

Working hard to sustain a healthy economy

Without question, Loveland's economy has been strong during the past several years. Unemployment is low, quality of life is high, and local government services and facilities have been well funded. "Sustainability" is now a key word in the City's vocabulary.

Continuing to meet the economic, social and quality of life needs of Loveland citizens is the focus of Loveland's City Council and City staff efforts.

Maintaining current levels of service plus providing new services as directed by the City's Comprehensive Master Plan requires a great deal of continuing effort and planning for future needs.

It's a challenge that the City is actively involved in meeting. Actually, because northern Colorado has grown together as a region, it's a challenge that is bringing the cities, counties, universities and businesses of the region closer together in efforts that benefit all.

Economic sustainability is both a challenge and opportunity.

The economy is always cycling. Communities are living, aging, ever-

changing entities: Remember when northern Colorado was agricultural in nature? Today, technology and health care are among the top job sources in this area.

Communities that plan ahead can anticipate and prepare to meet the goals of sustaining and enhancing a quality lifestyle. Instead of sitting back and congratulating itself on its current success, Loveland recognizes the need to plan and act for sustainability.

Loveland is embracing some objectives for maintaining community sustainability:

- Expect competition and stay fresh
- Focus on creation and retention of primary jobs
- Redevelop blighted areas
- Minimize retail leakage; strategize for new retail venues
- Maintain and manage Loveland's economic assets
- Differentiate the community: Be unique
- Maintain a business-enabling environment

The City's various departments continue to direct efforts toward meeting these objectives to achieve sustainability for Loveland as a fine, healthy and safe place to live, work and play.



More Economic Sustainability info inside

Buying water and energy-saving appliances just makes sense cents

Once upon a time water and electricity seemed to be in endless supply. These days we know that saving water and electricity not only makes sense for the environment, but can substantially impact the bottom line on our utility bills.

One way to greatly reduce water and energy use is through the use of new, efficient products and appliances. Consumers can now purchase refrigerators, washers and dryers and other household items such as heating and cooling equipment, consumer electronics, office equipment, lighting fixtures and light bulbs that dramatically reduce water and energy use. Two federal programs developed to promote efficient water and energy use and to help consumers make energy-smart purchases are WaterSenseSM and Energy Star[®].

Running your faucet for five minutes can use as much energy as burning a 60-Watt light bulb for 14 hours. (www.homeenergy.org)

WaterSense was developed by the Environmental Protection Agency (EPA) to preserve the nation's water supply, promote water efficiency and expand the market for products, programs and practices that support efficient water use. By 2013 it is expected that at least 36 states will experience serious water shortages. Starting to use water as efficiently as possible right now could help reduce the impact of those shortages as well as save customers money. Appliances, plumbing fixtures and irrigation systems that carry the

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Take precautions; it's prime time for mosquitoes



- **Drain** all standing water
- **Dusk & Dawn** - limit time outdoors
- **DEET repellent** - use it
- **Dress** in long sleeves, pants

"Money Talks"

A panel of real estate experts and investors will offer information on real estate investing at noon, Sept. 11 in the Gertrude B. Scott room of the Loveland Public Library, 300 N. Adams St. This lunchtime discussion is part of the library's monthly "Money Talks" series.

Topics will include a variety of investments strategies including residential and commercial properties, rentals, property management and real estate investment trusts.

For more information call 962-2402.

Primary jobs get prime-time attention

Communities around the globe seek primary sector employers and Loveland is no exception. Happily, Loveland has been successful in attracting a number of primary employers and Loveland enjoys the benefits.

The term “primary” does little to describe the nature of the businesses and jobs the term represents. You might think that primary relates to life’s basics like food, clothing and shelter. In fact, it relates to another type of basic; the source of money.

A primary employer brings money into a community by selling its goods and services beyond the community. That incoming revenue from outside the community pays the salaries of the workers inside the community. Agilent is Loveland’s best known primary employer. The sale of its goods and services worldwide pays the salaries of its Loveland employees.

Those Loveland employees then spend their money supporting non-primary

businesses in and around Loveland. Their salaries buy food, clothing, shelter, recreation and much more in northern Colorado, thereby paying the salaries of the employees in those businesses. With apologies to our Nevada neighbors, what’s earned in Loveland sustains Loveland.

Loveland continues to understand and appreciate the importance of attracting and retaining primary businesses. In addition to Agilent, larger primary employers in Loveland include Hach Industries, Kroll Factual Data, Super Vac, Heska, Quebecor World, Penton Technologies, GE Global Controls and the new regional hospital Medical Center of the Rockies. Other notable magnets for incoming revenue include the Ranch and tourists on their way to Rocky Mountain National Park.

A call or e-mail to the Loveland Business Development office from a possible future primary sector employer is always very welcome.

Info on Loveland more convenient for new business

Quality customer service such as providing easy-to-obtain information can often be a major step toward making a lasting good impression. With its redesigned web presence, Business Resource Guide and Prospect Packet, Loveland’s Business Development office places a wealth of relevant information at the fingertips of businesses looking for a place to locate.

The web site was designed to give business site selectors a look at important workforce, educational and tax information. It also provides a look at Loveland’s cultural, healthcare and recreational offerings; important factors for businesses looking for places to relocate families.

The Prospect Packet is 34 pages full of Loveland and all that is good about the city. The packet is a tool to send to people considering Loveland as a place to relocate a business or family. It can be customized to best suit the needs of the recipient.

The Business Resource Guide is also a multi-page resource, providing businesses an important, comprehensive tool. It lists offices and organizations necessary or useful to help start, sustain, grow or relocate a business in Loveland or northern Colorado. It provides overviews of the programs and services provided by state and local governments, area colleges and universities, chambers of commerce, economic development organizations and more.

Primary Jobs Money Flow



Three Bs bring thousands to airport

Three World War Two bombers visiting the Fort Collins-Loveland Municipal Airport July 4 brought thousands of adults and children to view the planes, other specially invited aircraft and learn more about the airport and the businesses operating there.

The historic B-17, B-24 and B-25 bombers restored and operated by the Collings Foundation in Massachusetts, were available for viewing on the airport tarmac as part of the open house event. Tours inside the aircraft and 30-minute

flights were offered for a fee, with the proceeds going to the foundation’s restoration fund.

While the bombers and other aircraft were certainly the main draw, Airport Manager Dave Gordon explained that the open house gave area residents an opportunity to visit the airport and learn more about what it brings to the community. The facility provides economic benefits such as employment, transportation, business opportunities, and recreation and sport flying. Other

important uses of the facility include fighting forest fires, transportation of organs and tissue, patient transportation and cargo transport.

Other aircraft available for viewing included bi-wing planes, an unmanned drone, sport aerobatic planes, a corporate jet, a firefighting tanker plane, homebuilt aircraft, a Civil Air Patrol plane and a WWII British fighter. About a dozen businesses and aviation organizations had booths displaying their products and services.



Ready to board. Visitors line up to tour a B-17 at the Fort Collins-Loveland Municipal Airport open house.



Cockpit inspection. An airport visitor takes a look inside the cockpit of a WWII British Spitfire fighter plane.

Leakage reduced but still exists

Leakage is always unwelcome, whether it's a coffee cup, an engine's oil pan, a child's backyard pool or the local retail economy. Retail leakage doesn't leave an obvious puddle, but can have far broader negative results.

Basically, to a municipality like Loveland, retail leakage means consumers are purchasing items and services outside the city limits. This results in sales tax dollars leaking out of the community. Sales tax revenue makes up about three-quarters of the City of Loveland's budget for police, fire, roads, parks and the like.

Not surprisingly, leakage has diminished in Loveland since 2000. With all the new stores that have opened since then, more purchases are made here in town. There's now less need to travel elsewhere to shop. However, some leakage still occurs that amounts annually to about \$15 million in retail spending and \$450,000 in sales tax revenue that Loveland doesn't collect.

Specific "holes" in Loveland's retail base where leakage occurs include:

- Entertainment
- Household furnishing
- Transportation (cars excluded)
- Personal Care Products

Loveland's business development personnel are well aware of these holes and pay special attention to opportunities that might plug them. In the meantime, residents are encouraged to make purchases within Loveland whenever possible, to make those sales tax dollars pay for their own quality of life.

Retail corridors getting attention

All the attractive new retail stores and shopping centers that have opened for business in Loveland during the past several years bring a different type of attention elsewhere. City officials are looking into what can be done to make the older retail stores along Loveland's main traffic corridors more physically and economically attractive.

Throughout the city, there are many stores and retail areas that are declining, underused and even vacant. Some of the vacancies—most notably car dealerships—are directly due to newly created retail centers elsewhere.



Sustainability of Loveland's retail corridors—primarily along Hwy. 287 and Hwy. 34—along with re-utilization of existing infill areas—such as the Agilent/HP property—is being actively addressed by City officials. These older corridor and infill properties remain important.

The high visibility of these areas, some of which serve as gateways to the city, impact the image and character of the city. More importantly, these declining areas are a significant source of jobs. Based on sales tax records, about 40 percent of local retail revenue was generated in "old" Loveland.

Both impediments and advantages exist for prospective redevelopers and users of these properties. Multiple ownerships, existing poor physical conditions and strict government regulations can make these properties economically unattractive.

On the other hand, the utility infrastructure as well as the actual structures already exist. These are not "greenfield" properties where total development and construction is required. And of course, there's location, location, location—they are central to Loveland's existing population making shopping very convenient.

The City is working to identify specific areas of concern and opportunity in drafting corridor/infill redevelopment strategies. These include:

- Making regulations more appropriate for these existing properties
- Evaluating policies and fees to reflect marginal impacts and existing conditions
- Investigating public investment
- Encouraging partnerships with owners and developers
- Promoting mixed-use re-use alternatives

Focusing on existing corridors and infill properties is another facet of the City's continuing efforts of economic sustainability for Loveland.

Household hazardous waste pick-up for seniors and disabled

Many household products contain hazardous materials that should not be thrown in the trash. Common household items such as adhesives, old batteries, cleaners containing ammonia or bleach, liquid drain openers, house paint, old nail polish and polish remover, pesticides and herbicides and antifreeze and brake/transmission fluid should be disposed of in an environmentally responsible way.

To help elderly and disabled residents dispose of these items properly the Stormwater Division of the City's Public Works department is sponsoring a door-to-door pick up of household hazardous waste products for people who can't easily dispose of these materials themselves.

To sign up for the free pick up call Clean Harbors at 1-800-462-4678 ext. 224. Be prepared to leave a brief message including your name, address, and telephone number. Items will be collected on Tuesday, Sept. 11. Scheduled pick-ups



will be limited to the first sixty-five residents who call. An additional pick-up day (Thursday, Sept. 13) will be added if needed.

For more information call the Stormwater Division at 962-2772, visit the Stormwater Utility's website at www.cityofloveland.org, call Clean Harbors at 1-800-462-4678 ext. 224, or visit their website at www.cleanharbors.com.

2007 Food Sales Tax and Utility Rebate Program

The Food Sales Tax and Utility Rebate Program issues food and utility sales tax rebates to low-income individuals and families who qualify according to HUD income guidelines. Applications are available at the Loveland Public Library, 300 N. Adams and at the City Municipal Building, Food Sales Tax Office, 500 E. Third St.

Completed applications must be returned to the Food Sales Tax office by 5 p.m., Fri., Sept. 28, 2007, to be eligible for rebate payments.

Rebate amounts are based upon an estimate according to family size and income level. Those who qualify for the food sales tax rebate will be awarded a \$40 utility rebate. For more information, call 962-2361 or go to www.ci.loveland.co.us/finance/financemain.htm.

Technical services critical to Loveland Water and Power's operations

A better name for Loveland Water and Power's Technical Services division might be "Critical Services." Technical services is responsible for maintaining and operating all of the equipment and machinery that enables the City to prepare water to be used and treat water before it reenters the ecosystem. Without the expertise of the individuals who make up technical services, moving water safely and efficiently in and out of Loveland simply wouldn't happen.

"We keep the water treatment plant and wastewater treatment plant running by ensuring that all of the components within both plants are operating correctly. That means all pumps are pumping and maintaining just the right amount of pressure in the system," said Bruno Lopez, technical services superintendent. Lopez, who's been with the City for thirty-five years, oversees a team of nine who continually monitor all mechanical and electrical systems, trouble-shooting problems before they arise or repairing systems when needed.

The three control specialists and six technicians Lopez oversees spend most of their days out in the field monitoring instrumentation, checking complex remote control systems and constantly monitoring for pump efficiency and power failure at the 15 sanitary sewer lift stations and six water pump stations.

Lopez said this kind of work takes a select set of skills that aren't really found in other professions. "There really isn't another utility that has the same kind of maintenance needs we have. My team is unique in that their skills cover a wide range of technical issues that we often share with other city departments. They're a great bunch of guys who are dedicated and reliable. It's important to have people like that in this line of work," added Lopez.



Buying water and energy-saving appliances just makes sense cents (continued from page 1)

WaterSense label have met efficiency and performance guidelines set by the EPA.

The Energy Star labeling program was developed by the EPA and Department of Energy (DOE) to identify energy-efficient products with the goal of reducing greenhouse gas emissions. The Energy Star label can now be found on over 40 products including windows and even new homes. Households that use Energy Star products can cut their annual energy bills by about 30 percent.

That can add up to an annual reduction of more than 400 dollars per year.

Buying products and appliances for the home that have been tested for water and energy efficiency, optimum performance, and that are environment and wallet-friendly are the way to go in this age of conservation. To help ensure you're getting a product that will perform well and reduce your energy bill look for the WaterSense and Energy Star labels. It just makes "cents".

5 easy ways to save water around the house:

- Water the lawn in the early morning – don't over water and make sure you're not watering the sidewalk.
- When doing laundry wash only full loads and use cold water whenever possible.
- Check your toilet, faucets and showerheads for leaks. A leaky toilet can waste 200 gallons of water per day. A faucet dripping at the rate of one drop per second can waste 3,000 gallons of water per year. To further reduce water use for the toilet put a water-filled plastic jug in the water tank.
- Don't let the water run while brushing your teeth or shaving.
- Reuse water when you can – water used for cleaning vegetables can be used to water plants or poured into the flower garden.

5 easy ways to save energy around the house:

- Swap out standard incandescent bulbs for compact fluorescents.
- In the summer keep curtains drawn to keep the house cool – in the winter open them wide to allow the sun to help heat the house.
- Use the microwave instead of the range whenever possible. Microwaves use much less energy and don't create more heat in the kitchen.
- When not using them, turn lights, TV's, and other household electronics off.
- Turn your hot water heater down to 120 degrees and put insulation around the tank.

Show your support for Clean Air, Colorado!

Did you know that the average driver drives 20,000 miles every year? In the United States, over 22% of greenhouse gas emissions come from personal vehicles.



We want to help! Loveland Water and Power is initiating a "clean air" specialty license plate for Colorado. Once approved, proceeds from plate sales (\$30 donation above regular plate fees) will be used to purchase enough renewable energy to offset the emissions from 20,000 miles driven on your car.

What can you do? We are in the beginning stages of development and need to collect 3,000 signatures from interested Colorado auto owners to take the proposal to the Colorado Legislature.

Complete this form today, cut it out, and include it in the envelope with your utilities payment or mail in a separate envelope to:

License Plate, c/o Loveland Water and Power, 200 N Wilson Ave, Loveland, CO 80537

Check out our website www.cityofloveland.org for more information

Yes, I am an CO auto owner who supports the "Clean Air" Specialty License Plate...

Print Your Full Name _____

Address _____

City _____ Zip _____ County _____

Signature _____

City Update is a monthly publication of the City of Loveland. Residents receive City Update on various dates throughout the month depending on their utility billing cycle. Timeliness of the information may be affected by recipients' bill distribution schedule. Your comments are encouraged and welcomed at 962-2302, hillea@ci.loveland.co.us. Visit the City's website at www.cityofloveland.org.