

ECLECTIC

AUTHENTIC

VIBRANT

UNIQUELY FORT COLLINS

ARTS, CULTURE, TOURISM FORT COLLINS, CO



Unique: \yoo-neeek\, adjective 1. Being the only one, sole. 2. Being without a like or equal, unequaled. 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, creative firms and hospitality businesses fall in this category. This dynamic cluster grew by 167 jobs, or 18 percent, over the past 4 years. Meanwhile at the national level, the same kinds of unique, locally owned businesses contracted by 2.3 percent. 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 20+ 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

ENRICHING THE ECONOMY

- Unique businesses increase the quality of life of a region
- A high quality of life attracts high-tech firms and entrepreneurs 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

BE LOCAL COUPON BOOK 2009-2010

- 275 businesses
- \$6,000 worth of discounts for \$10
- 260 coupons
- Dozens of independent business stories
- Membership directory
- Purchase the coupon book at numerous locations around Fort Collins
- belocalnc.org

COLLABORATION

Beet Street beetstreet.org

Convention and Visitors Bureau
visit.ftcollins.com

Downtown Business Association
downtownfortcollins.com

Fort Collins Area Chamber of Commerce
fchamber.org

Be Local Northern Colorado
belocalnc.org

Rocky Mountain Innovation Initiative
rmi2.org

Shop Fort Collins First fcgov.com/shop

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

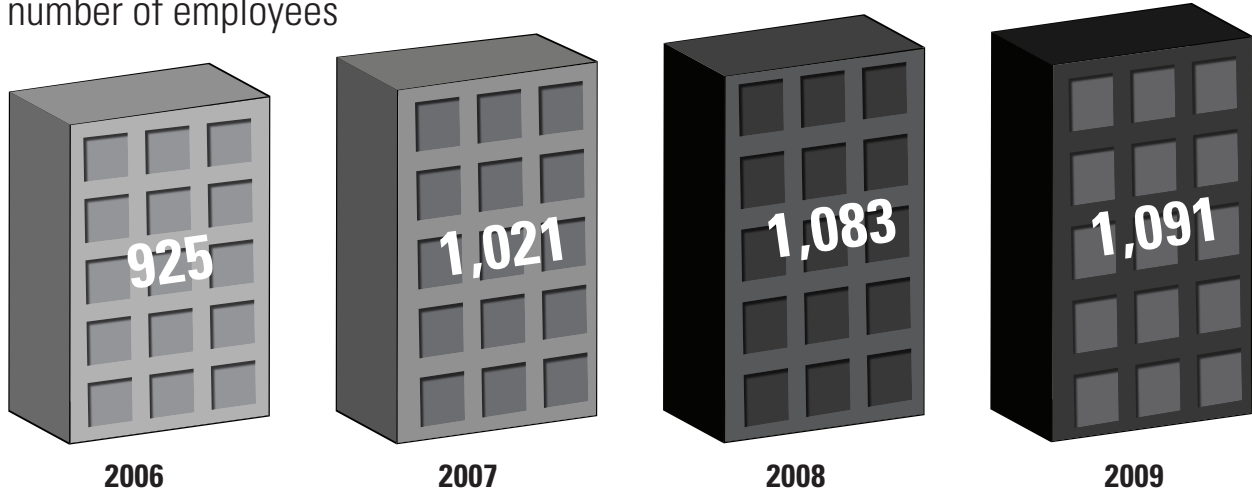
GRANTS AND RESEARCH FUNDING

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

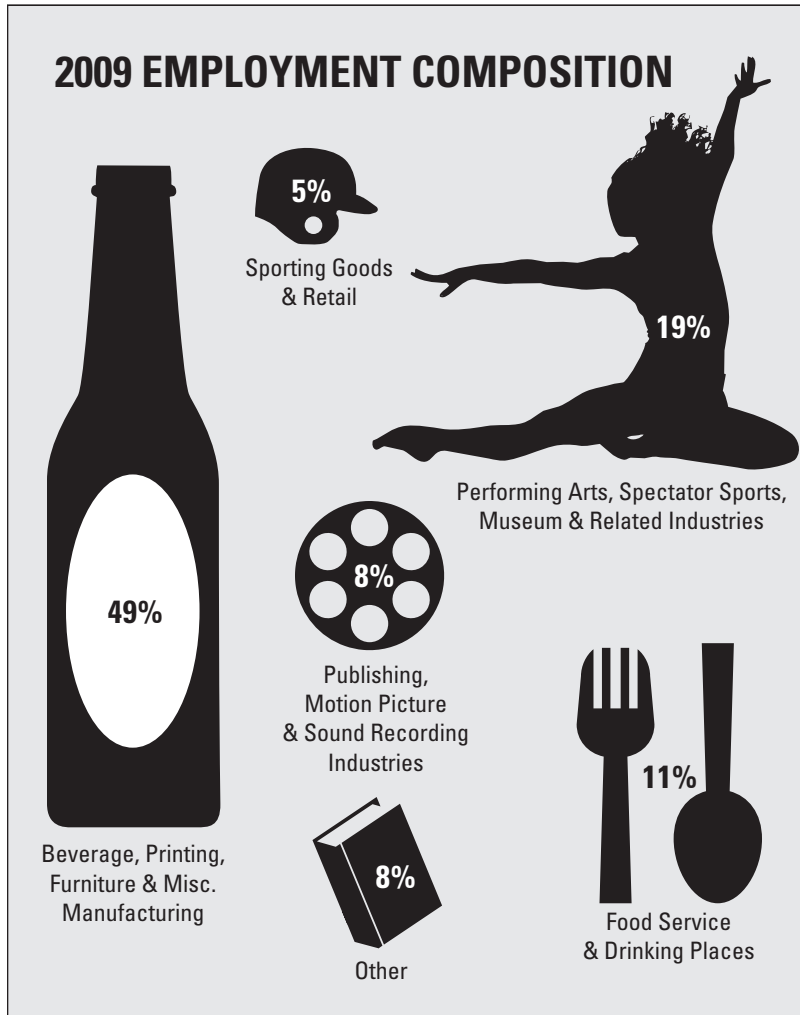
UNIQUELY FORT COLLINS

EMPLOYMENT TREND

number of employees



2009 EMPLOYMENT COMPOSITION

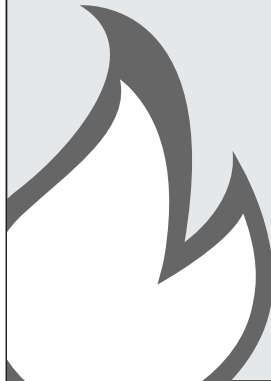


2009 Q2 EARNINGS



This analysis is based on revised definitions of the cluster and subsequently which businesses and organizations are included in the cluster. These differ from previous editions of the Uniquely Cluster profile. (Sources: Quarterly Census of Employment and Wages (QCEW) and Colorado State University)

UNIQUELY FORT COLLINS



WHAT'S HOT

1. Sprig Toys' Dolphin Boat, Specialty Toy of the Year, International Toy Fair, 2010.
2. National Center for Craftsmanship and Sutherlands Lumber and Design Gallery of Fort Collins join forces for a strategic partnership. Training builders and craftspeople on small business education and providing networking activities will strengthen the local construction industry.
3. Be Local 20/20 pledges create economic multiplier of one million dollars...money spent with local independent businesses circulates 2-4 times in the local economy. Spend \$20 a week for 20 weeks and see your direct impact on the community.

COMMUNITY AWARDS

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

- **One of a Dozen Distinctive Destinations**, National Trust for Historic Preservation – February 2010
- **One of Top 20 Places to Retire**, Best Boomer Towns – February 2010
- **One of the Top Adventure Places to Live**, *National Geographic Adventure* – September 2009
- **Ranked 3rd 'Smarter City' for sustainability**, Natural Resources Defense Council - July 2009
- **Ranked 1st Best Place to Live and Work for Young Professionals (pop. 100,000-200,000)**, Next Generation Consulting - March 2009
- **Named 2nd Best Metro for Business and Careers**, *Forbes* magazine - March 2009
- **Ranked 7th Best Midsize Metro in the nation**, *bizjournals.com* - March 2009

INDUSTRY AWARDS & NEWS

The businesses are independent. The passion is mass-produced.

- New Belgium Brewing, **TOP 40 PRIVATE COMPANIES**. *ColoradoBiz* Magazine, 2009.
- Lincoln Center Performing Arts Center received **\$622,000 from the Downtown Development Authority** to fund acoustical upgrades during the center's yearlong renovation project.
- **Sprig Toys was purchased by WHAM-O**, Inc in February 2010. The unique material used by Sprig, 'Sprigwood' will continue to be used in toys designed by Sprig and even some of WHAM-O's products.

CONTACTS

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Doing business in Fort Collins fcgov.com/business

Be Local Northern Colorado belocalinc.org

Community information ftcollins.com

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

