



**Financial Services**  
300 LaPorte Ave  
PO Box 580  
Fort Collins, CO 80522  
**970.221.6505**  
970.224.6107 - fax  
fcgov.com

## Memorandum

To: Mayor Hutchinson and City Council Members

From: Economic Advisory Commission (EAC)  
Christophe Febvre, Chair

CC: Darin Atteberry, City Manager  
Mike Freeman, Chief Financial Officer

Date: December 28, 2010

Subject: Recommendation on Gateway Standards

The Economic Advisory Commission (EAC) has had discussions during the course of several meetings about the opportunity for positive economic impact from the I-25 corridor. The EAC feels signage would have a positive economic impact on the City of Fort Collins by bringing in additional traffic that might otherwise bypass the City for lack of awareness.

The EAC, by unanimous approval (six in favor, three absent), makes the following recommendation to City Council:

**The Economic Advisory Commission (EAC) recommends to City Council that one or more signs be placed along I-25 welcoming visitors to Fort Collins, and that this be integrated with the proposed Gateway Standards.**