



LOVELAND DOWNTOWN PARTNERSHIP | DOWNTOWN DEVELOPMENT AUTHORITY

2017 Annual Report

The Loveland Downtown Partnership (LDP) - In 2015, the LDP entered into a 10-year Services Contract at \$500,000 per year with the City of Loveland to provide for the development and redevelopment of the physical downtown, to coordinate activities, projects and programs that will enhance and promote the downtown, to build a coalition of both public and private resources for development/redevelopment, and for the favorable marketing of the downtown businesses.

Following is an abbreviated summary of 2017 accomplishment for both the LDP and the Downtown Development Authority (DDA):

- Successfully implemented the 2017 Service Contract with the City of Loveland
- Developed a board recruitment/selection process for the LDP; appointed a new Board Director
- Partnered with the Loveland Housing Authority and others on attainable/affordable housing and other issues impacting the downtown
- Launched the new Business Alliance leadership team and membership drive; over 100 members by year's end
- Began implementing the downtown strategic marketing plan – including efforts in branding, social media, events, advertising, etc.
- Developed and distributed bi-monthly newsletters, blogs and other advisements for downtown businesses
- The LDP-BA held several downtown events, including the Downtown District LIVE music events (2-3,000 in attendance), the annual Festival of Lights (5,000 in attendance), the 2nd Friday Night on the Town events – with pedicabs and chalk art for fun, and partnered with external event partners for the annual Fire and Ice Festival (Visit Loveland), Corn Roast (Chamber), and the Loveland Loves BBQ, Bands and Brews (Sertoma's), plus more.
- Planted and maintained 8 beautiful hanging baskets and 21 planters – sponsored by downtown businesses
- Business recruitment and retention included numerous discussions with potential new property owners, developers, current businesses and start up business concepts
- Approved/reimbursed two Façade Improvement projects – including Downtown Loveland LLC (Dark Heart) and Verboten Brewery
- Participated in numerous development/redevelopment projects, including the Foundry, the Foundry theatre and hotel designs; Heartland Block, Valentine Building, Reporter Herald, Safeway, Banner Health Buildings, the former Alliance Auto Care property, El Centro building, the deskchair (a proposed collaborative workspace almost ready to open), and more.
- Participated with the City/Pulliam Building Foundation on funding, grants, initial Phase 1 design for the redevelopment of the historic building. The City issued an RFP for construction at the end of 2017, more work to be done in 2018.
- Worked with the City Water & Power on electrical upgrades in downtown; the City changed out old halogen lamps to more efficient LEDs on street lights along 4th Street.
- Through the efforts of both a technical and stakeholder group, the 2009 HIP Streets Master Plan was updated, and new designs were floated through several means for public input. On December 5th, the City Council approved the updates, and in 2018 a conditions assessment will be done by the City. \$500,000 has been budgeted for this work. Once completed, the next steps will include final design, engineering, financing and construction (probably a few years out, at least).

Read More....

Loveland Downtown Partnership (LDP) and the LDP-Business Alliance - The number one priority for the LDP is the successful implementation of the 2017 Service Contract with the City of Loveland, which resulted in City Council authorization of the fourth year (2018) of the contract, with 6+ years remaining. This \$500,000 annual contract provides us the necessary financial support for all we accomplish in the Downtown District.

- The LDP received a resignation from the Board in early 2017, a formal recruitment/selection process was developed that was instrumental in a competitive appointment to the Board. In addition, at the close of the year, the DDA appointment to the LDP Board was vacated, and that position has recently been filled by the DDA.
- The LDP and DDA worked with the Loveland Housing Authority and other community partners throughout the year on matters of attainable/affordable housing, homelessness, and impacts. A panel of experts was convened for discussion and possible strategies/programs, and members of the Housing Authority and the County made a presentation at one of the LDP-BA Business Breakfasts. The community conversation is broad and continuing.
- The new **LDP - Business Alliance (LDP-BA)** was launched “representing existing Downtown District business interests by actively seeking partnership opportunities to promote downtown Loveland as a destination through advocacy, collective marketing and entertainment”.
 - Late 2016 and into 2017, the LDP-Business Alliance began the implementation of the *Downtown Strategic Marketing Plan* – including branding, social media outreach, collaborative advertising, tourism efforts through the creation of a new Downtown District Business Brochure/Map and cooperative advertising with Visit Loveland and the Loveland Chamber of Commerce.
 - The new LDP-Business Alliance membership drive was kicked off, ending 2017 with 100 members in the new Alliance. The membership program is designed to provide exposure and networking to businesses in and interested in the downtown, as well as co-op marketing between member businesses, member input/updates, sponsorship opportunities and access to member activities on the website and social media sites run by the LDP-BA.
 - A bi-monthly newsletter was developed and is distributed to over 400 individuals; membership and sponsorship brochures were developed; a Calendar of Events poster was designed and distributed for both the Spring/Fall District events, and partner event posters/flyers were distributed as well.
 - The LDP-BA was responsible for several events in 2017, including 3 Downtown District LIVE music festivals, the Festival of Lights – which we think brought around 5,000 community members to the downtown for the holidays, and the 2nd Friday Night on the Town events held each month – which included sponsored Tadpole Pedicab rides and Chalk Art featuring local artists in 2017.
 - The LDP-BA was involved in planning, exhibiting at, and/or coordinating several external events hosted in the downtown, including Fire & Ice (Visit Loveland), Corn Roast (Loveland Chamber), Loveland Loves BBQ, Bands and Brews (Sertoma’s), Pastel’s on 5th (ATV), Tour de Pants (Loveland Historic Commission), Loveland Art Studio Tours (L.A.S.T.), Plein Air Art Show (Rotary), and more.
 - Eight hanging flower baskets along Lincoln (from 4th – 5th) and over 21 large pots were planted and maintained throughout other areas of the downtown (Railroad and Cleveland). The planters were sponsored by downtown businesses.
 - The Alliance collaborated with the Larimer County SBA and Loveland Center for Business Development on hosting several business events and this continues into 2018.
 - Working with downtown Entertainment businesses (restaurants/bars/entertainment), the Alliance convened a meeting to discuss concerns of littering, excessive noise, traffic and smoking. The Entertainment group decided to start a RESPECT campaign in 2018 – materials are being designed and a meeting will be held in Spring 2018 for a Summer kick-off.
 - In Spring, coinciding with the site work on the Foundry project, the Alliance launched the Hop, Skip & Jump campaign identifying all available parking in the downtown (maps available) and encouraging our visitors, businesses and downtown employees to enjoy Loveland and all it has to offer as they take a short walk from parking to their intended destination.
 - The Alliance planned and held monthly business breakfasts and training programs to facilitate communications and help build collaborative B2B relationships.

Loveland Downtown Development Authority (DDA). The purpose of a DDA is to halt, prevent, and correct deterioration within the geographic boundaries identified as the “district”, and to create and implement development plans for the district, utilizing tax increment financing (TIF) for the completion of authorized projects that are part of a comprehensive DDA development plan – the *Plan of Development* (POD).

The DDA’s **Plan of Development** approved in July 2017, includes projects The Foundry & Public Parking Garage, the proposed redevelopment of the Heartland Block, potential redevelopment of the Safeway site, the Reporter-Herald building, the Banner Health buildings, the Heartland Block, funding for railroad quiet zones, undergrounding electric power, beautification programs (including façade improvements), pedestrian and circulation improvements, and streets, sidewalks and plaza space. Essentially, the DDA is responsible for the “hardscape” or physical improvements of the downtown. The POD is planned out for 30 years (assuming there is a revenue stream). Many of these projects are planned and ready to go, however developing the financial resources continues to be a challenge.

- Both the LDP and DDA had a very successful year with several new applications for the **Façade Reimbursement Program**, and by the year’s end agreements/reimbursements were completed for Verboten Brewery and Downtown Loveland LLC (Dark Heart Coffee). At the close of the year, there were 3 new applications that were presented and approved – pending 2018 construction completion. And, there are three additional pending applications for 2018.
- **Business Retention and Recruitment** efforts for downtown was non-stop in 2017, with discussions from the recently announced downtown corporate offices of LPR Construction (Longbow Industries), to site selection/concept reviews for our first “shared restaurant” concept, to finding a home for a large “salon and boutique experience” and boutique grocer (we need space!). Downtown businesses that are interested in expansion or changing out their business models or in need of financing are encouraged to meet with representatives and counselors from the SBA/LCBD - confidentially, right here in our offices.
- Continued focus on the **long-term financial sustainability** efforts for the downtown, resulted in continued work on the DDA election:
 - Convened Downtown District stakeholder’s group to establish direction for a **2017 DDA Election**.
 - Worked with the City on the DDA Boundary – Property Exclusion Ordinance (and communications), Planning Commission and City Council Approval of a Revised 2017 Plan of Development, and City Council approval of Ballot Title/TABOR Ordinance.
 - Successful DDA TABOR Election on November 7th – authorizing Debt up to \$61M over the next 25-30 years (assuming capacity to pay), which essentially means the economic health of our downtown businesses and properties is a number one priority!
- **Development and redevelopment** activity continued at a fast pace in 2017 – starting with the City’s financing of the new 460 stall public parking garage and civic space at the new **Foundry Mixed-Use Development**. The parking garage is a critical component of not only the Foundry project, but it is also expected to provide for some of the general parking needs of the downtown.
 - In late 2016, the DDA participated with the City and Walker Parking Consultants to complete a Parking Demand Model for the parking garage and it was determined that, given the configuration and uses on the project, there was suitable parking to address both the site and provide additional parking for the downtown.
 - Participated in design reviews for the Foundry proposed theatre and hotel as concepts were developed. Both projects have formally announced in 2017, which is exciting.
 - Participated with the Visual Arts Commission (VAC) in selecting artists for art proposed for placement on both the Lincoln and 2nd Street walls of the parking garage.

- Began early discussions with the Thompson Valley Rotary regarding design and placement of a sculpture at the Foundry park. The Loveland Rotary will also be placing a large clock on 3rd Street inside the Foundry project.
- Worked with downtown development authorities, the Colorado Municipal League, and Downtown Colorado, Inc. on proposed 2017 legislation that could have affected DDA statutes affecting board appointments and legislative authorities. The bill, as presented, did not pass through legislature.
- Continued discussions with several downtown property owners, about **vacancies, sales or redevelopment opportunities**, including property owners of the Reporter-Herald Building, Safeway, Banner Health, the Heartland Block and the Valentine Building, and the new owners of the former Alliance Auto Care property, the El Centro Building, the former Adelita's restaurant, and more. Also, when feasible the DDA helps to connect qualifying property owners with state representatives regarding Historic/Brownfield's tax credits. The Tax Credit Connection group made a presentation to the Business Alliance at one of the monthly breakfasts. And, the state toured several downtown buildings with the property owners in 2017 to get a better sense of the projects in town.
- The DDA worked with the City, the Pulliam Building Foundation, architects, etc. on preliminary designs for the **Pulliam Building** redevelopment. The Foundation was able to raise \$500,000 which was matched by the City at \$1.5M. We assisted the City in a grant application to the Division of Local Affairs, and the City was successful in receiving a grant of \$326,000 for the project as well. The City has issued a request for proposals on the construction of Phase 1 improvements.
- Efforts continued with the City on developing an **enhanced level of maintenance and service** for identified public improvements in early 2017 – including streets, sidewalks, streetscapes, etc.). As a result, the City Council has authorized \$52,000 in 2018 for upgraded street furniture (benches, litter cans, etc.) and we hope to have direction on style, etc. by mid-year – as the HIP Streets planning process continues.
- Updating the **2009 HIP Streets Master Plan** was a high priority for us in 2017. The project was led by David Eisenbraun, City Planning, but closely coordinated with a city staff technical committee, members of the downtown business community through the creation of a Stakeholder Group, and was presented at different phases of design to the public at numerous outreach events – Open Houses, Corn Roast, Loveland Loves BBQ, Bands, Brews and Downtown District Live. The update was approved by the City Council on December 5th as a planning tool. Next steps include a conditions assessment of streets, sidewalks, curb, gutter, stormwater, water, sewer, electric and more. Once the underbelly has been assessed, the work of final and engineered designs begins, financial strategies are discussed, and construction of the improvements can begin – all total, more than a few years ahead of us. But, the good news is, it's on the horizon and no longer "just conceptual". A shout out to the City Council for their support and for David's work on the planning.
- In late 2016 and early 2017, efforts began on the **Backstage Alley Trash Consolidation plan**. Property owners affected by the redesign of Backstage Alley for the Foundry project, participated in a pilot program for consolidating trash and recycling services into a centrally located trash/recycling enclosure. An interim enclosure was built and is in place, and designs are underway for the final enclosure. A second phase of the program will be to assess the success in 2017, and adjust the program as necessary. Work is expected to start on Sweetheart Alley (Lincoln to Railroad) in 2018.
- Both the LDP and DDA boards/staff worked with City officials on the need for **downtown electrical upgrades** to accommodate lighting and events throughout the year. The Loveland Urban Renewal Authority recently appropriated funding for some of these upgrades. In addition, City Water & Power staff changed out halogen street lamps and replaced them with LED lights which will be more efficient and help with some of the power needs.
- Worked with the City on designs for the **narrowing of Cleveland Avenue**, from 7th to 1st Street. The area affected by the Foundry project is being completed as a part of that project, and the balance of the plan has been postponed from engineering due to budgetary impacts.