

# Economic Development Office



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## Business Development

- South Catalyst Project
- RTA Project
- Pulliam Plan
- Small Business Development Center
- Retail Analysis Underway
- Outreach to Real Estate Community

## Results:

- Active Prospects
- Redevelopment of downtown and new development proceeding

## Visit Loveland

- Wayfinding signage
- Monument Sign
- Airport Marketing Program
- Large Group Promotion
- FAM and Media Tours
- Web Session

## Results:

- Occupancy Rates are up
- Lodging Tax Receipts are up
- Web Interactions are up

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## Economic Overview – June 2016

- 72,650 residents in 2015 (+8.3% between 2010 and 2014)
- Older population than Larimer County & Northern Colorado communities
  - Median age: 44.1 (Loveland), 36.5 (Larimer County), 35.3 (Northern CO)
  - One-third of the population 55+
  - 65+ population doubled between 2010 and 2014
- Median HH Income: \$52k (Loveland), \$57k (Larimer County), \$62k (Northern CO)
- Regional Workforce
  - 2,370 companies employed 36,790 workers in 2015
  - 64% of all workers in Loveland were in one of five industries: Retail Trade, Government, Leisure & Hospitality, Education & Health Services, PBS
  - Average Annual Wage: \$43k (Loveland), \$46k (Larimer County), \$46k (Northern CO)
  - One-quarter live and work in the city & 74% commute outside the city for jobs