



2017 ECONOMIC DEVELOPMENT METRICS



Jobs

Number of employees that work in Loveland, sourced from Quarterly Census of Employment and Wages (QCEW).

40,798
Q2 2016

41,591
Q2 2017

2% Change



Public Investment/ Incentives

Firms the City has supported with public investment

\$20,000
James Fisher Technologies LLC

\$39,000
RCI Metalworks LLC

\$750,000
Longbow Industries LLC
(pending)



Retention Activity

Proactive contacts and visits to Loveland firms

60



Prospect Leads

Number of companies considering relocating to Loveland

25



Commercial Investment

Valuation used to assess permit fees for commercial development

\$118,158,603
2016

\$137,393,771
2017

16% Change



Lodging Tax

Revenue from the 3% tax on the price of lodging approved by voters in 2009

869,066
2016

879,603
2017

1% Change



**LOVELAND
ECONOMIC
DEVELOPMENT**

Success. Elevated.



Major Projects Developer Investments

Foundry

\$75 million Q2 - 2019 est. completion

The project is a two block redevelopment in the Downtown core. Elements include a 108 room hotel, a public plaza, seven screen movie theater, 155 units of housing and 14,000 square feet of new retail.

Pulliam Building

\$2.3 million Phase I - Q1 2019 est. completion

Restoration of a historic downtown community building that will provide community meeting space and a potential event venue.

Downtown County Building Redevelopment

\$1.5 million 2019 est. completion

The City will be closing on this property and affiliated parking lot by spring of 2018. Once this transaction is complete, the County will lease back the site until their new site is completed on 1st Street. After this, the City has incentivized LPR/ Longbow to put in a minimum of \$1.5M in order to receive an incentive of \$750K for public improvements to the site. The incentive is pending results of a Request for Proposal.

Brands

Multi-use retail, residential, entertainment, office and hotel complex spanning Interstate 25 north of Crossroads Boulevard. Built space of 2.2 million square feet would include:

- 1 million square feet of retail space.
- 580 luxury apartment units (east).
- 160,000 square feet of Class A office.
- 200 room full-service hotel (east).
- Two limited-service hotels totaling 200 rooms (west).
- Light industrial space totaling 222,000 square feet (west).

Northern Colorado Regional Tourism Authority (RTA)

Ongoing

Collaboration between four Northern Colorado Communities to increase tourism opportunities in Northern Colorado. RTA received approval from the State in 2015 however due to different market conditions and state guardrails, each project has been delayed.

Community Events

Loveland events supported or led by Visitor Services Division:

18 2016

19 2017

Percentage Change: 6%

Visitors Center

Traffic Counts

19,794 2016

17,358 2017

Percentage Change: -12%

VisitLovelandco.org Website Analytics

Number of Sessions and Pageviews to Visit Loveland website:

Sessions:

101,749 2016

127,417 2017

Percentage Change: 25%

Pageviews:

213,457 2016

238,449 2017

Percentage Change: 12%

Partner Organizations

Local agencies receiving funding to support the City's economic development strategy

