



2019 ANNUAL REPORT

LOVELAND DOWNTOWN DISTRICT

Loveland Downtown Partnership | Downtown Development Authority | Downtown Business Alliance



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WHO WE ARE:

The Loveland Downtown District is comprised of three nonprofit organizations supporting downtown: Loveland Downtown Partnership (LDP), Downtown Development Authority (DDA) and Downtown Business Alliance (DBA).

Each entity plays a key role in the revitalization of downtown Loveland. From organizing partnerships and people (LDP), to brick and mortar development and beautification projects (DDA), to the promotion and connection of existing businesses (DBA), we all work together to create an atmosphere for people to come enjoy our downtown district.

Our current overall mission is: "To create a vibrant downtown that provides a safe, dynamic environment to gather, live, educate, shop, work and play."



Happy New Year Downtown Supporters!

We're glad to share a snapshot of our success last year as we begin the work of planning for 2020. We couldn't be prouder of our progress in downtown Loveland. While there is much work to do to reach our full potential and gain the needed daily foot traffic to help our businesses thrive, it's also important to savor the upward direction downtown is headed in.

2019 will be remembered for the opening of **The Foundry** development in downtown Loveland. For a downtown of our size, the launch of this mixed-use development is a huge milestone in our revitalization efforts. Patina Flats reported 100% occupancy of their 155 living units, TownePlace Suites by Marriott exceeded early occupancy projections with their 102 guestrooms, and MetroLux Dine-In Theatres provided an exciting entertainment addition to the Loveland Downtown District. The DAAS mural on the public parking garage, "My Favorite Things," is a wonderful addition to downtown's art collection. The hotel provides daily traffic to many of our restaurants and breweries and we enjoyed meeting their guests from all over the country who were exploring downtown.

The **Loveland Downtown Partnership (LDP)** was proud to take the reins in programming The Foundry Plaza and to invite the public to enjoy this special venue with the debut of our *One Sweet Summer* event series. With the help of our annual Investor Partners, First National Bank, Xfinity and the Community Foundation of Northern Colorado, we were able to try out our new gathering space with a variety of free community events and activities. Our goal was simple; create a calendar of regular activities and invite the public to enjoy our downtown while featuring local artists and ven-



dors. We partnered with City of Loveland Parks and Recreation to host free outdoor movies on Wednesdays in June, kids play days on Tuesdays in June and July, a farmers market on Thursdays in July and August, and fitness classes throughout the summer. We produced a concert series on Wednesdays in July and August and danced to the blues on the last Fridays of May, June and July. We learned so much about how this space works and will use these lessons in developing our 2020 calendar of events.

We believe The Foundry will really hit its stride in 2020 with the opening of the retail spaces surrounding the public plaza. The expansion of Mo' Betta Gumbo with a new gigantic patio will be welcomed by their fan base, and we're also excited for the opening of new downtown businesses Vatos Tacos + Tequila and Colorado Coffee Company.





Issuing the invitation to “come downtown” is one of the main goals of our organization. In 2019, our monthly **Night on the Town** event welcomed thousands of visitors to downtown to enjoy local street performers, chalk artists, art openings, free admission nights at the Loveland Museum and of course, our excellent dining and beverage options. Additionally, we worked with local merchants to promote shopping downtown with our **Shop Local Saturdays** promotion, produced a **Downtown Beer Week** to shine a spotlight on our five downtown breweries, hosted a **Girls’ Night Out** event with local retailers and invited the community to kick off the holiday season during our **Festival of Lights**.

The **Downtown Development Authority (DDA)** completed a project which started in 2018 with the lighting of Da Vinci Alley in October. The community donated over \$10,000 to provide needed illumination in this alley that runs from 3rd to 4th streets behind AIMS Community College, Loveland Creatorspace, Artworks and Associated Veterans of Loveland. The response from the stakeholders has been positive and we will now begin looking at how to make this alley even more attractive and pedestrian friendly in the future.

The DDA's **Façade Improvement Program** awarded \$42,964 in grants to two projects in downtown. The first was Aspen Capital, a "graduate" of Desk Chair Workspace, who began operations there, fell in love with downtown and purchased a home of their own at 530 North Jefferson Avenue. The DDA awarded them \$26,114 for improvements, going toward a total renovation of the property's western, southern, and eastern façades, including but not limited to new signage, windows and the addition of much needed lighting in the adjacent public alleyway. The second project was more urgent in nature; to protect the façade of one of Loveland's historic treasures, the First United Presbyterian Church at 400 East 4th Street. Their \$16,850 grant will help secure brick and mortar work that was installed during the building's initial construction in 1905 but significantly damaged over the course of 2019.

In 2019, the DDA also launched its **Tax Increment Financing (TIF)** program by providing investment into a new three-story, 19,500 square foot commercial project led by local businessmen Cody Balzer and Paul Ludwick. The DDA will provide \$625,000 for public improvements associated with



the \$4,150,000 development at 400 N. Garfield Avenue. The project was expected to begin work by December 31, 2019, but the developers ran into a few complications so the DDA board offered an extension to begin work by March 31, 2020.

Throughout the year, the DDA has continued conversations with representatives from the Heartland Corner project at 4th Street and Lincoln Avenue and the former Banner Medical building at 5th Street and Cleveland Avenue about how to bring these projects to fruition. We sincerely hope to see development begin on both of these locations in 2020.

The DDA was proud to work with the City of Loveland to implement year one of a \$100,000 pilot program to bring fire suppression systems to buildings over 50 years old in downtown. The program is designed to provide grant funding that would supply fire lines to the exterior of a building, with the property owner providing a grant match by installing a fire suppression system inside the building. The DDA awarded a total of \$98,009 to three projects in 2019, including the former Lightning Hybrid building at 319 N. Cleveland Avenue, the Lovelander Hotel at 114 E. 4th Street and The Gressiwick building at 426 N. Lincoln Avenue. The

Fire Suppression Program is set to continue again with another \$100,000 of funding available in 2020.



Our staff members were active in working with the City of Loveland staff to complete the **HIP Streets** Infrastructure Study during 2019. We are thankful to the many businesses who dealt with brief right-of-way closures or provided access to their buildings so an accurate assessment of downtown's power, water, sewer and storm sewer conditions could occur. This important information will be used to present the full costs to complete the entire HIP Streets project including both the above-ground (trees, sidewalks, benches, etc.) and underground utilities. We look forward to discussing these conditions and the steps to move this project forward with the community and Loveland City Council in 2020.

Finally, the year closed out with an announcement from the Colorado Office of Economic Development and International Trade to certify Loveland's downtown as a Colorado Creative District. For many locals, this announcement was a stamp of approval for the work that has been done in the past to help creative businesses thrive in and near the Loveland Downtown District. This approval was the result of efforts to bring a new organization to our community that will focus on a number of different projects to make our community more welcoming, vibrant and unique. We look forward to the work of the new **Loveland Creative District**.



We welcome your participation in our efforts. As a reminder, both the LDP and DDA board meetings are open to the public and we offer the opportunity for public comment at the beginning of the meetings. The LDP typically meets on the third Monday each month at 8:00 a.m. and the DDA typically meets on the second Monday each month at 4:00 p.m. **Visit downtownloveland.com for more details and to review materials from past meetings.**

Thank you again for your support of the Loveland Downtown District. We celebrate that our vibrant downtown community keeps getting better each year and look forward to 2020.

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Loveland Downtown District Staff:

- **Fawn Floyd-Baltzer** - Marketing & Membership Manager
- **Abby Powell** - Events & Partnerships Manager
- **Korey Streich** - Project Manager

2019 Loveland Downtown Partnership (LDP) Board of Directors:

- **Jim Cox** - Chair, Loveland Historic Preservation Commission
- **Ray Steele, Jr.** - DDA Representative, Friendly Pawn
- **Harry Devereaux** - Citizen Representative
- **Mindy McCloughan** - Loveland Chamber of Commerce
- **Debbie Davis** - Independent Bank
- **Heather Lelchook** - AIMS Community College
- **Dave Clark** - Loveland City Council
- **Sara Turner** - Studio Vino

2019 Loveland Downtown Development Authority (DDA) Board of Directors:

- **Ray Steele, Jr.** - Chair, Friendly Pawn
- **Cheri Waneka** - Desk Chair Workspace
- **Kim Bernhardt** - Quick Print Shop/Allegra
- **Jon-Mark Patterson** - Patterson Rutledge and Associates
- **John Fogle** - Loveland City Council
- **Clay Caldwell** - Mo' Betta Gumbo
- **Luke McFetridge** - Level Real Estate
- **Caitlyn Wyrick** - First National Bank