



LOVELAND DOWNTOWN PARTNERSHIP | DOWNTOWN DEVELOPMENT AUTHORITY

2018 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 2018 accomplishment for both the LDP and the Downtown Development Authority (DDA):

- Successfully implemented the 2018 Service Contract with the City of Loveland.
- Hired new Executive Director, Sean Hawkins, from the City of Yakima, WA Economic Development Department.
- Adopted the DDA Tax Increment Investment Policy to guide investment in downtown development projects.
- Appointed two new board members to the DDA Board: Cheri Waneka from the Desk Chair Work Space and Kim Bernhard from QPS Print Shop. In December we had one board resignation and will recruit a new board member in first quarter 2019.
- Agreed to development terms with 4th and Garfield, LLC to construct a three story building on the corner of 4th and Garfield (site of former Auto Alliance Building). The project is still awaiting a final development agreement to be completed and investment funding source procurement.
- Partnered with Visit Loveland to install new power sources and seasonal lighting to large trees along 4th Street from Garfield to Washington. This nearly \$60,000 project provided a lively holiday feeling to 4th Street and also aided in a feeling of safety during the long nights of winter.
- Continued 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, the third annual Festival of Lights (5,000 in attendance), the 2nd Friday Night on the Town events – with local performers 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), Pastells on 5th; plus more.
- Beautified downtown by planting and maintaining 27 free standing pots along Railroad Ave, 6 along Cleveland Ave, 7 Hanging baskets along Lincoln, between 4th and 5th and installed 7 new large concrete planters in various beds along 4th St. We brought new life to the planter beds along 4th removing dead materials, and mulching of all 28 beds along 4th, between Washington and Garfield.
- Business recruitment and retention included numerous discussions with potential new property owners, developers, current businesses and start up business concepts
- Approved/reimbursed five Façade Improvement projects – including Valentine Building (Crow Hop Brewing Co), Gressiwick Buildings, AKA Kitchen and are in the process of completed the Loveland Tap House and 129 East Fifth.
- Worked with City Staff to create a fire suppression grant program

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Loveland Downtown Partnership (LDP) and the LDP-Business Alliance - The number one priority for the LDP is the successful implementation of the 2018 Service Contract with the City of Loveland, which resulted in City Council authorization of the fifth year (2019) of the contract, with 5 years remaining. This \$500,000 annual contract provides us the necessary financial support for all we accomplish in the Downtown District.

- 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”.
- The LDP continued to use social media (Facebook & Instagram) to share the development of downtown with interested community members. At year end the downtown Facebook page had over 9,000 followers and should pass 10,000 in spring 2019.
- 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 2018, the Festival of Lights – which we think despite a nasty weather evening 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 numerous local musical performers and Chalk Art featuring local artists in 2018.
- 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.
- The LDP-BA hosted a monthly Business Alliance meeting (rotates between luncheon and breakfast). The meetings attendance reached up to 70 each month and increased communication on all things happening downtown.
- The Business Alliance partnered with the Loveland Chamber of Commerce and Visit Loveland to host, produce and plan the Loveland Sweetheart City Festival which will be held in February 2019. We are very hopeful this event will grow into one of the best festivals the region will host annually.
- We worked very closely with Brinkman Development to start discussions on the programming of the Foundry Plaza for summer 2019. We began budgeted and planning to host a variety of events in the plaza including a Farmer’s Market, Concert Series, exercise classes, kids activities and more.
- The LDP-BA hosted numerous information sharing sessions with the business community on a variety of topics including the downtown parking study, HIP street assessment process and a meet and greet with the new downtown movie theatre staff to discuss partnering opportunities.

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 the Valentine Building, AKA Kitchen and the Black Steer. Two other projects, the Loveland Tap House and 129 East Fifth and still in construction progress and were not completed at year end. We anticipate façade work to continue in downtown with interest being expressed by a half dozen other projects.
- **Business Retention and Recruitment** efforts for downtown was non-stop in 2018, with discussions with a variety of business owners about possible spaces for their businesses, potential

buyers of downtown property and meetings with bankers who loan on downtown projects. As we gain more traction and visibility in the community, more and more interested businesses are reaching out to us for advice on locating in downtown.

- **Development and redevelopment** activity continued at a fast pace in 2018 – starting with the opening of the new 460 stall public parking garage and adjacent apartment buildings. 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.
 - 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. The work will be installed in summer 2019.
 - Continued discussions with several downtown property owners, about **vacancies, sales or redevelopment opportunities**, including property owners of the former Banner Medical Buildings on the corner of 5th Street and Cleveland, the former Heartland Café on 4th and Lincoln and the former Auto Alliance location on the corner of 4th and Garfield.
 - Established a working relationship with the Larimer County Assessor official (Kevin Miller) who will be responsible for creating property tax increment analysis for projects in our downtown district.
 - Worked with the City of Loveland to complete a design of a series of three trash enclosures for backstage alley which will be installed in spring 2019. We believe this will beginning to the DDA taking a lead role to redo trash enclosure throughout downtown.
 - In November, we hosted a Downtown Colorado, INC DDA quarterly meeting in Loveland. The meeting was attended by representatives from DDAs and BIDs in Fort Collins, Boulder, Greeley, Windsor and also attended by a majority of our DDA board, City officials and local elected officials.
 - We began to work with City officials on the process to sunset the Downtown Plan of the Urban Renewal Authority and leave on the Downtown Development Authority as the agency to invest tax increment dollars into projects in downtown. The process is scheduled to continue through the end of 2019.
 - In March 2018, we worked on the first Alley Lights Fundraiser- March, 2018, The \$4,500 raised will be combined with funds already being raised in 2019, to greatly elevate the safety and aesthetic of 'Da Vinci Alley', the T-Square alley section connecting 4th, 3rd, and Cleveland Avenue.