

## CALENDAR

### Friends of the Library Summer 2007 Used Book Sale

Fri., July 13: 10 a.m.-6 p.m.

Sat., July 14: 9 a.m.-5 p.m.

Sun., July 15: 1-4 p.m.

Harmony Library Community Room

[www.fortnet.org/fol](http://www.fortnet.org/fol)

### Xeriscape Garden Party

Thurs., July 19, 5-7 p.m.

City Hall, 300 Laporte Ave.

Before you head over to Thursday Night Music and More, stop by the Xeriscape Demonstration Garden for a Garden Party. Take a guided tour, enjoy refreshments and learn how a landscape can be colorful and save water. 221-6877 or [fcgov.com/water/conserv.php](http://fcgov.com/water/conserv.php)

### Thursday Night Music and More

Thursdays, 6-8 p.m.

Civic Center Park

(corner of LaPorte and Howes)

Live music, good food, and lots of fun!

**FREE**

July 12 - The Atoll (World Groove)

July 19 - The Billy Pilgrims (Swingin' Bluegrass & Classic Country)

July 26 - Rodney James & the Blue Flames  
(1950's Rockabilly/Rock & Roll)

August 2 - Peaches Embry & the Groove Drs.  
(Funky R & B)

August 9 - The Tumbledowns  
(Classic Rock & Favorites)

August 16 - Kenny Cordova & the Olde Rock  
Band (Old Time Rock & Roll)

## Character Quality of the Month "Security"

*Structuring my life around that which cannot be  
destroyed or taken away.*

For more information about Character Fort Collins,  
visit [characterfortcollins.org](http://characterfortcollins.org) or call 266-2671.

JULY 2007



# news



## SPOTLIGHT: ECONOMIC ACTION PLAN – Making Progress

### OTHER FEATURES:

- Green and Lean: Outdoor Water Use
- Free Garden Hose Nozzle Offer
- REACH for Weatherization
- Culture Corner
- Severe Weather and Emergency Information
- Refrigerator and Freezer Recycling Program
- Calendar


### CITY COUNCIL/CITY MANAGER



Doug Hutchinson, Mayor  
Ben Manvel, District 1  
Lisa Poppaw, District 2  
Diggs Brown, District 3  
Wade Troxell, District 4  
Kelly Ohlson, District 5  
David Roy, District 6  
Darin Atteberry, City Manager

### CITY HALL

300 LaPorte Ave. • P.O. Box 580 • Fort Collins, CO 80522-0580  
221-6505 • TDD: 224-6001 • [www.fcgov.com](http://www.fcgov.com)

This publication is available in large print, audio and on the web. 

## ECONOMIC NEWS

# economic action plan: MAKING PROGRESS

### CITY OF FORT COLLINS' ECONOMIC VISION:

**A healthy economy reflecting the values of our unique  
community in a changing world.**

In 2006, City Council approved an Economic Action Plan that identified specific action items to support a healthy economy. The Plan focuses on four key strategies:

- Diversify the economy
- Be proactive
- Form partnerships
- Take a balanced approach

Within these key strategies, the City outlines economic strengths and weaknesses, and identifies ways to capitalize on opportunities and understand and address economic threats. Since the plan's creation, Fort Collins has celebrated several major accomplishments in strengthening our local economy.

### UNIVERCITY CONNECTIONS

Hundreds of Fort Collins community members worked for more than 10 months to create a unified vision that will ultimately strengthen the connections between Colorado State University, Downtown Fort Collins and the Poudre River. The effort allows for better coordination between entities and community initiatives including the Beet Street Project, Lincoln Center remodel, the Mason Corridor, the River District, a kayak park, and many more.

### INDUSTRY CLUSTERS

The City has worked with private industry to develop four out of five key industry clusters including clean energy, bio-science, software, and hardware. Industry cluster is a term used in communities around the country that group certain businesses by the industry in which they operate. High functioning clusters not only provide networking opportunities for existing businesses, but they can also facilitate opportunities for collaboration and help establish Fort Collins as a leader in certain industries.



Artist rendering of the River District, [fcgov.com/riverdistrict](http://fcgov.com/riverdistrict)

### FOOTHILLS MALL URBAN RENEWAL AUTHORITY (URA)

City Council recently approved the creation of an Urban Renewal Authority at the Foothills Mall. By designating that area as a URA, the City can now offer tax increment financing as a tool to stimulate and leverage private sector investment. After years of working closely with community members and the owners of the mall, General Growth Properties, development and redevelopment of the area is anticipated to occur in the near future.

### BUSINESS GROWTH

In addition to these major accomplishments, the City continues ongoing efforts to market business sites to existing companies in Fort Collins, to encourage infrastructure investments that support economic health, and to build relationships within the business community.

The City is focused on diversifying the economy and fostering responsible growth. The intent is to create "primary" jobs, or those jobs that come from companies in which half of their sales occur outside of our immediate area. These jobs often lead directly to more employment in the region as they help create service and hospitality type businesses and jobs.

### LEARN MORE

Visit [fcgov.com/business](http://fcgov.com/business) for more details regarding the projects above and other economic updates.

## REACH for Free Weatherization

Save money and increase the comfort of your home with Fort Collins Utilities' REACH program. Eligible residents will receive free weatherization services designed to reduce energy costs by tuning up your home's energy efficiency.

Weatherization measures decrease your home's overall energy use – a savings often reflected on monthly utility bills – and may include furnace and water heater safety tests, air-leak sealing, insulation and weather-stripping installation, duct sealing, and furnace tune-ups, just to name a few.

To qualify, households must be within Fort Collins city limits, not be eligible for other government-sponsored weatherization programs (e.g. LEAP) and meet specific income guidelines.

For more information or to apply, call (800) 200-9006. To print an application, visit [fcgov.com/utilities/reach.php](http://fcgov.com/utilities/reach.php).

## Refrigerator and Freezer Recycling Program

It's back and now available year-round! To schedule a pick up, call 221-6700 or e-mail [utilities@fcgov.com](mailto:utilities@fcgov.com). For more information, visit [fcgov.com/rfreycling](http://fcgov.com/rfreycling).

## Culture Corner

### First Friday Gallery Walk

Held the first Friday of every month, from 6-9 p.m.

Old Town Art Galleries in Fort Collins remain open for this self-guided tour and refreshments are served. Many galleries offer changing exhibits so there is something new to see every month.

For details and a list of participating galleries visit [www.fortcollinsarts.org](http://www.fortcollinsarts.org).

## SUSTAINABILITY NEWS

# green and lean: WISE OUTDOOR WATER USE

**USING WATER WISELY IS ESPECIALLY IMPORTANT** during the summer. Some customers double or triple their winter water use in the summer months. Most of that water is used to keep lawns and gardens green and growing.

By using these water-conserving tips, you can save a precious natural resource. Even small actions make a difference, and might help keep your water bill in check.

### EFFICIENT WATERING TIPS

- Water deeply and infrequently to create a healthy root system that's able to withstand heat and drought.
- Use sprinklers that spray as low to the ground as possible.
- Water in the early morning or late evening to reduce evaporation.
- Run sprinklers in short cycles to allow the soil to absorb the water without runoff.

### AUTOMATIC SPRINKLER SYSTEMS

Homeowners install automatic sprinkler systems to make taking care of the yard easier. Using water efficiently can be an added benefit if a system is properly designed, installed and maintained. Optimize your sprinkler system with the following tips:

- Check your system regularly. Fix or replace broken or leaky sprinkler heads. Adjust tilted heads so they're vertical.
- Move sprinkler heads at least 8 inches from hard surfaces to prevent runoff.
- Make sure sprinklers produce droplets, not mist. Water mist, caused by too much pressure, tends to blow away in the wind.
- Schedule a free sprinkler system audit. Fort Collins Utilities residential water customers may sign up by calling 216-2666 or visiting [www.fcgov.com/water/sprinkler-audit.php](http://www.fcgov.com/water/sprinkler-audit.php). Limited appointments available through August.

### MORE WAYS TO SAVE WATER OUTDOORS

- Mulch around plants to slow moisture loss from the soil.



- Keep weeds out of flower and vegetable gardens as they steal water from other plants.
- Sweep or rake leaves or dirt off your sidewalks and driveway; don't hose them away.
- When washing your car at home, be sure to use a shut-off nozzle and bucket. Better yet, wash it at a car wash where the wash water is treated instead of sent directly to the river.

## Free Garden Hose Nozzle Offer

Save water while watering trees, shrubs and other plants or when washing the car. This hose nozzle shuts off instantly when you let go of the handle. The nozzle features six spray patterns for watering plants or washing the car.

### Redeem this coupon at:

City of Fort Collins Utilities

700 Wood St. or

330 S. College Ave.

Monday – Friday, 8 a.m. – 5 p.m.

## Severe Weather and Emergency Information

Severe weather can occur at any time, and it's important to know how to get information. Turn your radio or TV to local stations to learn about weather conditions and emergencies in Fort Collins. Do not call 911 for information. The best weather updates come from the National Weather Service via NOAA weather radios that can be purchased at electronic and appliance stores.

### Know the difference between the following terms:

- Watch: severe weather conditions are possible – be alert.
- Warning: severe weather has been reported or is imminent – take precautions immediately.

Fort Collins Utilities has a comprehensive early warning flood system that includes streamflow and precipitation gauges throughout the city (view data at [fcgov.com/stormwater/fwsindex.php](http://fcgov.com/stormwater/fwsindex.php)). When the gauges exceed a set level, the Utilities and Office of Emergency Management personnel are notified automatically. This information, combined with enhanced weather data, allows for greater lead-time to respond to a flood.

For more information, call 221-6700, or e-mail [utilities@fcgov.com](mailto:utilities@fcgov.com).

## Start Planning Your CSU Game Days!

Build community spirit, support the local economy, and enjoy college football at its finest. See the Colorado State University football schedule insert and start planning your Game Days – catch the game, tailgate at Hughes Stadium, take the family to lunch before kick-off, or meet friends downtown to celebrate the latest Rams victory. Visit [fcgov.com/communications](http://fcgov.com/communications) for more info.