

CALENDAR

Spring Canyon Community Park Grand Opening

October 27, 10 a.m. – 1 p.m.

Live music, free food, storytelling, kids activities and more! Join the Colorado Eagles players in celebrating the opening of Inspiration Playground.

Business Environmental Series

Café Columbine, 802 W. Drake Rd., Suite 101
RSVP at fcgov.com/business-eps or call 221-6700.
FREE

■ Cleaner Diesel Strategies for the Future

October 23, 9 a.m. – noon

Learn how diesel fleets are embracing biodiesel and other strategies to reduce costs and emissions.

Make A Difference Day 2007

October 22-27

Volunteer for the nonprofits of Larimer County. Register at www.uwaylc.org or call 2-1-1 (or 407-7066). Make A Difference Day is organized by the United Way Volunteer Center.

Treatsylvania

Friday & Saturday, Oct. 26 & 27 - 6-8 p.m.

Sunday, Oct. 28 - 1-3 p.m. and 5-7:30 p.m.

The Farm at Lee Martinez Park

10 and under: \$5

Activities include a trick-or-treat street, a not-so-spooky haunted house, hayrides and cookies. fcgov.com/recreator or 221-6665 for tickets.

Culture Corner

SOAP (Slightly Older Adult Players) Troupe of the Fort Collins Senior Center

A group of active, involved and only slightly "hammy" senior citizens whose goal is to entertain and to be entertained!

SOAP presents the 2007 Winter Performance "Shenanigans"

Friday, December 7, 1:30 p.m. and 7 p.m.

Saturday, December 8, 2 p.m.

Fort Collins Senior Center

OCTOBER 2007



news



SPOTLIGHT: COMMUNITY PARTNERS ROLL OUT NEW BRAND

OTHER FEATURES:

- Preparing for the Change of Seasons
- Efficient Lighting Saves Energy and Money
- Don't Wait: Sign up Now for Reach Weatherization
- Free Weatherization Workshop
- Culture Corner
- Calendar



CITY COUNCIL/CITY MANAGER

Doug Hutchinson, Mayor

Ben Manvel, District 1

Wade Troxell, District 4

Lisa Poppaw, District 2

Kelly Ohlson, District 5


Diggs Brown, District 3

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

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

COMMUNITY NEWS

community partners roll out new brand

FORT COLLINS HAS EVERYTHING YOU WOULD expect from a great Colorado town, but it is so much more. We're green (as in environmentally conscious and sustainable) and pro-business. We're highly educated and down to earth. We are healthy and active, but we love to kick back with a local beer. We're a city with lots of families, and college students; we support the arts and the outdoors. These characteristics give Fort Collins a unique environment that creates a renewal of energy so tomorrow has endless possibilities for pursuing your passions.

That's the gist of the findings revealed through the hundreds of surveys, hours of interviews, and extensive research behind Fort Collins' brand initiative. The result is a new Fort Collins brand tagline and community identity:

Fort Collins, where renewal is a way of life.

RENEWAL

Renewal is a force that has defined Fort Collins for years, but we haven't talked about it as a community. Fort Collins is an inspiring city and the branding initiative will reflect the energy and creativity of the community. New brand messaging combined with striking imagery demonstrate Fort Collins' personality and natural beauty.

A BRAND IN ACTION

The branding initiative is part of the City's Economic Action Plan, a document to define strategies for economic growth in the area. But the initiative is much broader than just a City project. Community partners including the Fort Collins Area Chamber of Commerce, the Fort Collins Convention and Visitor's Bureau, the Downtown Business Association, the Downtown Development Authority, Arts Alive, and Colorado State University partnered in bringing this effort to fruition.

The new brand will ultimately help these and other local organizations, businesses, economic development groups and community builders speak with a



A town that's as committed to saving the environment as it is to enjoying it.

common voice. Whether communication is designed to attract new businesses or potential visitors, inspire current residents or future ones, the Fort Collins brand is intended to resonate with a variety of audiences and to be used in a variety of ways. For example, the Fort Collins Convention and Visitors Bureau and Colorado State University partnered in a marketing effort designed to attract visitors from other Front Range cities. The campaign hopes to draw Denver and Colorado Springs residents to Fort Collins to catch a CSU football game and stay for the weekend. Both the partnership and strategy were born of the branding project which provided a single, targeted message and important research – the study revealed that 51 percent of survey respondents from Denver and Colorado Springs have never visited Fort Collins.

For more information regarding brand implementation or the research behind this initiative, visit fcgov.com/business. Remember, whether you hike in Fort Collins' expansive Natural Areas, take a class at Colorado State University, or volunteer at one of the 250+ local non-profits, Fort Collins is a great place to reach your fullest potential!

Efficient Lighting Saves Energy and Money

Reduce your electric bill, replace light bulbs less often, and increase the safety of your home just by using compact fluorescent light bulbs (CFLs)!

Using a CFL can save up to \$30 in electricity costs over its lifetime. CFLs also last up to 10 times longer than standard bulbs – on average they need to be changed only once every five to seven years. And, CFLs operate at a much lower and safer temperature.

CFLs are available in a variety of styles and sizes. Look for ENERGY STAR® labeled products that turn on almost instantly and provide excellent light quality.

This fall, Fort Collins Utilities and Platte River Power Authority are working with local retailers to offer CFL bulbs at discounted prices. Save BIG on compact fluorescent light (CFL) bulbs and LED holiday lights this fall.

CFL DEMONSTRATIONS AND DISPLAYS:

- **CFL demonstrations and educational displays, 10 a.m.–2 p.m.:**

October 6 – Home Depot South

October 20 – Walmart Super Center

October 27 – Sam’s Club

November 3 – Home Depot North

- **CFL demonstrations and LED holiday light turn-in events, 9 a.m.–3 p.m.:**

November 10– Clay’s Ace Hardware and Drake Hardware & Lumber

November 17– Downtown Ace Hardware and The Light Center

More info at fcgov.com/cfl or 221-6700.

Character Quality of the Month “Dependability”

*Fulfilling what I consented to do,
even if it means unexpected sacrifice.*

For more information about Character Fort Collins, visit characterfortcollins.org or call 266-2671.

NEIGHBORHOOD NEWS

preparing for the change of seasons

KIDS ARE BACK AT SCHOOL, THERE’S A CHILL IN THE air, and the days are getting shorter; Fall is officially here and that means that winter is not far behind. As you get your home ready for the changing seasons, keep in mind the following City programs and ordinances.

STREET SWEEPING

Operation Clean Sweep is coming to a street near you! Beginning on November 5, City sweepers will be removing all fallen leaves and debris throughout neighborhood streets.

During the process, parking on some residential streets will be prohibited. The side of the street with even addresses will be swept on even days, while the side of the street with odd addresses will be swept on odd days. To find out when your street will be swept go to fcgov.com/streets/ocs.php or call 221-6615.

Don’t let those leaves go to waste! Through the City’s Leaf Exchange Program, fcgov.com/recycling/leaf-exchange.php, citizens can locate groups who need leaves for composting or mulching. Call 221-6600.

WOOD SMOKE

With the coming of cooler temperatures, people will soon be lighting up their fireplaces. While some people love the warmth, smell and ambiance that a fire provides, for others the smoke can be a neighborhood nuisance. Be considerate of your neighbors and keep in mind the following tips to minimize pollution:

- Burn only clean, dry wood in a small hot fire. It is illegal to burn trash, which includes cardboard, plastic, newspaper, office paper, and treated wood.
- Only stoves certified by the U.S. Environmental Protection Agency may be installed in Fort Collins. Installation also requires the owner to obtain a building permit through Neighborhood and Building Services.
- After the first 15 minutes of start up, City Code requires that the smoke from your chimney not exceed “20% opacity.” That means smoke should be barely visible when looking at it with your back to the sun.



- Consider replacing or removing your wood burning unit. The City of Fort Collins offers a loan program, called ZILCH, where residents can borrow up to \$2,300 interest-free. Call 221-6600 for eligibility guidelines.

SNOW SHOVELING

What’s the difference between a dangerous and slippery sidewalk covered with ice and snow and a safe well-cleared sidewalk? The slippery sidewalk is a City code violation. City code requires residents to clear the sidewalk adjacent to the street within 24 hours of the end of every snowfall. If you ignore this code, the City may hire a contractor to clear the snow and send you an invoice for services.

If you are planning to be out of town during the winter, you’ll want to make arrangements for a friend or neighbor to take care of your sidewalk in your absence. If you can’t physically clear your sidewalk, can’t pay for the service, and can’t make arrangements with others to help you, call Neighborhood Services at 224-6046.

NUISANCE COMPLAINTS

Both wood smoke and snowy sidewalks can be a neighborhood nuisance. Like all nuisance complaints, the City encourages neighbors to speak directly with one another as a first step. If problems continue, call the Nuisance Hotline at 416-2200.

Don’t Wait: Sign up Now for REACH 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 improving your home’s energy efficiency. Services may include furnace and water heater safety tests; air-leak sealing; insulation and weather-stripping installation; duct sealing; and furnace tune-ups.

Weatherization may reduce your home’s overall energy use by 10–40 percent – a savings often reflected on monthly utility bills.

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 or view income guidelines, visit fcgov.com/utilities/reach.php.

Free Weatherization Workshop

Wednesday, Oct. 30

7-9 p.m.

**Fort Collins Senior Center, 1200 Raintree Dr
FREE**

Learn about the benefits and cost-saving measures of home weatherization. Many measures, such as weather stripping around windows and doors, installation of a door sweep and shrink-fit window film, can be done by anyone with some home-improvement skills. Apply for the REACH weatherization and ZILCH programs at the workshop and take home weatherization materials. Refreshments will be served. For more information, call 221-6700.