



Playing to Win for Northern Colorado

Loveland City Council
December 2, 2014



About NCEDC

- Created January 2001 as 501(c)(6) non-profit corporation
- Merger of Ft. Collins and Loveland EDCs later attracting others
- A Public/Private Partnership (P3) modeled after successful organizations across the country
- Underwritten by
 - **20%** by 9 public sector entities:
 - Larimer County
 - Loveland
 - Ft. Collins
 - Berthoud
 - Estes Park
 - Johnstown
 - Windsor
 - Timnath
 - Wellington
 - **80%** by 120+ leading businesses



What Drove Creation of NCEDC?

- Dedicate resources to attract/retain/grow primary employers
- Generate a regional identity: Northern Colorado is a Noun
- Attain critical mass to deliver client services
- Legally maintain client confidentiality; municipalities often cannot
- Enhance capacity for research
- Need to monitor trends that affect Northern Colorado's ability to compete for economic growth



Why Focus on Primary Employers?

- Primary employers (large or small)
 - Derive >50% of revenue from outside region
 - Injects outside money to generate regional wealth
 - Provide new jobs and capital investment
 - Support local suppliers and service providers
 - Yield disposable income that translates into retail and entertainment sales and associated municipal revenues throughout Northern Colorado
 - Generate visitors who, in turn, pump dollars into the local economy
- An essential component for a vibrant economy



2013 Scorecard for Larimer County

- 1,328 primary jobs added
- 1,130 primary jobs retained
- Annual payroll of \$120 million
- Utilization of 500,000 sq ft of commercial real estate
- \$45 million of capital investment



Overall Economic Impact = HUGE

The Role of NCEDC

- Market Northern Colorado
- Provide attraction, retention/expansion services at no charge
- Initial point-of-contact for prospects and site selection consultants
 - Provide desired research
 - As neutral broker, document client needs; issue RFPs
 - Forward responses to clients
 - Clients make the decisions, not staff
 - Assist clients in gathering increasingly detailed information
 - Guide clients in navigating local processes
- Monitor trends and developments that impact Northern Colorado's ability to compete for primary employers.



Northern Colorado's Strengths

- Environment and recreation (*quality of place*)
- CSU – a leading research university
- A culture of innovation and creativity
- Abundant rail and air assets
- Educated and skilled workforce
- Abundant, affordable energy
- Business friendly



Northern Colorado's Challenges

- Resources for Sustained Regional Marketing
- Lack of readily available industrial space
- Workforce availability
- Transportation (I-25)
- Available/Affordable Housing
- Limited incentives
- Water



Achievements as They Relate to LOVELAND



New Business Attraction

Clear View Behavioral Center

- ☞ Broke ground in April 2014 at I-25 & US 34.
- ☞ 92-bed, 62,000 square foot facility.
- ☞ 250 new healthcare related jobs.
- ☞ \$16 million capital investment.



*Strong likelihood of **significant sales tax and lodging tax revenue** in the **Centerra** area from employees, patients and families.*

Business Retention



- ☞ Relocation from Fort Collins site to North Loveland
- ☞ 90 jobs (possible expansion to 150 jobs)
- ☞ \$28 million capital investment
- ☞ City incentives of \$1 million
- ☞ NCEDC consulted for two years

Business Expansion



- ⌘ Tag-team effort: CEDC, NCEDC, Loveland Economic Development Department
- ⌘ NCEDC staff worked closely with CEDC to secure \$2.9 million in tax incentives
- ⌘ City of Loveland provided retention incentives

Downtown job expansion creates residential and commercial opportunities in city core



Shaping the Future of NCEDC for Northern Colorado's Economic Growth

- ⌘ Advance Colorado's Region 2 Blueprint. Target/attract employers engaged in:
 - Energy
 - Healthcare
 - Manufacturing
 - Agriculture
- ⌘ **Public/private partnership** is an essential tool—neither can do it alone
- ⌘ Economic development requires sustained effort, advocacy
- ⌘ Continue work with area employers to attract businesses in supply-chains, reducing costs for all
- ⌘ Update strategic plan to address implications of expected population growth

