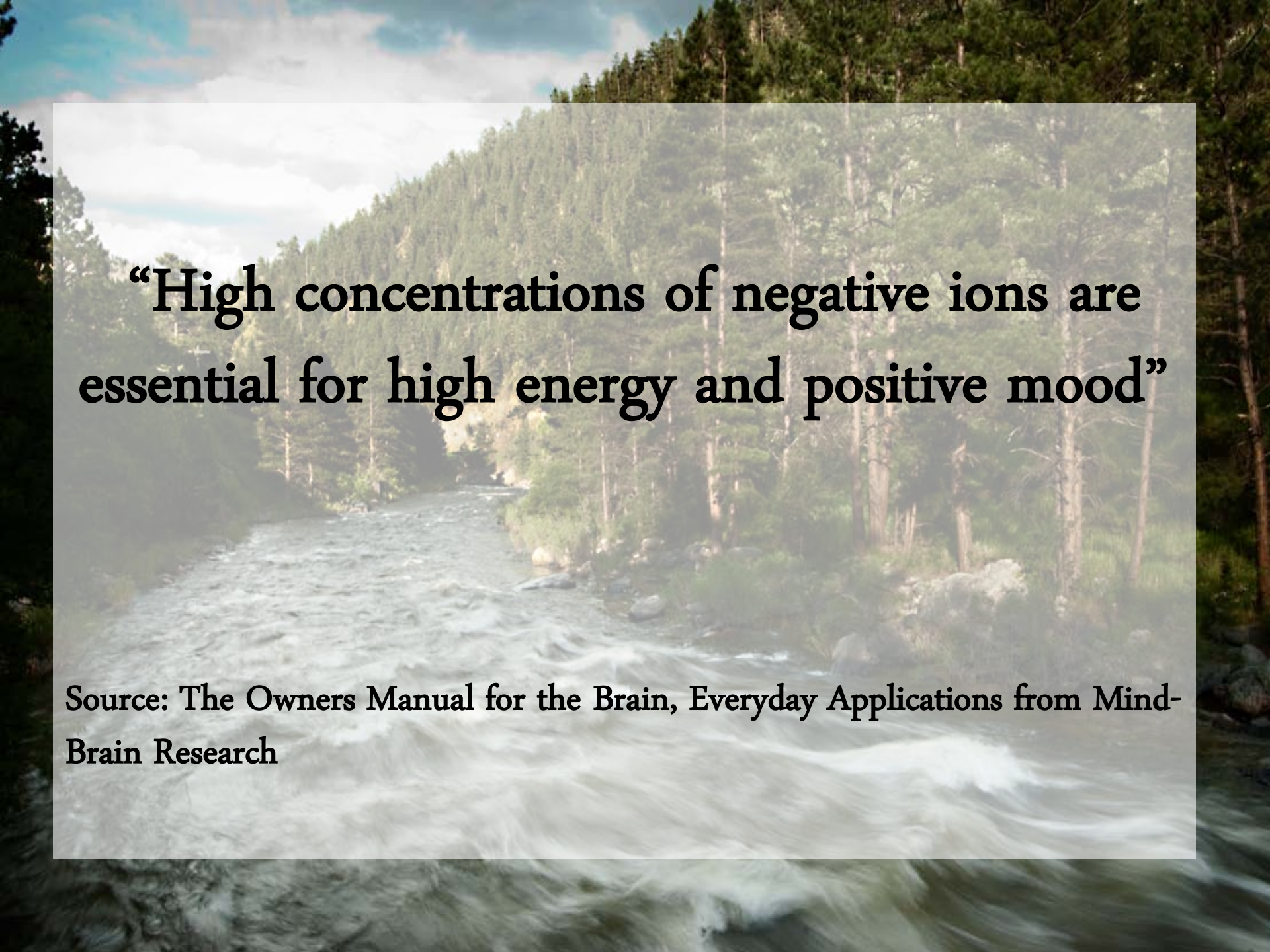


“The portion of negative ions is highest around moving water (storms, oceans, rivers, waterfalls)”

Source: The Owners Manual for the Brain, Everyday Applications from Mind-Brain Research



“High concentrations of negative ions are essential for high energy and positive mood”

Source: The Owners Manual for the Brain, Everyday Applications from Mind-Brain Research

Economic Impact of Tourism

1 million: Number of tourists visiting Fort Collins each year

1,600: Number of jobs related to tourism

\$58 million: Household revenue generated by tourism jobs

\$11.6 million: Amount of city tax revenue

\$120 million: Overall economic impact of tourism

Source: Economic Impacts of Tourism in the Fort Collins Economy, Cutler and Shields

#1- Outdoor Recreation

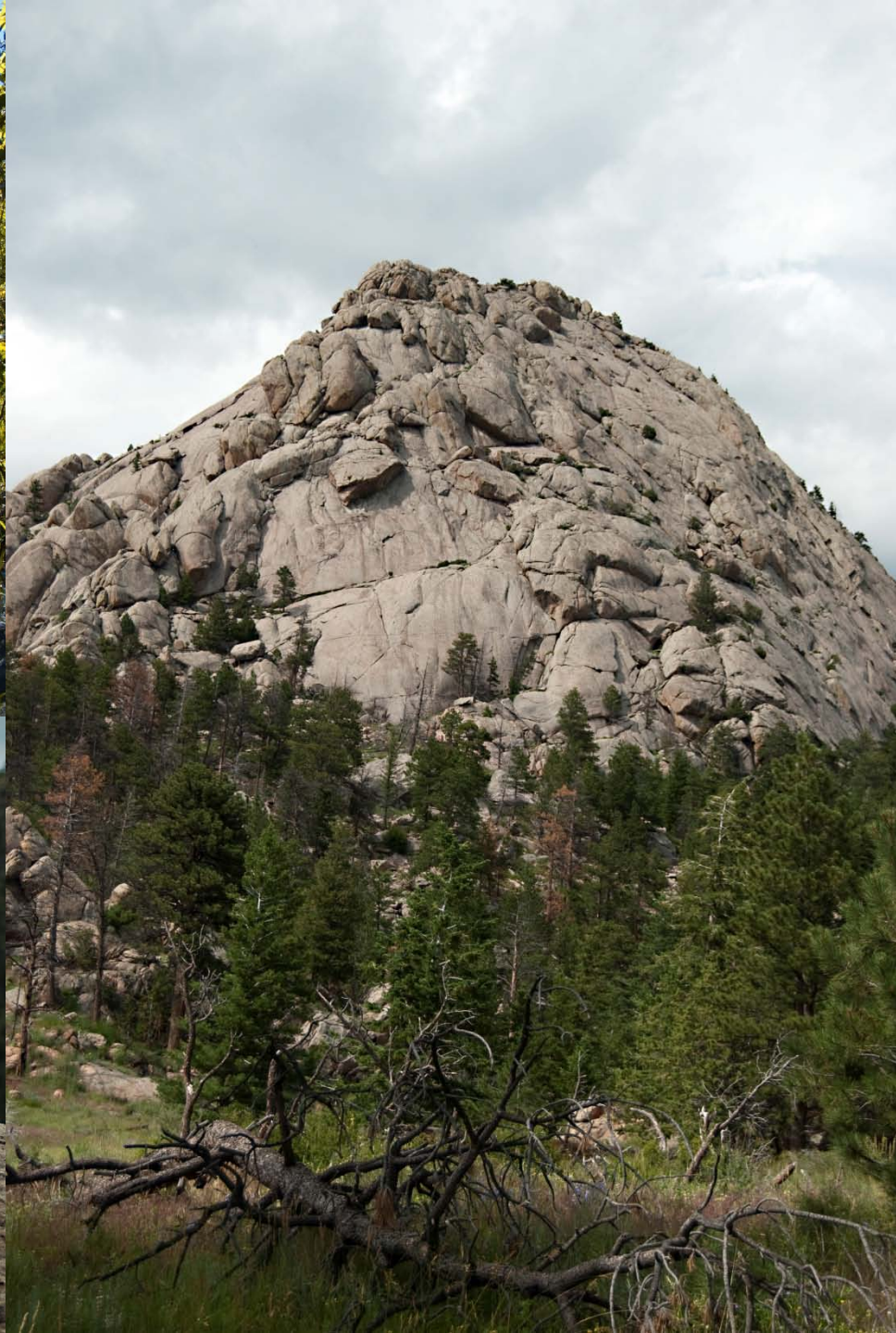
Commercial rafting trips: 36,000-37,000

Personal river trips: 18,000

Total: about 54,000-55,000

Source: U.S Forest Service







#2- Breweries

















