

RESOLUTION NO. 14
(Series 2021)

OF THE BOARD OF TRUSTEES OF THE TOWN OF BERTHOUD
SUPPORTING AND APPROVING THE STATEMENT OF COLLABORATION
BETWEEN THE TOWN OF BERTHOUD AND
THE NORTHERN COLORADO REGIONAL ECONOMIC DEVELOPMENT
INITIATIVE

WHEREAS, the Town of Berthoud, a statutory town of the State of Colorado, acknowledges significant benefit can result from collaborating on activities that promote a stronger and more diverse economy in Northern Colorado, the geographic area contained within Weld County, Colorado and Larimer County, Colorado (the “Region”); and

WHEREAS, the Town of Berthoud acknowledges that shared assets exist within the Region and when supported jointly (1) build a stronger case to businesses and talent within targeted industries and occupational sectors to stay and grow in Northern Colorado; and (2) build a stronger case to prospective employers and potential employees within certain targeted industry and occupation sectors to consider Northern Colorado; and

WHEREAS, to best assure success in the pursuit of common economic goals in our region the Northern Colorado Regional Economic Development Initiative (“NoCo REDI”) was developed to create a network of 33 cities and towns, Upstate Colorado Economic Development Corporation (“Upstate”), Larimer County Economic and Workforce Development (“LCEWD”), as well as the unincorporated communities within the two counties to clarify roles, relationships and expectations; and

WHEREAS, in May 2019, the Boards of County Commissioners of Weld County, Colorado and of Larimer County, Colorado (collectively referred to herein as “the Counties”), executed a Northern Colorado Regional Economic Development Partnership Memorandum of Understanding (“MOU”) for the mutual benefit of the citizens of both the Counties; and

WHEREAS, a regional approach to economic development will allow all participants to better align objectives, leverage each other’s resources, optimize staff time and effort, and decrease cost associated with program management; and

WHEREAS, regional collaboration also helps create a more accurate representation of how the Northern Colorado economy functions – providing a platform for greater regional cooperation; and

WHEREAS, aligning regional economic development service will enable better customer service through coordinated industry outreach efforts that focus on the collective strength and shared industry clusters of Northern Colorado; and

WHEREAS, participants in the REDI initiative has set forth principles of behavior and standards of conduct to guide efforts in promoting the long-term economic health of the northern Colorado community and as such has agreed to operate within an approved Code of Ethics, and

WHEREAS, the Berthoud 2018-19 Business Development Plan identifies its support of and working with our regional partners to attract new investment to the community and region while also thinking regionally to address the economic challenges facing our existing businesses and the region; and

WHEREAS, In recognition of the potential benefit to Berthoud and the communities in Northern Colorado and their respective constituencies.

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOWN OF BERTHOUD THAT:

Section 1. The Town of Berthoud pledges to work alongside the various members of NoCo REDI 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

Section 2. The Town of Berthoud agrees to 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:

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

Section 3. The Town of Berthoud recognizes that each local jurisdiction and organization maintains its autonomy in the aforementioned efforts; however, every effort will be made to effectively market Northern Colorado as one region.

Section 4. The Town of Berthoud recognizes this collaborative effort will help to reinforce regionalism, in general, and enable discussion amongst the NoCo REDI partners to address underlying regional topics, such as talent development, water, childcare, housing affordability, regional transportation, and other economic issues impacting the region’s competitiveness.

PASSED, ADOPTED AND APPROVED THIS 9th DAY of MARCH 2021.

TOWN OF BERTHOUD

BY: Maureen Dower

Maureen Dower, Mayor Pro-Tem

ATTEST:

Christian Samora

Christian Samora, Town Clerk