

News you can use



JANUARY 2009



Dear Noelle,

In 2009, NCEDC is again partnering with the Fort Collins and Loveland Chambers of Commerce in a joint effort to survey Larimer County's primary employers. Business professionals supplied from the Chambers and NCEDC staff will be interviewing Larimer county's primary employers in the 10 month program which will run on an annual basis from January through October. The information gathered, via the interviews, aids the NCEDC and the Chambers in establishing programs and setting policies that will positively affect the business community and the whole of Northern Colorado.

Also, in 2009, NCEDC continues our ongoing focus to retain and expand primary employers in Larimer County. Stacy Johnson, Director of Business Retention & Expansion is continuing to provide assistance to existing industry. Johnson is currently working on 26 active expansion prospects with 1,825 existing employees. When their expansions are complete they are expected to add an additional 1,133 new primary jobs in the next 1-5 years.

How International Trade Affects Northern Colorado

Powered by NCEDC

Loveland Chamber of Commerce's Annual Investor Meeting

January 21st, 2009,
5:30 p.m.

McKee
Conference and
Wellness Center
2000 N. Boise Ave.

Tickets are on sale
now

Cost is \$50 per
person. Sponsorship
opportunities are also
available. To order
your tickets or for
sponsorship
information, call the
chamber at 667-6311,
or visit the website
www.loveland.org

The event will feature,
networking, dinner,
award presentations,
and keynote address
by Mike Faber, author
and speaker.

In November 2008, NCEDC was part of a 10-day economic-development mission to Japan and China. In 2007, NCEDC was involved in a similar trip to Canada. These missions included the Governor's office and 40 leaders from Colorado's state and local governments, economic development organizations, private businesses, and research universities. To better understand the importance of these missions we first need to understand the need for primary employers in our region's economy.

Our focus at NCEDC is to help retain, expand and attract primary employers. We define a primary employer as having 50% of their goods / services sold outside our region. This results in new dollars coming into our region. Employees of our 'primary employers' introduce new dollars into our region by spending their salary dollars on real estate, insurance, groceries, supplies, retail, schools, and taxes that support government, roads, parks, etc.

In our 2008 Primary Employer's Survey Report, Global business remains an important priority to primary employers in Northern Colorado. Of the 50 primary employers surveyed, 62% are currently exporting or considering exporting to an international market. The top three countries being exported to are: Japan, Canada and China.

"Northern Colorado is emerging as an innovative, collaborative region with a steady economy. We want to support and add our strengths to the great state of Colorado by being part of a collective voice focused on economic development." Says Maury Dobbie, president and CEO of NCEDC.

Forging relationships with these countries is vital to help our region's businesses thrive. "This is a competitive world, and if we are going to create jobs in the U.S. and in Colorado, now is the time for us to be dealing with these foreign markets," said Joe Blake, president and CEO of the Denver Metro Chamber of Commerce. There are 400 Japanese companies in Colorado that affect 5,000 jobs.

What is NCLA and Why Should You Care?

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A More Competitive Colorado

Metro Denver
Economic
Development
Corporation

In the fourth edition of *Toward a More Competitive Colorado*, the Metro Denver EDC reports its annual benchmarking of Colorado's strengths, challenges, and opportunities for future job growth. First published in 2005, *Toward a More Competitive Colorado* is the foremost effort to compare Colorado's competitive position against the other 49 states.

[Click here to view the Competitiveness Study](#)

Congratulations Poudre Valley Health Systems NCEDC Investor Highlight

When our investors and partners succeed, we succeed. NCEDC would like to congratulate PVHS on receiving the 2008 Malcolm Baldrige National Quality Award. This award is given based on quality leadership; strategic planning; customer and market focus; measurement, analysis and knowledge management; workforce focus; process management; and results.

If you not at the table, you're on the menu. Nowhere is that saying more true than at the State Capitol during the legislative session, which runs January 7 through May 6. "With so many special interests beating down lawmakers' doors to have their voices heard during the session, it's critical that business make its presence known and its priorities understood at the Capitol," explained Sandra Hagen Solin, Issues Manager for the Northern Colorado Legislative Alliance (NCLA).



The NCLA, the joint public policy advocacy effort of the Fort Collins, Greeley and Loveland Chambers of Commerce and the Northern Colorado Economic Development Corporation, is making it easy to get involved by hosting events in both Northern Colorado and in Denver, putting area and statewide legislators and legislative leadership in direct contact with chamber and NCEDC members.

Six legislative events are planned during the 2009 state legislative session: a Legislative Preview before the session begins, a trip to the Capitol in February and four Monday Morning Meetings with Northern Colorado Legislators throughout the session. Event details:

- January 6: Legislative Preview -McKee Conference and Wellness Center in Loveland, 7:15 to 9:30 a.m.
- February 9: Monday Morning Meeting with Northern Colorado Legislators - Fort Collins Chamber of Commerce, 7:15 to 9 a.m.
- February 17: NCLA Mission to the Capitol - Colorado State Capitol, noon to approximately 8:30 p.m.
- March 9: Monday Morning Meeting with Northern Colorado Legislators - Loveland Chamber of Commerce, 7:15 to 9 a.m.
- April 13: Monday Morning Meeting with Northern Colorado Legislators - State Farm Insurance in Greeley, 7:15 to 9 a.m.
- May 12: Legislative Session Wrap-Up Event with Northern Colorado Legislators - Location to be Announced, 7:15 to 9:30 a.m.

For more information or to register for an event, visit www.NCLAonline.net.

Thank you for taking time out of your day to allow us to share the world of NCEDC.

Sincerely,

Your friends at
Northern Colorado Economic Development Corporation

To learn more...



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