

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 and creative firms 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 130 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

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 Innosphere
rockymountaininnosphere.com

Shop Fort Collins First fcgov.com/shop

AWARD-WINNING CRAFT BREWERS

Northern Colorado brewers earned a total of five medals at the 2011 Great American Beer Festival. More than 3,900 beers competed for 248 medals. Thanks to superior fresh water, creative brewers and thirsty taste-testers, craft brewing continues to thrive—seventy percent of craft brewing in Colorado happens in Fort Collins. Earlier this year, nine brewers created a special beer in honor of their ongoing collaboration and genuine wish that all breweries succeed in Fort Collins.

ENRICHING THE ECONOMY

- Unique businesses increase the quality of life of a region.
- A high quality of life attracts high-tech firms and the creative class, 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.

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

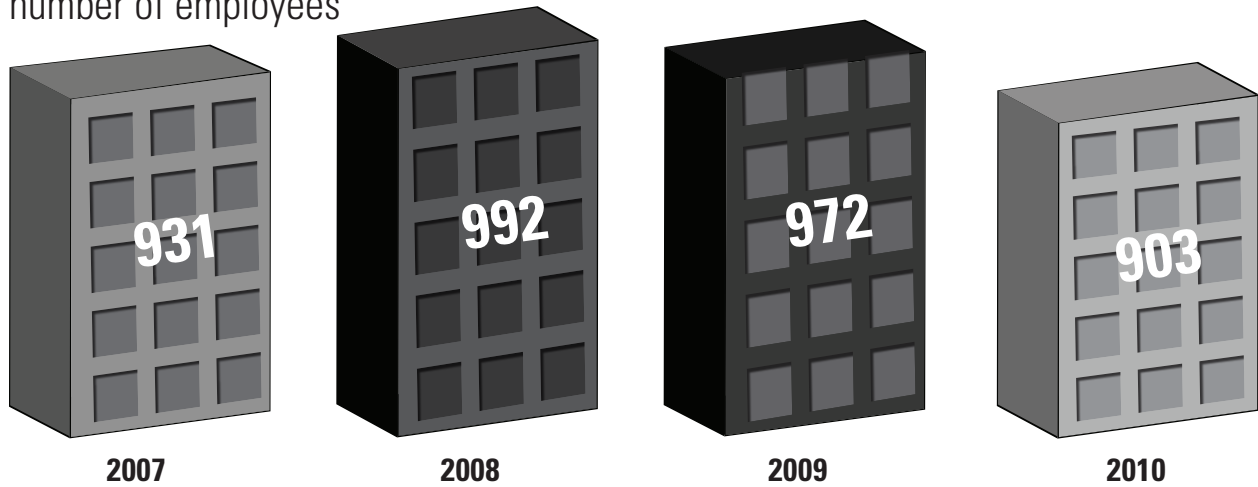
GRANTS AND RESEARCH FUNDING

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

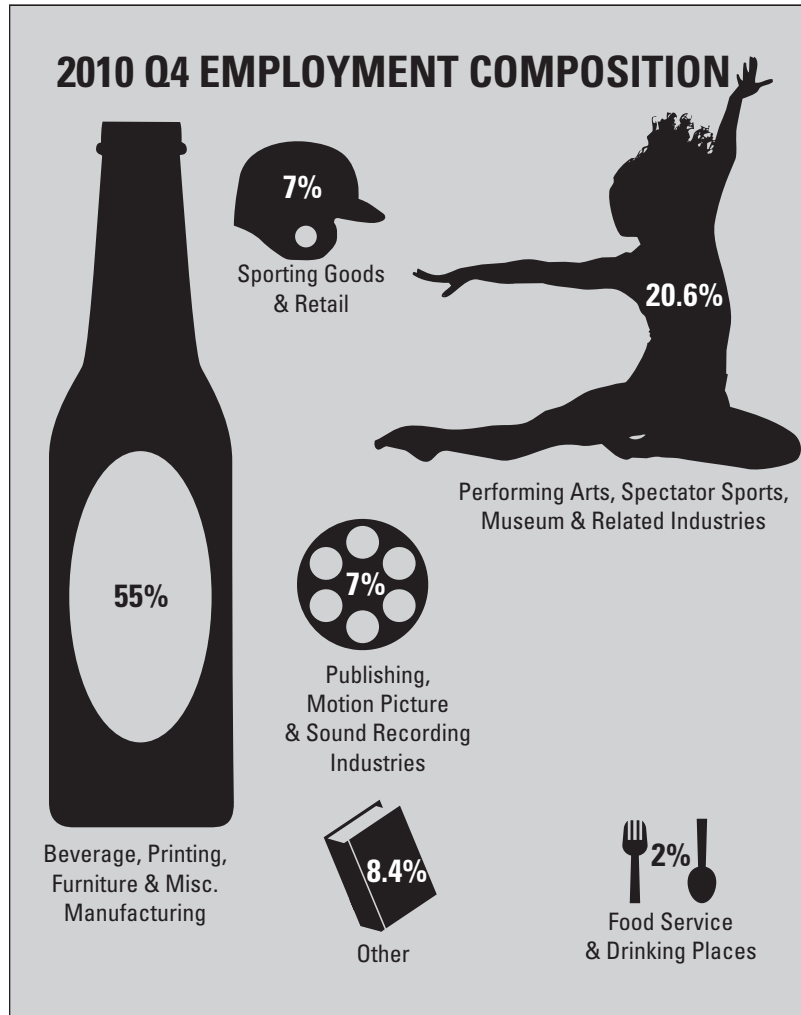
UNIQUELY FORT COLLINS

EMPLOYMENT TREND

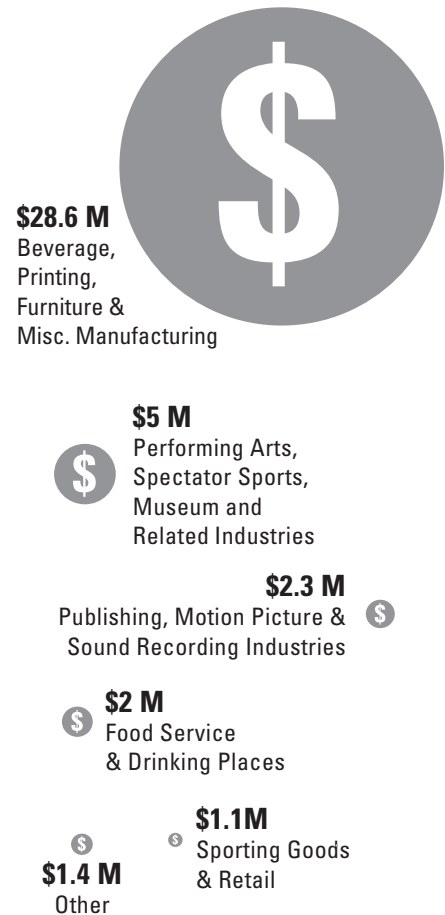
number of employees



2010 Q4 EMPLOYMENT COMPOSITION



2010 Q4 EARNINGS



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

UNIQUELY FORT COLLINS

WHAT'S HOT

1. The new Rocky Mountain Regional Arts Incubator received a \$100,000 grant from the National Endowment for the Arts. Beet Street and Colorado State University will manage the incubator, which will move into the Carnegie Building on Matthews Street, formerly the home of the Fort Collins Museum, in early 2012. The incubator will include courses on the business of art, internship programs and professional continuing education opportunities. The building will be renovated to house a gallery, black-box theater, classrooms and event spaces.
2. Fort Collins is one of the country's most economically strong communities among college towns, according to Richard Florida, a contributing author to *The Atlantic Cities*. Florida, a nationally known economist, recently ranked America's 20 most economically vibrant college towns; Fort Collins is tied for 15th place with Albany-Schenectady-Troy, NY. Boulder, CO placed first. Fort Collins benefits from a highly educated workforce, a robust creative class, five innovation-based industry clusters, one of the highest rates of patents per capita - four times the national average, and a low cost of living.

COMMUNITY AWARDS

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

- **One of America's 20 Most Economically Vibrant College Towns:**
TheAtlanticCities.com - September 2011
- **Ranked First, Safest Drivers in America:**
Allstate Insurance Company - 2011
- **Ranked 3rd on the Best Bicycle Cities list:**
League of American Bicyclists and TheStreet.com - August 2011
- **Ranked 5th Best Places for Business and Careers:** *Forbes* - June 2011
- **Fort Collins, One of the Top 10 Cities Adopting Smart Grid Technology:**
U.S. News and World Report - May 2011
- **Top Colorado City for Job Growth, Fort Collins-Loveland:**
2011 Best Cities for Job Growth, newgeography.com - May 2011
- **Third Happiest Metro Region, Fort Collins-Loveland, CO:**
Gallup-Healthways Well-Being Index - 2011
- **2011 Governor's Arts Award:** *Colorado Creative Industries and the Colorado Office of Economic Development and International Trade* - March 2011
- **6th Best Place to Live in the Nation:**
Money Magazine - July 2010

CONTACTS

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

Josh Birks, City of Fort Collins, Economic Advisor 970.221.6324, jbirks@fcgov.com

Doing business in Fort Collins fcgov.com/business

Be Local Northern Colorado belocalnc.org

Community information ftcollins.com

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

