



# Economic Health Strategic Plan

SeonAh Kendall, Economic Health Director

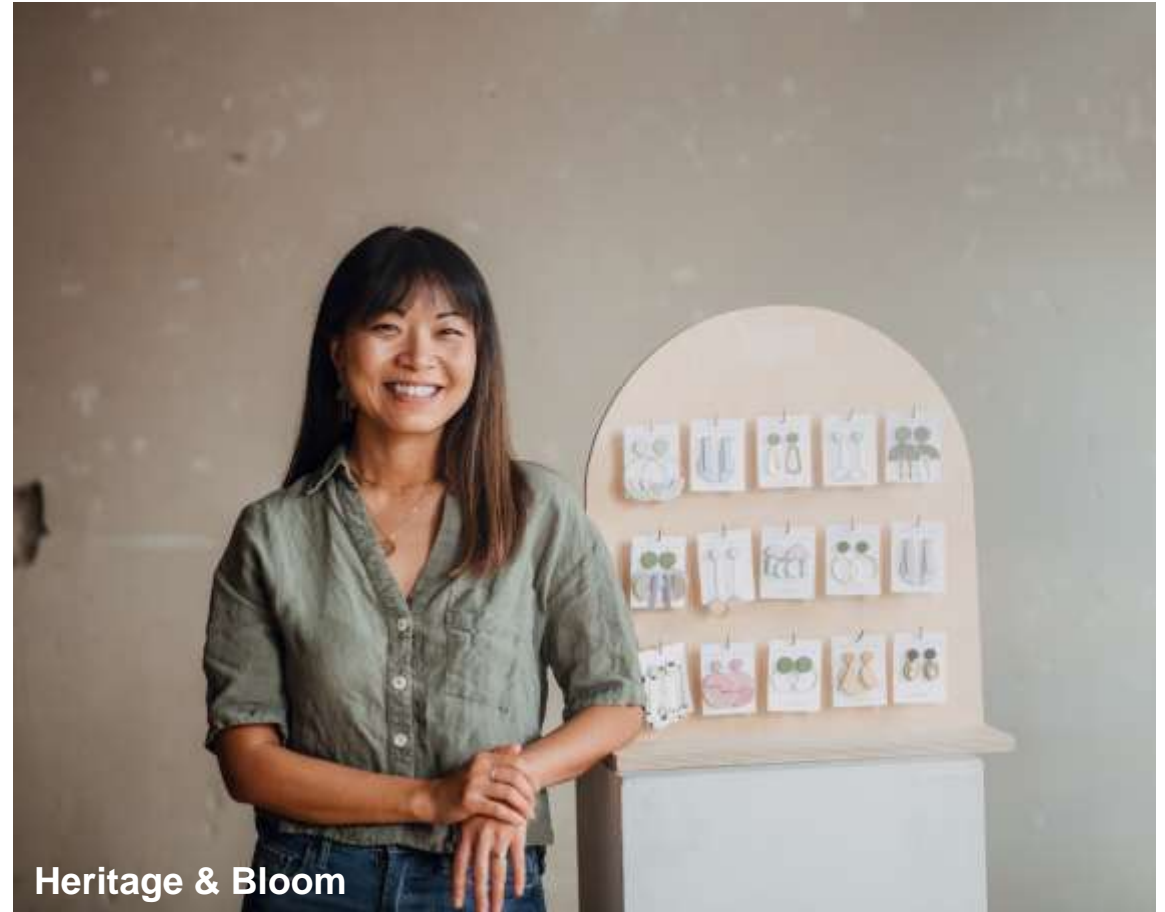
Jillian Fresa, Economic Health Manager

Shannon Hein, Economic Health Manager

Molly Saylor, Waste Reduction and Recycling Lead Specialist

## Questions for Council?

- What feedback does Council have on the proposed elements to include in the updated Economic Health Strategic Plan?
- Do Councilmembers have feedback about the circular economy portion of this planning effort?



Heritage & Bloom

- Why an update?
- How is this EHSP different?
  - Integration of Triple Bottom Line
    - Circular Economy
      - Our Climate Future: Healthy Local Economy & Jobs Big Move
    - Housing Strategic Plan
    - Workforce (RUN: Reskill, Upskill, New skill)
    - 15-min Cities
- Rooted in equity – economic inclusion



Avila's barbershop

## Guiding Principles

Livability  
Sustainability  
Community

## Vision

We exist to support businesses to enable a healthy, equitable, and resilient economy and community.



Project Pizza

## Strengths, Weaknesses, Opportunities, and Threats Analysis

### Strengths:

- Highly educated community
- Educational institutions
- Quality of place

### Weaknesses:

- Housing affordability
- Lack of diversity

### Opportunities:

- Define Fort Collins brand
- Sector partnerships
- Retaining talent
- Inclusive opportunities

### Threats:

- Water
- Cost of living & doing business



DEIA Talent Network, Oct 2022



Motherlove Herbal Company

Business  
Retention &  
Expansion

Small  
Business

Talent &  
Workforce

Innovation

Major Initiative:  
Circular Economy

Business  
Engagement &  
Retention

- ⑩ Support primary employers in attaining their Environmental, Social, and Corporate Governance (ESG) goals that align with City Strategic Plan
- ⑩ Create opportunities for local small, medium, and large businesses to purchase from each other (procurement practices)
- ⑩ Transform ForFortCollins.com to post-COVID community platform
  - ⑩ Examples: procurements matchmaking, DEIA business lists, and ambassador program

Workforce &  
Talent

- ⑩ Advance regionalism such as NoCo Works
- ⑩ Partnerships with PSD and Larimer County for workforce development that supports future business growth
- ⑩ Champion the growth and retention of diverse talent in the workforce
- ⑩ Collaborate regionally to work toward innovative pathways for climate resiliency (RUN)
- ⑩ Safe and stable employment, current and future (recovery)

## Small Business

### ⑩ Design and Implementation of a Small Business Development Plan

- ⑩ Develop resiliency program to support businesses for economic, climate or human-caused emergencies
- ⑩ Multicultural Business and Entrepreneur Center
- ⑩ Sustainable Business Program
- ⑩ Development of a legacy business program
- ⑩ Available and accessible resources to thrive (recovery)
- ⑩ 15-min cities (council priorities)
  - Develop a space or storefront assistance program to support underrepresented, underserved businesses
- ⑩ Revolving Loan Fund







- ⑩ Leverage partnerships
  - ⑩ Life- and bioscience, clean tech cluster
  - ⑩ Address priorities such as Our Climate Future and Circular Economy
    - FC Innovate – TBL focus
    - Opportunity to support businesses, especially manufacturers transition to circular economy



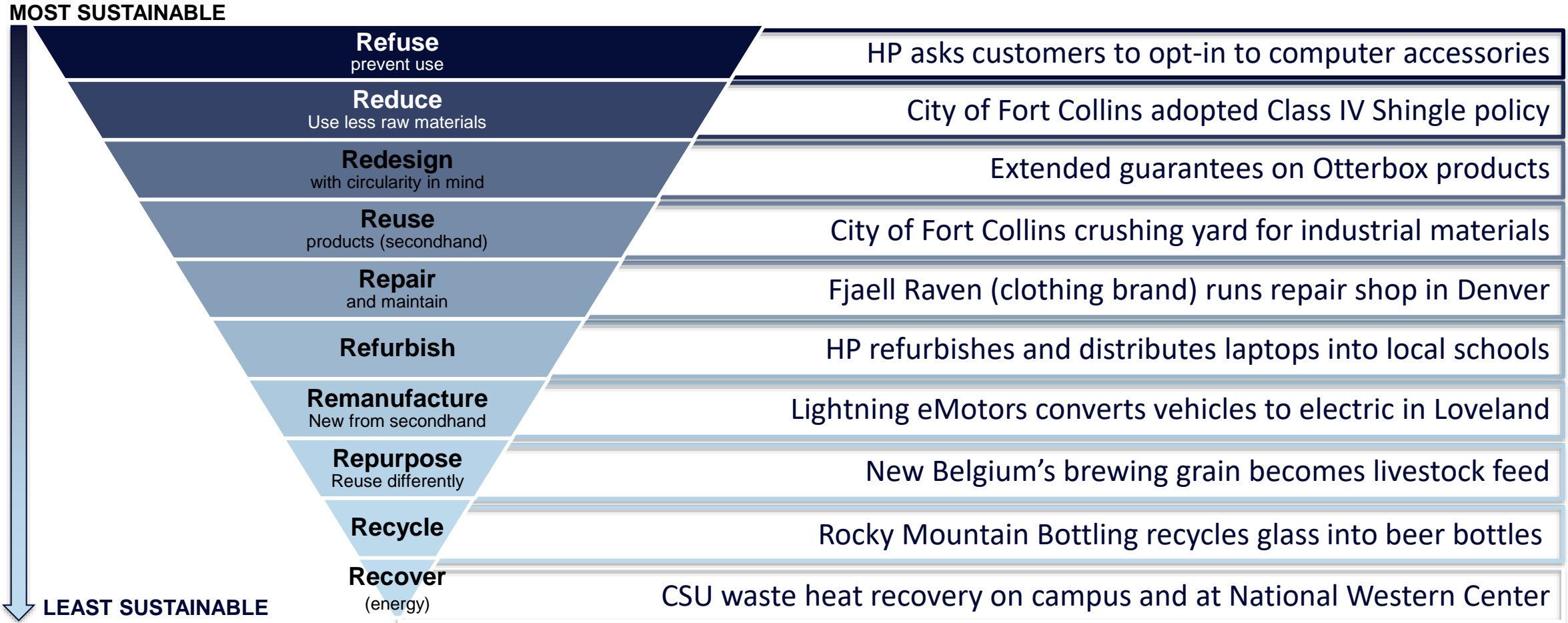
## What is the Circular Economy?



The circular economy is...

- **rethinking** products and processes to eliminate and reduce waste;
- **effectively utilizing** natural resources to increase supply chain resilience;
- creating **sustainable employment** opportunities to enable **wealth stability**;
- ensuring the **resilience** of our natural and built environment.

Circular Economy is bigger than recycling – it is about redesigning systems



Fort Collins/Colorado businesses already leading by example, lots more room to grow

## Who is part of the circular economy?

### Zero Waste Neighborhoods



- Small volumes of many materials
- Impacted by culture change; availability of sustainable products

### Zero Waste Economy




- Large volumes of a few materials
- Impacted by changing product design, business models, and supply chains/materials markets

Who is already identified or underway?


Zero Waste Neighborhoods

Individuals



6

Small/local businesses



5

Zero Waste Economy

Manufacturers



4

Construction industry



8

Institutions



7

- **10/11 circular strategies** in Our Climate Future plan already underway

- **4/20 circular strategies** in Our Climate Future & Municipal Sustainability and Adaptation Plan underway

## What can *cities* do to help manufacturers on the circular economy?



### Awareness and Education



### Convene and Coordinate



### Connect to funding

“We work with Vila Nova de Famalicao to incubate start-ups and share lessons learned”

“Cities can bring businesses together in a room to cultivate knowledge and resource sharing, and ideas for innovation to move into the circular economy.”

“It’s great when cities are tuned into state & federal programs which benefit decarbonization and circularity goals.”



# What can *cities* do to help manufacturers on the circular economy?



**Municipal Procurement**



**Policy**



**Infrastructure**

"Utilize our Municipal Sustainability and Adaptation Plan to update sustainable purchasing."

"Producer Responsibility Program requires companies to fund recycling state-wide."

"Hoffman Mill diverts aggregate materials from the landfill for reuse materials to go back into our Community."



**COLORADO**  
Department of Public Health & Environment



- Overall Economic Health Strategic Plan
  - Develop Economic Health Implementation Plan while incorporating feedback from Council into the Economic Health Strategic Plan
    - Continue to explore integration with other City plans
    - Second Council Work Session on August 8, 2023, where draft plan will be presented to Council prior to adoption
  
- Circular Economy
  - Continue learning about the Circular Economy through:
    - Multiple international collaboration and learning opportunities
    - Circular Economy focused business survey
    - Continue to explore integration opportunities with OCF Big Moves



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**THANK YOU!**

