



July 27, 2016

The Loveland Downtown Partnership is pleased to announce the integration of the long-standing Downtown Loveland Association into the new LDP Business Alliance.

The Loveland Downtown Partnership and Downtown Loveland Association announced today they merged efforts to form the LDP Business Alliance, a business advocacy and advisory group within the Loveland Downtown Partnership.

The new LDP Business Alliance will focus on collaborative marketing and downtown business advocacy. The integration brings together long-term associations with many downtown businesses and legacy knowledge of Loveland's downtown to help create a more seamless experience for existing businesses as well as new businesses seeking to locate and do business in the Downtown District.

This collaboration eliminates duplication of efforts, enables better service to the diverse business constituencies within Loveland's downtown, and joins organizations with very similar visions and missions to enhance the success of businesses and residents in the Downtown District with one-stop convenience.

The Downtown District's mission is " ... To create a vibrant Downtown that provides a safe, dynamic environment to gather, live, educate, shop, work and play." With an office located downtown, the Downtown District brings the separate entities of the Loveland Downtown Partnership and the Downtown Development Authority into a cohesive, dynamic and easily accessible collaboration. The Downtown District focuses on bringing to fruition the establishment and ongoing support of an economically vibrant residential and business community in Loveland's downtown.

We ask you to follow Downtown Loveland's development here:  
[LovelandPartnership.org](http://LovelandPartnership.org)