



Natural Resources
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To Whom It May Concern:

NewMark Merrill Mountain States joined the City of Fort Collins Climate Wise program in March of 2008 and quickly demonstrated itself as an environmental leader in our community. The Climate Wise program is a voluntary greenhouse gas reduction program for business. Since its inception in 2000, the Climate Wise program has grown to nearly 130 partner businesses representing a full spectrum of business types and sizes.

NewMark Merrill challenged Climate Wise to accept its first shopping center –Fort Collins Marketplace- into the program (as opposed to an individual business). The Climate Wise program as a whole has clearly benefited from this arrangement, as NewMark Merrill has helped promote concepts of environmental stewardship and business efficiency to its tenant businesses.

Though Climate Wise makes no specific requirements that partner business implement specific efficiency measures, NewMark Merrill moved quickly to implement a series of innovative projects, including:

- Developed comprehensive recycling service for tenant businesses (this type of service is rare in our region where commercial recycling is entirely voluntary)
- Installed native / xeric planter and demonstration garden
- Implemented lighting efficiency projects

Climate Wise is a performance-based program in that partner businesses must complete certain criteria to move up the recognition ladder. NewMark Merrill has consistently moved beyond what's required to be proactive, if not visionary, in its quest to integrate sustainable business practices into a standard way of doing business. This demonstration of leadership from a shopping center owner / manager is unexpected but extremely powerful.

For example, NewMark Merrill is currently investigating options to deconstruct (as opposed to demolish) an obsolete commercial building. This innovative project involves a number of partners including several non-profit organizations and may well prove to be a regional model. Rarely do businesses seize upon such initiatives that so clearly demonstrate that progressive environmental programs are good business.

The Fort Collins community is fortunate to have businesses such as NewMark Merrill actively working to promote private sector environmental stewardship. To the casual observer, the company's efforts at Fort Collins Marketplace may appear subtle. City staff know otherwise and recognize the significant positive impact these projects are having in our community and how these efforts translate into good business.

Please feel free to contact me directly should you have questions about NewMark Merrill's leadership role in Fort Collins: 970.416.2230 or jarmstrong@fcgov.com.

Regards,

A handwritten signature in blue ink that reads "J. ARMSTRONG". The signature is written in a cursive, slightly slanted style.

John Armstrong
Environmental Planner – Climate Wise
City of Fort Collins Natural Resources Department