

ECLECTIC

AUTHENTIC

VIBRANT

UNIQUELY FORT COLLINS

ARTS, CULTURE, TOURISM FORT COLLINS, CO



Unique: \yoo-neek\, adjective 1. Being the only one, sole. 2. Being without a like or equal, unequaled. The Uniquely Fort Collins cluster is made up of companies that are unique, independent, and contribute to Fort Collins' high quality of life. Arts, cultural, tourism, breweries, creative firms and hospitality businesses fall in this category. This dynamic cluster grew by 165 jobs, or 18 percent, over the past 3 years. Meanwhile at the national level, the same kinds of unique, locally owned businesses increased 4.7 percent. The City of Fort Collins and its residents value the unique companies and agencies that make their home here.

UNIQUELY FORT COLLINS

Our residents enjoy an active outdoor lifestyle by walking on 20+ miles of trails, playing in 44 parks or following the Poudre River that runs through the city. The community and out of town guests support the arts, dining out and shopping — with so much to choose from it's hard to stay home. Bonus: we have the most microbreweries per capita in the state of Colorado, including New Belgium Brewery, the third largest microbrewery in the United States.

Be Local Northern Colorado unites independent businesses in Fort Collins.

STRENGTHS

- Beautiful Old Town district
- Downtown Development Authority
- Entrepreneurial residents
- Most microbreweries per capita in Colorado
- Outdoor enthusiasts
- Municipally-maintained bike trails & natural areas

ENRICHING THE ECONOMY

- Unique businesses increase the quality of life of a region
- A high quality of life attracts high-tech firms and entrepreneurs who can choose to live wherever they want
- Most of the Uniquely Fort Collins businesses operate in Downtown Fort Collins
- More than 300 employers & 3,000+ employees work in Downtown Monday-Friday

BE LOCAL COUPON BOOK 2010-2011

- 176 businesses
- \$6,000 worth of discounts for \$15
- 260+ coupons
- Dozens of independent business stories
- Membership directory
- Purchase the coupon book at numerous locations around Fort Collins
- belocalnc.org

COLLABORATION

Beet Street beetstreet.org

Convention and Visitors Bureau
visit.ftcollins.com

Downtown Business Association
downtownfortcollins.com

Fort Collins Area Chamber of Commerce
fcchamber.org

Be Local Northern Colorado
belocalnc.org

Rocky Mountain Innovation Initiative
rmi2.org

Shop Fort Collins First fcgov.com/shop

ARTS & CULTURE

- Fuels the local economy with purchases and ticket sales
- Variety of technical and creative jobs
- Supports other creative companies
- Adds value to our high quality of life
- Online resource for Fort Collins Arts District, fortcollinsarts.org

GRANTS AND RESEARCH FUNDING

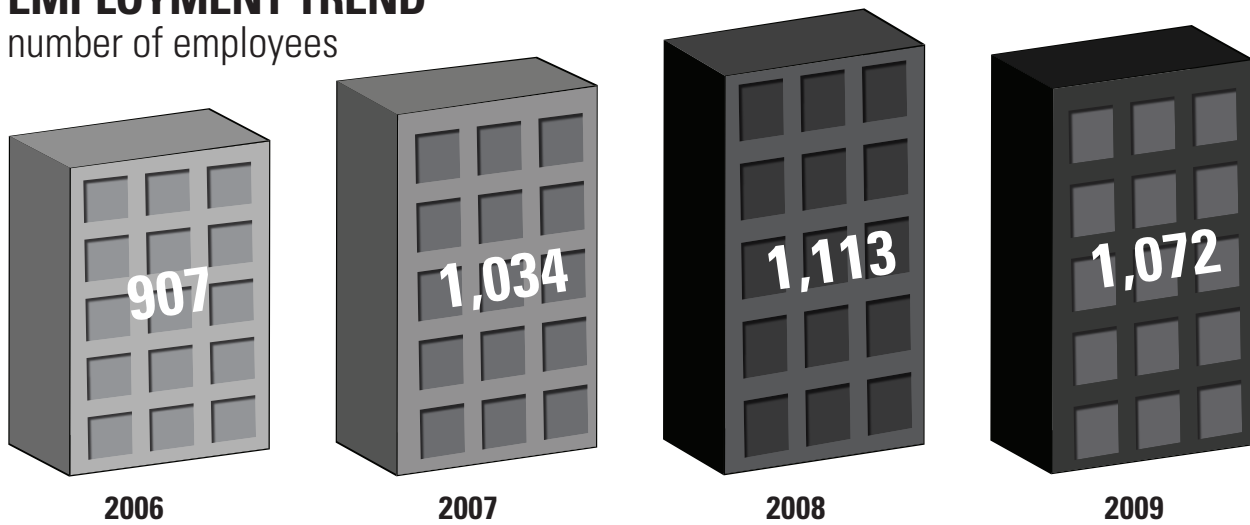
| | |
|--|---------------------------------------|
| Fort Fund | National Endowment for the Arts |
| Institute of Museum and Library Services | National Endowment for the Humanities |
| Colorado Creative Industries | Bohemian Foundation |

UNIQUELY FORT COLLINS

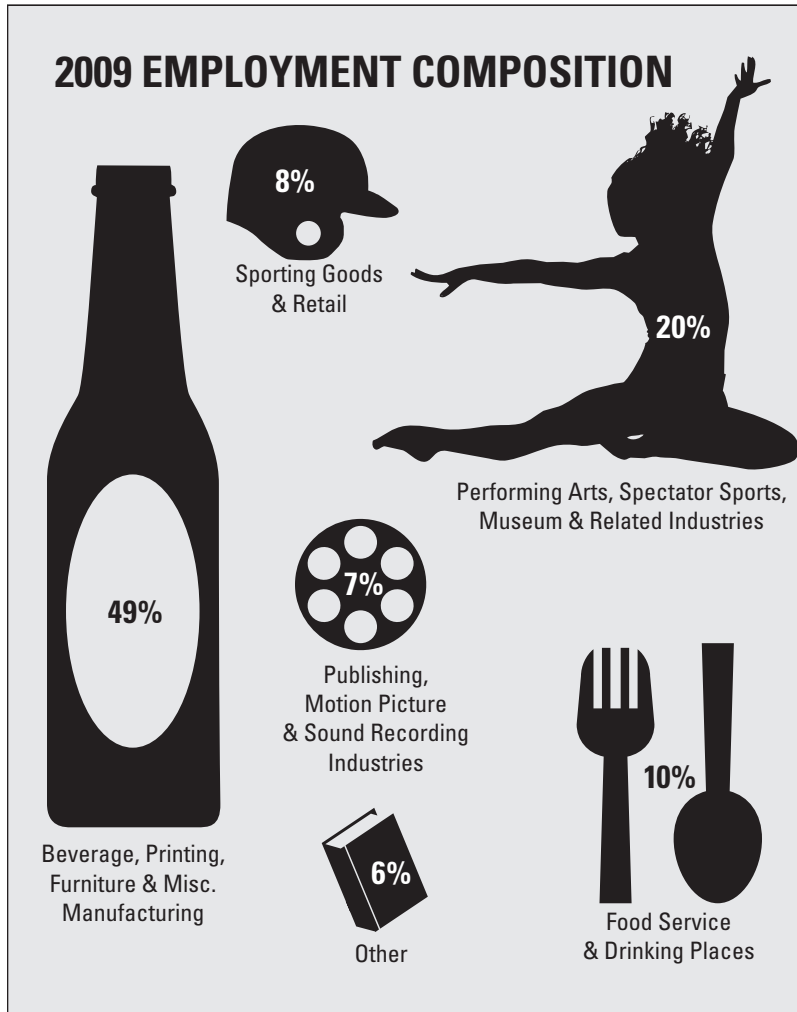


EMPLOYMENT TREND

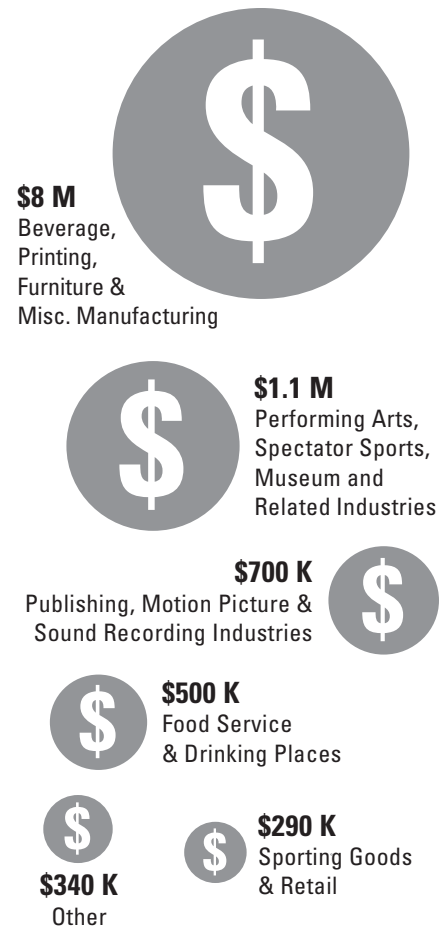
number of employees



2009 EMPLOYMENT COMPOSITION



2009 Q4 EARNINGS



Sources: Quarterly Census of Employment and Wages (QCEW) and Colorado State University and Bureau of Labor and Statistics (BLS)

UNIQUELY FORT COLLINS

INDUSTRY AWARDS & NEWS

The businesses are independent. The passion is mass-produced.

- Bronze Medal, Eclipse Brown Ale, Equinox Brewing, Co, in the English-Style Brown Ale category, *Great American Beer Festival*, 2010. Equinox Brewing Co., Fort Collins' newest brewery, not only brews beer but act as an educational center for homebrewers.
- 2nd Best Place to Work in Country, New Belgium Brewing Co, *Outside* magazine, 2010
- Fort Collins companies on the *Northern Colorado Business Report's* 2010 Mercury 100 List, celebrating the region's fastest growing companies
 - Over \$2 million category: 1st, OtterBox; 2nd, Inviragen; 3rd, Riverside Technology, Inc.
 - Under \$2 million category: 1st, Clay Pot Creative; 2nd, JCL Architecture; 4th, Scheduling Consultants
- New Belgium Brewing, **TOP 40 PRIVATE COMPANIES**. *ColoradoBiz* Magazine, 2009.
- Lincoln Center Performing Arts Center received **\$622,000 from the Downtown Development Authority** to fund acoustical upgrades during the center's yearlong renovation project.
- **Sprig Toys was purchased by WHAM-O**, Inc in February 2010. The unique material used by Sprig, 'Sprigwood' will continue to be used in toys designed by Sprig and even some of WHAM-O's products.

COMMUNITY AWARDS

Following your passions and pursuing your career don't have to be mutually exclusive.

- **One of the top six 'Smarter Cities' for Energy:** Natural Resources Defense Council, (population 100,000-249,999) - August 2010
- **Ranked 6th Best Place to Live in the Nation:** *Money* Magazine - July 2010
- **One of the Most Underrated Cities in the West:** *Life.com* - June 2010
- **One of the Greatest Places to Live in the West:** *American Cowboy* magazine - April 2010
- **Ranked 3rd Best State for Business, Colorado,** *CNBC* April 2010
- **Ranked 4th Best Place for Business and Careers,** *Forbes.com* March 2010
- **Ranked 1st Best Place to Live and Work for Young Professionals (pop. 100,000-200,000),** Next Generation Consulting - March 2009

CONTACTS

For more information on Uniquely Fort Collins and Be Local Northern Colorado

Gailmarie Kimmel, 970.221.3544, gailmarie@belocalinc.org

Contact the City of Fort Collins for questions on retention, expansion, incubation or relocation

Mike Freeman, City of Fort Collins, Chief Financial Officer 970.416.2259, mfreeman@fcgov.com

Doing business in Fort Collins fcgov.com/business

Be Local Northern Colorado belocalinc.org

Community information ftcollins.com

Fort Collins Cluster Performance Report available on fcgov.com/business

