

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, unequalled. 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. 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 2009-2010

- 275 businesses
- \$6,000 worth of discounts for \$10
- 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
fchamber.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 Council on the Arts	Bohemian Foundation

UNIQUELY FORT COLLINS



FEATURED COMPANY: SPRIG TOYS

Sprig Toys joined RMII in 2007 when three toy designers with a dream and mission of environmentally safe, interactive toys relocated to Fort Collins.

Fast forward two years. Sprig Toys is a national and global toy company that has won numerous industry awards and tops "best toy" lists across the media. Their product lines are wallet-friendly, environmentally-friendly, and most importantly, kid-friendly.

From Eco-Trucks, to Sprig Hollow to Adventure Series, toddlers and pre-schoolers can play for hours with these innovative toys. Cool factor: their packaging is 75% less than the standard toy company's.

sprigtoys.com



FEATURED COMMUNITY PROGRAM: ART LAB FORT COLLINS

An innovative movement is sweeping Fort Collins that helps make empty storefronts in Downtown more aesthetically pleasing while providing local artists a place to call home.

Who benefits?

Artists... they have free studio space for two weeks at time and get street front exposure. School children, college students, and professional artists are all welcome!

The building's owner... no one likes having a vacant building! The energy and vibe the local artists bring to the space inspires potential occupants and businesses.

Neighboring shops... empty, ugly store front vs. cleaned up vibrant cool space? Which would you choose?

Pedestrians and interested folks... Surprises, beauty, and creativity are at work in the downtown shopping district; it just fits.

artlabfortcollins.wordpress.com

PARTNERS UNITE FOR DOWNTOWN COMMUNITY MARKETPLACE



The vision for a Downtown Community Marketplace is taking shape through organizations such as:

- Downtown Development Authority
downtownfortcollins.org
- Northern Colorado Food Incubator
nocofoodincubator.com
- CSU's Center for Fair and Alternative Trade (CFAT)
colostate.edu/Depts/Sociology/cfats
- City of Fort Collins fcgov.com

The Community Marketplace will be a multi-dimensional, year-round market that highlights locally grown and produced food, along with goods and services that are local and global in nature.

Although the final completion date isn't scheduled until 2012, many preliminary pieces are falling into place such as the timeline, vision, and scope of the Community Marketplace. In addition to supporting the local food system, local economy, and advancing conscious consumerism, the Marketplace may also include community meeting space, classrooms, and office space for like-minded businesses and service organizations.

FAST FACTS

- Fort Collins has a wide variety of arts, culture, tourism, retail and creative service companies that are agile and resilient despite national economic trends
- Data shows that expenditures for arts and culture performances, by out of town guests and residents, are approximately \$20 a person
- Non-profit arts and culture are a significant industry in Fort Collins, generating \$16 million in local economic activity. (source: Americans for the Arts, Arts & Economic Prosperity III. 2007)
- In 2007 Colorado exported 23 million barrels of beer, more than any other state. Two national brewers ship the most, but micro and craft brewers are thriving

UNIQUELY FORT COLLINS



WHAT'S HOT

1. New Belgium Brewing, One of the 15 Best Small Workplaces, *Wall Street Journal*
2. Kilwin's Chocolates and Ice Cream, highest increase in annual sales among national franchises
3. Be Local 20/20 Challenge. Spend 20 bucks a week at local, unique businesses for 20 weeks

COMMUNITY AWARDS

Fort Collins is at the top of many national rankings for quality of life, educational opportunities, workforce pool, and businesses and careers.

- **Best Places for Businesses and Careers, 2nd;** *Forbes Magazine* March 2009
- **Best Quality of Life for Mid-sized Metropolitan Areas, 7th;** *bizjournal.com*, March 2009
- **Best Place to Live in the Nation, 2nd;** *Money Magazine*, July 2008
- **Best-Educated Cities in America, 10th;** *Forbes magazine*, November 2008
- **One of the Best Places to Raise Your Kids;** *Business Week*, November 2008
- **100 Best Places to Live and Launch, 39th;** *Money Magazine* March 2008
- **One of 30 Fast Cities, due to innovation and creativity of workforce;** *Fast Company Magazine*, July 2007

INDUSTRY AWARDS

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

Kim Jordan, CEO of New Belgium Brewing, **2008 CEO of the Year**, *ColoradoBiz*

Downtown Development Authority Alleyway Improvements,
2008 Governor's Award for Downtown Excellence

Sprig Toys, **Oppenheim Toy Portfolio 2009 Platinum Award**
and the National Parenting Center's 2009 Seal of Approval

CONTACTS

For more information on Uniquely Fort Collins and Northern Colorado Be Local
Gailmarie Kimmel, 970.221.3544, gailmarie@belocalnc.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 belocalnc.org

Community information ftcollins.com

