been leveraged with \$27 million in tax increment financing.

The Authority is currently working with Colorado State University to build and operate a life-long learning center coupled with an indoor velodrome. The architectural firm of HOK Venue (designers of Coors Field) is designing a 4 - 5,000 seat covered amphitheater that will be home to yet another DDA creation—Beet Street. In a partnership with the DDA and the City of Fort Collins, Corporex Colorado, a development company with years of hospitality experience is working to bring a hotel and convention center into the heart of downtown. These projects, along with a green building incentive program, a year-round community market, a nature/ raptor center, more



Photos courtesy of the Fort Collins Museum Local History Archive and the City of Fort Collins Communications & Public Involvement Office.

residential projects, and other public cultural and business amenities, are on the Authority's work program for 2008.

Tax Increment Financing

As a developer, property owner, or businessperson, the most fundamental fact to know about tax increment financing is that it does not involve any new tax levy. Any property improvement (such as an addition to an existing house) results in a higher property value and correspondingly higher property taxes. Within the DDA district, the increase in property taxes goes to the DDA to fund projects and programs. The increase is called an "increment"—that is, the "incremental" change in taxes resulting from improvements made to a property.

It is important for the DDA to retain the use of this tool as it works to improve downtown's economic, cultural, and business climate. Every trend in commercial development creates a new competitor to the old city center. It competes against strip centers, enclosed malls, big boxes, lifestyle centers, and "new old towns." To retain downtown as the heart and soul of our community, the DDA requires tax increment financing if it hopes to compete effectively. Coupling tax increment to private investment gives developers and property and business owners the exciting opportunity to create profitable but unique, one-of-a-kind projects in a dynamic urban environment.



Tax increment financing does not give downtowns any particular advantage over suburban developments. Urban renewal authorities have the same access to tax increment financing and they can be established anywhere a "blight finding" is made. It has been used for cornfield development, strip center and mall renovations, and the building of large new suburban residential neighborhoods. URAs can also create as many tax increment districts as they choose, virtually guaranteeing their perpetual existence. DDAs are limited to the use of tax increment in just one downtown district and, under current Colorado law, when its statutory right to use it expires, the program ends or must start all over again with no resources at its disposal.



The Future

The projects and programs planned for 2008 and beyond are dependent on a change to the Colorado State statute governing DDAs. The Fort Collins DDA has taken the lead in asking the State legislature to amend the statute to permit continued use of tax increment financing. Without the change, the downtown we know today will slowly slip away.



Tax increment financing is a unique and effective economic development tool. In fact, it is the only program that can have a serious impact on renewing downtown economies in Colorado. Tax increment has leveraged over 100 downtown projects. Without it, none of the following projects would have occurred:

- Old Town Square**
- Opera Galleria**
- Oak Street Plaza**
- Remington Parking Garage**
- Civic Center Parking Garage**
- Beet Street**
- Trimble Court**
- Tenney Court**
- Three low-income Housing Authority projects**
- Armstrong Hotel**
- Eight residential developments**
- LED Holiday lighting**
- Street landscaping and irrigation**
- Linden Hotel**
- Northern Hotel**
- In-Situ**

The Authority has traditionally targeted physical improvements as the best route to economic viability. While such improvements remain a priority the Board of Directors decided in 2002 that to compete successfully with rapidly evolving suburban commercial development it needed to create a new paradigm. At retreats and regular meetings the Board's

vision for the future slowly emerged into what is now Beet Street. Beet Street is modeled on the Chautauqua Institution in Western New York. This means series after series of exciting intellectual, cultural, entertainment, educational, and recreational programs drawing a national audience to downtown and fill our performing arts venues, our museums, our restaurants, our hotels, and our shops. Beet Street's economic impact will clearly and distinctly set downtown Fort Collins apart from most other commercial districts in the country and allow it to define and direct its own destiny. Richard Florida writes in *Rise of the Creative Class* that creative people are attracted to creative communities. Creative people are not just artists but include forward thinkers in the hard sciences, the social sciences, in computer technology, medicine, philosophy, and religion. Through Beet Street it is the DDA's vision to build that creative environment. Creative businesses, developers, and idea people of all stripes are encouraged to talk with us.



DDA Basics

The Fort Collins Downtown Development Authority meets on the Second Thursday of every month at 7:30 a.m.
Home State Bank, 303 E. Mountain Avenue, Fort Collins

Office:

Downtown Development Authority
#19 Old Town Square, Suite 230
Fort Collins, CO 80524
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Cultural Economic Development: Leveraging The Arts to Drive a Local Economy



Arts, heritage and humanities organizations and activities are critical resources that contribute to the identity, quality of life and economic vitality of a community. They are integral to the social fabric of the lives of people.

They also hold the potential to make remarkable things happen for communities.

Fort Collins enjoys a great legacy of agriculture, commerce and education. In addition to Colorado State University, which is one of the leading technological research institutions in the United States, Fort Collins boasts a full-time symphony, opera, 15 dance companies, 11 theater companies, 6 museums, and numerous other cultural activities throughout the year.

From a purely demographic perspective, Fort Collins defies the standard economic predictors that forecast a community's ability to effectively support the cultural arts based on population size and per capita income. This is a community that consumes and participates in the cultural arts in a noteworthy way. In fact, more tickets to cultural events are sold in Fort Collins than in the communities of Boulder and Colorado Springs combined.

Beet Street will add another dimension to significantly enhance the cultural and educational scene, creating synergies with existing groups, and building a new community venue and a national forum to explore critical topics from multiple perspectives.

Since 2002, many engaged and enthusiastic members of the Fort Collins community have contributed their time, encouragement and



support to help shape the vision and plan for the launch of Beet Street – an economic-development initiative conceived and incubated by the Fort Collins Downtown Development Authority

Beet Street is a nonprofit cultural destination specifically designed to celebrate the intellectual, cultural and recreational vitality of Fort Collins, Colorado as a community that fosters, celebrates, and inspires human creativity and inquisitiveness through diverse cultural experiences. Through its calendar of thematic arts, cultural and scientific programs, Beet Street works in close collaboration with established, local cultural arts organizations to distinguish Fort Collins, Colo., as a community where everyone is invited to share in discussion, reflection and creative expression.

Inspired by the venerable Chautauqua Institution in upstate New York, Beet Street leverages the qualities that make Fort Collins a special place to work, live and play. Its efforts are

dedicated to connecting the Fort Collins community to global cultural experiences and elevating awareness of the performing and visual arts, local culture, and vast range of experiences our community has to offer. Beet Street's first full year of thematic programming kicks off in 2008. Some highlights for the year include:

Science Café Fort Collins

Science Café Fort Collins joins the international community of scientists and interested citizens who meet monthly for informal discussions of lively and interesting

issues in contemporary science. We host top-notch local and internationally recognized scientists, from academia and industry, in our quest to transform scientific discourse into fascinating, "polite conversation."

Life on a Shoestring: Perspectives on Stepping Out of Poverty

A unique community dialog featuring internationally acclaimed experts offering varied perspectives on what can be done to address the issue of poverty. Presenters include: Barbara Ehrenreich, author of *Nickel & Dimed: On (Not) Getting By in America*; Phil DeVol, co-author of *Bridges Out of Poverty*; A locally produced performance of *Nickel & Dimed* by Openstage Theater & Company; and community forums, economic panel discussions, and much more.

Social Media: Telling Stories, Changing Lives

Investigating how emerging technology is changing the way we obtain our news, document our lives, choose our nation's leaders, and communicate around the world.

A Fort Collins Jazz Experience

A long weekend of regional jazz performances, lectures on the history and evolution of jazz, films, jazz sessions in Old Town venues and a special performance by Wynton Marsalis and the Lincoln Center Jazz Orchestra.



Peace Corps Family Reunion: Bring Your Piece of the Promise

Returned Peace Corps Volunteers will come to Fort Collins for a weekend of activities and discussion focused on the contributions of the volunteer-powered organization; hear internationally recognized experts discuss our prospects for peace; celebrate at a world music and food festival; participate in a parade of nations; attend special panel discussions and symposia; and, attend a very special concert for peace. All are welcome to celebrate the contributions of Colorado State University and the community of Fort Collins in the development of the modern day Peace Corps.

As an economic-development initiative, Beet Street seeks to provide the inspiration and guidance needed to fully realize the tremendous potential of cultural development for Fort Collins' future by addressing issues of access, visibility, and diversity.

We believe that it makes good business sense to invest resources into initiatives that play to a community's strengths. With cultural tourism (in all of its vast applications) and eco-tourism becoming the two most rapidly growing sectors in the tourism industry, Fort Collins is poised to become a destination of choice for those seeking remarkable experiences.

Beet Street is poised to help lead the way.

"Understanding and acknowledging the incredible economic impact of the nonprofit arts and culture, we must always remember their fundamental value. They foster beauty, creativity, originality, and vitality. The arts inspire us, sooth us, provoke us, involve us, and connect us. But, they also create jobs and contribute to the economy."

—Robert L. Lynch
President & CEO, Americans for the Arts

GREAT COMMUNITIES DON'T HAPPEN BY ACCIDENT.

It takes vision, compromise
and a lot of hard work to
make the right things
happen to preserve and
enhance the personality of a
great downtown.
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their preservation and
economic vitality.
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create a sustainable design
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by serial entrepreneur Bill Bierwaltes. The company produces programs for automation of home systems, including lighting, audio, personal computers and other systems. Greeley, too, hosts a variety of software companies, including Excelsior Software Inc., which produces software for educational institutions, and Eclipse Software Systems Inc., which produces logging software for truckers.



Photo courtesy of Advanced Energy Industries Inc.

A growing niche among the region's software companies is geographic information systems, which is emerging as a "sub-cluster" of the IT/software cluster. Local GIS companies work with federal agencies such as the U.S. Geological Survey's Fort Collins Science Center.

Fort Collins and Loveland are nationally known for GIS expertise, with companies such as RealGIS, Red Hen Systems Inc., LandNet Corp., New Century Software Inc. and TechniGraphics Inc., and Telvent Minor & Minor. Most recently, Data Transfer Solutions

LLC opened a new office in Fort Collins.

Clear Path Labs Inc., a startup, in 2007 joined the Fort Collins Innovation Center, an incubator run by the Rocky Mountain Innovation Initiative.

RMII is a joint venture among the cities of Fort Collins, Greeley and Loveland, Larimer County, Colorado State University, the Northern Colorado Economic Development Corp., Colorado State University Research Foundation and Platte River Power Authority. RMII also is launching a Loveland Innovation Center.

SNAPSHOT

A sampling of IT/Software companies in the region.

TechniGraphics Inc.	100
Deltek Systems Inc.	85
Colorado VNet LLC	75
Excelsior Software Inc.	65
Indicative Software Inc.	63
CoCreate Software Inc.	60

RESOURCES

Colorado Software and Internet Association
www.csiaonline.com

Colorado State University
Computer Information Systems Department
www.biz.colostate.edu/depts/CIS/cis.htm

Rocky Mountain Innovation Initiative
www.rmi2.org

Northern Colorado Economic Development Corp.
www.ncedc.com



Region delivers for logistics companies

Roads, rail make area ideal for distribution

Booming population growth and access to major interstate highways, ample rail service and Denver International Airport make Northern Colorado an ideal location for logistics companies.

Defined by Logistics World as the acquisition, storage, movement, distribution, maintenance, evacuation and disposition of material, logistics employs thousands of workers in Larimer and Weld counties.

One reason is the rapid population growth of Larimer and Weld counties, which now number a combined 513,000 people, but with millions more in close proximity. Larimer and Weld counties are located just north of the seven-county Denver metropolitan area. Interstate 25, Colorado's main north-south interstate, runs through the region, as do U.S. Highways 85 and 34.

Additionally, Interstate 76, located a few miles south and east of Weld County, and the E-470 beltway offer easy access to DIA. The region is also close to I-80, which runs a few miles north, through Cheyenne, Wyo.

Rail service includes both BNSF Railway Co. and Union Pacific Corp. Another railway, Great Western Railway of Colorado LLC, a Windsor-based division of OmniTRAX Inc., operates 80 miles of track and interchanges with BNSF and UP.



*Wal-Mart operates a large distribution center in Loveland, contributing hundreds of jobs to a burgeoning logistics cluster in the region.
Photo by Paul Nielsen, Down to Earth Aerial Photography*



The region boasts several major distribution operations for Fortune 100 companies, including a Wal-Mart Distribution Center in Loveland. American Eagle Distributing Co., also in Loveland, is a leading distributor of Anheuser-Busch Cos. Inc. products.

Other distribution operations include McLane Western, which distributes food and nonfood items to convenience stores, drug stores, mass merchandisers and supermarkets, and TSN Inc., a division of Bunzl Distribution, which distributes business supplies to convenience stores. Both McLane Western and TSN operate in Weld County.

Nearby, distribution operations exist for Kmart Corp., Lowe's Cos. Inc. and others.

Distribution companies are drawn to the region for a variety of reasons, including access to a large work force, not only from Larimer and Weld counties but also from the Denver area, Wyoming and northeastern Colorado.

Land is generally less expensive locally than in the Denver area and many other parts of the country and is available in abundance.

Northern Colorado is also centrally located nationwide, with DIA ranking as one of the busiest airports in the nation, and one with ample international flights. And with 300-plus days of sunshine a year, distributors benefit from a good climate getting goods to market.



Loveland-based American Eagle Distributing Co. is a leading distributor of Anheuser-Busch Cos. Inc. products.
Photo courtesy of American Eagle Distributing Co.



Great Western Railway of Colorado LLC operates 80 miles of track and interchanges with BNSF Railway Co. and Union Pacific Corp. Photo courtesy of Great Western Railway of Colorado LLC

RESOURCES

BNSF Railway Co.
www.bnsf.com

Great Western Railway of Colorado LLC
www.omnitrac.com/rail_gwr.aspx

Union Pacific Corp.
www.up.com

Northern Colorado Economic Development Corporation
www.ncedc.com

SNAPSHOT

Local distribution/logistics companies, with number of employees.

Wal-Mart Distribution Center	1,225
Kmart Distribution Center	525
McLane Western	523
Yancey's Food Service Co. Inc.	225
TSN Inc.	150
American Eagle Distributing Co.	110



Manufacturers find business-friendly climate

Quality work force lures Fortune 100 firms



Eastman Kodak Co.'s Kodak Colorado Division in Windsor employs 900 people manufacturing photographic products. Photo courtesy of Kodak Colorado Division

Film, food, furniture, metal, chemicals, machinery, plastics, paper, computers, engines, electronics ... these are just a few examples of products manufactured in Larimer and Weld counties. One of the nation's most-desirable places to live is also one of the most-desirable places in which to produce goods, with access to a highly educated work force, reasonably priced real estate and solid distribution networks.

From JBS Swift & Co. in Greeley, part of the world's largest beef processor, to

Eastman Kodak Co. in Windsor, Northern Colorado's manufacturers hail from virtually every industry imaginable. These companies range from Fortune 100 firms to small, niche manufacturers.

One of the region's largest manufacturers is Woodward Governor Co., a publicly traded company that moved its corporate headquarters to Fort Collins from Rockford, Ill., in late 2006. The company, which manufactures energy-control systems, reached \$1 billion in sales in 2007 and employs 1,100 workers

Woodward Governor Co. moved its headquarters to Fort Collins last year. The company reached \$1 billion in sales in 2007. Photo courtesy of Woodward Governor Co.



in Fort Collins and Loveland.

Woodward moved its headquarters to Fort Collins, where it had long operated a plant, because the area was already home to several senior executives, including CEO Thomas Gendron. On Fort Collins' northern edge, Anheuser-Busch Cos. Inc. operates its Colorado brewery, producing nine billion barrels of beer per year.

A few miles south, in Windsor, Kodak Colorado Division employs 900 people producing photographic products. Kodak recently sold its medical-products division, and another 800 former Kodak employees now work as part of Carestream Health Inc. in Windsor.

Instrument manufacturing also is a major niche in Northern Colorado. Hach Co., a division of Denmark-based Danaher Corp., produces water-analysis equipment, employing 830 in Loveland. The region boasts some of the world's top high-tech manufacturers, including Intel Corp., Advanced Micro Devices Inc. and Agilent Technologies Inc.

Additionally, the burgeoning clean-energy cluster is bringing some major employers to the region. Vestas Wind Systems A/S will employ more than 600 at a wind-turbine manufacturing plant in Windsor, set to open in mid-2008.

AVA Solar Inc., using technology

developed at Colorado State University, expects to employ 500 at a solar-panel manufacturing plant in Fort Collins, part of a new renewable-energy research park developed by CSU.

In Fort Lupton, Colorado Railcar Manufacturing LLC produces commuter and luxury railcars for communities across the country. The company employs about 100 people.

Fortunately, Northern Colorado has an abundant work force to serve these manufacturers. A recent study conducted by The Pathfinders revealed that the current work force could handle the

needs of new or expanding businesses. The study, funded by Upstate Colorado Economic Development, the Northern Colorado Economic Development Corp., the Colorado Office of Workforce Development and other state and local agencies, found that a significant number of individuals within the study area are qualified and are willing to accept better jobs.

Local manufacturers also benefit from close connections with Colorado State University in Fort Collins, the University of Northern Colorado in Greeley and with local community colleges.



Woodward Governor Co. operates a plant in Loveland. Woodward is a world leader in the manufacture of energy-control systems. Photo courtesy of Woodward Governor Co.

SNAPSHOT

A sampling of employers in the manufacturing sector.

JBS Swift & Co.	3,653
Woodward Governor Co.	1,100
Kodak Colorado Division	900
Hach Co.	830
Agilent Technologies Inc.	550
Colorado Railcar Manufacturing LLC	100

RESOURCES

Colorado Association for Manufacturing & Technology
www.advancecoloradocenter.com/camt.html

Northern Colorado Economic Development Corporation
www.ncedc.com

Upstate Colorado Economic Development
www.upstatecolorado.org



Universities set firm foundation for business

CSU, UNC, community colleges produce highly skilled work force

Colorado ranks No. 2 nationwide in workforce education, and colleges and universities in Larimer and Weld counties helped the state achieve that ranking. The ranking was part of the 2007 State New Economy Index published by The Information Technology & Innovation Foundation and the Ewing Marion Kauffman Foundation.

Northern Colorado is home to Colorado State University in Fort Collins and the University of Northern Colorado in Greeley, as well community colleges and other institutions of higher education.

CSU boasts total enrollment of about 23,000 students and offers a variety of highly sought-after degree programs, including engineering, energy research, business, veterinary sciences, bioscience and other disciplines.

Kiplinger's Personal Finance ranks CSU as one of the top "100 Best Values in Public Colleges."

CSU president Larry Penley has established economic development as one of the core missions of the university, opening the Office of Economic Development, charged with fostering "the economic health of the state of Colorado by systematically bringing Colo-

rado State University and industry closer together."

An innovative partnership between the CSU Office of Economic Development and the Northern Colorado Economic Development Corp. created a regional economist position that has proved to be invaluable to the region.

UNC in Greeley recorded 2007 enrollment of about 11,000 students. The university offers more than 100 undergraduate programs, and a similar number of graduate programs, and is nationally known for its arts, sciences, humanities, business, human sciences and education programs.

The Monfort College of Business at UNC is the only business college to have won a Malcolm Baldrige National Quality Award. The honor led to the creation of the Monfort Institute, which works with Baldrige winners and other organizations to maintain high levels of quality.

UNC also holds more than 1.5 million items in the James A. Michener Library, named for the author, who earned his master's degree and taught at UNC. Michener bequeathed a vast amount of artifacts and documents to UNC.

*Northern Colorado boasts a wealth of higher-education opportunities, including at the University of Northern Colorado in Greeley.
Photos by Erik Stenbakken, Stenbakken Photography*



Here are some other achievements by local colleges and universities:

- The American Association of State Colleges and Universities has recognized UNC as one of three recipients of the 2007 Christa McAuliffe Award for Excellence for Teacher Education.

- DownBeat magazine named the UNC Orchestra the "Best U.S. College Orchestra" in 2007, the sixth time in the last nine years it has been so honored.

- UNC's School of Education was ranked by U.S. News & World Report as one of "America's Best Graduate Schools 2008."

- CSU ranked No. 1 in Colorado and No. 17 nationally in percentage of first-time candidates without advanced degrees who passed all four parts of the Certified Public Accountant exam.

- U.S. News and World Report lists CSU in the top tier of public and private doctoral universities. The magazine also ranks CSU as the No. 52 top public university in the nation.

- CSU's College of Engineering ranked No. 71, and the College of Business ranked No. 83.

- Business Week ranked CSU's College of Business among the best undergraduate programs in the nation.

- The Princeton Review ranks the CSU College of Business's MBA program as one of the Top 10 best-administered.

Companies looking to relocate or expand in a region demand access to a highly skilled work force. One way to ensure that such an employment pool exists is by fostering a world-class system of higher education. Community colleges, too, offer high-quality degree programs in the region.

Front Range Community College's Larimer Campus in Fort Collins has enrollment of more than 5,000 students. Aims Community College in Greeley includes almost 5,000 students, with campuses in Greeley, Loveland and Fort Lupton, with plans for an additional campus in Berthoud.

The Institute of Business & Medical Careers, based in Fort Collins, recently expanded to Greeley.

Other institutions of higher education include Colorado Christian University in Loveland, and CollegeAmerica, Regis University and the University of Phoenix, all in Fort Collins.

Local colleges work closely with industry to identify skill sets that are in demand and to work those into curricula, as well as to place students in internships and full-time positions.

Many colleges also are developing closer working relationships with high schools to ensure that the region's quality work force is maintained and enhanced.

RESOURCES

Aims Community College
www.aims.edu

CollegeAmerica
www.collegeamerica.edu

Colorado Christian University
www.ccu.edu

Colorado State University
www.colostate.edu

Front Range Community College
www.frontrange.edu

Institute of Business & Medical Careers
www.ibmc.edu

Regis University
www.regis.edu

University of Northern Colorado
www.unco.edu

University of Phoenix
www.phoenix.edu





Commercial, residential projects revitalize areas

RESOURCES

City of Fort Collins

www.fcgov.com

City of Greeley

www.greeleygov.com

City of Loveland

www.ci.loveland.co.us

Downtown Business Association (Fort Collins)

www.downtownfortcollins.com

Downtown Loveland Association

www.downtownloveland.org

Fort Collins Downtown Development Authority

www.downtownfortcollins.org

Greeley Downtown Development Authority

www.greeleydowntown.com

Northern Colorado Economic Development Corporation

www.ncedc.com

Upstate Colorado Economic Development

www.upstatecolorado.org

Stroll on tree-lined sidewalks next to Victorian buildings. Marvel at new construction tastefully tucked alongside historic structures. Venture into art galleries, specialty shops and office buildings. Dine in restaurants offering every type of cuisine imaginable.

That's just a flavor of the types of offerings available in Northern Colorado's increasingly vibrant downtowns. Though some downtowns in the region have revitalized at a greater pace than others, local cities and towns share the desire to make their downtowns welcoming for residents, visitors and businesses alike.

Several local communities support building renovations and new construction through tax-increment financing. Such funding has contributed to many projects locally, including retail, office and mixed-use developments.

The Greeley Downtown Development Authority has facilitated many renovations and new-construction projects downtown, which encompasses 56 blocks located on U.S. Highways 34 and 85, just north of the University of Northern Colorado campus.

Greeley has seen several projects come to fruition in recent years, including construction of the Greeley Ice Haus, a public skating rink that was part of a \$180 million Quality of Life ballot measure approved by Greeley voters in 2004. Many historic buildings have been restored, with more projects ongoing.

Early in 2007, the DDA announced its intention to become the arts-and-entertainment heart of the city, with plans for additional museums and theaters, as well as restaurants. The DDA is expected to soon issue requests for proposals for new downtown rehabilitation projects.

In Loveland, downtown revitalization received a shot in the arm with construction of Lincoln Place, a \$25 million, five-building residential and retail complex completed in 2007. The project was funded in part through tax-increment financing through the city's urban-renewal district.

Lincoln Place has been complemented by renovation projects that have made downtown Loveland a center for restaurants and specialty retailers.

Loveland's downtown is located on U.S. Highway 287 and is near U.S. Highway 34, the gateway to Estes Park and Rocky Mountain National Park. Other ongoing projects include the restoration of the Lincoln Hotel, built in 1905. The building houses retail and residential spaces.

Along the edge of downtown, efforts are ongoing to restore the historic Loveland Feed and Grain building to active use. Novo Restoration Inc. recently received a \$24,495 grant from Colorado's State Historical Fund. The funds will be combined with funds from the property's owner to stabilize the structure.

Fort Collins also has many downtown im-

Lincoln Place, a \$25 million residential and retail complex completed in 2007, has given a shot in the arm to Loveland's downtown revitalization. Photo courtesy of Northern Colorado Business Report

provement projects. The Fort Collins Downtown Development Authority, using tax-increment financing, supports projects ranging from new development to façade-improvements.

Redevelopment has thrived, with historical buildings renovated for high-end commercial and residential uses.

New developments include Penny Flats, a 147-unit, mixed-use development on downtown's northern edge. Boulder-based Coburn Development Inc. is building the 200,000-square-foot project, support from the city of Fort Collins and the DDA.

Penny Flats is just the latest example of new developments that have received support from the DDA, the city and other agencies.

Downtown is also a venue for a variety of festivals, including the popular NewWestFest in the summer, the Colorado Brewers Festival and many other events.

In late 2006, the city of Fort Collins, the DDA, Colorado State University, the Community Foundation of Northern Colorado and other organizations joined to form UniverCity Connections, a program designed to "create lasting, sustainable and meaningful connections" between CSU, downtown and the Poudre River.

Fort Collins listens to new 'Beet'

Its name harks back to Fort Collins' agricultural heritage, but "Beet Street" is growing roots of a different nature — in thematic arts, culture and scientific programs.

Beet Street, www.beetstreet.org, is a nonprofit organization that presents programs — in collaboration with dozens of other local groups — to raise cultural awareness. Beet Street aims to distinguish Fort Collins' central business district as a place where everyone "can share in discussion, reflection and creative expression."

Beet Street is a collection of events, ideas and experiences taking place in the Old Town District of downtown Fort Collins. Beet Street organizers hope eventually to have a dedicated amphitheater downtown.

Beet Street brings the community closer, in a common space where the public may come together and participate in a vibrant, creative culture — an inviting environment where the seeds of great ideas and inspiration are sown.

Examples of Beet Street programs include:

- ❑ Science Café, a monthly meeting that joins scientists and interested citizens to discuss issues of contemporary science.
- ❑ Chautauqua Literary & Scientific Circle, the oldest book club in the United States.
- ❑ Jazz Festival, a program produced in cooperation with the Downtown Business Association and Arts Alive.

The Fort Collins Downtown Development Authority is incubating Beet Street with tax-increment funds for three years while the Beet Street staff strives to achieve their mandated goal to become self-sufficient.

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We make a life by what we give."*

—Winston Churchill

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Region's lifestyle helps lure employers

Mountains, arts, people create unbeatable climate for business

Living in Northern Colorado provides a quality of life that people in other parts of the country might envy. From high-quality jobs to excellent housing and schools, those who relocate here fall in love with Northern Colorado in short order. Add to that, first-class cultural attractions, a full spectrum of retail opportunities, and a backyard that's made up of the Rocky Mountains, and you have the perfect place to live.

Housing

Residential opportunities abound in Northern Colorado, and there is something for every taste. The region offers a full spectrum, from urban living in the major population centers to quiet properties in rural settings. Regardless of where people locate, travel to and from cities in Northern Colorado is made easy by a network of roads and highways that connect all of the cities and towns.

Transit

Within Fort Collins, Loveland and Greeley, mass-transit systems connect residents and visitors to their destinations. Additionally, SmartTrips, a division of the North Front Range Metropolitan Planning Organization, offers vanpools not only within Northern Colorado, but also to Denver and beyond.

Northern Colorado's spectacular scenery helps draw employers — and workers — from throughout the world. Photo by Erik Stenbakken, Stenbakken Photography

Vanpools, called VanGo, leave from the region's larger cities, as well as Ault, Milliken, Johnstown and Berthoud. Destinations include downtown Denver, the Denver Tech Center, Interlocken business park, the Denver Federal Center, Aurora, Boulder and Longmont.

When traveling beyond the region, business and recreational travelers may use two regional airports.

The Greeley-Weld County Airport is a fast-growing commercial airpark, with the ability to accommodate a variety of business and general aircraft.

The Fort Collins/Loveland Municipal Airport also serves corporate and general-aviation

needs. Allegiant Air LLC operates flights to and from Las Vegas from the Fort Collins/Loveland Airport.

Northern Colorado is also a short drive from Denver International Airport, providing access to national and international destinations.

Outdoor

In order to take full advantage of living in Colorado, residents simply have to be outside. Residents are hard-pressed to find a community in Northern Colorado that does not already have, or is not working toward, an extensive trail system. Many of these trails connect one community to another.

The Poudre River Trail, for example, eventually will connect Fort Collins, Greeley and Windsor.

Several cities and towns have active open-space preservation programs. And the state of Colorado's own park system has venues such as Horsetooth State Park and St. Vrain State Park adjacent to Northern Colorado cities.



Many Northern Colorado communities have embraced the arts as a major economic driver. Sculptures and art galleries abound, from Fort Collins to Greeley, Loveland to Estes Park. Photo courtesy of Richard L. Koshak, Lightworks Photography

So, whether snow skiing, water skiing, rafting down the Poudre River, snowshoeing on Cameron Pass, horseback riding in Estes Park, camping near Red Feather Lakes, or enjoying the different hunting seasons, having a home in Northern Colorado means being at home outside.

Cultural attractions

Other pastimes include catching shows at Greeley's Union Colony Civic Center or the Lincoln Center in Fort Collins. Both venues attract Broadway shows, plays, comedians, musical acts and much more. Dinner theatres and smaller venues exist in many Northern Colorado towns and cities.

Cities and towns in Northern Colorado boast wonderful museums and local cultural attractions. Among these are the Northern Drylanders Museum in Nunn and the Miners' Museum in Frederick.



Quality housing development abound in Northern Colorado, as do world-class golf courses. Photo courtesy of Water Valley

Other attractions unique to Northern Colorado include the Buddhist temple at Shambhala Mountain Center near Red Feather Lakes, the Swetsville Zoo near Fort Collins that showcases all sorts of creatures made from welded metal, and the Pawnee National Grasslands near Greeley.

Other perfect places to take a break include the city of Greeley's Fun Plex that includes Northern Colorado's newest water park, mini golf, a water-balloon battleground, park, amphitheater and much more.

Fort Fun in Fort Collins includes two mini-golf courses laser tag, bumper cars, go-karts, mini-bowling,



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an arcade, paddleboats and more.

For additional entertainment, you can frequent the Larimer County Fairgrounds, called The Ranch, with its accompanying Budweiser Events Center. Home to the Central Hockey League's Eagles and the United Indoor Football League's Colorado Ice, The Ranch also hosts year-round business and entertainment activities.

Greeley's Island Grove Regional Events Center hosts the Greeley Stampede, the nation's largest Fourth of July rodeo. The 10-day Stampede includes musical acts featuring top-name artists, a carnival, and many rodeo attractions.

Shopping

Beautiful shopping experiences await residents of Northern Colorado. From locally owned shops to major national retailers, the cities and towns of Northern Colorado have it all.

Fort Collins' Foothills Mall, owned by General Growth Properties, is slated for a major redevelopment, and the Greeley Mall, owned by GK Development Inc., has undergone extensive renovations, with more planned.

New centers also have arisen throughout the region. These include the Promenade Shops at Centerra, a lifestyle center at Interstate 25 and U.S. Highway 34 in Loveland.



Northern Colorado communities enjoy a variety of retail options. The Promenade Shops at Centerra, a lifestyle center, attracts shoppers from a multistate region. Photo by Robb Williamson, Williamson Images, 2007

Other developments include Centerplace in Greeley, and the coming Front Range Village in Fort Collins.

Plus, all of the towns and cities in Northern Colorado continue to improve and revitalize their downtowns, recognizing that these areas are the original heart of business throughout the region.

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ECONOMIC INDICATORS

Population	2006	2010	2015	2020	2025	2030	Last update
Colorado	4,753,377	4,831,554	5,049,493	5,278,867	5,522,803	5,792,357	1/08
Northern Colorado	515,110	566,072 *	645,190 *	731,510 *	827,905 *	929,828 *	1/08
Larimer County	276,253	299,040 *	333,381 *	368,694 *	405,530 *	441,537 *	1/08
Weld County	236,857	267,032 *	311,809 *	362,816 *	422,375 *	488,291 *	1/08

General	Latest month	Prev. listing	Change prev. mo.	Yr. to Date	Last year	Change prev. year	Last update
Employment							
Larimer	169,092	171,263	-1.27%	2016353	164,409	2.85%	12/07
Weld	113,544	115,811	-1.96%	1357119	110,434	2.82%	12/07
Unemployment							
Larimer	6,665	6,041	10.33%	70665	7,045	-5.39%	12/07
Weld	5,513	4,967	10.99%	58232	5,204	5.94%	12/07
Unemployment rate							
Colorado	4.30%	3.90%	N/A	N/A	3.90%	N/A	12/07
Larimer	3.80%	3.40%	N/A	N/A	3.50%	N/A	12/07
Weld	4.60%	4.10%	N/A	N/A	4.20%	N/A	12/07
Jet fuel (gallons dis.)							
F.C.-Loveland Airport	77,494	86,526	-10.44%	1043037	86,909	-10.83%	12/07
Motor vehicle reg.							
Larimer	44,133	59,004	-25.20%	310360	58,664	-24.77%	11/07
Weld	44,133	59,004	-25.20%	286434	58,664	-24.77%	11/07
Vectra Small Business							
Colorado index	94.8	94.7	0.11%	N/A	99	-4.24%	12/07
U.S. index	91.6	90.9	0.77%	N/A	87.6	4.57%	12/07
Bankruptcies							
Larimer County							
Chapter 7	67	89	-24.72%	670	N/A	N/A	11/07
Chapter 13	5	9	-44.44%	68	N/A	N/A	11/07
Weld County							
Chapter 7	68	78	-12.82%	723	N/A	N/A	11/07
Chapter 13	11	13	-15.38%	103	N/A	N/A	11/07
Foreclosures							
Larimer County	183	220	-16.82%	1459	N/A	N/A	11/07
Value (000s)	\$44,392	\$52,260	-15.06%	339067	N/A	N/A	11/07
Weld County	360	299	20.40%	2618	N/A	N/A	11/07
Value	\$62,661	\$61,397	2.06%	530810	N/A	N/A	11/07
Patents							
Larimer County	43	32	34.38%	558	52	-17.31%	12/07
Weld County	9	13	-30.77%	139	19	-52.63%	12/07
New businesses							
Larimer County	213	362	-41.16%	3504	164	29.88%	11/07
Weld County	144	252	-42.86%	2437	90	60.00%	11/07
Consumer Price (Colorado, Wyoming, Montana and Utah)							
Index (1982-84 = 100)							
Food & beverages	212.38	212.2	0.08%	N/A	201.8	5.24%	12/07
Housing	222.66	222.5	0.07%	N/A	215.6	3.27%	12/07
Transportation	191.78	192.13	-0.18%	N/A	178.4	7.50%	12/07
Medical Care	360.69	360.05	0.18%	N/A	340.9	5.81%	12/07
REAL ESTATE							
Total construction (000s)							
Larimer County	\$60,684	\$74,192	-18.21%	718814	\$47,019	29.06%	12/07
Weld County	\$26,026	\$42,209	-38.34%	702420	\$35,918	-27.54%	12/07
Building permits							
Larimer	114	150	-24.00%	1139	217	-47.47%	12/07
Weld	114	150	-24.00%	1625	217	-47.47%	12/07

Note: Unless otherwise indicated, all statistics are for Larimer and Weld counties combined.

* Projected population numbers from the Colorado Division of Local Government; U.S. Census Bureau otherwise

Sources: U.S. Census Bureau; Colorado Division of Local Government (County population projections); Larimer County Workforces Center (Employment stats); Fort Collins-Loveland Municipal Airport; Larimer, Weld County Depts. of Motor Vehicles (Motor vehicle registrations); Vectra Bank Colorado (Colorado & U.S. Small Business Indices); F.W. Dodge Data (Construction statistics); SKLD Information Services LLC (Bankruptcy, foreclosure); LexisNexis (Patents); The Home Builders Association of Northern Colorado (Building permits); Colorado Division of Housing (Apartment vacancies & rates); Realtec Commercial Real Estate Services Inc. (Office, retail, industrial vacancy rates); Colorado Department of Revenue (Restaurant sales, gross sales figures, new sales tax accounts); U.S. Depts. of Labor, Bureau of Labor Statistics (Consumer Price Index).

General	Latest month	Prev. listing	Change prev. mo.	Yr. to Date	Last year	Change prev. year	Last update
Apartment vacancies							
F.C.-Loveland	5.00%	9.10%	N/A	N/A	8.10%	N/A	9/07
Greeley	8.10%	8.30%	N/A	N/A	7.30%	N/A	9/07
Apartment rent							
F.C.-Loveland	\$757	\$801	-5.46%	N/A	\$766	-1.17%	9/07
Greeley	\$623	\$595	4.60%	N/A	\$634	-1.87%	9/07
Office vacancy rates							
Fort Collins	11.89%	11.79%	N/A	N/A	10.30%	N/A	9/07
Loveland	8.77%	7.98%	N/A	N/A	6.90%	N/A	9/07
Greeley	15.72%	17.07%	N/A	N/A	20.20%	N/A	9/07
Retail vacancy rates							
Fort Collins	7.66%	7.24%	N/A	N/A	5.70%	N/A	9/07
Loveland	5.30%	7.05%	N/A	N/A	3.56%	N/A	9/07
Greeley	9.59%	4.45%	N/A	N/A	5.51%	N/A	9/07
Industrial vacancy rates							
Fort Collins	4.26%	4.45%	N/A	N/A	4.27%	N/A	9/07
Loveland	4.60%	4.27%	N/A	N/A	5.06%	N/A	9/07
Greeley	6.65%	8.13%	N/A	N/A	8.76%	N/A	9/07

SALES

Restaurant retail (000s)							
Larimer County	\$98,386	\$101,440	-3.01%	199826	\$103,806	-5.22%	6/07
Weld County	\$53,000	\$50,563	4.82%	103563	\$48,089	10.21%	6/07
Gross sales (000s)							
Larimer County	\$693,691	\$694,251	-0.08%	5372810	\$640,817	8.25%	8/07
Weld County	\$634,247	\$661,252	-4.08%	5476456	\$633,690	0.09%	8/07
New tax accounts	\$376	\$490	-23.27%	2788	\$379	-0.79%	6/07
Larimer County	\$2,116,680	\$1,868,188	13.30%	\$2,022,062	4.68%	2007:2Q	
Weld County	\$2,136,462	\$2,053,850	4.02%	\$1,953,083	9.39%	2007:2Q	
New tax accounts	\$1,358	\$1,430	-5.03%	\$1,329	2.18%	2007:2Q	

Note: Unless otherwise indicated, all statistics are for Larimer and Weld counties combined.

* Projected population numbers from the Colorado Division of Local Government; U.S. Census Bureau otherwise

Sources: U.S. Census Bureau; Colorado Division of Local Government (County population projections); Larimer County Workforces Center (Employment stats); Fort Collins-Loveland Municipal Airport; Larimer, Weld County Depts. of Motor Vehicles (Motor vehicle registrations); Vectra Bank Colorado (Colorado & U.S. Small Business Indices); F.W. Dodge Data (Construction statistics); SKLD Information Services LLC (Bankruptcy, foreclosure); LexisNexis (Patents); The Home Builders Association of Northern Colorado (Building permits); Colorado Division of Housing (Apartment vacancies & rates); Realtec Commercial Real Estate Services Inc. (Office, retail, industrial vacancy rates); Colorado Department of Revenue (Restaurant sales, gross sales figures, new sales tax accounts); U.S. Depts. of Labor, Bureau of Labor Statistics (Consumer Price Index).

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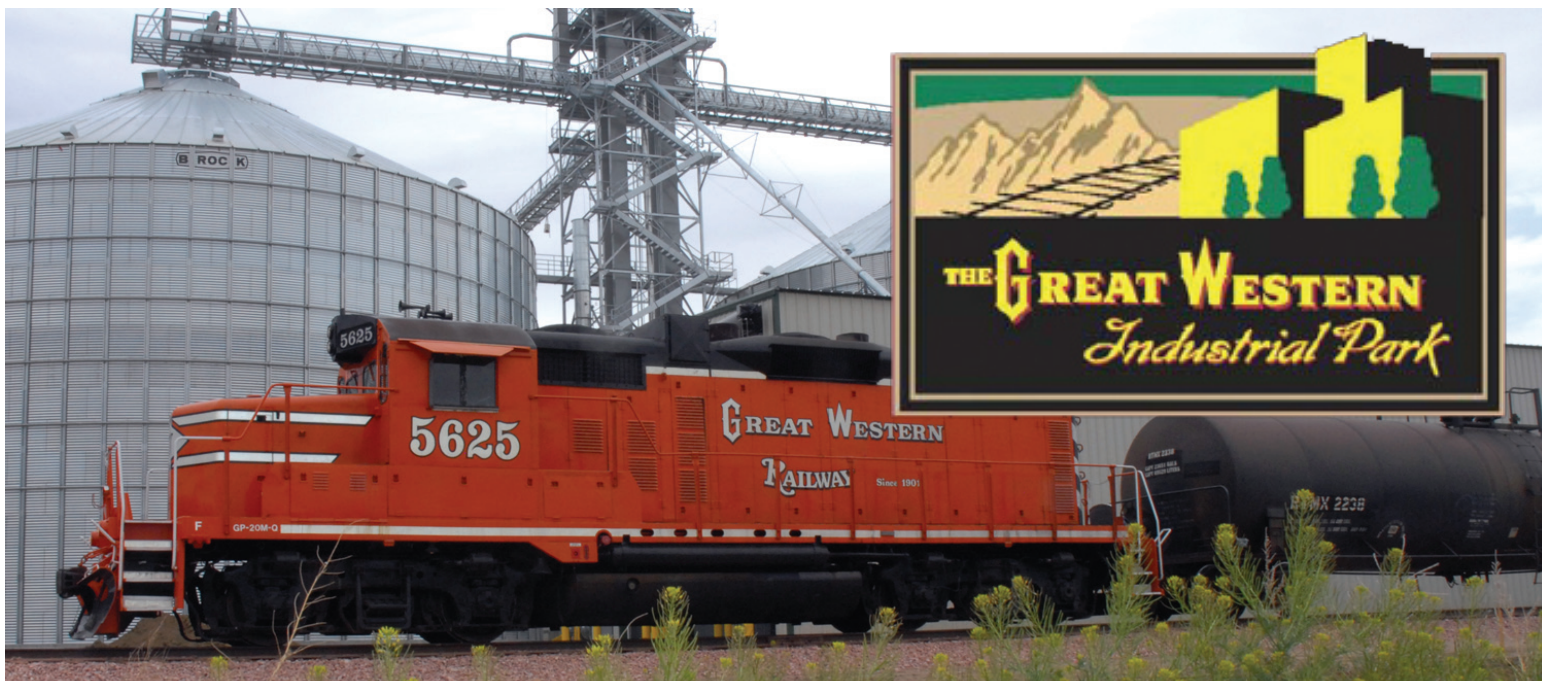
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[www. GreatWesternIndustrialPark.com](http://www.GreatWesternIndustrialPark.com)

Residents, businesses flow into Brighton

City adds retail, health amenities as population soars

Brighton is a fast-growing gem ideally located 20 miles northeast of downtown Denver and just 15 miles from Denver International Airport.

With five major highways and two major rail carriers serving a population of approximately 30,000 people, Brighton has become

of Brighton is in Adams County, and the city serves as the Adams County seat.

Adams County employees — which number approximately 2,000 — soon will be housed in a new 500,000-square-foot campus at Adams Crossing, a development of Carlson-Parkhill LLC.

Carlson-Parkhill also helped revitalize Brighton's downtown with its Pavilions development. That project brought Starbucks, Qdoba Mexican Grill, Cold Stone Creamery, local specialty shops and movie theaters to downtown Brighton. The Brighton Urban Renewal Authority is working to attract new business and support existing commerce in the downtown core.

The Pavilions project includes a parking center for the Regional Transportation District and brings people using this metro-area mass-transit system into downtown Brighton.

Mass transit is important to Brighton. Employment more than doubled between 1990 and 2000, and it is projected to be nearly 25,000 by the end of this decade. Another 10,000 jobs are expected between 2010 and 2020.

Accompanying the manufacturing, distribution, retail and government growth has been a massive influx of new housing. Land in Brighton is affordable, and it has translated into an explosion of new subdivisions that offer everything from executive estates to senior-citizen housing to townhomes.

Since 1997, Brighton has issued nearly 5,300 residential building permits. To help serve the new residential growth, the city of Brighton owns and maintains 17 neighborhood parks, seven community parks, 34 miles of trails and 600 acres of open space.

Education also is important to the community. The Brighton schools have the highest standardized test scores of all the districts in Adams County. Plus, the community is working to expand higher-education facilities through opportunities with Front Range Community College and Colorado State University.

Brighton originally was called Hughes Station for John Hughes who owned the stage line between Denver and Cheyenne, Wyo. By 1879, land in the area was being purchased from the Denver Pacific Railroad by Daniel Carmichael. He named his 720 acres after his wife's birthplace, Brighton Beach, New York.

Another community, Northern Brighton, also was in the making. By 1887, the whole area was incorporated as Brighton. While the city's original farming roots are slowly giving way to new commerce, agricultural enterprises remain a fixture in the area.

Brighton's farming population was largely Japanese, and businesses such as Sakata Farms still play a strong role in Brighton agriculture.

The extremely proactive Brighton Economic Development Corp., the Brighton Chamber of Commerce and the city all work together to assist businesses either currently doing business in Brighton or that want to establish a presence in the area.



Platte Valley Medical Center has built a new, \$138 million hospital to serve the growing population in Brighton and southeastern Weld County. Photo courtesy Platte Valley Medical Center

one of the most attractive communities north of Denver for businesses and residents alike.

The newly opened Prairie Center has drawn the attention of national retailers, including The Home Depot, Lowe's, PetSmart, Super Target, Kohl's and many others.

In fact, the Gadberry Group of Little Rock, Ark., placed Brighton at No. 2 on its "7 From 2007" list of the seven most notable high-growth places in the United States.

In addition to retailers, primary employers also have targeted Brighton. In 2007, Staples Inc. built a 300,000-square-foot fulfillment center. The office supply giant settled in the Bromley Industrial Park near Interstate 76 on the eastern edge of Brighton.

Also near I-76 is the new, \$138 million Platte Valley Medical Center campus. The Level IV trauma center provides complete medical care for residents of Brighton and the surrounding area and is a major employer for the community.

Other major employers include government and public agencies. In addition to being in Weld County, a significant portion

BRIGHTON PROFILE

Square miles	17.2
Population 2000	20,905
Population est. 2006	29,750
Labor force	10,227
Employment	9,518
Per capita income	\$17,927
Median household income	\$46,779
Households	6,729

RESOURCES

Brighton Economic Development Corp.
www.brightonedc.org

City of Brighton
www.brightonco.gov

Brighton Chamber of Commerce
www.brightonchamber.com

Upstate Colorado Economic Development
www.upstatecolorado.org

Ault



Ault sits at the junction of U.S. Highway 85 and Colo. Highway 14, just 10 miles north of Greeley and 20 miles east of Fort Collins. Residents embrace the town's motto and acronym of "A Unique Little Town."

Founded in the 1890s, Ault quickly became an agricultural boom town. Agricultural-related businesses remain a mainstay of employment in and around Ault. One of the best-known businesses is Farmers Bank,

which serves clients from throughout the region and operates a branch in Fort Collins. Along with companies such as J-9 Crop Insurance and Lesh Drilling, local businesses serve the needs of surrounding agricultural communities.

Ault boasts several antique stores and some favorite local restaurants. A pending retail and residential project is under way along Colo. Highway 14 on the western edge of town.

The Highland School District, which serves Ault and some surrounding towns, maintains its district headquarters in Ault.

Like the other communities along the U.S. Highway 85 corridor, Ault sits on the Union Pacific Corp.'s mainline that links Cheyenne to Denver.

The Ault Business Association, made up of local business, civic and church leaders, works to promote existing businesses and welcome new ones. The Business Association organizes the annual International Food Fest, which draws a variety of ethnic entertainment and food offerings the last weekend of every September.

RESOURCES

Town of Ault

www.townofault.org

Upstate Colorado Economic Development

www.upstatecolorado.org

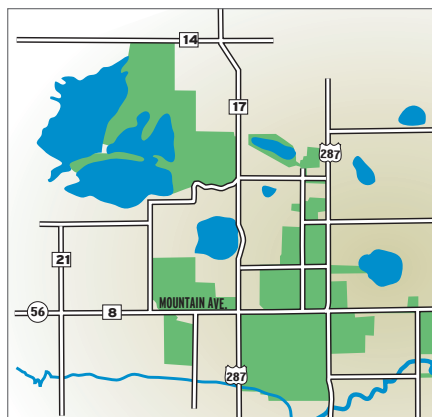
AULT PROFILE

Square miles	
Population 2000	1,432
Population est. 2006	1,420
Labor force	708
Employment	670
Per capita income	\$15,570
Median household income	\$33,846
Households	301

Source: U.S. Census Bureau

Ault also has experienced a housing surge in the past few years, with new developments growing on both the north and south ends of town.

Berthoud



Berthoud, known as the "garden spot of Northern Colorado," has long planned for its future through a series of annexations that stretches the town limits along both sides of Interstate 25.

Founded by settlers on the heels of the Colorado gold rush, Berthoud, with a vibrant, charming old-town atmosphere and stately Victorian homes, has positioned itself to take advantage of the dynamic Front Range

economy.

Located just inside the southern edge of Larimer County, the town is a short distance north of Boulder County's Longmont and south of Loveland.

In addition to I-25, Berthoud is intersected by U.S. Highway 287 and Colorado Highway 56.

Along the I-25 corridor, the town is working with McWhinney Enterprises of Loveland on a 1,600-acre project called Wilson Ranch.

Wilson Ranch is a master-planned community that will accommodate 5 million square feet of commercial space and 4,000 homes over the next four decades.

Both Berthoud and McWhinney officials have been working on the best way to develop one of the most ecologically sensitive I-25 junctions, where the Little Thompson River crosses the highway.

Adjacent to Wilson Ranch, Aims Community College recently completed the purchase of a 30-acre parcel for a new campus. The site is at the northeast interchange of I-25 and Colorado Highway 56.

Supporting businesses through the coming growth is the Berthoud Chamber of

RESOURCES

Town of Berthoud

www.berthoud.org

Berthoud Chamber of Commerce

www.berthoudcolorado.com

Northern Colorado Economic Development Corp.

www.ncedc.com

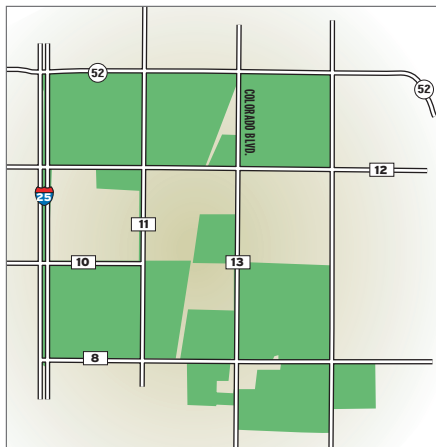
BERTHOUD PROFILE

Square miles	4.1
Population 2000	4,823
Population est. 2006	5,120
Labor force	2,831
Employment	2,779
Per capita income	\$25,037
Median household income	\$52,672
Households	1,844

Source: U.S. Census Bureau

Commerce and an active town government. Additionally, Berthoud is becoming known for a burgeoning arts community that is supported by the Berthoud Arts & Humanities Alliance and the Wildfire Community Arts Center.

Dacono



Dacono is one of three southwest Weld County communities making up the Tri-Town, or Carbon Valley area.

Just 10 miles north of the Denver metro area and south of larger communities in Northern Colorado, Dacono developed primarily as a coal-mining, farming and railroad town.

The town's unique name came from a coal-mining executive who in 1908 com-

bined the first two letters from the names of three local ladies, Daisy, Cora and Nora.

The completion of Interstate 25 in 1960 brought new opportunities to Dacono, and in 1969 the first large-scale housing project brought more than 400 homes to the community.

Still, there was no downtown or city center, and very little self-sustaining commercial or retail activity in Dacono.

Dacono officials now embrace what they call a "blank slate" when it comes to designing the future of its community. A recently completed master plan says that 22 square miles have been added to the town's planning area, and one of the top priorities is to create a new city center with a business-friendly atmosphere.

Projects under consideration would add enough homes to bring the population of Dacono to 30,000 people, almost 10 times current numbers.

In addition to an abundance of land that provides a new blueprint for town planners, Dacono sits just off of I-25. It's four miles north of the E-470 beltway, and approximately 20 miles from Denver International Airport.

Eaton



Eaton boasts a proud heritage. Named for the state's fourth governor, Benjamin H. Eaton, the town sits just six miles north of Greeley on U.S. Highway 85 and is just 20 miles east of Fort Collins.

Eaton is located along Union Pacific Corp.'s mainline Denver-Cheyenne route and has seen rapid growth in recent years. Although born as a farming community,

with potatoes and sugar beets the main crops, the town has lured many new residents attracted by its tree-lined streets and hometown atmosphere.

Although agriculture remains important, Eaton has also seen new commercial development, including banks, restaurants, retail and service businesses. Heritage Market, a local downtown grocery store, will anchor a new retail development owned by Agland Inc. The 30,000-square-foot grocery store will be located on the southern edge of town, near U.S. 85.

Eaton serves as headquarters for Agland, an agricultural cooperative that serves its members and customers with agricultural products and various retail operations.

Harsh Manufacturing Inc., which produces hydraulic equipment, environmental-monitoring solutions, and other products, also is based in Eaton.

A-1 Organics, an organic-recycling business, operates out of Eaton. The company diverts organic waste from landfills and transforms it into composts, mulches and other organic materials.

RESOURCES

Town of Dacono

www.ci.dacono.co.us

Carbon Valley Chamber of Commerce

www.carbonvalleychamber.com

Upstate Colorado Economic Development

www.upstatecolorado.org

DACONO PROFILE

Square miles	2.7
Population 2000	3,015
Population est. 2006	3,752
Labor force	1,502
Employment	1,389
Per capita income	\$15,368
Median household income	\$38,854
Households	1,096

Source: U.S. Census Bureau

Besides the nearby Tri-Town communities of Firestone and Fredrick, Dacono is adjacent to Broomfield and Erie.

RESOURCES

Town of Eaton

www.eatonco.org

Upstate Colorado Economic Development

www.upstatecolorado.org

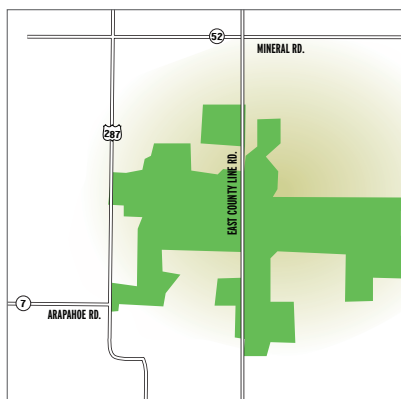
EATON PROFILE

Square miles	1.9
Population 2000	2,690
Population est. 2006	4,044
Labor force	1,367
Employment	1,317
Per capita income	\$20,816
Median household income	\$47,314
Households	1,067

Source: U.S. Census Bureau

Eaton boasts a variety of housing, ranging from Victorians to bungalows, ranch homes to new, high-end housing. The Eaton Country Club includes an 18-hole golf course and is a popular site for business-related events.

Erie



Erie shares many characteristics with other communities in Larimer and Weld counties, but principal among them is an incredible pace of growth.

The town, with boundaries extending into both Weld and Boulder counties, recorded slightly more than 6,000 residents in the 2000 census. The 2006 estimate put that number at more than 14,000, and town officials say Erie's population pushed past 16,000 in 2007. By 2015, the population is expected to be more than 25,000.

Erie's attraction stems in part from its

proximity to major economic and population centers, including Boulder, Longmont, Denver and communities in Larimer and Weld counties.

Erie is adjacent to Interstate 25 and bisected by both Colorado Highway 52 and Colorado Highway 7. That puts it within short driving distances to world-class research and academic institutions, including the University of Colorado in Boulder, Colorado State University in Fort Collins and the University of Northern Colorado in Greeley.

Transportation options include the Erie Municipal Airport, owned and operated by the town of Erie. The general-aviation facility is located three miles south of the central business district and was formerly a private airport called Tri-County Airport.

Erie town officials adopted a new comprehensive plan in 2005. One of the goals of town leaders is to coordinate new growth and annexations with that plan and with the town's economic-development plan.

While moving from its coal-mining roots to today's fast-paced growth, Erie keeps sight of quality of life for its residents. Town and Erie Chamber of Commerce officials have worked to develop a full-service community that provides state of the art infrastructure and amenities for residents and businesses.

RESOURCES

Erie Chamber of Commerce

www.eriechamber.org

Town of Erie

www.ci.erie.co.us

Upstate Colorado Economic Development

www.upstatecolorado.org

ERIE PROFILE

Square miles	9.6
Population 2000	6,291
Population est. 2006	14,125
Labor force	3,745
Employment	3,631
Per capita income	\$30,625
Median household income	\$71,114
Households	2,225

Source: U.S. Census Bureau

A new community center and library recently opened, and the town has become an attractive stopping point for young professionals, outdoor buffs, growing families and active seniors. All are drawn to Erie's expansive mountain views and scenic trails.

Estes Park



Estes Park remains one of Larimer County's thriving business communities. With hundreds of businesses, restaurants, construction and real estate companies, the mountain town plays an important role in the Northern Colorado economy.

Even though it is viewed primarily as a tourist community, Estes Park has approxi-

mately 6,000 year-round residents and is home to the headquarters for Rocky Mountain National Park.

Named after Joel Estes of Missouri, who moved to the area in 1859 to raise cattle, the area soon drew tourists and visitors. Ranching and tourism were the early mainstays of Estes Park. By 1909, F.O. Stanley had opened his famous hotel in the town.

The roads that lead to Estes Park connect it to the Longmont/Boulder area, Lyons and Loveland. They include U.S. Highway 34, U.S. Highway 36 and Colorado Highway 7. While Estes Park seemingly attracts visitors like a magnet, community leaders constantly work to keep the business climate healthy.

Recently, an effort was undertaken via a petition drive to request a November 2008 election that would determine whether residents favor establishment of a marketing district in Estes Park. The district would be funded by a lodging tax that would be used to advertise and otherwise market Estes Park for tourism. Currently, marketing money comes from the town's general fund.

And, in an effort to promote clean

RESOURCES

Convention & Visitor's Bureau

www.EstesParkCVB.com

Northern Colorado Economic Development Corp.

www.ncedc.com

Town of Estes Park

www.estesnet.com

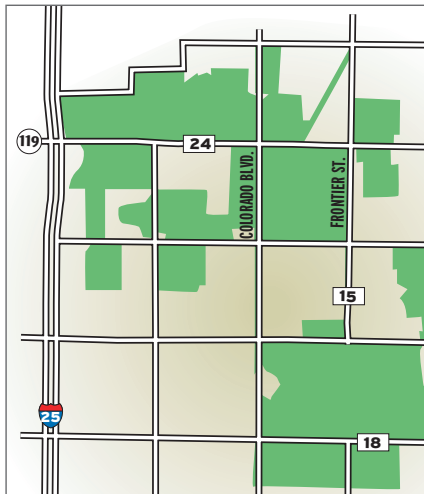
ESTES PARK PROFILE

Square miles	5.9
Population 2000	5,413
Population est. 2006	6,006
Labor force	2,877
Employment	2,789
Per capita income	\$30,499
Median household income	\$43,262
Households	2,499

Source: U.S. Census Bureau

energy, Estes Park's Light and Power customers can buy wind energy from the Platte River Power Authority's Medicine Bow Wind Project in Wyoming.

Firestone



Southwest Weld County is one of the fastest-growing regions in Northern Colorado, and Firestone is a major factor in that growth. Located along Interstate 25 midway between Denver and Fort Collins, Firestone and its neighbors make up the tri-town, or Carbon Valley region.

Living up to its motto, "A Community in Motion," Firestone is adding commercial, retail and residential developments at a rapid rate.

American Furniture Warehouse, one of the

largest furniture dealers in the West, recently built a \$30 million showroom and distribution center in Firestone, employing 300 people. The 530,000-square-foot facility, visible from I-25, already is spurring other nearby retail developments. A joint venture of Denver-based Quadrant Properties LLC and St. Louis-based THF Realty Inc. plans to develop 78 acres adjacent to the American Furniture Warehouse property into big-box retail.

Other recent developments include Longmont United Hospital's Carbon Valley Medical Center, opened in 2004, and a regional library that will open in the spring of 2008.

The town also plans a new cultural campus and municipal complex, and a hotel is slated for construction on Firestone Boulevard. Other retail in the town includes a Safeway, King Soopers, and Ace Hardware.

In addition to the retail sector, major employers include the metal and injection-molding company PCC Advanced Forming Technology, which employs about 240.

Ten years of exponential home growth have driven a 15 percent average annual growth rate in Firestone over the last three years. According to Firestone's Web site, 29 major residential developments and 15 major commercial projects have been undertaken since 2003.

Firestone has developed many parks

RESOURCES

Town of Firestone

www.ci.firestone.co.us

Carbon Valley Chamber of Commerce

www.carbonvalleychamber.com

Upstate Colorado Economic Development

www.upstatecolorado.org

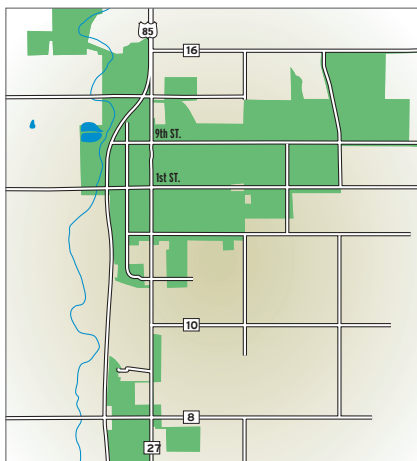
FIRESTONE PROFILE

Square miles	5.3
Population 2000	1,908
Population est. 2006	7,124
Labor force	1,030
Employment	984
Per capita income	\$20,428
Median household income	\$55,313
Households	617

Source: U.S. Census Bureau

and trails to serve residents. Adjacent to the town is Colorado's Saint Vrain State Park, and a planetarium and museum are planned for the town's Central Park. Saddleback Golf Course, the town's par 72 golf course, was voted Course of the Year by the Colorado Golf Course Owners Association in 2003.

Fort Lupton



One of the larger communities along the U.S. Highway 85 corridor, Fort Lupton is located at the crossroads of Highway 85 and Colorado Highway 52 along the South Platte River in southern Weld County.

The city is 25 miles north of Denver, 25 miles south of Greeley and 25 miles east of the Boulder/Longmont area.

Named for Lt. Lancaster Lupton, who built a trading post in the area in 1835, Fort Lupton is positioning itself to become a powerhouse in Weld County. Community leaders spent much of 2007 working to update the town's comprehensive plan. It was the first time in 10 years that a thorough revision was undertaken.

The plan establishes specific guidelines for revamping Fort Lupton's downtown, and presents ideas for capitalizing on the town's assets, such as a campus of Aims Community College, a multilingual citizenry, the South Platte River and proximity to two major highways.

Fort Lupton already is home to several major employers, including Colorado Railcar Manufacturing LLC, Halliburton Energy Services, Colorstar Growers of Colorado, Golden Aluminum Inc., Aims Community College and Safeway. Additionally, car dealerships and several oil- and gas-related businesses are part of the community.

Like Platteville, its neighbor to the north, Fort Lupton was founded as a fur and goods-trading spot along the South Platte River. The area historical society is working to rebuild that fort on its original location.

RESOURCES

City of Fort Lupton

www.fortlupton.org

Fort Lupton Chamber of Commerce

www.fortluptonchamber.com

Upstate Colorado Economic Development

www.upstatecolorado.org

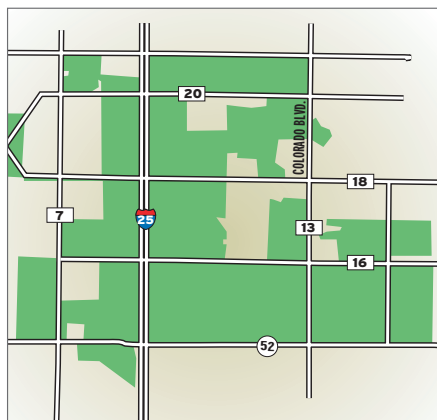
FORT LUPTON PROFILE

Square miles	4.0
Population 2000	6,787
Population est. 2006	7,424
Labor force	3,226
Employment	3,088
Per capita income	\$15,649
Median household income	\$40,917
Households	2,128

Source: U.S. Census Bureau

In addition to recognizing ties to its past, Fort Lupton residents have new, state-of-the-art amenities in a recently built recreation center and 18-hole Coyote Creek Golf Course.

Frederick



Projections show that growth will make southwest Weld County one of Northern Colorado's major population centers. Like its Carbon Valley neighbors Firestone and Dacono, Frederick is at the heart of that growth.

With 13 square miles of land annexed — 11 of those since the 2000 census — and 26 square miles in its planning area, Frederick is poised to be another Weld County powerhouse.

Frederick is home to businesses that include Stevinson Lexus, Colorado Machinery

LLC, Meadowlark Optics Inc. and distributor TSN West LLC. Other industries represented in Frederick include high tech, health care and educational materials.

The city straddles Interstate 25, and Colorado Highway 52 bisects as an east-west thoroughfare. Access to the interstate makes Frederick attractive for new retail developments. One such project is the Frederick Town Center, a 1 million-square-foot development planned by Frederick Development Co. Inc. of Boulder. The lifestyle center is slated for the northwest corner of I-25 and Highway 52.

Accompanying the commercial growth in Frederick is an increase in residential dwellings. Town officials have calculated an average annual growth rate of 16 percent over the last five years. Population has grown from 2,467 in 2000 to an estimated 7,395 in 2006.

Along with the increased housing growth, groundwork is being laid to serve the growing population. Frederick is home to the Carbon Valley Recreation District's main facility, three elementary schools and the area's primary high school. The 18-hole Bella Rosa municipal golf course serves Frederick and the surrounding community.

The town of Frederick is proud of its

RESOURCES

Town of Frederick

www.frederickco.gov

Carbon Valley Chamber of Commerce

www.carbonvalleychamber.com

Upstate Colorado Economic Development

www.upstatecolorado.org

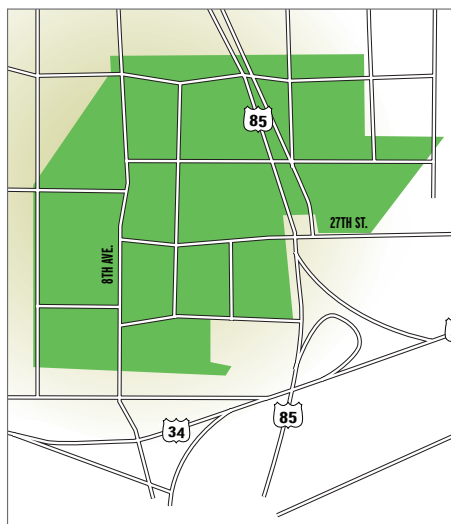
FREDERICK PROFILE

Square miles	1.9
Population 2000	2,467
Population est. 2006	7,395
Labor force	1,426
Employment	1,386
Per capita income	\$20,602
Median household income	\$55,324
Households	837

Source: U.S. Census Bureau

parks, trails and open space. A 0.5 percent sales tax is dedicated to the town's open-space fund. Frederick also is home to the Miners' Memorial and Miners' Museum. The memorial honors Colorado miners with inscribed names on a marble wall.

Garden City



Surrounded by Greeley and Evans, Garden City was established in 1935 for the sole purpose of providing saloons and liquor stores to Greeley, which then was a dry city.

Both U.S. Highway 85 and U.S. Highway 34 border Garden City. While a high volume of traffic traverses the town each day, commuters may not realize they are in Garden City and not Greeley or Evans.

The town is adjacent to some major nearby employers, including Asurion, which operates an inbound call center in Evans, and RR Donnelley Norwest Inc., which employs 300 at a printing plant in Greeley.

Garden City is just a few minutes' drive from downtown Greeley, the Greeley Mall and other shopping opportunities in west Greeley and Evans. The town is approximately 60 miles north of Denver and is an easy drive to Denver International Airport.

RESOURCES

Upstate Colorado Economic Development

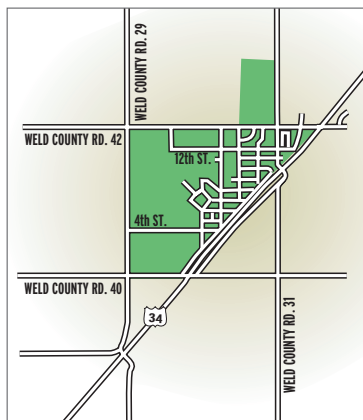
www.upstatecolorado.org

GARDEN CITY PROFILE

Square miles	0.1
Population 2000	357
Population est. 2006	339
Labor force	160
Employment	139
Per capita income	\$8,646
Median household income	\$21,875
Households	124

Source: U.S. Census Bureau

Gilcrest



Gilcrest sits on the U.S. Highway 85 corridor approximately 10 miles south of Greeley.

Easy accessibility to cities including Denver, Greeley and Cheyenne, Wyo., make Gilcrest a prime site for business, as does its location on the Union Pacific Corp.'s rail line.

Gilcrest is one of three Highway 85 corridor towns that have recently banded together in the South Central Weld Chamber of Commerce. The others are LaSalle

and Platteville. The chamber works to promote business in and around south central Weld County and to provide networking opportunities and education for its active members.

Gilcrest was founded in the early 1900s and named after an Iowa businessman who wanted to establish his son in a new community by purchasing land and starting a bank. Early commerce centered on sugar beets, corn, beans, tomatoes, cabbage, peas, spinach and other garden crops. Potatoes, however, made the area famous.

Not much has changed, these days. Gilcrest is still sustained primarily by the agricultural industry, with Five Rivers Cattle Feeding LLC of Loveland operating several feedlots in the area. Agland Inc., one of Colorado's largest agricultural cooperatives, has some of its agronomy operations in Gilcrest.

Other businesses in the town center around the turf and farm-supply industries.

Early Gilcrest had a bank, train depot, its own physician and a telephone exchange building. While some of those things have changed today, the town remains a stable presence along the Highway 85 corridor.

RESOURCES

South Central Weld Chamber of Commerce
www.southcentralweldchamber.com

Upstate Colorado Economic Development
www.upstatecolorado.org

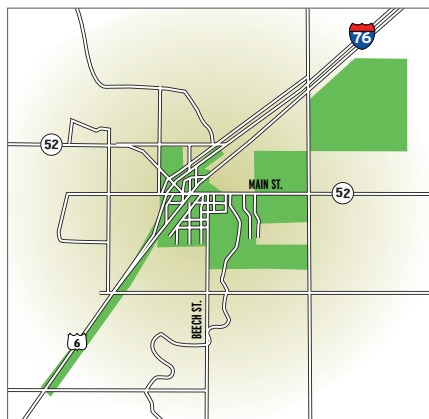
GILCREST PROFILE

Square miles	0.7
Population 2000	1,162
Population est. 2006	1,139
Labor force	564
Employment	524
Per capita income	\$12,863
Median household income	\$45,625
Households	311

Source: U.S. Census Bureau

Gilcrest also is home to an area high school, Valley High. While the population has declined slightly in recent years, town leaders pride themselves on the small-town atmosphere and agrarian roots that Gilcrest provides.

Hudson



Hudson officials share a goal with many other Eastern Plains communities in Weld County: Attract more commercial and retail business to diversify the town's traditional agricultural base.

Hudson sits at the interchange of Interstate 76 and Colorado Highway 52. Well-positioned on two busy highways, Hudson is 11 miles east of Fort Lupton on Highway 52 and between Lochbuie and Keenesburg on I-76.

That location should serve Hudson well as it works to attract new commercial activity and encourage citizens to keep sales-tax revenue in town. Town officials have worked with local businesses to improve the appearance of the business district.

Southern Weld County is expected to add hundreds of thousands of new residents in the coming decades. Pioneer, a 5,073-acre master-planned community proposed just north of Hudson, would include more than 9,000 homes, accommodating 23,000 new residents over 20 years.

Hudson is home to several industrial operations, including Denver Plastics Colorado, which produces thermoplastic injection molding. Material producers such as Chemical & Metal Industries Inc., as well as fabrication and welding businesses, also operate in Hudson.

Many of the area's mainstay businesses revolve around the agricultural industry.

One of Hudson's best-known businesses is The Pepper Pod Restaurant, which draws customers from throughout the region and boasts a chef who was a graduate of the Culinary Institute of America.

RESOURCES

Hudson Chamber of Commerce
www.hudsonchamberco.com

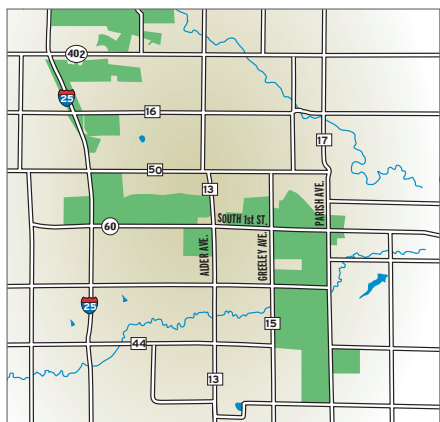
Upstate Colorado Economic Development
www.upstatecolorado.org

HUDSON PROFILE

Square miles	2.3
Population 2000	1,565
Population est. 2006	1,582
Labor force	731
Employment	703
Per capita income	\$15,613
Median household income	\$45,673
Households	482

Source: U.S. Census Bureau

Johnstown



If there were a center for explosive growth in Northern Colorado, Johnstown might be it. This once-seedate Weld County town now lays claim to five exits along Interstate 25 and annexations that stretch far from what the town boundaries were just a few years ago.

Johnstown in recent years has annexed premium parcels of real estate along I-25 and U.S. Highway 34.

Much of that land has become home

to new subdivisions, but a great deal of it boasts some of the most visible new commercial projects in Northern Colorado.

Johnstown calls itself the "hub of new possibilities" in Northern Colorado. At the interchange of I-25 and U.S. Highway 34, a Johnstown development called 2534 houses two new hospitals – Ernest Health Inc.'s Northern Colorado Long Term Acute Hospital and the Northern Colorado Rehabilitation Hospital. Also at 2534 are restaurants, high-end home décor companies, a Starbucks, office users and other retail.

Johnstown also boasts water, sewer and fiber-optic infrastructure that is ready to use, and an accelerated development-review process that reflects its "can-do" approach to business.

A unique community positioned for rapid development, Johnstown also boasts a vibrant downtown. Enjoying its status as the heart of the original community, downtown includes busy restaurants, coffee shops, a clothing store, a bustling supermarket and a new multi-use retail development.

Visible from downtown are the grain elevators that hark back to the agrarian

RESOURCES

Town of Johnstown

www.townofjohnstown.com

Johnstown-Milliken Chamber of Commerce

www.johnstownmillikenchamber.com

Northern Colorado Economic Development Corp.

www.ncedc.com

Upstate Colorado Economic Development

www.upstatecolorado.org

JOHNSTOWN PROFILE

Square miles	1.1
Population 2000	3,827
Population est. 2006	8,237
Labor force	1,848
Employment	1,787
Per capita income	\$19,003
Median household income	\$50,404
Households	1,296

Source: U.S. Census Bureau

roots of this fast-growing community. Fertile farm and ranch land still surround Johnstown, and the Big Thompson River meanders through the town.

Keenesburg



Keenesburg is a growing town with a well-planned future.

The community sits 35 miles northeast of Denver on Interstate 76 and just 25 miles southeast of Greeley.

With Keenesburg's proximity to metropolitan Denver and with just 32 miles between Keenesburg and Denver International Airport, town leaders and community members spent much of 2005 developing a comprehensive plan.

It was the first time since 1972 that any sort of in-depth study had examined all aspects of the town. The plan outlines a vision for the community based on current and projected conditions.

Land use, growth and town services all were examined for Keenesburg, which provides the surrounding agricultural community with commercial services. The comprehensive plan also addressed mass transportation to and from the Denver area.

With projections that Keenesburg's population will double by 2025, town leaders are determined to have an outline for the future that guides business, industrial and residential growth without tainting the town's deep agricultural roots.

In keeping with that agricultural background, Keenesburg is home to the Southeast Weld County Junior Fair and Rodeo. In addition to agriculture-related businesses, other large employers in Keenesburg include the local school district, Colorado East Bank and Trust and the town's grocery store.

Southern Weld County is expected to add hundreds of thousands of new

RESOURCES

Keenesburg Area Chamber of Commerce

www.keenesburgco.org

Upstate Colorado Economic Development

www.upstatecolorado.org

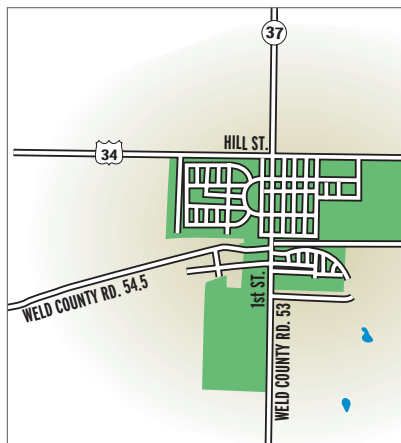
KEENESBURG PROFILE

Square miles	0.6
Population 2000	855
Population est. 2006	1,140
Labor force	417
Employment	395
Per capita income	\$17,022
Median household income	\$41,417
Households	301

Source: U.S. Census Bureau

residents in the coming decades. Pioneer, a 5,073-acre master-planned community proposed just outside of Keenesburg, would include more than 9,000 homes, accommodating 23,000 new residents over 20 years.

Kersey



Located eight miles east of Greeley on U.S. Highway 34, Kersey is a quietly growing city that embraces its deep agricultural roots.

Kersey, originally called Orr, was created in 1882 as a stop on the Union Pacific Corp. main line between Julesburg and LaSalle. The town's name was changed in 1896, and it was officially incorporated in 1908.

The town is a close-knit, primarily agricultural community, that is home to many farm, dairy, ranching and related agricultural businesses. Oil and gas energy companies also operate in Kersey.

With its location on Highway 34, Kersey is approximately one hour from Denver International Airport and the Denver metropolitan area. Greeley and Loveland are to the west, and Fort Morgan to the east on Highway 34. Likewise, Fort Collins and Windsor are within easy reach.

A drive from Kersey provides easy access to the Rocky Mountains, and the Pawnee Buttes and Pawnee National Grasslands are to the north of the town.

Town officials pride themselves on maintaining a small-town community with old-town charm and friendly people, while bigger city conveniences are just a short distance away.

The Kersey Area Chamber of Commerce notes that the town is "where the past and the future live in harmony with today."

Kersey also is popular for its school district, Platte Valley, which includes an

RESOURCES

Kersey Area Chamber of Commerce
www.kerseycolorado.com

Upstate Colorado Economic Development
www.upstatecolorado.org

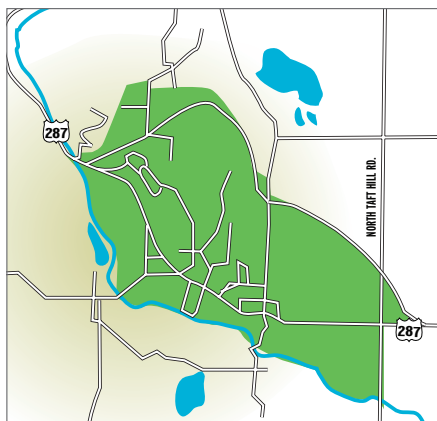
KERSEY PROFILE

Square miles	1.0
Population 2000	1,389
Population est. 2006	1,418
Labor force	746
Employment	705
Per capita income	\$16,346
Median household income	\$41,333
Households	474

Source: U.S. Census Bureau

elementary, middle and high school. The town also operates a senior center and recreation department, and has a branch of the Weld District Library.

LaPorte



Like its French name suggests, LaPorte is a doorway, or port, into the Rocky Mountains.

Located about eight miles west of Fort Collins, quiet LaPorte will take visitors and residents directly into the mountains via Rist Canyon or Poudre Canyon.

LaPorte is located along the Cache La Poudre River, so named by French trappers who stored, or cached, their gunpowder and other supplies along the river near LaPorte.

Today, the town is a slowly growing enclave that treasures its small-town atmosphere and mountain-lore history.

There are many established and well-known businesses in town, including rafting companies, engineering firms, construction companies, equine services, and pottery and art venues. Additionally, the North Forty News, a local paper serving primarily towns in western Larimer County, is based in the town.

One of LaPorte's mainstays is Vern's Place, a tradition in Northern Colorado that serves home-style cuisine, including giant cinnamon rolls. A gift and tackle shop are onsite.

Another LaPorte landmark is the Tapestry House, a new event center faithfully built in Victorian style on five acres. The original barn still is on the property. The venue is popular for weddings and corporate events.

The LaPorte of today is much smaller and quieter than its early history might have indicated. In 1861, when the first Territorial Legislature was created, LaPorte was chosen as the county seat. Twenty years later, a state election was held to determine

RESOURCES

City Data
www.City-Data.com

Northern Colorado Economic Development Corp.
www.ncedc.com

LAPORTE PROFILE

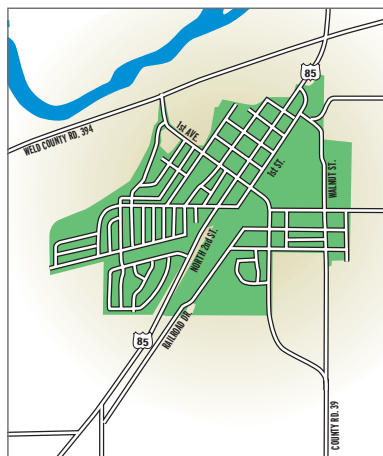
Square miles	6.1
Population 2000	2,691
Population est. 2006	2,732
Labor force	1,675
Employment	1,649
Per capita income	\$19,870
Median household income	\$46,630
Households	1,068

Source: U.S. Census Bureau

the location of the state capital.

Legend has that the bustling town of LaPorte lost to Denver by one vote.

LaSalle



LaSalle, on the U.S. Highway 85 corridor, is about five miles south of Greeley. Like many of its corridor neighbors, the town is seen as a stable community that will embrace growth as long as it doesn't change the integrity of the town.

Major cities are easily accessible within a 65-mile radius, including Denver, Greeley, Fort Collins, Boulder and Cheyenne, Wyoming.

While LaSalle's original downtown has grown increasingly quiet over the years, businesses along Highway 85 seem to thrive.

As with other Highway 85 communities, Union Pacific Corp.'s rail line has influenced development in LaSalle. In fact, the town was named after LaSalle Street in Chicago, the main railroad street in that city.

A depot built in 1910 was restored and now serves as a community center for seniors and other town residents.

The special quality of life that LaSalle residents enjoy is supported by a variety of industries. Businesses in the town range from cattle and oilfield enterprises to an aerial spraying company and turf farms. Dairies also populate the area. Pioneer Hybrid International Inc. operates a research center in LaSalle.

One of the best-known retail businesses in LaSalle is Raven's Architectural Antiques, which draws aficionados of everything vintage from all over the region. Favorite restaurants include the Farmers Inn and the original Armadillo restaurant, which expanded into a well-known chain along Colorado's Front Range.

RESOURCES

South Central Weld Chamber of Commerce
www.southcentralweldchamber.com

Town of LaSalle
www.lasalletown.com

Upstate Colorado Economic Development
www.upstatecolorado.org

LASALLE PROFILE

Square miles	0.7
Population 2000	1,849
Population est. 2006	1,916
Labor force	966
Employment	933
Per capita income	\$18,262
Median household income	\$41,534
Households	683

Source: U.S. Census Bureau

While growth is anticipated in LaSalle, community leaders encourage it at a paced rate that integrates with the town's design and comprehensive plan.

Lochbuie



Named for a place on the Scottish Isle of Mull, Lochbuie sits 25 miles northeast of downtown Denver on Interstate 76.

Like its neighbors, Hudson and Keenesburg, on I-76, Lochbuie is in an area that is becoming increasingly attractive to people and businesses.

Because I-76 links Denver to Interstate 80 in southwest Nebraska, the route is heavily traveled and has become home to residents who want an alternative to the urban lifestyle.

Indeed, since the 2000 census, Lochbuie's population has doubled. Town officials say that their growing population and services make Lochbuie an ideal place to live, work and play. The town now boasts more than 1,200 homes and is one of the fastest-growing towns in the state.

The town also has more than 100 acres of land recently zoned for retail or industrial development.

Lochbuie is just a short 15-minute drive from Denver International Airport. Several other private or municipal airfields are also located nearby. Downtown Denver is just 30 minutes away.

Lochbuie is served by Weld County School District RE-3J, which also serves the southeast Weld County towns of Keenesburg, Hudson and Roggen.

RESOURCES

Town of Lochbuie
www.lochbuie.org/about.htm

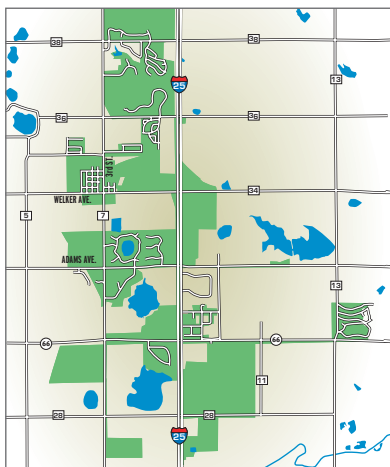
Upstate Colorado Economic Development
www.upstatecolorado.org

LOCHBUIE PROFILE

Square miles	1.3
Population 2000	2,049
Population est. 2006	4,033
Labor force	926
Employment	874
Per capita income	\$14,845
Median household income	\$38,988
Households	637

Source: U.S. Census Bureau

Mead



Mead calls itself a "little town with a big future." Like many of its neighbors along the Interstate 25 corridor, Mead is poised for unprecedented growth, but also is planning for the anticipated changes.

Mead is located south of Berthoud and Loveland and just north of Longmont. Town leaders acknowledge that Mead

primarily serves as a bedroom community to larger employment centers. But, with the growth experienced by the Denver metropolitan area and much of the Front Range, it is anticipated that Mead will continue to see interest from both residential and commercial developers.

Canadian-based Richie Bros. Auctioneers Inc. recently relocated its Brighton headquarters to Mead, occupying a large frontage along I-25. Richie Bros. is a major dealer of heavy equipment and holds auctions that draw hundreds, sometimes up to 2,000, attendees.

The addition of the company is expected to triple Mead's sales-tax revenue and provide a cornerstone for future retail and hospitality development in the town.

Other businesses in Mead include some light-industrial companies, as well as pharmaceutical and technology ventures. Mead officials have worked extensively in recent years to fine-tune the town's comprehensive plan and a transportation plan for original Mead, as well as anticipated boundaries and service areas of the town. One benefit to transportation and future

RESOURCES

Town of Mead

www.mead-co.gov

Upstate Colorado Economic Development

www.upstatecolorado.org

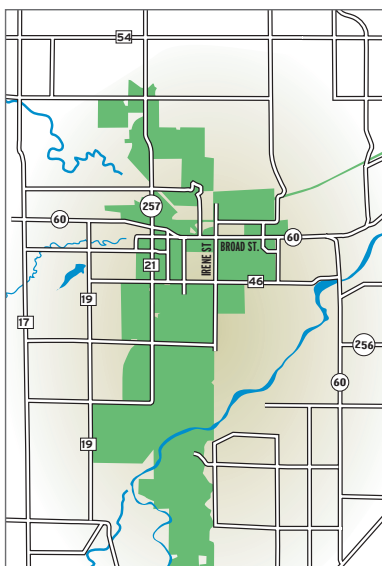
MEAD PROFILE

Square miles	4.4
Population 2000	2,017
Population est. 2006	2,849
Labor force	1,073
Employment	1,052
Per capita income	\$31,483
Median household income	\$79,298
Households	615

Source: U.S. Census Bureau

business growth is the Great Western Railway, a short-haul line that runs through Mead, providing local service to industries there, as well as Johnstown, Milliken, Loveland, Windsor, Greeley and Longmont. Great Western connects with Union Pacific Corp. and BNSF Railway Co. lines.

Milliken



Milliken sits six miles east of Interstate 25 on Colorado Highway 60. It neighbors Johnstown, and the two communities share a chamber of commerce.

Like Johnstown, Milliken has experi-

enced rapid growth in recent years and is poised for more. Similarly, its motto is the "hub of Northern Colorado."

Indeed, in recent years Milliken-based construction giant Hall-Irwin Corp. began developing Centennial Crossing. A multi-use project, Centennial Crossing includes hundreds of homes as well as a museum and library.

Hall-Irwin also completed a new Milliken recreation center and administration building for the Johnstown/Milliken School District.

In the coming years, Milliken has plans to enhance its downtown through a program called Project Pride and build a new police station and town center.

Farther away from the town center, Milliken has hundreds of acres of annexed land for which development applications have been received. Plus, vast reserves of additional annexed land wait in the wings for future development.

Milliken also is home to one of Northern Colorado's favorite golf courses, the Mad Russian. A local man with German and Russian roots developed it in the 1970s. The

RESOURCES

Town of Milliken

town.milliken.co.us

Johnstown-Milliken Chamber of Commerce

www.johnstownmillikenchamber.com

Upstate Colorado Economic Development

www.upstatecolorado.org

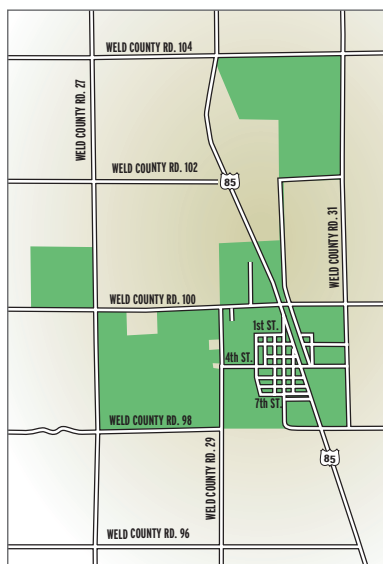
MILLIKEN PROFILE

Square miles	5.7
Population 2000	2,888
Population est. 2006	5,801
Labor force	1,420
Employment	1,352
Per capita income	\$14,484
Median household income	\$43,603
Households	870

Source: U.S. Census Bureau

18-hole, par 69 is a public course drawing visitors from throughout the region who enjoy not only the greens, but also the accompanying restaurant.

Nunn



The north Weld County town of Nunn is directly tied to the history of the Union Pacific Corp.'s rail line that connects Cheyenne to Denver.

Initially, the line was owned by the

Denver Pacific Railway. Its agents encouraged settlers to buy land around the tracks, which led to the founding of several communities along the U.S. Highway 85 corridor.

Nunn began as an agricultural community, and remains so today. Much of the farming in the area is dedicated to wheat. Additionally, a great deal of land in the area is under the federal Conservation Reserve Program that seeks to protect fragile farmland by assisting owners in conserving and improving soil, water and wildlife. In some cases, land highly susceptible to erosion is converted to native grasses. Today, new homes fill in some of the rural areas.

The town supports several businesses, including a café, grain elevator and telephone company. Colorado Engineering Experiment Station Inc. operates a large independent commercial calibration facility.

The Nunn Senior Center is a center of activity for the town, offering recreational and educational programs for the area's residents. One of the newest additions to the community is the Northern Drylanders Museum. It is becoming well-known

RESOURCES

Town of Nunn

www.nunncolorado.com

Upstate Colorado Economic Development

www.upstatecolorado.org

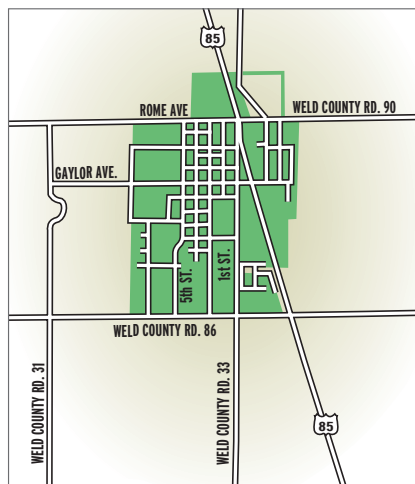
NUNN PROFILE

Square miles	1.8
Population 2000	471
Population est. 2006	524
Labor force	222
Employment	212
Per capita income	\$14,769
Median household income	\$35,714
Households	152

Source: U.S. Census Bureau

for its exhibits to preserve the American pioneer spirit as lived on the high plains of Colorado. The Museum's members work to educate school children, as well as to record, preserve and study the prairie history of northern Weld County.

Pierce



Pierce joins its neighbors along the U.S. Highway 85 corridor in being a classic Northern Colorado small town.

Pierce is north of Greeley, past Eaton and Ault and south of Nunn. The Highway 85 corridor serves as a connector between Denver, Greeley and Cheyenne, Wyo., and hosts many communi-

ties, including Pierce, with agrarian roots and ties to the Union Pacific Corp.'s rail line.

An examination of Pierce's current commercial mix finds companies such as Bill's Volume Sales West, a Nebraska-based seller of agricultural feed mixers and scale systems.

Double J Meatpacking Inc. is a regional favorite that packs and provides fresh meat for wholesale. Nearby, Town & Country Fence Inc. is sought-after throughout Northern Colorado for installations of every type of fence. Developers call on Town & Country to fence new subdivisions, while agricultural customers seek the company for corrals and cattle enclosures. Pierce also is host to feedlots and dairies that help make Weld County one of the top ag-producing counties in the nation.

With all the agricultural activity and some accompanying new-home development, town officials hope for continued growth to bolster the tax base.

A few years ago, a long-standing obstacle to potential commercial development was lifted when an erroneous flood survey was eliminated by the Federal Emergency Management Agency.

FEMA had conducted a flood-insurance

RESOURCES

Upstate Colorado Economic Development

www.upstatecolorado.org

PIERCE PROFILE

Square miles	.07
Population 2000	884
Population est. 2006	864
Labor force	426
Employment	410
Per capita income	\$17,412
Median household income	\$36,944
Households	342

Source: U.S. Census Bureau

survey of Pierce in 1980, and wrongly stated that nearly two-thirds of the town was in a floodway, preventing commercial development in a major portion of the town. That flawed designation was removed in 2003. Now, prime locations for retail users seeking exposure to traffic between Greeley and Cheyenne are once again marketable.

Platteville



Platteville is one of the oldest towns in Weld County and remains a thriving, bustling community. Platteville is located south of Greeley along U.S. Highway 85. The town's boundaries are framed by the South Platte River on the west and Union Pacific Corp.'s rail lines to the east.

Settlers first came to the area in the 1830s to engage in fur trading with natives.

The hub of that activity, Fort Vasquez, has been replicated south of town and is operated by the Colorado State Historical Society.

Later, the Colorado gold rush and Denver and Pacific Railroad contributed to a development surge in what is now Platteville.

Today, the town's economy is driven by several agricultural operations based in the area. These include Morning Fresh Farms Inc., Aurora Organic Dairy and other area dairies, and several cattle companies. Additionally, turf producers and oil and gas businesses make Platteville their home. And along Highway 85 is a favorite eatery to residents and visitors alike, the Doubletree Restaurant & Lounge.

In addition to its location along Highway 85, Platteville is bisected by Colorado Highway 66, which provides a direct link to Interstate 25 just a few miles to the west. Platteville residents and business leaders believe that the town's location along Highway 85, coupled with tremendous regional growth, will bring a new era of development to their community.

The effort is bolstered in part by the

RESOURCES

South Central Weld Chamber of Commerce
www.southcentralweldchamber.com

Town of Platteville
www.plattevillegov.org

Upstate Colorado Economic Development
www.upstatecolorado.org

PLATTEVILLE PROFILE

Square miles	1.5
Population 2000	2,370
Population est. 2006	2,611
Labor force	1,128
Employment	1,056
Per capita income	\$15,802
Median household income	\$43,472
Households	763

Source: U.S. Census Bureau

recent formation of the South Central Weld Chamber of Commerce, a group that includes businesses from Platteville, Gilcrest and LaSalle along the central Highway 85 corridor.

Severance



Explosive population growth has propelled tiny Severance into one of the fastest-growing cities in Colorado and Weld County. Between 2000 and 2005, Severance's population jumped 219 percent.

Located northwest of Greeley and about 13 miles west of Fort Collins, Severance was founded in the late 1800s as an agricultural community. With expanded population growth in the area, there is a ready work force to support new employment opportunities.

In recent years, Severance has attracted several new service businesses and banks that cater to local residents.

Severance became famous throughout the region for being home to Bruce's Bar, a landmark restaurant serving Rocky Mountain Oysters as its signature dish. After the death of its owner, Bruce's Bar closed, but the building still stands at the town's main intersection.

The Severance Town Board has approved annexations that push the community's boundaries closer to Windsor and Fort Collins.

Severance is located near Interstate 25 and Colo. Highways 14, 257 and 392.

RESOURCES

Town of Severance
www.townofseverance.org

Upstate Colorado Economic Development
www.upstatecolorado.org

SEVERANCE PROFILE

Square miles	2.1
Population 2000	597
Population est. 2006	2,590
Labor force	325
Employment	314
Per capita income	\$17,625
Median household income	\$50,625
Households	187

Source: U.S. Census Bureau

Timnath



Tiny Timnath sits just east of Fort Collins across Interstate 25, and directly north of Windsor on that same thoroughfare.

In the coming years, Timnath will be tiny no more. A rush of five large annexations in the span of 18 months has taken the hamlet from approximately 200 acres in size to more than 2,700 acres, or from

0.2 square miles to 3.6 square miles.

Already, a golf course has been completed, and an accompanying residential community is under way on one of those annexations.

Timnath flourished in its early years, reaping benefits of sugar-beet, potato and sheep operations. When a rail line connecting Greeley and Fort Collins cut through the town, it served as a minor shipping center for agricultural and livestock commodities.

Originally called Fairview, Timnath gained its current name in the 1880s from the town's Presbyterian minister and postmaster, who drew the new identifying label from the 14th chapter of the Book of Judges. There, it is the place where Samson went to obtain a Philistine wife. Long since removed from the days of its name change, Timnath soon will be home to a new Super Wal-Mart at the northeast corner of I-25 and Harmony Road.

Faced with fast-paced changes, town citizens and leaders have taken a slightly different twist than many other quickly growing Northern Colorado communities.

RESOURCES

Northern Colorado Economic Development Corp.
www.ncedc.com

Town of Timnath
www.timnathcolorado.org

TIMNATH PROFILE

Square miles	0.2
Population 2000	223
Population est. 2006	213
Labor force	121
Employment	117
Per capita income	\$27,089
Median household income	\$51,250
Households	84

Source: U.S. Census Bureau

After approval of the five annexations, they made it a priority to begin making sure that downtown Timnath is preserved and retains its character.

The town's historical society began immediately cataloging and forming a "snapshot" of current Timnath for posterity.

Wellington



Wellington sits in a prime location in Northern Colorado. Straddling Interstate 25, Northern Colorado's "Main Street," Wellington retains a small-town atmosphere, but at the same time is centrally located to major highways and railroads.

Like many of its neighboring Northern Colorado communities, Wellington's roots are steeped in agriculture and rail lines.

Acres of productive farm and grazing land surround the town.

At the same time, convenient access north to Cheyenne and south to Fort Collins, Loveland and Denver has contributed to a surge in new housing growth. And, Wellington is well known for an excellent elementary and junior high school. High-school aged youth go to school in nearby Fort Collins.

Additionally, dozens of existing businesses thrive in Wellington, along with an active chamber of commerce.

The town government and chamber work to aggressively draw new business, as well. The town is a member of the Northern Colorado Economic Development Corp., while the chamber is charged with administering all inquiries that come from NCEDC.

A number of new retail businesses have opened in Wellington, and the town is also the site of a prospective shrimp farm, to be developed by Trident Aqua Technology Ventures Inc., a local startup that expects to employ 200. Trident will produce up to 6 million pounds of shrimp annually.

In addition to being well-poised for additional residential and commercial growth, the town of Wellington provides easy access

RESOURCES

Town of Wellington
www.townofwellington.com

Wellington Chamber of Commerce
www.wellingtoncoloradochamber.com

Northern Colorado Economic Development Corp.
www.ncedc.com

WELLINGTON PROFILE

Square miles	1.8
Population 2000	2,672
Population est. 2006	4,128
Labor force	1,482
Employment	1,419
Per capita income	\$17,783
Median household income	\$47,917
Households	928

Source: U.S. Census Bureau

to the Rocky Mountains. It is near excellent trout fishing, mountain biking, hiking, cross-country skiing and snowmobiling trails. State wildlife preserves lie to the east and south of town.



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For More Information
Contact the Wellington Area Chamber of Commerce at:

economicdevelopment@wellingtoncoloradochamber.com

(970) 568.4133

www.wellingtoncoloradochamber.com

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WWW.NCBR.COM



The Rocky Mountain Innovation Initiative, RMI2, is a regional non-profit formed to accelerate the success of high impact scientific and technology start-up companies in Northern Colorado.

By the numbers

- 383,900 - overall regional labor force
- 9,900 - number of underemployed who have an average of eight years experience in manufacturing/assembly/fabrication
- 5,700 - number who have nine years experience in information technology

The region has a highly educated workforce, with Fort Collins being named to Fast Companies magazine Fast Cities list in 2007. The magazine cited Fort Collins as generating patents at the rate of 11.45 per 10,000 people, or nearly four times the U.S. city average. We welcome you to our website, and welcome the opportunity to work with you. www.rmi2.org

For more information, please call Mark Forsyth at 970.211.1301

Resources

Berthoud Area Chamber of Commerce
345 Mountain Ave.
Berthoud, CO 80513
Phone/Fax: 970-532-4200/970-532-7690
E-mail: bcc@berthoudcolorado.com
www.berthoudcolorado.com

Carbon Valley Chamber of Commerce
8303 Colorado Blvd., Suite 201
Firestone, CO 80504
Phone/Fax: 303-833-5933/303-833-0335
E-mail: carbonvalleychamber@hotmail.com
www.carbonvalleychamber.com

City of Fort Collins Economic Coordinator
300 Laporte Ave.
Fort Collins, CO 80522
Phone/Fax: 970-416-2259/970-224-6107
Services: Coordinates cross-departmental economic team to support retention and expansion of business in Fort Collins.
E-mail: mfreeman@fcgov.com
kelly.peters@rmi2.org
www.fcgov.com

City of Greeley - Economic Development Manager
1000 10th St.
Greeley, CO 80631
Phone/Fax: (970) 350-9770/N/A
Services: Management of Greeley's Economic Gardening Program, works with Upstate Colorado Economic Development.
www.ci.greeley.co.us

City of Loveland - Business Development Department
500 E. Third St.
Loveland, CO 80537
Phone/Fax: (970) 962-2304/N/A
Services: Manages Business Development Department for the city of Loveland, oversees improvement of the community livability in the city of Loveland.
E-mail: businessdev@ci.loveland.co.us
www.ci.loveland.co.us

CSU Office of Economic Development
1051 Campus Delivery
Fort Collins, CO 80523
Phone/Fax: 970-493-0903/N/A
Services: Works to empower local Colorado communities and grow their economies, distributes economic development research, supports technology transfer and provides support for entrepreneurs and emerging enterprises.
E-mail: hunt.lambert@colostate.edu
sarah.hach@business.colostate.edu
www.oed.colostate.edu

Eaton Area Chamber of Commerce
1 Maple Ave.
Eaton, CO 80615
Phone/Fax: 970-454-1404/970-454-1423
www.eatonco.org

Erie Chamber of Commerce
235 Wells St., P.O. Box 97
Erie, CO 80516
Phone/Fax: 303-828-3440/303-828-3330
E-mail: info@eriechamber.org
www.eriechamber.org

Erie Economic Development Council
235 Wells St., P.O. Box 97
Erie, CO 80516
Phone/Fax: 303-828-3440/303-828-3330
Services: Interest group providing relocation information, commercial/industrial property information, resource to the community.
E-mail: info@erieedc.org
www.erieedc.org

Estes Park Chamber of Commerce
P.O. Box 1818
Estes Park, CO 80517
Phone/Fax: 970-586-4431/800-378-3708/
970-586-1021
E-mail: esteschamber@aol.com
www.estesparkchamber.com

Evans Chamber of Commerce
3700 Golden St.
Evans, CO 80620
Phone/Fax: 970-330-4204/970-506-2726
E-mail: ecc@evanschamber.org
www.evanschamber.org

Fort Collins Area Chamber of Commerce
225 S. Meldrum St.
Fort Collins, CO 80521
Phone/Fax: 970-482-3746/970-482-3774
E-mail: general@fccchamber.org
www.fortcollinschamber.com

Fort Collins Downtown Development Authority
19 Old Town Square, Suite 230
Fort Collins, CO 80524
Phone/Fax: 970-484-2020/970-484-2069
E-mail: chip@downtownfortcollins.org
www.downtownfortcollins.org

Fort Lupton Chamber of Commerce
321 Denver Ave.
Fort Lupton, CO 80621
Phone/Fax: 303-857-4474/N/A
E-mail: flchamber@frii.com
www.fortluptonchamber.com

Greeley Chamber of Commerce/Visitors Bureau
902 Seventh Ave.
Greeley, CO 80631
Phone/Fax: 970-352-3566/970-352-3572
Services: The Greeley Chamber of Commerce acts on issues that impact the prosperity of our business community. The Greeley Chamber of Commerce assists businesses with networking opportunities, growth, promotion and government affairs affecting business. The Visitors Bureau markets Greeley as a destination for meetings, conferences, sporting events, and day trips.
E-mail: steph@greeleychamber.com
www.greeleychamber.com

Greeley Downtown Development Authority
810 Ninth Street Plaza
Greeley, CO 80631
Phone/Fax: 970-356-6775/970-378-8708
E-mail: greeleydowntown@greeleydowntown.com
www.greeleydowntown.com

Greeley Small Business Development Center
902 Seventh Ave.
Greeley, CO 80631
Phone/Fax: (970) 352-3661/(970) 352-3572
E-mail: ron.anderson@aims.edu

Johnstown/Milliken Chamber of Commerce
118 Charlotte St., P.O. Box 501

Johnstown, CO 80534
Phone/Fax: 970-587-7042/970-587-8703
E-mail: info@johnstownmillikenchamber.com
www.johnstownmillikenchamber.com

Kersey Area Chamber of Commerce
P.O. Box 397
Kersey, CO 80644
Phone/Fax: 970-356-8669/N/A
E-mail: chamberupdates@kblegacydesigns.com
www.kerseycolorado.com

Longmont Area Economic Council
528 Main St.
Longmont, CO 80501
Phone/Fax: 303-651-0128/303-682-5446
E-mail: laec@longmont.org
www.longmont.org

Loveland Center for Business Development
5400 Stone Creek Circle
Loveland, CO 80538
Phone/Fax: 970-667-4106/970-667-5211
E-mail: don.abbott@loveland.org
www.lovelandbusinessadvice.com

Loveland Chamber of Commerce & Visitors Center
5400 Stone Creek Circle
Loveland, CO 80538
Phone/Fax: 970-667-6311/800-258-1278/970-667-5211
E-mail: info@loveland.org
www.loveland.org

Northern Colorado Economic Development Corporation
3553 Clydesdale Parkway, Suite 230
Loveland, CO 80538
Phone/Fax: 970-667-0905/970-669-4680
Services: Private economic-development corp. Focus is to leverage public and private funds to strengthen existing employers, support expansion projects and recruit new employers.
E-mail: info@ncedc.com
mdobbie@ncedc.com
www.ncedc.com

Northern Colorado Rural Development Association
P.O. Box 216
Wellington, CO 80549
Phone/Fax: 970-204-7739/970-568-4321
Services: Interest group that promotes and advances primary jobs and economic well-being of Wellington and northern Larimer County.
E-mail: info@ncrda.org
www.ncrda.org

Rocky Mountain Innovation Initiative Fort Collins, CO N/A
Services: To enable and accelerate the success of high growth, high impact innovation-based startup companies and to promote the development of an entrepreneurial culture and infrastructure to sustain and nurture scientific & technology-based industries in the Northern Colorado region.
www.rmi2.org

Small Business Development Center
125 S. Howes St., No. 150
Fort Collins, CO 80521
Phone/Fax: (970) 498-9295/(970) 498-8924
E-mail: sbdc@frii.com
www.sbdc-larimer.com

South Central Weld Chamber of Commerce
P.O. Box 606
Platteville, CO 80651
E-mail: lasalle@coloeast.com
www.southcentralweldchamber.com

Upstate Colorado Economic Development
822 Seventh St., Suite 550
Greeley, CO 80631
Phone/Fax: 970-356-4565/970-352-2436
Services: Private economic-development corporation that assists existing and prospective primary employers with resources helpful in expanding revenue and employment opportunities.
E-mail: info@upstatecolorado.org
lburchardt@upstatecolorado.org
www.upstatecolorado.org

Windsor Chamber of Commerce
421 Main St.
Windsor, CO 80550
Phone/Fax: 970-686-7189/970-686-0352
E-mail: information@windsorchamber.net
www.windsorchamber.net

Business Assistance Tools

Enterprise zones

Colorado's Urban and Rural Enterprise Zone Act of 1986 established a program for the designation of state enterprise zones. The program provides incentives for private enterprise to expand and for new businesses to locate in economically distressed areas of the state. The Economic Development Commission (EDC) designates certain economically distressed areas of the state as Enterprise Zones. There are currently 16 local Enterprise Zones in Colorado. Businesses located in a zone may qualify for 10 different Enterprise Zone Tax Credits and incentives to encourage job creation and investment in these zones.

Enterprise-zone administrators:

Larimer County: Lew Wymisner,
Larimer County Workforce Center
200 W Oak St., #5000
Fort Collins, CO 80522
Phone/Fax: 970-498-6605/970-498-6673
E-mail: LWymisner@larimer.org
www.larimerworkforce.org

Maury Dobbie, president & CEO
Northern Colorado Economic Development Corporation
3553 Clydesdale Parkway, Suite 230
Loveland, CO 80538
Phone/Fax: 970-667-0905/970-669-4680
Services: Private economic-development corp. Focus is to leverage public and private funds to strengthen existing employers, support expansion projects and recruit new employers.
E-mail: info@ncedc.com
mdobbie@ncedc.com
www.ncedc.com

Weld County: Cathy Schultz, senior VP
Upstate Colorado Economic Development
822 Seventh St., Suite 550
Greeley, CO 80631
Phone/Fax: 970-356-4565/970-352-2436
Services: Private economic-development corporation that assists existing and prospective primary employers with resources helpful in expanding revenue and employment opportunities.
E-mail: info@upstatecolorado.org
www.upstatecolorado.org

Revolving Loan Fund
Upstate Colorado Economic Development administers the Weld/Larimer Revolving Loan Fund, using federal funds to provide gap financing for companies that expand the job base in rural Larimer and Weld counties.

Greeley Community Development Fund
Upstate Colorado Economic Development administers this fund, which extends financial assistance to qualifying companies expanding or locating in Greeley.

Infrastructure Grant Program
Upstate Colorado Economic Development provides grant-application and implementation assistance to eligible communities seeking federal Community Development Block Grant dollars for infrastructure projects.

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 Northwestern Mutual Financial Network
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 RLE Technologies
 Roadrunner Productions
 Ron Young, RE/MAX First-Commercial
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 Seven Generations LLC
 Shaw Sign & Awning Inc.
 Showcase Window Fashions
 Sinnett Builders
 Sitzman-Mitchell Co.

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 Empire Management Inc.
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 Farmers Insurance
 Floor Store, The (Magellan Group)
 Fort Collins Forum Newspaper
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 Front Range Community College
 G.L. Hoff Construction Co.
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 Horizon Banks - Loveland
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 King Pontiac GMC Subaru
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 Land Title Guarantee Co.
 Manpower Inc.
 McStain Enterprises
 MediaTech Productions
 Messner Engineering Inc.
 MM Solutions
 Mountain n' Plains Property Management
 Mountain States Better Business Bureau
 New Belgium Brewing Co.
 Nolte Associates, Inc.
 Norlarco Credit Union
 North American Title Co.
 Northern Colorado Information & Resources Inc.
 Northern Colorado Water Conservancy District
 Northern Engineering Services Inc.
 Praxair Inc.
 RealGIS
 Rigidan Farms
 Risk Removal Inc.
 Schrader Oil Co.
 Shannon & Associates
 Scholar Architecture & Construction
 Spanjer Construction Corp.
 Stanford Real Estate LLC
 Stantec Consulting
 Starr & Westbrook PC Attorneys at Law
 State Farm Insurance Cos.
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 Terracon Consulting Engineers & Scientists

Toolbox Creative
 Walker Manufacturing Co.

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 Colorado Enterprise Fund
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 Eaton Area Chamber of Commerce
 Erie Economic Development Council
 Evans Chamber of Commerce
 Fort Lupton Chamber of Commerce
 Fort Lupton Development Corp.
 Greeley Area Realtor Association
 Greeley Chamber of Commerce
 Greeley Small Business Development Center
 Johnstown-Milliken Chamber of Commerce
 Mead Area Chamber of Commerce
 Metro Denver Economic Development Corp.
 Colorado Alliance for Microenterprise Initiatives
 Northern Colorado Commercial Association of Realtors
 South Central Weld Chamber of Commerce
 Weld County Builders Association
 Windsor Chamber of Commerce

Education

Aims Community College
 RE-1 Gilcrest
 RE-1J St. Vrain Valley (Dacono, Mead, Firestone Erie & Frederick)
 RE-2 Eaton
 RE-3J Keenesburg
 RE-4 Windsor
 RE-5J Johnstown-Milliken
 Dist 6 Greeley/Evans
 RE-7 Platte Valley
 RE-8 Fort Lupton
 RE-9 Ault-Highland
 RE-10 Briggsdale
 RE-11 Prairie
 University of Northern Colorado

Government

City of Brighton
 City of Dacono
 City of Evans
 City of Fort Lupton
 City of Greeley
 Colorado Office of Economic Development and International Trade
 Employment Services of Weld County
 Greeley Downtown Development Authority
 Town of Eaton
 Town of Erie
 Town of Firestone
 Town of Frederick
 Town of Garden City
 Town of Gilcrest
 Town of Hudson
 Town of Johnstown
 Town of Keenesburg
 Town of Kersey
 Town of LaSalle
 Town of Milliken
 Town of Nunn
 Town of Pierce
 Town of Platteville
 Town of Severance
 Town of Windsor
 Weld County

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 Town of Windsor
 Weld County
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 City of Evans
 Colorado & Santa Fe Real Estate/TriPointe
 First National Bank
 Great Western Development Co.
 Greeley Area Realtor Association
 Hall-Irwin Corp./Bestway Concrete
 Hensel-Phelps Construction Co.
 Hoshiko Farms
 Key Bank
 Landmark Cos.
 North Colorado Medical Center
 Northern Colorado Commercial Association of Realtors
 Poudre Valley REA
 Roche Constructors Inc.
 State Farm Insurance Cos.
 United Power
 Wells Fargo Bank
 Xcel Energy

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 Ehrlich Dealerships
 Greeley Tribune
 Kodak Colorado Division
 New Frontier Bank
 Union Pacific Railroad
 Varra Cos. Inc.
 Vestas Blades

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 Advantage Bank
 Bank of Colorado
 Boomerang Properties
 Cache Bank & Trust
 Conquest Holdings
 Drexel Barrell & Co.
 EnviroTech Services, Inc.
 Flood & Peterson Insurance
 Fort Lupton Development Corp.
 Great Northern Properties LLLP
 Greeley Country Club
 Guaranty Bank & Trust Co.
 Jehn Engineering
 Kennedy and Coe
 Landmark Builders
 Macrum Building Systems
 McWhinney Enterprises
 NCMC Foundation
 Norfolk Iron & Metal
 Northern Colorado Paper Inc.
 Northwest Parkway Public Highway Authority
 RR Donnelley Norwest Inc.
 Realtec-Greeley LLC
 RE/MAX Optimum Group LLC
 Sear Real Estate
 SOS Staffing
 Southwest Weld Economic Development Group
 Spradley Barr Fort Lincoln
 Mercury
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 Weld County Garage

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 Douglass Roofing
 First American Heritage Title
 Greeley Medical Clinic
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KBN Engineers
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 Pickett Engineering
 RE/MAX Alliance
 Shirazi & Associates Inc.
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 Witwer, Oldenburg, Barry & Johnson LLP

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Agland Inc.
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