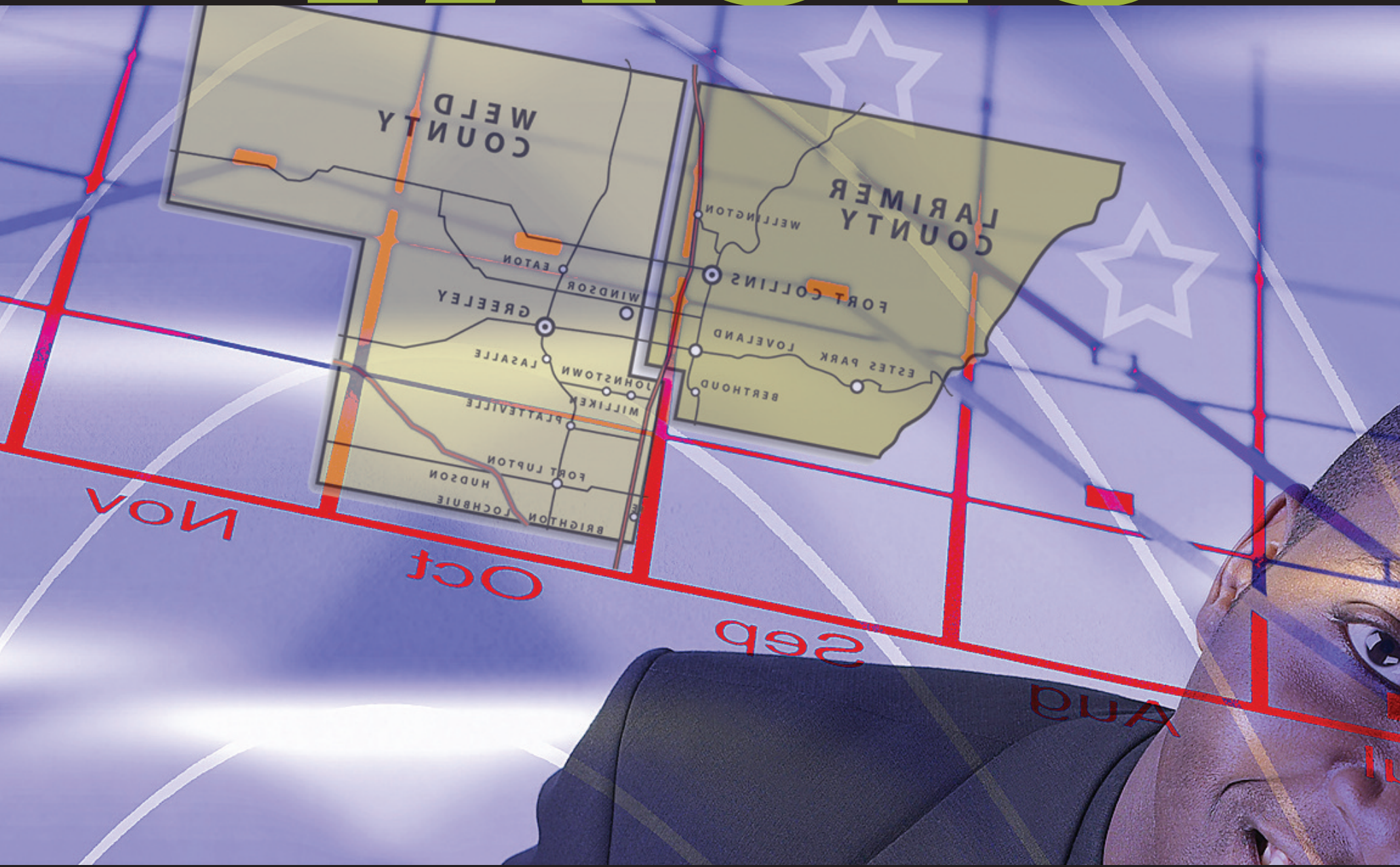




2010 NORTHERN COLORADO

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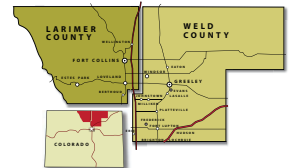
It is my great pleasure to introduce the Market Facts book, the latest special publication from the *Northern Colorado Business Report*. This new product pulls together information from a wealth of sources, from the state of Colorado to local agencies, to create a snapshot of the economic conditions in Larimer and Weld counties. It is sure to become an invaluable tool for planners, site selectors, researchers and anyone else interested in the sort of extensive data needed to make sound business decisions.

The Market Facts book is divided into four sections: Demographics — a look at who we are in Northern Colorado; Infrastructure — what we offer; Industries — what we do; and Municipalities — where we do it. An additional list of Business Resources contains contact information for the many organizations and agencies dedicated to the economic vitality of companies throughout the region.

The Market Facts book is intended to be an annual publication. It takes its place alongside *NCBR's* other directories — Blueprints Construction Directory; MD, the Northern Colorado Medical Directory; the Event Planning Guide; The Green Book guide to environmentally conscious businesses; and the ever-popular Book of Lists, to name a few — in providing some of the most extensive and up-to-date industry information available in and about Northern Colorado.

This is the first edition of the Market Facts book. Please take a few moments to let us know what you think of it at [editor@ncbr.com](mailto:editor@ncbr.com).

Thank you for your interest in Northern Colorado.



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### 2010 Market Facts

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The *Northern Colorado Business Report Inc.* also publishes the *Northern Colorado Business Report*, a biweekly business newspaper. The publisher also produces the *Book of Lists*, *Blueprints*, *Northern Colorado MD*, *The Green Book*, and *Portfolio*. Visit the *NCBR Store* at [www.ncbr.com](http://www.ncbr.com) to view all our products.

Also available are the *Boulder County Technology/Manufacturers Directory*, *Boulder Valley M.D.*, the *Boulder County Book of Lists* and the *Boulder County Business Report*. In Wyoming, look for the *Wyoming Business Report*, the *Wyoming Book of Lists*, the *Wyoming R&D/Manufacturers Directory* and the *Wyoming Energy Book*.

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# Demographics



## Northern Colorado is open for business

Northern Colorado, the area between Denver and Cheyenne bisected by Interstate 25, has been called the entrepreneurial heartland of the West. It is an area with a ready workforce that is well-educated; an infrastructure that allows convenient connections to the rest of the world, both physically and electronically; and a diverse economy as strongly rooted in agriculture and oil-and-gas drilling as in alternative energy development and the promise of bioscience.

Northern Colorado is anchored by four major cities. The farthest north, west of I-25, is Fort Collins, county seat of Larimer County and home of Colorado State University, Woodward Governor Co., several major craft brewers as well as an Anheuser-Busch InBev plant, and a diverse mix of emerging and established businesses.

Fort Collins' commitment to alternative transportation and outdoor lifestyle has fostered the evolution of an extensive network of parks and biking and hiking trails connecting every corner of the city.

To the south of The Fort, Loveland is the city with a heart, renowned for its dedication to the arts — and remailing Valentines around the world each February. In 1985, Loveland was the first city in Colorado to adopt an Art in Public Places ordinance. The city's art collection's estimated value is more than \$7 million, and about 72 percent of the collection has been donated. The city is home to an abundance of bronze sculptors and foundries.

The Benson Sculpture Park features works by more than 200 sculptors, framed by the Rocky Mountain skyline, and its annual August exhibition draws art lovers and collectors from around the world. The Chapungu Sculpture Park in Centerra features stone carvings in the style indigenous to Zimbabwe, arranged in a peaceful park-like setting.

On the east side of I-25, Greeley is the county seat of Weld County, a sprawling area that borders the Denver metro area on the south and the wind-swept Wyoming plains on the north. Weld County served as the model for James Michner's epic

"Centennial"; the University of Northern Colorado, where the author taught for many years, has named its library after him. UNC houses not only Michner's papers but those of alumna and renowned science fiction author Connie Willis, who lives and works in Greeley.

Greeley is also home to the North American headquarters of JBS, the world's largest beef processor. The company operates plants in Greeley and owns feedlots in Loveland, and is one of the largest employers in the region. Denver's Leprino Foods, one of the nation's largest producers of mozzarella cheese, is building a plant on the site of the old Western Sugar beet-processing mill.

Straddling the Larimer and Weld county line, north of Greeley, Windsor was at one time little more than a bedroom community with the distinction of being the first community in Weld County to have a paved street. With the growth of the rail-served Great Western Industrial Park, which now counts the first North American production facility of Danish wind-turbine maker Vestas Wind Systems, an O-I bottle factory and several other major manufacturers among its tenants, the town has come into its own. Windsor, home to the ambitious Water Valley master-planned development, features three championship golf courses and 116 acres of parks.

And through it all runs the Cache la Poudre River, which begins high in Rocky Mountain National Park and joins the South Platte River near Greeley. The portion that flows through the Poudre Canyon north of Fort Collins was designated a National Wild & Scenic River in 1986, — the only Colorado river on the list.

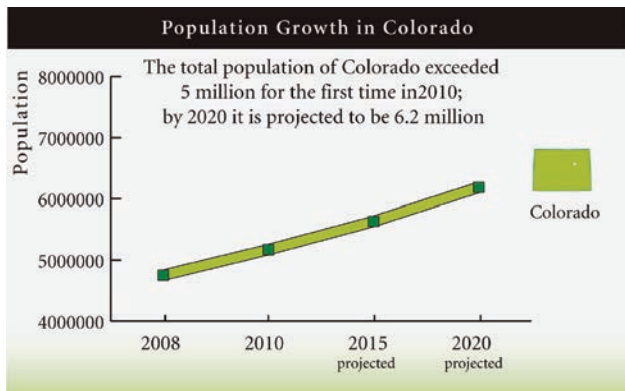
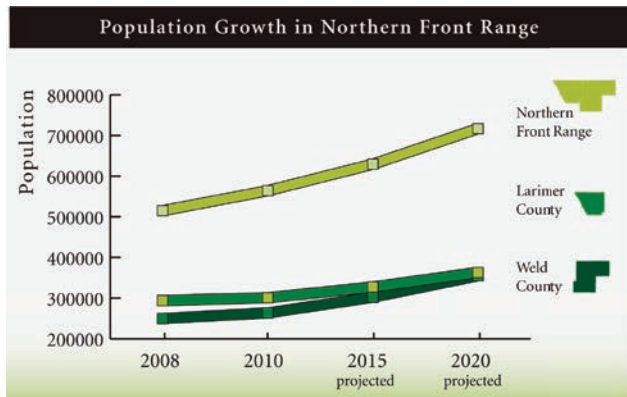
Rocky Mountain is one of the most visited in the national park system, and marks the western boundary of the region, with the mountain resort town of Estes Park serving as its gateway.

For a complete list of Northern Colorado communities, see page 20.





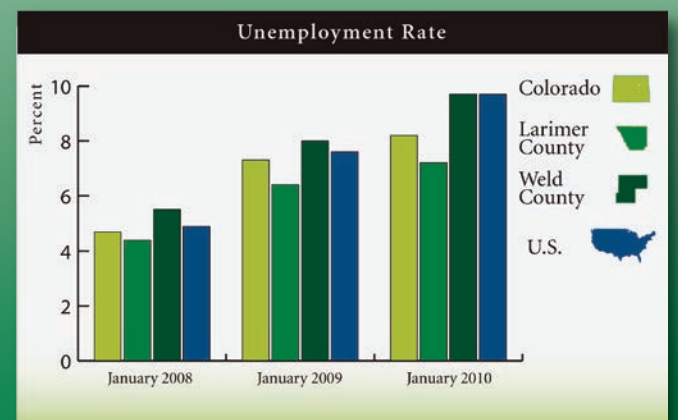
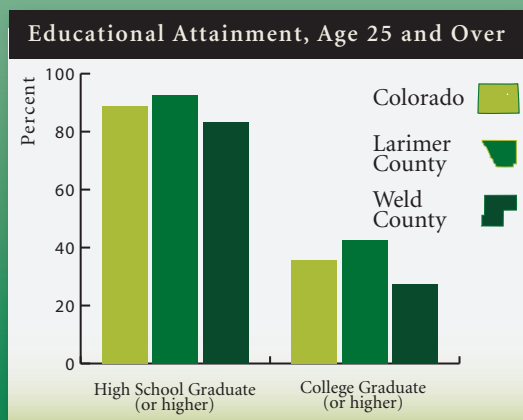
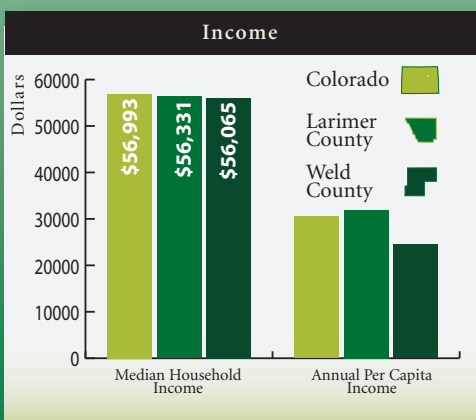
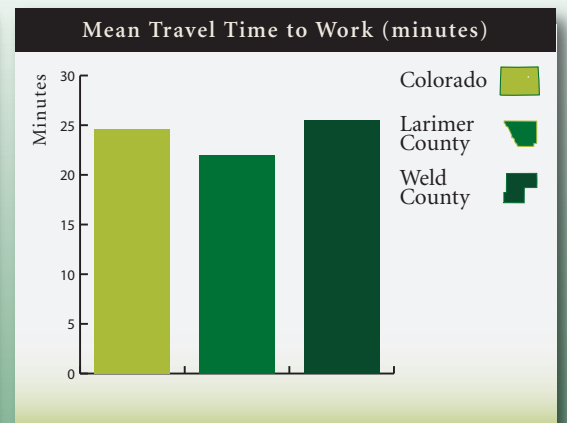
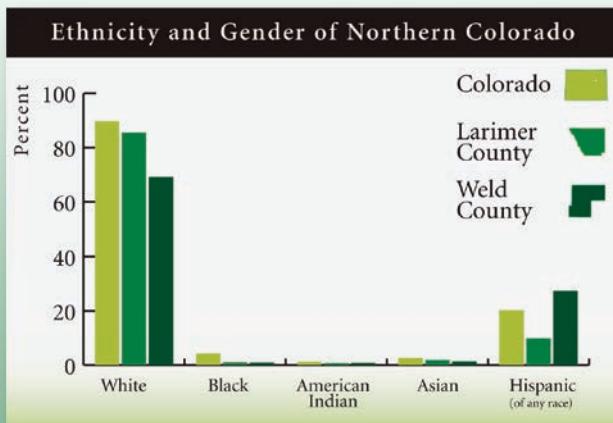
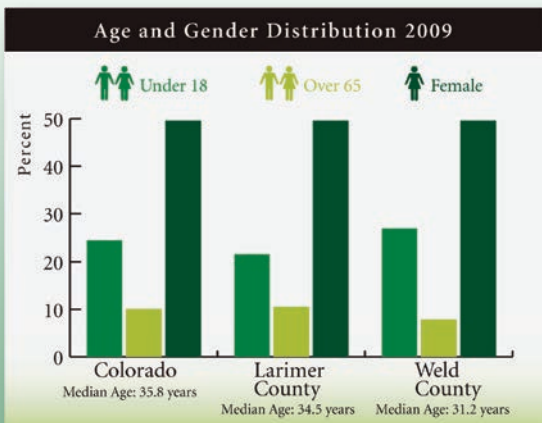
# Norther Colorado Demographics



## Sources

U.S. Census Bureau, American Community Survey 2008;  
 Colorado Department of Local Affairs,  
 Demography Office, October 2009;  
 Colorado Department of Labor & Employment;  
 U.S. Bureau of Labor Statistics

## Population



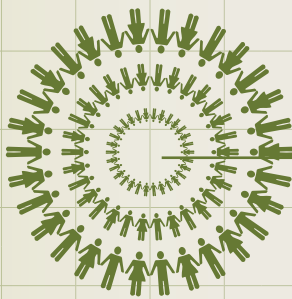




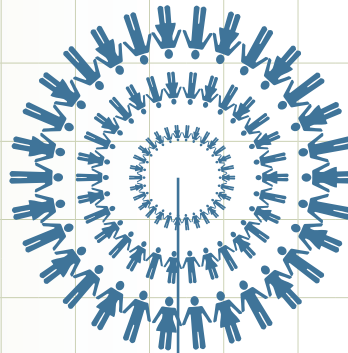
# TOP EMPLOYERS

## of Northern Colorado

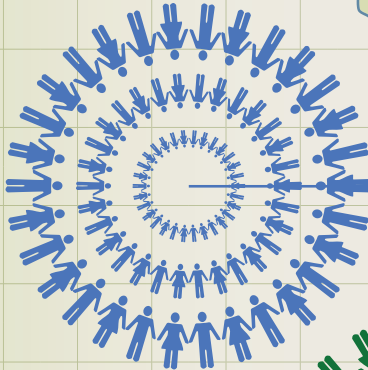
Poudre School District



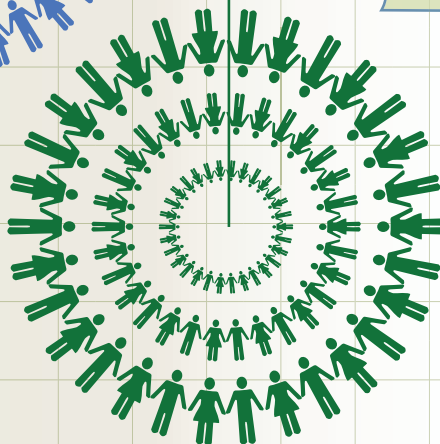
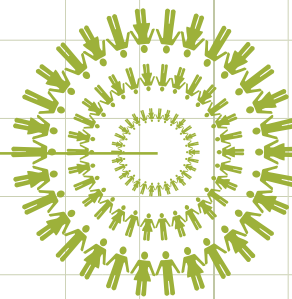
Poudre Valley Health System



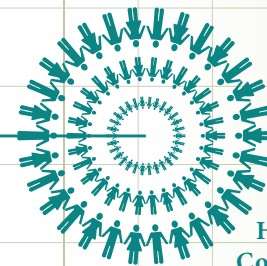
Banner Health



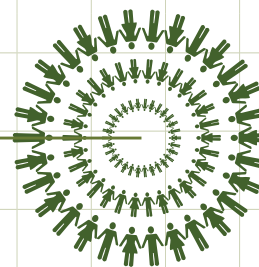
Wal-Mart Stores Inc.



Colorado State University



Hensel Phelps Construction Co.



State Farm Mutual Auto Ins Co.

## Largest Northern Colorado Employers

EMPLOYER	EMPLOYEES
Colorado State University Fort Collins	6,249
Banner Health Greeley, Fort Collins	4,200
Wal-Mart Stores Inc. Loveland, Fort Collins, Greeley, Timnath	2,500 - 4,999
Poudre Valley Health System Fort Collins, Loveland	4,200

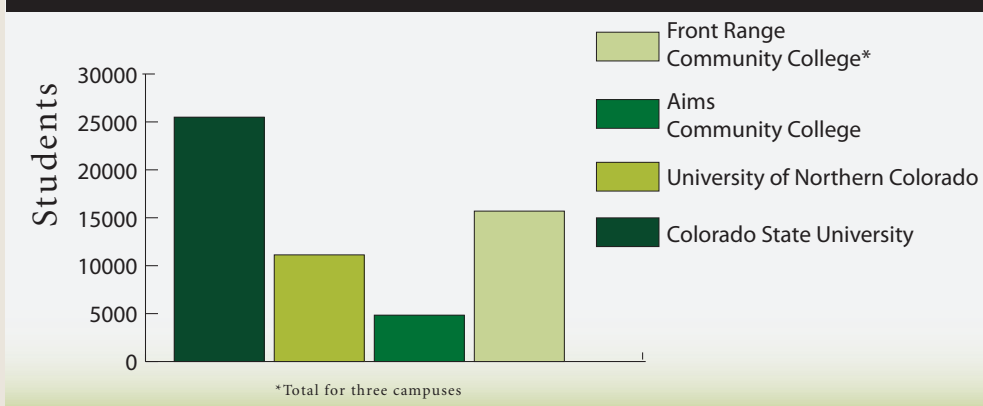
EMPLOYER	EMPLOYEES
Poudre School District Fort Collins	3,546
Hensel Phelps Construction Co. Greeley	2,900
State Farm Mutual Auto Ins Co. Greeley, Windsor, Fort Collins, Wellington, Evans, Longmont, Mead, Eaton	1,310



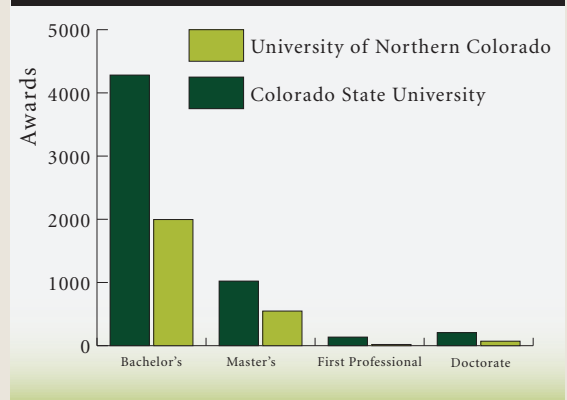


# Higher Education

### Enrollment Fall 2008

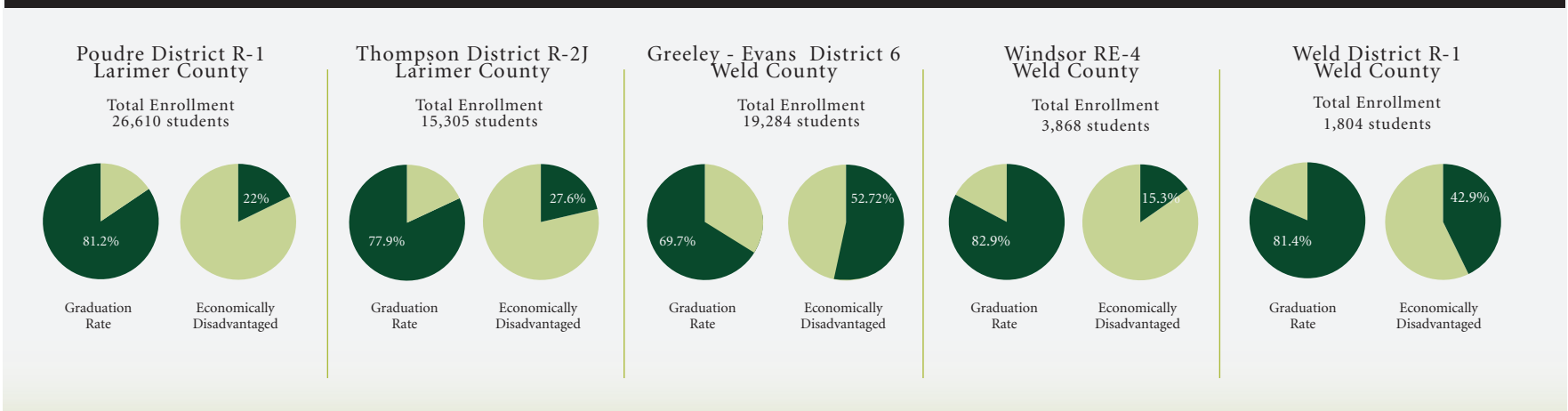


### Degrees Awarded by Four-Year Universities in 2008

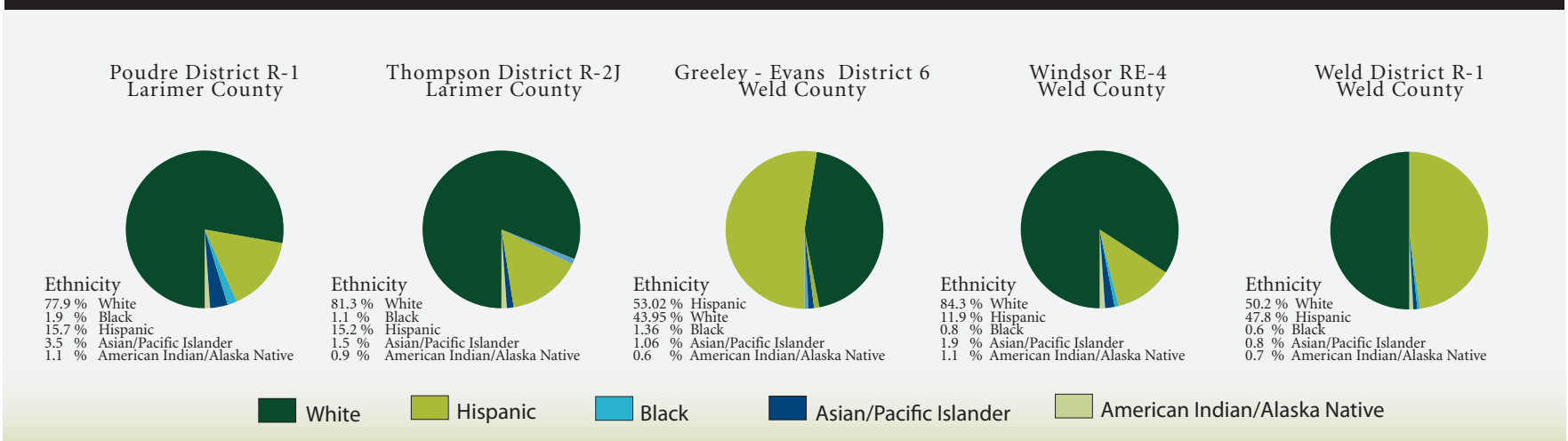


# Public Education

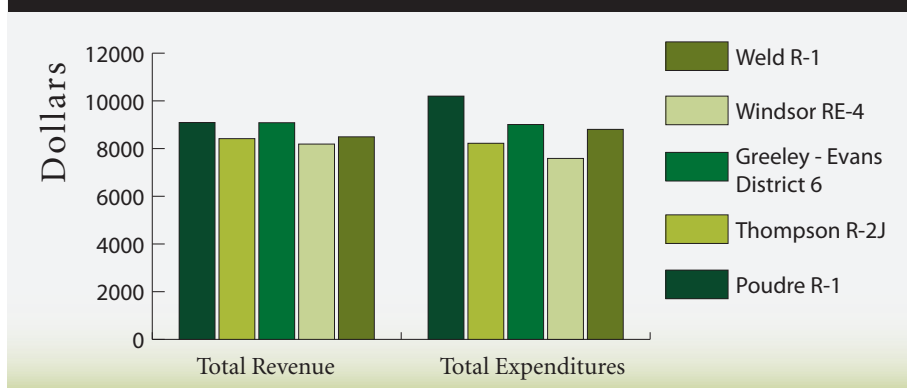
### Classroom Profile: Enrollment and Graduation Rates 2008



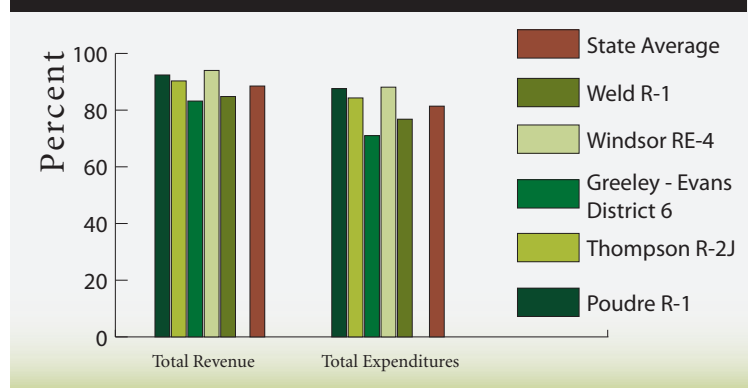
### Classroom Profile: Ethnicity 2008



### Spending and Revenue Per Student 2008



### Reading and Math Proficiency 2008







# Infrastructure



## Northern Colorado keeps business connected

The infrastructure of a region can be thought of as the roads and bridges, electric grids and other networks that bind together the economic nodes into a cohesive web.

In Northern Colorado, in addition to physical networks, the region is held together in a web of coordinated intellectual efforts that support both the economy and the all-important quality of life.

Colorado State University has built its reputation as a leading research institution, specializing in infectious disease research, atmospheric science, clean energy technologies and environmental science. Recently, it has added the practical application of spinning businesses off that research, with successes in the startups of smart grid, solar technology and biofuel companies.

The city of Greeley received one of eight Colorado New Energy Economic Development grants to develop the Greeley Clean Energy Park near the Leprino Foods cheese factory. The goal is to produce energy from agricultural bio-mass waste streams that can power nearby companies.

The University of Northern Colorado works at taking education to the public, most recently opening a new teacher education building in the convenient north Loveland area, and establishing a think tank and research center to help develop innovative practices in teaching. Its Monfort College of Business is the only U.S. undergraduate business college to earn the Malcolm Baldrige National Quality Award, the nation's highest presidential honor for organizational innovation and performance excellence.

Northern Colorado also boasts another Baldrige recipient, the Poudre Valley Health System. The only health-care organization to receive the honor in 2008, PVHS operates both Poudre Valley Hospital in Fort Collins and the 136-bed Medical Center of the Rockies, a LEED-certified facility in Loveland.

The region is also served by three more hospitals —

Banner Health's North Colorado Medical Center in Greeley and McKee Medical Center in Loveland, and Platte Valley Medical Center in Brighton and with the nationally recognized specialized medical facilities of Denver are an hour's drive — or an emergency helicopter ride — away.

MCR is located along Interstate 25 in Centerra, a 3,000-acre master-planned commercial and residential community with a mix of neighborhoods, shopping and dining and lakes and natural areas. An eight-story, 263-suite Embassy Suites Hotel, Spa and Conference Center has joined The Ranch — the Larimer County Fairgrounds and Budweiser Events Center — as the center of the business meeting universe for the region.

But not all of the action in Loveland is on its eastern fringe — in its historic downtown a combination of development and preservation is taking shape. A downtown "team" of community leaders are focusing on redevelopment of historic properties, like refurbishing the Lincoln Hotel into 26 apartments and four retail spaces.

Retail is also huge on Fort Collins' expanding southeast side, where the 900,000-square-foot Front Range Village combines large retailers with small shops and eateries and a new branch library.

Downtown, the city of Fort Collins plans to transform a major north-south artery, the Mason Corridor and its aging railroad tracks, into a development that combines a bicycle and pedestrian trails with express transportation and more urban housing.

And speaking of bicycles, outdoor enthusiasts recently cheered the completion of the Windsor-area Weld County portion of the Poudre River Trail. The trail, a multi-purpose byway that runs along the scenic Poudre River corridor, is connected to the Larimer County segment, giving hikers and bikers an off-road route from Greeley to Fort Collins and the Rocky Mountain foothills.





# Tax Rates and Incentives



## State corporate and personal income tax

- 4.63% of federal taxable income
- Local governments in Colorado do not assess income taxes



## Retail sales tax

Colorado	2.9% (except food)
Larimer County	0.8% (except food)
Weld County	0%
Local municipalities	Varies by location and type of sale



## Property taxes

All property in Colorado, except that specifically exempted by law, is subject to taxation by local districts to fund local schools, special purpose districts and city and county government. The state does not levy a property tax.

- \* Industrial and commercial property and business equipment is assessed at 29 percent of market value.
- \* Residential property is assessed at 9.15 percent of actual value.

## Enterprise zones




Colorado's state enterprise zone program provides incentives for private enterprise to expand and for new businesses to locate in economically distressed areas of the state. There are currently 16 local Enterprise Zones. 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


Lew Wymisner  
Larimer County Workforce Center  
200 W. Oak St., No. 5000  
Fort Collins, CO 80522  
Phone/Fax: 970-498-6605/ 970-498-6673  
E-mail: LWymisner@larimer.org  
www.larimerworkforce.org

Cathy Schultz, senior VP  
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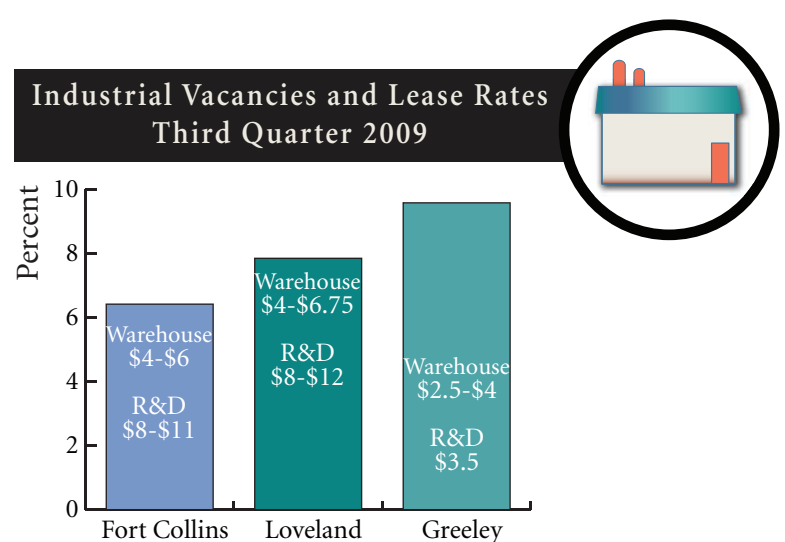
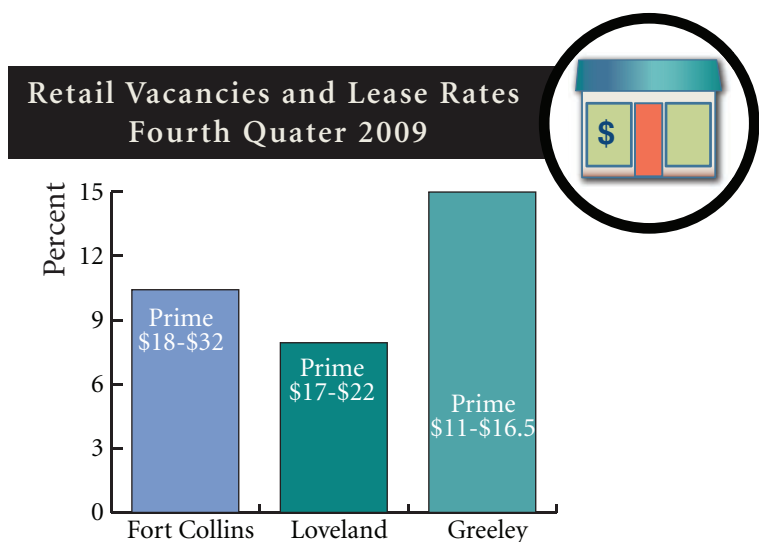
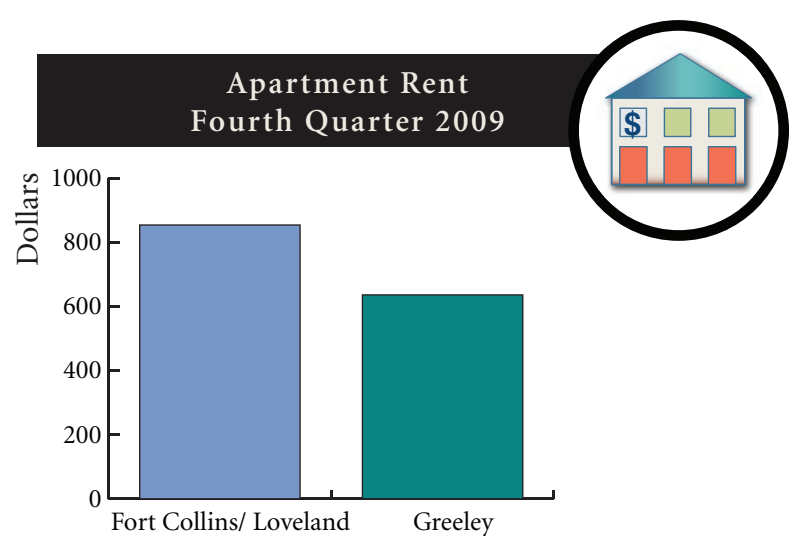
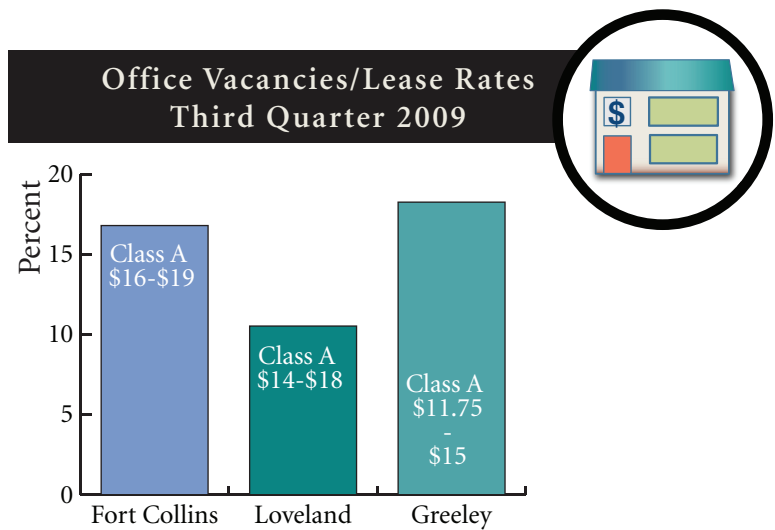
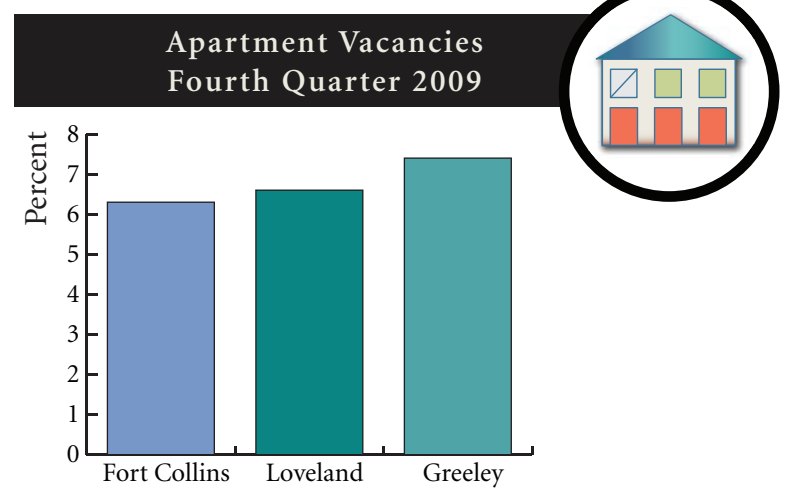
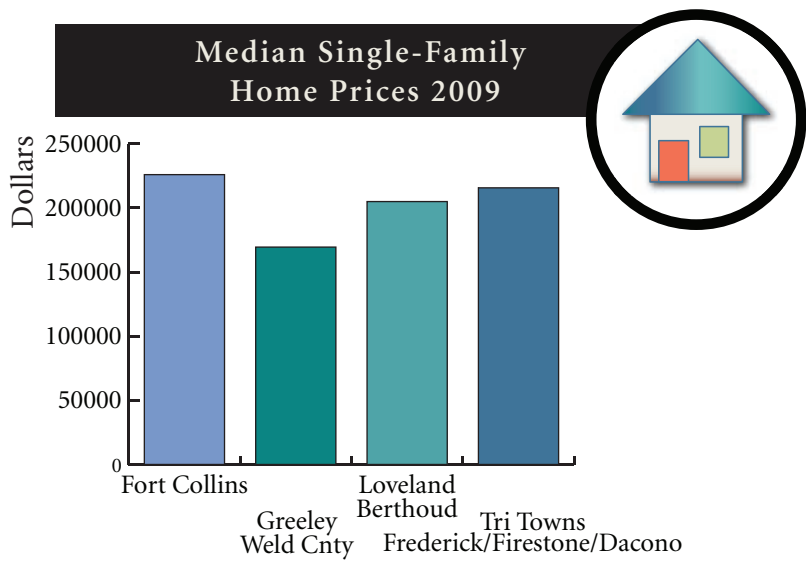
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# Real Estate

Northern Colorado offers a wide range of housing options as well as commercial real estate inventory. In the fourth quarter of 2009, the most vigorous housing market was for homes priced under \$300,000, a result of the federal tax credit for first-time homebuyers and historically low mortgage interest rates. The supply of higher-priced homes — those \$400,000 and above — was more extensive.

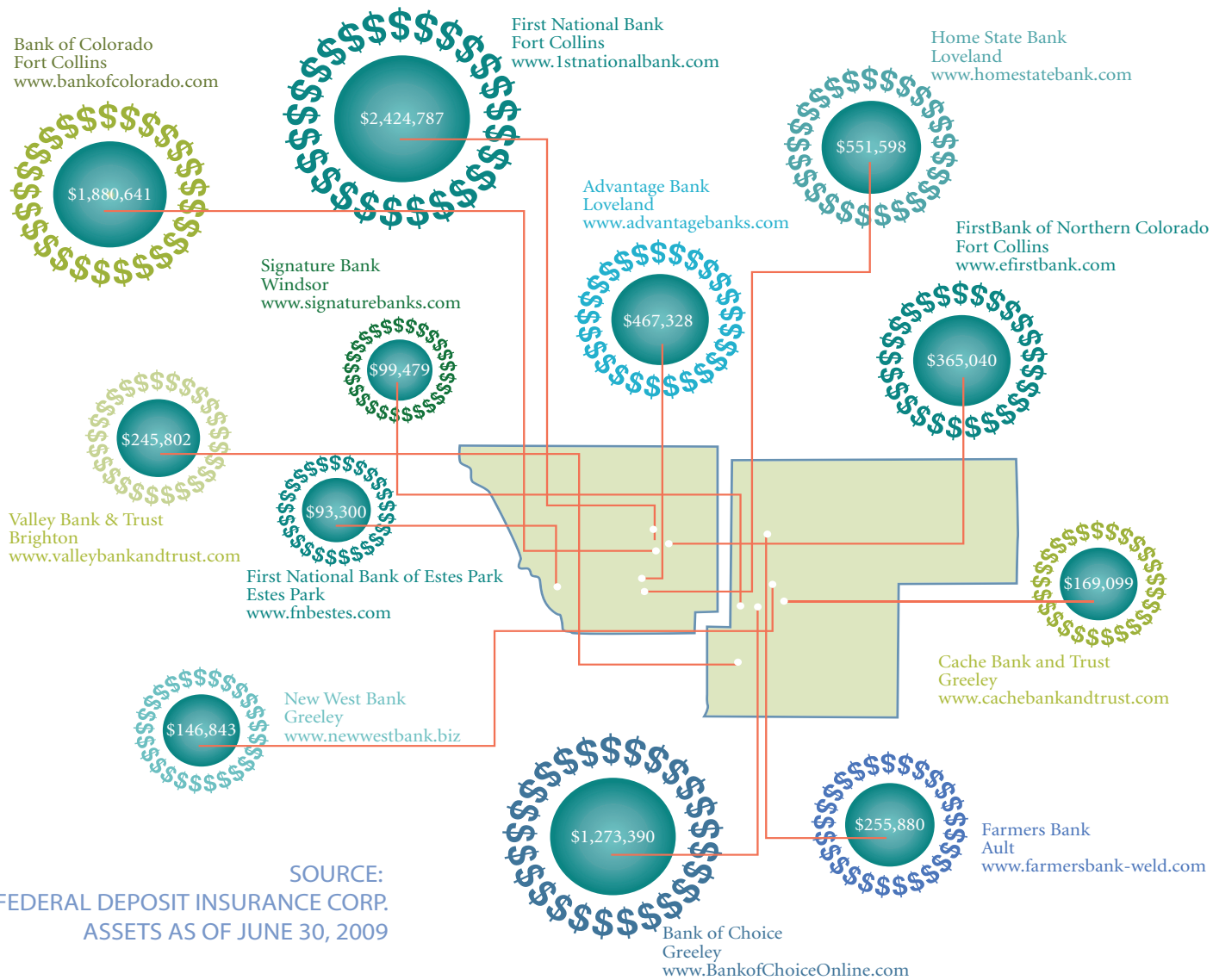


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# Exports and Transportation

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A total of 4,459 companies exported from Colorado locations in 2007. Of those, 3,909 (88 percent) were small and medium-sized enterprises with fewer than 500 employees.

Small and medium-sized firms generated 28 percent of Colorado's total exports of merchandise in 2007.

The state's leading export category is computers and electronic products. Other top exports are chemical manufactures, processed foods and machinery manufactures.

Export-supported jobs linked to manufacturing account for an estimated 4.8 percent of Colorado's total private-sector employment. Nearly one-quarter (23.8 percent) of all manufacturing workers in the state depend on exports for their jobs.

Exports of beef surged 55 percent in 2008 to \$497 million. Colorado's top three markets — Mexico, Canada and Japan — represented over 91 percent of total exports and in each market Colorado is the number one or two supplier. JBS, the world's largest beef processor, has its North American headquarters in Greeley.

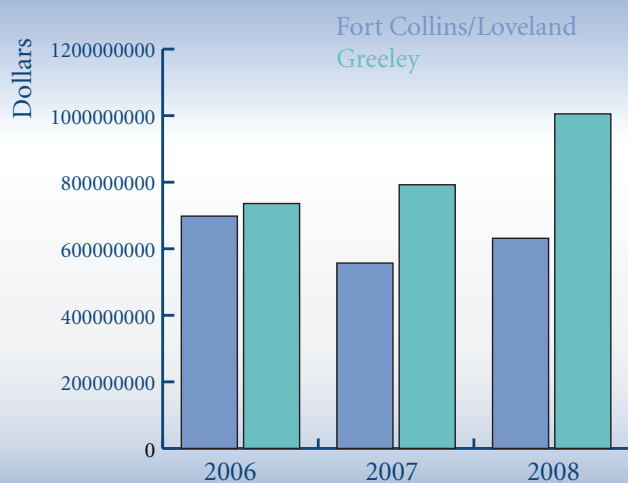
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### Largest Northern Colorado Employers

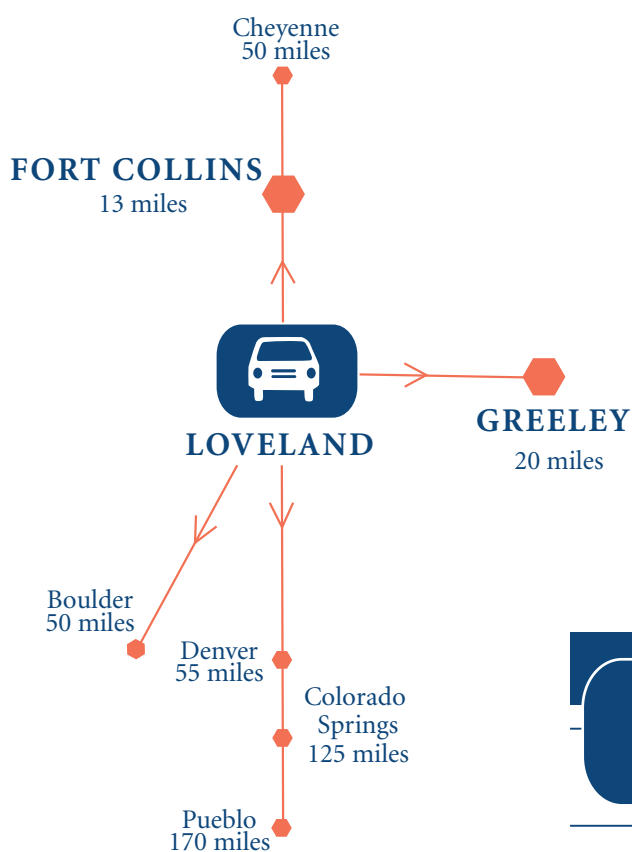
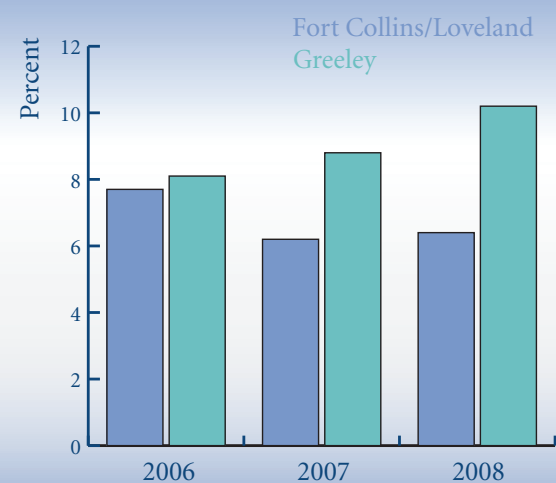
EMPLOYER	EMPLOYEES
<b>Wal-Mart Stores Inc.</b> Loveland	1,175
<b>US Postal Service</b> Throughout Northern Colo.	500 - 999
<b>United Parcel Service</b> Loveland, Greeley	100 - 249
<b>Yancy's Food Service Co.</b> Loveland	210
<b>Kmart Distribution Center</b> Brighton	196

SOURCE:  
US DEPT. OF COMMERCE,  
INTERNATIONAL TRADE ADMINISTRATION;  
COLORADO DEPT. OF AGRICULTURE;  
BUSINESS REPORT RESEARCH

### Value of Local Exports



### Share of State Exports



## COLORADO'S MAIN STREET

Interstate 25 has been called Northern Colorado's Main Street. The region lies just north of I-70 and south of I-80, and the local highway system also includes I-76, U.S. Highways 34 and 85. Fifty-five common carriers serve dozens of warehouses and major distribution centers in the area.

Rail service is provided by Union Pacific, Burlington Northern and the shortline Great Western Railway.

Denver International Airport, the nation's fifth busiest airport, is about 50 miles away and offers both cargo service and more than 1,700 passenger flights per day.

## Local Airports

	Miles from community	Total annual operations	No. runways length (feet)	No. of based aircraft
Fort Collins - Loveland Municipal Airport (FNL)	1	100,000	1 8,500	225 commercial service by Allegiant Air
Greeley-Weld County Airport (KGXY)	3	145,000	2 5,800 10,000	224



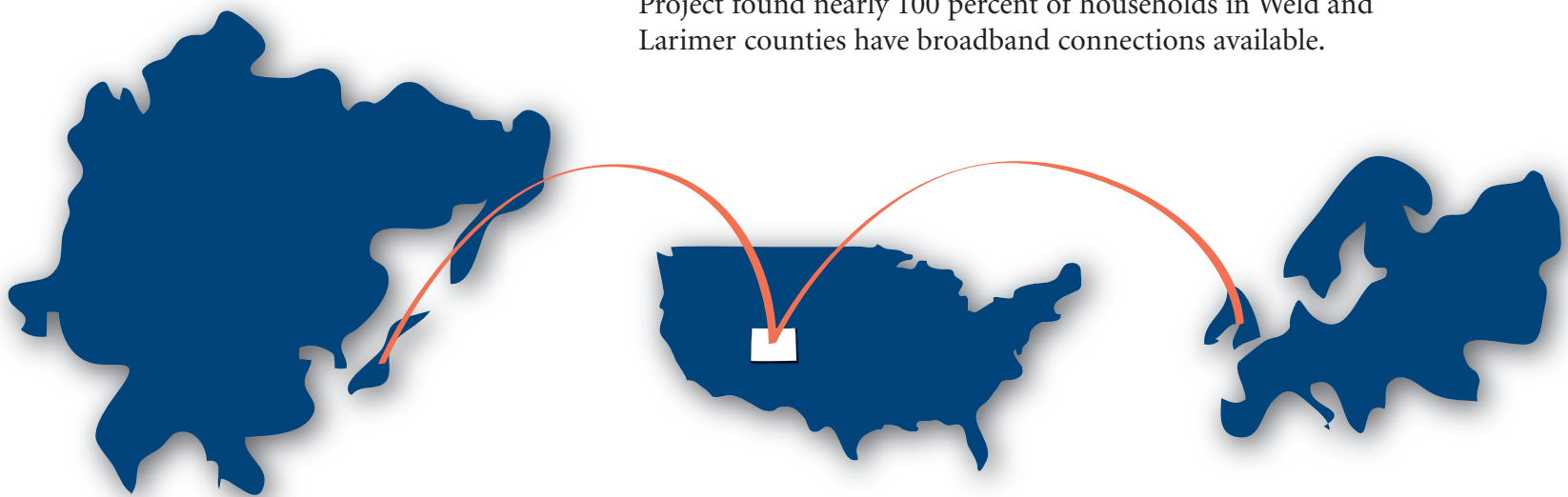


## 21st Century Communications

# Linked to the world



Northern Colorado's mountain time zone location makes it possible for local businesses to connect to six of seven continents in real time on the same business day. One-bounce satellite uplinks are supplemented by a wide availability of high-speed Internet connections. The 2009 Colorado Rural Broadband Mapping Project found nearly 100 percent of households in Weld and Larimer counties have broadband connections available.



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# Industries



## Northern Colorado industries innovate

Innovation is the future of Northern Colorado.

Weld County is both the state's largest agricultural producer and biggest oil-and-gas drilling area. Greeley eagerly awaits the transformation of the century-old Great Western sugar beet factory into a new manufacturing plant for Leprino Foods cheese and whey. Opening in phases over the next two to three years, the new facility could cover up to 870,000 square feet, employ up to 500 workers and give local dairies a boost supplying the 4 million to 7 million gallons of milk a day it will take to crank out cheese for customers that include Pizza Hut, Domino's Pizza and Papa John's.

In addition to traditional local industries, which also include education, transportation and high-tech manufacturing, the region's investors, inventors, community leaders and workers have come together to create a master plan for economic growth. "Superclusters" of like-minded researchers and entrepreneurs are designed to streamline the movement of cutting-edge technology into the marketplace. One of the first projects, Envirofit International, was founded in 2003, and has become a model of science-meets-practical-solutions success. Envirofit annually rakes in change-the-world awards, and has earned them by reducing pollution and raising energy efficiency in the developing world, ranging from cleaner running taxis in the Philippines to healthier cooking stoves in India, Nepal and Nicaragua.

Among the research and industry clusters in the area:

### **Bioscience**

Led by the research departments at Colorado State University and the federal Centers for Disease Control and Prevention, which recently began a \$14 million expansion of its Fort Collins laboratories, and fostered by city, county and regional leaders, "bioscience" has become the umbrella term for a vast, versatile group of more than 50 area businesses.

Their specialties include:

- medical and disease research
- medical equipment
- pharmaceuticals
- biofuels for renewable energy.

### **Clean Energy**

Launched in 2006 by a coalition of public and private groups, the goal of the Northern Colorado Clean Energy cluster is to be project-oriented in areas of solar and wind energy, efficient-energy technology, low-emissions engines and green building. One of its early successes has been securing more than \$13 million in state, federal and local funding to begin creating a zero-energy district in downtown Fort Collins and the Colorado State campus area. More than 40 related businesses are part of FortZED, as the area is known, and a recent study found that statewide green technology companies created more than 91,000 jobs and generated \$10.2 billion revenue in 2007.

### **Information Technology**

With its high education level and the presence of two major universities, Northern Colorado has long been a hotspot for information technology and computer and electronic firms, including Hewlett-Packard, Agilent and Intel. But the pace has accelerated in the 21st century as Colorado State University continues to spin off businesses from its research. The growth of the Rocky Mountain Innovation Initiative into a regional program allows it to support scientific and technology startups and focus on creating primary jobs within them, throughout Northern Colorado. It is a nonprofit organization sponsored by community and private organizations, each of which is represented on its board of directors.

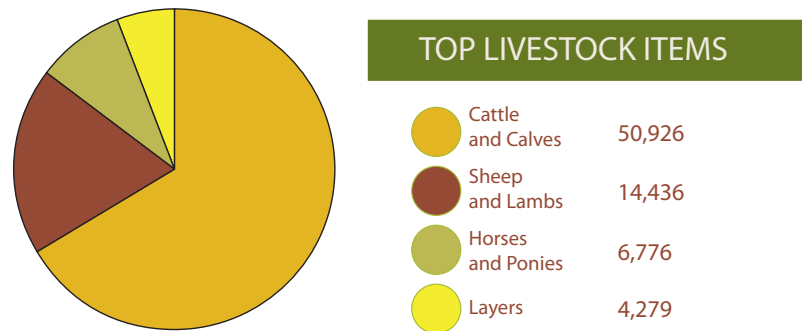
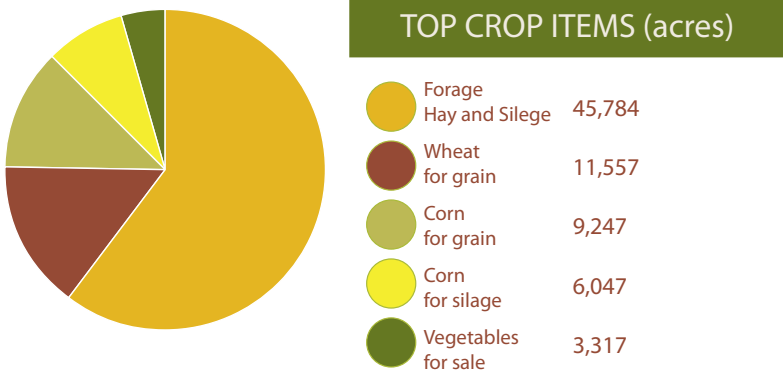




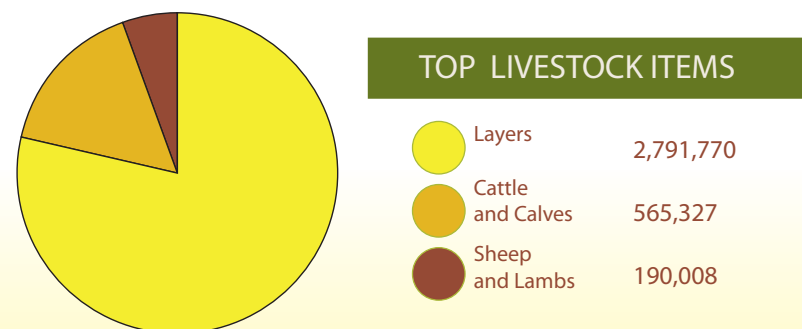
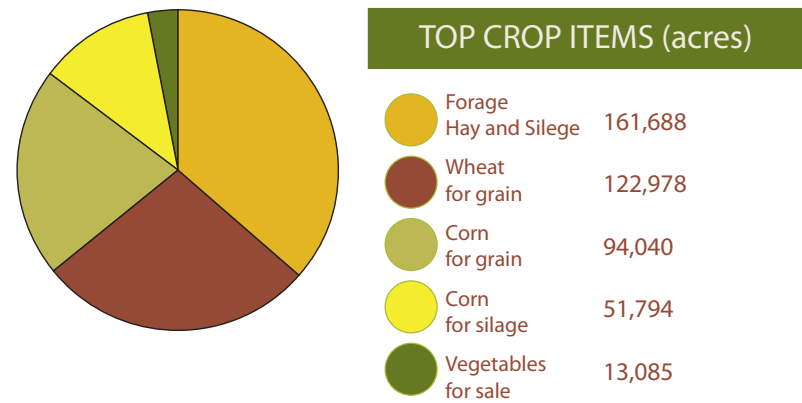
# Agriculture and Manufacturing



LARIMER COUNTY AGRICULTURE	2007	2002	% CHANGE
Number of Farms	1,757	1,564	+12
Land in Farms (acres)	489,819	521,599	-6
Average Size Farm (acres)	279	334	-16
Market Value of Products Sold (000s)	\$128,123	\$101,123	+27
Crop Sales (000s)	\$49,877 (39%)		
Livestock Sales (000s)	\$78,245 (61%)		
Average Per Farm	\$72,921	\$64,640	+13
Average Age of Operator	56 years		



WELD COUNTY AGRICULTURE	2007	2002	% CHANGE
Number of Farms	3,921	3,121	+26
Land in Farms (acres)	2,088,715	1,812,167	+15
Average Size Farm (acres)	533	581	-8
Market Value of Products Sold (000s)	\$1,539,072	\$1,127,854	+36
Crop Sales (000s)	\$272,710 (18%)		
Livestock Sales (000s)	\$1,266,362 (82%)		
Average Per Farm	\$392,520	\$361,376	+9
Average Age of Operator	55.7 years		



## MANUFACTURERS

Largest Northern Colorado Employers

EMPLOYER	EMPLOYEES
<b>JBS SA</b> Greeley	1,000 - 2,499
<b>Woodward Governor</b> Fort Collins	925
<b>Kodak Colorado Division</b> Windsor	700
<b>Anheuser-Busch</b> Fort Collins	700
<b>Vestas Blades America</b> Windsor	650



# The New Energy Economy



## Ahead of the Pack

Northern Colorado is not just in step with the country's new focus on green energy — it's a pace or two in front of the pack, spurred in part by the state's mandate that 20 percent of residential energy be generated from renewable sources by 2020.

The windswept plains of Weld County — where a major new oil strike was discovered in 2010 — are becoming home to more clean, alternative energy ventures, and their jobs that demand above-average salaries.

Driven by research at Colorado State University, Larimer County is rapidly becoming an epicenter of development of new energy technologies, spawning startups and attracting attention from international corporations.

### Among the recent developments:

- Danish wind-turbine manufacturer Vestas Wind Systems, which already has a blade plant at the 1,500-acre Great Western Industrial Park in Windsor, is adding two new factories in the Brighton area — a \$180 million blade manufacturing plant and a \$110 million facility to make nacelles, turbine housing units, along with a technology and production engineering office.

- Vestas has begun attracting related businesses to the area to supply the manufacturing process: Hexcel Corp., which makes compounds used in making the blades, has taken space at Great Western, and Creative Foam Corp., based in Fenton, Mich., will lease manufacturing and warehouse space in Longmont.

- Smart-grid technology is coming to more than 5,000 square miles in and around the region, as the Poudre Valley Rural Electric Association has begun working with a Swiss energy management firm to install advanced metering infrastructure on its 3,600 miles of power lines. This technology will allow automated energy monitoring and control systems to operate more efficiently and detect surges and interruptions in the power supply.

- UQM Technologies Inc., a public company based in Frederick, has become a leader in the development of high-performance, energy-efficient electric motors, and is moving rapidly into the development of low-cost electric power systems for battery electric, hybrid electric and fuel-cell electric vehicles.

- Ice Energy Inc. continues to change the face of the cooling industry. The company, founded in 2003 using the simple concept of timing — water frozen at night is used for cooling refrigerants in air conditioners during the day — began moving toward mass production of the Ice Bear 30 version of its technology, which works with existing as well as new systems, for existing utility companies.

- Abound Solar, a spinoff from CSU, was named one of the most successful startups of 2008 by Business Week, and one of 25 “hot” companies for the future. In 2009, it moved into a new factory in Longmont that will employ up to 500 people and make solar panels capable of powering large-scale utility solar power plants.

- Small compared to a large-scale solar plant, Spirae, a privately held business spinoff, founded in 2002 to develop “smart grid” technologies — new and more efficient ways to connect and transmit power — has still been growing steadily. Its revenues have doubled each year since its startup, and it has plans to increase its production and six-member staff as it plays a key role in the planned development of a regional clean energy cluster.

- Solix Biofuels Inc. was founded in 2006 to commercialize technology to cheaply mass produce oil derived from algae and turn it into biodiesel, the company has grown to a staff of more than 50 at CSU and its Fort Collins headquarters, and has raised more than \$15 million in venture capital and commitments to expand its algae biofuel production facilities near Durango.





The American Solar Energy Society and the Washington, D.C., research firm Management Information Services found that Colorado's green technology companies created more than 91,000 jobs and generated \$10.2 billion revenue in 2007. That could grow rapidly, to as much as \$61.5 billion and 613,000 jobs by 2030, according to the groups' report.

## UTILITIES

Largest in Northern Colorado

Headquarters	Customers	Employees	Ownership	Website
<b>Xcel Energy</b> Minneapolis	1.35 million*	3,945*	<b>Public</b>	www.xcelenergy.com
<b>Platte River Power Authority</b> Fort Collins	143,741	225	<b>Municipal</b>	www.prpra.org
<b>Greeley Water &amp; Sewer</b> Greeley	114,066	121	<b>Municipal</b>	www.greeleygov.com/water
<b>Fort Collins Utilities</b> Fort Collins	69,647	363	<b>Municipal</b>	www.fcgov.com/utilities
<b>United Power Inc.</b> Brighton	67,078	160	<b>Cooperative</b>	www.unitedpower.com
<b>Loveland Water &amp; Power</b> Loveland	56,000	126	<b>Municipal</b>	www.ci.loveland.co.us
<b>Atmos Energy</b> Greeley	45,000	45	<b>Public</b>	www.atmosenergy.com
<b>Poudre Valley Rural Electric Assn.</b> Fort Collins	35,485	96	<b>Cooperative</b>	www.pvrea.com

\*Statewide figures

SOURCE: BUSINESS REPORT RESEARCH

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# Brewing



## The Napa Valley of Beer

Colorado is to beer what California is to wine, and Northern Colorado is the “Napa Valley” of beer.

The latest figures from the Washington, D.C.-based Beer Institute show the region’s 14 breweries, five distributors and 1,165 retail outlets support more than 9,500 jobs paying \$484 million in wages annually and making a \$2.3 billion impact on the state’s economy.

Fort Collins is the center of Colorado’s beer universe — its breweries and brewpubs range from giant Anheuser-Busch InBev to downtown restaurant/pool hall CooperSmith’s, which also whips up a mean root beer.

The New Belgium Brewing Co. is almost as famous for its environmentally sensitive business practices as it is for Fat Tire Amber Ale. Launched in a bicycle-obsessed electrical engineer’s Fort Collins basement with repurposed dairy equipment, New Belgium has grown into the nation’s third-largest craft brewer in sales — the eighth largest of all brewers in volume — but it retains its quirkiness and ecological bent. In 1998, it became the nation’s first wind-powered brewery, it hosts a series of costumed Mardi Gras-like bike parades called the Tour de Fat around the country and a “bike-in” movie series on its grounds in the summer.

#### Other Northern Colorado breweries and brewpubs include:

- The Odell Brewing Co., Fort Collins
- CooperSmith's Pub and Brewery, Fort Collins
- Fort Collins Brewery, Fort Collins
- Big Horn Brewery/CB & Potts, Fort Collins
- Crabtree Brewing, Greeley
- Pitches Brewery, Greeley
- Left Hand Brewing, Longmont

## THE BEER FACTS

- // Colorado ranks fifth in the nation in number of breweries per capita. //
- // Of the 100 breweries across the state, eight are located in Northern Colorado. //
- // Fort Collins’ New Belgium Brewing Co. ranked third among craft breweries by sales in 2008; Odell Brewing ranked 34. In all, five Colorado breweries made the top 50 list. //
- // New Belgium ranked No. 8 and Odell No. 45 in volume of beer brewed among all breweries in the nation, a list topped by Anheuser InBev and MillerCoors. //

SOURCE: BEER INSTITUTE



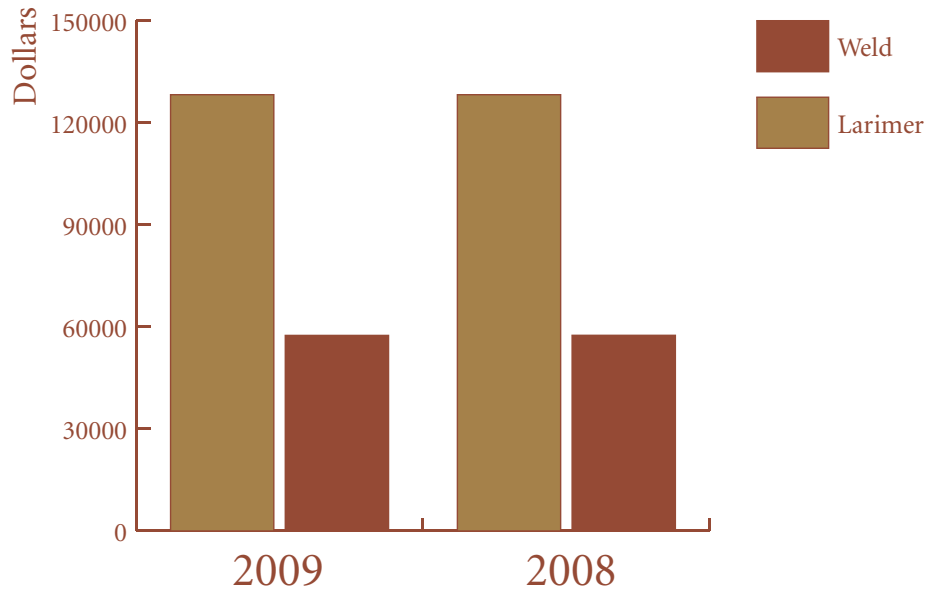


# Hospitality and Tourism



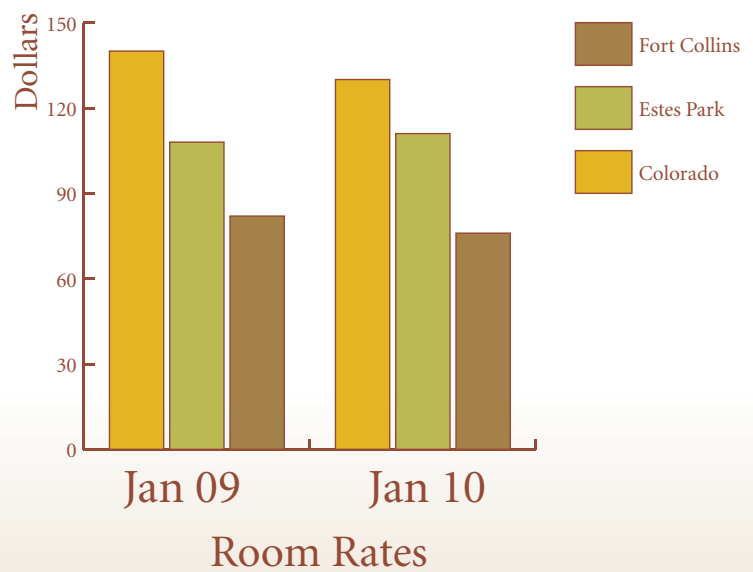
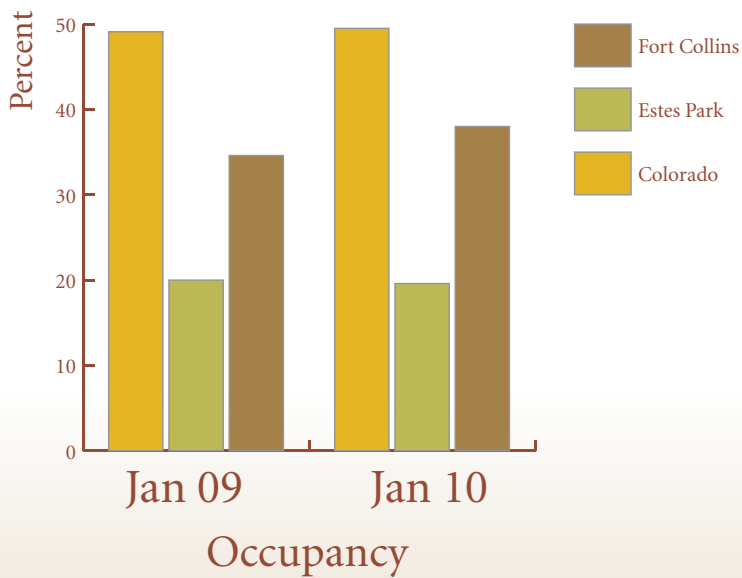
## THIRD QUARTER RESTAURANT SALES (000s)

While restaurant industry sales in Colorado dipped more than 3 percent in the past year, eateries in both Larimer and Weld counties held steady.



## LODGING OCCUPANCY/ROOM RATES

Tourism is Colorado's third-largest industry, contributing \$9.8 billion to the state economy in 2007.



SOURCES:  
COLORADO DEPARTMENT OF REVENUE  
Rocky Mountain Lodging Report, February 2010



# Retail and Hospitals

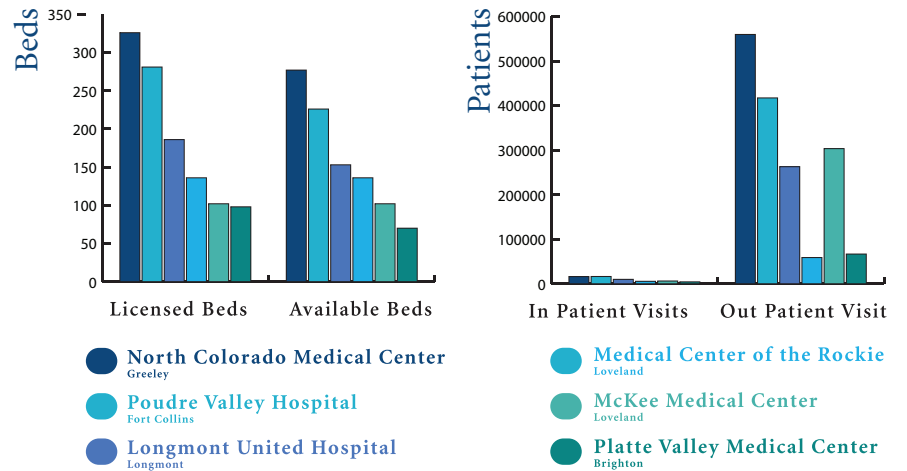
## Retail Sales in Northern Colorado

Consumer Categories (000s)  
December 2009

	LARIMER COUNTY	WELD COUNTY
Motor Vehicle and Auto Parts	\$48,665	\$43,543
Furniture and Furnishings	\$9,677	\$5,255
Electronics and Appliances	\$16,406	\$5,432
Building Materials/Nurseries	\$20,802	\$8,073
Food/Beverage Stores	\$81,951	\$57,157
Health and Personal Care	\$15,254	\$9,417
Gas Stations	\$17,770	\$17,173
Clothing and Accessories	\$27,119	\$3,783
Sporting/Hobby/Books/Music	\$22,104	\$4,634
General Merchandise/Warehouse	\$87,705	\$49,060
Misc Store Retailers	\$22,888	\$7,381
Non-Store Retailers	\$5,323	\$11,943
Arts/Entertainment/Recreation	\$5,862	\$1,712
Accommodation	\$5,613	\$851
Food/Drinking Services	\$38,082	\$18,625
Other Services	\$34,112	\$13,646
<b>TOTAL TAXABLE SALES</b>	<b>\$739,117</b>	<b>\$438,187</b>

## HOSPITALS

Ranked by total licensed capacity 2008



Sources:  
Colorado Department of Revenue  
Colorado Hospital Association

## shopping fun



Find what you need, when you want it! At Greeley Mall you will find over 60 shops, services and restaurants including Cinemark 12 movie theater, Olive Garden, Chuck E. Cheese, Bob's Pizza, JCPenney, Sears, The Buckle, Christopher & Banks, Vanity, Zumiez, Game Stop, Radio Shack and much more!

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**Rulon Stacey, Ph.D.**  
President & CEO



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# Municipalities in Northern Colorado

Weld County encompasses the most incorporated municipalities of any county in Colorado — 31. In addition, Windsor and Brighton both straddle the Weld County line, with portions in Larimer and Adams counties, respectively. This list includes contact information for the most populous communities in Northern Colorado. More details can be obtained from one or both of Northern Colorado's economic development agencies: NCEDC — Northern Colorado Economic Development Corp., [www.ncedc.com](http://www.ncedc.com); Upstate — Upstate Colorado Economic Development, [www.upstatecolorado.org](http://www.upstatecolorado.org).

## AULT

Town of Ault  
[www.townofault.org](http://www.townofault.org)  
 Upstate

## BERTHOUD

Town of Berthoud  
[www.berthoud.org](http://www.berthoud.org)  
 Berthoud Area Chamber of Commerce  
[www.berthoudcolorado.com](http://www.berthoudcolorado.com)  
 Berthoud Schools  
[www.thompson.k12.co.us/schools/bes.html](http://www.thompson.k12.co.us/schools/bes.html)  
 NCEDC

## BRIGHTON

City of Brighton  
[www.brightonco.gov](http://www.brightonco.gov)  
 Greater Brighton Area Chamber of Commerce  
[www.brightonchamber.com](http://www.brightonchamber.com)  
 Brighton Economic Development Corp.  
[www.brightonedc.org](http://www.brightonedc.org)  
 Upstate

## DACONO

Town of Dacono  
[www.ci.dacono.co.us](http://www.ci.dacono.co.us)  
 Carbon Valley Chamber of Commerce  
[www.carbonvalleychamber.org](http://www.carbonvalleychamber.org)  
 Upstate

## EATON

Town of Eaton  
[www.eatonco.org](http://www.eatonco.org)  
 Upstate

## ERIE

Town of Erie  
[www.erieco.gov](http://www.erieco.gov)  
 Erie Chamber of Commerce  
[www.eriechamber.org](http://www.eriechamber.org)  
 Erie Development Council  
[www.erieedc.org](http://www.erieedc.org)  
 Upstate

## ESTES PARK

Town of Estes Park  
[www.estesnet.com](http://www.estesnet.com)  
 Estes Park Convention & Visitors Bureau  
[www.estesparkcvb.com](http://www.estesparkcvb.com)  
 NCEDC

## EVANS

City of Evans  
[www.cityofevans.org](http://www.cityofevans.org)  
 Evans Chamber of Commerce  
[www.evanschamber.org](http://www.evanschamber.org)  
 Upstate

## FIRESTONE

Town of Firestone  
[www.ci.firestone.co.us](http://www.ci.firestone.co.us)  
 Carbon Valley Chamber of Commerce  
[www.carbonvalleychamber.org](http://www.carbonvalleychamber.org)  
 Upstate

## FORT LUPTON

Fort Lupton Chamber of Commerce  
[www.fortluptonchamber.org](http://www.fortluptonchamber.org)  
 Fort Lupton School District  
[www.ftlupton.k12.co.us](http://www.ftlupton.k12.co.us)  
 Upstate

## FORT COLLINS

City of Fort Collins  
[www.fcgov.com](http://www.fcgov.com)  
 Fort Collins Area Chamber of Commerce  
[www.fcchamber.org](http://www.fcchamber.org)  
 Fort Collins Convention & Visitors Bureau  
[visit.ftcollins.com](http://visit.ftcollins.com)  
 Downtown Business Association  
[www.downtownfortcollins.org](http://www.downtownfortcollins.org)  
 Rocky Mountain Innovation Initiative  
[www.rmi2.org](http://www.rmi2.org)  
 Colorado State University  
[www.colostate.edu](http://www.colostate.edu)  
 Front Range Community College  
[www.frcc.cc.co.us](http://www.frcc.cc.co.us)  
 Poudre School District  
[www.psd.k12.co.us](http://www.psd.k12.co.us)  
 NCEDC

## FREDERICK

Town of Frederick  
[www.frederickco.gov](http://www.frederickco.gov)  
 Carbon Valley Chamber of Commerce  
[www.carbonvalleychamber.org](http://www.carbonvalleychamber.org)  
 Upstate

## GARDEN CITY

Weld County  
[www.co.weld.co.us](http://www.co.weld.co.us)  
 Upstate

## GILCREST

Weld County  
[www.co.weld.co.us](http://www.co.weld.co.us)  
 South Central Weld Chamber  
 of Commerce  
[www.southcentralweldchamber.com](http://www.southcentralweldchamber.com)  
 Upstate

## GREELEY

City of Greeley  
[www.greeleygov.com](http://www.greeleygov.com)  
 Weld County  
[www.co.weld.co.us](http://www.co.weld.co.us)  
 Greeley Chamber of Commerce/Visitors Bureau  
[www.greeleychamber.com](http://www.greeleychamber.com)  
 Greeley Downtown Development Authority  
[www.greeleydowntown.com](http://www.greeleydowntown.com)  
 University of Northern Colorado  
[www.unco.edu](http://www.unco.edu)  
 Aims Community College  
[www.aims.edu](http://www.aims.edu)  
 Greeley-Evans School District/Weld County 6  
[www.greeleyschools.org](http://www.greeleyschools.org)  
 Upstate

## HUDSON

Town of Hudson  
[www.hudsoncolorado.org](http://www.hudsoncolorado.org)  
 Hudson Area Chamber of Commerce  
[www.hudsonchamberco.com](http://www.hudsonchamberco.com)  
 Upstate

## JOHNSTOWN

Town of Johnstown  
[www.townofjohnstown.com](http://www.townofjohnstown.com)  
 Johnstown-Milliken Chamber of Commerce  
[jmchamber.com](http://jmchamber.com)  
 Upstate  
 NCEDC

## KEENESBURG

Keenesburg Area Chamber of Commerce  
[www.keenesburgco.org](http://www.keenesburgco.org)  
 Upstate

## KERSEY

Kersey Area Chamber of Commerce  
[www.kerseycolorado.com](http://www.kerseycolorado.com)  
 Upstate

## LAPORTE

Larimer County  
[www.co.larimer.co.us](http://www.co.larimer.co.us)  
 NCEDC

## LASALLE

Town of LaSalle  
[www.lasalletown.com](http://www.lasalletown.com)  
 South Central Weld Chamber of Commerce  
[www.southcentralweldchamber.com](http://www.southcentralweldchamber.com)  
 Upstate

## LOCHBUIE

Town of Lochbuie  
[www.lochbuie.org](http://www.lochbuie.org)  
 Upstate

## LOVELAND

City of Loveland  
[www.ci.loveland.co.us](http://www.ci.loveland.co.us)  
 Loveland Chamber of Commerce  
[www.loveland.org](http://www.loveland.org)  
 Loveland Economic Gardening Program  
[www.lovelandeconomicgardening.com](http://www.lovelandeconomicgardening.com)  
 Loveland Center for Business Development  
[lovelandbiz.org](http://lovelandbiz.org)  
 Thompson School District  
[www.thompson.k12.co.us](http://www.thompson.k12.co.us)  
 NCEDC

## MEAD

Town of Mead  
[www.mead-co.gov](http://www.mead-co.gov)  
 Upstate

## MILLIKEN

Town of Milliken  
[www.town.milliken.co.us](http://www.town.milliken.co.us)  
 Johnstown-Milliken Chamber of Commerce  
[jmchamber.com](http://jmchamber.com)  
 Milliken Business Association  
[www.millikenbusiness.org/](http://www.millikenbusiness.org/)  
 Upstate

## NUNN

Town of Nunn  
[www.nunncolorado.com](http://www.nunncolorado.com)  
 Upstate



**PIERCE**

Weld County  
www.co.weld.co.us  
Upstate

**PLATTEVILLE**

Town of Platteville  
www.plattevillegov.org  
South Central Weld Chamber of Commerce  
www.southcentralweldchamber.com  
Upstate

**SEVERANCE**

Town of Severance  
www.townofseverance.org  
Upstate

**TIMNATH**

Town of Timnath  
www.timnathcolorado.org  
NCEDC

**WELLINGTON**

Town of Wellington  
www.townofwellington.com  
Wellington Chamber of Commerce  
www.wellingtoncoloradochamber.net  
NCEDC

**WINDSOR**

Town of Windsor  
www.ci.windsor.co.us  
Windsor Chamber of Commerce  
www.windsorchamber.net  
Thompson School District  
www.thompson.k12.co.us  
Weld Re-4 School District  
www.weldre4.k12.co.us  
NCEDC  
Upstate

# Business 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**

8308 Colorado Blvd., Suite 203  
Firestone, CO 80520  
Phone/Fax: 303-5933/303-833-0335  
E-Mail: Stephanie@carbonvalleychamber.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  
Coordinates cross-departmental economic team to support retention and expansion of business in Fort Collins.  
E-mail: jbirks@fcgov.com  
www.fcgov.com

**City of Greeley Economic Development Manager**

1000 Tenth St.  
Greeley, CO 80631  
970-350-9770  
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: 970-962-2304  
Manages business development, oversees improvement of the community livability in the city of Loveland.  
E-mail: businessdev@ci.loveland.co.us  
www.ci.loveland.co.us

**Colorado State University Office of Economic Development**

1050 Campus Delivery  
Fort Collins, CO 80523  
Phone: 970-491-2785  
Works to empower local Colorado communities, and grow their economies. Distributes economic development research.  
E-mail: kathay.rennels@colostate.edu  
www.oed.colostate.edu

**Colorado State University Continuing Education**

1040 Campus Delivery  
Fort Collins, CO 80523-1040  
Phone: 970-491-5288  
Offers graduate and undergraduate degrees, professional development courses, workforce training, and certificate programs online and in learning centers in Loveland, Brighton and Denver. Meets industry needs for training and education and helps working professionals fulfill their career and educational goals.  
E-mail: hunt.lambert@colostate.edu  
www.learn.colostate.edu

**Colorado State University Research Foundation**

P.O. Box 483  
Fort Collins, CO 80522  
Phone: 970-482-2916  
Protects, manages and commercializes intellectual property resulting from research at Colorado State University.  
www.csurf.org/tto

**Eaton Area Chamber of Commerce**

P.O. Box 111  
Eaton, CO 80615  
Phone: 970-454-1404  
E-mail: info@eatonchamber.org  
www.eatonchamber.org

**Erie Economic Development Council**

149 S. Briggs St., Suite 102-E  
Erie, CO 80516  
Phone/Fax: 720-259-1375/303-828-3330  
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: 970-3304204/970-506-2726  
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@fcchamber.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: mrobenault@fcgov.com  
www.downtownfortcollins.org

**Greeley Chamber of Commerce/Visitors Bureau**

902 Seventh Ave.  
Greeley, CO 80631  
Phone/Fax: 970-352-3566/970-352-2572  
Assists businesses with networking opportunities, growth, promotion and government affairs.  
E-mail: sarah@greeleychamber.com  
www.greeleychamber.com

**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

**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

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**Northern Colorado Economic Development Corp.**

3553 Clydesdale Parkway, Suite 230  
 Loveland, CO 80538  
 Phone/Fax: 970-667-0905/  
 970-669-4680

Private economic-development corporation. Focus is to leverage public and private funds to strengthen existing employers, support expansion projects and recruit new employers.  
 E-mail: [info@ncedc.com](mailto:info@ncedc.com)  
[www.ncedc.com](http://www.ncedc.com)

**Northern Colorado Rural Development Association**

P.O. Box 216  
 Wellington, CO 80549  
 Phone/Fax: 970-204-7739/970-568-4321

Interest group that promotes and advances primary jobs and economic well-being of Wellington and northern Larimer County.  
 E-mail: [info@ncrda.org](mailto:info@ncrda.org)  
[www.ncrda.org](http://www.ncrda.org)

**Rocky Mountain Innovation Initiative**

200W. Mountain Ave.  
 Fort Collins, CO 80521  
 Phone: 970-221-1301

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 and technology-based industries in the Northern Colorado region.  
 E-mail: [kelly.peters@rmi2.org](mailto:kelly.peters@rmi2.org)  
[www.rmi2.org](http://www.rmi2.org)

**Small Business Development Centers**

**Larimer County:**  
 125 S. Howes St., No.150  
 Fort Collins, CO 80521  
 Phone/Fax: 970-498-9295/970-498-8924  
 E-mail: [sbdc@frii.com](mailto:sbdc@frii.com)  
[www.sbdc-larimer.com](http://www.sbdc-larimer.com)

**Weld County:**  
 902 Seventh Ave.  
 Greeley, CO 80631  
 Phone/Fax: 970-352-3661/970-352-3572  
 E-mail: [ron@aims.edu](mailto:ron@aims.edu)

**South Central Weld Chamber of Commerce**

P.O. Box 606  
 Platteville, CO 80651  
 Phone/Fax: 970-324-3111/970-785-6155  
 E-mail: [scwchamber@aceweb.com](mailto:scwchamber@aceweb.com)  
[www.southcentralweldchamber.com](http://www.southcentralweldchamber.com)

**Upstate Colorado Economic Development**

822 Seventh St., Suite 550  
 Greeley, CO 80631  
 Phone/Fax: 970-356-4565/970-352-2436  
 Private economic development corporation to assist existing and prospective primary employers with resources helpful in expanding revenue and employment opportunities.  
 E-mail: [info@upstatecolorado.org](mailto:info@upstatecolorado.org)  
[www.upstatecolorado.org](http://www.upstatecolorado.org)

**Wellington Chamber of Commerce**

P.O. Box 1500  
 Wellington, CO 80549  
 Phone: 970-568-4133  
 E-mail: [info@wellingtoncoloradochamber.com](mailto:info@wellingtoncoloradochamber.com)  
[www.wellingtoncoloradochamber.com](http://www.wellingtoncoloradochamber.com)

**Windsor Chamber of Commerce**

421 Main St.  
 Windsor, CO 80550  
 Phone/Fax: 970-686-7189/970-686-0352  
 E-mail: [information@windsorchamber.net](mailto:information@windsorchamber.net)  
[www.windsorchamber.net](http://www.windsorchamber.net)

**Workforce Centers**

**Larimer County:**  
 200 W. Oak St., Suite 5000  
 Fort Collins, CO 80521  
 Phone: 970-498-6600

418 E. Fourth St.,  
 Loveland, CO 80537  
 970-667-4261

**Weld County:**  
 315B N. 11th Ave.  
 Greeley, CO 80631  
 Phone: 970-353-3800

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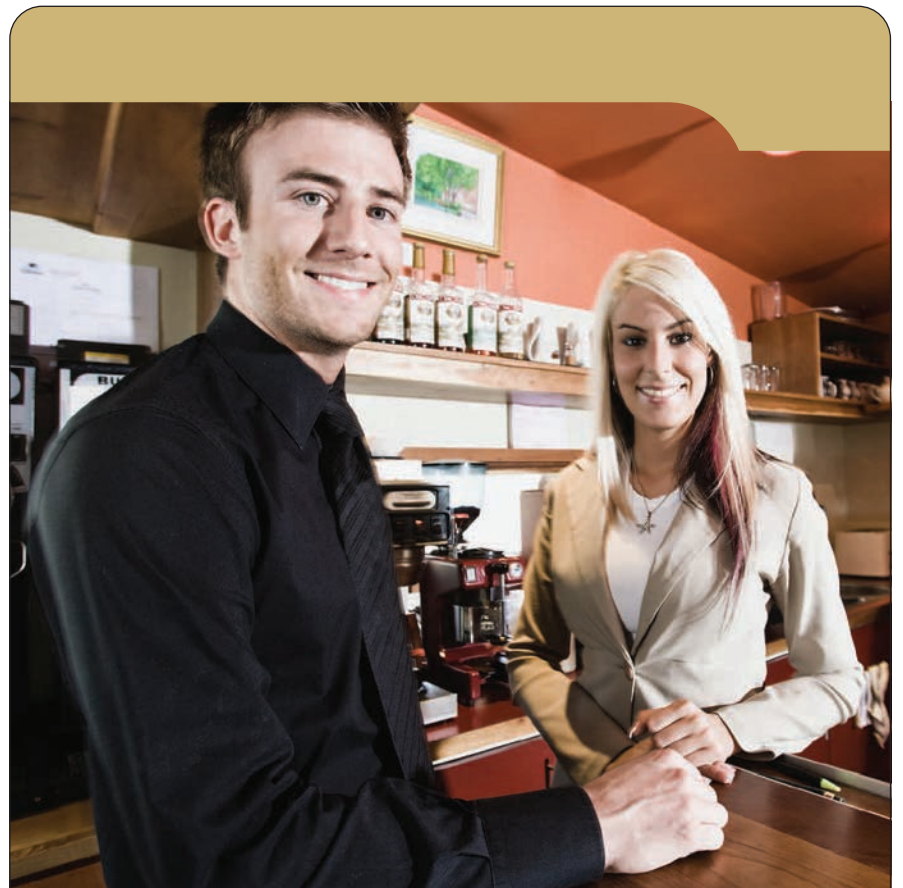
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## Did you know?

**100,000 TONS OF CO<sub>2</sub>e (carbon dioxide equivalent) IS EQUIVALENT TO...**

- 8 Million trees planted
- A reduction of 1,260,000 round trip vehicle excursions between Fort Collins and Denver
- A reduction of 108,000 round trip airline flights from Denver to New York City
- Removing 14,300 cars from the road this year
- Taking 277,000 60-watt light bulbs—that were in use 24 hours a day—out of service

### ENERGY SAVINGS

- Savings since 2000: 280,000,600 kWh, which is equivalent to the annual energy use of 25,400 homes
- Imagine 6,590,000 therms being saved since 2000! That's the equivalent to the yearly natural gas use of 9,300 houses

### WASTE DIVERSION FROM LANDFILL

- 83,200 tons of material has been diverted from the landfill by reduction, reuse or recycling since 2000! That's the equivalent of the weight of 6,000 Transfort City buses

### WATER SAVINGS

- 4 Billion gallons of water have been saved since 2000. Picture either of these equivalents — filling City Park pool 18,600 times a year, or the water usage in 63,000 homes annually

*Join us in thanking our Climate Wise partners who are working hard to continue to make Fort Collins a better place to work and live!*



Please support our Fort Collins Climate Wise Partners

[fcgov.com/climatewise](http://fcgov.com/climatewise)

Email: [climatewise@fcgov.com](mailto:climatewise@fcgov.com)



## Did you know?

- Climate Wise is a **TOP 50 Innovative Government Program** as recognized by Harvard University.
- During 2009, the Climate Wise Program was awarded the **Outstanding Achievement in Local Government Innovation** awards from the Alliance for Innovation.