

WHERE AMBITION MEETS ALTITUDE



City of Loveland

ACCELERATING
AMBITION

INTRODUCTION: THE NEW GROWTH FRONTIER

Increasingly, the worlds of outdoor recreation technology and advanced manufacturing & engineering are colliding. Camping equipment and navigational systems, wearable tech, and custom off-road vehicles — this fusion of lifestyle and industry has evolved into the new and exciting field of **Adventure Tech**.

Adventure Tech is booming as the demand for more personalized and immersive outdoor experiences and equipment grows, helping us to not only return to nature, but see and engage with it through a brand-new lens.

Innovations in Adventure Tech have led to increased mobility, accessibility, and modularity, empowering all outdoor enthusiasts, from the casual hiker to the veteran trailblazer, to explore further, climb higher, and engage with nature more safely and meaningfully than ever before.

To fuel this innovation, we'll need more than just capital — we'll need a place we can call home. A place that can cultivate new thinking, facilitate quicker testing, and support manufacturing and development at scale. **This is how the Adventure Tech revolution starts - one idea at a time.**



5 THINGS

HIGH-GROWTH ADVENTURE TECH BRANDS NEED

- 1. Advanced talent with applied experience**
From engineers to enthusiasts, you need people with the knowledge and ability to design, develop, test, and execute new ideas and products.
- 2. Cost-effective production space**
A place to build, with space enough to scale with your needs and vision.
- 3. Real-world R&D environments**
Research and testing that's not just theoretical, but practically proven in the field.
- 4. Logistics and access**
The resources you need to see your vision through, including materials, packing, shipping, and tracking.
- 5. Support that clears paths, not clutters them**
Partners who understand your goals and help you access funding, resources, and navigate processes with transparent, timely communication.



ADVENTURE TECH

AT A GLANCE

“

“Colorado is one of the most exciting hotbeds of American innovation and technology. It is perennially among the top 10 States for patents per capita, business creation rate, startup density, federal funding for R&D, and total venture capital deals and expenditures.”

– Elevating Colorado 2025, Colorado CEDS

Colorado is on the rise as a top national hub for outdoor-focused industries. And Northern Colorado has been identified as one of the fastest-growing economies in the state. Why is this place an ideal atmosphere for Adventure Tech to thrive?

\$14.6B

Tourism And Outdoor Recreation Generated

2019

COLORADO TOURISM & OUTDOOR RECREATION PROFILE

#8 NASA

Prime Contract Awards

TOWARD A MORE COMPETITIVE COLORADO REPORT, TMCC, 2026

27%

Job Growth 2010–2019

COLORADO TOURISM & OUTDOOR RECREATION PROFILE

46%

Holding A Bachelor's Degree Or Higher

COLORADO CEDS 2025

\$483M

Tourism And Outdoor Recreation Trade in 2019

COLORADO TOURISM & OUTDOOR RECREATION PROFILE

67.7%

Labor Force Participation Rate in April 2024

COLORADO CEDS 2025

COLORADO NATIONAL RANKINGS

#1

LOWEST OBESITY RATES AND PHYSICAL ACTIVITY

#2

% OF POPULATION (OVER 25) WITH A BACHELOR'S DEGREE

#3

FOR STARTUP JOB CREATION AND TECH EMPLOYMENT

#4

LABOR FORCE PARTICIPATION AND SMALL BUSINESS INNOVATION RESEARCH

#5

NATIONALLY FOR CLEAN-TECH INNOVATION

#6

IN WIND GENERATION

#7

IN VENTURE CAPITAL INVESTMENTS

#8

IN OVERALL WELLBEING INDEX

#9

IN OVERALL ECONOMY

#10

IN CORPORATE TAXES CLIMATE

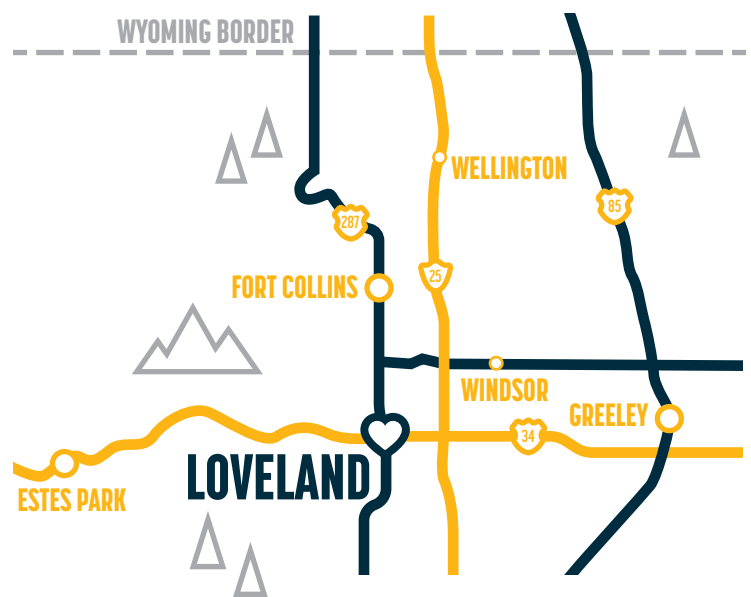


Photo Credit: CO_Mtneer

SPOTLIGHT LOCATION: NORTHERN COLORADO

Outdoor travel and Adventure Tech companies are continuing to move west, and it's no surprise why. Northern Colorado offers a central location for easier travel and distribution, a talent pool passionate about the outdoors, and a beautiful landscape year-round that serves as the perfect testing ground for new technology. It's an ideal place for Adventure Tech companies and their employees to work, live, prototype, and play.

Nearly 11,000 tech companies* call Colorado home, including the likes of VF Corporation (The North Face, JanSport, Vans, Dickies, Timberland, Smartwool), Osprey Packs, Moots Cycles, and Leitner Poma. These companies and others are responsible for contributing over \$106 billion in gross state product (GSP) each year.** And those numbers continue to grow.



NORTHERN COLORADO



Northern Colorado is the perfect foundation for success for startups and established Adventure Tech companies alike, giving them the launchpad they need to scale into the future with several economic and strategic benefits.



Strategic Location

The region benefits from access to Interstate 25, a major north–south corridor connecting Denver to Fort Collins, Greeley, and Cheyenne, positioning it as a logistics and innovation hub along the Front Range.



Population & Growth

Colorado’s population surpassed 5.8 million in 2023, with Northern Colorado among the leaders in population and job growth since 2020 due to its strong economy, universities, and quality of life.



Higher Education & Talent

Anchored by Colorado State University in Fort Collins, the University of Northern Colorado in Greeley, and the University of Colorado Boulder, the region contributes heavily to the state’s third-highest national ranking for higher education attainment—46% of residents hold a bachelor’s degree or higher, compared to 36% nationally.



Labor Force Excellence

Colorado maintains one of the highest labor participation rates in the country (67.7%, fifth nationally), thanks in part to the youthful and educated workforce concentrated in Northern Colorado.

*Source – Choose Colorado

**Source – Colorado Technology Association



LOVELAND'S COMPETITIVE ADVANTAGE

Loveland, Colorado, stands as one of the most dynamic mid-sized cities on the Front Range. Known as the "Gateway to Rockies," Loveland consistently outperforms national averages in growth, education, and innovation thanks to its strong business climate, skilled workforce, and strategic location.

Educated Workforce and Exceptional Talent

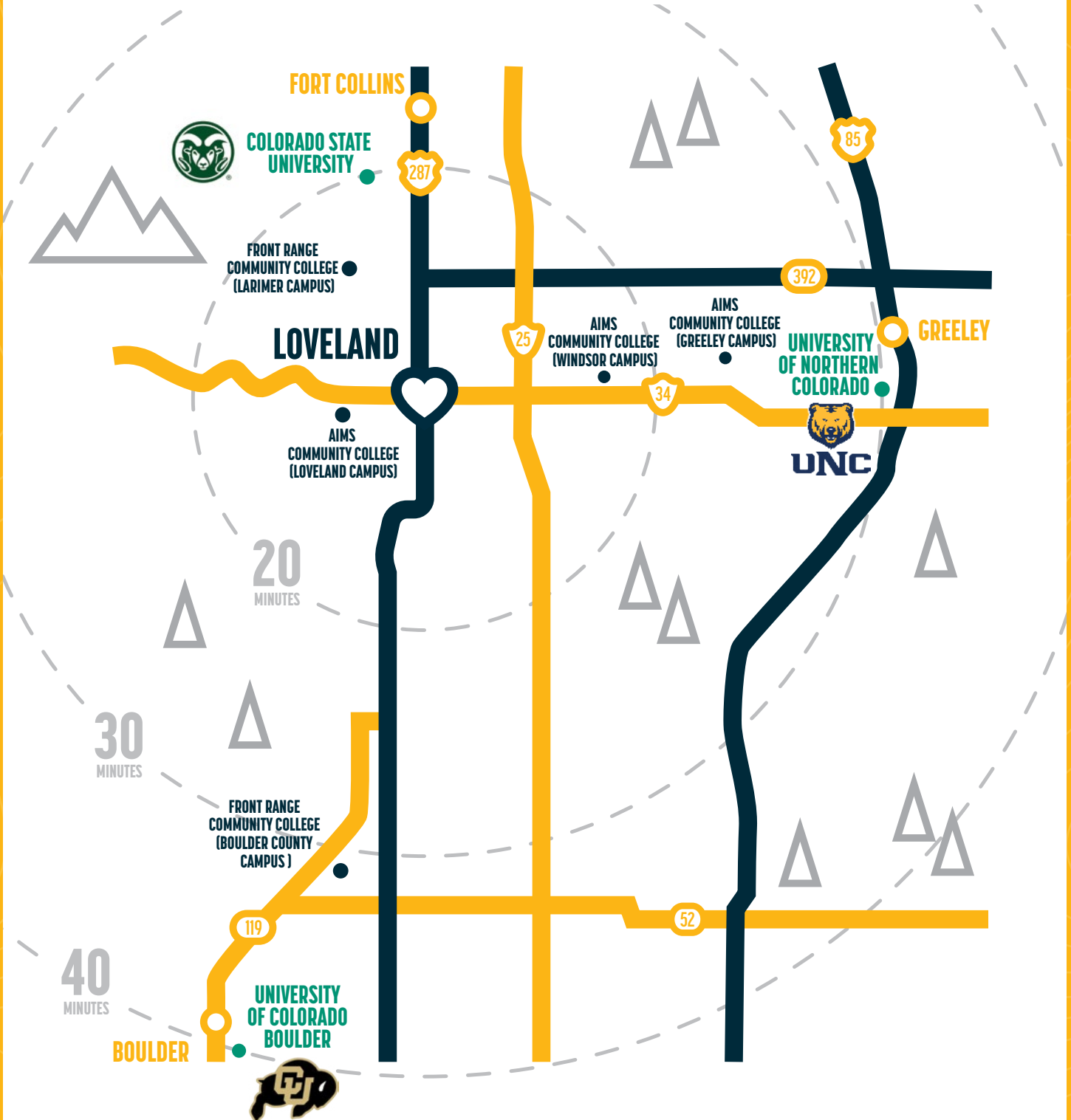
Loveland's talent advantage is one of its greatest assets — supported by several nearby places for higher learning. Loveland sits in the "**20-30-40 Education Corridor**": Just 20 minutes from Colorado State University (Fort Collins), 30 minutes from the University of Northern Colorado (Greeley), and 40 minutes from the University of Colorado (Boulder), providing strategic access to three of the top schools in the state, and the quality talent they produce.

Loveland also benefits from a strong talent pipeline through Aims Community College and Front Range Community College. Students gain hands-on experience in areas like telecommunications, technology certifications, and applied skills training, which prepares workers with the practical knowledge and technical skills that Adventure Tech companies rely on.

No other region can boast the combination of skilled talent and passion for the outdoors like Loveland can. From engineers who scale mountains, to scientists who explore trails, to trades professionals who carve up the slopes, companies in Loveland gain access to top talent while simultaneously supporting a vibrant innovation ecosystem that spans bioscience, cleantech, vet tech, advanced manufacturing, automation, robotics, and aerospace.

LOVELAND'S ADVANTAGE

THE 20-30-40 EDUCATION CORRIDOR





Comprehensive Business Support in Loveland

Loveland offers a full ecosystem to help businesses grow, scale, and innovate. The Economic Development Department provides hands-on, concierge support for companies establishing or expanding in the region. This includes guidance through local regulations, connections to workforce resources, and assistance in identifying and securing local and state-level incentives. Businesses also gain access to data-driven market insights and tailored support programs designed to accelerate growth.

The Loveland Business Development Center (LBDC) provides free one-on-one consulting and access to data tools for informed business planning and strategy. The Colorado Small Business Development Center (SBDC - Colorado) delivers expert mentorship, financial guidance, and industry-relevant training. The Warehouse Business Accelerator helps companies optimize logistics, support growth planning, and offers shared resources for successful market delivery. Finally, the Loveland Chamber of Commerce connects businesses to networks, partners, and local opportunities. Together, these resources give Adventure Tech and related industries the support, expertise, and connections they need to thrive.



Strategic Location in a Fast-Growing Corridor

Loveland lies in the center of Northern Colorado — a region identified by the 2025 Elevating Colorado Comprehensive Economic Development Strategy (CEDDS) as one of the fastest-growing economies in the state and a major contributor to Colorado's \$553 billion GDP, up 16 percent since 2019. Nearly at the geographic center of the U.S., Loveland offers exceptional connectivity, situated along Interstate 25, Colorado's main north-south artery, with close access to Interstates I-70 and I-80, providing efficient routes to surrounding cities and states.

The Northern Colorado region offers strategic, efficient, and connected rail access for industries that rely on fast, cost-effective movement of goods. Served by both BNSF Railway and Great Western Railway, Northern Colorado provides direct links to national freight corridors, regional supply chains, and key manufacturing hubs across the Mountain West.

Loveland is home to the Northern Colorado Regional Airport (FNL). Offering businesses a newly renovated terminal, on-site customs office, expanded hangar storage, improved runways, and jet craft incentive programs, FNL supports corporate travel, cargo operations, and aviation growth.



Livability that Drives Economic Success

While Colorado’s median home price reached \$580,000 in 2024, Loveland continues to balance attainability and quality. The city’s strong arts culture — home to the renowned Benson Sculpture Garden, Art in the Park, and a revitalized downtown — has earned it recognition as one of the most “livable and resilient” communities in the state’s planning framework. Residents enjoy 300 days of sunshine per year, proximity to Rocky Mountain National Park, and a lifestyle that seamlessly blends work and recreation.



Sustainability and Future-Ready Growth

Loveland contributes to Colorado’s leadership in climate preparedness by investing in wildfire mitigation, water-resource management, and renewable-energy initiatives. These aren’t just goals on paper—Loveland backs them with action. Our commitments align with statewide priorities for environmental stewardship and sustainable urban growth, ensuring the city’s development remains as responsible as it is ambitious. For example, in 2025, Loveland was named the top residential recycling program in Colorado for the ninth consecutive year, underscoring our proven, long-term results in sustainability.





A Diverse, Resilient Economy

Loveland's local economy mirrors the diversity and strength of the region, thriving in advanced manufacturing, healthcare, technology, and the creative arts. The city's industrial parks offer more than 3,000 acres of mixed-use space for businesses seeking scalability and visibility along I-25.

Northern Colorado — and Loveland in particular — is driving the business momentum of the state. With regional business incubators and accelerators, such as the Warehouse Business Accelerator at The Forge Campus, Innosphere Ventures in Fort Collins, and Colorado State University's CSU Ventures, supporting commercialization, Loveland benefits directly from technology transfer, research partnerships, and a growing base of venture-backed firms.

Municipality Owned Utilities & Infrastructure

Loveland's locally owned utilities are designed to support business growth while prioritizing sustainability and long-term community development. By managing electricity, water, waste, and fiber services directly, the city ensures infrastructure that is reliable, efficient, and prepared for the future.



Power

Reliable, Cost-Effective, and Sustainable

Loveland provides 99% reliable electricity through robust infrastructure with ample capacity to support expanding business demand. Competitive rates ensure cost-effectiveness, while renewable energy initiatives and modern efficiency practices reflect the city's commitment to a greener, sustainable future.



Water

Secure, High-Quality, and Future-Ready

The newly constructed Chimney Hollow Reservoir positions Loveland for long-term water security, with up to 90,000 acre-feet of storage to support commercial, industrial, and community needs for the Front Range. Combined with a treatment plant capable of processing 38 million gallons per day, Loveland delivers water that meets or exceeds state and federal quality standards—ensuring reliability and environmental stewardship for decades to come.



Connectivity

Fast, Scalable, and Efficient

Pulse Fiber Internet offers speeds up to 1 Gbps with low latency and high-capacity bandwidth for cloud applications, remote collaboration, and data-driven operations. Built on state-of-the-art, redundant infrastructure, Pulse Fiber provides scalable, energy-efficient connectivity to keep businesses online.



Waste & Recycling

Capacity Meets Sustainability

Loveland's modern waste and recycling systems provide ample capacity for commercial and industrial operations. Efficient collection, processing, and recycling programs help businesses reduce environmental impact without compromising operational needs.

LOVELAND IS THE SOLUTION

The time for Adventure Tech is now. To push boundaries, you need the right launchpad. That launchpad? Loveland—the Sweet Spot of Colorado.

Here, breathtaking landscapes and unmatched outdoor access meet logistical efficiency. A highly educated, driven workforce is ready to turn bold ideas into reality.

Loveland's economy is strong and growing, built on a foundation that supports businesses of every scale. Connectivity isn't just a buzzword, it's a lifeline. Access to venture capital, incentives, strategic partners, and accelerator programs ensure your business moves faster, smarter, farther—accelerating ambition.

It's where advanced manufacturing, aviation, bioscience, and agriculture intersect, sparking cross-industry innovation. It's where 1,258 patents from 1,053 inventors have taken flight. It's where talent, technology, and adventure converge.

Loveland isn't just a place to work—it's where innovation calls home, and Adventure Tech finds its wings. Now is the moment.



CASE STUDY:

PUSH INDUSTRIES

Engineered for the Ride: Push Industries

A Case Study on the Rise of Adventure Tech in Loveland, Colorado

Founded in 2003 by Darren Murphy, Push Industries began in California with a racer's mindset and an engineer's pursuit of perfection. What started as a boutique suspension tuning shop evolved into a global leader in high-performance mountain bike components. In 2015, Push released the Elevensix, the first fully U.S.-manufactured luxury-grade mountain bike shock, redefining craftsmanship and performance in the industry. Now headquartered in Loveland, Colorado, Push employs 14 people, operates in nine countries, and continues to lead with precision engineering and a "made to last" philosophy.

Loveland offered the company a rare combination of talent, terrain, and expansion potential. The city's location at the base of the Rockies gives Push direct access to diverse test terrain — including a local trail network known as the "Push Loop," where real-world product testing happens just minutes from the shop. This integration of lifestyle and innovation has been key to the company's R&D process, allowing engineers who ride to design with authenticity and performance in mind. Loveland's collaborative business climate, zoning flexibility, and access to technical talent have further fueled Push's growth and future expansion into a next-generation manufacturing facility.

As one of Loveland's most visible Adventure Tech leaders, Push Industries embodies how innovation



and outdoor recreation intersect in Northern Colorado. By merging precision engineering with a passion for the ride, the company helps define Loveland's growing identity as a hub for adventure-driven manufacturing and

design. The city's community values, quality of life, and support for small-scale advanced manufacturing have enabled Push to thrive while inspiring a new generation of outdoor-tech entrepreneurs.



"We've built our company on the idea that 'good enough' is never good enough. Loveland has given us the space, community, and talent to keep pushing what's possible — right here in Colorado."

— **Darren Murphy**, Founder & CEO, Push Industries

KEY TAKEAWAYS

Customer Obsession Drives Growth

A relentless focus on the rider experience fuels innovation and loyalty.

Location Matters

Loveland's talent, terrain, and business infrastructure make it ideal for performance-driven manufacturing.

Sustainable Design Creates Value

Products built to last challenge the disposable model, supporting long-term brand trust.

Adventure Tech Leadership

Push exemplifies how Loveland's unique assets can attract and sustain global outdoor recreation companies.

KEY ACHIEVEMENTS

Industry Innovation

Created the first U.S.-made, luxury-grade mountain bike shock absorber.

Sustainability Leadership

Every product is serviceable for life, eliminating the disposable gear model.

Global Reach

Active in nine countries, with expansion plans to over 50.

Local Talent

100% of staff are outdoor enthusiasts, integrating passion into every product.

Future Growth

Planning a next-generation manufacturing facility in Loveland.

To read the full case study, visit the website lovelandeconomicdevelopment.org/case-studies

LEARN FASTER. MOVE SMARTER.

The home of Adventure Tech is Loveland, Colorado. It's a place where founders scale, companies expand, and growth multiplies. Loveland is your launchpad, bringing real support to help you transform your ideas into action.

Learn how you can accelerate your ambition in the Adventure Tech ecosystem. Connect with our team to see why Loveland, Colorado is your next basecamp of innovation.



CONTACT US TODAY

City of Loveland Economic Development
500 E. 3rd Street, Suite 310, Loveland, CO 80537
lovelandeconomicdevelopment.org
econdevinfo@cityofloveland.org
970.962.2888



SCAN.
EXPLORE.
BUILD.



ACCELERATING
AMBITION