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 the community 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 its basics like food, clothing, and shelter. In fact, it relates to its basics like housing, health, and education. It describes the source of money. A primary employer brings money into a community by selling its goods and services beyond the community. That incoming revenue comes from outside the community. New dollars from the paychecks of the workers inside the community. Agilent is Loveland’s best known primary employer. The sale of its goods and services worldwide pay the salaries of its Loveland and northern Colorado 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. Without those dollars from 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 Haich Industries, Kraft FastData, Super Vac, Haica, Qualco 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 in Loveland on their way to or coming from Rocky Mountain National Park.

A call or e-mail to the Loveland Business Development Office can provide you with information about a possible future primary sector employer. It’s always worth the trouble. Without question, Loveland’s most valued employees are those workers who stay and play 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. Without those dollars from Nevada neighbors, what’s earned in Loveland sustains Loveland.

Leakage is always unwelcome, whether it’s a coffee cup, an engine’s oil pan, or a household’s paycheck. Retail leakage is not as obvious and doesn’t leave an obvious stain, but can have far broader negative results. It’s a challenge that the City is addressing by City’s Comprehensive Master Plan requires a great deal of continuing effort and planning for future needs. It’s that challenge which 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 an opportunity. The economy is always cycling. Communities are living, growing, contracting, and dying. 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 these changes and 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

Community leaders, whether from business, government, or non-profits, have been working hard to sustain Loveland’s economy and job base. The City’s various departments continue to direct this team effort by working toward these objectives to achieve sustainability for Loveland as a fine, healthy and safe place to live, work and play.

Working hard to sustain a healthy economy