



City Council
**BUSINESS
ENGAGEMENT
RESOURCE KIT**



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COUNCIL BUSINESS ENGAGEMENT GUIDES

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To Mayor and Councilmembers,

I am pleased to present to you the 2021 Council District Business Engagement Guides.

Understanding the local labor market dynamics in Fort Collins is essential to fostering economic growth and stability for its residents and businesses. In the past year, our community has responded to the COVID-19 pandemic and the uncertainty it brought. As we continue forward through these next, and hopefully final, stages, the City is continuing economic and small business recovery.

The annual City Council District Business Engagement Guides ("Guides") include a high-level overview of jobs, sectors and demographics in each of the city's six districts. Proactively supporting the retention and expansion of existing businesses is a fundamental function of the City's Economic Health Office ("EHO"). Although no single district exists in isolation, understanding each district's business demographics such as size, impact and sector diversification help examine change over time. The Council District Business Engagement Guides are meant to be a tool to assist in this knowledge.

The Guide includes an engagement decision matrix, high-level information regarding the Fort Collins-Loveland Metropolitan Statistical Area ("MSA"), overall Fort Collins economy to the district-level workforce and sector, and recommended businesses to visit with the assistance of EHO staff.

Information gleaned from this tool is meant to enhance the City's understanding of employment and sector trends. By identifying growing industries, as well as those that are declining, we can strengthen our understanding of our local economy to prepare and support a more resilient Fort Collins.

Sincerely,

A handwritten signature in black ink, appearing to read "Darin Atteberry".

Darin Atteberry, ICMA-CM /
AICP City Manager

Signed into law in March, 2020 the CARES ACT established a \$150 billion Coronavirus Relief Fund (CVRF), which was distributed to communities throughout the United States. The City of Fort Collins received \$9 million in funding. The Fort Collins Mayor and City Council made the strategic decision to utilize the majority of the funding to support business and nonprofit pandemic response and recovery.



30%
Organization

Funding supported safe service delivery by the City.

- Remote work equipment
- Covid PPE Supplies
- Emergency Operations Center
- COVID Testing / Lab Center

Outcome: Provided safe service delivery and support for employees and the community



30%
Business / Economic Recovery

Support for economic recovery and business reopening.

- Restaurant Dine-In Expansion
- Keep NoCo Open
- Small Business Assistance Program
- Inclusive Communication & Engagement

Outcome: Deepened relationships with the business community and was responsive to critical business needs



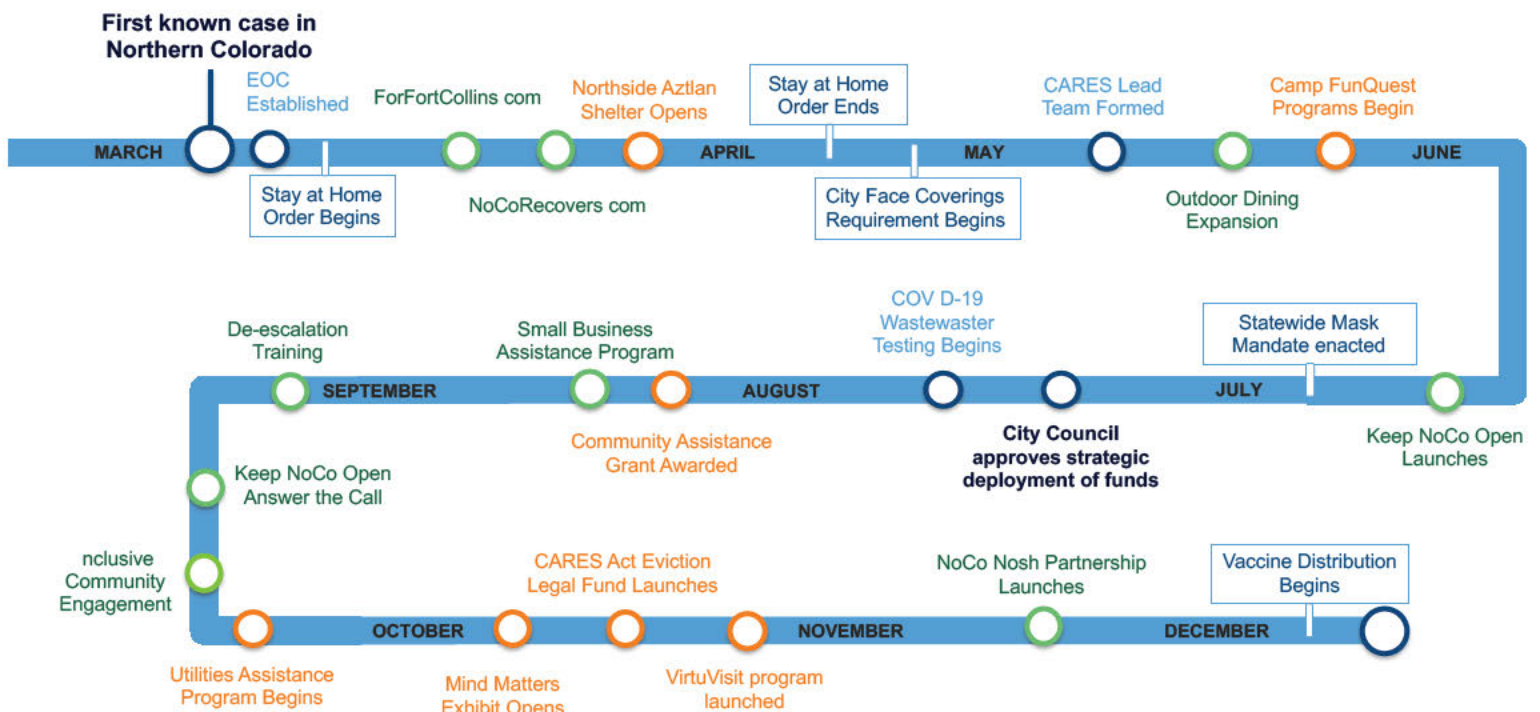
40%
Residential Support / Social Recovery

Human services projects to support community response.

- Non-Congregate / Congregate Shelters
- Legal Defense Fund
- Utilities Payment Assistance
- Childcare

Outcome: Supported innovation and adaptability to meet most critical community needs and keep people in their homes

TIMELINE



IMPACT OVERVIEW

Emergency Operations Center

Fort Collins Emergency Operations Center was activated on March 9th in response to the pandemic. Technology and processes were developed to ensure the safety for employees and the community and effectively coordinate response efforts.

City Operational Changes

Provided remote work equipment and office reconfiguration for the City to ensure employee safety.



Funds supported safe service delivery for the community, as many critical services remained operating during the Stay-at-Home order.

COVID Testing / Lab Center



Utilities, CSU & other partners established center to sample wastewater for virus and predict case surges.

Restaurant Dine-In Expansion

48 local businesses approved to expand and operate outdoors.

15 temporary concrete barriers painted with murals in collaboration with local artists and community partners.



Keep Noco Open Campaign

Created in collaboration with educational campaign to encourage businesses and community members to take action to keep our community open for business and follow safety guideline.

196+ unique marketing materials created and distributed throughout Northern Colorado.



PPE Distribution Events



PPE provided to 30 local nonprofits and approximately 100 local businesses.

Small Business Assistance Program (SBAP)

Provided relief to 205 small businesses impacted by the COVID-19 pandemic. (see Small Business Assistance page for more details).

VirtuVisit Program

Volunteer program pairs seniors with free tablet devices and tech buddies to connect digitally.

32 connected seniors, 25 volunteers.



Camp FunQuest

Supported 1,705 total students in remote learning from June–December 2020.

Provided remote learning support to students when the school district was in virtual and hybrid phases.

855 weekly enrollments (M-F, 8am-5pm attendance per enrollment) between June 1-August 14.

Up to 100 children attended daily in small cohorts of 10 children with 16-20 staff working directly with children each day.

Utilities Assistance Program

\$547,648 distributed through City's Utilities Assistance Program to 1,323 residential and 43 commercial customers.



Mind Matters

The Fort Collins Museum of Discovery opened the "Mental Health: Mind Matters" exhibit. The goal was to build a greater understanding of the importance of mental health and create a safe space for important conversations about mental illness during the crisis. The exhibit was free to the community.

Legal Defense Fund

Community partners keep an average of 4 families/week in their homes and supported 150+ other community members with self-advocacy resources and legal advice clinics.



Community Assistance Grant Program and Homelessness Services

Provided grant support to 17 nonprofit organizations and supported congregate and non-congregate shelters. (see Human Services and Homelessness pages for more details).



Small Business Assistance Program (SBAP), administered by the Economic Health Office, provided relief to 205 small businesses disproportionately impacted by the COVID-19 pandemic. The program targeted our smallest, long-standing businesses, focusing on reaching those that had not been able to obtain other forms of assistance. The funding helped offset the significant, temporary loss of revenue and impact of public health orders. The City prioritized inclusive business engagement and utilized different mediums of outreach to ensure monies were spent where most needed, including hiring local cultural brokers and engagement staff.

HOW FUNDS WERE USED

1. Rent
2. Personal protective equipment
3. Overhead and operational costs
4. Enhanced cleaning and sanitation
5. Economic injury and revenue recovery
6. Employee retention

205 business recipients, who employ an estimated 1,700 staff
\$31.4 Million in revenue lost across recipients, March—October 2020
\$1.9 Million awarded to local small businesses through CARES

SBAP successfully met the goals of supporting small businesses who have been long-term economic contributors.

FUNDING BY THE NUMBERS

- 71%** of recipients have 1-10 employees
- \$9,259** average award amount for the 205 recipients, awards ranged from \$3,500 - \$15,000
- 82** women-owned businesses received funding
- 21** minority-owned businesses received funding
- 6+ yr** 65% of the recipients have been in operation for over six years

ONGOING NEEDS

Outreach. Alternate engagement strategies are needed to provide equitable services and programs, specifically to minority-owned small businesses.

Business Resources. Need for added training and business resource supports around financial literacy and accounting services.

Building Robust Networks. Enhancing and growing the community business network to diversify industries and business types.

TESTIMONIALS FROM RECIPIENTS

“This pandemic has taught me so much and the one thing I learned was how grateful I am to live in a city and community that takes care of their own. I love Fort Collins and I am proud to be a part of this community and can’t wait to serve this community with my business for years to come.”

“To not have to worry about our rent, we were able to focus on making sure our staff were taken care of and were able to keep their jobs.”

“With the funds of CARES, I now have the means to put an online course together as a way to shift my business and to create a new revenue stream on-going.”

“Because of COVID and the difficulties placed on small business, I feel that the community members of Fort Collins stood strong. The people who of Fort Collins seemed to come together to really support local businesses and buy locally.”

INDUSTRIES SERVED



*Data was collected from the applications and a survey of recipients, 174 responded

In addition to the SBAP, the Economic Health Office provided the following business support and resources:

- **NoCo Nosh** partnership to assist local restaurants and incentivize residents to buy local. Weekly average sales increased from \$4,300 to \$5,700, signifying consumer behavior change.
- **ForFortCollins.com**, a hub for pandemic resources and information for businesses, has received over 30,000 pageviews since it was launched in May.
- **De-escalation training** helped 70 businesses navigate conflict and helped build positive interactions while supporting safety requirements.

Fort Collins Economic Profile

EHO Liaisons

Josh Birks, Economic Health and Redevelopment Director
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 970-221-6324

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	Major Industry Sector	Total # of Business Establishments	% Change in # of Businesses 2018 to 2020	# of Jobs
District 1	Health Care & Social Assistance	214	13%	8,066
District 2	Professional, Scientific, & Technology Services	325	28%	1,398
District 3	Manufacturing & Technology	24	26%	1,976
District 4	Retail Trade	64	0%	1,777
District 5	Education Services	22	29%	8,398
District 6	Accommodation & Food Services	117	23%	2,137

	Downtown General Improvement District (GID)	Urban Renewal or Downtown Development Authority (URA or DDA)	Mid-town Business Improvement District (BID)	Enterprise Zone	Opportunity Zone
District 1	✓	✓		✓	✓
District 2		✓	✓	✓	
District 3					
District 4		✓	✓	✓	
District 5		✓	✓	✓	
District 6	✓	✓		✓	✓

Top 5 Industries in Fort Collins by Number of Businesses

Prof, Sci, & Tech Services 1,470
 Healthcare & Social Asst 740
 Retail Trade 540
 Other Services (except Public Admin.) . 530
 Construction 510

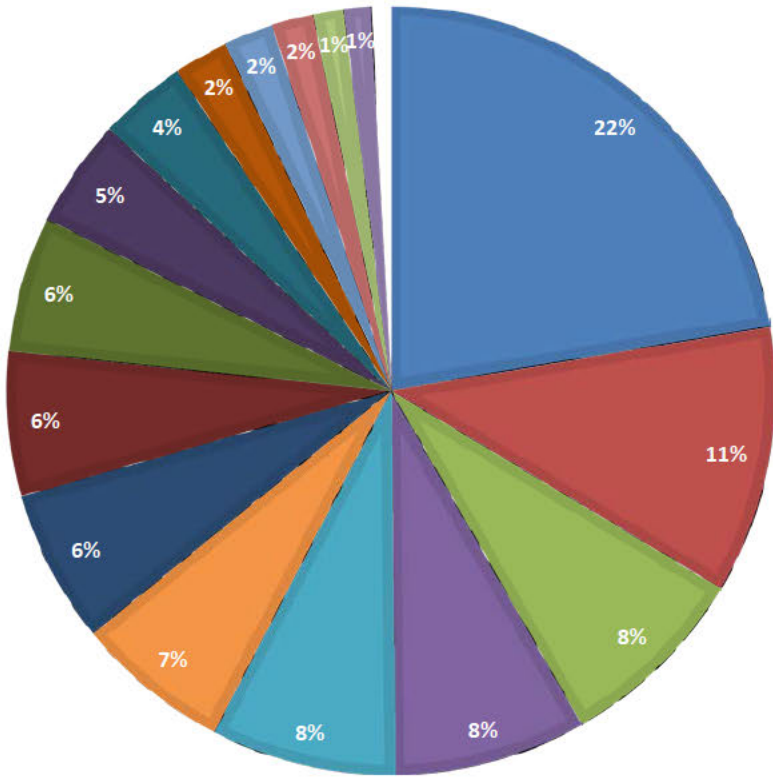
Top 5 Industries in Fort Collins by Employment

Healthcare & Social Asst 15,500
 Educational Services 14,600
 Retail Trade 10,000
 Accom. & Food Services 8,900
 Manufacturing 8,700

Source: Unemployment Insurance Administration; Quarterly Census of Employment and Wages Data

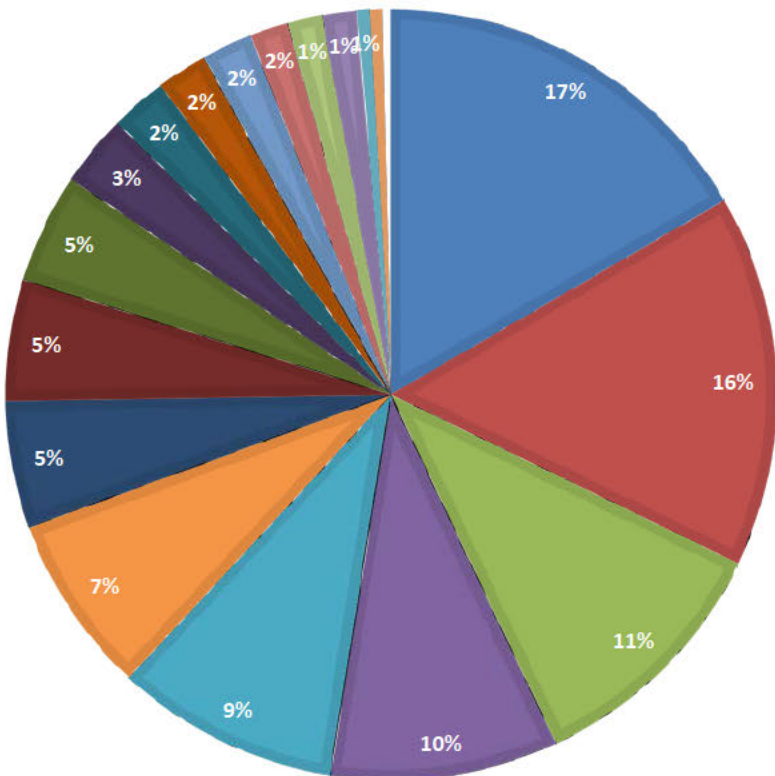
Fort Collins Economic Profile

INDUSTRY MAKEUP IN FORT COLLINS



- Professional, Scientific, and Technical Services
- Health Care and Social Assistance
- Retail Trade
- Other Services (except Public Administration)
- Construction
- Real Estate and Rental and Leasing
- Accommodation and Food Services
- Administrative and Support and Waste Management and Remediation Services
- Wholesale Trade
- Finance and Insurance
- Manufacturing
- Information
- Educational Services
- Arts, Entertainment, and Recreation
- Management of Companies and Enterprises
- Transportation and Warehousing
- Agriculture, Forestry, Fishing and Hunting

EMPLOYMENT MAKEUP BY INDUSTRY IN FORT COLLINS



- Health Care and Social Assistance
- Educational Services
- Retail Trade
- Accommodation and Food Services
- Manufacturing
- Professional, Scientific, and Technical Services
- Public Administration
- Administrative and Support and Waste Management and Remediation Services
- Construction
- Other Services (except Public Administration)
- Finance and Insurance
- Wholesale Trade
- Information
- Real Estate and Rental and Leasing
- Transportation and Warehousing
- Arts, Entertainment, and Recreation

FORT COLLINS AREA ECONOMIC SUMMARY



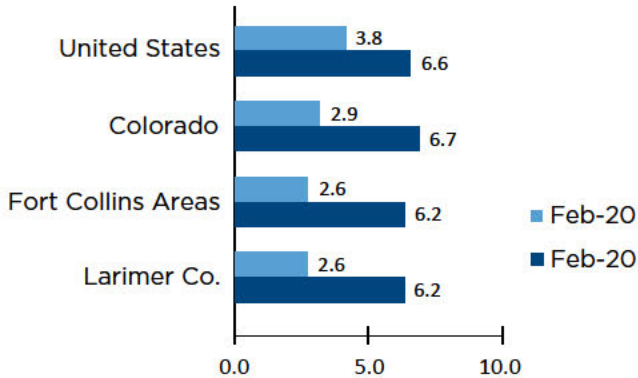
Updated May 11, 2020

This summary presents a sampling of economic information for the area; supplemental data are provided for regions and the nation. Subjects include unemployment, employment, wages, prices, spending, and benefits.

All data are not seasonally adjusted and some may be subject to revision. Area definitions may differ by subject. For more area summaries and geographic definitions, see www.bls.gov/regions/economic-summaries.htm.

Unemployment rates for the Fort Collins area, selected area counties, and the nation

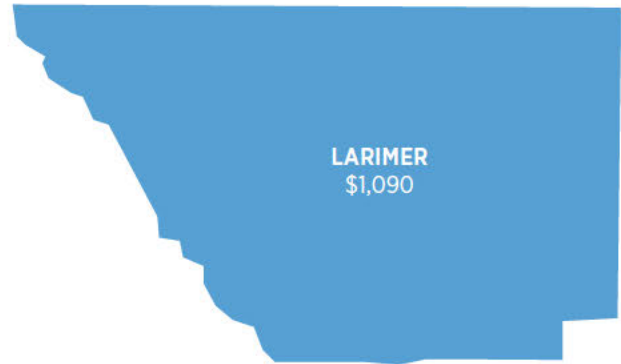
Unemployment rates



Source: U.S. BLS, Local Area Unemployment Statistics.

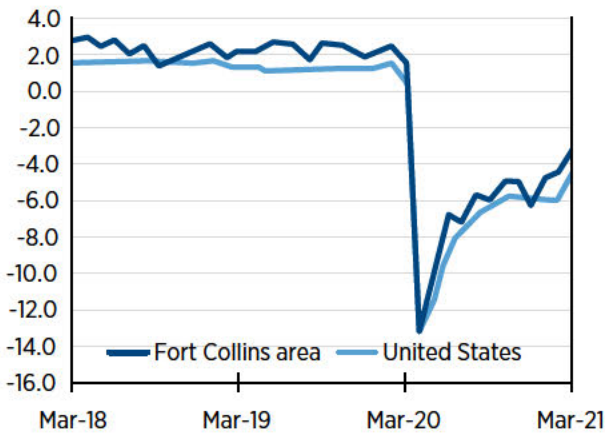
Average weekly wages for all industries by county

Fort Collins area, 3rd quarter 2018
(U.S. = \$1,173; Area = \$1,090)



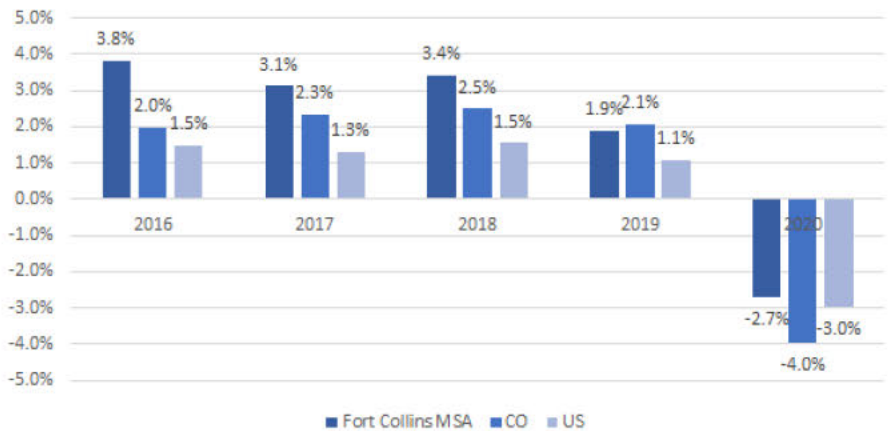
Source: U.S. BLS, Quarterly Census of Employment and Wages

12-month percent changes in employment



Source: U.S. BLS, Current Employment Statistics.

Jobs Growth 2016-2020



Top 10 Industries

Health Care and Social Assistance	15,700
Educational Services	14,600
Retail Trade	10,000
Accommodation and Food Services	8,900
Manufacturing	8,700
Professional, Scientific, and Technical Services	7,000
Public Administration	5,000
Administrative and Support and Waste Management and Remediation Services	4,800
Construction	4,300
Other Services (except Public Administration)	2,800

Source: Unemployment Insurance Administration; Quarterly Census of Employment and Wages Data

Fort Collins Top 10 Employers

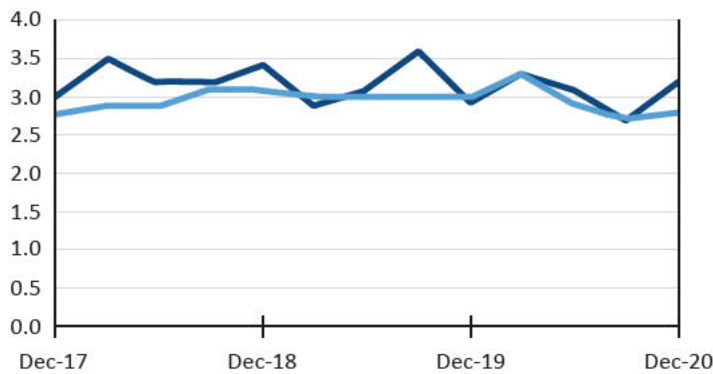
- Colorado State University
- University Coloradi Hospital Auth
- Poudre R-1 School District
- Larimer County
- City of Fort Collins
- Woodward Inc.
- Avago Technologies US Inc.
- Dillon Companies Inc.
- Otter Products LLC
- Walmart Stores Inc



Sources: various, including BizWest Book of Lists, CDLE, Labor Market Information, newspaper articles, and annual reports



Over-the-year changes in wages and salaries
12-month percent changes in ECI



Source: U.S. BLS, Employment Cost Index.

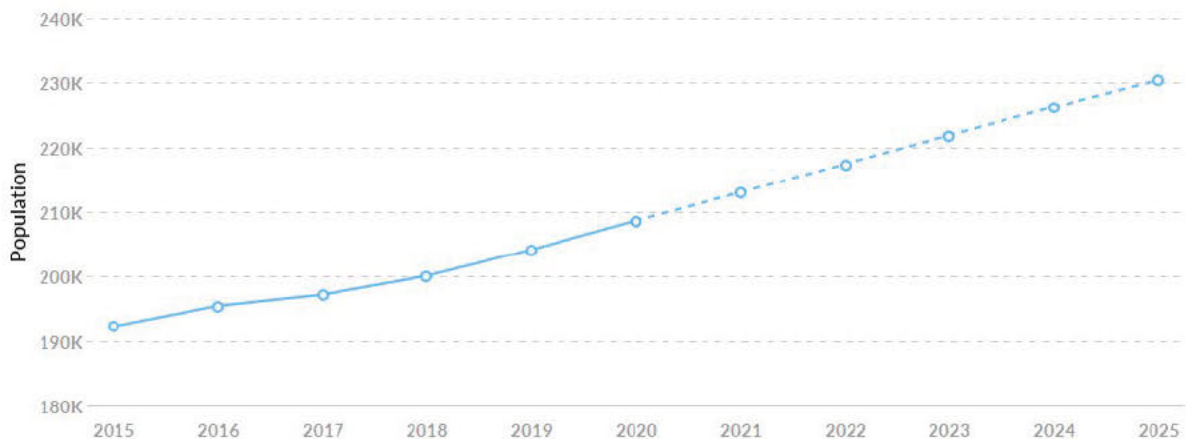
Average hourly wages for selected occupations

Occupation	Fort Collins Area	United States
Total, all occupations	\$24.01	\$23.86
Computer hardware engineers	62.06	57.52
General and operations managers	50.84	59.35
Registered nurses	33.83	35.36
Conservation scientists	33.22	31.18
Accountants and auditors	33.05	37.46
Computer user support specialists	27.53	26.03
Library technicians	16.28	17.07
Construction laborers	15.82	18.07
Stock clerks and order fillers	13.63	13.20
Tellers	13.47	13.89
Retail salespersons	13.27	13.20
Fast Food Cooks	11.13	10.39

Source: U.S. BLS, Occupational Employment Statistics, May 2017.

Fort Collins Population Trends

As of 2020 Fort Collins' population **increased by 8.5%** since 2015, growing by 16,359. Population is expected to **increase by 10.5%** between 2020 and 2025, adding 21,819.



District 1 Economic Overview – Councilmember Susan Gutowsky

This area of the City of Fort Collins boasts the highest employee count, with Health Care and Social Assistance making up the largest sector and employment count in District 1.

The North College URA Plan Area is within District 1. Portions of District 1 are eligible for the Enterprise zone tax credits for businesses and non-profits located within the designated areas. Additionally, District 1 includes part of the within the federal Opportunity zone to incentivize private equity investments in business and real estate. District 1 also includes part of the Downtown General Improvement District #1. (see attached maps).

The presence of University of Colorado Healthcare has catalyzed many health care offices and services in the area such as the Eye Center of Northern Colorado, Orthopedic & Spine Center of the Rockies, the Women’s Clinic of Northern Colorado and more. Additionally, District 1 is home to many manufacturers like Woodward Inc., Anheuser Busch, Advanced Energy, New Belgium, Odell Brewing, etc.

Downtown Fort Collins’ eclectic makeup of boutiques, restaurants, art galleries and office buildings make this a tourist destination. District 1 is a hub for creativity to cultivate with businesses such as, the Music District, Bashkin Guitars, Jessup Farm Artisan Village, and various artisan food shops like the Welsh Rabbit Cheese Shop, Nuance Chocolate Company, and Old Town Spice Shop.

District 1 is also home to the City’s newest park, Sugar Beet Park, which celebrates the history of beet farming and is integrated throughout the design of the park. The planned Montava development in northeast Fort Collins is also located in this district.

<input checked="" type="checkbox"/> GID	<input type="checkbox"/> BID	<input checked="" type="checkbox"/> URA/DDA TIF	<input checked="" type="checkbox"/> EZ	<input checked="" type="checkbox"/> OZ
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District 2 Economic Overview – Councilmember Julie Pignataro

This area of the City of Fort Collins boasts a diverse employment mix. The largest industry category in District 2 is professional, scientific, and technical services, however, District 2 employment is largely made up for retail trade, health care & social assistance, administrative & support services, and accommodation & food service. Council District 2 has a significant amount of professional staffing companies such as Employment Solutions Personnel Services, Manpower International, Elwood Staffing Services, Robert Half Corporation and more.

District 2 includes a variety of businesses and neighborhoods and has been a focal point for economic and redevelopment activities. District 2’s diversity in industry speaks to the many amenities available to employers and residents from retail, restaurant and office space. Additional recreational access such as Foothills Activity Center, Collindale Golf Course, trails, and parks make this area attractive to employers.

Foothills Mall URA redevelopment has been a catalyst to additional retail and redevelopment in the area. A portion of a newly formed Business Improvement District (BID) in Midtown Fort Collins resides within District 2. The Midtown BID exists to create a sense of identity. The BID includes all commercial properties fronting College Avenue from Drake Road to Boardwalk Drive. The area of District 2 that the BID impacts runs east of College Avenue. Additionally, businesses may find value in tax credits as the Enterprise zone overlays many parts of this district.

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District 3 Economic Overview – Councilmember Tricia Canonico

Southeast Fort Collins is rapidly growing area of our city, boasting new developments in both residential and commercial due to ease of access to I-25 and amenities. District 3 houses two of the four gateways into Fort Collins.

The Professional, Scientific and Technical Services sector is the largest industry in District 3. These activities require a high degree of expertise and training. Activities performed in this industry include: legal advice; accounting; architectural, engineering and specialized design services; computer services; consulting; research; advertising; photographic; translation and interpretation; veterinary services; and others.

Harmony Road has transformed into an employment and commercial center, which results in fewer state and federal incentives (such as enterprise and opportunity zones) in District 3. Some of the biggest names in information technology, engineering, and healthcare, such as HP, Intel, Broadcom, Banner Health and UC Health are along the Harmony Tech Corridor. With large employers comes hotels, restaurants, and diverse shopping venues. The Harmony Tech Corridor has easy access to Interstate 25.

Harmony Technology Park – 105-acre development that was previously part of the Hewlett Packard campus. Approved for up to 1.3M SF of office. Target uses include Class A and B Office, Flex R&D, Light Manufacturing and Retail. Since 2009, nearly \$7 million in infrastructure has been installed to encourage development of the area.

<input type="checkbox"/> GID	<input type="checkbox"/> BID	<input type="checkbox"/> URA/DDA TIF	<input type="checkbox"/> EZ	<input type="checkbox"/> OZ
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District 4 Economic Overview – Councilmember Shirley Peel

Southwest Fort Collins includes a diverse mix of businesses and a heavy concentration of residential properties butting up to the City’s natural areas including the Foothills and Horsetooth Reservoir. Larger employers in District 4 include Front Range Community College, Walmart, and Institute of Business and Medical Careers. In this district you’ll find a mix of professional services, franchise retail (including auto dealerships), a range of national chain restaurants, as well as some unique retail within the suburban mixed-use areas.

The Midtown Business Improvement District (BID) could foster opportunities for revitalization, placemaking, and community events in District 4. The Business Improvement District (BID) boundaries in the district includes College Avenue from Swallow Road to Boardwalk Drive.

Companies in this area may qualify for incentives related to business investment, company expansion or relocation with the overlay of the Enterprise Zone, which is designed to spur economic and community development in targeted areas.

District 4 has five MAX Bus Rapid Transit (BRT) stations, which provides seamless connection of transportation for employment, education, entertainment, shopping and other activities that connect the community.

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District 5 Economic Overview – Councilmember Kelly Ohlson

This area of the City of Fort Collins boasts the highest public sector employee counts of any other district. The largest industry category in District 5 is professional, scientific and technical Services, but District 5 is also home to several of the City’s largest employers including Colorado State University, the US Department of Agriculture, and Tolmar.

In addition to the USDA, other Federal offices can be found here including the Department of the Interior, and the Arapaho and Roosevelt National Forest. Healthcare in this area includes other large employers including Columbine Health Systems and the CSU Health and Medical Center.

A portion of a newly formed Business Improvement District (BID) in Midtown Fort Collins exists to create a sense of identity. The BID includes all commercial properties fronting College Avenue from Drake Road to Boardwalk Drive. The area of District 5 that the BID impacts runs from Drake Road to Swallow Road.

District 5 also encompasses the newly formed URA boundaries, the redevelopment of the Spradley Barr site and future redevelopment of the Kmart site to the north. The busiest MAX station, Drake Road can be found here in part because of its Midtown location and ease of parking next to the vacant Kmart building.

The 160-acre Hughes Stadium redevelopment site is also within District 5.

Businesses may find value in tax credits as the Enterprise zone overlays parts of this district.

<input type="checkbox"/> GID	<input checked="" type="checkbox"/> BID	<input checked="" type="checkbox"/> URA/DDA TIF	<input checked="" type="checkbox"/> EZ	<input type="checkbox"/> OZ
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District 6 Economic Overview – Councilmember/Mayor Pro Tem Emily Gorgol

This area of the City of Fort Collins boasts a diverse employment and industry mix.

District 6 includes a variety of businesses and neighborhoods and has been a focal point for economic and redevelopment activities. District 6 is identified by areas of mixed-use with a range of retail and commercial services, office and employment and multi-family residential. Access to amenities such as MAX, parks, trail, restaurants and shopping, and arts and cultural venues have created opportunities and interest in redevelopment at Campus West and North College. Along North College you’ll find a high concentration of minority-owned businesses and along West Elizabeth you’ll find a heavy mix of restaurant and retail that attracts students. These two parts of the district also see heavy business engagement from the North Fort Collins Business Association and the Campus West Merchants Association.

The North College URA Plan Area is within District 6. Portions of District 6 are eligible for state Enterprise zone tax credits for businesses and non-profits located within the designated areas. The North College URA Plan Area is within District 6. Portions of District 6 are eligible for the Enterprise zone tax credits for businesses and non-profits located within the designated areas. Additionally, east of North College Avenue from Vine Dr to north of Willox Lane are within the federal Opportunity zone to incentivize private equity investments in business and real estate. District 1 also includes part of the Downtown General Improvement District #1. (see attached maps).

<input checked="" type="checkbox"/> GID	<input type="checkbox"/> BID	<input checked="" type="checkbox"/> URA/DDA TIF	<input checked="" type="checkbox"/> EZ	<input checked="" type="checkbox"/> OZ
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District 1 Economic Profile – Councilmember Susan Gutowsky

EHO Liaison

Rachel Rogers, Sr. Economic Sustainability Specialist
 rrogers@fcgov.com
 970-416-4276



Wolverine Farm Café & Publishing House

Address: 316 Willow St

Small Business Assistance Program (SBAP) recipient & 2020 Small Business Season Business Feature

In 2002, owner Todd Simmons published their first zine called Matterzine. The zine later transformed into Matter Journal a paperback book. Matter Journal is now published annually and is a themed literary and art journal featuring a variety of fiction, poems, interviews, and essays. In 2005 they founded a nonprofit and opened a volunteer-run bookstore inside the Bean Cycle Coffeehouse and then eventually expanded into their current café location. Wolverine Farm is now a full-functioning café hosting many community events in their space. The mission of Wolverine Farm is to create a community of creative, informed, and engaged citizens living in a diverse world.

1,386

Number of
Businesses

56

Small Business
Assistance
Program (SBAP)
Recipients

23,461

Number
of Jobs

Top 5 Industries by Number of Businesses

Prof, Sci, & Tech Services	270
Healthcare & Social Assistance	210
Retail Trade	110
Other Services	110
Construction	100

Top 5 Industries by Employment

Healthcare & Social Asst	8,060
Manufacturing.	3,430
Public Administration	2,280
Accom. & Food Services	1,830
Retail Trade	1,630

Source: Unemployment Insurance Administration; Quarterly Census of Employment and Wages Data

District 2 Economic Profile – Councilmember Julie Pignataro

EHO Liaison

Josh Birks, Economic Health and Redevelopment Director
 jbirks@fcgov.com
 970-221-6324



Ohana Salon

Address: 215 E Foothills Pkwy, Unit 740

Small Business Assistance Program (SBAP) recipient & 2020 Small Business Season Business Feature

Owners Melany Cahill and Cindy Tamburri started Ohana Salon in 2006. In order to accommodate their growing clientele, they recently moved into a larger space at the Foothills Mall. Ohana is a Hawaiian term meaning “family” and Melany and Cindy take pride in their salon for being unapologetically themselves and welcoming all to their salon.

1,380

Number of
Businesses

30

Small Business
Assistance
Program (SBAP)
Recipients

13,627

Number
of Jobs

Top 5 Industries by Number of Businesses

Prof, Sci, & Tech Services	330
Healthcare & Social Ass	180
Retail Trade	140
Finance & Insurance	110
Other Services	100

Top 5 Industries by Employment

Retail Trade	2,900
Healthcare & Social Asst	2,000
Administration & Support Mmgt.	1,620
Accom. & Food Services	1,560
Prof, Sci, & Tech Services	1,400

Source: Unemployment Insurance Administration; Quarterly Census of Employment and Wages Data

District 3 Economic Profile – Councilmember Tricia Canonico

EHO Liaison

Shannon Hein, Economic Manager
 shein@fcgov.com
 970-416-2294



Bindle Coffee & Roastery

Address: 1833 E Harmony Rd, #20

2020 Small Business Season Business Feature

Husband and wife, Andrew and Jenn Webb opened their first café in Fort Collins at Jessup Farms five years ago. In June 2020 they decided to open their second location off Harmony Road. The new location has allowed them to start roasting their own coffee. Bindle ensures their coffee beans are sourced from responsible farms, working directly with farmers around the world. Owner Jenn is also a professional baker creating specialty pastries for the cafés, sourcing local (when possible), organic, and non-GMO ingredients.

1,056

Number of
Businesses

11

Small Business
Assistance
Program (SBAP)
Recipients

12,668

Number
of Jobs

**Top 5 Industries by
Number of Businesses**

Prof, Sci, & Tech Services	260
Healthcare & Social Asst	120
Real Estate, Rental & Leasing	100
Construction	75
Other Services	75

**Top 5 Industries by
Employment**

Healthcare & Social Asst	2,170
Manufacturing	1,980
Prof, Sci, & Technical Services	1,520
Accom. & Food Services	1,230
Retail Trade	950

Source: Unemployment Insurance Administration; Quarterly Census of Employment and Wages Data

District 4 Economic Profile – Councilmember Shirley Peel

EHO Liaison

Jillian Fresa, Economic Sustainability Specialist
 jfresa@fcgov.com
 970-416-2231



Young’s Vietnamese Café

Address: 3307 S College Ave

2020 Small Business Season Business Feature

Young’s Café opened in 1987 as one of first Asian-owned restaurants in Fort Collins and has become a local foodie favorite. Owners Ed Chow and Simon Young continue to run the family, independently-owned restaurant. They serve traditional Vietnamese cuisine with influences from Chinese and French cooking. Young’s also offers catering services for businesses and other special events.

718

Number of
Businesses

16

Small Business
Assistance
Program (SBAP)
Recipients

6,261

Number
of Jobs

Top 5 Industries by Number of Businesses

Prof, Sci, & Tech Services	150
Construction	80
Other Services	70
Retail Trade	60
Healthcare & Social Asst.	60

Top 5 Industries by Employment

Retail Trade	1,780
Educational Services	880
Accom. & Food Services	860
Healthcare & Social Asst.	630
Admin. & Support	500

Source: Unemployment Insurance Administration; Quarterly Census of Employment and Wages Data

District 5 Economic Profile – Councilmember Kelly Ohlson

EHO Liaison

Clay Frickey, Urban Renewal Authority Manager
 cfrickey@fcgov.com
 970-416-2517



Raska International

Address: 128a W Laurel St

Small Business Assistance Program (SBAP) recipient & 2020 Small Business Season Business Feature

Raska International owner, Hanna Selassie first decided to make her sauces at home for friends and family, eventually selling at farmers markets, and now has it has turned into a full-time business with a restaurant and sauce production. The Raska Sauce is sold locally at the Fort Collins Co-Op, Rams Bazaar, Ace Hardware, Natural Grocers, Wholefoods, and Safeway. Hanna is a strong supporter of the Fort Collins community and wants to see other minority-owned businesses celebrated and supported, calling herself and her restaurant a ‘social engineer’ for all to gather.

735

Number of
Businesses

28

Small Business
Assistance
Program (SBAP)
Recipients

15,442

Number
of Jobs

Top 5 Industries by Number of Businesses

Prof, Sci, & Tech Services	180
Healthcare & Social Asst	100
Accom. & Food Services	75
Retail Trade	60
Other Services	60

Top 5 Industries by Employment

Educational Services	8,340
Healthcare & Social Asst.	1,170
Retail Trade	1,100
Prof, Sci, & Technical Services	990
Accom. & Food Services	980

Source: Unemployment Insurance Administration; Quarterly Census of Employment and Wages Data

District 6 Economic Profile – Councilmember/Mayor Pro Tem Emily Gorgol

EHO Liaison
 Jose Luis Ramos
 jramos@fcgov.com



Los Pepes

Address: 1180 N College Ave

Small Business Assistance Program (SBAP) recipient & 2020 Small Business Season Business Feature

Jesus Santiago first started cooking in Mexico City and brought his delicious food to Fort Collins in 2012 when he started the Los Pepes food truck. It is recognized as the very first lunch truck in Fort Collins and has become a local staple lunch spot in the Auto Zone parking lot ever since. Los Pepes also provides catering services and participates in various community events.

1,015

Number of
Businesses

60

Small Business
Assistance
Program (SBAP)
Recipients

15,503

Number
of Jobs

Top 5 Industries by Number of Businesses

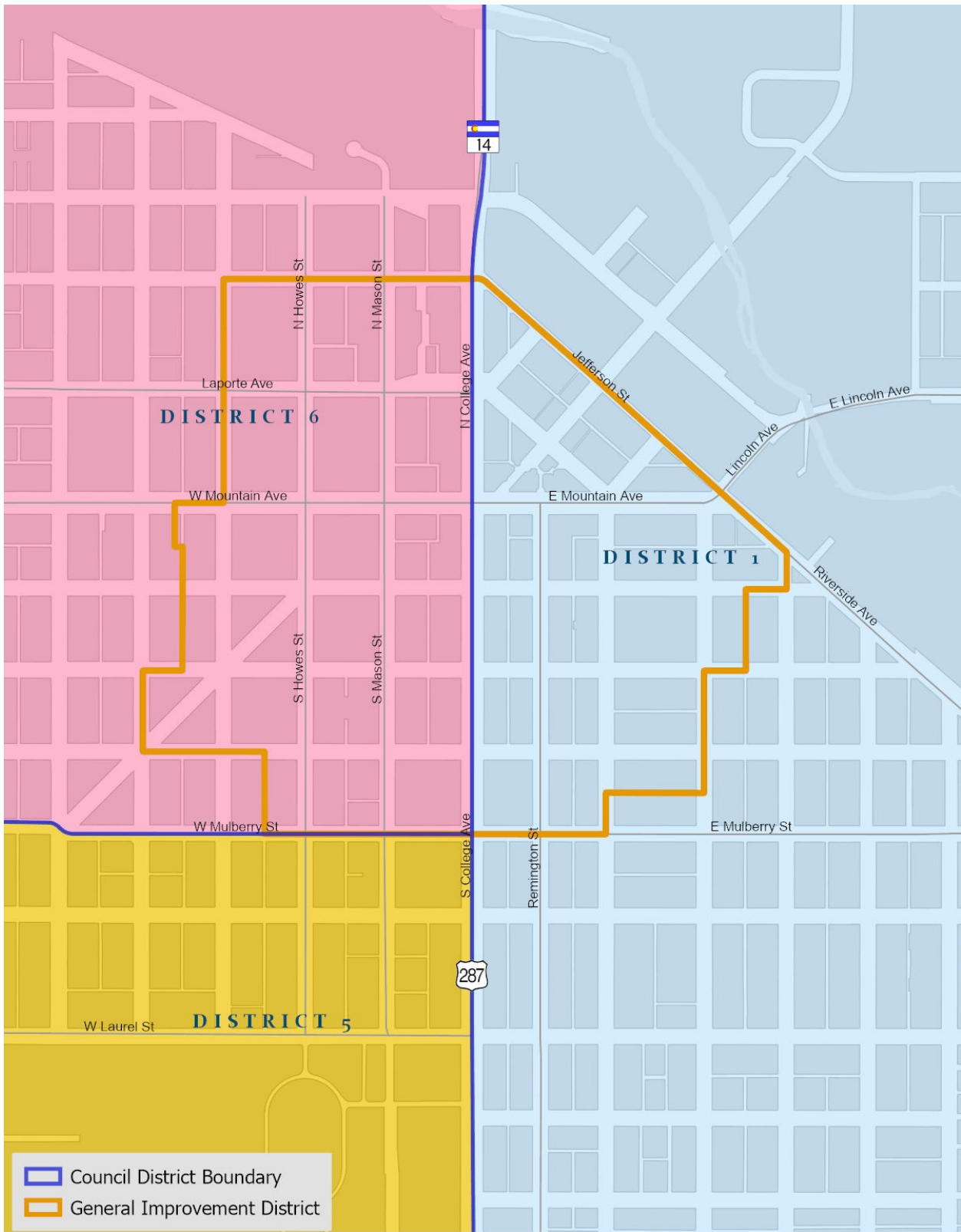
Prof, Sci, & Tech Services	280
Accom. & Food Services	120
Healthcare & Social Asst. Services . . .	90
Retail Trade	80
Other Services	80

Top 5 Industries by Employment

Educational Services	4,460
Accom. & Food Services	2,140
Public Administration	2,080
Healthcare & Social Asst.	1,350
Retail Trade	1,140

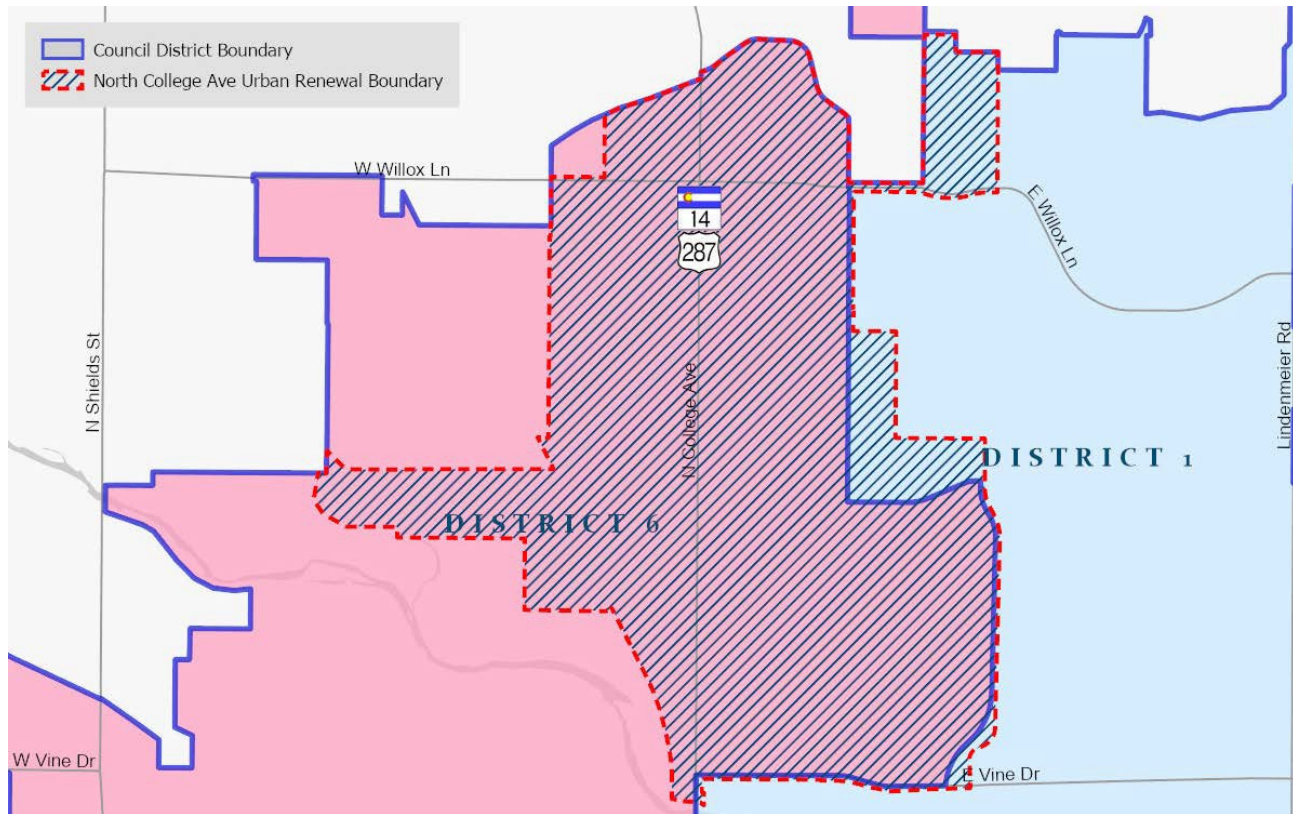
Source: Unemployment Insurance Administration; Quarterly Census of Employment and Wages Data

Fort Collins General Improvement District #1

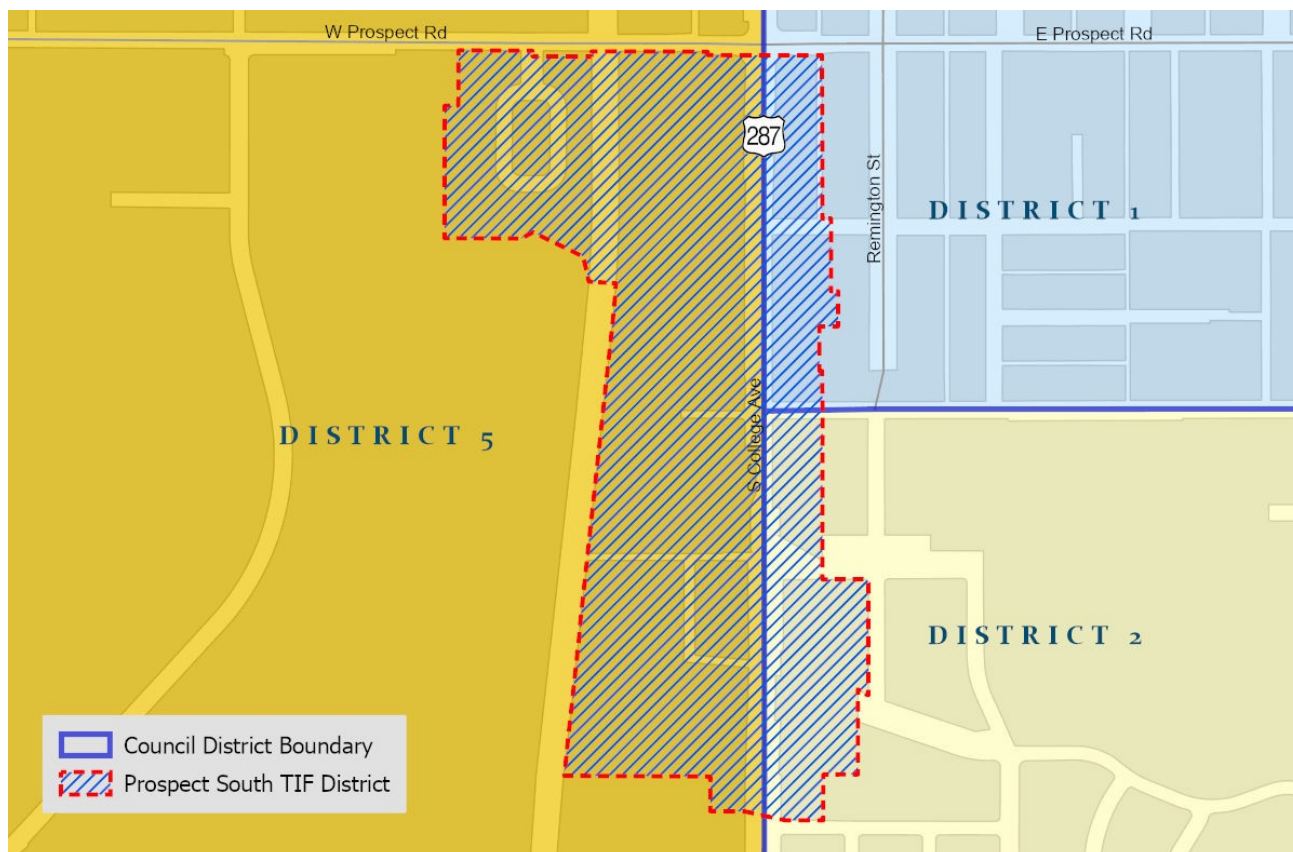


Fort Collins Urban Renewal Authority

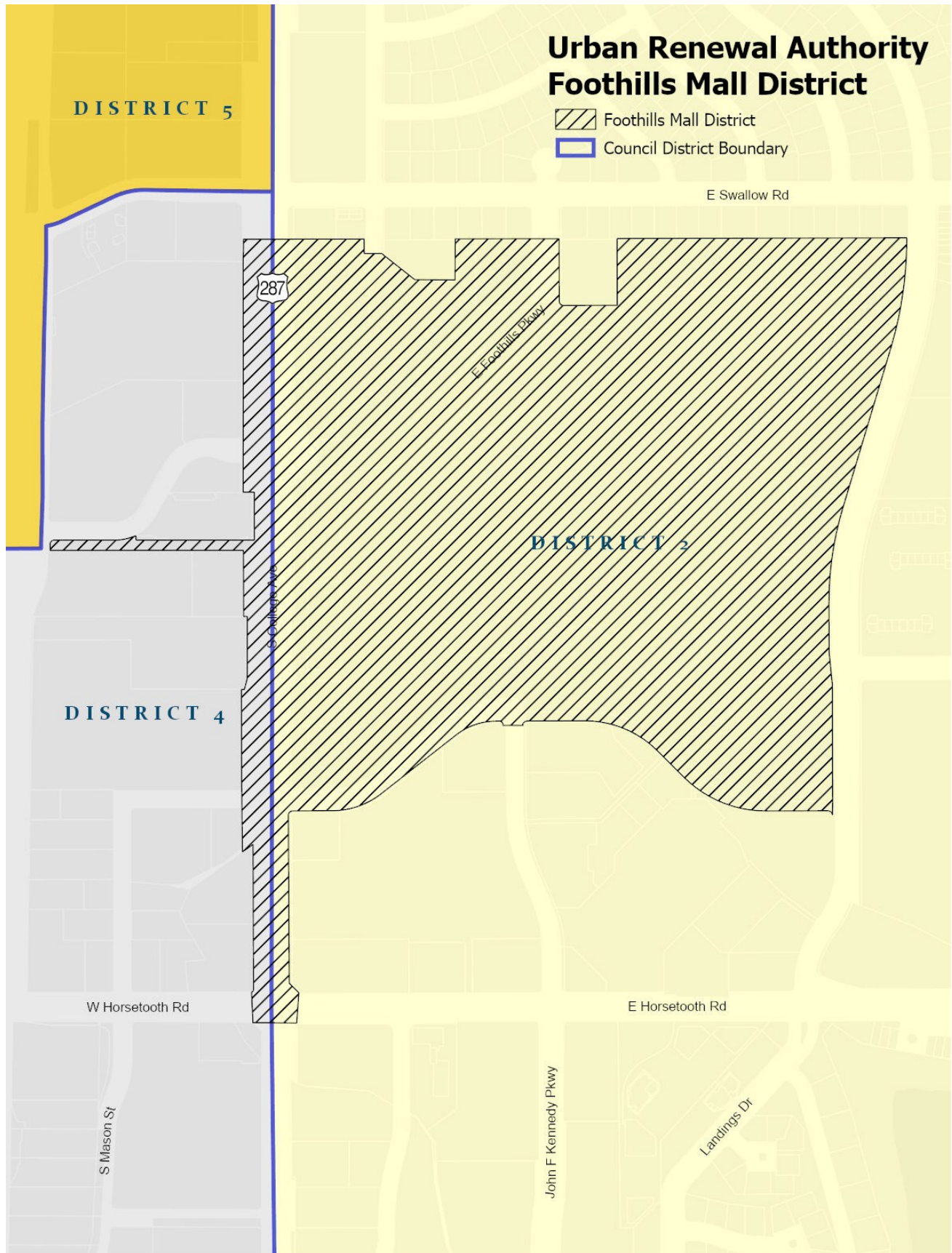
URBAN RENEWAL AUTHORITY - NORTH COLLEGE DISTRICT



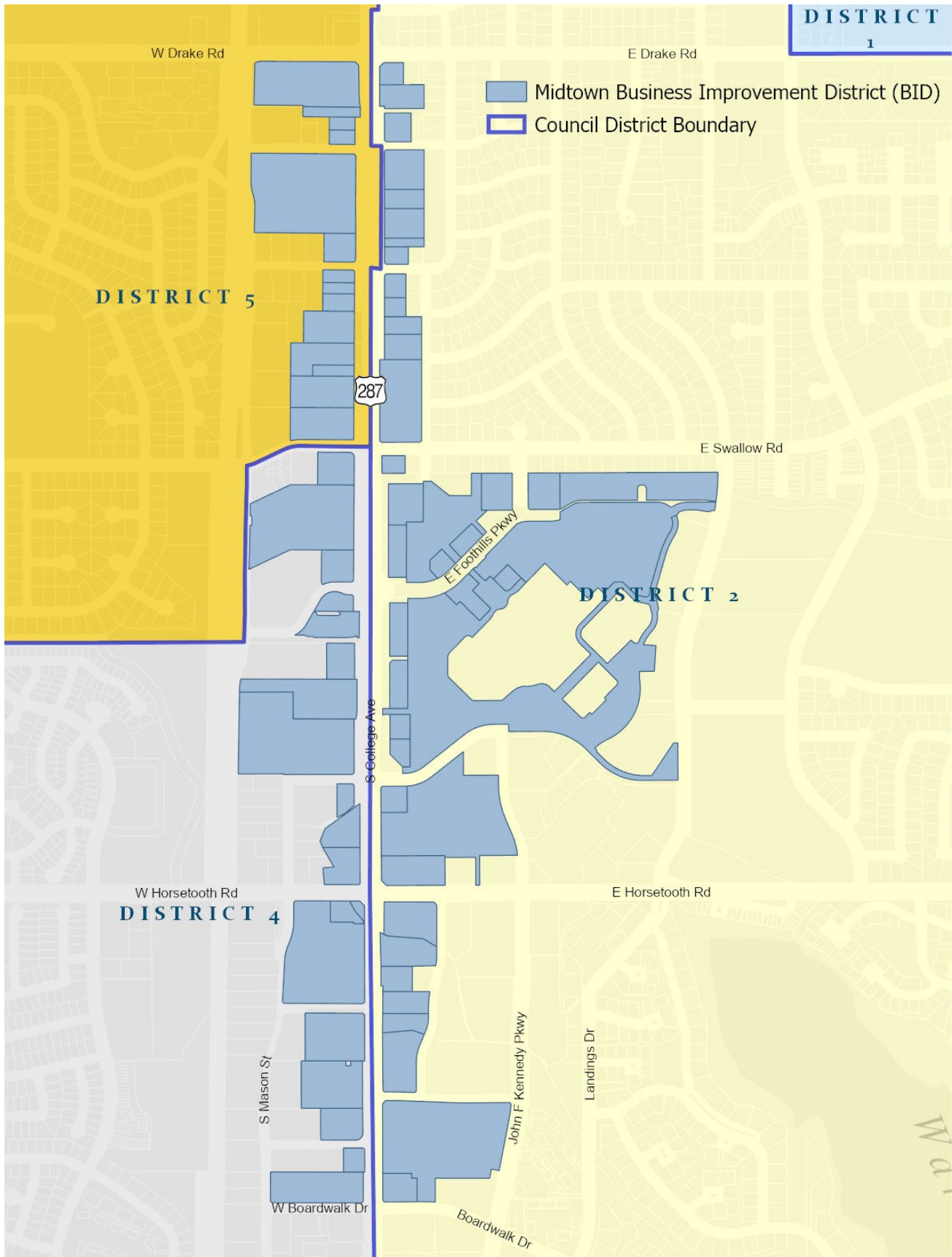
URBAN RENEWAL AUTHORITY – PROSPECT SOUTH DISTRICT



URBAN RENEWAL AUTHORITY – FOOTHILLS MALL DISTRICT

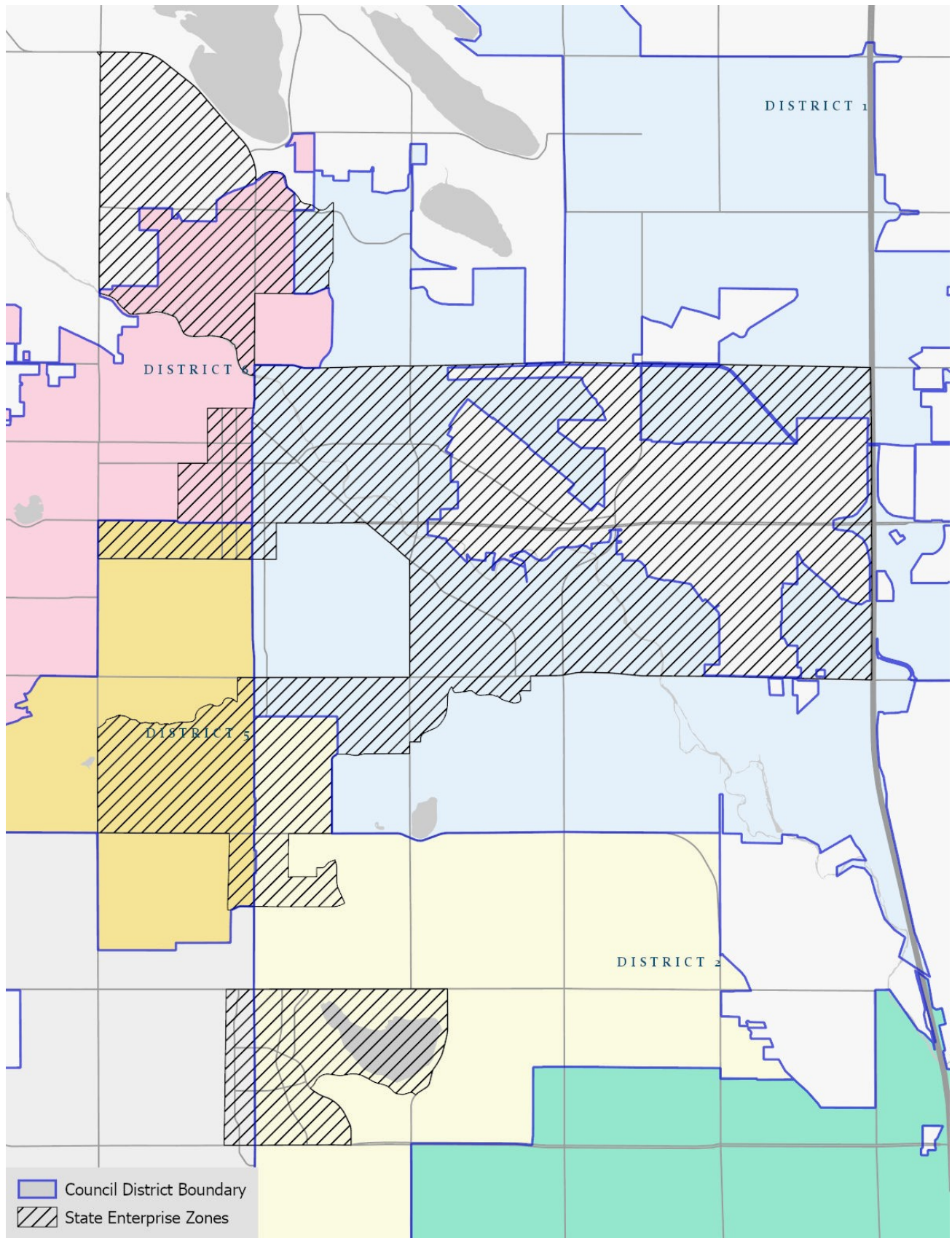


Midtown Business Improvement District (BID) – Fort Collins



Special State & Federal Tax Credit Zones

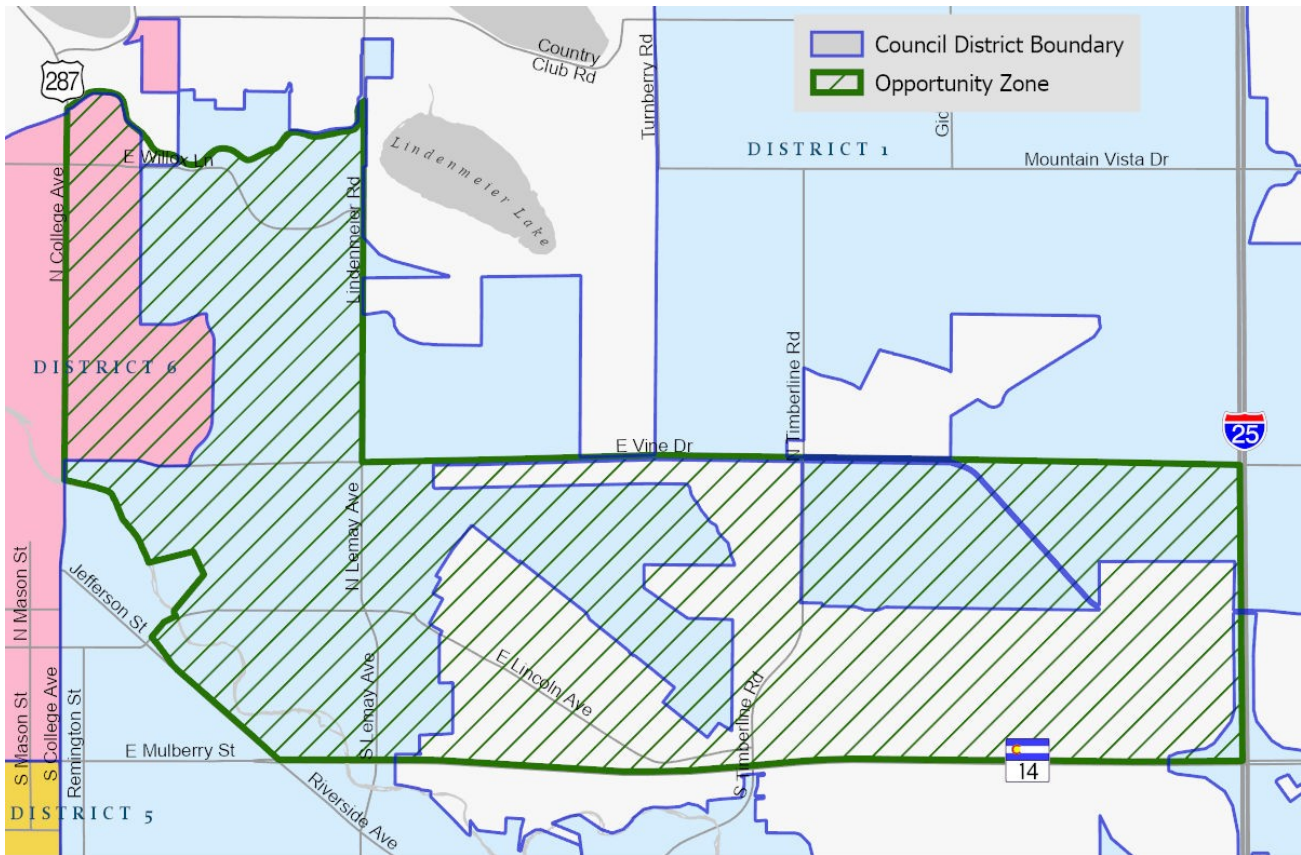
ENTERPRISE ZONE – FORT COLLINS AREA



<https://www.larimer.org/ewd/business/expand-your-business/enterprise-zone>

Special State & Federal Tax Credit Zones

OPPORTUNITY ZONE – FORT COLLINS AREA



<https://choosecolorado.com/programs-initiatives/opportunity-zones/>

FORT COLLINS BUSINESS RESOURCES

Getting Started

mybizcolorado.gov

One-stop shop to interact and register with Colorado Secretary of State, search the database, register trade name, file for a wage withholding account and/or unemployment insurance.

Larimer Small Business Development Center

970-498-9295
larimersbdc.org
info@larimersbdc.org

E-Learning Videos to Start & Grow (Also in Spanish)

coloradosbdc.org/resources/entrepreneurs/e-learning-videos

SALES TAX

City of Fort Collins

215 N. Mason Street, 2nd Floor Fort
Collins, CO 80524
970-221-6780
fcgov.com/salestax

Colorado Department of Revenue

3030 S. College Avenue
Fort Collins, CO 80525
970-494-9805
taxcolorado.com

Larimer County Finance Department

200 W. Oak Street, Suite 4000
Fort Collins, CO 80524
970-498-5930
larimer.org/finance

TAX INFORMATION AND WITHHOLDING

Tax Information Line

Denver District Office Street,
1375 Sherman Street, Room 186
Denver, CO 80261
303-238-7378

Internal Revenue Service

301 S. Howes Street, 3rd Floor
Fort Collins, CO 80521
970-221-0688
irs.gov

Larimer County Finance Department

200 W. Oak Street, Suite 4000
Fort Collins, CO 80524
970-498-5930
larimer.org/finance

Home Occupation License

281 N. College Avenue
970-416-2740
fcgov.com/building/home-business
buildingservices@fcgov.com

Capital

Accion

us.accion.org
accionteam@accionnm.org

Colorado Enterprise Fund

303-860-0242
coloradoenterprisefund.org
info@coloradoenterprisefund.org

Fort Collins Main Street Loan Program

303-657-0010
coloradolendingsource.org/mainstreet
marie@coloradolendingsource.org

U.S. Small Business Administration (SBA)

303-844-4293
sba.gov

Data and Market Research

City of Fort Collins Economic Health Office

970-416-2294
fcgov.com/business

City of Fort Collins Community Performance Measurement Dashboard

fortcollins.clearpointstrategy.com

Larimer County Data Dashboard

larimer.org/ewd/data-dashboard

Poudre River Public Library District

Business Librarian, Harmony Library
4616 S. Shields
Fort Collins, CO 80526
970-204-8429
read.poudrelibraries.org/adult/business

Industry Specific

Occupational License Database

choosecolorado.com/occupational-license-database

Daycare Licensing

Colorado Department of Social Services
Division of Child Care
1575 Sherman Street, Denver, CO 80203
303-866-5700
cdhs.state.co.us/childcare

Health Requirements

Larimer County Environmental Health Department
1525 Blue Spruce Drive, Fort Collins, CO 80524
970-498-6700
co.larimer.co.us/health

Growing Your Business

Larimer Small Business Development Center

970-498-9295
larimersbdc.org
info@larimersbdc.org

Rocky Mountain Innosphere

970-221-1301
innosphere.org

LoCo Think Tank

970-698-6977
locothinktank.com
connect@locothinktank.com

Social & Advisory Group for Entrepreneurs (SAGE)

innosphere.org/sage
bill@innosphere.org

SCORE (Service Corps of Retired Executives)

303-844-3985
score.org

Colorado PTAC

(Procurement Technical Assistance Center)

719-667-3845
coloradoptac.org
info@coloradoptac.org

Colorado Minority Business Office

303-892-3840
mbocolorado.com
info@mbocolorado.com

Others

Office of Economic Development and International Trade (OEDIT)

303-892-3840
choosecolorado.com/doing-business/small-business

U.S. Patent and Trademark Office

General Information Services Division
800-786-9199
uspto.gov

Better Business Bureau

1730 S. College Avenue, Suite 303
Fort Collins, CO 80525
970-484-1348
fortcollins.bbb.org

Bingo and Raffle

Colorado Secretary of State
1560 Broadway, Suite 200
Denver, CO 80202
303-894-2200 x6406

Unemployment and Workers Compensation Insurance

Colorado Department of Labor and Employment
633 17th Street, Suite 201
Denver, CO 80202
303-318-8000
coworkforce.com

Work In Northern Colorado

970-482-3746
workinnortherncolorado.com
general@fcchamber.org

Local Business Associations

Campus West Merchant Association

campuswestmerchants.com

Downtown Business Association

downtownfortcollins.com

Downtown Development Authority

downtownfortcollins.org
oldtownsq@fcgov.com

Downtown Fort Collins Creative District

dfccd.org
peggycreativeideas@gmail.com

Fort Collins Area Chamber of Commerce

fortcollinschamber.com
general@fcchamber.org

Latino Chamber of Commerce (Boulder County)

latinochamberco.org
info@latinochamberco.org

Midtown Business Association

midtownfortcollins.org
nadine.trujillo-rogers@elevationscu.com

North Fort Collins Business Association

nfcba.org

River District

jbarrack@newbelgium.com

Visit Fort Collins

visitftcollins.com
information@ftcollins.com

City Resources & Participation Opportunities

Access Fort Collins

An easy way to send your questions, comments, and service requests directly to the City staff person who can help you. Submit your request online, open 24/7.
fcgov.com/contactus

CityWorks 101

Ever wonder how your city government works? Participate in CityWorks 101, an eight-week program that gives community and business members an up-close look at the many facets of running a city.
fcgov.com/cityworks

Development Review Class

Participate in the Development Review Class, a four-session course available for all community and business members to better understand the City's development review process.

Next class scheduled for winter 2020, check the calendar at fcgov.com/neighborhoodservices or contact statman-burruss@fcgov.com

Our City

Let your voice be heard. An online discussion board, where you can share your feedback on some of the biggest projects happening in Fort Collins.

ourcity.fcgov.com

Council Listening Sessions

An open discussion for community and business members to share their ideas and thoughts with City Council members about the issues or opportunities within their Council District or of the entire City.

To find upcoming events, please check the calendar at fcgov.com/events

Learn more about your City Council at fcgov.com/council

City Programs & Incentives

Efficiency Works

Energy savings rebates available for new construction and major renovation projects.

efficiencyworks.org/business/rebates

Integrated Design Assistance Program (IDAP)

Design and construction incentives for new construction and major projects.

fcgov.com/utilities/business/improve-efficiency/rebates-incentives/integrated-design-assistance/

Manufacturing Equipment Use Tax Rebate Program

Purchasers of qualifying manufacturing equipment can apply for a refund of a portion of the use tax paid to the City. fcgov.com/salestax/manufacturing-equipment-program

Other Programs & Incentives through Larimer County & the State of Colorado

Business Development Services

Larimer County Economic & Workforce Development (EWD) can support businesses with recruitment, training, and workforce planning.

larimer.org/ewd

Colorado C-PACE

Financing tool for energy efficiency retrofits and new construction of commercial and industrial buildings.

copace.com

Colorado FIRST and Existing Training Grants

Grants for companies that are relocating to or expanding in Colorado and provide funds only to net new hires. frontrange.edu/corporate-and-workforce-training/training-grants

Enterprise Zone Tax Credit (EZ)

Private businesses located within an Enterprise Zone may qualify for incentives related to business investment, company expansion, and/or new business relocation. larimer.org/ewd/economic-development/incentives/enterprise-zone

Job Growth Incentive Tax Credit (JGITC)

A performance-based job creation incentive program for businesses that create and maintain permanent net new jobs. choosecolorado.com/doing-business/incentives-financing/job-growth-incentive-tax-credit

Contact Us

Please reach out to the City of Fort Collins Economic Health Office with additional inquiries or any questions about navigating this guide.

Shannon Hein, Economic Manager

shein@fcgov.com

Jillian Fresa, Economic Sustainability Specialist




jfresa@fcgov.com

Jose Luis Ramos, Opportunity Specialist

jramos@fcgov.com

Council Business Engagement Matrix

MATRIX

Purpose/Reason for Engagement and Outcome	General Interest/ Relationship Building  Increase Awareness	Intelligence Gathering  Improve Alignment	Risk Management/ Newsworthy  Remove Barriers or Improve Alignment
Tools and Techniques	<ul style="list-style-type: none"> • Networking events • Attending industry specific events 	<ul style="list-style-type: none"> • Business roundtables • 1X1 visits 	<ul style="list-style-type: none"> • 1X1 Visits
Example Projects and Outreach	<ul style="list-style-type: none"> • Extend invitation to a City event within the proximity of the business • Utilize existing Council attended events to network w/ businesses in attendance 	<ul style="list-style-type: none"> • Quarterly business listening sessions hosted by City Leadership • Attend scheduled Major Employer visit w/ Mayor, CM or EHO 	<ul style="list-style-type: none"> • Leverage City staff and EHO liaison for sector/business intelligence • Request EHO liaison visit/introduction to business and share feedback

FEEDBACK CARDS

COMPANY _____ DATE _____

ATTENDEES

REASON FOR VISIT

COMPANY CONTACT TITLE

EMAIL/PHONE

What can the City do better to help your company?

.....

What is the City doing well that helps your company?

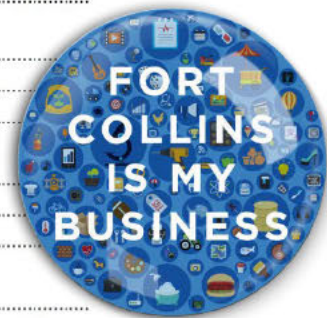
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What key issues facing the community should the City address?

.....

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FOLLOW-UP
 FYI ONLY
 EHO LEAD

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