

# Northern Colorado Regional Economic Development Partnership Memorandum of Understanding

The Boards of County Commissioners of Weld County, Colorado and of Larimer County, Colorado (collectively referred to herein as “the Boards”), hereby execute this Northern Colorado Regional Economic Development Partnership Memorandum of Understanding (“MOU”) as of the date of signatures below for the mutual benefit of the citizens of both counties.

The Boards acknowledge that significant benefit can result from collaboration on those economic development activities that promote the positive business attributes and amenities of Northern Colorado. The Boards recognize that certain business, labor, transportation, educational, cultural and other assets exist within our two counties; so that when marketed jointly, a stronger case can be made to prospective employers and potential employees within certain targeted industry and occupational sectors.

Weld County, Colorado and Larimer County, Colorado, acknowledge that significant benefit can result from collaboration on those economic development activities that promote the positive business attributes and amenities of Northern Colorado. We recognize that shared regional assets exist within our two counties, and when marketed jointly, a stronger case can be made to businesses and talent within targeted industries and occupational sectors to stay and grow in Northern Colorado.

In order to provide clarity of our roles, relationships and expectations, and to best assure success in the pursuit of common economic development goals in our region, Upstate Colorado Economic Development Corporation (Upstate) and Larimer County Economic and Workforce Development (LCEWD) along with 33 cities and towns, as well as the unincorporated communities within our combined geography, have determined that our competitive advantage and economic strength lies in our unity and that regional collaboration is in the best interest of our shared community.

As such, the economic development professionals in Northern Colorado are building on the established set of standards and protocols of professional conduct under which we currently operate to more effectively serve our customers.

One of the ways in which we can align our services to deliver better customer service is through coordinated industry outreach efforts that focus on the collective strength and shared industry clusters of Northern Colorado. By promoting Northern Colorado as a desirable region for new and expanding firms and their necessary workforce we believe we can tell a more compelling story and yield better outcomes for the economy.

Recognizing the potential to benefit communities in the entire region and their respective constituencies, Upstate on behalf of Weld County and LCEWD pledge to work alongside our municipal economic development partners on strategic regional initiatives, including:

- Data collection, analysis and distribution
- Targeted industry definition and support

- Business retention and expansion
- Talent development
- Regional messaging and targeted marketing efforts

The regional approach to economic development will allow us to better align our objectives, leverage others' resources, optimize staff time and effort, and decrease costs associated with program management. It also helps to create a more accurate representation of how our economy functions and provides a platform for greater regional cooperation.

Furthermore, Upstate and LCEWD – in conjunction with community partners- will examine specific opportunities to effectively market the Northern Colorado region to prospective employers, and site location consultants. These opportunities could take the form of industry trade shows, editorial and advertising content in print and/or broadcast media, site selection consultant tours, etc. The goals of these joint efforts include but are not limited to:

- Expand awareness of Northern Colorado by companies and prospective workers of the business opportunities that exist here
- Competitively position Northern Colorado in relation to other areas of the State and similar markets around the U.S.
- Create broader partnerships within the area's public, private and non-profit sectors
- Share costs of regional economic development marketing on a case by case basis by separate written agreements.
- Generation of qualified leads

While each organization and local jurisdiction will maintain its autonomy in the aforementioned efforts, every effort will be made to effectively market Northern Colorado as one economic region. This collaborative effort will help to reinforce regionalism as we address underlying topics such as talent development, water, childcare, housing affordability and regional transportation, among other economic development issues that impact our region's competitiveness. LCEWD and Upstate will support technical implementation on an as needed basis through separate agreement to fulfill projects and programs as appropriate.

Although the primary purpose of this agreement is to enhance awareness of the opportunities available to businesses in Northern Colorado, the activities associated with it will likely facilitate additional economic development participation from a coalition of private and public partners on a host of support projects related to addressing workforce programming, industry support, infrastructure initiatives and other economic development policy matters. The two counties pledge to support the Northern Colorado Regional Economic Development Partnership and participate through appropriate representatives from LCEWD and Upstate Colorado Economic Development Corporation.

Communities in Northern Colorado include:

**Larimer County:**

Berthoud, Estes Park, Fort Collins, Johnstown, Loveland, Timnath, Windsor and Wellington.

**Weld County:**

Weld County: Ault, Berthoud, Brighton, Dacono, Eaton, Erie, Evans, Firestone, Fort Lupton, Frederick, Garden City, Gilcrest, Greeley, Grover, Hudson, Johnstown, Keenesburg, Kersey, LaSalle, Lochbuie, Longmont, Mead, Milliken, Nunn, Pierce, Platteville, New Raymer, Severance, Windsor

Signed this 15<sup>th</sup> day of May 2019.

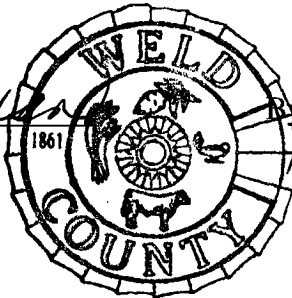
ATTEST:

CLERK TO THE BOARD

*Arthur G. Meick*  
COUNTY

WELD COUNTY, CO., by and through the BOARD OF COUNTY COMMISSIONERS OF WELD

By: *Cheryl Hoffmann*  
Deputy Clerk to the Board



*Barbara Kirkmeyer*  
Barbara Kirkmeyer, Chair

Signed this 14<sup>th</sup> day of May 2019.

ATTEST:

By: *Elizabeth Heintz*

LARIMER COUNTY, CO., by and through the BOARD OF COUNTY COMMISSIONERS OF LARIMER COUNTY

By: *Tom Donnelly*  
Tom Donnelly, Chair

