

J.J. Johnston

From this standpoint

City extends welcome to In-Situ

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The Northern Colorado Economic Development Corp. pulled together a customized presentation team to address the questions from In-Situ employees considering a move to Fort Collins.

Bob Blythe, president/CEO of In-Situ, invited the NCEDC to provide information about four topics: schools, day care/child care, health-care and housing.

The following team accompanied me to Laramie, Wyo., on March 10 to make a presentation to more than 50 employees considering moving to the Fort Collins area.

Those making the trip: Bruce Biggi, city of Fort Collins economic adviser; Pam Brock, vice president of marketing and strategic planning for the Poudre Valley Health Systems; Jacob Castillo, director of business retention/expansion for NCEDC; Jerry Crawford, president, Fort Collins Board of Realtors; Maury Dobbie, president/CEO of Media Tech Productions and former Wyoming resident, Linda Felion, program coordinator Child Care Resource Center the Women's Center, Fort Collins City Manager John Fischbach, Ellen Laubhan, communication coordinator, Poudre School District and Kimberly Stenberg, director of investor development/NCEDC team organizer.

The team provided In-Situ employees with a customized presentation and information packet and fielded numerous questions regarding the Fort Collins community.

The team also provided enthusiastic insights about living and working in the Fort Collins region. Overall, the In-Situ employees gave our presentation team very high marks for addressing their questions and relocation concerns.

As a result, the employees have a better understanding of what our region can offer their families. What's next, you may ask?

The NCEDC and its partners will host a reception for the relocating families during the coming months.

We think that it is important to properly welcome our new primary employers and their families who are relocating to Northern Colorado.

Imagine this, about 65 new employees will be housed in a beautiful new building within eyeshot of the Poudre River by next fall.

The new building will improve the current property, which was previously a storage yard, by redeveloping the site into corporate headquarters location, housing a research and development center, customer service center, and light assembly facility.

The new corporate headquarters of In-Situ will host hundreds of customers, and will bring visitors from all over the world to Northern Colorado.

The new workers, customers and visitors will pump millions of new dollars into the regional economy, with downtown Fort Collins becoming the center of those opportunities.

Just think of the local merchants who can directly benefit from the new employees, customers and other visitors.

Just think of the "economic vitality" that In-Situ will help stimulate by providing new revenues to local vendors, educational institutions and government. Just think about 150 new primary jobs being created in Northern Colorado.

We need the new primary jobs that In-Situ will create in the Fort Collins region. We have a wonderful opportunity to practice the golden rule and help our new friends feel welcome.

In-Situ has been a long time coming to our community. Help us roll out the welcome mat for In-Situ and for other primary employers who would like to help create new primary job opportunities while protecting our environment.

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