

Leadership Northern  
Colorado

# Regionalism and Decision Making

January 26, 2010

# Keys to Regional Excellence

- Brand/Image
- Workforce & Education
- Infrastructure – physical, environmental, governance
- Culture of Innovation and entrepreneurship
- Culture of Inclusiveness and Diversity

Michael Langley (Dec. 2009)

# How the Market Appears vs. How the Market Operates

- Northern Colorado is seen as it's own market
  - ❖ Budweiser Events Center vs. Broomfield Events Center
  
- Regional decisions
  - ❖ Mini of Loveland



**COMING SOON • SPRING 2010**



**MINI of Loveland**



How the Market Appears  
vs.  
How the Market Operates

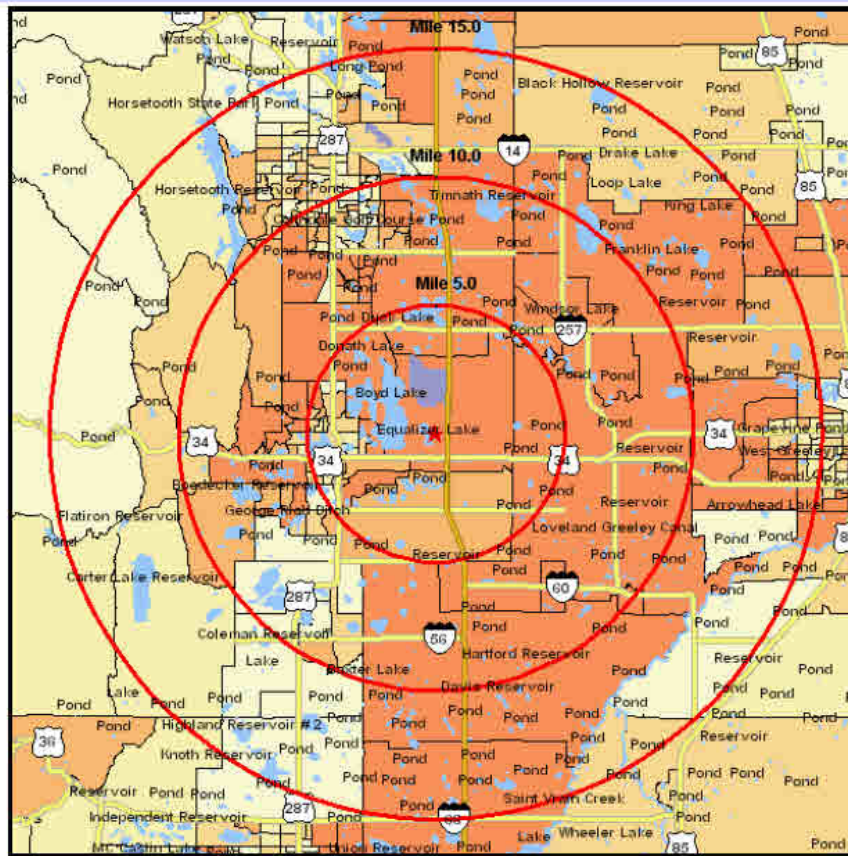
“When I ask for **information** from Northern Colorado, what I get back is **competition.**”

Daniel Kah – National Site Selector

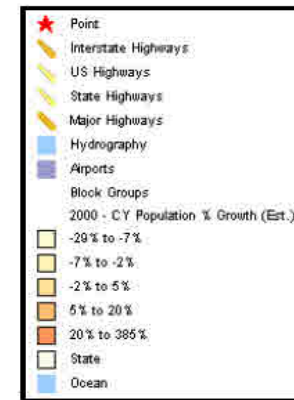
The ConocoPhillips logo, featuring the company name in white text on a red rectangular background.

# Geography – Path of Growth

Population Growth 2000 - Current Year



2725 ROCKY MOUNTAIN AVE  
 LOVELAND, CO 80538-8716  
 Coord: 40.420800, -105.001223  
 Radius - See Appendix for Details



0 miles 3.32 6.63



Prepared on: Wed Aug 08, 2007

Page 1 of 2

Claritas Tech Support: 1.800.866.6511

© 2007 CLARITAS INC. All rights reserved.

Prepared By:





# 2009 Best Performing Cities

Milken Institute

2009 rank	2008 rank	Metro code	Metropolitan area
1	4	MAUS	Austin-Round Rock, TX MSA
2	13	MKIL	Killeen-Temple-Fort Hood, TX MSA
3	3	MSAY	Salt Lake City, UT MSA
4	7	MMCA	McAllen-Edinburg-Mission, TX MSA
5	16	MHOU	Houston-Sugar Land-Baytown, TX MSA
6	21	MDUR	Durham, NC MSA
7	9	MOLY	Olympia, WA MSA
8	5	MHUN	Huntsville, AL MSA
9	14	MLAA	Lafayette, LA MSA
10	2	MRAL	Raleigh-Cary, NC MSA
11	15	MSAZ	San Antonio, TX MSA
12	29	DMFTW	Fort Worth-Arlington, TX MD
13	23	DMDAL	Dallas-Plano-Irving, TX MD
14	37	MELP	El Paso, TX MSA
15	45	MWIC	Wichita, KS MSA
16	88	MCOR	Corpus Christi, TX MSA
17	17	DMSEA	Seattle-Bellevue-Everett, WA MD
18	40	MBAT	Baton Rouge, LA MSA
19	72	MTUL	Tulsa, OK MSA
20	20	MGRL	Greeley, CO MSA
21	8	DMTAC	Tacoma, WA MD
22	48	MFOC	Fort Collins-Loveland, CO MSA
23	54	MLIT	Little Rock-North Little Rock-Conway, AR MSA
24	67	MSHR	Shreveport-Bossier City, LA MSA
25	41	DMWAS	Washington-Arlington-Alexandria, DC-VA-MD-WV MD

# Opportunities with Regionalism

- Marketing – brand/image
- Job creation – Economic Development organizations
- Chambers of Commerce
- Convention & Visitors Bureau's
- Public Funding/Advocacy
- Education