



# Downtown Loveland Strategic Planning Agenda

Monday, February 19, 2018  
11:30 am – 5:00 pm  
DDA Office

## Goals and Purpose

- Celebrate your accomplishments over the last 18 months
- Quick review of the work done already in strategic planning
- Update the new Board members on the important priorities and issues
- Plan for the next few years based on your feedback

11:30	Arrival, Lunch
12:00	Welcome Ground Rules Approval Agenda Approval Road Map and Definitions
12:10	Introductions Name, representation
12:15	<b>Where have we been? And Where are we Now?</b> Overview of downtown agency roles Celebrate Accomplishments Review of Work Done in 2017 (handouts)
1:15	<b>Break</b>
1:30	<b>Where do we Want to Go?</b> Reaffirm Vision and Mission for each (breakout into teams) Board for each pre done 3 question Does this still resonate? What do you think your agency role is? What does that look like – how would you describe it to me? Examples of projects
2:30	Chose and Define Top Priorities for Overall Downtown (Big Picture)

Dot Voting

- 2:45 Short Term Goals for each Board (next 6 months)  
DDA  
LDP  
Alliance
- 3:15 **Break**
- 3:30 Long Term Goals for Each Agency  
Overall Long Term Goals for the downtown (next 1 – 5 years)
- 4:00 **How will we get there?**  
Team Action Plans (DDA, LDA, BA)  
What, Who, By When, Measurement, Resources
- 4:30 Wrap Up and Close  
Agreements moving forward  
Understandings moving forward

## ***Downtown District Vision and Mission***

### *Downtown District Vision*

"Our residents enjoy the convenience of shopping, working and learning in a pedestrian friendly city center. Visitors find restaurants, retail shops, and entertainment easily accessible by public transit or private vehicle. The presence of local residents at all hours of the day or night demonstrates the Downtown's commitment to friendly service in a clean, safe environment."

### *Downtown District Mission*

"To create a vibrant Downtown that provides a safe, dynamic environment to gather, live, educate, shop, work and play."

## ***Downtown Development Authority***

### **Mission**

The mission of the Loveland, Colorado DDA is to strengthen, develop and promote the economic well-being, safety and vitality of the Downtown District. As a self-governing agency of the City, the DDA facilitates, plans and executes development and capital improvement projects. We commit to fulfill our mission collaboratively, ethically and professionally, while preserving the unique and historic character of the District.

## ***Loveland Downtown Partnership***

### **Mission**

The mission of the Loveland Downtown Partnership is to convene the champions, advocates and dreamers, and together build a strong, energetic, and economically viable Downtown Loveland.

## ***Loveland Business Alliance***

The Business Alliance represents existing downtown District business interests by actively seeking partnership opportunities to promote downtown Loveland as a destination through advocacy, collective marketing and entertainment.

### **Goals:**

- Collaborative Marketing
- Promotions
- Events
- Business Advocacy
- Education & Training
- Business Communications
- Ambassador Programs
- Downtown Beautification

Membership in the Loveland Downtown Partnership Business Alliance is open to any and all businesses interested in the Downtown. It affords businesses the opportunity to support the organization, affirm key values and convey an important sense of community. Ongoing goals include collaborative marketing, promotions, events, business advocacy, education & training, business communications, ambassador programs and downtown beautification.

The new LDP Business Alliance focuses 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.