

Loveland captures hearts, business

Tech employers, retailers embrace city

Loveland has emerged as the epicenter of Northern Colorado. Situated at the interchange of Interstate 25 and U.S. Highway 34 just 45 miles north of Denver, the Sweetheart City offers easy access to communities throughout Larimer and Weld counties.

That location has put Loveland at the forefront of an explosion of development along the I-25 corridor, much of it on the city's eastern edge. Centerra, a 3,000-acre mixed-use development at I-25 and U.S. 34, includes a variety of office, residential and retail offerings. Poag & McEwen of Memphis, Tenn., developed The Promenade Shops at Centerra, a lifestyle center that includes Dick's

Sporting Goods, Barnes & Noble, Macy's and many other high-end retailers.

McWhinney, developers of Centerra, also plan Grand Station, which will encompass 1 million square feet and will include a mixture of retail, office and residential uses in a project that evokes images of a Victorian-era downtown.

Other developments in Loveland recently:

- McKee Medical Center, owned by Banner Health of Phoenix, is in the midst of a \$70 million expansion project.

- Heska Corp., a manufacturer of pharmaceuticals for companion animals, opened a 60,000-square-foot corporate headquarters at Centerra.

"Loveland has emerged as the epicenter of Northern Colorado."

Loveland enjoys a wonderful blend of natural beauty and economic dynamism. Lake Loveland (above) provides a scenic and recreational element in the heart of the city. Photo by Erik Stenbakken, Stenbakken Photography



Arts has emerged as a key element in the Loveland economy, with sculptures placed throughout the city. Photo courtesy of Richard L. Koshak, Lightworks Photography



□ The O'Connor Group of Boulder recently completed the \$25 million Lincoln Place, a mixed-use project downtown. The project includes 200 apartments, 22,000 square feet of retail space and a 292-car parking garage.

□ John Q. Hammons Hotels is building a 263-room Embassy Suites hotel and 75,000-square-foot conference center along I-25.

Loveland benefits from complementary economic-development programs. The city runs the Loveland Economic Gardening Program, designed to assist small businesses and grow Loveland's economy from within.

Additionally, the Northern Colorado Economic Development Corp. works to bring new business to Loveland, and to help existing businesses with expansion. The city is part of the Rocky Mountain Innovation Initiative, an incubator program designed to promote innovation and entrepreneurship in the region.

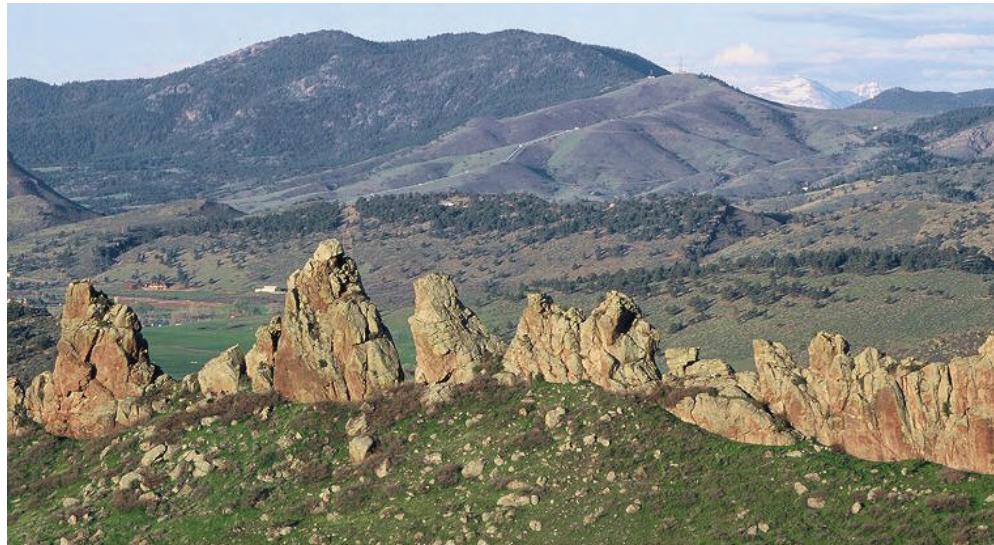
Loveland co-owns and operates the Fort Collins-Loveland Municipal Airport, a 1,000-acre facility that serves corporate aircraft and one commercial airline, Allegiant Air, which offers flights to Las Vegas. This general-aviation airport is a valuable asset to Northern Colorado.

Windsor developer Martin Lind is working on a plan for Airpark of the Rockies, which would be located adjacent to the airport, with through-the-fence operations. Like the rest of Northern Colorado, Loveland has experienced a population boom. Population has climbed from 50,608 in 2000 to 61,122 in 2006, according to the U.S. Census Bureau.

The Thompson School District is the state's 16th-largest, with five high schools, five middle schools and 18 elementary schools.

Loveland is home to a campus of Aims Community College, as well as Colorado Christian University, and is just a few miles' drive from Colorado State University in Fort Collins, and the Larimer County campus of Front Range Community College.

Additionally, Larimer County several



Loveland's natural setting is a major draw for employers seeking an outstanding quality of life.
Photo courtesy of Loveland Chamber of Commerce

years ago moved its fairgrounds to a site in Loveland along I-25. Known as the Ranch, the complex includes the Budweiser Events Center, a 7,200-seat arena that hosts major sporting and entertainment events. The Ranch also includes a variety of other exhibition facilities.

Loveland is home to several professional sports teams. The Colorado Eagles, a Central Hockey League franchise, regularly play to sell-out crowds at the Budweiser

Events Center. The center also hosts the Colorado Ice indoor football team. One of Loveland's greatest assets is a thriving arts community, including performing arts, foundries and visual arts. The city hosts the Governor's Invitational Art Show and includes many galleries.

Loveland's diverse offerings demonstrate why it's become the darling of the region's business community.

RESOURCES

City of Loveland
www.ci.loveland.co.us

Loveland Center for Business Development
www.lovelandbusinessadvice.com

Loveland Chamber of Commerce
www.loveland.org

Loveland Economic Gardening Program
www.lovelandeconomicgardening.com

Northern Colorado Economic Development Corporation
www.ncedc.com

Rocky Mountain Innovation Initiative
www.rmi2.org

LOVELAND PROFILE

Square miles	25.5
Population 2000	50,608
Population est. 2006	61,122
Labor force	27,060
Employment	26,164
Per capita income	\$21,889
Median household income	\$47,119
Households	12,293

SNAPSHOT

A sampling of Loveland's largest private employers.

Wal-Mart Distribution Center	1,225
Hach Co.	830
McKee Medical Center	771
Medical Center of the Rockies	600
Agilent Technologies Inc.	550