

Economic Development

Loveland's Economic Development team drives job creation, private investment, and long-term economic resilience by attracting primary employers and new retail opportunities, supporting local business growth, and investing in entrepreneurs. Through a proactive, data-driven approach, the department strengthens the city's tax base while ensuring Loveland remains competitive, business-ready, and aligned with community priorities.

In 2025, the team recorded 300+ company engagements across business attraction, retention and expansion, retail, entrepreneurship, and strategic industry outreach—building relationships with businesses at every stage of growth and investment.

Past Highlights

- **Business Attraction & Targeted Growth**
Maintained a strong pipeline of 40 actively engaged companies across advanced manufacturing, aerospace, logistics, and technology sectors—representing future job creation, capital investment, and tax base growth.
- **Business Retention & Expansion (BRE)**
Engaged with and supported 200+ local businesses, with 10 companies entering expansion conversations—supporting reinvestment, job growth, and long-term economic stability.
- **Entrepreneurship & Small Business Growth**
Supported 152 businesses and 62 entrepreneurs, helped launch new ventures and securing \$320,000+ in capital—strengthening Loveland's small business ecosystem and local economy.
- **Retail Investment & Community Access**
Advanced three major grocery developments, improving access to essential services, reducing retail leakage, and capturing more local spending.
- **Tourism & Visitor Economy Impact**
Generated \$1.4M+ in lodging tax revenue and welcomed 2.8M visitors (13.1M visits)—driving spending at local businesses and supporting community amenities.
- **Destination Development & Events**
Supported 25+ community and destination events, including the Sweetheart Festival, which brought 9,000 visitors downtown—boosting local sales and vibrancy.

Upcoming Departmental Priorities

- **Advance Airport & Infrastructure Development**
Following the launch of new aviation incentives and rail spur planning, the City will continue to advance airport-related development to attract high-value employers, expand logistics opportunities, and support long-term job creation.
- **Strengthen Economic Competitiveness & Business Tools**
With Enterprise Zone redesignation and the Foreign Trade Zone implementation underway, efforts will

focus on leveraging these tools to attract investment, support business expansion, and enhance Loveland's competitive position.

- **Expand Targeted Industry Marketing & Business Attraction**

Building on the launch of the Adventure Tech campaign and national outreach efforts, the City will continue targeted marketing and industry engagement to attract companies aligned with Loveland's strengths in innovation, manufacturing, and outdoor-related industries.

- **Enhance Tourism, Marketing & Visitor Experience**

With expanded marketing strategies and a new downtown Visitor Center in place, Visit Loveland will continue to grow visitation, strengthen partnerships, and enhance the visitor experience to drive economic activity.

- **Advance Downtown Revitalization & Redevelopment**

Ongoing downtown and redevelopment efforts will continue to support small business growth, increase foot traffic, and drive reinvestment in key areas of the community.

Economic Development – By the Numbers

- **300+** company engagements across business attraction, retention, expansion, retail, entrepreneurship, and industry outreach
- **152** small businesses assisted through direct services
- **200+** local businesses supported through retention & expansion efforts
- **40** companies evaluated Loveland for relocation across advanced manufacturing, aerospace, technology and other sectors.
- **3** major grocery developments advancing
- **62** entrepreneurs supported, securing \$320,000+ in capital
- **\$1.4M+** in lodging tax revenue generated
- **2.8M visitors** generating **13.1M visits** to Loveland
- **25+** events supported
- **1** new visitor center opened
- **2** new love locks sculptures created and placed

Funding Snapshot

Economic Development is funded through a combination of sources to support both business growth and community impact.

- Visit Loveland is funded solely through a 3% lodging tax, which reinvests visitor-generated revenue back into tourist/resident services, events, and destination marketing.
- Business Development activities are funded through the City's General Fund, with an annual operating budget of \$1.265M, supporting business attraction, retention, retail attraction, redevelopment and entrepreneurship services that strengthen Loveland's economy.

Why It Matters

Economic Development drives a strong, resilient economy by attracting investment, supporting business growth, and expanding the tax base—helping fund essential services and sustain Loveland's long-term financial health.