



SUCCESS. ELEVATED.

City of Loveland

A scenic view of a park featuring a calm pond in the foreground, a paved path, and lush green trees. The sky is clear and blue. The text "Welcome to Loveland..." is overlaid in white on the left side of the image.

**Welcome
to Loveland...**



...a city where art and science meet and where innovation manifests itself in both the technology and the creative sectors. Situated in the center of Northern Colorado, the heart of Colorado's growing innovation cluster and one of the top regions for high-tech startup density, Loveland is proud of its entrepreneurial spirit and is committed to the success of existing and new businesses. As the second most populous city in Larimer County and the 14th most populous in Colorado, Loveland is a Home Rule Municipality offering the convenience of a small town with all the amenities of a larger city. Located right off I-25 and U.S. Highway 34 just 45 minutes north of Denver, Loveland is the basecamp of northern Colorado anchored by Northern Colorado's largest retail shopping center and near natural outdoor areas, nationally-recognized art and sculpture parks, a growing craft beer and distillery market and more.



Quality Of Life

Loveland's quality of life can be found throughout the city. With an average of 300 days of sunshine per year and low humidity, Loveland experiences pleasant weather year-round. Whether it is friendly neighbors, community programs, miles of outdoor trails, abundant art and culture, world-class shopping or our emerging craft beer scene, Loveland has everything you love.

- 3 golf courses
- Over 180 restaurants
- 4 lakes
- Over 150 retail stores
- 8 breweries
- 2 distilleries
- 18 miles of hiking and biking trails
- More than 31 recreational parks and easy access to Rocky Mountain National Park located less than an hour away
- Over 380 public works of art and home to one of the top international outdoor sculpture shows

Infrastructure and Utilities

Loveland Water and Power is a not-for-profit utility delivering safe, reliable, environmentally responsible, and competitively priced electricity and water to the Loveland community. The City's portfolio includes more than 35% renewable energy including thermal, hydro, wind and solar resources.

The Foothills Solar Array and Substation outputs 3.5 MW from 10,332 solar panels. The Foothills project is the first electric-generating facility in the United States to go through the Federal Emergency Management Agency (FEMA) Alternative Project process.

Taxes

Colorado has a favorable tax climate where Loveland businesses benefit.

- Income tax rates are among the lowest of states assessing a corporate income tax
- One of the lowest city property tax levies in Northern Colorado
- Lowest sales tax of those states assessing a state sales tax

Loveland Standard Sales Tax	3.00%
Larimer County Sales Tax	0.55%
Colorado State Sales Tax	2.90%
Loveland Property Tax Rate	9.564 mils
Colorado Corporate Income Tax	4.63%

Location and Transportation

Loveland occupies 35.47 square miles at the heart of the emerging and dynamic Northern Colorado Region. The City is centered near highway, railway and airport transportation options.



HIGHWAY

Located along I-25 and State Highways US 34 and US 287.



AIR

Only 45 minutes from Denver International Airport and within five minutes of the Northern Colorado Regional Airport, home of the first FAA approved remote tower.



RAILWAY

BNSF freight rail lines run through Loveland to Denver and into Wyoming with stations in Berthoud and Fort Collins.



Workforce & Demographics



Population: 76,701
Median Age: 39.1



Educational Attainment:
High School Degree
or higher: 94.7%
1 in 3 have a Bachelor's
Degree or higher



Unemployment
Rate: 2.4%



Median Home
Price: \$381,079
Median Household
Income: \$59,353

Loveland Built for Business

Vision: A Vibrant Community – Surrounded By Natural Beauty – Where You Belong

The City of Loveland provides quality resources and services to existing and new businesses. Loveland features abundant resources and amenities including:

- A highly trained and educated workforce
- Within a 30 minute drive of two major universities and two large community college systems
- Owns its utility, so the services are reliable and affordable, some of the lowest in the state
- Easy access to the community from I-25 and state highways 34 and 287
- 45 minute drive from Denver International Airport
- Region produces 89% of Colorado's oil and 70% of Colorado's craft beer
- Gateway to Rocky Mountain National Park
- Nationally renowned museum and public arts program
- 18 miles of bike trails and 32 parks

Education

Northern Colorado drives innovation with nine federal research labs. Two major public research universities – Colorado State University and the University of Northern Colorado – are idea incubators and produce a robust, highly educated workforce. Local community colleges are actively engaged with the region's primary employers and entrepreneurs.

Supporting the innovation and technology transfer are regional organizations like Powerhouse Energy Institute, the Colorado Seed Lab, the Centers for Disease Control, Innosphere a science and technology incubator and The Warehouse focused on second stage assistance for technology and manufacturing companies.

Diverse Economy

Northern Colorado prides itself on its resilient, multifaceted economy. The region is home to primary industries in the following clusters:

- Advanced Manufacturing
- Aviation
- Bioscience
- Energy & Natural Resources
- Information Technology
- Health and Wellness
- Food and Agriculture

LOVELAND'S LARGE EMPLOYERS





“The Economic Development team helped us work through a very complicated project and without our public private partnership the Sprouts redevelopment would not have happened. Economic Development was responsive, understood our timelines and delivered the support we needed to obtain our necessary city approvals. Loveland is a business friendly community and we look forward to working with them again.”

Tyler Carlson, Managing Principal,
Evergreen Development

Contact Us Today

Loveland Economic Development Services

Northern Colorado is a growing region and we invite you to grow with us in Loveland. Experience vibrant community assets, reliable infrastructure and a city that is dedicated to helping businesses start, expand and grow.

500 E. 3rd Street, Suite 300, Loveland, CO 80537

www.cityofloveland.org

970.962.2888

