



9,350

2020 Employment

0.76

Location Quotient

1,161

2020 Payrolled
Business Locations

NoCo REDI

DISTRIBUTION & E-COMMERCE

This cluster includes wholesale of all goods, catalog businesses, and warehousing and regional distribution of a range of goods.

This is a diverse cluster that has multiple drivers. Part of this cluster is primarily driven by Colorado's growing population and the proportional demand to distribute goods throughout the region. However, another part of this cluster is strongly linked to the clusters identified as growth strategy targets and other regionally important clusters. This includes obvious supply chain relationships, but also reflects an artifact of how business establishments are classified within the NAICS system. Multi-establishment firms might have an establishment classified in another industry cluster with their wholesale operations in the region. Single establishment businesses that would be assumed to be manufacturers, but who outsource the majority of their product manufacturing, might be classified within this cluster.

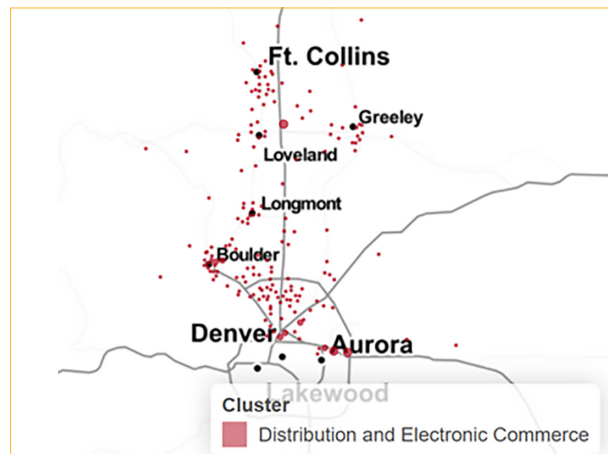
- The Distribution and E-Commerce cluster experienced **18% growth** in the region from 2015-2020. **9% growth** is projected to occur from 2020-2025.
- The Gross Regional Product reported in 2020 was over **\$2 billion**.
- Strengths are heavily focused in traded clusters (rather than distribution of locally consumed retail goods).
- There is a local presence of large international companies via their distribution facilities.



NAICS CODES IN CLUSTER

- Electronic & Catalog Shopping
- Rental & Leasing
- Support Services
- Warehousing & Storage
- Wholesale of:
 - Apparel & Accessories
 - Books, Periodicals & Newspapers
 - Chemical & Allied Products
 - Construction, Mining Machinery & Equipment
 - Drugs & Druggists' Sundries
 - Electrical & Electronic Goods
 - Farm, Garden Machinery & Equipment
 - Farm Products & Supplies
 - Food Products
 - Furniture & Home Furnishing
- Industrial Machinery, Equipment, & Supplies
- Jewelry, Watches, Precious Stones & Precious Metals
- Metals & Minerals (except Petroleum)
- Other Merchandise
- Paper & Paper Products
- Petroleum & Petroleum Products
- Professional, Commercial Equipment & Supplies
- Service Establishment Equipment & Supplies
- Sporting, Recreational Goods & Supplies
- Toy, Hobby Goods & Supplies
- Transportation Equipment & Supplies (except Motor Vehicles)
- Wholesale Trade Agents & Brokers

EMPLOYMENT CENTERS OF GRAVITY



We have central storage locations that then feed our retail locations and our plants, like the one we're sitting in here in Greeley, Colorado. We'll send our product right off the line here to those central storage locations. We try to keep it as few stops as you can get. That's sort of the key to the distribution business is to cut out as many miles and as many stops as you can. So our groups in Loveland are really coordinating that and helping us get the most efficient with those processes.

BRENT SMITH
NUTRIEN AG SOLUTIONS

MAJOR EMPLOYERS IN REGION

Larimer/Weld County

- Wal-Mart
- Crop Production Services
- American Furniture Warehouse
- Agrium US Inc.
- Pinnacle Agriculture
- Renewable Fiber Inc.
- Forney Industries Inc.

Adams/Boulder/Broomfield County

- Amazon.com
- Breakthru Beverage Colorado
- Wagner Equipment Co.
- American Furniture Warehouse
- Southern Wine & Spirits Of America
- Navajo Manufacturing Co.
- Crocs Inc.
- Advantage Logistics USA West

CONTACT US

Upstate Colorado Economic Development

Richard Werner
rwerner@upstatecolorado.org

Larimer County Economic Development

Evan Wendlandt
wendlaet@co.larimer.co.us