

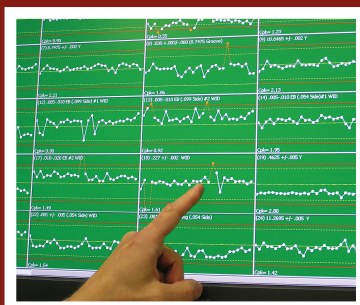
BOULDER VALLEY

# ECONOMIC PROFILE

2010



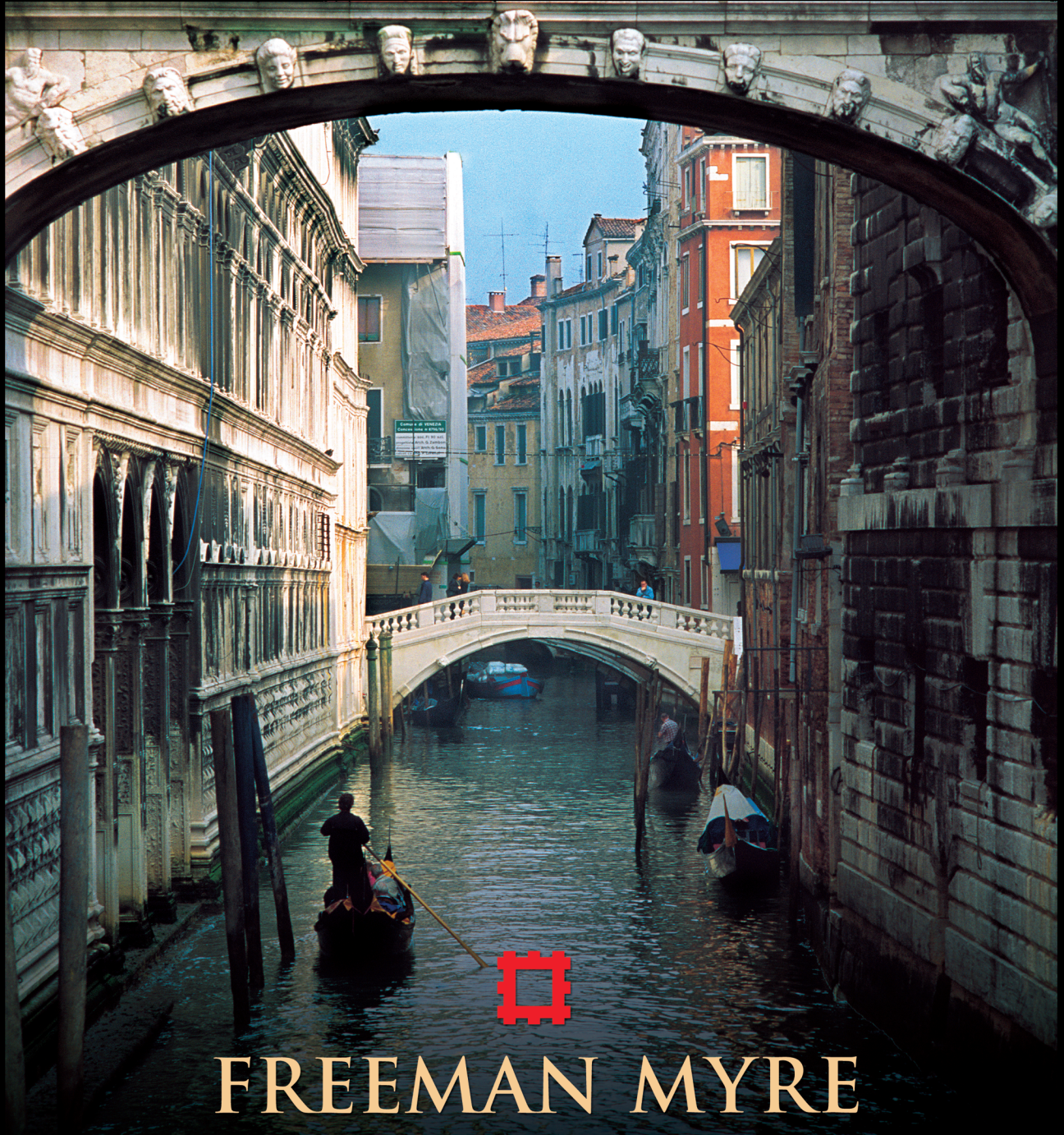
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# BOULDER COUNTY BUSINESS REPORT

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**ON THE COVER** Twin Peaks west of Longmont by Doug Storum. Insets, from left, worker at Roche Colorado in Boulder; courtesy Roche Colorado; quality-control readout at Mountinside Medical in Boulder by Ryan Dionne; worker in clean room at Seagate Technology LLC in Longmont courtesy Seagate.

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# ECONOMIC PROFILES 2010

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# Diverse economic clusters build powerful economy

Economic developers strive for diversity in their local economies. A diverse economy makes it easier to absorb occasional economic setbacks, with some sectors likely performing better than others.

That's one reason that we're so fortunate in the Boulder Valley, where diverse economic clusters have helped the region outperform many other parts of the country.

As you'll see in this edition of the Boulder Valley Economic Profile, our economic strengths come in a variety of industries. From Boulder to Broomfield, Lafayette to Louisville, Longmont to Superior, the Boulder Valley boasts strengths in many sectors. The area is well known as a center for bioscience, including Roche Colorado Corp., Amgen Inc., Array BioPharma Inc., Clovis Oncology Inc. and many others.

The aerospace sector includes such notables as Broomfield-based Ball Corp. and its Boulder subsidiary, Ball Aerospace & Technologies Corp., as well as DigitalGlobe Inc. in Longmont. Many other regional companies

help flesh out this very important cluster.

The Boulder Valley ranks as one of the nation's center for the natural-products sector, with such notables as Celestial Seasonings, Justin's Nut Butter and WhiteWave Foods Co.

An additional strength is the outdoor industry, another sector for which the Boulder Valley is renowned. Home to the Outdoor Industry Association, the region boasts companies such as Kelty, GoLite and Spyder Active Sports Inc.

On the high-tech front, IBM Corp., Seagate Technology Inc., Oracle Corp. and many others help create a dynamic cluster full of talented engineers with an entrepreneurial bent.

One of the fastest-growing entrepreneurial niches is in the clean-technology area, where the University of Colorado at Boulder and some of the nation's premier federal laboratories help lure clean-technology companies, including ConocoPhillips, Siemens Energy and, just outside the county lines, Abound Solar and Ascent Solar.

All of these constitute powerful clusters,



*Chris Wood*

with globally recognized brands, and you can read more about each of them in this edition.

We're very grateful for the assistance provided by our municipal governments, economic-development agencies and chambers of commerce in the preparation of this publication, which is intended as a snapshot of the Boulder Valley economy.

We hope that this publication will be valuable to you, whether you represent a company considering relocation to the region, or expansion from within.

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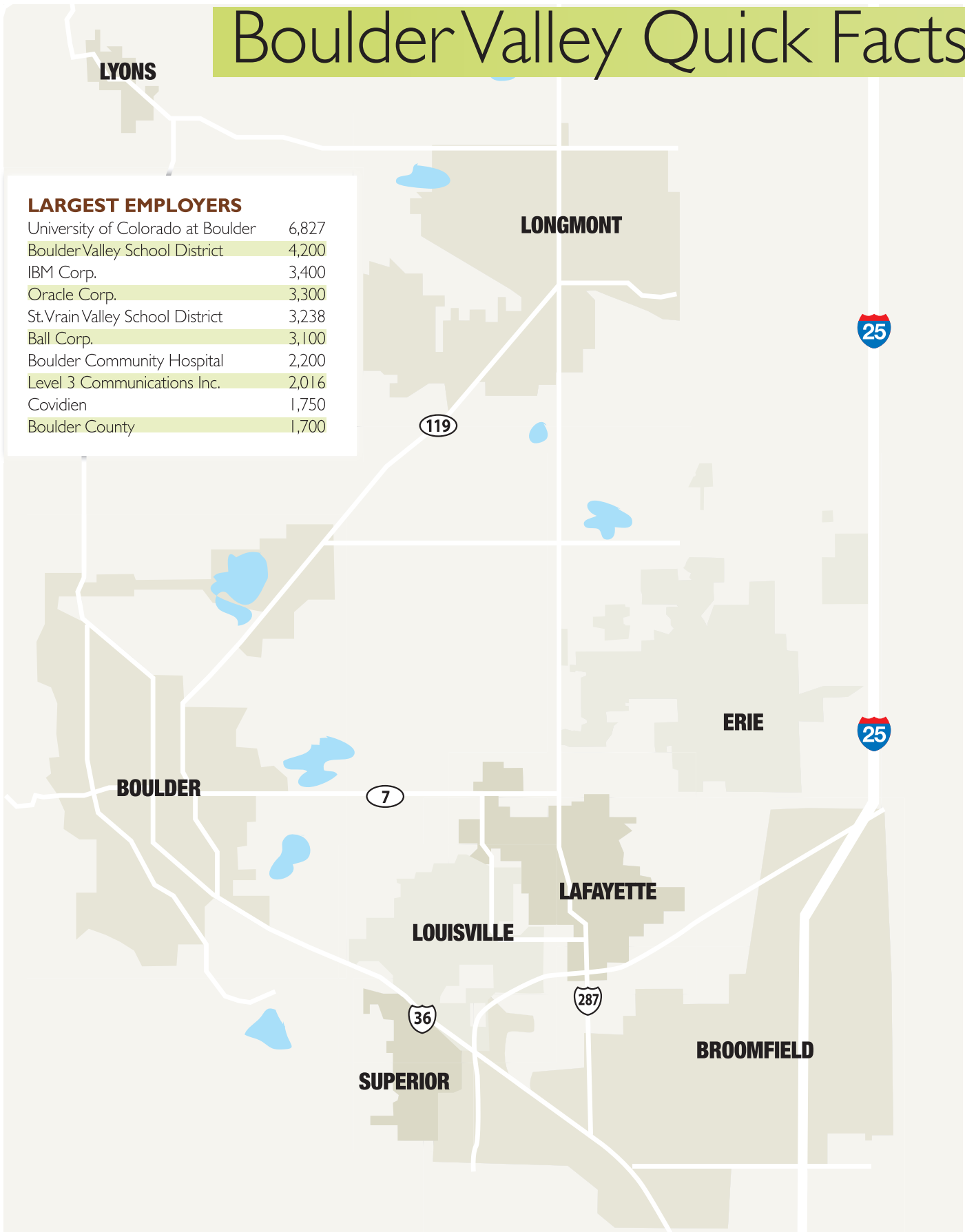
THE *W.W. Reynolds* COMPANIES



# Boulder Valley Quick Facts

## LARGEST EMPLOYERS

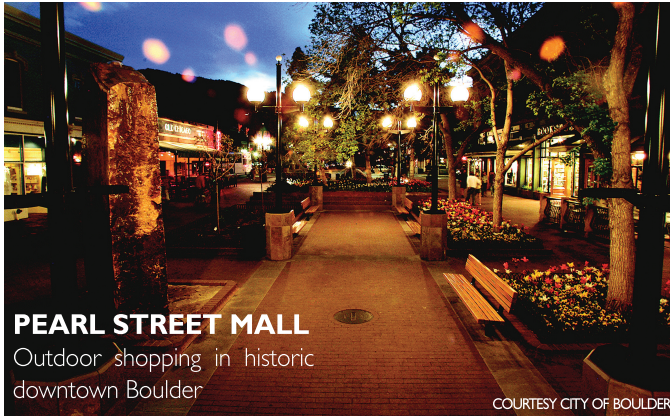
University of Colorado at Boulder	6,827
Boulder Valley School District	4,200
IBM Corp.	3,400
Oracle Corp.	3,300
St. Vrain Valley School District	3,238
Ball Corp.	3,100
Boulder Community Hospital	2,200
Level 3 Communications Inc.	2,016
Covidien	1,750
Boulder County	1,700





## UNIVERSITY OF COLORADO AT BOULDER

Of the 30,196 regular on-campus degree-seeking students, 47 percent (14,143) are women, 53 percent (16,053) are men; 84 percent (25,408) are undergraduates, 16 percent (4,788) are graduate students; 66 percent (19,999) are Colorado residents, 34 percent (10,197) are nonresidents; and 14 percent (4,362) are minorities.



### PEARL STREET MALL

Outdoor shopping in historic downtown Boulder

COURTESY CITY OF BOULDER

## INTERLOCKEN ADVANCED TECHNOLOGY ENVIRONMENT

Premier office business park with two four-star hotels and 27-hole championship golf course

### CLIMATE

Month	Avg. highs (degrees F)	Avg. lows (degrees F)	Precipitation (inches)
January	45	19	0.61
February	48	23	0.75
March	54	28	1.66
April	63	36	2.16
May	72	44	3.00
June	82	53	2.22
July	88	59	2.03
August	85	57	1.31
September	77	48	1.89
October	67	39	1.30
November	53	29	1.06
December	46	22	0.83



6,500-seat event venue in Broomfield offering live music, family shows, sporting events and community functions. Operated by Peak Entertainment, a partnership formed by AEG Live Rocky Mountains and Kroenke Sports Enterprises.



## INDIAN PEAKS WILDERNESS AREA

110 miles of trails, 13,000-foot peaks, and more than 50 mountain lakes across 77,000 acres.

DAVID CLUCAS

## ROCKY MOUNTAIN NATIONAL PARK

More than 3 million annual visitors

## INTERLOCKEN ADVANCED TECHNOLOGY ENVIRONMENT

Premier office business park with two four-star hotels and 27-hole championship golf course

## BOULDER CREEK PATH

Seven miles of a multiuse path along Boulder Creek. The creek is open to kayaking, tubing and fishing.



## PROSPECT NEW TOWN

New-urbanist neighborhood, which won 1996 Governors Smart Growth Award

DOUG STORUM

## NATIONAL CENTER FOR ATMOSPHERIC RESEARCH LABORATORY

Learn more about the Earth's atmosphere and super computers that track it at the free and public museum.

### TAXES

Colorado has some of the nation's lowest tax rates, and none of the Boulder Valley's cities collect income tax.

**State corporate income tax:** 4.63 percent

**State individual income tax:** 4.63 percent

**Sales tax:** Varies by location from 6.4 percent to 8.45 percent total (which includes 2.9 percent for Colorado, 0.65 percent for Boulder County and 1.2 percent for the Regional Transportation District)

**City/county/regional property taxes:** Taxes on commercial and industrial property are levied at an assessed value, which is calculated as 29 percent of actual value. Rates vary by location from about 69 to 100 mills.



# Boulder Valley

## between economic opportunity and lure of the great outdoors

Welcome to the Boulder Valley — home to a variety of businesses and nonprofits nestled at the foothills of the Rocky Mountains, where members of a talented and educated work force choose to live, work and play.

The area encompassing Boulder and Broomfield counties is home to about 350,000 people and more than 182,000 jobs. Its main towns and cities of Boulder, Broomfield, Longmont, Louisville, Superior, Lafayette and Erie are frequently touted among the best places to live in the United States.

With a mix of rural and urban areas, the Boulder Valley is unique to its metropolitan big brother, Denver, 25 miles to the south. The air is clearer up here, and the mountains can be just a walk away. Also, because of our location and access to the Northwest Parkway, the 30- to 40-minute drive to Denver International Airport can be shorter than from some parts in Denver.

U.S. Highway 36 is the main thoroughfare through the area. It connects the Boulder Valley to Denver and Rocky Mountain National Park. On the eastern side of the counties, Interstate 25 provides access to Denver and Fort Collins. The Boulder Valley is well serviced by Regional Transportation District bus routes, with connections to the entire Denver area. The future FasTracks commuter rail service is slated to offer additional transportation opportunities. The area also has four regional airports.

The Boulder Valley's private industries tend to focus toward high-

tech, bioscience, energy and the outdoors. Global companies, such as IBM Corp., Seagate Technology LLC, Roche and Amgen Inc., all have a major presence here.

ConocoPhillips is planning a new alternative-energy and global training campus in the region, which has attracted numerous other firms such as Siemens Energy, GE Energy and Vestas Wind Systems A/S to bring more green jobs to the area. And numerous local up-and-coming solar and biofuel energy companies are treading the forefront of the alternative energy industry here.

Publicly traded companies such as Level 3 Communications Inc., DigitalGlobe Inc., Ball Corp., Array Biopharma Inc., and Vail Resorts call the Boulder Valley home. In total, 10 public companies traded over the New York Stock Exchange or Nasdaq market are headquartered here.

While the big companies make headlines, it's the small entrepreneurial companies that give the Boulder Valley its unique economic spirit. Entrepreneurs flock to the area for the established structure and support of their peers, business incubators and local governments. Many young local businesses grow up to be successful and/or acquired.

The success of these companies, large and small, has attracted a broad range of professional services such as banks, law firms and real estate-related companies. Seven banks and seven credit unions are based in the Boulder Valley. Another 22 financial institutions have one or more branches here.

A wide variety of commercial real estate is available for companies.



# strikes balance

Office space ranges from the large modern Class A developments in Broomfield along U.S. 36, to the small historic spaces in the heart of downtown Boulder. Industrial, manufacturing and flex spaces are also available in every city.

All of the Boulder Valley's main cities have economic-development groups willing to assist with information and incentives for new businesses creating jobs. The groups also focus on retention to help existing businesses remain in the area.

The Boulder Valley's public education sector is boosted by 31,000 students at the University of Colorado at Boulder. It is the largest university in the state and supports an effective technology-transfer program to the private sector. At the K-12 level, the Boulder Valley School District and St. Vrain Valley School District teach about 50,000 students in 100 schools, employing more than 7,000 people. There also are numerous private schools and universities focusing on a variety of teaching methods and disciplines.

The area greatly benefits from several federally funded science laboratories such as the National Center for Atmospheric Research, the National Institute of Standards & Technology, the National Oceanic and Atmospheric Administration, the Cooperative Institute for Research in Environmental Sciences the National Telecommunications and Information Administration and the Institute of Telecommunications.

Companies looking for philanthropic opportunities will be impressed by the area's wide range of nonprofits and charities. The organizations work closely with businesses to help foster healthy and productive communities, families and work forces.

The outdoors cannot be underestimated as one of the area's main attractions. The mountains and average 300 days of sunshine per year attract young, active and talented workers who are happy to live here.

Skiing and snowboarding is less than an hour away at the small resort of Eldora west of Nederland, or it's less than a two-hour drive to major world-class resorts such as Vail and Breckenridge. And in the summer, these mountains provide the perfect trails for mountain biking and hiking.

Rocky Mountain National Park is an hour away, but locals also flock to the nearby Indian Peaks mountain range and wilderness area, which offers free access, fewer crowds and more backcountry trails.

The golf ball flies farther at this altitude, and there are more than 15 local public golf courses to challenge your game or entertain a business client. Local recreation centers and leagues provide opportunities to play tennis, soccer, lacrosse, softball, volleyball and even adult kickball.

With all those outdoor activities within easy reach, the Boulder Valley consistently boasts one of the nation's most healthy and fit populations. We're supported by four major hospitals, numerous medical centers and some of the world's top doctors, who move here for the lifestyle.

The Boulder Valley has its own established retail sector, including a mix of major malls, lifestyle centers, big-box stores and unique downtown Main Street shopping districts.

Local restaurants are plentiful, many capitalizing on homegrown and organic foods to create fresh and creative meals. Several restaurants are led by national award-winning chefs. And frequently, your meals can be enjoyed outdoors, accompanied by beautiful mountain views.

With that meal, or after a long day's work, you can always sit down and relax with a locally brewed beer. Colorado is known for its quality beer, and the Boulder Valley contributes to the tradition with more than a dozen original brewpubs and microbreweries. And if you want to keep it simple with just a drink of water, we have some of the best  $\frac{3}{4}$  it's straight from the mountains that rise in the background.

The Boulder Valley provides a wide range of living options, including remote homes in the mountains, single-family neighborhoods in the suburbs, senior-housing communities, and mixed-use urban lofts in the city.

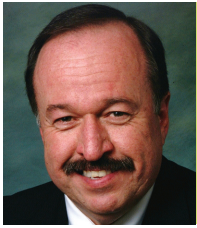
People love to live here, and that translates to a positive attitude at work. The Boulder Valley provides the good weather, food and active lifestyle similar to that of the West Coast, but at half the cost. The mountains are in your backyard, but the big city is a short drive away. And at the end of the day, the sunsets over the mountains are spectacular.

PHOTO COURTESY BILL EEDS



# 8 | BOULDER VALLEY

## Key economic development people



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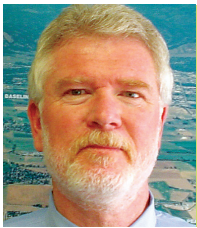
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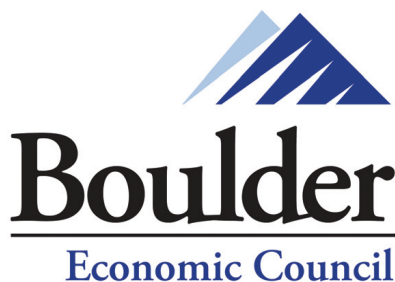
# Why Boulder?

What makes Boulder the ideal location for business? Maybe it's our ...

- **Creative energy** fueled by a world-class research university, major federal labs, and visionary entrepreneurs
- **Talented workforce**—one of the nation's best educated and most highly skilled
- **Quality of life** — scenic beauty, recreational opportunities, excellent schools and other amenities that make it easy to attract and keep top employees
- **Reputation for innovation** and cutting-edge advancements
- **Collaborative environment** that nurtures inventive minds and company growth
- **Connections** that entrepreneurs can make in coffee shops, on bike trails, or pretty much anywhere you go in Boulder

Actually, it's all that and much more.

Want to connect? Contact us at [www.BoulderEconomicCouncil.org](http://www.BoulderEconomicCouncil.org) today.



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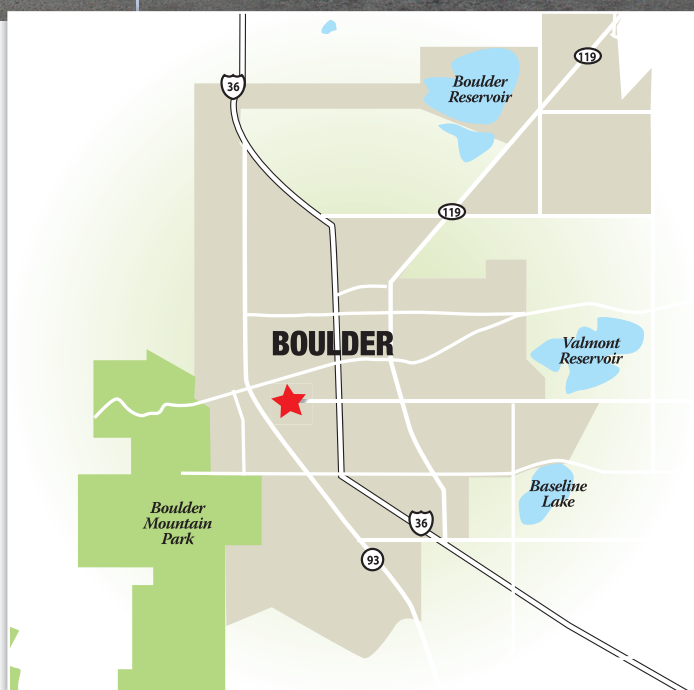
Boulder Economic Council, 2440 Pearl Street, Boulder, CO 80302, 303.786.7567, [www.BoulderEconomicCouncil.org](http://www.BoulderEconomicCouncil.org)





## Boulder provides attractive setting for wide mix of business, pleasure

DESIREE HOLTZ



Nestled directly below the Rocky Mountain foothills along U.S. 36, Boulder offers the perfect mix of city and nature, work and play. It is home to about 100,000 residents and more than 30,000 students at the University of Colorado.

The city has a high concentration of companies in the aerospace, bioscience, data-storage and software industries, including Ball Aerospace, Lockheed Martin, Covidien, Roche, IBM and Google. The city also has a major concentration of companies in professional and technical services and is a center for clean-technology, active-living, and natural and organic businesses.

Boulder's natural attributes and support from peer companies draw many entrepreneurs to the city. Here, they start and grow new businesses, attracting a good amount of startup and venture capital funds.

These innovative companies reflect the intellectual energy found in Boulder, which is supported by the University of Colorado, several major federally funded





DESREE HOLTZ

**FACING PAGE**

Intersection of Canyon Boulevard and 14th Street  
in downtown Boulder:

**THIS PAGE**

The Boulder Public Library in downtown Boulder:

science laboratories and one of the nation's highest percentage of residents with college degrees, as well as a high quality of life.

CU Boulder is the Rocky Mountain region's largest and most-comprehensive campus. It offers 3,400 courses, boasts four Nobel laureates and works extensively with private businesses through its Technology Transfer Office.

Boulder's quality of life largely helps attract and keep the city's educated work force. After work, residents can frequent local shops and restaurants, or head straight into the mountains for hiking in the summer and skiing in the winter.

Boulder's vibrant historic downtown features the Pearl Street Mall, an award-winning pedestrian shopping, dining and entertainment destination. More retail and restaurants can be found in the city's central corridor surrounding the Twenty Ninth Street retail district. The city has more than 400 restaurants including several that have received national acclaim.

With a resident symphony, four museums, 32 movie and stage theaters, numerous festivals and more than 30 art galleries, the city is a haven for culture. Boulder also offers highly ranked public and private schools, three city recreation centers, and one of the region's four hospitals, Boulder Community Hospital, which has several locations within the city.

On the edge of all these urban attributes, Boulder prominently features the natural outdoors. The city owns more than 45,000 acres of mountain and plains open space, with more than 200 hiking and biking trails.

The city has a long history of being an environmental leader and is receiving international attention as the world's first fully integrated SmartGridCity. The innovative design represents a \$100 million investment by Xcel Energy and its partners, and is expected to provide significant environmental, financial and operational benefits.

## BOULDER Profile

Square miles: 25.5  
Population: 103,606  
Households: 43,878  
Median household income: \$57,231  
Median home sales price: \$525,000  
Median age: 29  
School district: Boulder Valley School District  
City, county, state sales taxes: 8.16 percent  
Top private employer: IBM (3,400)  
Top public employer: University of Colorado  
at Boulder (6,827)  
Electricity: Xcel Energy

## ONLINE Resources

City of Boulder: [www.bouldercolorado.gov](http://www.bouldercolorado.gov)  
Boulder Chamber: [www.boulderchamber.com](http://www.boulderchamber.com)  
Boulder Economic Council: [www.boulderbusiness.org](http://www.boulderbusiness.org)

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The city of Boulder's Economic Vitality Program uses public and private sources to help businesses grow and remain in Boulder. Incentives include flexible tax and fee rebates for primary employers, a microloan assistance program, and parks and recreation employee discounts. The city is looking to begin industry cluster initiatives to attract natural-product, active-living and clean-technology businesses.



# Longmont offers economical cost of doing business, affordable real estate, high-tech work force

## THIS PAGE

Twin Peaks serves as a picturesque backdrop for Seagate Technology LLC's operation on Nelson Road in Longmont.

Longmont is the Boulder Valley's second-most populous city, yet it offers businesses room to grow at an affordable price.

The city lies in the northeast part of the county, with 20-minute access to Boulder via the Diagonal Highway and 45-minute access to Denver and Fort Collins via Interstate 25.

Longmont's economic-development team focuses on attracting primary jobs to the city – or companies whose products and services are sold outside the area. This brings outside dollars to Longmont to help fuel prosperity.

The city has become one of the main hubs for computer and data storage in the United States. Hard-drive makers Seagate Technology LLC and Western Digital Corp. have significant presences in Longmont, along with 20 other IT hardware companies, including Dot Hill Systems Corp., and Intel Corp. Longmont also has several industry clusters with employment over 500, including software, biotech, business services, semiconductor and food processing.

Longmont has also realized a data-center concentration in recent years. American Honda Motor Corp. has one of its main data-storage

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303-651-8481 or  
[brad.power@ci.longmont.co.us](mailto:brad.power@ci.longmont.co.us)

The city of Longmont offers a variety of business incentives for new and expanding companies. Companies can recover 30 percent in building permit fees, 50 percent of personal property taxes, avoid the first two years of sales and use taxes on research and development equipment, with the option of an additional three-year rebate on these taxes, enjoy a permanent exemption on sales and use taxes for manufacturing equipment, take advantage of expedited permitting and gain development density bonuses. The city may also help developments with establishing tax increment financing.

DOUG STORUM





facilities here. West Corp., Xilinx Inc., and Ongoing Operations have set up data centers recently and Dallas-based Broadband Utilities Inc. are building three new 50,000-square-foot data-storage centers.

Longmont also hosts numerous other big-name national firms such as Amgen Inc., DigitalGlobe Inc., STMicroelectronics and GE Energy.

Technology companies favor Longmont for its educated work force, economic incentives, lower real estate prices and electric rates.

Longmont is the only city in the Boulder Valley with its own municipal electric company – Longmont Power & Communications – which saves users an average of 30 percent on electric costs compared with the rest of Colorado.

Real estate prices – both commercial and residential – can be nearly half of prices in nearby Boulder. This allows businesses and families to affordably live and work in Longmont.

There's also room to grow for new developments. The city provides a variety of mostly single-family home neighborhoods, including Prospect New Town, a sustainable neighborhood with a mix of old-style and modern-style homes.

Longmont provides its residents with plenty of retail options, including downtown Main Street shopping, the Twin Peaks Mall, which is slated to be redeveloped, and big-box stores such as Wal-Mart, Target, Best Buy and Lowe's spread throughout the city.

The city has its own recreation center, cultural theater, one private and three public golf courses, and an outdoor sports complex at Sandstone.

Longmont United Hospital, one of four hospitals in the Boulder Valley, provides a full range of top-ranked medical care.

The St. Vrain Valley School District provides kindergarten through 12th-grade public education throughout the city, and Front Range

## LONGMONT Profile

Square miles: 22.3  
Population: 86,303  
Households: 35,000  
Median household income: \$57,060  
Median home sales price: \$220,000  
Median age: 34  
School districts: St. Vrain Valley School District  
City, county, state sales taxes: 8.025%  
Top private employer: Longmont United Hospital (1,238)  
Top public employer: St. Vrain Valley School District (2,238)  
Electricity: Longmont Power & Communications

## ONLINE Resources

City of Longmont: [www.ci.longmont.co.us](http://www.ci.longmont.co.us)  
Longmont Area Chamber of Commerce:  
[www.longmontchamber.org](http://www.longmontchamber.org)  
Longmont Area Economic Council: [www.longmont.org](http://www.longmont.org)

Community College's Boulder County campus is based here.

Longmont is serviced by the Regional Transportation District bus service and is slated to be the final stop of the future FasTracks commuter-rail service.

**Pre-  
Grand Opening  
Special**

## We're Moving In!

**The Vistas in Longmont is a brand new Independent Living, Assisted Living and Memory Care community in Longmont. It is brimming with fun and excitement as our new residents apartments.**

**Reserve your apartment now!**



**Call for Grand Opening Special. Limited time offer.**

*Come and check out your options and ask us how we can help with funding while you sell your home.*

# THE VISTAS in Longmont

Independent Living • Assisted Living • Memory Care

The Vistas in Longmont  
2310 9th Avenue  
Longmont, CO 80503  
(303) 678-5050  
[www.vistasinlongmont.com](http://www.vistasinlongmont.com)  
**Tours Daily**





# Broomfield has infrastructure, amenities to handle growing businesses, population

Playing a key economic role in the Boulder Valley, Broomfield is the third-largest city in the area and has the advantage of being its own county.

It houses some of the area's largest private-sector companies, with the majority of the region's class A office space. It has its own event center, and its population continues to climb with a mix of high-end and affordable living options.

Broomfield's midway location along U.S. 36 allows it to easily attract a labor force from both Boulder and Denver. The city also stretches east to access Interstate 25, and the new Northwest Parkway to Denver International Airport.

During the last decade, developers have built up Broomfield's western edge, along U.S. 36, into a mix of first-class office parks, hotels, apartments, shopping and entertainment.

The Interlocken Advanced Technology Environment is the city's premier office park, with a variety of real estate on 900 acres,

including the new Central Park Tower, an 11-story, class A office building completed this year.

Originally developed for the region's tech boom in the late 1990s, Interlocken has become headquarters to a variety of businesses, including Vail Resorts Inc. and WhiteWave Foods Co. The business park also includes two four-star hotels – the Omni Interlocken Resort and Renaissance Boulder Suites at Flatiron Hotel – and the Omni, a 27-hole championship golf course.

Flatiron Crossing, Flatiron Marketplace and Main Street at Flatiron along U.S. 36 provide Broomfield with more than 2 million square feet of mall shopping, big-box stores and dining opportunities, including Nordstrom, Dillard's, Macy's, Dick's Sporting Goods, Best Buy and Wal-Mart Supercenter. Also nearby is the modern 150,000-square-foot Lakeshore Flatiron Athletic Club.

The Arista mixed-use and entertainment neighborhood is the latest development along U.S. 36. It features the ISTBANK

Center, which has a scalable capacity from 3,500 to 6,500 attendees. The surrounding neighborhood eventually will include 1,500 residential units, 150,000 square feet of office space, 55,000 square feet of main street retail space, 400,000 to 600,000 square feet of larger big-box retail space, a 1,500-stall parking facility, a Regional Transportation District bus rapid-transit station and numerous parks and pedestrian walkways.

The area already includes a 140-room, 5,658 square-foot boutique hotel called the Aloft Hotel that opened mid-2009.

The western side of Broomfield is also home to the city's largest employers — including Oracle Corp., which acquired Sun Microsystems Inc. in 2009 that included Sun's Broomfield campus (about 3,300 employees), and Level 3 Communications Inc. (about 2,000 employees locally).

On the eastern edge of Broomfield, along I-25, Northern Colorado-based developer McWhinney is in the process of developing

DAVID CLUCAS





DESIREE HOLTZ

### FACING PAGE

The Aloft Hotel at Arista in Broomfield is a 140-room, 5,658-square-foot boutique hotel managed by the Starwood Group.

### ABOVE

The Interlocken Advanced Technology Environment is Broomfield's premier office park, with a variety of real estate on 900 acres.



its 932 acres of land within the Anthem neighborhood. The developer envisions a 20- to 40-year buildout of commercial projects, including an applied research center. The residential portion of Anthem is slated to include up to 3,100 homes.

Broomfield has next-door access to the Rocky Mountain Metropolitan Airport in Jefferson County with corporate jet services. The city is part of the Regional Transportation District bus route, and is slated to have a FasTracks commuter-rail station in the future.

With ConocoPhillips Co. constructing a 2.5-million-square-foot campus in nearby Louisville, other developments are in the works to help accommodate the growth. One of those includes a 129-room Hyatt Summerfield Suites hotel that is slated to be ready in 2010 in the Parkway Circle development.

## BROOMFIELD Profile

Square miles: 33.6

Population: 56,000

Households: 20,533

Median household income: \$86,000

Median home sales price: \$317,000

Median age: 33

School districts: Adams 12, Boulder Valley, Brighton, Jefferson County, St. Vrain and Weld county school districts

City, county, state sales taxes: Varies by location — 8.25 percent to 8.45 percent

Top private employer: Oracle Corp. (3,300)

Top public employer: City and County of Broomfield (600)

Electricity: Xcel Energy and United Power

## ONLINE Resources

City and County of Broomfield: [www.ci.broomfield.co.us](http://www.ci.broomfield.co.us)

Broomfield Chamber of Commerce:

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

Broomfield Economic Development Corp.:

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

## ECONOMIC Development contact/incentives

### DON DUNSHEE

Broomfield Economic Development Corp.,  
president, CEO

303-469-7645 or [don@broomfieldbusiness.com](mailto:don@broomfieldbusiness.com)

Broomfield evaluates economic incentives for businesses on a case-by-case basis. Incentives include use and personal property tax rebates and assistance in expediting projects thorough the city and county's approval process. Officials will consider jobs, salaries and quality of developments in their decision-making process.

**JOIN US**  
for another 50 years  
**Business • Community • Connections**

303.466.1775 [www.BroomfieldChamber.com](http://www.BroomfieldChamber.com)







# Louisville ranks high as 'livable' city with equally attractive business climate

## ABOVE

The Colorado Technology Center, a business park in Louisville, is home to a diverse group of businesses including U.S. headquarters for Pearl Izumi, a maker of outdoor and sports apparel.

## BELOW

The Louisville Public Library is located at 951 Spruce St.

There's no better place to live and/or raise your family in the United States than Louisville, according to several national editors.

Louisville was named the No. 1 best place to live in the United States by Money Magazine in 2009 and the No. 1 best place to raise your family by authors Bert Sperling and Peter Sander in a 2006 book.

The city also is a great place to do business.

Louisville touts its location along U.S. 36 with quick access to Denver, Boulder and Denver International Airport via the Northwest Parkway.

The city has two major business parks, with a range of buildings for high-end corporate use to research and development industrial operations. Both parks have room to grow.

The 400-acre Colorado Technology Center

has about 100 acres left to develop, and it is home to variety of small and large businesses such as Kiosk Information Systems, SpaceDev and Promotech. The 400-acre Centennial Valley Business Park on the west side of the city has about 80 acres left to develop.

The biggest development for Louisville is the arrival of ConocoPhillips Co. and its plans to build a 1.6-million-acre alternative energy and global training center on the 432-acre, former Storage Technology Corp. campus. The Houston-based energy company purchased the land in early 2008, with plans to open in 2013 and perhaps employ up to 7,000 people on the site within the next 30 years.

Along with its strong business climate, Louisville maintains a strong sense of community, which helps attract its national accolades as great place to live.

See **LOUISVILLE** page 19





# Lafayette blends small-town appeal with **big-city** amenities

**L**ocated in eastern Boulder County at the crossroads of Colorado 7, U.S. 287 and the Northwest Parkway, the city of Lafayette recently added a new major hospital, several big-name retailers and grew its office and industrial business parks.

A new 82-acre mixed-use development with a hotel, office and restaurants is on the way.

All of that development will go to support a great place to live with mostly single-family neighborhoods surrounded by parks and Indian Peaks Golf Course, an 18-hole, Hale Irwin-designed public course.

Exempla Good Samaritan Medical

Center spurred commercial growth in the southeast portion of the city. The full-service hospital — with more than 200 beds and room to grow — is the newest of the four major hospitals in the Boulder Valley.

Just to the north of Exempla, along U.S. 287, Illinois-based Raufeisen Development Co. is constructing the mixed-use project called SoLa. The initial phase will include a 102-room hotel, retail, restaurant and office space on the 29 acres nearest to U.S. 287. The future phases of SoLa are slated to include 30 acres of high-density residential, 20 acres of senior assisted-living homes, and 11 acres of institutional businesses.

Class A office space is available

See **LAFAYETTE** page 19



DOUG STORUM

## LAFAYETTE Profile

Square miles: 9.3  
 Population: 26,448  
 Households: 12,052  
 Median household income: \$58,348  
 Median home sales price: \$304,000  
 Median age: 37  
 School district: Boulder Valley School District  
 City, county, state sales taxes: 8.25 percent  
 Top private employer: Exempla Good Samaritan Medical Center (1,310)  
 Top public employer: City of Louisville (180)  
 Electricity: Xcel Energy

## ONLINE Resources

City of Lafayette: [www.cityoflafayette.com](http://www.cityoflafayette.com)  
 Lafayette Chamber of Commerce:  
[www.lafayettecolorado.com](http://www.lafayettecolorado.com)

### LEFT

Louisville is growing its office and industrial business parks.



**Lafayette** means  
**BUSINESS**  
 Come take a look!

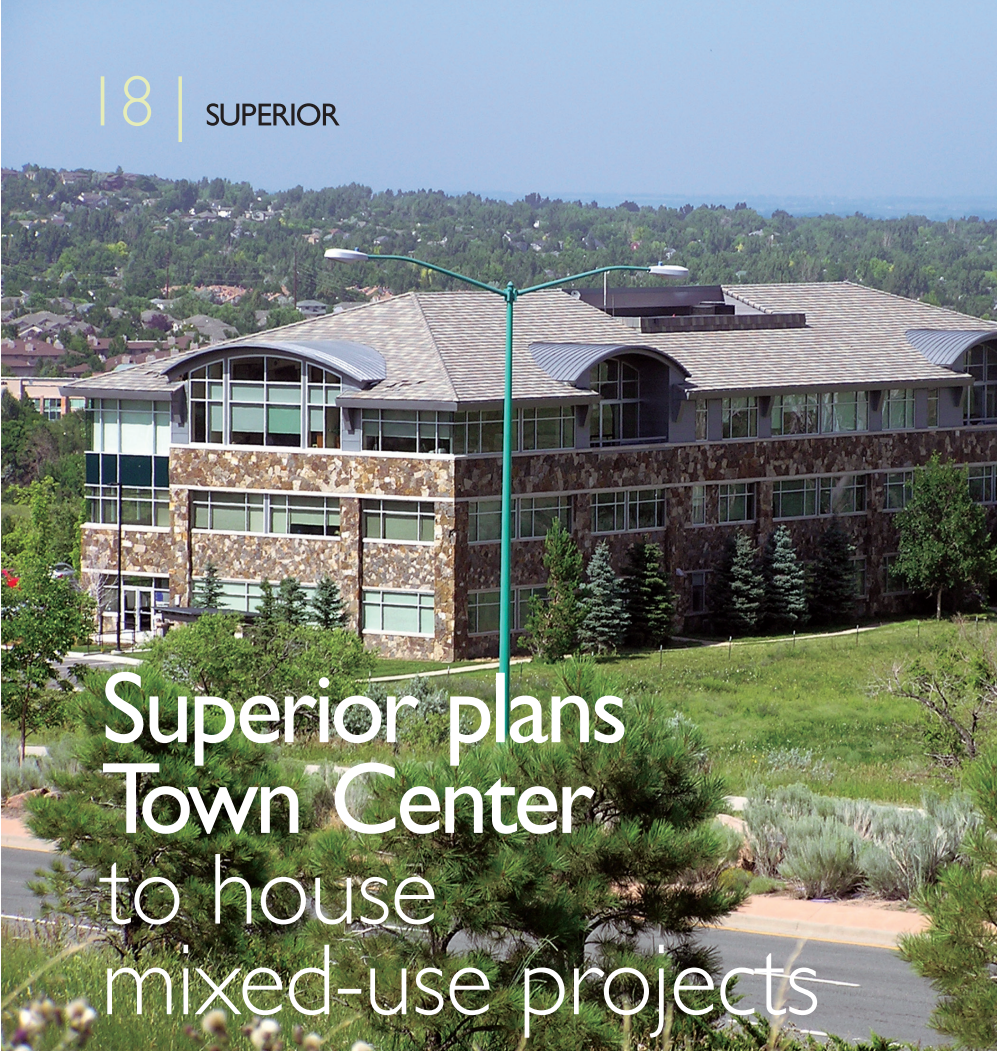
**Lafayette**  
 CHAMBER  
[www.lafayettecolorado.com](http://www.lafayettecolorado.com)

- Outstanding medical facilities
- New major retailers, quaint shops and large companies

**City of Lafayette**  
[www.cityoflafayette.com](http://www.cityoflafayette.com)

- New Festival Plaza and regional community events
- Room to Grow & Business Friendly





# Superior plans Town Center to house mixed-use projects

DOUG STORUM

## ABOVE

The Discovery Office Park on McCaslin Boulevard in Superior offers Class A office space.

**T**he town of Superior was one of the nation's fastest-growing municipalities by population in the 1990s, and today it has the opportunity – at more than 100 years old – to be developing its first central business district, to be known as the Town Center.

Town officials have completed a visioning process for the 160-acre mixed-use urban area, and are seeking private developers to take on the project. The new downtown Superior would sit on 160 acres southeast of the U.S. 36 and McCaslin Boulevard interchange.

The conceptual plan calls for more than 1 million square feet of commercial office and retail space, along with up to 2,300 residential units, 300 of which would be senior residences. Commercial buildings as high as 12 stories tall would be allowed along the U.S. 36 corridor, accompanied by more of a “main street” mixed-use development farther away from the highway. The Town Center will incorporate numerous sustainable or “green” initiatives, promote multimodal transit and include extraordinary public gathering and open spaces.

## SUPERIOR Profile

Square miles: 4.3  
Population: 14,000  
Households: 4,700  
Median household income: \$92,946  
Median home sales price: \$387,000  
Median age: 31  
School districts: Boulder Valley School District  
City, county, state sales taxes: 8.21 percent  
Top private employer: Key Equipment Finance (285)  
Top public employer: Boulder Valley School District  
Electricity: Xcel Energy

## ONLINE Resources

Town of Superior: [www.townofsuperior.com](http://www.townofsuperior.com)  
Superior Chamber of Commerce:  
[www.superiorchamber.com](http://www.superiorchamber.com)

## ECONOMIC Development contact/ incentives

### SCOTT RANDALL

town manager  
303-499-3675 or [scottr@townofsuperior.com](mailto:scottr@townofsuperior.com)

The town of Superior has adopted a financial incentive policy that offers financial assistance to new and existing businesses that generate a minimum of \$250,000 in new annual revenue to the Town or create a minimum of 25 new jobs.

Town officials predict a 10-year buildout for the project, and construction could begin within a year after a developer came in with a plan.

Superior saw its population skyrocket in the 1990s with the addition of the Rock Creek Ranch subdivision. The residential development added more than 4,000 homes,

See **SUPERIOR** page 19

**Situated between Denver and Boulder, Superior is a family-oriented community** that offers drive by visibility from US 36, a high income demographic, and one of the last large development opportunities on the US 36 Corridor.





## LOUISVILLE Profile

Square miles: 79  
 Population: 19,400  
 Households: 7,728  
 Median household income: \$69,945  
 Median home sales price: \$359,000  
 Median age: 37  
 School district: Boulder Valley School District  
 City, county, state sales tax: 8.25 percent  
 Top private employer: Avista Adventist Hospital (635)  
 Top public employer: City of Louisville (153)  
 Electricity: Xcel Energy

## ONLINE Resources

City of Louisville:  
[www.ci.louisville.co.us](http://www.ci.louisville.co.us)  
 Louisville Chamber of Commerce:  
[www.louisvillechamber.com](http://www.louisvillechamber.com)  
 Louisville Economic Development:  
[www.louisvillecolorado.biz](http://www.louisvillecolorado.biz)

## ECONOMIC Development contact/incentives

**BONNIE STAR**  
 economic development director  
 303-335-4531 or [starb@ci.louisville.co.us](mailto:starb@ci.louisville.co.us)

The city of Louisville customizes business assistance to the needs of the company. Forms of assistance may include permit-fee rebates, construction-use-tax rebates, and sales-tax rebates. All rebates are based on new dollars generated by the project at move-in and/or during the first three to five years of operation. Assistance is based upon need, high-quality development, retaining jobs, creating new jobs with average salaries above the city average, retaining existing sales tax, creating new sales tax, bringing industry or retail diversity, or using an existing building.

Louisville has a historic downtown, with shops, unique restaurants and quality office space. The downtown is home to the Street Faire every Friday evening during the summer and Winter Skate during the winter. This area will also be home to the FasTracks commuter rail station in the future. A new 32,500-square-foot library was built

downtown in 2006, further enhancing traffic to downtown.

There are nearly 8,000 households in Louisville through a mix of mostly single-family neighborhoods.

Louisville offers its residents a variety of retail opportunities – from locally owned shops and restaurants on Main Street to

big-box retailers such as Lowe's and Kohl's along the McCaslin and South Boulder Road corridors.

Louisville has its own recreation center, sports leagues, dog park and the 18-hole Coal Creek Golf Course. The city is also home to one of four hospitals in the Boulder Valley – Avista Adventist Hospital.

## LAFAYETTE from 17

throughout the city, including the new Creekside Offices at Old Laramie Trail. The distinctive 8,500- and 4,500-square-foot buildings feature a lot of natural stone, glass and vaulted roofs in a grand Colorado ski-lodge style. On the east side of the city, Vista Business Park has about 70 acres open for development of industrial and flex spaces.

Lafayette also has established history with its Old Town Lafayette main street area, featuring local shops and restaurants. Annual festivals include the Quaker Oatmeal Festival, Summer Fun Fest, Peach Fest, Celebrate Lafayette and Home for the Holidays.

## ECONOMIC Development contact/incentives

**PHILLIP PATTERSON**  
 community development director  
 303-665-5588 x3330 or [phillipp@cityoflafayette.com](mailto:phillipp@cityoflafayette.com)

Lafayette officials are willing to work with businesses on an individual basis to assist them with possible economic incentives. There are no set or blanket incentives.

## SUPERIOR from 18

raising the town's population from about 250 in the early 1990s to about 14,000 residents today.

The population boost helped give rise to the 600,000-square-foot Superior Marketplace retail center, southwest of U.S. 36 and McCaslin Boulevard. The center features Super Target, Costco, Whole Foods, PetSmart and numerous other retailers and restaurants – also drawing customers from nearby Boulder and Louisville.

On the southern end of town, several

private developers are planning to build a mix of projects including office, retail, hotel and residential developments, with some land still available.

And nearby, the Rock Creek Village, anchored by Safeway, has a mix of restaurants and retail businesses.

It's not all about development in Superior though. The town along the Front Range mountain foothills has about 60 acres of open space, more than a handful of parks and 29 miles of trails.







The town of Erie is growing, including the development of the Erie Commons, a mix of office and retail space.

## Erie touts up-to-date infrastructure to provide opportunities for growth

**T**he town of Erie is a full-service community that provides some of the newest and most up-to-date infrastructure in the area to support its corporate and retail business partners.

With 17.5 incorporated square miles, and a planning area spanning 48 square miles, Erie delivers opportunity for businesses looking to secure prime positioning in this thriving community.

Located in both Boulder and Weld counties, Erie is just west of Interstate 25, which provides easy access to Interstate 70, Denver International Airport and the rest of Colorado's Front Range.

Erie's population of 18,150 consists of young professionals and growing families and is educated and affluent – half of its residents are college graduates, and the median household income is more than \$87,000.

The growing community features the 63,000-square-foot Erie Community Center; the 20,000 square-foot Erie Community Library; the 7,676-yard Colorado National Golf Club; the new 41-acre Erie Community Park; and a third elementary school set to open in the fall of 2011.

Erie's water supply and distribution network ensures a stable environment for current and future commercial development within the

town's planning area, including along I-25 and Highway 52. Erie's micro-filtration water-treatment facility has a current firm capacity of 9.9 million gallons per day. With the recent completion of Erie's \$15 million eight-mile long raw water pipeline and pump station project, the town's water distribution network is fully in place and operational.

The Regional Transportation District has plans for a commuter rail station and express bus station to be located in Erie at Interstate 25 and Erie Parkway. Erie also provides transportation amenities such as a public bus route within the community and to the rest of

See **ERIE** page 21



### ERIE Profile

Square miles: 17.5  
Population: 18,150  
Households: 6,501  
Median household income: \$87,284  
Median home sales price: \$310,000  
Median age: 32  
School districts: St. Vrain Valley and Boulder Valley school districts  
City, county, state sales tax: Varies by location - 6.4 percent to 8.25 percent  
Top private employer: Safeway (180)  
Top public employer: Town of Erie (135)  
Electricity: Xcel Energy and United Power

### ONLINE Resources

Town of Erie:  
[www.erieco.gov/economic\\_development](http://www.erieco.gov/economic_development)  
Erie Chamber of Commerce:  
[www.eriechamber.org](http://www.eriechamber.org)  
Erie Economic Development Council:  
[www.erieedc.org](http://www.erieedc.org)

### ECONOMIC Development contact/incentives

**FRED DIEHL**  
assistant to the town administrator  
303-926-2764 or [fdiehl@erieco.gov](mailto:fdiehl@erieco.gov)

**JODY JASCHKE**  
executive director, Erie Economic Development Council  
720-259-1375 or [jody@erieedc.org](mailto:jody@erieedc.org)

**TOM VAN LONE**  
president, 720-259-1375 [info@erieedc.org](mailto:info@erieedc.org)

The town of Erie has created an economic development liaison and business assistance function to assist companies with business issues and serve as the point of contact for all types of development. The town has adopted an incentives ordinance, which addresses both indirect and direct economic development incentives, which may be applied to offset the costs of constructing public improvements built for the eligible economic entity's use.



## BOULDER VALLEY Economic Scoreboard

REAL ESTATE	Latest	Previous from previous	Change	Year ago year ago	Change from	YTD from YTD	Change updated	Last
Boulder/Broomfield counties existing home sales	284	336	-15.5%	259	9.7%	4,131	-8.9%	12/09
Boulder County new home sales	20	23	-13.0%	28	-28.6%	363	-27.8%	12/09
Boulder County residential and commercial property sales	\$117,826,900	\$171,383,900	-31.2%	\$97,537,800	20.8%	\$117,826,900	20.8%	01/10
Boulder/Broomfield counties foreclosures	144	130	10.8%	118	22.0%	274	26.9%	02/10
Boulder County annual home appreciation rate	-1.45%	-0.68%	-0.77%	2.18%	-3.63%	N/A	N/A	4Q/09
Boulder County residential building permits	7,357	7,264	1.3%	7,264	1.3%	N/A	N/A	2009
Boulder County residential building permits value	\$216,621,854	\$457,021,248	-52.6%	\$457,021,248	-52.6%	N/A	N/A	2009
Boulder County commercial building permits	974	1,136	-14.3%	1,136	-14.3%	N/A	N/A	2009
Boulder County commercial building permits value	\$184,883,332	\$296,646,562	-37.7%	\$296,646,562	-37.7%	N/A	N/A	2009
BOULDER VALLEY VACANCY RATES	Latest	Previous from previous	Change	Year ago from year ago	Change surveyed (s.f.)	Total space space surveyed (s.f.)	Change in total updated	Last
Office	13.5%	12.6%	0.9%	14.2%	-0.7%	12,860,555	-1.4%	4Q/09
Flex	8%	8%	0%	10.9%	-2.9%	19,173,208	1.1%	4Q/09
Industrial	10.3%	7.7%	2.6%	5.5%	4.8%	16,547,722	-2.7%	4Q/09
LOCALLY BASED BANKS	Total assets	Yearly change in assets	Total deposits	Yearly change in deposits	Total loans	Yearly change in loans	Quarterly income	Last updated
AMG National Trust Bank	\$115,030,000	15.4%	\$96,981,000	16.9%	\$23,772,000	77.3%	\$509,000	3Q/09
FirstBank of Boulder	\$525,385,000	5.2%	\$484,879,000	14.2%	\$207,727,000	7.2%	\$7,008,000	3Q/09
FirstBank of Longmont	\$393,241,000	-5.6%	\$359,320,000	4.5%	\$137,535,000	14.3%	\$4,677,000	3Q/09
FirstTier Bank	\$885,143,000	20.9%	\$734,816,000	23.9%	\$723,033,000	6.4%	-\$8,667,000	3Q/09
Flatirons Bank	\$96,680,000	97.8%	\$52,222,000	72.1%	\$42,592,000	35.8%	-\$3,000	3Q/09
Mile High Banks	\$1,296,569,000	-0.25%	\$1,100,860,000	9.6%	\$1,145,769,000	-8.6%	-\$2,141,000	3Q/09
Summit Bank & Trust	\$99,724,000	40.9%	\$89,131,000	92%	\$58,406,000	6%	-\$2,967,000	3Q/09
LOCALLY BASED CREDIT UNIONS	Total assets	Yearly change in assets	Total deposits	Yearly change in deposits	Total loans	Yearly change in loans	Quarterly income	Last updated
Ashoka Credit Union	\$2,414,803	8.5%	\$2,142,598	8.3%	\$2,158,091	3.7%	\$20,660	3Q/09
Boulder Municipal Employees Credit Union	\$56,450,353	6.6%	\$51,573,039	7.2%	\$37,485,731	-4.2%	-\$113,815	3Q/09
Boulder Valley Credit Union	\$199,408,658	19.1%	\$178,931,055	19.6%	\$109,346,133	1.6	\$957,513	3Q/09
Community Financial Credit Union	\$115,446,003	7.2%	\$98,191,153	6.2%	\$74,317,647	14.9%	-\$257,409	3Q/09
Elevations Credit Union	\$922,208,730	7.3%	\$846,026,500	10.3%	\$675,272,482	23.5%	\$6,937,256	3Q/09
Premier Members Credit Union	\$319,506,273	9.7%	\$284,020,386	10.7%	\$264,534,848	10.2%	\$3,450,683	3Q/09
St. Vrain Valley Credit Union	\$82,208,572	6.7%	\$74,514,253	7%	\$63,179,317	8.8%	\$401,781	3Q/09

## ERIE from 20

Boulder County. Erie Municipal Airport, located off Highway 7, is open for year-round business and personal use. Services available include aircraft rental, fuel sales, tie-down and flight training.

Xcel Energy and United Power provide the town with a reliable supply of electrical service including the 230 kV electrical substation located in Erie.

Since 2008, the town has approved more than 110,000 square feet of new commercial/retail space. The total amount of existing commercial and industrial space is approximately 700,000 square feet.

Coal Creek Center, a new retail/office development under construction near the new Erie Community Center, is approximately 34 acres and includes a new 14,000-square-foot Walgreens Pharmacy and two commercial buildings of approximately 18,000 square feet. Current tenants include two restaurants.

Regency Centers, one of the country's largest developers of grocery-anchored retail shopping centers, recently purchased about 20 acres of land at the northwest corner of LAW Parkway and County Line Road.

Erie Commons includes the construction of five new commercial buildings on Briggs Street totaling approximately 34,000 square feet. The new Summit Bank & Trust Building also located in Erie Commons includes second-floor office space for a total of 9,000 square feet.

Commercial development located along State Highway 7 covers approximately 53 acres and includes approximately 50,000 square feet of new retail space constructed or under construction. Recent retail openings include Bench Warmers Bar and Grill.



# Aerospace

**T**he Boulder Valley is home to one of the largest aerospace industry clusters in the nation.

The combination of the University of Colorado, the federal laboratories and several major aerospace private companies help foster the local aerospace hub.

The University of Colorado helped design some of the first space-observing rockets in the 1950s and will help lead a NASA mission to Mars in 2013.

CU is home to the Laboratory of Atmospheric and Space Physics, the Center for Astrophysics and Space Astronomy, and the Joint Institute for Laboratory Astrophysics. The university also works in close collaboration with the federal laboratories in

Polar-orbiting Operational Environmental Satellite System, the nation's next generation low-Earth orbiting operational weather and climate monitoring system.

The Southwest Research Institute operates its Space Science Department office in Boulder, employing about 50 people. The institute provides research in planetary science, solar physics and astronomy. The office also handles the institute's mission operations and instrumentation activities.

Aerospace and defense contract firm Lockheed Martin Integrated Systems & Solutions has offices in the Boulder Valley, and purposely keeps a low profile. SpaceDev Inc., which helps power and control spacecraft, has offices in Louisville.

Patrolling the Earth from space, commercial satellite company DigitalGlobe Inc. is based in Longmont – providing most of the images you see on Google Earth.



COURTESY BALL AEROSPACE & TECHNOLOGIES CORP.

Boulder such as the National Center for Atmospheric Research, the National Oceanic and Atmospheric Administration and the National Institute of Standards and Technology.

All these laboratories and institutes provide support, technology and assistance to the private-sector aerospace industry.

Boulder-based Ball Aerospace & Technologies Corp., a subsidiary of Broomfield-based Ball Corp., has been working with CU to build spacecraft since the 1950s.

Ball Aerospace employs 2,900 people in the Boulder Valley, and helped build the famous Hubble Space Telescope. Today it is working on the Hubble's successor; the James Webb Space Telescope and numerous other aerospace contracts. It also is working on the components to be used in NASA's National

And numerous other companies, such as Lafayette-based Sporian Microsystems Inc., provide the high-tech instrumentation and sensors to the aerospace industry.

The local aerospace industry brings not only scientific prestige to the Boulder Valley, but also economic stability in down times. Its economic multiplier is significant in creating additional engineering and manufacturing jobs for the area.

## ABOVE

Employees at Ball Aerospace & Technologies Corp. in Boulder work on the components to be used in NASA's National Polar-orbiting Operational Environmental Satellite System, the nation's next generation low-Earth orbiting operational weather and climate monitoring system.



# Beverages

**L**ike much of the dry western United States, water is a precious resource in Boulder Valley.

But here, the H<sub>2</sub>O is at nature's purest form – running fresh from the Rocky Mountain snowmelt. The city of Boulder even owns its own glacier – Arapahoe Glacier – as the original source of its water supply.

And since many drinks primarily are made of water, it's no surprise that beverage companies choose the Boulder Valley as their home to tap some of the nation's best drinking water.

Beer brewers top the list of our local beverage companies. While Golden may be home to national brewing-giant MillerCoors, the Boulder Valley is home to a number of smaller microbrewers and brewpubs. And frankly, our beers taste better. The Boulder Valley's young, creative and entrepreneurial work force fuels our local beer companies to move outside the box with their brewing styles.

There is a community of support among all the local brewers who gather at local events to show off their latest concoctions and share ideas. Boulder is also home to the Brewers Association and American Homebrewers Association.

Boulder Beer Co. – makers of Buffalo Gold, Singletrack and Hazed and Infused beers in Boulder – was Colorado's first microbrewer, starting the business in a goat shed. Fortunately, the business has been successful enough to move beyond those humble beginnings with the beer available in 30 states.

Boulder-based Avery Brewing Co. is known in national

beer circles for its creativity in making beers. While the company is committed to its popular microbrews it also enjoys experimenting with limited-edition beers. Once a year, it issues a new anniversary beer – for one year only – and then it's gone.

Other local brewers like Lyons-based Oskar Blues Inc., Longmont-based Left Hand Brewing, Boulder-based Upslope Brewing Co. and Boulder-based Twisted Pine Brewing Co. all provide their creative microbrews to the area and a growing part of the nation.

And if beer isn't your cup of tea, try our tea. Celestial Seasonings, one of the nation's largest herbal tea producers, was founded, and is headquartered, here.

Lactose-intolerants and organic health buffs can thank the Boulder Valley for the milk they can drink. Silk, one of the nation's top-selling soymilks, and Horizon Organic, one of the nation's leading organic milks, were both founded here. Dean Foods Co. now owns both brands but has kept the production and corporate facilities here in the Boulder Valley.

If you're just looking for a swig of fresh water, then as previously stated, it's pretty good on its own here. Local companies like Eldorado Artesian Springs Inc. take advantage the location to sell its spring water nationwide.



BCBR FILE PHOTO

## ABOVE & BELOW

Clear Rocky Mountain water makes the Boulder Valley the perfect spot for entrepreneurial microbrewers and beverage manufacturers.



BCBR FILE PHOTOS



# Bioscience

**T**hough it's a fluid industry that often experiences companies coming and going from the area, the Boulder Valley is an ideal location for many bioscience companies.

With the University of Colorado at Boulder helping to feed it, the area has a well-educated work force that helps fuel companies like Clovis Oncology Inc., Miragen Therapeutics Inc., OPX Biotechnologies Inc. and Globelimmune Inc.

All four companies raised a substantial amount of venture capital in 2009, putting them, and the Boulder Valley, on the map.

Whether creating drugs to help treat cancer patients or working to create fuel from biomass, bioscience companies love working in the area.

The bioscience industry draws educated workers from not only CU but around the country. Not only do local companies employ a well-educated work force, they retain a highly paid group of employees.

Boulder Valley's bioscience and pharmaceutical companies continue to grow through technological advancements, advanced drugs and acquisitions.

To support and fuel the growth, CU is building the Jennie Smoly Caruthers Biotechnology Building with a price tag of \$145 million for the first phase that's scheduled to be complete in 2011.

The building will house the university's Colorado Initiative in Molecular Biotechnology, as well as the chemical and biological engineering departments and the biochemistry division of the chemistry and biochemistry department. It'll be led, in part, by Tom Cech, a distinguished CU chemistry professor and Nobel Laureate.

Companies such as Roche Colorado Corp., Sandoz Inc., Array BioPharma Inc. and Amgen Inc. are among the largest biotech businesses in the area that enjoy having the Flatirons as their backdrop.

Boulder-based Roche Colorado Corp., a subsidiary of Switzerland-based F. Hoffmann-La Roche AG, develops and produces pharmaceuticals and manufactures peptides. With about 300 employees locally, Roche

Colorado's parent company saw \$49 billion in 2009 revenue.

The company is known to support its local community through sponsoring events like Walk & Bike Month, and it encourages employees to lead healthy lifestyles.

The company reimburses employees' health club initiation fees and a portion of monthly membership fees, reimburses employees' participation fees for running and biking races as well as sports teams, and supports bike commuters by having

company develops and produces small molecule drugs to help treat cancer, inflammatory diseases and pain. Some of its drugs include MEK inhibitors, which help reduce inflammation. In its fiscal 2009 Array, which employs about 350 people, saw \$25 million in revenue.

Another large pharmaceutical company, Amgen Inc., has operations in Boulder and Longmont. The California-based company employs about workers locally, and generated \$14.6 billion in revenue for 2009. The company produces drugs such as denosumab, which is suspected to inhibit bone deterioration especially in



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covered bike parking and showers at its Boulder campus.

Just south on U.S. 36 in Broomfield is the local campus of Germany-based Sandoz Inc., which also helps sponsor Walk & Bike Month.

The 600,000-square-foot campus is one of the pharmaceutical company's U.S. manufacturing facilities. Sandoz specializes in manufacturing generic drugs such as psychotherapeutics, anti-infectives, anti-arthritis and more.

Heading back north to Boulder is Array BioPharma Inc., another substantial biotech company.

The publicly held Boulder-based

postmenopausal women.

Beyond some of the large biotech companies, Boulder Valley has a host of smaller companies that are no less significant. Companies like Clovis Oncology, which focuses on cancer fighting drugs, OPX Biotechnologies Inc., in the biofuel sector, and N30 Pharmaceuticals LLC all have offices in the area.

## ABOVE

Tom Cech, a distinguished University of Colorado chemistry professor and Nobel Laureate, will lead the university's new Colorado Initiative in Molecular Biotechnology that will be housed in the Jennie Smoly Caruthers Biotechnology Building currently under construction in Boulder.



# Data Storage

**F**rom large corporate data centers to small data storage companies, the Boulder Valley has the right climate, workforce and access to abundant transportation to make it a hotspot for the data industry.

As technology advances and the amount of data multiplies every year, the need for data storage increases with it.

At the top of the giant list of data-related companies with a local presence is IBM Corp.

The New York-based computer giant has a sizable Boulder office with nearly 3,000 employees helping to, among other operations, run the company's green data center that opened in June 2008.

The 115,000-square-foot, \$350 million center can provide data services for more than a dozen clients – most of which haven't been disclosed.

But IBM is far from the only company with a local data center. Sun Microsystems Inc., which was acquired in January 2010 by Oracle Corp. for \$7.4 billion, unveiled its green data center in 2009. The data center in Broomfield is the company's largest, most expensive and most complex.

In Longmont the Honda North America Data Center was completed in December 2007 and achieved Leadership in



COURTESY WESTERN DIGITAL

Energy and Environmental Design, or LEED, silver status. There are more centers in the works, too.

No matter where the data center is located or what company operates it, each cites similar reasons for building one in the Boulder Valley. It comes down to the area's moderate climate, proximity to Denver International Airport, quality utilities and local cities' willingness to work with companies. A highly educated, local work force is also appealing.

That work force helps entice large public data storage companies, such as Seagate Technology LLC, Western Digital Corp., and Dot Hill Systems Corp., as well as various-sized private ones, such as Spectra Logic Corp. and Rebit Inc., to Boulder and Broomfield counties.

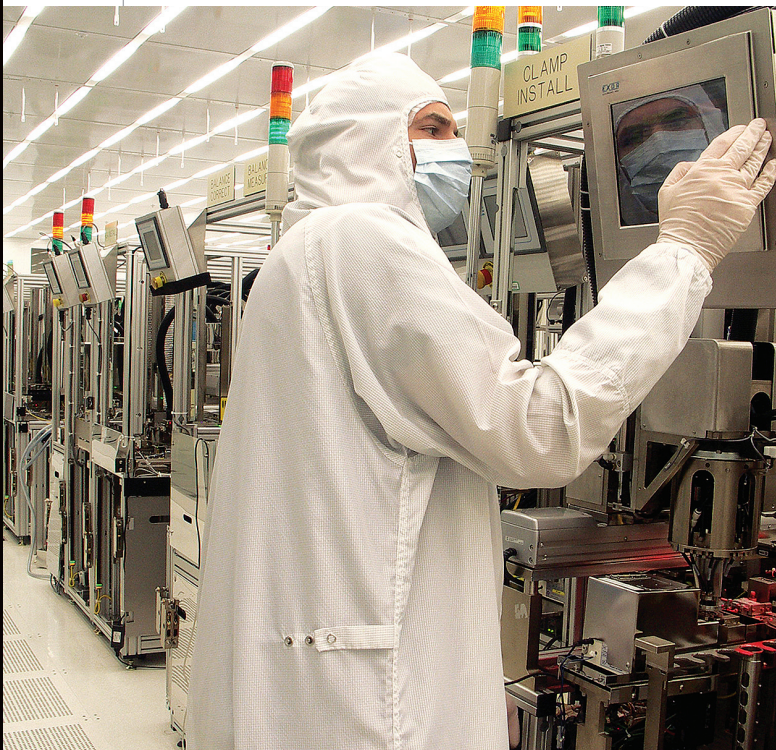
Seagate's Longmont office is home to hundreds of engineers who help develop disk drives for external hard drives, laptop computers and more. Like Seagate, Western Digital's 42,000-square-foot Longmont campus helps develop hard drives, while Dot Hill, headquartered in Longmont, designs and develops security, availability and data protection.

All three public companies bring substantial resources to the Boulder Valley, but there is a plethora of private data-storage companies in the area as well.

Boulder-based Spectra Logic is one of them. The company, with about 224 local employees, develops tape, disk and encryption libraries for various-sized companies as well as government agencies.

Longmont-based Rebit is known for its PC-based backup systems that require minimal or no maintenance. The roughly 25-person company develops hard drives that plug into a PC and backup the entire computer (up to six of them) while incorporating de-duplication and NeverFull features that help prevent it from overwriting important information.

Other companies like Tandberg Data Corp., Quantum Corp. and ProStor Systems Inc. also have a presence in the Boulder Valley.



COURTESY SEAGATE TECHNOLOGY LLC

## LEFT

A clean room technician works at Seagate Technology LLC's plant in Longmont.

## ABOVE

Engineers at Western Digital Corp.'s campus in Longmont conduct research and development for many of the company's products.





# Energy

**E**nergy is one of the leading sectors in today's economy and politics, and the Boulder Valley has positioned itself as the capital of Colorado's alternative energy industry. Local energy companies span from numerous entrepreneurial startups working with solar panels and biofuels to industry giants such as ConocoPhillips, GE Energy and Siemens looking to expand their alternative-energy portfolios.

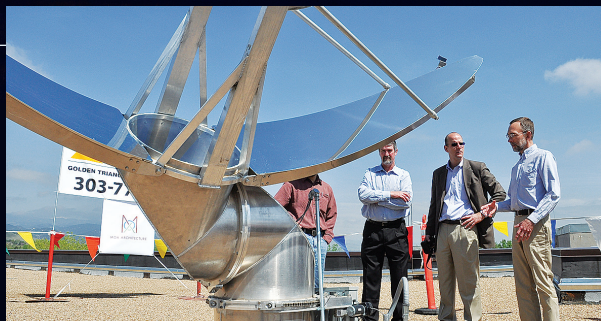
When President Barack Obama ushered in federal funding for alternative energy, Boulder-based Namaste Solar officials were at his side. When the Colorado State Capitol building installed solar panels, Louisville-based Bella Energy got the job.

Broomfield-based Range Fuels is helping turn biomass to energy and other local companies are working with plant genetics to create greater crop yields for biofuels.

Traditional energy companies have taken notice of the alternative energy push and are flocking to the Boulder Valley to tap a knowledgeable work force on both sides of the industry.

Houston-based ConocoPhillips recently purchased a 432-acre campus in Louisville to build its new alternative energy and global trainer center here. The company expects to start operation in 2013, and could hire 7,000 people within 20 years.

GE Energy chose Longmont as the global headquarters for its control solutions division bringing nearly 200 jobs. And Siemens Energy picked Boulder as the home for its new U.S. wind research and development center.



BCBR FILE PHOTO/PETER WAYNE

Boulder is also home to the United States' first SmartGridCity — a new electric grid being tested by Xcel Energy that uses the latest technologies to help manage, conserve and distribute power.

Many of the Boulder Valley's energy companies receive the added benefit of working closely with the latest energy research at the University of Colorado in Boulder and at the National Renewable Energy Laboratory in nearby Golden.

Longmont attracts energy-intensive companies to its city with the advantage of its own electrical utility — boasting some of the cheapest electric costs in the state.

## THIS PAGE

The Boulder Valley is positioning itself as the capital of Colorado's alternative energy industry attracting businesses in the solar, wind and biofuel sectors.

## INSET

Sunflower Corp. in Boulder created a parabolic mirror to harvest sunshine and disperse it into dim interiors.

COURTESY NCAR



# Federal Laboratories

**T**he Boulder Valley economy greatly benefits from the funding, new ideas and prestige of several federal laboratories here.

Perhaps best known as the home of the U.S. Atomic Clock, the National Institute of Standards & Technology, or NIST, is based in Boulder. From the atomic clock and automated teller machines to mammograms and semiconductors, innumerable products and services rely in some way on the technology, measurement and standards provided by NIST.

The National Center for Atmospheric Research, or NCAR, based in Boulder, is a federally funded laboratory independently operated by a consortium of universities under the nonprofit University Corporation for Atmospheric Research, also headquartered in Boulder.

NCAR allows the nation's scientists to gain access to high-performance supercomputers, aircraft and radar to improve the understanding of atmospheric- and Earth-system processes.

The National Oceanic and Atmospheric Administration, or NOAA, has offices in Boulder, which focus on atmospheric studies that help provide the data for the National Weather Service.

The National Telecommunications and Information Administration, NTIA, has its Institute of Telecommunications, ITS, based in Boulder. The laboratory promotes advanced telecommunications and information infrastructure development in the United States along with the enhancement of domestic competitiveness, improvement of

foreign trade opportunities for U.S. telecommunications firms, and facilitation of more efficient and effective use of the radio spectrum.

The National Ecological Observatory Network, or NEON, has grown fast in Boulder during the past several years, and it is slated to receive \$434 million federal dollars in 2011. NEON is developing a national network of observatories to collect data and issue forecasts on how land use, climate change and invasive species will affect environmental ecosystems.

In many cases, the region's federal laboratories work in close collaboration with the University of Colorado in Boulder: NOAA and CU jointly operate the Cooperative Institute for Research in Environmental Sciences, or CIRES, in Boulder. The institute researches how natural and humanmade disturbances impact Earth and how to best to meet societal needs with limited impact.

The many discoveries made at these labs in the Boulder Valley translate into new ideas, profits and efficiencies for the private sector. The labs' help solidify the area as a high-tech region, along with providing economic stability.

## THIS PAGE

The National Center for Atmospheric Research is based in Boulder.

COURTESY NCAR

Boulder Valley Economic Profile 2010





BCBR FILE/JONATHAN CASTNER



COURTESY ROCHE COLORADO

# Manufacturing

**M**anufacturing companies run the gamut in the Boulder Valley and make everything from tea to fine furniture to circuit boards and medicine.

Many companies chose the area for its weather and close proximity to an educated work force, and several said the ease of transportation was an important draw.

In Boulder, there are more than 9,000 manufacturing jobs at approximately 275 firms with an average annual salary of about \$59,000.

Natural product manufacturers have a large presence in Boulder, and leading the way is Celestial Seasonings Inc., an herbal and specialty tea manufacturer. The company had more than \$900 million in revenue during 2007, and it employs 223 at its operations on Sleepytime Drive.

Roche Colorado, Martek Biosciences Corp., Rudi's Organic Bakery, Pharmaca Integrative Pharmacy and Eco-Products Inc. also add to the manufacturing segment of Boulder.

Boulder is home to a long list of sports and recreational equipment manufacturers. GoLite LLC, a popular outdoor clothing and equipment company, calls Boulder its home, as does Kelty Inc. The sector is assisted by the presence of the Outdoor Industry Association, a trade association for companies in the active outdoor recreation business.

The city and county of Broomfield has about 160 manufacturers

varying from a one-person operation like Tri City Tool, to the 600-plus employee Sandoz Inc. Perhaps the most well-known manufacturer in the area is Ball Corp. in Broomfield, best known for making beverage containers.

The Boulder Valley also is home to WhiteWave Foods Co. a producer of organic milk and dairy. Last year the company began producing a chilled fruit product called Fruit2Day in conjunction with Switzerland-based Hero Group. The 50-50 joint venture, called Hero/WhiteWave, is based in WhiteWave's Broomfield facility at I 2002 Airport Way.

While Broomfield's presence in the sports and recreational equipment manufacturing segment is smaller than Boulder's, it is home to Lafuma America Inc., a manufacturer of sleeping bags, outdoor apparel, backpacks, camping furniture and footwear. Lafuma's parent company is based in France.

In Longmont, contract manufacturing is the name of the game. By far the biggest industry segment in the city, contract manufacturing employs approximately 400 people. Longmont also is home to Woodley's, a manufacturer of high-end wood furniture.

## ABOVE LEFT

Aerocom Industries Inc. in Longmont manufactures parts for airplanes.

## ABOVE RIGHT

Roche Colorado runs a peptide manufacturing facility in Boulder.



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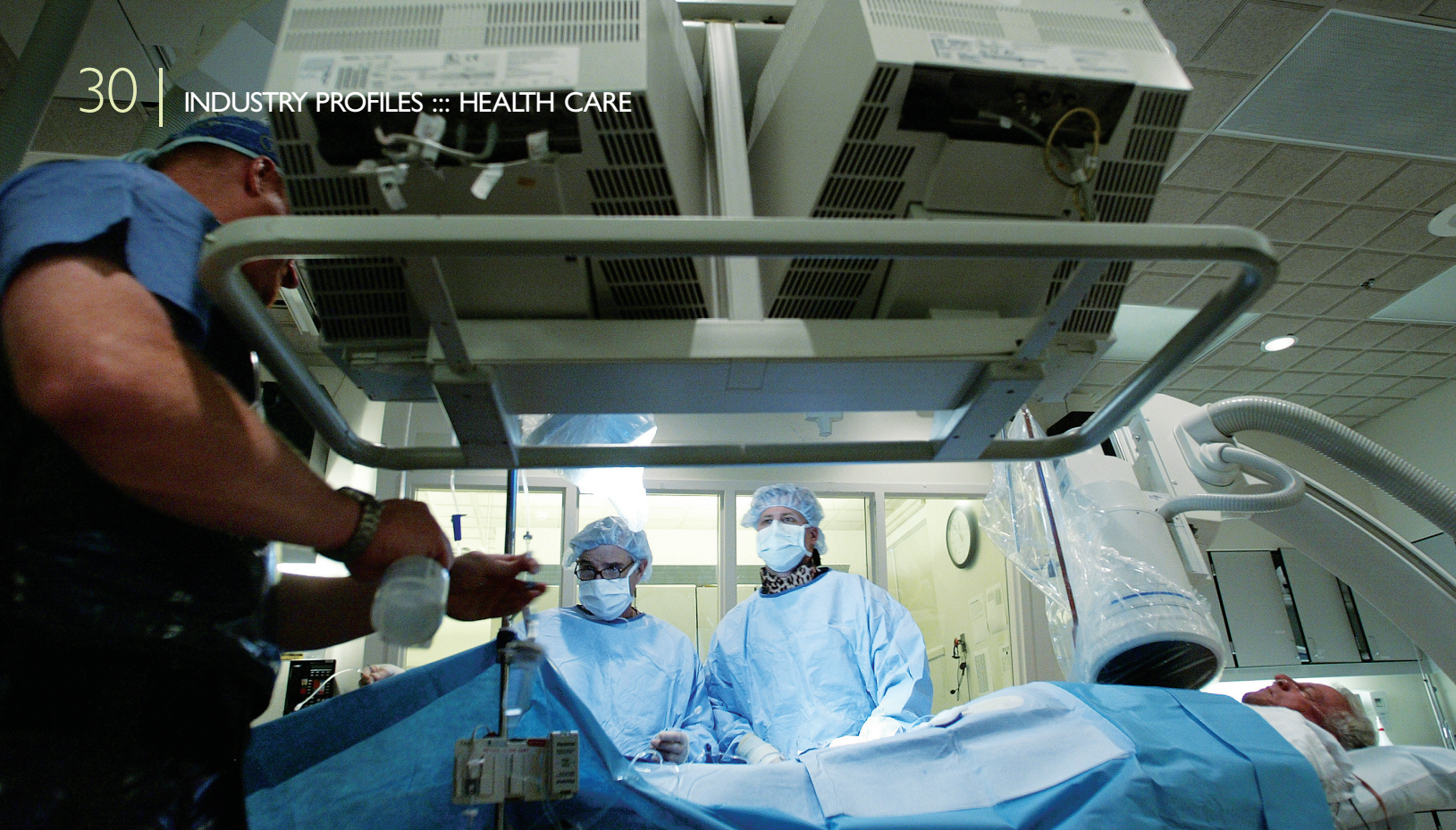
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**Good Samaritan**  
MEDICAL CENTER





BCBR FILE PHOTO

# Health Care

**T**hough medical facilities are treating fewer patients and tightening their belts because of the recession, quality of care is still a top priority in the Boulder Valley.

With one of the fittest populations in the country, the area has an abundance of medical facilities to support nearly any ailment via traditional or nontraditional means - including medical marijuana dispensaries.

The Boulder Valley has four large general hospitals in the area, Boulder Community Hospital, Exempla Good Samaritan Medical Center, Longmont United Hospital and Avista Adventist Hospital, as well as one children's hospital and a host of clinics making it easy to find quality care.

Boulder Community Hospital in Boulder is the largest in the area with 265 licensed inpatient beds. The hospital had 10,007 inpatient visits and 447,148 outpatient visits in 2009. It has more than 2,190 employees - 357 of which are physicians in nearly 50 specialties.

The hospital has been recognized for its quality of care for pneumonia and stroke patients by an independent grader, Health Grades Inc., and received good grades in cardiac, critical care and general surgery as well.

The second-largest hospital in the area is Exempla Good Samaritan hospital in Lafayette. It can accommodate up to 202 inpatients at once and cared for 11,350 inpatients and 95,722 outpatients in 2009. It employs 1,438 workers and has 927 physicians in 27 specialties.

The nonprofit hospital received good grades in cardiac and pulmonary care, which were the only two categories on which

the hospital was graded, by Health Grades, but specializes in everything from occupational therapy and neurosurgery to trauma and gynecology.

About 30 minutes north of Lafayette is Longmont United Hospital in Longmont. With 1,258 employees and 258 physicians in 35 specialty areas, Longmont United has received high marks from Health Grades. The medical center was awarded the Cardiac Excellence Award for its outstanding cardiac care.

The hospital also received high marks for pulmonary care and scored well for other services, such as treatment for stroke and hip fracture repair. Longmont United has 201 inpatient beds, and cared for 9,062 inpatients and 119,947 outpatients in 2009.

The smallest general hospital in the area according to number of beds is Avista Adventist Hospital in Louisville. With 114 inpatient beds, the hospital cared for 4,715 inpatients and 33,631 outpatients in 2009.

Avista has a large maternity services facility and received good marks from Health Grades for cardiac, pulmonary gastrointestinal and orthopedic care. Avista has approximately 600 employees

See **HEALTH CARE** page 31

## THIS PAGE

The Boulder Valley is home to five hospitals, one each in Boulder, Broomfield, Longmont, Louisville and Lafayette.



HEALTH CARE From page 30

and about 550 physicians who can practice at the hospital specializing in roughly 50 areas.

On a more pint-sized scale, Boulder Valley is home to The Children's Hospital North Campus in Broomfield. The children's hospital, which reopened in a new facility in October 2008 after moving from an outdated building in Broomfield, has about 46,000 square feet of space.

While it doesn't have any inpatient beds, the hospital with 58 full-time employees specializes in behavioral science, audiology, sports medicine and adolescent gynecology and has a surgery center and more. It served 35,597 patients in 2009.

Beyond hospitals, Boulder Valley has a wide variety of acupuncture, audiology, and chiropractic clinics as well as physical, occupational and massage therapy practices and specialty cardiology facilities.

And, for registered medical marijuana patients, the valley has more than 100 medical marijuana dispensaries that carry everything from marijuana-laced cookies and lollipops to ice cream and joints.



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mid-level providers, which include Nurse Practitioners and Physician Assistants in multiple specialties. Together they make an outstanding team dedicated to helping you achieve and maintain maximum wellness.

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# Medical Devices



BCBR FILE PHOTO/MICHAEL MYERS

**M**edical-device companies have flourished in the Boulder Valley in part because of the area's abundant talent.

The area also offers medical-device companies a comparatively reasonable tax system, accessibility to the research institutions such as the University of Colorado at Boulder; aggressive and business-friendly economic development efforts, and local and state government groups that are actively engaged in growing the industries.

Local angel and venture capital funding sources are also a draw.

Boulder and Broomfield counties are home to more than 50 medical-device companies, and this number continues to increase.

Since the beginning of 2007 there has been more than \$6.1 billion of acquisitions, and series A through C financing deals. And in February 2009, Merck & Co. Inc. bought Insmid Inc.'s Boulder facility for \$130 million.

In the past few years, the entire Boulder Valley has seen movement in the industry.

Longmont saw one of its medical-device companies receive significant backing when MicroPhage Inc., a development-stage medical products company, closed on more than \$11 million in November 2007.

The company expanded its Longmont operation to include 11,400 square feet of space in 2009. And it got the green light to market its instrument-free rapid staphylococcus aureus bacteria tests in Europe.

The largest medical-device manufacturer in Boulder and

Broomfield counties is Covidien Ltd. The Ireland-based company, which operates its U.S. headquarters from Massachusetts, employs about 1,750 people in its Boulder facility. Covidien built a 55,000-square-foot building to increase the size of its Boulder campus in 2008.

Mountainside Medical, a Boulder company that designs and manufactures precise surgical instruments branded under different companies that are then sold directly to medical facilities, is in the midst of expanding.

The company received substantial incentives from Boulder to keep its headquarters in the city as well as from Louisville to open another manufacturing facility.

Similar to Mountainside Medical, Encision Inc., a Boulder-based public company traded as OTCBB: ECIA, reported revenue of \$12.79 million for its fiscal 2009 ending March 31, 2009. That's up from \$12.01 million in fiscal 2008.

In Louisville Medtronic Navigation is a division of Minneapolis-based Medtronic Inc. (NYSE: MDT) employs about 250 workers at its Louisville headquarters – and another 250 spread throughout the world including two manufacturing plants in Littleton, Mass. and Haifa, Israel.

The company specializes in making navigation devices that enable surgeons to more accurately operate.

Smaller medical-device companies have been able to find success in the Boulder market as well. Otologics LLC, a Boulder-based hearing aid-device company, occupies 26,832 square feet at 5445 and 5425 Airport Blvd.

And Research Electro-Optics Inc., a Boulder-based optics company, has roughly 220 employees and occupies about 107,000 square feet at 5505 Airport Blvd. The company purchased the Auburn, Calif. optical component manufacturing assets of Santa Clara Calif.-based Coherent Inc. in April 2008.

## ABOVE LEFT

Medivance in Louisville manufactures the Arctic Sun, a machine that helps slow metabolism and the body's demand for oxygen, used for some cases of cardiac arrest and stroke.

## BELOW

A machinist works on a part for a medical device at Mountainside Medical LLC in Boulder, a contract manufacturer of surgical instruments.



RYAN DIONNE



# Natural and Organic Products

Some of the big pioneers in the natural and organic products industry have sprouted in the Boulder Valley.

Steve Demos, founder of WhiteWave Tofu and Silk Soymilk, began his business here in the late 1970s. He eventually sold the company to Dean Foods Co. in 2002. Dallas-based Dean recognized a good business environment by not only keeping the company in the Boulder Valley, but by adding to it other natural food and drink companies it acquired. Today the WhiteWave Foods Co. division of Dean employs nearly 400 at its corporate headquarters in Broomfield and 1,300 nationwide.

And for Demos, like many who live here, the entrepreneurial spirit lives on in late 2005 he founded Boulder-based NextFoods, which produces natural probiotic fruit drinks.

Natural food and drink companies like Celestial Seasonings, Rudi's Organic Bakery

and Izze Beverage Co. all call the Boulder Valley home.

Food and drinks aren't the only natural products around the Boulder Valley. Pharmaca Integrative Pharmacy, which sells natural health solutions, is based in Boulder and employs 145 people here.

Boulder-based Eco-Products Inc., employs nearly 100 people locally, selling environmentally friendly business grocery and building materials mostly made out of natural products.

Boulder-based Pangea Organics produces a full line of organic body- and skin-care products.

With support from many peer businesses and a healthy-minded population, the Boulder Valley is a more-than-healthy environment for natural and organic product companies.

Boulder also is home to The Organic Center, a Boulder-based research institute focused on the science of organic food and farming.



BCBR FILE PHOTO/MICHAEL MYERS

## ABOVE

Pamela Lambert owns Novaurora Organic Skin Care LCC in Boulder.

## BELOW

Boulder-based Olomomo Nut Co.'s organic nuts are sold in biodegradable packaging.



BCBR FILE PHOTO/MICHAEL MYERS



# Outdoor and Active Living

**T**he mountains not only attract outdoorsy people to Boulder Valley, they bring in outdoorsy companies, too.

The area is home to U.S. outdoor product companies such as Kelty, Sierra Designs, GoLite, Sea-to-Summit and Spyder, which manufacture a range of sports apparel, backpacks, tents, sleeping bags and camping gear.

Foreign companies also recognize the Boulder Valley as the U.S.

outdoor capital. Scarpa (Italy), Lafuma (France), Deuter (Germany) all have their U.S. headquarters here.

By locating in the Boulder Valley, outdoor companies can tap a young and active work force and customer base. They can test their products in the mountains and sponsor local outdoor events and athletes. And most importantly, they can feed off a synergy of support from peer outdoor companies and an enthusiastic outdoor community.

In addition to its outdoor attributes, the Boulder Valley also provides a central U.S. location for companies distributing products to the East and West coasts of the country.

Covering the outdoor industry, publications such as Backpacker Magazine, Ski Magazine and Warren Miller Entertainment are based here. Their presence gives local outdoor companies nearby visibility.

Surrounded by one of the nation's most fit and healthy populations, the Boulder Valley is home to several active lifestyle and healthy-living companies. The largest of which is Louisville-based Gaiam Inc., which sells a range of healthy exercise products, apparel and training videos.

## BELOW

Hikers enjoy the vistas along the Chautauqua Trail that leads to the foothills west of Boulder.

DAVID CLUCAS





# Professional Services



Local entrepreneurs always need plenty of help to grow their businesses, so it's no surprise that bankers, accountants, marketers, attorneys and real estate brokers have flocked to the Boulder Valley.

Seven banks and seven credit unions are based in the Boulder Valley, providing local investment financing and support. Another 22 national and regional financial institutions like Chase, Wells Fargo and U.S. Bank have one or more branches here. Local bankers have developed the experience to work with entrepreneurs, small businesses and real estate.

With much of the Boulder Valley's land dedicated to open space and the mountains, real estate is like gold out here. The area's capable Realtors, brokers and tenant representatives can assist companies in finding the right space for the right price. Local developers, construction companies and architects design projects that take advantage of mountain views, sunny days and Colorado's natural flagstone, rocks and wood.

In today's energy-conscious times, the Boulder Valley provides numerous engineering and consulting firms who focus on sustainability and green building. And many new buildings being



COURTESY WOLF LYON ARCHITECTS

The Boulder Valley has more than 75 law firms with offices in the area. Big national firms like Cooley Godward Kronish LLP, Faegre & Benson LLP and Holland & Hart LLP recognize the local opportunities, and have offices here. Similar to local bankers, local attorneys have become experts in the Boulder Valley's business industry clusters and issues.

Advertising, marketing and public relations firms both large and small call the Boulder Valley home. National advertising companies like Crispin Porter + Bogusky and the Sterling-Rice Group are based in Boulder. Many other smaller firms develop creative branding and marketing plans for local businesses. And being a high-tech focused area, some marketing firms have honed their skills toward the most effective Internet advertising.

built in the Boulder Valley tend to seek some level of Leadership in Energy and Environmental Design green building certification.

These professional services not only help support Boulder Valley businesses, but they provide good-paying jobs to region and further fuel economic growth.

## ABOVE

The professional services sector is strong in the Boulder Valley, including architecture firms that design award-winning buildings not only locally but throughout the nation and world.

## TOP

The Boulder Valley has a wealth of financial planning companies to help individuals manage their money and plan for retirement.



# Semiconductors

**W**hile the economy has been less than stable recently, semiconductor manufacturers are typically standing strong in the Boulder Valley with significant activity in the last couple years.

The semiconductor industry has seen a great deal of success in Longmont, which has more than a handful of companies in the area.

The city touts its strong data-storage cluster;

industry and adds a considerable amount of talent and revenue to Boulder Valley.

In 2008, Analog Devices Inc., a semiconductor company based in Norwood, Mass., opened a development center in Longmont. Analog Devices (NYSE: ADI) develops high-performance semiconductors for signal-processing applications.

And in May 2009, Micron Technology Inc. acquired Longmont-based DisplayTech. It still has a presence in the area operating as Micron Microdisplay Research and Design.

In Broomfield, NXP Semiconductors, located at 10901 W 120th Ave., is one of the larger companies in this sector.

NXP was founded by Philips more than 50 years ago. Headquartered in Europe, the company

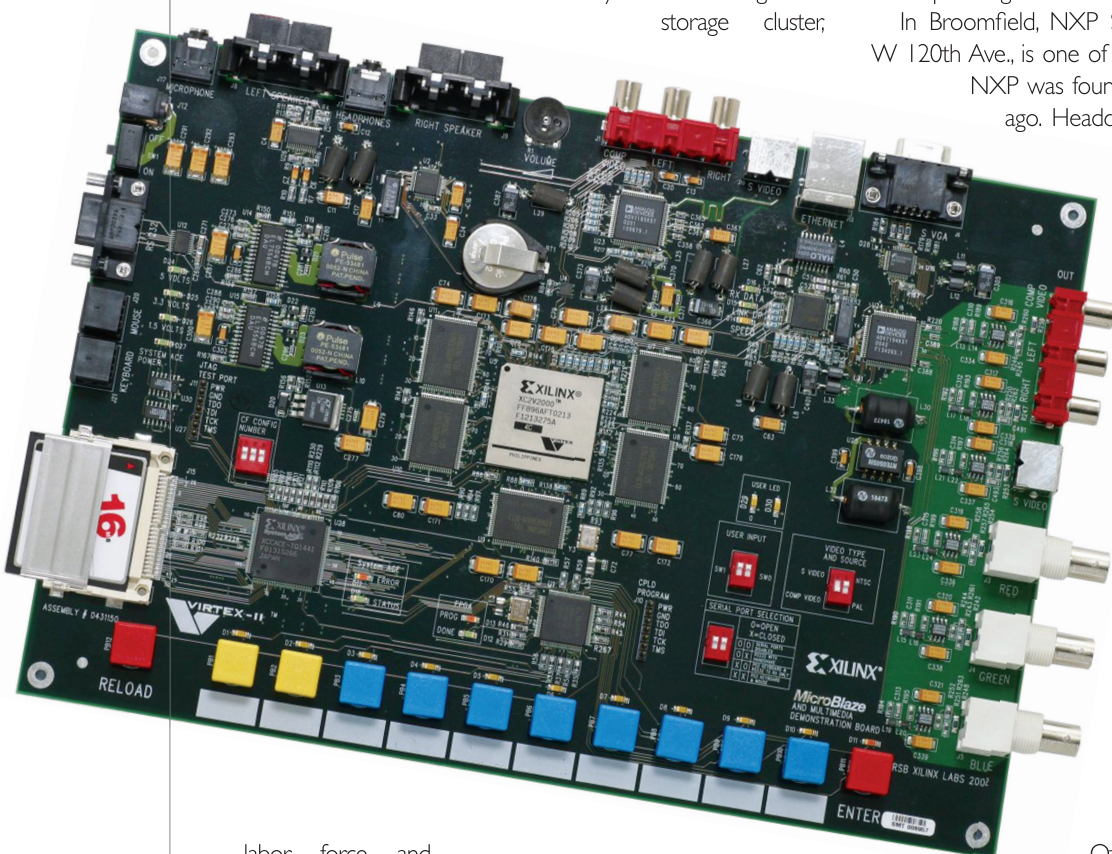
has about 29,000 employees working in more than 30 countries and posted sales of \$3.7 billion in 2009.

NXP creates semiconductors, system solutions and software in TVs, set-top boxes, identification applications, mobile phones, cars and a wide range of other electronic devices.

Milpitas, Calif.-based LSI Corp. (NYSE: LSI) also has a presence in the valley. The semiconductor manufacturer and storage company employs about 175 people in the area as well as 30 contractors that primarily focus on the company's storage systems business, which is one of its top revenue producing segments.

Other companies in the area help feed the semiconductor industry in related applications. For instance, Boulder-based

Tech-X Corp. develops design software used by semiconductor manufacturers. In February, the roughly 60-employee company opened an office in the United Kingdom to foster collaboration with U.K.-based scientists and researchers.



COURTESY XILINX INC.

labor force and business-friendly government as reasons to why semiconductor design companies locate in Longmont and succeed. Xilinx, Marvell Semiconductor, Intel and Texas Instruments are all major companies in the industry.

Xilinx (Nasdaq: XLNX), which employs about 270 people in Longmont, is one of the big players in the area. The company uses its Longmont facility to help develop programmable chips that are used in thousands of electronic devices.

Marvell, which is based in California, has a Longmont office at 1951 South Fordham St., and Texas Instruments has its Longmont location at 2420 Trade Centre Ave., Suite A.

Each company is a major player in the semiconductor

## ABOVE

The semiconductor industry in the Boulder Valley has had a great deal of success in Longmont, led by Xilinx Inc., which employs about 270 people in Longmont where they help develop programmable chips that are used in thousands of electronic devices.





BCBR FILE PHOTO/MICHAEL MYERS

# Software and Information Technology

**T**here is an abundance of software- and information technology-related companies in the Boulder Valley. And it's no surprise that the University of Colorado at Boulder plays a big part in that.

A well-educated work force and constant technological advancements, coupled with a superior quality of living makes this area a magnificent location for information technology companies to establish themselves.

Perhaps the most amazing aspect of the local software and IT industries is their reach into the community. From small startups and spinoffs to large established corporations, from data-storage companies to IT consultants, the local industry thrives.

Rally Software Development Corp. is one of those companies that is continually growing. The software development company that has about 165 employees continues to increase its revenue and ranked sixth on the Boulder County Business Report's Mercury 100 Fastest-Growing Private Companies list.

Rally, based in Boulder, offers software-development tools that help developers manage their software-development projects through a method known as Agile. Developers can track tests, requirements and defects in real time.

Rogue Wave Software Inc. is another development company that has its corporate headquarters in Boulder. Rogue Wave, founded in 1989, develops C++ components and infrastructure to help other groups design applications.

Boulder Labs Inc., based in Longmont, helps companies solve nearly any software-related problem. Despite being a small company with about a dozen employees, the group of software engineers is constantly working with companies to produce remarkable results.

Other development companies with a Boulder Valley office include Filtrbox Inc., OneRiot Inc., Tech-X Corp. and even Google Inc. has a presence.

But with all the software developers in the area comes a need for IT consultants and data centers. We have a handful of large data centers in the Boulder Valley but a substantially larger number of consultants.

Companies such as Lewan & Associates Inc., Technology Integration Group and Applied Trust Engineering Inc. are among the companies that can help businesses manage the software and IT infrastructure that other local companies supply.

## ABOVE

A large cluster of software development companies in the Boulder Valley produce a variety of applications that are customized for many different industries.



# Tourism

The Boulder Valley is the perfect starting point to access the Rocky Mountains, and many parents come here to visit their children at the University of Colorado.

In either case, tourists are likely to stick around for awhile, and they quickly make plans to return.

Hiking, biking and kayaking are some of the most frequented outdoor activities. A drive up Boulder Canyon to Nederland provides access to the Indian Peaks Wilderness area with mountain lakes and free access to trails. A drive up U.S. 36 through Lyons provides access to Rocky Mountain National Park and the 14,259-foot Long's Peak.

After a day in the mountains, returning to the Boulder Valley provides shopping, entertainment, restaurant and lodging options.

Tourists can stroll down the Pearl Street Mall, a pedestrian outdoor shopping district in historic downtown Boulder; to browse local shops and enjoy entertainment from street performers. Some of the city's best restaurants – such as The Kitchen, Black Cat and Frasca – with national notoriety line Pearl Street. Ask locals for numerous good places to eat off the beaten track.

Even while in the city, tourists can enjoy the outdoors with a walk or bike ride down the Boulder Creek Path. Visitors can hike directly into the foothills of the mountains, which come right into the Boulder Valley's western cities. Chautauqua Park in Boulder is a good starting point with a range of short easy trails, to longer hikes to the peaks of Bear and Green mountains.

For tea lovers, the Boulder Dushanbe Teahouse offers an Eastern-inspired tea-drinking setting from Boulder's sister city in Tajikistan. Tea producer Celestial Seasonings is headquartered in Boulder and provides tours on daily basis. Combine the tour with a visit to The Leaning Tree Museum of Western Art next door.

In the summer Boulder draws music and theater buffs with its annual Colorado Music Festival – live classical music at the historic Chautauqua Auditorium – and its annual Colorado Shakespeare Festival – with live outdoor performances. Boulder is also home to etown – live acoustic music performances broadcast on National Public Radio.

A visit to Boulder Valley's other cities can provide some different perspectives of the county. Broomfield boasts a 6,500-seat event center with live concerts and events. Most of the area's cities host farmers' markets in the summer, along with frequent festivals celebrating arts, crafts and foods.

Shopping malls in the Boulder Valley include Flatiron Crossing and Main Street in Broomfield, Twenty Ninth Street in Boulder and Twin Peaks Mall and Harvest Junction in Longmont.

Lodging in the Boulder Valley ranges from cozy mountain bed and breakfasts to grand large hotels like the Omni Interlocken Resort Hotel in Broomfield and the St. Julien Hotel & Spa in Boulder. For a historic stay, visit the 100-year-old Hotel Boulderado in Boulder.

The Boulder Valley's proximity to the mountains attracts many nearby and out-of-state tourists. The foothills provide a view of the plains below, such as in this photo from the Royal Arch trail above Boulder.

## ONLINE Resources

For more tourist information online visit:  
Boulder Convention & Visitors Bureau at  
[www.bouldercoloradousa.com](http://www.bouldercoloradousa.com)

Longmont Area Visitors Association at  
[www.visitlongmont.org](http://www.visitlongmont.org)

Let's Talk Colorado at  
[www.colorado.com/Louisville](http://www.colorado.com/Louisville)

Let's Talk Colorado at  
[www.colorado.com/Lafayette](http://www.colorado.com/Lafayette)

DAVID CLUCAS



# The University of Colorado

**T**he University of Colorado at Boulder brings in nearly 31,000 students to the Boulder Valley — some of which remain in the area and provide businesses with a well-educated work force.

Of the 30,196 regular on-campus degree-seeking students in the fall of 2009, 47 percent (14,143) were women, 53 percent (16,053) were men; 84 percent (25,408) were undergraduates, 16 percent (4,788) were graduate students; 66 percent (19,999) were Colorado residents, 34 percent (10,197) were nonresidents; and 14 percent (4,362) were minorities.

The university offers 85 majors at the bachelor's level, 70 at the master's level, and 50 at the doctoral level. CU Boulder's main campus is on 600 acres in the heart of Boulder.

CU Boulder is one of the nation's top research institutions, receiving more than \$280 million in sponsored research awards for the 2008 fiscal year, placing it 13th nationally and 6th among all public universities.

CU helps spur local business development by licensing new technology to innovative companies through its Technology Transfer Office. During its fiscal-year 2009, the office produced 24 new U.S. patents, 61 options and licenses, 11 startup companies, 687 service agreements, \$4.4 million in licensing revenue and \$16.7 million in sponsored research.

In the last 16 years, 94 companies have been formed based on CU intellectual property, with only 14 of those companies ceasing business. Of the 80 companies known to be operating,



COURTESY UNIVERSITY OF COLORADO

77 have operations in Colorado, 12 have been acquired by public companies, and seven have gone public.

The Laboratory for Atmospheric and Space Physics, or LASP, at CU has operated more spacecraft than all other university-based organizations in the nation combined, and it employs 209 professionals and about 100 undergraduate and graduate students in all areas of science, engineering and mission operations.

LASP has participated in missions to each of the planets in the solar system. In late 2008, NASA selected LASP to lead a \$485 million space mission to Mars.

LASP will design, build and operate the Mars Atmosphere and Volatile Evolution mission, or MAVEN, set to launch in 2013. Carrying three instrument suites, the spacecraft will probe the upper atmosphere of Mars and its interactions with the sun.

CU also boasts JILA, one of the nation's leading research institutes in the physical sciences, and home to three Nobel laureates. The joint institute of CU and the National Institute of Standards and Technology explores some of today's most challenging and fundamental scientific questions about quantum physics, the design of precision optics and atom lasers, the fundamental nature of matter, and processes that shape the stars and galaxies.

## THIS PAGE

The University of Colorado campus in Boulder plays an important role in the region's economy.

## INSET ABOVE

The University of Colorado has about 31,000 students.



COURTESY UNIVERSITY OF COLORADO





COURTESY CITY OF BOULDER

## Diversity of off-hour activities offers something for everyone

**T**hose who want to live an outdoor, active and healthy lifestyle frequently choose the Boulder Valley as their new home.

A young and well-educated work force wants to live here and is willing to work hard at their job to make it happen.

Like much of Colorado, the weather cooperates with the Boulder Valley's active population. The sun shines an average of 300 days a year and rain rarely dampens weekend plans. And say goodbye to those sticky summer days – there's minimal humidity here, making it more comfortable to be outdoors and keeping the bugs at bay.

In the winter, skiing and snowboarding is less than an hour away at the small resort of Eldora west of Nederland, or it's less than a two-hour drive to major world-class resorts like Vail and Breckenridge. Snowshoeing through the local mountain forests is also a popular winter sport for locals.

But just because the mountains are here, don't think you're in for a long and cold winter:

You can easily ski one day, and play golf the next.

The Boulder Valley's main cities off the foothills and plains experience quite moderate temperatures during the winter months – many times it can be 50 to 60 degrees and sunny in the middle of January.

In the summer, hiking, biking, climbing, kayaking, and camping opportunities are plentiful. Take your pick of a leisurely stroll along Boulder Creek in the city, or head into the backcountry for a grueling climb to the top of Long's Peak at 14,259 feet.

Rocky Mountain National Park is an hour away, but locals prefer

the nearby Indian Peaks mountain range and wilderness area, which offers mostly free access, fewer crowds and more backcountry trails.

In-town, the Boulder Valley's cities offer indoor and outdoor recreational facilities, running trails and urban bike routes. And there are more than 15 public golf courses to play at in the region.

Life here isn't always about being active, it's also about enjoying the moments you get to relax. Many local restaurants take advantage of the good weather and mountain views with year-round outdoor seating. And speaking of restaurants, the Boulder Valley has some good ones – from high-class vegetarian and organic meals, to rich Italian foods and Colorado-raised beef.

While the Boulder Valley's cities continue to grow, many pay tribute to their humble agricultural beginnings with summer festivals celebrating foods from peaches to oatmeal. There are also countless after-hours business, nonprofit and social networking events to attend during the week.

If you're looking for live music and shows, the Boulder Valley won't disappoint you.

Broomfield's 6,500-seat ISTBANK Center, operated by Peak Entertainment, a partnership formed by AEG Live Rocky Mountains and Kroenke Sports Enterprises, attracts major artists and events throughout the year. Music fans can enjoy everything from rock at the Fox Theatre in Boulder to bluegrass at the Lyons Bluegrass Festival, to classical at the Colorado Music Festival at Boulder's historic Chautauqua Auditorium.

Life is good in the Boulder Valley, and your heart, health and mind will thank you for living here.

### ABOVE

Skaters can enjoy a brisk outing at the ice rink at One Boulder Plaza in downtown Boulder.





BCBR FILE PHOTO

# Public schools in Boulder Valley exceed state, national averages

## ABOVE

Favorable teacher-to-student ratios provide individual attention at private schools in the Boulder Valley.

The Boulder Valley not only attracts well-educated people to move here, it also produces them.

The area is home to two major public school districts, more than 30 private schools, Front Range Community College and the University of Colorado.

The Boulder Valley School District educates students in the southern and western half of Boulder and Broomfield counties. The district offers preschool through grade 12 public education at 32 elementary schools, 17 middle schools, one middle/senior school, 10 high schools and two charter schools. The district employs about 4,200 people.

St. Vrain Valley School District serves students in the northern and eastern half of Boulder County. The district offers preschool through grade 12 public education at 26 elementary schools, nine middle schools, one middle/senior school, seven high schools, two alternative schools and five charter schools. The district employs 3,238 people.

Both the Boulder Valley and St. Vrain Valley school districts have numerous schools ranked within the top 10 best-performing public schools in the state. The districts' graduates score well above the

state and national averages on the ACT and SAT college entrance exams.

The region provides a wide variety of private education as well. There are more than 30 private schools ranging in focus from religion to progressive teaching methods to arts and sciences.

Higher education in the Boulder Valley is dominated by the University of Colorado's main campus in Boulder; but the region is also served by Front Range Community College in Longmont and Boulder. The community college educates about 15,000 students with classes for four-year colleges, transfer degrees, career technical programs and work force training.

Within an hour of the Boulder Valley, higher-education students can also access the University of Denver, Colorado State University in Fort Collins and the Colorado School of Mines in Golden.

At all these institutions, continuing education courses are also available for the region's work force.

Supporting education, most of the Boulder Valley's main cities have their own libraries — modernized with 21st-century technology. The University of Colorado library is also open to the public.





BCBR FILE PHOTO/PETER WAYNE

# Abundance of well-educated workers attracts companies to Boulder Valley

## ABOVE

The Boulder Valley attracts an educated work force that can work with the latest technologies.

Companies flock to the Boulder Valley to tap one of the nation's youngest and well-educated work forces.

Forbes magazine recently named the Boulder metropolitan area as "America's smartest city" in 2008.

There are more than 182,000 jobs in the Boulder Valley, with an unemployment rate between 6 percent and 7 percent in early 2010.

With the University of Colorado at Boulder, the region draws a high concentration of science- and technology-educated talent. This has helped the Boulder Valley become a center for the aerospace, computer storage, software and energy industries.

The University of Colorado Health Sciences Center in Denver helps attract some of the nation's top medical and bioscience minds to the region, which many of them end up working in the Boulder Valley.

The Boulder Valley's progressive population also attracts those with creative and energetic minds, making the region a center for marketing, publishing and Internet social-networking companies.

The area is known for having one of the most entrepreneurial work forces, which strive to come up with new ideas and create new businesses. With all the growing companies here, the region is also home to plenty of professional services in finance and law.

According to the U.S. Department of Labor, some of the top employment occupations in the Boulder Valley include computer and mathematical jobs, education and training jobs and business and financial jobs.

The average annual salary in the Boulder Valley is about \$53,000 – higher than Colorado's \$45,000 average and the U.S.'s \$41,000 average.



## Employment Statistics

### Top employment occupations and wages in Boulder County

Occupation	Employment	Entry-level pay	Median pay	Average pay	Average hourly pay
All Occupations	164,300	\$18,830	\$40,210	\$53,050	\$26
Office and administrative support	25,670	\$20,120	\$32,580	\$34,990	\$16.82
Sales and related	16,780	\$17,010	\$29,290	\$44,090	21.20
Food preparation and serving related	14,420	\$15,300	\$19,480	\$21,710	\$10.44
Computer and mathematical science	12,880	\$44,470	\$83,000	\$88,860	\$42.72
Education, training, and library	10,900	\$23,500	\$45,630	\$49,900	\$23.99
Business and financial operations	9,470	\$36,390	\$66,990	\$75,650	\$36.37
Architecture and engineering	8,830	\$46,510	\$84,830	\$88,260	\$42.43
Production	8,130	\$19,630	\$31,260	\$34,710	\$16.69
Healthcare practitioners and technical	7,740	\$33,370	\$62,520	\$74,090	\$35.62
Management	7,670	\$51,330	\$106,140	\$115,970	\$55.76
Transportation and material moving	6,070	\$16,250	\$27,670	\$34,910	\$16.78
Life, physical, and social science	5,170	\$42,750	\$75,530	\$80,460	\$38.68
Construction and extraction	5,140	\$25,560	\$39,040	\$41,970	\$20.18
Retail salespersons	5,070	\$15,950	\$22,700	\$27,120	\$13.04
Installation, maintenance, and repair	4,840	\$22,960	\$41,870	\$44,170	\$21.23
Building and grounds cleaning and maintenance	4,180	\$17,570	\$24,830	\$27,150	\$13.05
Personal care and service	3,980	\$16,200	\$22,940	\$28,010	\$13.47
Arts, design, entertainment, sports, and media	3,450	\$21,080	\$44,560	\$52,150	\$25.07
Healthcare support	3,420	\$21,690	\$29,990	\$31,260	\$15.03
Cashiers	3,310	\$16,120	\$20,430	\$22,630	\$10.88
Executive secretaries and administrative assistants	3,060	\$29,950	\$44,670	\$46,800	\$22.50
Waiters and waitresses	2,970	\$14,960	\$16,700	\$20,840	\$10.02
Combined food preparation and serving workers, including fast food	2,950	\$15,240	\$17,730	\$18,480	\$8.88
Computer software engineers, applications	2,790	\$57,620	\$91,810	\$98,500	\$47.35
Secretaries, except legal, medical, and executive	2,730	\$21,570	\$31,150	\$32,380	\$15.57
General and operations managers	2,720	\$50,710	\$102,890	\$117,770	\$56.62
Computer software engineers, systems software	2,720	\$68,300	\$104,480	\$110,130	\$52.95
Business operations specialists, all other	2,680	\$41,330	\$76,740	\$80,460	\$38.68
Registered nurses	2,610	\$47,700	\$67,660	\$68,120	32.75
Community and social services	2,240	\$24,370	\$37,580	\$40,210	\$19.33
Bookkeeping, accounting, and auditing clerks	2,170	\$21,900	\$35,180	\$35,430	\$17.03
Stock clerks and order fillers	2,110	\$17,120	\$24,570	\$26,420	\$12.70
Receptionists and information clerks	2,080	\$18,230	\$27,250	\$27,350	\$13.15
Protective service occupations	2,050	\$17,690	\$44,430	\$45,150	21.71
Sales representatives, wholesale and manufacturing, except technical and scientific products	2,010	\$25,210	\$51,140	\$61,750	\$29.69
Accountants and auditors	1,950	\$41,040	\$62,760	\$71,530	\$34.39
Computer systems analysts	1,880	\$51,160	\$87,670	\$89,290	\$42.93
Office clerks, general	1,860	\$19,890	\$28,770	\$29,640	\$14.25
Computer hardware engineers	1,850	\$70,650	\$112,680	\$112,840	54.25
Janitors and cleaners, except maids and housekeeping	1,800	\$19,290	\$26,800	\$28,360	\$13.64
Elementary school teachers, except special education	1,720	\$34,670	\$48,740	\$49,940	N/A
Customer service representatives	1,700	\$20,910	\$31,750	\$33,820	\$16.26
Cooks, restaurant	1,580	\$18,770	\$23,760	\$24,150	11.61
Laborers and freight, stock, and material movers, hand	1,500	\$16,980	\$23,800	\$24,660	\$11.86
Nursing aides, orderlies, and attendants	1,450	\$21,960	\$29,700	\$29,750	\$14.30
Teacher assistants	1,400	\$19,530	\$25,490	\$25,950	N/A
Landscaping and groundskeeping	1,360	\$18,430	\$24,120	\$25,990	\$12.49
Sales representatives, wholesale and manufacturing, technical and scientific products	1,320	\$40,200	\$92,310	\$99,540	\$47.85
Computer programmers	1,210	\$37,070	\$80,900	\$89,920	\$43.23
Computer support specialists	1,200	\$26,660	\$44,880	\$48,200	\$23.17
Electronics engineers, except computer	1,160	\$57,900	\$97,350	\$97,540	\$46.89
Maintenance and repair workers, general	1,140	\$25,620	\$37,750	\$38,750	\$18.63

Source: U.S. Department of Labor (May 2008)

### Top employment industries in Boulder and Broomfield counties

Industry	No. of establishments	No. of employed
Accommodation and Food Services	931	17,124
Administrative, Support, Waste Management and Remediation	769	6,746
Agriculture, Forestry, Fishing and Hunting	52	390
Arts, Entertainment and Recreation	226	3,060
Construction	1,112	5,862
Education Services	279	19,334
Finance and Insurance	842	5,900
Health care and Social Assistance	1,285	18,923
Information	409	11,396
Managers of Companies and Enterprises	161	2,557
Manufacturing	653	20,563
Mining	38	428
Other Services	1,059	4,873
Professional, Scientific and other Technical Services	3,669	26,112
Public Administration	67	7,707
Real Estate and Rental Leasing	775	2,703
Retail Trade	1,415	20,111
Transportation and Warehousing	137	2,180
Unclassified	15	17
Utilities	41	323
Wholesale Trade	1,101	5,861
Total	15,036	182,170

Source: Colorado Department of Labor (Second quarter 2009)



# Major highways connect cities throughout region

**W**ith all its transportation and utilities features, the Boulder Valley is as well connected as a large metropolitan area, but without the major congestion.

Three major highway arteries pass through the Boulder Valley.

U.S. 36 – a four-lane highway with plans to expand to six lanes – provides access between Boulder, Louisville, Superior, Broomfield and Denver. The link between the cities allows the Boulder Valley to tap workers as far away as Denver. U.S. 36 is also the main route for tourists driving to Rocky Mountain National Park from Denver.

Interstate 25 runs north and south along the eastern edge of the Boulder Valley and provides access to Erie and Longmont. It also allows less than an hour commute to Denver or Fort Collins.

The Northwest Parkway – a four-lane toll highway – connects U.S. 36 to I-25 and the Denver International Airport. Residents and businesses in the Boulder Valley can use the parkway to avoid traffic and reach DIA in 30 to 40 minutes. This is quicker access to the airport than from much of Denver's western and southern suburbs.

There are several other major secondary roads and highways such as U.S. 287 – connecting Longmont, Erie, Lafayette and Broomfield – and the Diagonal Highway – connecting Boulder and Longmont that provide integral automobile connections to local businesses and residents.

When taking to the sky, DIA provides plenty of nonstop flights to east and west coast destinations, and is also one of the largest airport hubs in the Rocky Mountain/Southwest region. DIA is home to a major United Airlines hub and Denver's own Frontier Airlines. Southwest, American, Delta and other major U.S. airlines also fly in and out of Denver.

For more local or private jet travel, the Boulder Valley has four of its own regional airports, including the Boulder Municipal Airport, the Rocky Mountain Metropolitan Airport near Broomfield, the Vance Brand Municipal Airport in Longmont and the Erie Municipal Airport.

The Boulder Valley is part of the Regional Transportation District bus service. Funded by sales taxes and tickets, it provides regional and city bus service to the area connecting to Denver and the Denver International Airport.

Several cities in the Boulder Valley are slated to receive commuter rail service connecting the region to the Denver metropolitan area and DIA within the next decade. Plans for the Regional Transportation District FasTracks northwest rail line include stations in Broomfield, Louisville, Boulder and Longmont.

## TRANSPORTATION AND UTILITIES



DOUG STORUM



DAVID CLUCAS

Though the project, which also includes new bus slip ramps, pedestrian bridges and park-n-Rides, has hit bumps, RTD continues its drive to complete all the proposed projects.

And to skip the behind-the-wheel congestion, the Boulder Valley has hundreds of miles of bike lanes and bike paths snaking throughout the area.

As for utilities, Xcel Energy provides a majority of the Boulder Valley's electricity. The Minneapolis-based company has identified Boulder as its first test city for an electric smart grid. Xcel plans to invest up to \$100 million to upgrade Boulder's electrical grid to help save energy, better distribute power and allow citizens more control of electrical use.

Already, the company has installed more than 20,000 smart meters, upgraded its infrastructure and continues to roll out new features.

Longmont is the only city in the Boulder Valley with its own municipal power company. Longmont Power & Communications saves users an average of 30 percent on electric costs compared to the rest of Colorado.

Like much of the American Southwest and Mountain West, water is limited in the Boulder Valley. However, the region gets the first draw of water melting from the mountains, and most cities have reservoirs and tanks to store water for year-round use. The city of Boulder even owns a glacier in the Indian Peaks mountain range as its original water source.

### TOP

The Northwest Parkway, a four-lane toll highway, connects U.S. 36 to I-25 and the Denver International Airport.

### ABOVE

Improvements are being made to U.S. 36, a four-lane highway with plans to expand to six lanes that provides access between Boulder, Louisville, Superior, Broomfield and Denver.



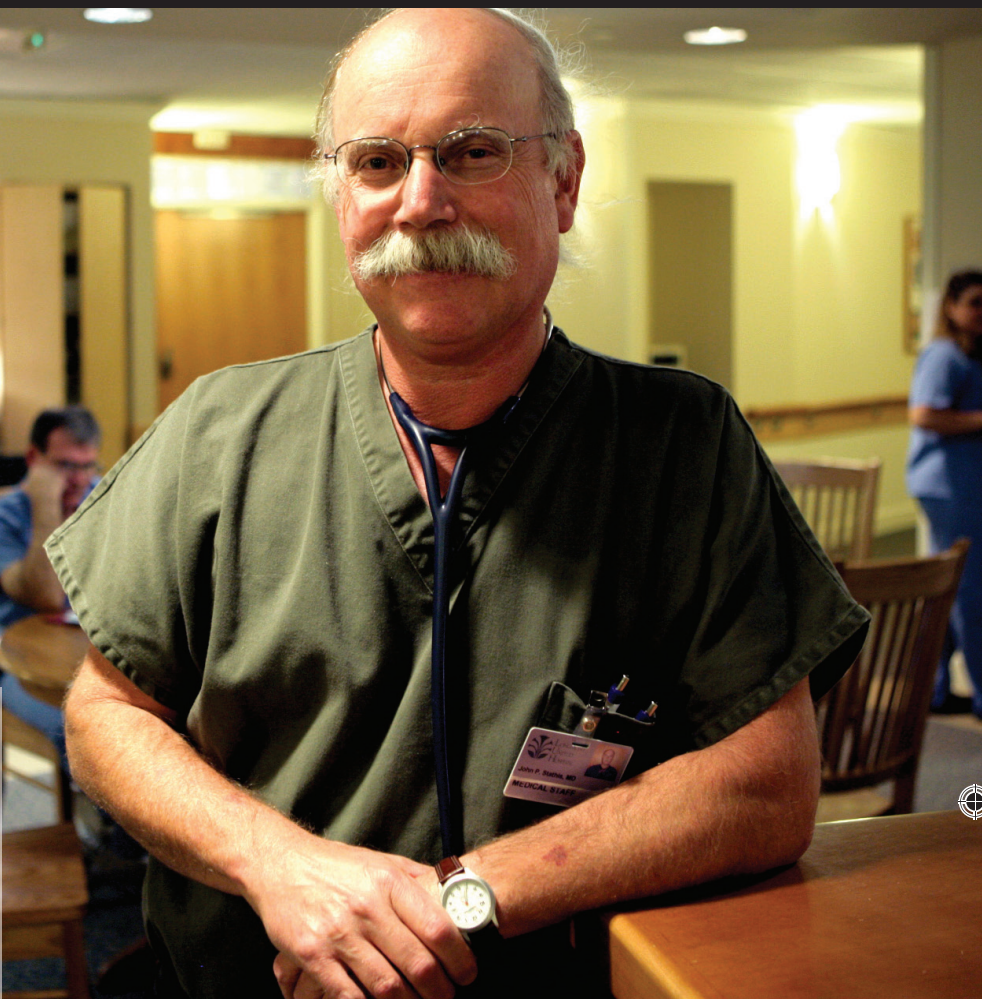
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