



2018 ECONOMIC DEVELOPMENT METRICS



Jobs

number of employees working in Loveland, sourced from Quarterly Census of Employment and Wages (QCEW).

41,593

Q2 2017

43,034

Q2 2018

3% Change



Public Investment/ Incentives

firms the City supported with public investment (partial list)

\$250,000

Tharp Cabinet Company, LP

\$25,000

Rubadue Wire Co, Inc

\$78,827

deskchair, LLC



Retention Activity

proactive contacts and visits to Loveland firms

60



Prospect Leads

number of companies considering relocating to Loveland

20



Commercial Investment

valuation used to assess permit fees for commercial development

\$127,393,771

2017

\$112,318,601

2018

-18% Change



Lodging Tax

revenue from the 3% tax on the price of lodging

879,603

2017

937,950

2018

6.6% Change





Visitor Center

traffic counts

17,358 2017

19,153 2018

10% Change

Visitor Center retail sales

\$80,721 2017

\$94,320 2018

17% Change



Meeting/Conference/Group Events

Request for Proposals

96 2018



Community Events

events supported or led by Visitor Services Division

19 2017

17 2018

-11% Change

Major Projects

The Foundry

\$75 million Q2 2019 est. completion

This sweeping project is set to transform two and a half blocks of Loveland's historic downtown. Project elements include a movie theater, hotel, retailers, apartments and a parking garage. The large public plaza between the apartment complexes will anchor the project creating outdoor walkways and seating turning historic downtown into a true entertainment destination for visitors and locals, alike.

Former Downtown County Building Redevelopment

\$1.5 million 2020 est. completion

As of May 21, 2019 Longbow Industries will not be renovating the former Larimer County building in downtown Loveland. This leaves a redevelopment opportunity for this site. Staff is working alongside City Council to determine the future vision of this site.

Northern Colorado Regional Airport

Ongoing

FAA's first remote tower in testing phase until 2021. Strategic plans underway for the airport influence area to include future commercial flights.

Pulliam Building

\$2.3 million Q4 2019 (Phase 1) est. completion

A multi-year community effort is reviving and renovating a historic downtown community building that will provide meeting and event space.

Northern Colorado Regional Tourism Authority (RTA)

Ongoing

This project is a collaboration between four Northern Colorado Communities to increase tourism opportunities in Northern Colorado. RTA received approval from the State in 2015 however due to different market conditions and state guardrails, the projects have been delayed.

Partner Organizations

Local agencies receiving funding to support the City's economic development strategy

