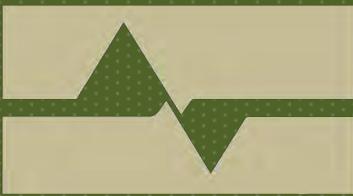


ECONOMIC DEVELOPMENT



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Economic Development

The City of Loveland Vision for economic development is: Loveland is a community with a growing and diverse economic base that offers ample employment and business opportunities to all.

The City's Economic Development Mission is to: Grow employment and business opportunities to sustain the economic health of Loveland and the Northern Colorado Region. We do this by taking actions to accomplish the community's economic development goals.

Goal #1: Make Loveland the heart of innovation and creativity in Colorado.

Goal #2: Make Loveland a destination which attracts businesses, visitors, and consumers.

Goal #3: Make the Right Investment Easy to Come, Stay and Grow.

Goal #4: Make the Right Connections.

Outcome	Performance Measure	2012 Actual	2013 Revised	2014 Projected
Promote the adequate provision of employment opportunities in an effort to sustain the economic health of Loveland and the Northern Colorado region. (GP 13)				
Loveland has a reputation of being the heart of innovation in Colorado	Creative Sector and Technology Events	4	6	6
	Adoption of the Economic Development Strategy and Incentive Policy Updates.	1	0	1
	City Council Outreach Activities and Business Appreciation	6	6	4
	Business Assistance/Incentive Agreements proposed/approved	4	6	5
	Presentations to Community Groups.	30	30	30
	Rapid Response Conceptual Review Team/Site Tours.	15	15	15
Market Loveland.	Business Development Website.	1	1	1
	Living Loveland Tag (s) and OCSD Website	1	1	1
	Retail Recruitment/ICSC events and Downtown RFEI	2	2	2
	Destination Loveland and Everything You Loveland Brand and Trade Shows	4	6	6
Relationship management.	Loveland Business Assistance Network Meetings.	4	4	4
	City Council Economic Development Subcommittee Events.	6	6	6
	Letters of Understanding with Partners.	3	3	3
	Ombudsman Calls Addressed.	20	25	20
	Business Assistance Matrix.	1	1	1

Economic Development Department Summary							
	'12 Actual	'13 Adopted Budget	'13 Revised Budget as of June	'14 Budget	'14 Budget / '13 Adopted % Change	'13 FTE	'14 FTE
General Fund							
BUSINESS DEVELOPMENT	\$1,275,952	\$1,060,110	\$2,119,680	\$1,141,480	7.7%	4.13	4.50
Special Revenue Fund							
LODGING TAX	\$494,701	\$610,000	\$904,530	\$693,570	13.7%	1.50	3.00
Total Expense	\$1,770,653	\$1,670,110	\$3,024,210	\$1,835,050	9.9%	5.63	7.50
REVENUE							
General Fund							
OTHER	39,952	26,000	26,000	26,400	1.5%		
TRANSFERS	-	78,800	78,800	81,560	3.5%		
GENERAL FUND SUBSIDY	1,236,000	955,310	2,014,880	1,033,520	8.2%		
Total General Fund	\$1,275,952	\$1,060,110	\$2,119,680	\$1,141,480	7.7%		
Special Revenue Fund							
LODGING TAX	673,646	700,000	700,000	797,780	14.0%		
INTEREST	9,119	8,710	8,710	9,570	9.9%		
OTHER	35,872	10,150	10,150	37,680	271.2%		
Total Special Revenue	\$718,637	\$718,860	\$718,860	\$845,030	17.6%		
Total Revenue	\$1,994,589	\$1,778,970	\$2,838,540	\$1,986,510	11.7%		
EXPENSE BY CATEGORY							
PERSONNEL SERVICES	518,914	513,200	563,200	676,060	31.7%		
SUPPLIES	109,703	88,640	273,840	85,260	(3.8%)		
PURCHASED SERVICES	1,142,036	891,140	2,010,040	795,900	(10.7%)		
ADMINISTRATIVE OVERHEAD	-	127,130	127,130	252,830	98.9%		
TRANSFERS	-	50,000	50,000	25,000	(50.0%)		
Total Expense	\$1,770,653	\$1,670,110	\$3,024,210	\$1,835,050	9.9%		

Economic Development

Economic Development's mission is to grow employment and business opportunities to sustain the economic health of Loveland and the Northern Colorado Region.

ACTIVITY	DEPARTMENT			
Economic Development	Economic Development			
EXPENSE BY DIVISION/Program	'12 Actual	'13 Adopted Budget	'13 Revised Budget as of June	'14 Budget
General Fund				
ECONOMIC DEVELOPMENT				
General Operations	-	108,500	108,500	232,380
Business Development	789,847	580,190	1,583,240	564,100
Creative Sector Development ¹	104,657	102,940	102,940	-
Economic Gardening	61,254	73,480	-	-
Partner Agency Contributions	156,550	75,000	205,000	225,000
Technology Transfer Initiative	163,644	120,000	120,000	120,000
Total Expense	\$1,275,952	\$1,060,110	\$2,119,680	\$1,141,480
REVENUE				
CONTRIBUTIONS	39,647	26,000	26,000	26,000
OTHER	-	76,130	76,130	81,560
TRANSFERS	305	-	-	400
GENERAL FUND SUBSIDY	1,236,000	957,980	2,017,550	1,033,520
Total Revenue	\$1,275,952	\$1,060,110	\$2,119,680	\$1,141,480
EXPENSE BY CATEGORY				
PERSONNEL SERVICES	417,907	411,050	411,050	441,650
SUPPLIES	59,075	43,970	41,470	36,600
PURCHASED SERVICES	798,970	496,590	1,558,660	430,850
ADMINISTRATIVE OVERHEAD	-	108,500	108,500	232,380
Total Expense	\$1,275,952	\$1,060,110	\$2,119,680	\$1,141,480
FTE	3.63	4.13	4.50	4.50

¹ The Office of Creative Sector Development functions move into the general operations of the Department in 2014.

CHANGES COMPARED TO PRIOR YEAR ADOPTED

102,940	Increase in personnel services (\$88,300), supplies (\$200), and purchased services (\$14,440) moved into the Business Development program from the Office of Creative Sector Development program.
(102,940)	Reduction in personnel services, supplies, and purchased services formerly reported separately as the Office of Creative Sector Development.
21,680	Increase in personnel services for a net of .37 FTE added mid-year in 2013 as an Administrative Technician.
50	Increase in personnel services for workers' compensation due to the allocation of the City's cost based on the Department's experience rating and forecasted liability costs.
(2,570)	Decrease in personnel services for unemployment insurance due to the allocation of the City's cost based on the Department's experience rating and forecasted liability costs.
(6,780)	Reduction in supplies for computer hardware and software.
(100)	Decrease in purchased services for general liability due to the allocation of the City's cost based on the Department's experience rating and forecasted liability costs.
(250,000)	Decrease in purchased services for economic incentives, which have been moved into a separate fund.
130,000	Increase in purchased services for payments to the Loveland Center for Business Development (LCBD) approved mid-year in 2013.
490	Increase in purchased services for vehicle maintenance based on projected rental costs.
38,810	Increase in administrative overhead due to the addition of Information Technology costs.
60,160	Increase in administrative overhead due to the addition of City Attorney costs.
39,630	<u>Core Changes</u>
11,440	Personnel Services
(590)	Supplies
3,870	Purchased Services
24,910	Administrative Overhead
50,000	<u>Funded Supplements</u>
30,000	Increase in purchased services for travel and other services for primary employer attraction.
20,000	Increase in purchased services for contributions to partner agencies.

81,370 Total Change

OTHER INFORMATION

55,000 Unfunded Supplements

55,000 Increase in funding for the Technology Transfer Program.

- Equipment Replacement
 - No equipment is scheduled for replacement in this division.
- Capital Projects
 - There are no capital projects associated with this division.

Visitor Services

Visitor Services receives its funding from the City's Lodging Tax and is responsible for marketing Loveland as a destination for tourism, conventions, and business development. The Division also manages the Loveland Visitors Center.

ACTIVITY	DEPARTMENT			
Visitor Services	Economic Development			
EXPENSE BY DIVISION/Program	'12 Actual	'13 Adopted Budget	'13 Revised Budget as of June	'14 Budget
Special Revenue Fund				
VISITOR SERVICES				
General Operations	105,442	115,000	115,000	202,890
Community Marketing	93,675	147,000	149,500	298,000
Conventions	-	30,000	30,000	-
Events	102,539	108,000	208,000	-
Product Improvement	50,230	50,000	236,500	50,000
Visitor/Reception Center	129,210	130,000	130,000	142,680
Website	13,605	30,000	35,530	-
Total Expense	\$494,701	\$610,000	\$904,530	\$693,570
REVENUE				
LODGING TAX	673,646	700,000	700,000	797,780
CHARGES FOR SERVICE	28,398	10,000	10,000	30,000
INTEREST	9,119	8,710	8,710	9,570
OTHER	7,474	150	150	7,680
Total Revenue	\$718,637	\$718,860	\$718,860	\$845,030
EXPENSE BY CATEGORY				
PERSONNEL SERVICES	101,007	102,150	152,150	234,410
SUPPLIES	50,628	44,670	232,370	48,660
PURCHASED SERVICES	343,066	394,550	451,380	365,050
ADMINISTRATIVE OVERHEAD	-	18,630	18,630	20,450
TRANSFERS	-	50,000	50,000	25,000
Total Expense	\$494,701	\$610,000	\$904,530	\$693,570
FTE	1.00	1.50	2.50	3.00

CHANGES COMPARED TO PRIOR YEAR ADOPTED

51,090	Increase in personnel services for 1 FTE Visitor Center Manager hired after budget adoption in late 2012.
40,000	Increase in personnel services for non-benefitted salaries for 2 part-time and seasonal employees.
1,000	Increase in supplies for computer hardware for non-benefitted personnel.
2,700	Increase in supplies for food.
(50,000)	Decrease in purchased services for temporary agency costs for a Visitor Center Manager.
(12,200)	Decrease in purchased services for utilities for costs covered through administrative overhead allocations.
970	Increase in purchased services for vehicle maintenance based on projected rental costs.
4,000	Increase in purchased services for postage for increased advertising.
17,500	Increase in purchased services for advertising.
6,500	Increase in purchased services for travel and meetings.
5,000	Increase in other services for miscellaneous service such as event services and armored car services.
(25,000)	Decrease in transfers to the Museum Division for event advertising.
1,820	Increase in administrative overhead for Facilities Management costs based on the allocation methodology.
12,830	<u>Core Changes</u>
13,810	Personnel Services
290	Supplies
(1,270)	Purchased Services
27,360	<u>Funded Supplements</u>
27,360	Increase in personnel services for .5 FTE Business Services Coordinator.
83,570	Total Change

OTHER INFORMATION

- Unfunded Supplements
 - There are no unfunded supplements in this division.
- Equipment Replacement
 - No equipment is scheduled for replacement in this division.
- Capital Projects
 - There are no capital projects associated with this division.