

City of Loveland



Economic Development Strategic Plan

February 2012

INTRODUCTION

The Economic Development Department was created by the Loveland City Council for the purpose of supporting the ongoing economic growth and creating a climate for investment in Loveland. The Strategic Plan is intended to guide the actions of the Department over the next ten years and be used to inform decision making by the City Council. The Plan should be nimble enough to allow for new opportunities as they arise, while continuing to support growth and expansion of existing businesses and interests.

THE PLAN

The plan was drafted over the course of 12 weeks with the input and direction from a number of key stakeholders and City staff including:

Stakeholders:

Marilyn Schock, CEO, McKee Medical Center
Terry Precht, President/CEO, Vergent Products
Troy Stromme, Vice President, Group Publishing
Karen Richardson, President/Owner Sculpture Depot
Doug Rutledge, Director of Construction Services, KL&A Engineering
Mary Bahus-Meyer, Owner, Full Circle Marketing
Chris Lombardi, Owner & Managing Broker, Velocity Real Estate & Investments, Inc.
Frank Roundy, Vice President, S.A. Composites

City Staff:

Bill Cahill, City Manager, City Manager's Office
Rod Wensing, Assistant City Manager, City Manager's Office
Betsey Hale, Director, Economic Development Department
Alan Krcmarik, Executive Fiscal Advisor
Mike Scholl, Economic Development Department
Andrea Tucker, Economic Development Department
Nikki Garshelis, Development Services Department
Dawn Wirth, Economic Development Department
Marcie Erion, Economic Development Department
Tracey Hewson, Water & Power Department

The plan includes a *Vision* and *Mission Statement* along with specific *Goals* and *Actions* that are intended to be both actionable and measurable. While the Plan proposes to build off of existing opportunities including the redevelopment of the former Agilent/Hewlett Packard Campus at the corner of Taft and 14th Avenue (now known as the Rocky Mountain Center for Innovation and Technology) and the City's strength as a premier art community, it also seeks to address critical business issues including infrastructure and the speed and ease with which businesses interact with the City. Most importantly, the Plan seeks to enhance our existing local partnerships to create a long-term culture of success in Loveland.

VISION

Loveland is a community with a growing and diverse economic base that offers ample employment and business opportunities to all.

MISSION STATEMENT

Grow employment and business opportunities to sustain the economic health of Loveland and the Northern Colorado Region.

Goal #1 – Make Loveland The Heart Of Innovation And Creativity In Colorado

ACTION – Make the Agilent/Hewlett-Packard campus redevelopment a long term economic success for the community.

- Work with partner groups and developers to facilitate the start of reuse of the campus before December 31, 2012.
- Establish a committee of business leaders to assist with the recruitment of tenant companies and relationship building with company executives.
- Communicate regularly with citizens about the activities of companies at the Park and continuing community support for the project.
- Create a Site Activation Coordinator position for the purpose of facilitating development review and act as a liaison from the City to the Park and the tenants.
- Use staff in Key Accounts, Economic Development and the Office of Creative Sector Development to research and recruit potential tenants.
- Support industry cluster organizations such as the clean energy cluster.
- Provide economic incentives for companies locating at the campus.

Lead Champion – Economic Development Department

Supporting Champions – Northern Colorado Economic Development Corporation, Office of Creative Sector Development

Completion Date – 2017

ACTION - Carry out the work of the Office of Creative Sector Development Strategic Plan and accomplish the goals as stated.

Lead Champion – Office of Creative Sector Development

Supporting Champions – Community Marketing Commission, Creative Sector Development Commission, Loveland Center for Business Development

Completion Date – 2014

Goal #2 - Make Loveland A Destination Which Attracts Businesses, Visitors, And Consumers

ACTION - Establish a Destination Management position which is responsible for carrying out the work of the Destination Loveland Marketing Plan.

Lead Champion – Economic Development Department

Supporting Champions – Engaging Loveland, Hotel Association, Community Marketing Commission

Completion Date – 2012

ACTION - Build a new terminal at the Fort Collins – Loveland Municipal Airport to handle more commercial flights.

Champion – Fort Collins - Loveland Municipal Airport

Supporting Champions – Economic Development Department, Public Works Department

Completion Date – 2020

ACTION - Make improvements to the General Aviation and Fixed Based Operations facilities to encourage corporate and private aircraft use.

Lead Champion – Fort Collins - Loveland Municipal Airport

Supporting Champions – Economic Development Department, Public Works Department

Completion Date – 2020

ACTION - Establish a Science and Cultural Facilities District to fund the development of infrastructure such as the museum and gallery expansion, downtown plaza and Rocky Mountain Center for Innovation and Technology (RMCIT) related projects.

Lead Champion – Cultural Services Development

Supporting Champions – Office of Creative Sector Development, Economic Development Department

Completion Date – 2014

ACTION - Carry out the actions of the Downtown Strategic Plan Action - Develop destination events and attractions.

Lead Champion – Economic Development Department

Supporting Champions – Cultural Services Department, Office of Creative Sector Development, Community Marketing Commission, Loveland Downtown Team

Completion Date – 2015 & Ongoing

ACTION - Partner with the private sector on the recruitment and retention of retail businesses throughout the City especially downtown, West Eisenhower and US 287.

Lead Champion – Economic Development Department

Completion Date – 2012 & Ongoing

Goal #3 - Make the Right Investment Easy to Come, Stay and Grow

ACTION - Continue to streamline and improve the “speed” at which building permits and site plans are reviewed.

Lead Champion – Development Services Department

Supporting Champions – Economic Development Department

Completion Date – 2012 & Ongoing

ACTION - Continue to provide lower cost utilities and the key accounts program.

Lead Champion – Water and Power Department

Completion Date – 2012 & Ongoing

ACTION - Continue the use of the City of Loveland Incentive Policy.

Lead Champion – Economic Development Department

Completion Date – Ongoing

ACTION - Develop a business retention plan that includes:

- Mentoring programs
- City Council outreach activities
- Quarterly CEO networking events
- A business leaders blog
- Economic development newsletter from the City
- Apprenticeship programs
- Recognition program
- Annual business appreciation event

Lead Champion – Economic Development Department

Supporting Champion – Northern Colorado Economic Development Council

Completion Date – 2012 & Ongoing

ACTION - Use local companies and suppliers for City Purchases when possible.

Lead Champion – Finance Department (Purchasing)

Supporting Champion – Economic Development Department

Completion Date – 2012 & Ongoing

ACTION - Work with Loveland Business Assistance Network (LBAN) partners to communicate the services they provide to the business community and reduce duplication of effort.

Lead Champions – Economic Development Department and LBAN Members

Completion Date – 2012 & Ongoing

ACTION - Continue the ombudsman/liaison position.

Lead Champion – Economic Development Department

Completion Date – Ongoing

Goal #4: Make The Right Connections

ACTION - Coordinate all economic development efforts and strategies of the City in a single department.

Lead Champion – Economic Development Department

Completion Date – 2012

ACTION - Create a sister city with a likeminded city in another state and country.

Lead Champion – Economic Development Department

Completion Date – 2013

ACTION - Improve the economic development website and use it to market the City to businesses, visitors and consumers and to recognize local businesses

Lead Champion – Economic Development Department

Completion Date – 2012 & Ongoing

ACTION - Continue to leverage resources with the organizations in the Loveland Business Assistance Network which includes: NCEDC, LCBD, the Chamber of Commerce, Engaging Loveland, and Larimer County, the State of Colorado, the Rocky Mountain Innosphere and others.

Lead Champion – Economic Development Department

Supporting Champion – Loveland Business Assistance Network

Completion Date – Ongoing

ACTION - Create a rapid response team of business leaders who can identify, establish and maintain relationships with targeted employers for attraction and retention efforts.

Lead Champion – Northern Colorado Economic Development Council

Completion Date – 2012

ACTION - Use social media and You Tube to attract businesses, visitors and consumers to Loveland.

Lead Champion – Economic Development Department

Supporting Champions – Office of Creative Sector Development, Public Information Officer

Completion Date – 2012 & Ongoing

ACTION - Create meaningful and productive relationships with other Northern Colorado Communities, the Thompson School District, Larimer County and the State of Colorado to address economic development issues.

Lead Champion – Economic Development Department

Supporting Champions – Thompson School District, Larimer County, State of Colorado

Completion Date – 2012 & Ongoing