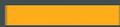




NORTHERN
COLORADO

Northern Colorado News

NEWS EXCLUSIVELY FOR OUR SUPPORTERS



Andy Montgomery

A NOTE FROM OUR CEO

Happy 2018!

In the 2017 Milken study, which ranks the best performing cities in the nation, Fort Collins increased 3 spots from the prior year to be the 5th ranked city in the nation. And, in the study, Fort Collins is not competing with small cities; the report has a separate ranking for small cities and the population of Fort Collins exceeds that standard. Therefore, Fort Collins is ranked 5th of all non-small cities in the nation. This is truly a well-deserved and tremendous accomplishment.

The report cites the quality of life and the innovation being spawned by CSU as a major contributor to its ranking. However, the report also indicates that the high-tech sector growth is not keeping up with its peers. Certainly, this contributes to the underemployment issue in the region-Fort Collins/Loveland MSA has the 7th highest underemployment in the country. In summary, we have all these brains in the region, but we need to find more productive ways to use them. This is actually good news. It

means we have a lot of pent up fuel in the tank. And, we are going to need that pent up fuel to support our ambitious infrastructure plans and to afford to live in some of our communities.

In order to attract the high tech companies, which will provide for the higher paying jobs of the future we need to raise the region's profile. The best way to raise the region's profile is to....well, is to do it regionally. It is very difficult to attract companies with small scale marketing efforts. For those of you that paid attention to the Amazon RFP for their 2'nd headquarters and some of the bids they received, you know exactly what I mean. You also know that the most impressive proposals were those that present a collaborative regional response. The winning bid will inevitably be the one that marshals all of its civic, infrastructure, business and educational assets together to tell a compelling story as to why their region offers the best solution.

One only needs to look at the present to understand where future higher paying jobs are likely to come from. We are in an age in which technology is transforming the economy, our way of life and the world before our eyes. In my mind, it makes the Industrial Revolution pale in comparison. Also weighing heavily in my mind is that being left behind in this revolution will result in grave consequences. But, there is no reason for us to be left behind. We already have the brains. We live in a place that is fortunate enough to be able to attract more. We just need to find the jobs to fully utilize those brains.



IMPORTANCE OF NORTHERN COLORADO'S EDUCATIONAL AND MEDICAL INDUSTRIES

In 2017 CB Richard Ellis (CBRE) published a report which indicates regions with higher concentrations of education and medical jobs help create more stable economies, making that market more attractive for business relocations and expansions. A look at Northern Colorado's diverse economy and strength in these sectors shows the region

offers this business environment.

Like any major investment decision, whether business or personal, one seeks a stable and diversified place to put their money. This, of course, reduces risk on the investment. Here Northern Colorado shines. The local economy includes agriculture, beverage, healthcare, education, production, construction, corporate headquarters, extractive industries/energy, federal research facilities, and tourism. As well, the region is the hub for the high tech cluster and transportation. In fact, when it comes to broad diversity, no one industry sector in the region makes up more than 13% of the local economy.

According to the report, the education and healthcare sectors make the region's economy even more resilient. CBRE argues single and multi-family and retail benefit the most from education and medical industries, due to the demand by workers for broader housing choices and an increase in consumer purchases. They say the presence of these sectors calms the waters in terms of lowered volatility in the local economy and housing and retail rents and vacancy. In other words, there aren't usually big employment shocks in healthcare, education and social services institutions.

The astonishing statistics and facts prove the point. The educational and medical sectors in the US have not declined once in employment on an annual basis going back to 1940 and the past 50 years have grown the job total by 500% adding 18.8 million jobs (more than any other sector). The history of Northern Colorado follows this same trend. Though data is difficult to find for the past 50 years, in just the past 15 years the education sector in Northern Colorado outpaced national growth by 25% growing jobs to 39,920. Medical jobs increased by 21% over the national average growing the total to 36,455.

When ranked by percentage of total employment in educational and medical sectors, Northern Colorado's 19% outperforms several major US markets. Charlotte is just around 17%, preceded by Dallas/Fort Worth, Atlanta, Orlando, Denver and Houston who are at 18%. Philadelphia (21%), Boston and Pittsburgh lead the pack and rank first through third among the top 25 large MSAs.

Regardless of the US metro area, the CBRE report illustrates the educational and medical industries provide a "countercyclical" source of employment growth. Companies seeking to relocate or expand their operations and invest millions in capital require economic stability to minimize their risk. With 19% of Northern Colorado's economy in the education and medical sectors, the region provides this lower risk environment for both business relocations and expansions.



NEW MEMBERS IN THE NORTHERN COLORADO ECONOMIC ALLIANCE

Over the past several months multiple businesses have become members of NCEA. Thank you for supporting this important economic development movement.

Our new members are:

Guaranty Bank

Haselden Construction

Martin Lind

Our renewing members are:

Charlie Monfort.

UMB Bank

Chrisland

Phelps-Tointon

Dellenbach Motors

Northern Colorado Commercial Association of Realtors

Kaiser Permanente

John Elway Dodge Chrysler Jeep Ram

King GMC

Flood and Peterson

Loveland Ford Lincoln

Ghent Motors

CenturyLink

Thank you to all new and renewing NCEA members!



NORTHERN COLORADO ECONOMIC ALLIANCE
[1615 FOXTRAIL DRIVE, SUITE 130](#)
LOVELAND, CO 80538

www.northerncolorado.com
info@northerncolorado.com
(970) 541-2118

© 2016 Northern Colorado Economic Alliance. All Rights Reserved

[Unsubscribe](#)