



**Miranda and Josh Rudkin** will take their “show truck,” a four-wheel-drive Toyota Tacoma, on the road to Loveland when they and nine employees expand their RCI Off-Road business, building a new manufacturing center in Longview Business Park on the City’s northern edge.

## Small measures net big dividends

*Loveland’s strategy for business growth: Less can mean more*

Choices abound for successful entrepreneurs looking for growing room in Northern Colorado.

Shopping trips for opportunities to expand or relocate are part of every small-business game plan, and every community has a deal to offer along the way. Josh and Miranda

Rudkin, co-owners of RCI Off Road, have had a couple of years of first-hand experience with the process.

“We looked all over the region,” Miranda Rudkin said. “We spent two years looking for the right fit. We went to Wellington. They were very interested in us. We considered Fort Collins, with their new urban renewal district. We looked for space in Greeley.”

But the couple found what they needed – and what they and

their nine employees wanted – in Loveland. They broke ground in October on the 2.8 acres of land they bought in north Loveland’s Longview Business Park. Construction of an 18,000-square-foot manufacturing center is underway. When that space fills with manufacturing equipment, the stage is set for a workforce expansion.

“We’re not yet certain how many, or what the timeline would be, but we will be adding,” Josh Rudkin said.

(see **Dividends** page 2)

## Dividends (from page 1)

The Rudkins' choice is a reflection of how Loveland can take small measures – in this case, the waiver of development fees for the Rudkins' project – that can pay big dividends in furthering the City's economic development objectives.

RCI Off Road, the brand under the business name RCI Metalworks, occupies a narrow niche. It specializes in "armor" for the undercarriages of four-wheel-drive trucks, protecting engines, transmissions, drive shafts, axles and other expensive gear from big boulders and other hazards that drivers choose to risk when they travel off-road.

The company's skid plates and other heavy-duty steel parts, custom-made for Toyota, Ford and other four-by-four vehicles, have developed a broad following. The garages behind the Weld County farmhouse where the business was born could no longer crank out enough products to meet demand.

Leasing or building industrial space was the Rudkins only solution.

"They called us, just before I arrived here," said Kelly Jones, who became director of the City's Economic Development Department in January 2017.

### A modest package

Jones and one of her first hires, business relocation and expansion specialist Dave Hoelsing, met with RCI's husband-wife owners for a few months, showing them an opportunity to build in north Loveland and proposing the City could forego fees tied to building permits and other development costs.

The incentive package was modest: For the couple's \$2.5 million project, the fee waivers totaled \$39,000.

Waivers and deferrals, rather than cash grants, are the incentives most often used in Loveland's economic development strategy. When the Rudkins open their new Longview plant next spring, they will have neighbors who also are beneficiaries of City incentive plans – some small, some much larger.

Almost next door is medical



**RCI Off Road** employee Aaron Raines works with a machine that makes precise bends in steel plate, the basis for most of the company's products, in a garage behind the Weld County farmhouse where RCI founder Josh Rudkin grew up.

device manufacturer Nordson Corp., the recipient of nearly \$1 million, including fee waivers and utility costs, for their \$17 million plant where more than 104 employees work. Just downhill is Esh's Surplus Market, the grocer that built a new 33,000-square-foot warehouse and store, with \$50,000 in use taxes waived by the City, and a deferral of another \$200,000 in Capital Expansion Fees.

The Economic Development Department and a group of community advisers has worked during the past year to improve the City's incentive policy, making it more responsive to business needs and cutting the time to review and decide upon an incentive application.

"The city has done a very good

job over the years of looking at situations individually," said Ward 4 Councilor Don Overcash, who participated in the process.

"We should be looking at what a small business needs, and what we can do, on a case-by-case basis. This is not a formulaic approach."

### Customer service

He offered by example the case of Jeff Fisher Technologies, a start-up robotics company that had found a perfect home – or nearly so – in the industrial park that flanks Northern Colorado regional Airport.

"All he was missing was an adequate power source for the specialized work he was doing," Overcash said. "We were able to make that happen in a way that made a difference."

The electric power transformer upgrade by Loveland Water and Power cost slightly more than \$19,000 – the only incentive that JFT required.

RCI Off Road's moving day will come as a blessing for the company's employees, most of whom live in or near Loveland.

"They're already talking about biking to work," Miranda said.

"We're going green," her husband added.

### City incentives

Loveland's business incentive policy has been fine-tuned and streamlined.

Learn about eligibility, process, contacts and other information in a new, 12-page guide.

Find it online at [cityofloveland.org/BizBoost](http://cityofloveland.org/BizBoost)

# Winter is just around the corner - what City snowplowers need you to know

The Public Works Department is committed to public health and safety, and during snow season, that means snow removal.

The department's snow plan allocates resources to provide maximum service on public arterial and collector streets when the snow flies in Loveland.

This prioritized approach supports safe and orderly travel for the majority of drivers and ensures critical access for emergency personnel.

During average snowstorms it is possible to keep priority one and priority two routes open and maintained.

Priority one roadways are the City's main arterials such as Eisenhower Boulevard and Hwy. 287. Priority two roadways also normally carry a significant amount of traffic but less than priority one roads.

When snowfall amounts increase, priority two routes are temporarily dropped in order to keep priority ones open and well-treated with de-icer.

The City's snow fighting arsenal includes anti-icing, de-icing and plowing.

Anti-icing applies chemical freezing-point depressants at the beginning and during the early stages of a storm to keep snow and ice from bonding to the pavement.

Anti-icing exposes bare pavement sooner, requires fewer chemicals and reduces equipment wear-and-tear. However, anti-icing can only happen when weather conditions support its use. If rain precedes the snow or pavement temperatures are too high, the



liquid anti-icer will not stick to the street.

De-icing refers to the application of chemicals after a bond has already occurred to break down the ice. Both liquid and granular chemicals are used in City anti-icing and de-icing operations. Expertise, timing and good judgement are necessary to maximize the interplay of these various snow-control methods.

## How can you help?

In order for City snow plow operators to do their jobs thoroughly and safely, we ask residents to please:

- Not follow too closely behind the plows for your and their safety
- Never pass a snow plow on the right - this is dangerous for both
- Not maneuver your vehicle into a group of plows working together to clear snow from all lanes of travel.

Giving crews plenty of room to do their job helps everyone to be safer and reach their destinations.

For more information on the City's Snow Plan, visit [www.cityofloveland.org/snowplan](http://www.cityofloveland.org/snowplan) or call 962-2529.

# Kick off the holidays with downtown tree-lighting and Festival of Lights

Loveland residents are invited to kick off the holidays in grand style at the downtown tree-lighting ceremony and Second Annual Festival of Lights celebration.

This fun and festive event, taking place from 5 to 8 p.m. on Wednesday, Nov. 29, includes a variety of family-friendly activities, including live music on three performance stages, a parade, local brews, wine, holiday food, a reenactment of a Christmas Tale and so much more.

Attendees are invited to gather at 5 p.m. in front of the Loveland Museum at Fifth and Lincoln. The first 500 to arrive will receive a glow candle and glow-in-the-dark facepainting. Soon after, everyone can join the barbershop quartet

in a caroling parade to the Rialto Square for the lighting of the beautiful 24-foot Christmas Tree.

At 6 p.m. Santa and Mrs. Claus will arrive and along with the Mayor, will lead the countdown for the lighting of the Christmas Tree. Event goers can warm up with hot chocolate and S'mores around warm crackling fires. A Disney Snow Princess, Father Christmas and other fun holiday characters will be on-site to visit with attendees and partake in the celebration.

All of this takes place against the backdrop of a beautifully decorated downtown district that will be lit up with bright snowflakes and garlands and horse-drawn carriages clip

clipping up and down the streets.

This holiday event, presented by the Loveland Downtown Partnership, is free and open to the public. For more information, visit [LovelandPartnership.org](http://LovelandPartnership.org)

or call 970-541-4333. In the spirit of giving and support for our community, attendees are asked to bring donations of needed supplies and personal items for the 137 Homeless Connection.





## LOVELAND VISITORS CENTER

Your destination for locally-sourced holiday gifts!



Located in the Centerra Marketplace at 5400 Stone Creek Circle  
Open Monday - Saturday from 9:00 AM - 5:00 PM  
970.667.3882

New Year, New You!

## Chilson Winter Break Passes

ON SALE beginning November 24th

The Winter Break Pass is good for **UNLIMITED USE** of the Chilson Recreation Center from Dec 22, 2017 - Jan 7, 2018

Youth: \$17 • Adult: \$22  
College Students: \$34 (3 wks)  
(with Student ID) \$44 (4 wks)

Call 970-962-2FUN for more information



700 E 4th Street, Loveland, CO  
970-962-2FUN  
CityofLoveland.org/Chilson



## Holiday Traditions



Scrooged  
Wednesday, December 20  
7 pm

White Christmas  
Tuesday, December 19  
7 pm

It's A Wonderful Life  
Thursday, December 21  
7 pm

## Rialto Theater

Get tickets online: [www.rialtotheatercenter.org](http://www.rialtotheatercenter.org)

**RIALTO THEATER CENTER**  
228 East Fourth Street • Loveland, CO 80537  
(970) 962-2120 • [rialtotheatercenter.org](http://rialtotheatercenter.org)

## ADVENTURE BOUND DAY CAMPS

at the Chilson Recreation Center

Keep your 1<sup>st</sup> - 6<sup>th</sup> grader happy & engaged in our FULL-DAY CAMPS in November, December & January!

- **SCHOOL DAYS OUT**  
M-W 11/20-11/22
- **WINTER BREAK CAMPS**  
Tu-F 12/26-12/29  
Tu-F 1/2-1/5

More Information Online:

[www.CityofLoveland.org/ABDC](http://www.CityofLoveland.org/ABDC)

or call: (970) 962-2487

## HUNG LIU TRANSFORMATION



December 8, 2017  
through  
February 18, 2018



503 N. Lincoln Avenue, Loveland, CO 80537  
(970) 962-2410  
[www.lovelandmuseumgallery.org](http://www.lovelandmuseumgallery.org)



## THE GOOD HUMOR MEN

An evening filled with punch lines, clever writing, and hair-trigger laughs!

SATURDAY, DECEMBER 30, 7:30 PM

Get tickets online: [www.rialtotheatercenter.org](http://www.rialtotheatercenter.org)

**RIALTO THEATER CENTER**  
228 East Fourth Street • Loveland, CO 80537  
(970) 962-2120 • [rialtotheatercenter.org](http://rialtotheatercenter.org)

City Update is a monthly publication of the City of Loveland. Residents receive City Update according to their utility billing cycle. Timeliness of the information may be affected by recipients' billing schedule. City Update is also available around the first of every month on the City's website at [www.cityofloveland.org](http://www.cityofloveland.org). Your comments are welcome. Please call 962-2302, or email [Tom.Hacker@CityofLoveland.org](mailto:Tom.Hacker@CityofLoveland.org). The City of Loveland is committed to providing equal opportunity for citizens and does not discriminate on the basis of disability, race, color, national origin, religion, sexual orientation or gender. The City will make reasonable accommodations for citizens in accordance with the Americans with Disabilities Act. For more information, please contact the City's ADA Coordinator at 962-3319.

Follow us on  
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and  
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**MAIN SWITCHBOARD**  
970-962-3000

**UTILITY BILLING**  
970-962-2111

Loveland Water and Power  
visit us online...  
[cityofloveland.org/LWP](http://cityofloveland.org/LWP)



Loveland Water and Power (LWP) strives to meet our community's needs by providing quality customer service and reliable utilities at competitive rates. Although LWP still hovers among the lowest in the state for utility rates, aging infrastructure, capital projects and the basic cost of doing business will drape the shoulders of customers in all rate classes next year.

In 2015, City Council approved a rate track for water and wastewater that will spur a 9 percent increase in water (\$3.15/mo for the average residential customer) and an 11 percent increase in wastewater (\$2.95/mo for the average residential customer) in 2018.

The long awaited \$39M expansion project at the Wastewater Treatment Plant that began this spring is a large reason for the wastewater rate increase. Regulatory requirements and increasing capacity needs in our growing city

made the expansion a necessity including more stringent state mandated water quality requirements in the Big Thompson River. The water treatment plant in the foothills of Loveland underwent an overhaul in 2016 for similar reasons with only a slightly smaller price tag. Additional improvements to pump stations and pipe replacements round out the water and wastewater rate increase needed to improve reliability and redundancy in our system.

Each year as the budget develops, LWP earmarks roughly 40-50 percent of the power capital budget for system improvements to increase reliability and prepare for Loveland's growing population and business influx. LWP electric rates will increase 4.6 percent (\$3.09/mo for the average residential customer) next year; a combination of a 2 percent pass through rate increase from wholesale provider Platte River Power Authority and a 2.98 percent increase to cover power's cost of doing business.

That cost includes the power department's portion of new customer information software, a large increase in health insurance prices and a large increase in cost allocations for services provided by other city departments. The original power increase was slotted at 5

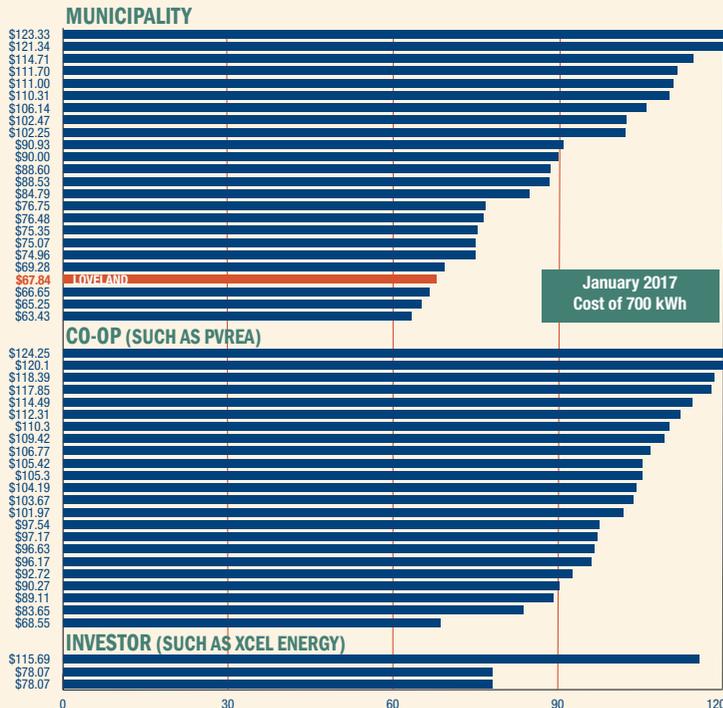
percent, but was lowered when Platte River lowered their projected wholesale increase for 2018 from 2.5 percent to 2 percent.

In spite of the small but steady increases on the power side, the Colorado Association of Municipal Utilities ranks Loveland fourth from the bottom when comparing the power costs across our state.

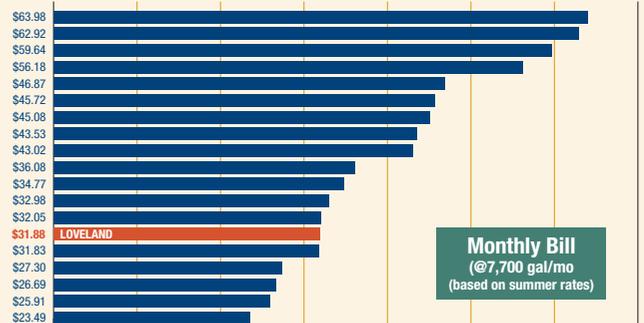
Every three years, LWP performs a cost of service study for power and combined study of water and wastewater to ensure we charge each rate class appropriately. A cost of service study determines the actual cost of providing services to our customer base. The last cost of service study for power occurred in 2016 and 2015 for water and wastewater. The next study for water and wastewater charges will be in 2018 and power will follow a year later.

No one likes to see the bills go up. LWP is committed to aligning our rates with the cost to provide our customers with the most reliable, not-for-profit power, water and wastewater services. That's the beauty of public power. Every public power utility reflects its hometown characteristics and values, but when customers are the utility's stakeholders, serving the community is the top priority.

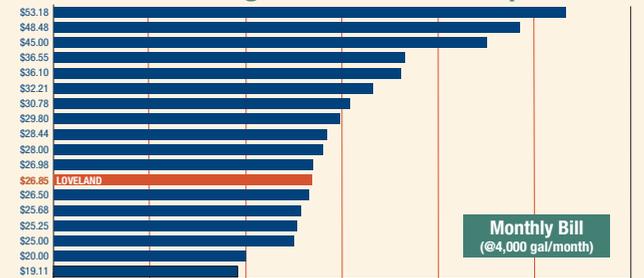
## 2017 Power Residential Bill Comparison <sup>1</sup>



## 2017 Water Average Residential Bill Comparison <sup>2</sup>



## 2017 Wastewater Average Residential Bill Comparison <sup>2</sup>



1. source: CAMU 2017 Residential Survey 2. source: September 20, 2017 Loveland Utilities Commission Meeting

## HOW YOU ARE BILLED FOR UTILITY SERVICES

Depending on what services you receive from Loveland Water and Power, a residential utility bill can include a separate line item for water, wastewater and electric service. Each line item is calculated based on charges such as use, base charge and payment-in-lieu of taxes.



### ELECTRIC

**BASE CHARGE** – A flat fee applied each month, this covers the cost of infrastructure (substations, transformers, utility poles, lines, meters, etc.) that connects electricity to your home. It also includes utility business such as administration, customer service and meter reading.

**CONSUMPTION CHARGE** – Billed in kilowatt-hours (kWh) and based on the electricity consumed, including the cost of wholesale electricity and distribution system maintenance. Summer seasonal rates apply in the July, August and September bills.

**PILT (PAYMENT-IN-LIEU OF TAXES)** – City ordinance requires LWP to pay a portion (7 percent) of its revenues to the City of Loveland general fund.

### WHAT ARE SEASONAL RATES?

The cost to produce, transmit and distribute electricity changes based on how much of the system is used to keep up with demand. When more people use energy or water at the same time, more infrastructure and resources are put to use, which can increase the cost.

To account for these increased costs, Loveland Water and Power uses seasonal rates. Costs decrease during cooler months when electric demand is low and increase in the summer months when demand is high.



### OTHER CHARGES

The City of Loveland provides our community many other services such as trash, storm water, street maintenance and mosquito control. These are also detailed on a City of Loveland utility bill.\*



\* To view a full schedule of Loveland Water and Power's Rates Charges and Fees visit: [cityofloveland.org/UtilityRates](http://cityofloveland.org/UtilityRates)



### WATER

**BASE CHARGE** – A flat fee applied each month, this covers the cost of infrastructure (treatment plants, pipes, pumps, meters, etc.) that deliver water to your home. It also includes utility business such as administration, customer service and meter reading.

**USE FEE** – Billed in 1,000 gallon increments and based on water consumed, this covers the cost of source water, treatment and distribution maintenance.



### WASTEWATER

**BASE CHARGE** – A flat fee applied each month, this covers the cost of infrastructure (treatment plants, pipes, pumps, environmental compliance, etc.) that transports wastewater from your home. It also includes utility business such as administration, customer service and billing.

**VOLUME CHARGE** – Determined by your winter quarter average, this covers the cost of wastewater collection and processing.

### WHAT IS A WINTER QUARTER AVERAGE?

Wastewater charges are determined by the actual amount of water used as shown on your December, January and February utility bills (known as your winter quarter average). Between March and November, the winter quarter average is applied unless water use is lower than the winter quarter average. Then, you are billed for the lower amount.

The three winter months were chosen so customers would not be charged for using treated water to irrigate their lawns or wash their cars. Water used outdoors does not go to the wastewater treatment plant, instead the water goes into the storm drainage system. If you water your lawn during the winter, the water used is included in your average.