2021 Council Ad-Hoc Committee (Budget Shortfall)





AGENDA - Meeting #4

- 1. Changes to the Outlook a) Rescue Plan Act b) Unassigned Fund Balance
- 2. Art in Public Places Susan Ison, Cultural Services Director
- 3. Tourism Discussion Cindy Mackin, Visitor Services Manager and Community Marketing Commission Members
- 4. Public Safety ISO Ratings Mark Miller, Fire Chief
- 5. Budget Cuts and Impacts Matthew Elliott, Budget Manager
- 6. Tax for Specific Projects Downtown Infrastructure HIP Streets (General Fund)
- 7. Estimated Interest on Bonded Projects (HIP Streets as an example)
- 8. Timeline of process on voter education outreach for well-designed/timed campaign

Attachments:

- 1. April 5, 2021 meeting notes
- 2. ISO Rating information from Chief Mark Miller and the LFRA website The complete presentation will be available Monday morning, April 26, 2021

2021 Council Ad-Hoc Committee (Budget Shortfall)



City of Loveland

April 5, 2021

Meeting Notes – Meeting #3

Council Members: Don Overcash, Kathi Wright, Robert Molloy, Steve Olson, Dave Clark, Andrea Samson, and Mayor Jacki Marsh

Staff in attendance: Steve Adams, Rod Wensing, Alan Krcmarik, Matthew Elliott, Chloe Romero, Justine Bruno, Moses Garcia, Dan Coldiron, Elizabeth Kayl, Julia Holland, Kelly Jones, Mark Jackson, Susan Ison, Robert Ticer, and Hannah Hill.

Public in attendance: John Tindall

Chief Financial Officer, Alan Krcmarik, gave a high-level review of potential revenue sources provided to Council members in previous meetings on the budget shortfall. He stated, he will have better financial estimates in about three weeks but feels, although we have made progress, we are still experiencing a budget shortfall and have unmet capital needs. We also need to work to keep up with current growth and the growth we know is coming.

Budget Manager, Matthew Elliott, addressed how the Capital Program is laid out and how to interpret it.

Art in Public Places (AIPP)

Policy regarding the 1% for Public Art, possibly change it for a period of time. Suggestions include: capping projects at a certain amount and only using funds for maintenance of the current collection.

Sales Tax increase and Seat Tax

Would a tax increase, funding specific projects or a program like Building on Basics in Fort Collins, be supported? Loveland's demographics are different than Fort Collin's, but citizens need specifics they can "buy" into.

Seat tax could fill the gap for the loss of AIPP funds and used to promote other buildings, such as the Pulliam Building or other projects.

Capital Projects and Services

Look at projects that are no longer needed, such as, a new City Administration building and services that can be trimmed down. Citizens don't have an interest in learning about the budget, but if they are seeing an impact personally, they could support increased sales taxes.

Tourism and Marketing

Increase our tourism competition with other cities, draw people who are visiting Rocky Mountain National Park to stay in Loveland a night or two. A billboard on Hwy 34 that promotes downtown, as well as, advertising on where to rent kayaks, bicycles, etc. Do we currently advertise in Estes Park hotels and RV centers? Should we hire a company that specializes in marketing gateway communities?

Topics for April 26, 2021:

- 1. Art in Public Places amount needed annually
- 2. Budget cuts and impacts
- 3. Research Building on Basics:
 - Example with ½ to ¼ penny going towards HIP Streets and how fast could we sundown the project?
 - Could this be filtered through DDA rather than a sales tax or bring in another entity?
 - Would we be able to include the Pulliam Building as part of the downtown improvement?
 - How much of our current expenditures could be eliminated because we were able to backfill back into general fund?
 - Quick poll on sundown projects like this getting people warmed up to saying yes – who could we partner with on that (Justine in CMO)?
 - Continue this poll on other topics like tourism advertising, seat tax, tourism etc.
- 4. Community Marketing Commission and tourism group to address some of the issues at the next meeting.
- 5. Public Safety and ISO fire suppression rating questions.

Attachment 1

- 6. Estimated interest on bonded projects (PULSE as an example).
- 7. Timeline of process on outreach for well-designed/timed campaign.

Attachment 2

Following up on the last Council Ad hoc Committee on the Budget Shortfall meeting on April 5th for the next meeting on the 26th.

Council members had a hypothetical question regarding, what would happen to insurance rates for property owners, on average, if a fire station had to close due to lack of funding. How would it affect property owners in a certain radius of that fire station and would there be ripple effects due to other stations needing to extend their area?

Answer from Chief Mark Miller.

Good question, but not a simple answer, but hypothetically speaking;

If a fire station had to close, it would have an adverse effect on all homes in that particular response area. If it was fire station 3 (for example) homes to the south and west could expect a higher (worse) ISO rating. How much worse? Hard to say without a formal evaluation.

It's more complicated in that station 3 has specific apparatus (water tender) that supplies water to areas west of there that do not have fire hydrants. Without that response, it causes a ripple effect in longer response times and higher ISO ratings for homes/businesses that rely on that water supply. If response times are negatively affected, that in turn has an adverse effect on our Accreditation rating. Again...a ripple effect.

Besides the aforementioned issues, if that station were to close, it would mean that area of the City would be lacking (cut-off) adequate fire protection should there should there be catastrophic flooding of the Big Thompson River, which we have witnessed in 1976 and again in 2013, as well as multiple minor flooding issues in the last 45 years. There is no other fire station on the south side of the Big Thompson River.

More information from the LFRA web-site ISO Rating

The LFRA and the Insurance Service Office (ISO) has updated the Public Protection Classifications (PPC) as a result of the completion and staffing of LFRA Fire Station #7. The new classifications went into effect March 1, 2021.

Background

Established in 1971, the Insurance Services Office (ISO) is the primary source of fire-related insurance risk to municipalities. ISO evaluators visit and evaluate municipal fire service organizations approximately once every five (5) to ten (10) years. ISO performs a

Attachment 2

comprehensive analysis of the complete fire protection system for the municipality, including the dispatch center, water supply infrastructure, and all aspects of fire service organization and operations. LFRA was evaluated in January 2015 and received an updated public protection classification (PPC) rating from ISO in April 2016.

In large part, this improved rating is due to the outstanding services of the <u>Loveland Emergency Communications Center</u> (dispatch) as well as the <u>Loveland Water and Power Department</u>, and other regional water distribution systems, and significant improvements in LFRA operations, equipment, resources, and station locations. This is a comprehensive evaluation and this rating would not have been possible if not for the extraordinary services of our City Departments and neighboring partners.

What does this mean to you?

Depending on the rating criteria outlined below, this could have a positive impact on lowering the premium you pay for home owners insurance on your home or business. Because insurance companies vary in the ways they apply ISO ratings, property owners should contact their insurance providers to learn if premium reductions are available.

Current ISO Ratings

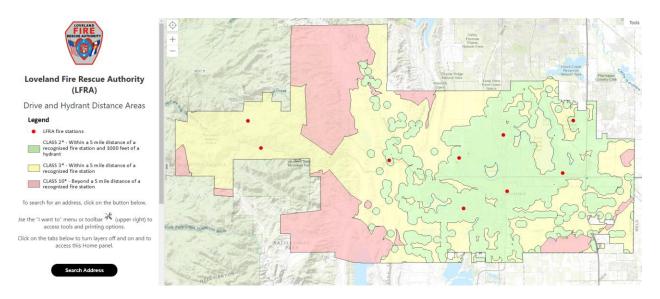
- LFRA FPSA (Fire Protection Service Area): PPC rating of Class 2 This rating applies to all structures within five (5) road miles of an LFRA fire station AND within 1,000 feet of a fire hydrant.
- LFRA FDS (Fire Department Supply): PPC rating of Class 3— This rating applies to all structures within five (5) road miles of an LFRA fire station and are NOT within 1,000 feet of a fire hydrant. This is the area to which LFRA must bring its own water supply, via water tender shuttle operations.
- **PPC rating of Class 10 –** Any area that is more than five (5) road miles of an LFRA fire station.

(Previous ISO ratings were 4, 6, and 10 respectively)

Please Note: The Insurance Service Organization (ISO) Ratings provided to the Loveland Fire Rescue Authority are based on comprehensive analysis of the LFRA including station locations, staffing, apparatus and equipment, firefighting procedures and training and water supply systems. We share data from that comprehensive analysis in the form of GIS mapping information that indicates ISO Public Protective Classification (PPC) ratings. PPC ratings are also determined by road miles from the nearest staffed or volunteer fire station within a jurisdiction, and proximity to water supply hydrants. These ratings are used to determine insurance costs to property owners.

We encourage property owners to share information provided on our LFRA website with insurance providers or underwriters. The ISO encourages insurance providers or underwriters to contact them at 1(800) 444-4554, Option #2 for more detailed information and any clarifying information related to a specific property and a Public

Protection Classification. LFRA can not certify the ISO rating for your property, only the ISO can do that. We provide this page only to be used as a guide.



Information above from Loveland Fire Rescue Authority Home page.

How ISO Fire Rating Impacts Your Community

A good ISO fire rating brings value to your community, so it makes sense to try to improve your score.

Lower insurance premiums

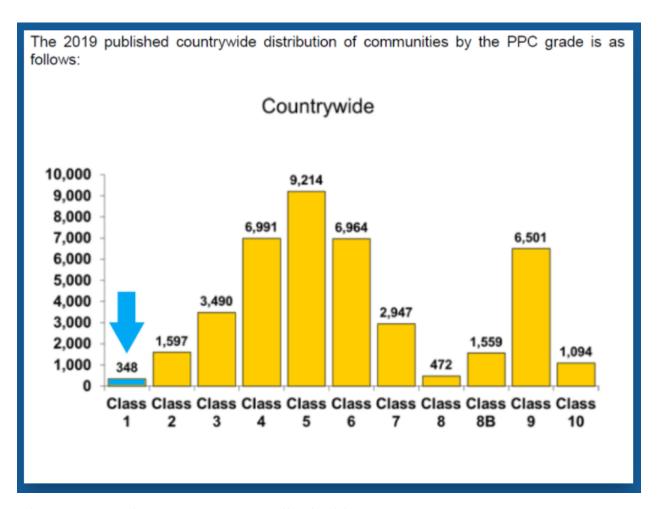
While it's a common perception that homeowner's insurance premiums are directly tied to the ISO fire rating, this isn't necessarily true. Many insurers do provide discounts for lower PPC scores, but their rating structure is complex and constantly changing. And in some states, the score is not even a factor at all.

So, it's good for you to understand how the ISO fire rating works in your community before assuming this is completely true in your circumstance.

As the parent company of ISO, <u>Verisk</u> estimates insurers representing 75% of the residential and commercial market access PPC information when determining their prices. In many states, <u>according to Verisk</u>, the better the ISO score the lower the homeowner insurance premiums. But exactly how much weight is placed on the score is unclear.

Information above from the Verisk home page.

Distribution of ISO Scores from 2019



Information above from Insurance Service Office (ISO) from 2019 data base.



COUNCIL AD-HOC COMMITTEE ON BUDGET SHORTFALL

APRIL 26, 2021

ALAN KRCMARIK

Chief Financial Officer

&

MATTHEW ELLIOTT

Budget Manager

AGENDA

- 1. Changes to the Outlook a) Rescue Plan Act b) 2020 Year-End Adjustments
- 2. Art in Public Places 25 Mins Susan Ison, Cultural Services Director
- 3. Tourism Discussion 25 Mins Cindy Mackin, Visitor Services Manager

and CMC Members

- 4. Public Safety ISO Ratings 10 Mins Mark Miller, Fire Chief
- Budget Cuts and Impacts Matthew Elliott, Budget Manager
- 6. Tax for Specific Projects Downtown Infrastructure HIP Streets (General Fund)
- 7. Estimated Interest on Bonded Projects (HIP Streets as an example)
- 8. Timeline of process on voter education outreach for well-designed/timed campaign

Changes to the Outlook

A) Rescue Plan Act - 4 Criteria \$1.9 T \$65 B

- 1. To respond to the coronavirus health impacts or economic impacts including assistance to households, small businesses, nonprofits, and impacted industries including hospitality, travel, and tourism.
- 2. By providing premium pay for essential workers up to \$13 an hour with an annual cap of \$25,000.
- 3. To cover for lost revenue in providing services. (The City has lost revenue from 2020 and 2021.)
- 4. To make investments in water, sewer or broadband infrastructure.

B) 2020 Year-End Adjustments

- 1. Unassigned Fund Balance
- 2. Contingency Reserve

Art in Public Places

Susan Ison, Cultural Services Director and Suzanne Janssen, Public Art Manager presentation



LOVELAND ART IN PUBLIC PLACES

WWW.LOVELANDPUBLICART.ORG

APRIL 26, 2021

The Visual Arts Commission, which consists of nine members appointed by City Council, administers the AIPP Program.

Jade Windell, Chairman
Susan Atwater
Angela Brill
Blas Estrada
Bruce Gueswel
Greg Hoff
Maryjo Morgan
Abbie Powers
Margie Rosborough
Curtis Rowland, Alternate



City Council Liaison, Kathi Wright
Staff Liaisons, Susan Ison & Suzanne Janssen



1% for the Arts

Loveland's program is the first municipal one percent for the arts program and is regarded as a model for other cities.

1% For the Arts Ordinance: 1% of all City capital projects valued at \$50,000 or more (construction costs only) is placed into the Art in Public Places fund.

Within the 36 year history of the Art in Public Places Program, over 541 works of art have been acquired and installed.

One Percent for the Arts

Section 12.60.010 - Purpose

The purpose of this chapter is to provide a means to fund the acquisition of works of art by the city, which shall become the city's collection, to provide a means to select works of art for the collection, to provide for the display of the collection and to provide for the maintenance and repair of the works of art in the collection.

Section 12.60.030 - Funds for works of art

There shall be included in all estimates of necessary expenditures and all requests for authorizations or appropriations for construction projects an amount for works of art equal to at least one percent of the construction cost. If any project is partially funded from any source which precludes art as an object of expenditure of funds, then this section shall apply only to the amount of funds not so restricted. All funds set aside for works of art shall be paid into the reserve account. (Ord. 3214 § 1 (part), 1985)

Section 12.60.040 - Account established

There is established a reserve account within the general fund-capital to be known as the art in public places reserve account. Such reserve account shall be credited with such funds as determined by the City Council and with all funds received by the City for visual art in public places, whether contributed, earned, secured through grants or otherwise obtained. Moneys credited to such account shall be expended only for acquisition of works of art, maintenance and repair of works of art and expenses of administration of this chapter.

(Ord. 3214 § 1 (part), 1985)

Policies

Acquisition Policy

There's something for everyone in the public art collection. On City streets or in City buildings, a diverse selection of art graces our community.

Donation Policy

Donations have become the hallmark of Loveland's public art collection with 62% of the collection is donated by the Loveland High Plains Arts Council, local arts organizations, artists and private donors.

Right of Way Policy

This policy is a framework to guide art installations that may bound the public right-of-way, or be placed in the right-of-way, such as over bridges and underpasses or within roundabouts or other "island" installations in the roadway.



Maintenance Policy

The City is committed to the documentation, preservation and maintenance of this collection.

Maintenance reserve account was established in the summer of 2020.

Deaccessioning Policy

Occasionally a piece of art needs to be removed from the public art collection (deaccessioned).

Artwork Selection and Placement

The VAC, representatives from City departments and Loveland residents participate in the artwork selection process.



VAC meetings are held on the first Thursday of every month at 5pm in the Loveland Museum

All meetings are open to the public Input is solicited from departments of newly developed areas.

A Legal Notice is often run in the Loveland Reporter-Herald to solicit public comment on VAC donations and placement.

Comments received are read and considered by the commission prior to second reading.



173 donations to the Loveland community since 1985

Benson Sculpture Garden Donations

Caress by Yenny Coq, 2019





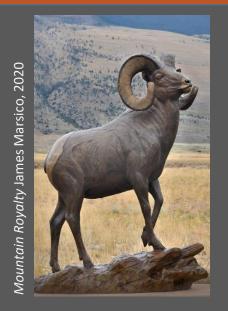




2019 & 2020 LHPAC Donations to Benson Sculpture Gardens









High Plains Arts Council Partnership with the Loveland



Chief of the Chief (Lynn Minor Memorial)
by Ann LaRose
Donated by the Richard Minor Family

2020 Donations



Two Minds Meeting by Melanie Yazzie
Donated by Sandra Harris Woods





Safe Routes to Schools
Bill Reed Middle School

2017-20

Programming
Collaborations with the
Public Works Department



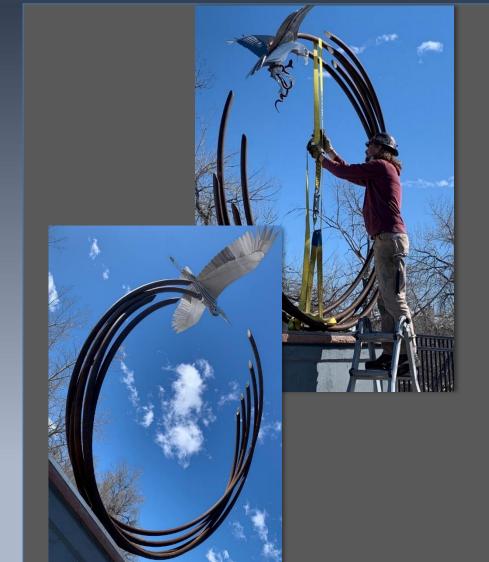
Art by Bike (Foot) 2017-2020

2017-2020

Public / Private Partnership Studio Vino



International Sculpture Day Youth/Family Workshops



Sanctuary by Tiimo Mang 37th Street Bridge

2019-21

Collaboration with the Public Works Department



Birds in Flight by Kevin Robb 37th Street Roundabout



My Favorite Things by DAAS
The Foundry Parking Garage



Memoria by DeWitt Godfrey
Collaboration with Parks Department



2009-2020 Transformations Project

Collaboration with Water & Power Department











2020

Collaborations with the Museum



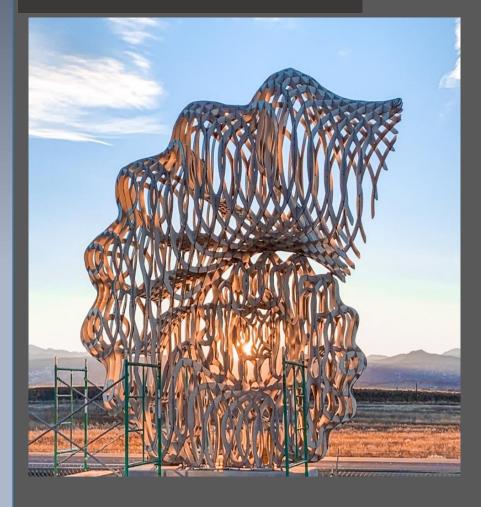
П

Every Word We Utter by Jane DeDecker 4 scale edition to be installed in the Civic Center

Beet Town by Jennie Milner
The BEET Education Center

2019-21

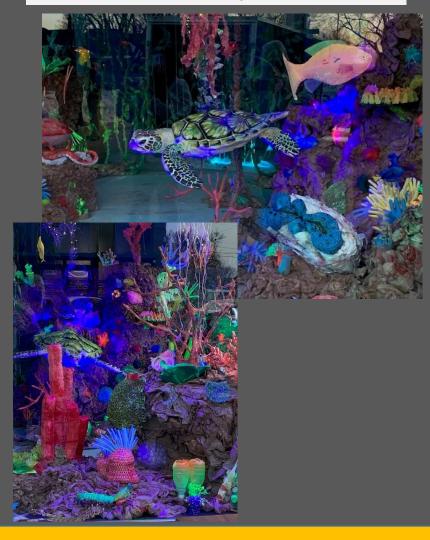
Collaboration with the
City of Fort Collins and Loveland
Police Departments and the
Fort Collins Public Art Board





Acumen by Mark Aeling
Northern Colorado Law Enforcement
Training Center

4th Street Aquarium



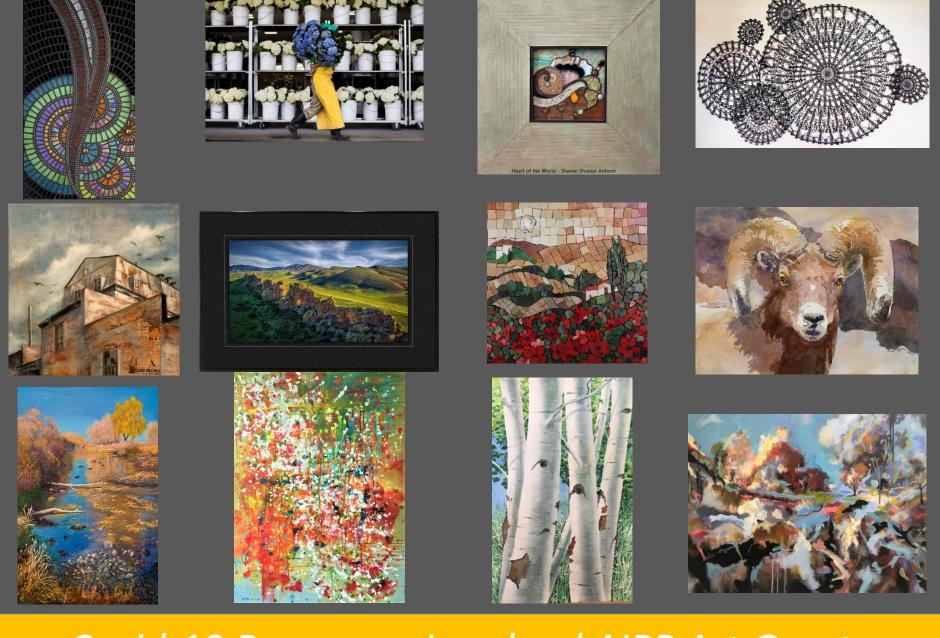
Loveland Poet Laureate



Art Inspired by Poetry AR



Covid-19 Response: Loveland AIPP Art Grants
Community Art Grants



Covid-19 Response: Loveland AIPP Art Grants
Direct Purchases



Snowfields by Jody Ahrens



Self Reflection by Olivia Sinnett



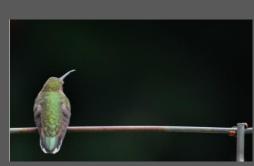
Above the Rio Grande by Rick Young



Wrath by Mikaylis Martin



Resilient
by Chelsea Gilmore



Synchronicity
by Rae Ann Garrett



Enchanted Luminarias by Stephanie Cox



12 Horns by Charles Ayers



Vision of Wisdom by Hannah Call



Along the Divide by Carl Coniglio

2009-21

Collaboration with the Loveland Library



Snail in Grass by Corie Mae Dark

Art On Loan

Germination by Gregory Fields







2009-2021 TAAP 3D ** Downtown









2019-21

Mural Collaborations with the Loveland Downtown Partnership

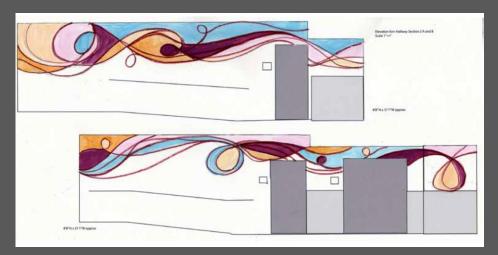
Celebration of Music by Morgan Gray 330 East 4th Street

AIPP Mural Art Grants

Maximum award is 50% of the fabrication costs for the mural.



Lady Day by Sofia Ramirez 423 N. Cleveland Avenue





Rialto Theater Pass-Through
May 2021

2019-21

Collaborations with the Rialto Theater and the Power Department



Crossroads Power Substation
Artist Presentations – July 2021

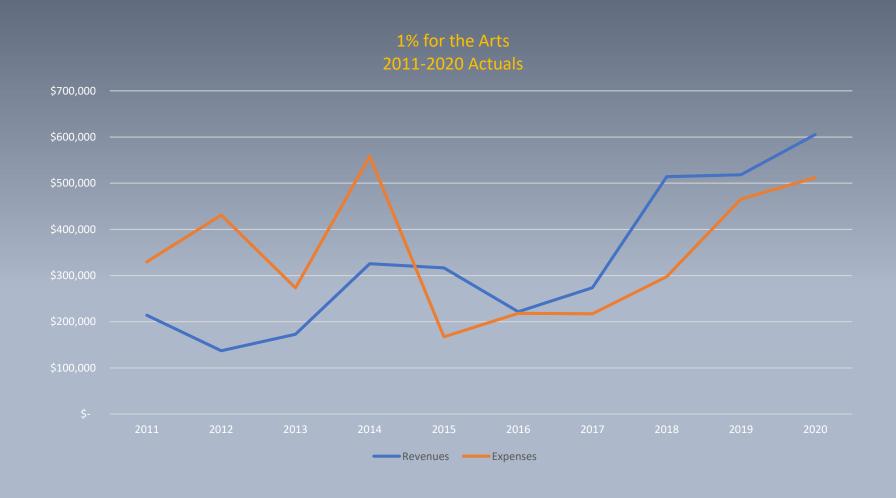


2020

Established an Artwork Maintenance Reserve Fund

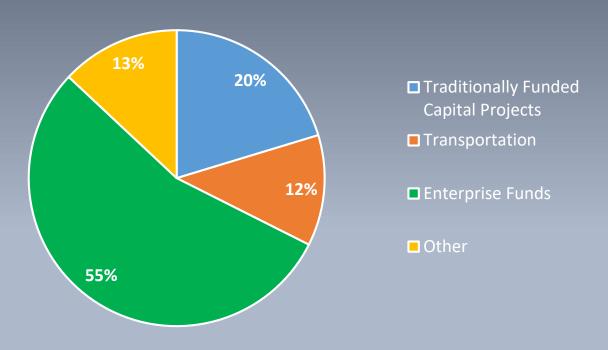


One Percent for the Arts Historical Actuals



One Percent for the Arts Where does the funding come from?

2020 Actual 1% for the Arts Contribution





Suzanne Janssen, Public Art Manager 970-962-2495 <u>Suzanne.Janssen@CityofLoveland.org</u> www.LovelandPublicArt.org

Tourism and Marketing

Cindy Mackin, Visitor Services Manager presentation



DEFINITION OF THE DESTINATION ORGANIZATION VISIT LOVELAND

"A destination organization is a community asset responsible for programs promoting a community as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through destination stewardship and brand importance, they strengthen the community's economic position and vitality which provides opportunity for all the people in the destination"

- Destinations International

HISTORY & TIMELINE OF LODGING TAX & VISIT LOVELAND

- NOVEMBER 3, 2009 Lodging Tax ballot initiative passes on its 3rd try, dedicating a tax of three percent (3%) on the lodging price paid for the leasing, rental or furnishing of any lodging services in the city, for the purpose of raising funds to promote tourism, conventions and related activities within the city by marketing the city and sponsoring community events, both in support of this purpose; and shall a community marketing commission appointed by city council be established to make recommendations to city council concerning the specific use of lodging tax revenues consistent with this purpose.
- 2010 First full year of lodging tax collections = \$486,371
- 2011 CMC rolls out grants funding program, decides to hire staff.
- <u>FEBRUARY 2012</u> Staff is hired to run Visit Loveland
- 2012 Take over visitors center, establish brand, create first marketing including visitors guide, website etc.

TEAM VISIT LOVELAND

Working Hard to Share the LOVE of Loveland





CINDY MACKIN



BEATA MCKEE



CHRIS BIERDEMAN



GARY LIGHT

COMMUNITY MARKETING COMMISSION 2020



The Community Marketing Commissions role is to advise and make recommendations to City Council on the use of the lodging tax revenue. The City Council cannot budget, appropriate or spend without recommendation from the CMC.



The 2019 and 2020 members are (left to right): Kurt Albers, Zach Andersson, Dave Clark, Christine Forster, Kathleen George, Josie Hadley, James Melena, and Meredith Siss.

Over 200
Years of
Marketing
Experience
and
Expertise.



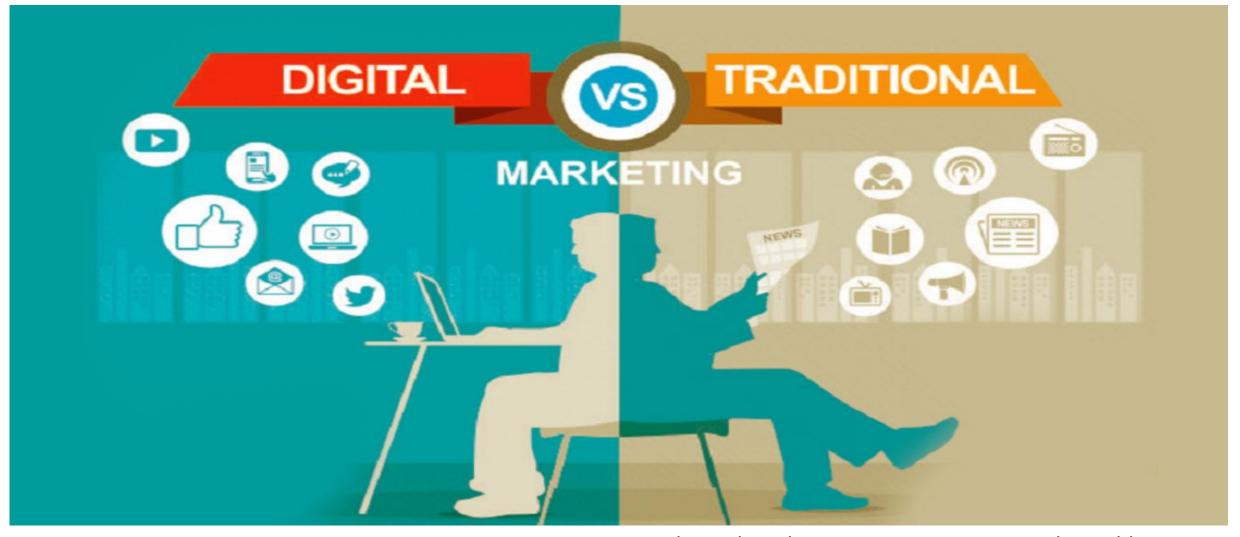




HISTORY OF LODING TAX 2010-2020







Digital marketing, which includes social media, email marketing, blogs, SEO and video marketing reaches the visitor before they book. Digital marketing allows for a much stronger and in-depth analysis of ROI. It's trackable, it's measurable, it's targeted.

Traditional marketing communications apply to older media: film, television, radio, billboards, face-to-face, physical print and placement / POP (point of purchase). These forms of traditional marketing can be far-reaching and have a lifespan that is easily defined.



Colorado Convention Center 100 local locations across Loveland

All regional CVBs and Visitor Centers

45,000 DISTRIBUTED All tradeshows and conferences

Denver
International
Airport

10 State Welcome Centers 500 locations through Certified Folder Display incl. CO, NM, WY, KS and NB





1. Lock Your Love... Buy your lock, carve your name, lock your love forever and throw away the key - all with our love lock sculptures. Locals tip: head to the Lake Loveland sculpture at sunset for amazing views. Start the process on pages 8-9.

 Make A Wish... Get into position, pretend to pull and pose with the Big Wish sculpture by Linda Prokop at Benson Sculpture Garden, Locals tip: Explore more art on pages 20-23.







Shop Sweet Deals...
 Find sales, savory bites, and so much more at The Promenade Shops. Local tip: Hit Movies on Main this summer. Shop 'til you drop on pages 36-41.

4. Find the Keyhole... Enjoy a hike adjacent to the two-mile strip of Dakota sandstone known as Devil's Backbone. Find the keyhole for stunning views. Local tip: Pose and take a selfie! Find five great trails on pages 285. Cheers to Craft Beer...
Your love of beer will amplify with Loveland's thriving craft beer scene. Loveland Aleworks in downtown Loveland is a local favorite – known for flavorful small-batch craft beer – and lively atmosphere. Local's love the Raspberry Sour. Cheers to craft

beer on pages 42-43.

7. Escape to Zimbabwe This Winter... Experience the magic of the holiday season with Winter Wonderlights at Chapungu Sculpture Park. Make sure your trip to Loveland is event-full. See pages 12-15.







 Live if UP... Chuck a puck and cheer on the Colorado Eagles for some action-packed live entertainment. Don't miss other nationally-touring acts and more entertainment throughout the city. Lights. Camera. Turn to pages 26-27 to discover more entertainment. 10.Saddle UP... Embrace the cowboy life for fun western adventure at Sylvan Dale Guest Ranch, the lowest elevation dude ranch in Colorado. Giddy-up to pages 34-35 for more.







Loveland's thriving downtown

district is the cultural heart of the city and an experience you can't miss. From art, friendly locals and history to amazing events and experiences, you will feel right at home here. The Foundry Plaza opened in 2019 with new retail space and downtown's first open plaza for events, programs and more.

Events

Some of Loveland's favorite festivals happen downtown throughout the year including the Sweetheart Festival, Cherry Pie Festival, Pastels on 5th and downtown's Tree Lighting ceremony. Head to Night on the Town the second Friday of each month and don't miss the One Sweet Summer Series - more than 18 events in the Foundry Plaza during the summer.

Did you know that 100% of the businesses in downtown are locally owned? As you visit, be sure to stop in and say hello to the locals. They'd love to meet you!

Shopping

Downtown is home to an eclectic selection of boutiques, shops and galleries including Cloz to Home, Vintage Willows, Garment Gal, Little Piece of my Heart, Downtown Sound, Rabbask Designs, Skate Ratz, Pilar Boutique and more. Find trendy clothing, modern and artistic jewelry, home items, trinkets, vintage goods and so much more.

Arts & Entertainment

In addition to live music and festivals year round, downtown businesses offer entertainment as well. You can find live music in most downtown breweries and bars, decorate clay pots at Artisan You, paint at Studio Vino, play cornhole with a beer at BackYard Tap, pinball at The Flipside and so much more.

36 / VisitLovelandCO.com



Opt outdoors on more than 46 miles of both paved and softsurface trails in and around Loveland.

ROUND MOUNTAIN

HIKE: Trails ranging from 1 to 8.5 miles

Round Mountain Trail in Viestenz Smith Mountain Park is a year-round moderate trail that features beautiful wild flowers and offers a number of activity options. Dogs are also able to use this trail but must be kept on leash.

CARTER LAKE

HIKE: Sundance Trail - 5.9 miles

BIKE: Carter Lake Loop - 25.15 miles

Sundance Trail features a lake and nearby camping. The trail is good for all skill levels and offers a number of activity options. Dogs are welcome, but keep them on a leash. The Carter Lake Loop has a total ascent of 1,484.2 ft. and a maximum elevation of 5 855 Q1

DEVIL'S BACKBONE

HIKE: Trails ranging from 1 to 8+ miles BIKE: Devil's Backbone Loop -13.1 miles

This year-round, moderate trail features beautiful wildflowers and offers hiking, mountain biking, trail running and more. Bring the pups, but keep them on a leash. Don't forget to stop and take in the views from the keyhole.

RIVER'S EDGE

HIKE & BIKE: 3.8 miles

The 163-acre natural area is located south of 1st St. and east of Taft Ave. and includes 3.8 miles of natural-surface trails for pedestrian use and bicycling. Enjoy a slice of nature with beautiful Rocky Mountain views just minutes from Loveland's thriving downtown district.

LOVELAND RECREATION TRAIL

BIKE: 22 miles

The Recreation Trail System is a 22-mile paved loop trail nearly encircling Loveland. The trail runs through beautiful areas on the west side of town near Wilson Avenue, east along the Big Thompson River corridor, over and under city streets, along the west shore of Boyd Lake State Park and throughout the city.



BOYD LAKE STATE PARK

3720 N Co Rd 11-C 970.669.1739 cpw.state.co.us/placestogo/parks/ BovdLake148 Sites TW | S | SW | PF

CARTER LAKE COUNTY PARK

1800 S Co Rd 31 970.679.4570 larimer.org/naturalresources/parks/ carter-lake 117 Sites

TW | S | SW | PF

FIRESIDE CABINS & RV PARK

6850 W US Hwy 34 970.667.2903 firesidervparkandcabins.com 35 Sites

FHICIS | W | PF

LOVELAND RV RESORT

4421 E US Hwv 34 970.667.1204 LovelandRVResort.com 181 Sites

RIVERVIEW RV PARK & CAMPGROUND

www.facebook.com/campingcarter/

2444 River Rim Rd 970.667.9910 riverviewry.com 170 Sites

3505 S Co Rd 31

970.663.6200

15 Sites

FHIW

FH | TW | S | W | Sw | PF FH | TW | C | S | W | PF

TW C Sw **Tents** Restrooms Swimming Cabins WiFi Welcome & Showers

BOYD LAKE MARINA

4430 N Co Rd 11C 970.663.2662 BoydLakeMarina.com

Rent: Canoes, Kavaks, Paddle Boats, Wave Runners, Power **Boats**

CARTER LAKE MARINA

4011 S County Road 31 970.667.1062 CarterLakeMarina.com

JAX OUTDOOR GEAR

ald hat to

950 E Eisenhower Blvd 970.776.4540 JaxGoods.com

Rent: Skis, Snowshoes, Sleds, Tents, Sleeping Bags, Stoves, Backpacks, Stand Up Paddleboards, Canoes, Kayaks

JT'S OFFROAD RENTALS

139 SW 12th Street 970.292.8528 JTsOffRoadRentals.com

Rent: ATVs and Dirt Bikes

MOUNTAIN RENTA

401 E. Eisenhower Blvd 970.667.2922 MountainRentalsInc.com

Rent: Skis, Snowboards, Snowshoes, Stand Up Paddleboards, Water Skis, Wakeboards, Tubes

WHAT'S SUP

Located at Carter Lake South Shore 970.797.4996 NoCoSUP.com

RENTALS

Rent: Paddleboards

48 / VisitLovelandCO.com Hookups

Full

Pet Friendly

Rent: Power Boats



BERTHOUD

5 minutes



Head to Berthoud for TPC Colorado golf at Heron Lakes, enjoy Berthoud Days in the summer and explore its small-town feel.

BOULDER

45 minutes



Stay in Loveland and head to Boulder for hiking at Flatirons, a Celestial Seasoning tour and to visit the University of Colorado Boulder.

CHEYENNE WYOMING 45 minutes



DAY TRIPS

Head to north of the border to Cheyenne, Wyoming for Cheyenne Frontier Days, trains and western history.

DENVER

45 minutes



Head to Colorado's capitol to experience a concert at Red Rocks, cheer on the Denver Broncos, Colorado Avalanche and explore the city's nightlife.

ESTES PARK & ROCKY MOUNTAIN NATIONAL PARK 35 minutes



Stay in Loveland and head to Estes Park through Big Thompson Canyon for scenic views, wildlife viewing, Rocky Mountain National Park and Stanley Hotel tours.

FORT COLLINS 15 minutes





53

Head to Fort Collins for whitewater rafting, bicycle tours, Colorado State University and the downtown architecture that inspired Disney's Main Street.

GREELEY

15 minutes



Stay in Loveland and head to Greeley for the Greeley Stampede, Colorado Model Railroad Museum and to check out the University of Northern Colorado.

52 / VisitLovelandCO.com















This Summer fall in LOVE with Loveland. Make the Loveland Visitors Center your first stop on your trip to Rocky Mountain National Park and LOCK YOUR LOVE on one of the largest LOVE lock signs in the U.S. With over 475 pieces of unique public art, one-of-a-kind festivals, western culture and outdoor escapes at every turn, come experience all that you LOVE about Colorado in Loveland.

VisitLovelandCO.com/Summer



Everything You Love

We're just 35 minutes from Rocky Mountain National Park through the scenic Thompson Canyon. Coming from Denver? We're only 45 minutes north.



Home to the largest outdoor sculpture show in the U.S., the largest love locks sculpture in the U.S., and named one of the top five art towns in America, Loveland has culture you will love and so much more. With a world-renowned public art collection, a nationally accredited art and history museum and a 1920's historic theater, the arts are an integral part of Loveland's culture.





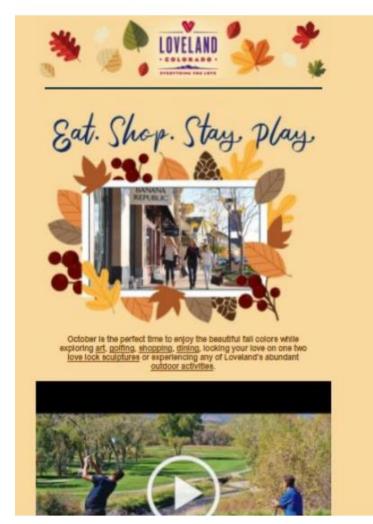






Newsletters

Visit Loveland's newsletter distribution is 22,000 and each month a newsletter is sent out to these subscribers mentioning upcoming events, things to do, videos, places to visit and stay, and more.













January 2020



Colorado has a storied dining and drinking history, evidenced by the plethora of establishments dating back more than a century.



Plan a Quick Trip to Powder Country: South Fork

Skip the traffic, save a little cash and seek out the most snow in Colorado. Wolf Creek: Just 4½ hours from Denver. Read More



Coloradans Save on Aspen Vacation Rentals

Book an Aspen vacation rental this ski season, and save 10 percent. Plus, receive a free tank of gas (\$50 gift card). Read More



Fall in Love With Loveland This Valentine's Day

Enjoyeverything you love this Valentine's Day in Sweetheart City USA: festivals, love locks, a group wedding and more. Read More







Online reviews have taught us that what entirely delights one person can thoroughly vex another. Luckily, we have options to help everyone lodge happily in Colorado.



Plan a Quick Trip to Powder Country: South Fork

Skip the traffic, save a little cash and seek out the most snow in Colorado. Wolf Creek is just four and a half hours from Denver. Read More



Vallecito Lake Fishing Tournament: Saturday, Feb. 9, 2019

Here's why you should put our annual Winter Fishing Tournament on your list this winter. Read More



Unlock Your Love in Loveland This February

Beer, chocolate and lasers, oh my! Don't miss the first annual Sweetheart City festival: LOVE, LOCKS & LIGHTS, Feb. 8-9, 2019. Read More



TAKE A HORSEBACK RIDE

Head on over to Sylvan Dale Guest Ranch for an authentic western experience. Horseback riding is available year round, but reservations must be made in advance by calling 970-667-3915 or emailing ranch@sylvandale.com. SylvanDale.com

ROUND OF GOLF

Golfers at all levels feel at home as they tee off on any of Loveland's three picturesque courses: Mariana Butte. The Olde Course at Loveland and Cattail Creek GolfLoveland.com

UNBEATABLE HIKING AND BIKING

Opt outdoors on more than 46 miles of both paved and soft-surface trails in and around Loveland. Find some of our favorite hikes at Devil's Backbone, Carter Lake and Round Mountain near Viestenz-Smith Mountain Park.

SO MUCH WATER

From lakes to rivers, Loveland is a water wonderland with activities for the entire family. Make the most of Loveland's beautiful weather and water from April-October at Carter Lake, Lake Loveland, Boyd Lake State Park, the Big Thompson River or River's Edge Natural Area.







WHAT TO DO IN LOVELAND, COLORADO













LOCK YOUR LOVE

Welcome to the Land of Lovel Loveland earned the Sweetheart City designation because of its international recognition for the 75-year-old Valentine Re-mailing Program that sends hundreds of thousands of cards all around the world each year for the holiday. So whether it's Valentine's Day or any other day, we invite you to express your love by adding your lock to one of the nation's largest LOVE lock sculptures!

Hundreds of stores await you in Loveland including antique markets, local boutiques in downtown Loveland, and national brands such as Macy's, American Eagle, Sephora, Eddie Bauer, Dick's, Barnes & Noble, Build-a-Bear, and more at the Promenade Shops at Centerra. Don't miss the Loveland Visitors Center for Love Locks and souvenirs!

UNIQUE ART & CULTURE

Embrace culture at its finest in one of the nation's best small arts communities. Visit Chapungu Sculpture Park - the only sculpture park in the nation to feature the unique Zimbabwean stone sculpture or Benson Sculpture Garden, showcasing over 160 sculptures on 10 acres, primarily featuring bronze works - many of which are cast in one of Loveland's three bronze foundries.

SO MUCH ENTERTAINMENT

- Artisan You (Painting ceramics)
- Axe to Grind (Axe throwing)
- LLT Fun Center (Laser Tag, Arcade, Ropes Course, Bumper Cars)
 Loveland Museum (Loveland History Museum and rotating art exhibits)
 MetroLux Theaters (Two locations)
- Studio Vino (Painting and crafting)
- Sweetheart Lanes (Bowling)
 The Flipside Pinball Arcade (Pinball machines, retro video games, SkiBall)
- Time Emporium Escape Rooms (Three unique rooms)

ENJOY CRAFT BEER & LOCAL WINE

Loveland is an emerging craft brewery hotspot with eleven breweries, many of which are award-winning. We also are home to two distilleries and Sweet Heart Winery, which is a must stop along Highway 34 between Loveland and Estee Park, located in a picture-perfect setting between the Devil's Backbone rock formations and the Big Thompson River. Where better to wine down on a lazy afternoon?

SO MANY RESTAURANTS

Catch a bite to eat at some our our local favorites and national chains, such as Origins. Door 222, P.F. Changs, Cracker Barrel, Dairy Delite, Nordy's BBQ, Betta Gumbo, Biaggi's, Bent Fork, Red Robin, Wapiti Bar & Grill, First Watch and so much more!

DON'T MISS DOWNTOWN

Loveland's thriving downtown district is the cultural heart of the city and an experience you can't miss. From art and history to great restaurants, bars and amazing events, you will feel right at home. The Foundry Plaza opened in 2019 with new retail and dining, along with downtown's first open plaza for events, programs and more.

Be Cavid Safe! Wear masks and practice social distancing. Check with each business for specific guidance and possible restrictions.







Television Advertising

Visit Loveland ran television commercials promoting Loveland for the holidays in 2019 and 2020.



1200 COMMERCIALS AIRED IN 2019 AND 2020 COMBINED ON THESE CHANNELS

















Hallmark Channel

Nickelodeon

Free Form

Xfinity On-Demand

Internet TV

TV Mobile Apps



- Loveland Sweetheart Festival
- Sweetheart City 4 Miler
- Winter Wonderlights
- Brewery Bingo
- Old Fashioned Corn Roast
- Cherry Pie Festival
- German Shepherd
- Dog Show

- TPC Golf Tournament
- Governor's Art Show
- Horsetooth International
- Film Festival
- Sculpture Show Weekend
- Loveland Loves BBQ
 Bands and Brews
- Loveland Oktoberfest
- Meals on 4th
- Pastels on 5th
- Tour de Pants
- Business Appreciation
 Breakfast













Sweetheart Testival





















HOSTED 12 (FAM) **FAMILIARIZATION** TRIPS FOR MEDIA & TRAVEL AND TOUR **OPERATORS FROM** AROUND THE WORLD

Canada, Australia, German, UK, Scotland, Ireland, Iceland, Africa, Mexico, Spain, China & Japan





















PUBLIC RELATIONS





P.R. VALUE\$ = \$27,512,584 IMPRESSIONS = 1,491,045,306 SOCIAL SHARES = 77.15K



10,329 Followers



10,400 Followers



1,910 Followers













WEBSITE METRICS

- 311,000 Pageviews +19% Increase over LY
- 193,000 Sessions + 26% increase over LY

Top 10 Visited Webpages

- 1. Homepage
- 2. Winter Wonderlights
- 3. Events
- 4. Old Fashioned Corn Roast
- 5. Kids Top 10
- 6. Discover Loveland Directory
- 7. Free Summer Concerts
- 8. Where to Stay
- 9. Loveland Sweetheart Festival
- 10. Valentines Day in Loveland



WEBSITE METRICS

Top 10 Cities to the Website

- 1. Denver, CO
- 2. Loveland, CO
- 3. Fort Collins, CO
- 4. Greeley, CO
- 5. Dallas, TX
- 6. Undetermined
- 7. Longmont, CO
- 8. Aurora, CO
- 9. Firestone, CO
- 10. Frankfurt, Germany

Demographics for Website

37% Male 63% Female

5% 18-24

26% 25-34

21% 35-44

17% 45-54

18% 55-64

12% 65+











What To Do v

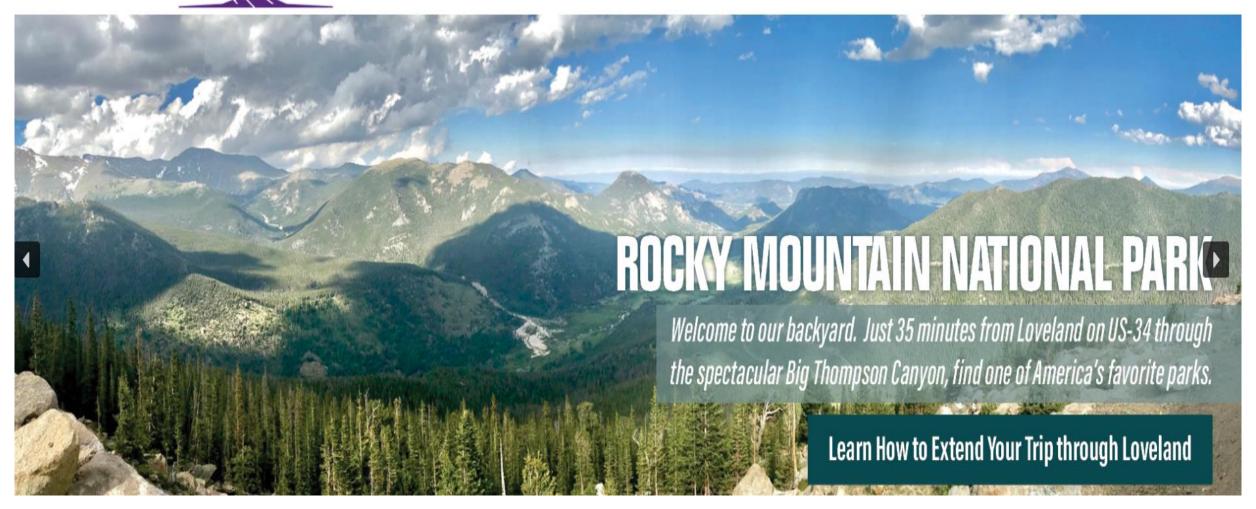
Where To Stay

Plan Your Trip >

Meetings

Festivals & Events >

Top 10 v



TRYING TO VISIT ROCKY MOUNTAIN NATIONAL PARK?

Don't forget your reservation!

NEW for 2020 – "Timed-entry" reservations are required to enter Rocky Mountain National Park. Reservations are only available online through www.recreation.gov. Reservations are for a 2 hour time block and will allow your vehicle to enter the park only during that window, but you may stay in the park through the rest of the day. Online reservations for passenger vehicles are \$25 per day plus a \$2 reservation fee. If you already have an annual pass, you only need to pay the \$2 reservation fee. More details can be found at www.nps.gov/romo.

What if I didn't get a reservation yet?

Last Minute Reservations - Rocky Mountain National Park releases a limited number of "last-minute" reservations two days prior to your desired entry date at 8:00AM online at *www.recreation.gov*. However, these reservations often get booked in under 5 minutes, so be prepared to book right at 8AM to get your spot!

Go before 6AM - Get up early and watch the sunrise from the park! The park is open 24 hours a day, but the gates are only staffed between 6AM and 8PM. If you do not already have an annual pass, RMNP requests that you stop and pay your \$25 fee when you leave the park.

Go after 5PM - Spend the evening in the park! Vehicles are allowed to enter without a reservation after 5PM, but the \$25 daily fee will still be collected at the entrance gates, unless you arrive after 8PM. Please note that the park does not allow sleeping or camping in your car, tent or RV anywhere in the park unless you have a valid camping reservation in the park for that date.

Explore RMNP on Bicycle - Currently, reservations are NOT needed for pedestrians who enter the park! Park your car in Estes Park (in a legal spot), and ride your bike to the entrance. There is a fee of \$15 per person on foot or bicycle, but you can enter any time of the day! If you don't have your own bike, why not rent a bike from a local outfitter? Try Breakaway Cycles (www.breakaway-cycles.com) in Loveland or Estes Park Mountain Shop (www.estesparkmountainshop.com) when you get up the canyon.

Do you have a camping reservation? If you already have a camping reservation at one of the two open campgrounds located within Rocky Mountain National Park (Glacier Basin or Moraine Park), then you do not need to also pre-purchase a timed-entry reservation. You can enter anytime on the first day of your camping reservation, and you'll pay the \$25 park entry fee at the gate upon arrival.

Just want to drive through the park on US-34? Please note that you are NOT able to drive through the park on US-34 (whether or not you plan to visit the park) without a timed-entry reservation. This applies for both directions if you plan to drive through and back on separate days.



SCENIC NATURAL AREAS TO EXPLORE AROUND LOVELAND

Carter Lake Reservoir

Three miles long and about one mile wide, this beautiful 1,100acre reservoir is surrounded by 1,000 acres of public lands. It's a great place for fishing, sailing, water skiing, camping, picnicking, swimming, scuba diving and rock climbing. Try hiking the 5.9 mile round-trip (RT) Sundance Trail.

4011 S County Road 31, Loveland, CO

\$9 per vehicle entrance permit

www.larimer.org/naturalresources/parks/carter-lake

Devil's Backbone Open Space

Red-tailed hawks soaring above, grasslands carpeted with wildflowers, and towering rock formations are just some of the natural features to be enjoyed at the 2,198-acre Devil's Backbone Open Space. 12 miles of trail are perfect for hiking, running, horseback riding, mountain biking, wildlife viewing, and enjoying close-up exploration of the rocks and long vistas. The Devil's Backbone itself is one of the most impressive visible geologic landmarks in Larimer County with a rich and colorful history.

1725 Hidden Valley Drive, Loveland, CO

Free

www.larimer.org/naturalresources/parks/devils-backbone

Pinewood Reservoir

At 6,580 feet in elevation, 327 acres of public lands encircle this idyllic 100-acre reservoir. Kayaking, camping and fishing make it the ideal place for a picnic and little fun in the mountains without driving too far.

Pole Hill Road, Loveland, CO

\$9 per vehicle entrance permit

www.larimer.org/naturalresources/parks/pinewood-reservoir

Viestenz-Smith Mountain Park

Located along US-34 inside the Big Thompson Canyon, Viestenz-Smith Mountain park features 400+ acres of natural mountain lands, encompassing the Big Thompson river - perfect for fishing, picnicking and relaxing in the mountain air. The Round Mountain trailhead is located across US-34 from the entrance of Viestenz-Smith Mountain Park, and is the base for two popular trails - Foothills Nature Trail (19 mile RT) and Summit Adventure Trail (9 miles RT), which reaches the summit of Sheep Mountain.

1211 W Highway 34, Loveland, CO

Free

www.cityofloveland.org/vsmp





15 Ways To Expand Your Rocky Mountain National Park Vacation Through Loveland

may 27, 2020 Nicole Yost Slog



Considering a trip to Rocky Mountain National Park? Why not expand your Colorado experience and discover hidden gems, check out new offerings and shop at mom-and-pop businesses on your way to or from the park. Loveland's proximity to Rocky Mountain National Park (35 minutes), abundant activities, affordable hotels with no limited stay requirements and easy access to fun in surrounding areas makes Loveland the ideal base camp for your Rocky Mountain adventures. As you plan your Colorado mountain getaway, expand your trip through Loveland with this top 15 list.

Top Art/Culture/Lifestyle Activities

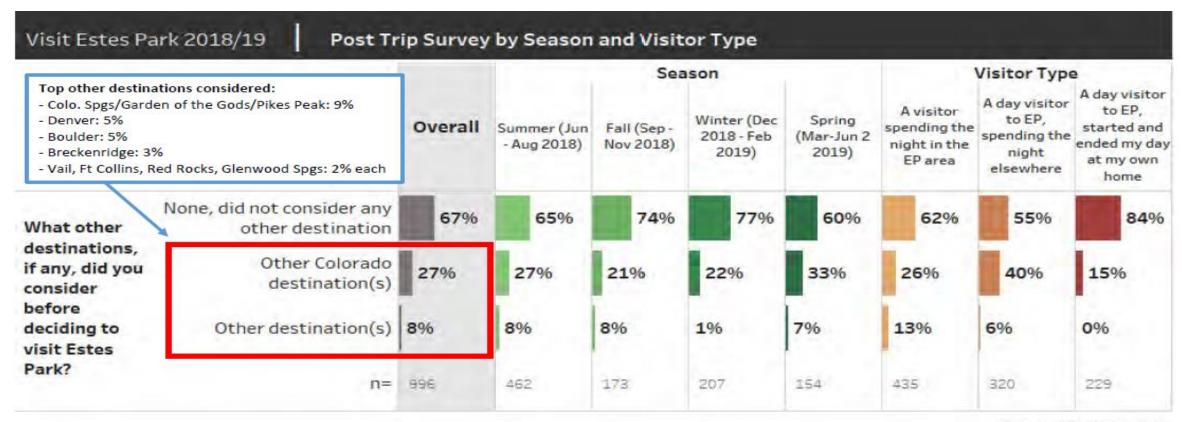


- Feel the LOVE Visit the largest love lock sculpture of its kind in the U.S. Stop at the Visitors
 Center and buy a lock, engrave it and lock it on the sculpture. Or, find the sculpture at Lake
 Loveland. Be sure to get a photo and tag #visitloveland and #lovelandlovelocks in your photos.
- Sculpture Gardens Make a stop at Benson Sculpture Garden with one of the largest collections
 of sculpture on display in the U.S. to stretch your legs and take in some culture on your way.
 Before you turn onto US 34, don't miss Chapungu Sculpture Park behind the Promenade Shops at
 Centerra.
- Art gallery Artists of all mediums make Loveland home. Stop into any gallery to see beautiful
 artwork and you might even meet the artist!
- Sample delicious craft beer Loveland's 10 craft breweries have put Loveland on the map as a craft beer destination. Stop by and sip delicious flavors.
- . Shanning Mead same new clothes or Colorado-swag during your trin? Hit up many different



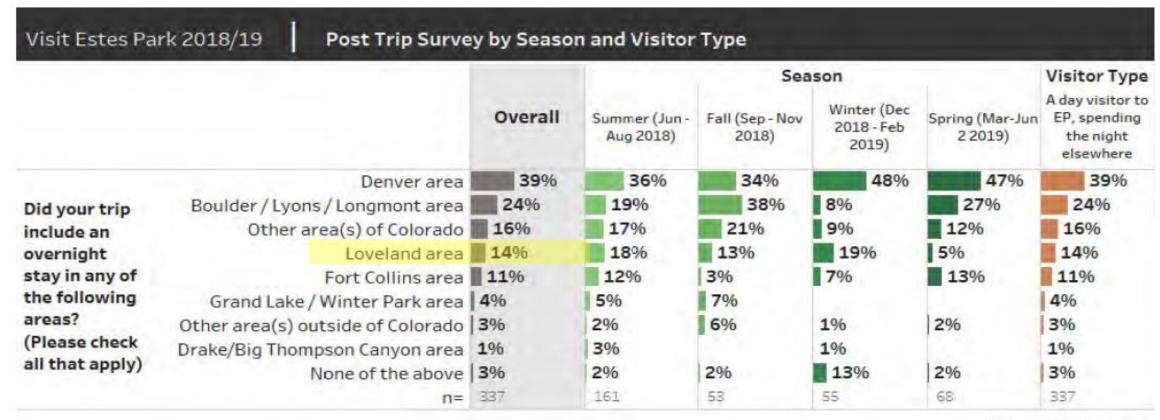
Source: RRC Associates

 Visitors spending the night in the Estes Park area were most likely to book their accommodations directly with the lodge/hotel via website (30%) or phone (26%). Other methods of booking include OTAs (19%) and rent-by-owner sites such as VRBO, Homeaway, and Airbnb (18%). Four percent had no reservations.



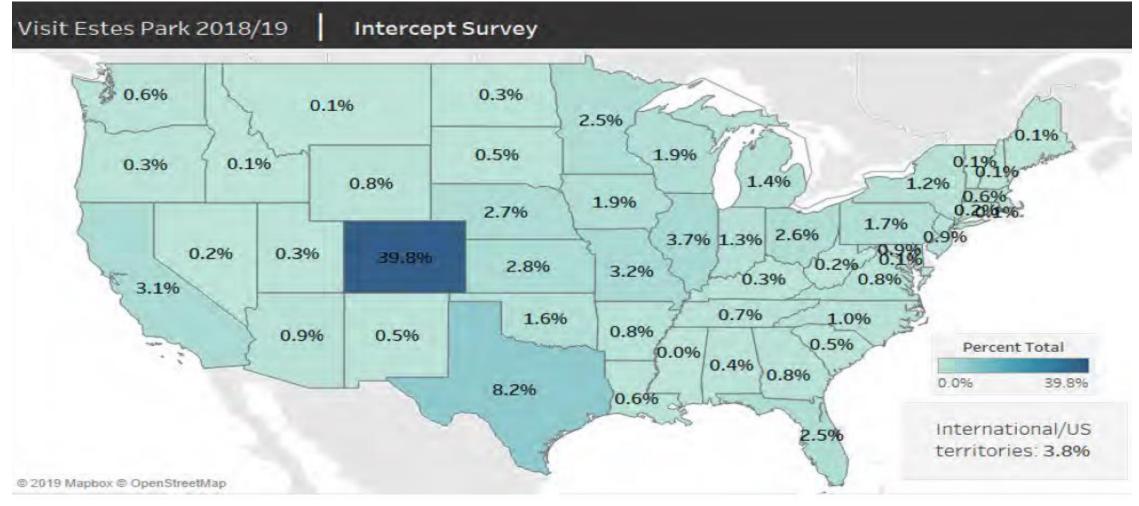
Source: RRC Associates

- Overall, most visitors (67%) did not consider other destinations before deciding to visit Estes Park, while 33% considered other destinations (27% in Colorado, and 8% outside of Colorado).
- Consideration of other destinations was highest in Spring (40%) and lowest in Winter (23%).
 - Day visitors spending the night elsewhere were most likely to consider other destinations (45%).
 - Visitors spending the night in EP were most likely to consider destinations outside of Colo (13%).
 - Day visitors from home were least likely to consider other destinations (16%).

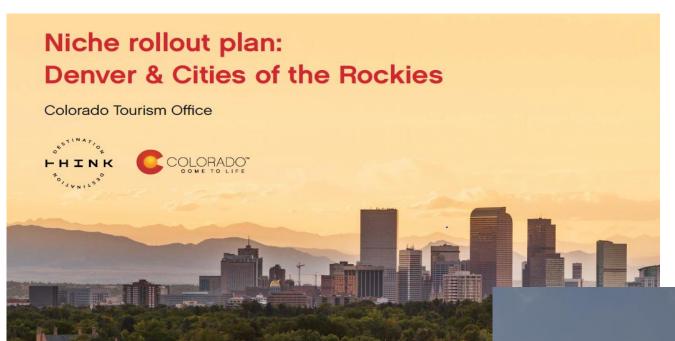


Source: RRC Associates

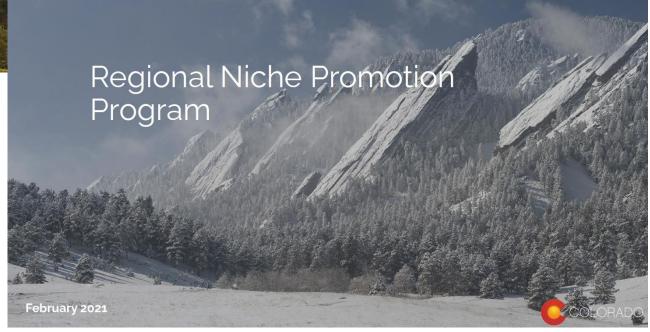
- Among day visitors to EP who spent the night elsewhere (away from home), top lodging locations were Denver (39%), the Boulder/Lyons/Longmont area (24%), and Loveland (14%).
- The Denver area was more popular in Winter and Spring (48% and 47%) than Summer and Fall (36% and 34%).

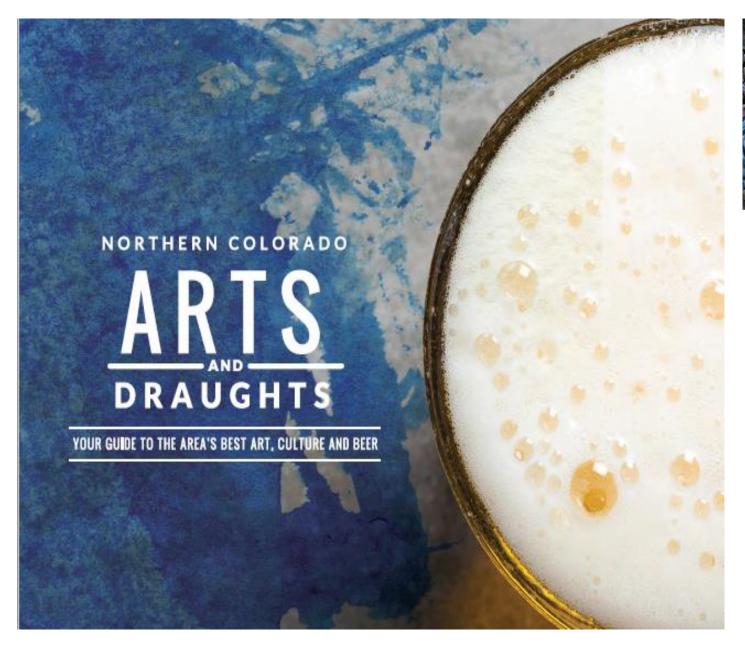


Top 7 markets: Colorado (39.8%), Texas (8.2%), Illinois (3.7%), Missouri (3.2%), California (3.1%), Kansas (2.8%), and Nebraska (2.7%) \rightarrow 63.5% combined. The top 10 states account for 71.1% of visitors; top 15 – 79.6%; top 20 – 84.9%.



Regional Marketing







1 DAY ITINERARY

Bronze Foundry Tour in Loveland

Working bronze foundries are an excellent way to see and learn how bronze sculptures are made. Pick with eight new breweries since 2010. The Loveland from Art Castings of Colorado or Bronze Services Fine Art Foundry to get a behind the scenes look into Loveland's working art community. Bronze sculptures commissioned around the world are produced right before your eyes. You never know what you will see! 970-667-111, Artcastings.com, or 970-667-2723, bronzeservices of loveland.com

Benson Sculpture Garden

Loveland is truly an art destination. Over 380 public works of art are displayed for interactivity. Benson Sculpture Garden provides a beautiful and unique outdoor setting for showcasing sculpture since 1985. Currently, there are 148 pieces of sculpture on permanent display by world renowned artists. This "public treasure" annually draws tens of thousands of visitors from around the globe. It has been recognized as "one of the 200 most important modern and contemporary art sites around the world" and "one of the 20 mustsee contemporary art sites across the USA". 970-962-2727, sculptureinthepark.org/garden

Loveland Lunch and Brews: Door 222

Door 222 opened four years ago in downtown Loveland. The restaurant offers a large menu of creative tapas alongside an extensive wine selection. Executive Chef Matt Smith creates an upscale menu that focuses on locally sourced ingredients. Recommended: Stuffed Peppadew nonners Chart sib mas and chases and Zannalas

On-Your-Own Downtown Loveland Brewery Tour

Loveland is an emerging craft brewery hot spot Brewery Passport is an excellent way to enjoy each one. Pick up your free passport and go to each brewery and get a stamp (while enjoying buy one pint, get one free at participating locations!) lovebeerculture.com

Stroll the streets of idullic Downtown Fort Collins

Get inspired on the same streets that were the inspiration for Disneyland's Main Street USA. While you're at it, find a painted piano and play a tune, or keep an eye out for the countless public art displays-painted transformer boxes, artistic alleyways, sculpture, ghost signs and murals.

Dinner before a show: Coopersmith's Pub and Brewing

As the oldest brewpub in Fort Collins, CooperSmith's always has something tasty on tap including Not Brown Ale, Poudre Pale and Horsetooth Stout. For dinner, try the barbecue pork with garlic mashers, or bangers and mash. Looking for something with a kick? Try a Sigda's Green Chili. 970-498-0483, Coopersmiths pub.com

A Show at the Lincoln Center

This center is named one of Colorado's largest and most diverse centers of the performing arts, offering two performing art spaces (a 1,180-seat performance hall and a 220-seat theatre), three galleries, and an outdoor terrace/performance garden It is a leader in the cultural experience and

















STAY. PLAY. Explore.

MAKE NORTHERN COLORADO YOUR BASECAMP AS YOU CHECK OFF YOUR NATIONAL PARK 100TH ANNIVERSARY BUCKET LIST ...

Nestled in the footbills of the mountains just 45 minutes north of Denver, northern Colorado is hailed as the Galeway to Estes Park and Rocky Mountain National Park in Major U.S. Highways make it easily accessible to other scenic getaways including Yellowstone, Mount Rushmore and Salt Lake City in Experience 365 days of outdoor adventure, craft beer and spirits, the area's best shopping, awardwinning hotels and distinctive landmarks as you make Fort Collins and Loveland, CO your home base as you explore some of America's greatest national parks and monuments.



VISITFORTCOLLINS.COM

Katy Schneider, CTA Katy@ftcollins.com



VISITLOVELANDCO.COM Cindy Mackin Cindy.Mackin@cityofloveland.org













ACCESS TO MORE THAN THREE NATIONAL PARKS — Celebrate the National Parks' 100th
Anniversary with three exciting destinations. Experience wildlife and wildflowers in Rocky
Mountain National Park. Explore the waterfalls and geysers at Yellowstone. Celebrate
American history and patriotism at Mount Rushmore — all within a day's drive —

COLORADO'S CRAFT BEER CAPITOL Anchored by New Belgium Brewing and Odell Brewing in Fort Collins, the Fort Collins/Loveland area boasts more than 30 unique craft breweries that produce more than 70% of Colorado's craft beer

CASUAL OUTDOOR ADVENTURE | From hiking and biking, white water rafting and boating, to cross-country skiing and snowshoeing, your casual outdoor adventure begins in Fort Collins and Loveland. In between adventures in Rocky Mountain National Park or Yellowstone, visit Horsetooth Reservoir, Devil's Backbone or one of over 50 open spaces. You can even check out a bike at the Fort Collins Bike Library |

A WESTERN EXPERIENCE
Create your western adventure at Sylvan Dale Guest
Ranch, Colorado's lowest elevation dude ranch and the closest dude ranch to Denver
International Airport

CULTURE

Embrace culture at its finest in one of the nation's best small arts communities. Visit the only permanent Zimbabwe Sculpture Park of its kind in the U.S. or Benson Sculpture Garden in Loveland. In summer, enjoy outdoor concerts every day of the week in Fort Collins and in winter experience Broadway acts at the Lincoln Center.

SHOPPING — Hundreds of stores await you including guilt-free shopping at Coach at the Outlets at Loveland, local boutiques in Old Town Fort Collins or downtown Loveland or national brands such as Nordstrom Rack at the Foothills Mall, Front Range Village, Promenade Shops at Centerra and marketplace at Centerra



VISITFORTCOLLINS.COM

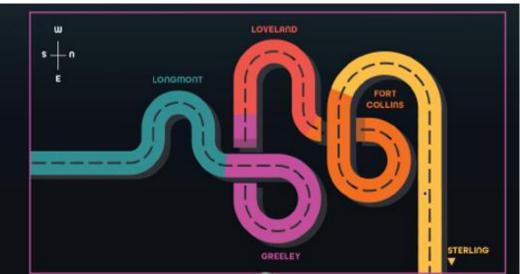


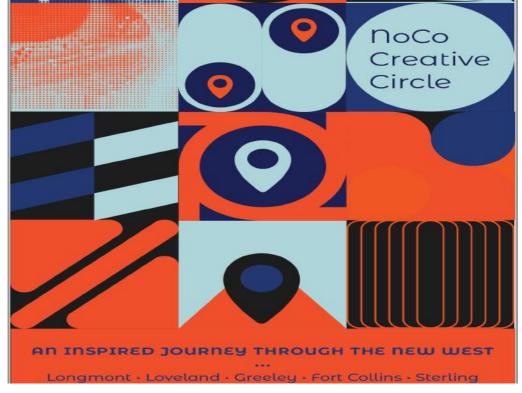
VISITLOVELANDCO.COM





Plan your own off-beat adventure through NoCo's Distinctive towns









AWARD WINNING STAFF

- 6 PRSA SILVER ANVIL AWARDS
- PRSA BUSINESS PERSON OF THE YEAR
- COLORADO TOURISM MARKETING AWARD •
 OUTSTANDING MARKETING PROGRAM
- 2020 BIZWEST WOMAN OF DISTINCTION
- 1 NATIONAL AWARD PRSA MARKETING
- STATE OF COLORADO GOVERNORS AWARD INDIVIDUAL CONTRIBUTION TO STATE MARKETING

 CDME Certification from Destination Analysts

Over 80 years of marketing experience

Asked to teach at CSU, Give presentations at GOVCON on placemaking and marketing for the state.



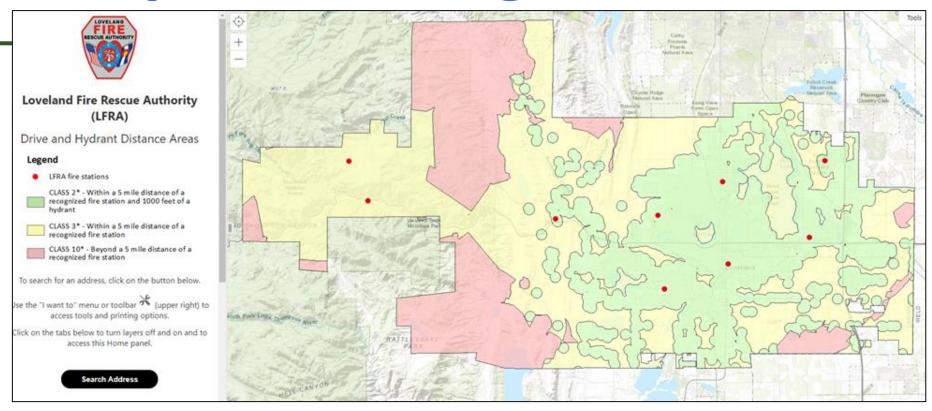






Public Safety – ISO Ratings

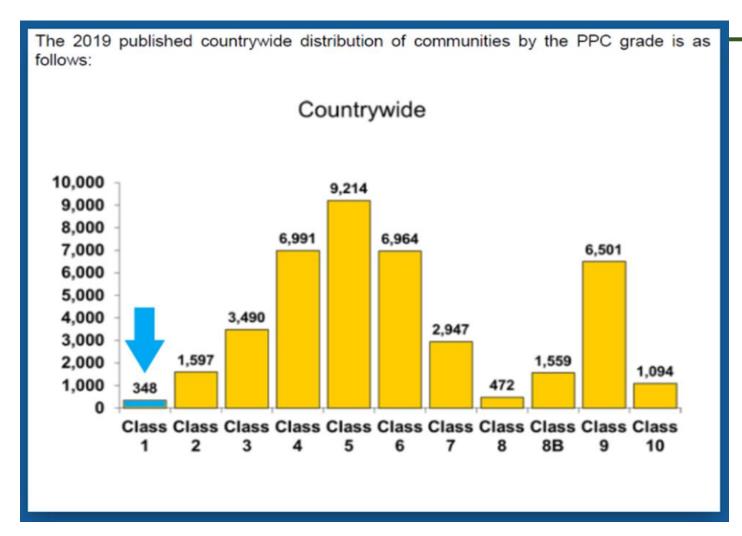
Information from
Loveland Fire Rescue
Authority Home page.



Current ISO Ratings

- LFRA FPSA (Fire Protection Service Area): PPC rating of Class 2 This rating applies to all structures within five (5) road miles of an LFRA fire station AND within 1,000 feet of a fire hydrant.
- LFRA FDS (Fire Department Supply): PPC rating of Class 3— This rating applies to all structures within five (5) road miles of an LFRA fire station and are NOT within 1,000 feet of a fire hydrant. This is the area to which LFRA must bring its own water supply, via water tender shuttle operations.
- **PPC rating of Class 10 –** Any area that is more than five (5) road miles of an LFRA fire station.

Public Safety – ISO Ratings



How ISO Fire Rating Impacts Your Community

A good ISO fire rating brings value to your community, so it makes sense to try to improve your score.

Lower insurance premiums

While it's a common perception that homeowner's insurance premiums are directly tied to the ISO fire rating, this isn't necessarily true. Many insurers do provide discounts for lower PPC scores, but their rating structure is complex and constantly changing. And in some states, the score is not even a factor at all.

Budget Cuts and Impacts

2019-2021 Budget Reductions (**\$24.4M**)

| Department | 2019 Adopted Reductions | 2020 Adopted Reductions | 2020 COVID Reductions | 2021 Adopted Reductions | De | partment Total |
|--------------------------------|-------------------------|-------------------------|-----------------------|-------------------------|----|----------------|
| City Manager ¹ | | 96,500 | 188,718 | 98,000 | \$ | 383,218 |
| City Attorney | | 14,119 | 141,561 | 54,458 | \$ | 210,138 |
| City Clerk | | 37,773 | 72,548 | 56,814 | \$ | 167,135 |
| Culture | | 15,000 | 191,554 | 45,000 | \$ | 251,554 |
| Development Services | 25,020 | 81,796 | 299,310 | 72,956 | \$ | 479,082 |
| Economic Development | | 50,990 | 110,330 | 250,000 | \$ | 411,320 |
| Finance | | 211,651 | 603,813 | 542,204 | \$ | 1,357,668 |
| Human Resources | | 82,480 | 149,491 | 67,740 | \$ | 299,711 |
| Information Technology | 25,000 | 174,309 | 520,806 | 96,621 | \$ | 816,736 |
| Legislative | | - | - | 2,212 | \$ | 2,212 |
| Library | | 159,605 | 330,318 | 104,848 | \$ | 594,771 |
| Municipal Court | | 1,750 | 32,922 | 9,750 | \$ | 44,422 |
| Parks & Recreation | 100,153 | 393,594 | 1,325,018 | 623,929 | \$ | 2,442,694 |
| Police | 50,000 | 745,121 | 912,030 | 57,326 | \$ | 1,764,477 |
| Public Works | 150,000 | 930,821 | 2,695,672 | 750,000 | \$ | 4,526,493 |
| Subtotal GF Departments | \$ 350,173 | \$ 2,995,509 | \$ 7,574,091 | \$ 2,831,858 | \$ | 13,751,631 |
| Non-Departmental ² | | 63,200 | - | 1,744,719 | \$ | 1,807,919 |
| Loveland Fire Rescue Authority | | 466,333 | 417,746 | 221,000 | \$ | 1,105,079 |
| Total All Departments | \$ 350,173 | \$ 3,525,042 | \$ 7,991,837 | \$ 4,797,577 | \$ | 6,664,629 |
| One-Time Transfers | 1,610,000 | 4,940,000 | | | \$ | 6,550,000 |
| Other ³ | | 900,000 | 289,046 | | \$ | 1,189,046 |
| Subtotal Transfers/Other | \$ 1,610,000 | \$ 5,840,000 | \$ 289,046 | \$ - | \$ | 7,739,046 |
| Total Reductions | \$ 1,960,173 | \$ 9,365,042 | \$ 8,280,883 | \$ 4,797,577 | \$ | 24,403,675 |

¹Includes Community Partnership & Public Information Office

² \$1,744,719 in 2021 Adopted Reductions was Public Works (Net delayed CIP for one year: TRANS - Boise Traffic Calming Study - US34 to Park Dr.)

³ \$900,000 new revenue from services delivered by the City, \$289,046 re-appropriation of personnel from General Fund to Municipal Fiber

IMPACTS OF COVID & BUDGET CHALLENGES ON CITY ATTORNEY'S OFFICE

Ongoing Funding Challenged Areas:

- Competitive Wages
- East Office Renovation

- City Attorney's East office has been unable to undergo renovation to accommodate the attorneys' offices
- City Attorney's budget has become responsible for outside legal fees incurred by General Fund departments
- Required continuing legal education has been reduced to online courses (no or limited interaction with peers)
- Outside leadership training has halted
- Bar memberships were suspended for 2020
- Time devoted to addressing COVID-19 issues prevented progress on other projects
- No merit raises have occurred resulting in competitive wage issues on top of furlough monies lost
- Employee turnover complications
- Core adjustments from Travel/Meetings/Schooling budget to address shortfall in other areas
- Inability to support internship programs



IMPACTS OF COVID & BUDGET CHALLENGES ON CITY CLERK

Ongoing Funding Challenged Areas:

Staffing - Difficulty Meeting Growth Demands

COVID – Budget Short-Term Impacted Service Areas:

• Citizen Communication Programs

- Boards and Commissions program, handbook & brochure updates Paused
- Proactive Communication with Citizens for various programs (ie brochures, FAQ webpage, social media presence) - Paused
- Updates to Municipal Code in various areas Paused
- Internal process audits and improvements Paused
- City Clerk Continuance of Operations Plan Paused
- City Clerk staff education Reduced



IMPACTS OF COVID & BUDGET CHALLENGES ON

CITY MANAGER'S OFFICE, COMMUNICATION & ENGAGEMENT, COMMUNITY PARTNERSHIP

Ongoing Funding Challenged Areas:

- Public communication and community engagement
- Financial contributions to outside agencies and events
- City Council training, education, and support

COVID – Budget Short-Term Impacted Service Areas:

- Citywide employee hiring, retention & competitive offerings
- CMO Contingency for opportunities and emergencies
- Digital Communications



Underfunded Services

- During the pandemic and the emergency events like the Cameron Peak fire, the need for public communication peaked. We barely had enough resources to keep pace with the demand
- There is a high desire for more community engagement, dialogue and monitoring, but the funding for more staffing or technology to address this is not available
- Human Services Grant funding was boosted with additional CVRF funding in 2020, but more funds are needed on an ongoing basis
- Relying on CML for legislative / lobbying support during the past year when the legislature has been very active is not providing the desired level of coverage and input
- More staff support for the Community Partnership Office and administration of CDBG dollars and reporting, Homelessness services, and affordable housing projects is needed

Other Reduction Impacts

- Community Housing Development Fund has been reduced to meet budget reductions
- Employee appreciation events have been impacted due to COVID protocols and budget
- Funding for staff development & training has been reduced
- Internal and external meeting facilitation and refreshments has been largely eliminated due to budget reductions and COVID protocols
- Innovation & process improvement funding was reduced due to budget reductions, decreasing employee participation

IMPACTS OF COVID & BUDGET CHALLENGES ON CULTURAL SERVICES

- Rialto Theater Center was setting revenue records prior to shut-down
- Now difficult to add additional programming without an increase (or decreases) in the operating budget

Ongoing Funding Challenged Areas:

- Rialto Theater Center Additional Programming Loss
- Staffing Turnover & Staffing Difficulty Meeting Growth Demands

COVID – Budget Short-Term Impacted Service Areas:

Rialto artist fees, Museum programming (arts, education & history exhibits)

- Inability to add staff has taken its toll and has reached the point where current staff cannot support additional growth
- Stable, long-term staff has been typical in the past, but budget cuts and expectations for staff to meet demand for services without additional funding is creating a turnover problem and may continue



IMPACTS OF COVID & **BUDGET CHALLENGES**

Ongoing Funding Challenged Areas:

- Visit Loveland
- Staffing Levels to Workload Ratio without compensation
- **Economic Incentives Fund**

COVID – Budget Short-Term Impacted Service Areas:

- **Major Community Events**
- Conferences



- Visit Loveland is down 54% in revenue since March of 2020 with an overall revenue loss of \$471,886 and have decimated its reserve by having to use \$312K in 2020
- Lack of conferences held has resulted in thousands of visitors and therefore dollars put back into the community
- Staff efforts increased exponentially by: working with the business community, primarily main street in grant offerings, weekly communication, level up, recovery strategy, patio programs all while maintaining their typical roles
- Department is not staffed to the capacity it was in 2015
- Annual contribution to the Economic Incentives Fund has been reduced by a total of \$850,000 over the last three years
- Furlough days were taken last year, cost of living raises weren't given, on top of taking on almost double typical workloads
- Visitor Center operated with one director and furloughed 4 of its part time staff through 2020
- If fully resourced, ED is one of the main revenue producing opportunities for the community to bring in more tax dollars to help with our city's budget 95



IMPACTS OF COVID & BUDGET CHALLENGES ON INFORMATION TECHNOLOGY

Ongoing Funding Challenged Areas:

- Computer Support Team Staffing
- Cybersecurity and Disaster Recovery
- Technology Modernization

COVID – Budget Short-Term Impacted Areas:

 Security, Remote Tech and Support, VoIP/Phone Support, Copiers



- Reduced Support Tech position Not keeping pace with PC replacements and support demand
- Remote working and remote meeting requirements have increased demand on support teams
- Remote working has increased expenses on related technologies (laptops vs. desktops, cameras, speakers, monitors, enabling software)
- Experiencing price increases on equipment
- Telecom Support Tech ongoing vacancy & GIS position delayed hiring: support reduced and greater load on existing staff
- Cut disaster recovery infrastructure budget; longterm risk
- Need for new or increased investment in solutions for modernization and remote working:
 Collaboration, Digital Signature, Electronic Document Management, Remote Meeting, VPN, VoIP, and Digital Phone Trunks
- Delayed replacements on all copiers and security equipment, extending lifecycle risking increase in maintenance.

IMPACTS OF COVID & BUDGET CHALLENGES ON HUMAN RESOURCES

Ongoing Funding Challenged Areas:

- Citywide Training and Recognition Programs
- Staffing: Workload, Compensation & Retention

COVID – Budget Short-Term Impacted Service Areas:

- Severely restricted or eliminated training and travel budgets
- Internal Service Funds Draw-Down on Fund Balance
- Resources to implement COVID protocols/incident track & vaccination plans

Internal Services

- Increased demand with decreasing resources due to budget constraints and staffing.
- Citywide Workload Capacity
 - Increased responsibilities and new priorities with less staff to implement and maintain existing service levels. (Hiring Freezes & Voluntary Separation Program)
 - Decreased morale due to reduced compensation (Furlough's & no merit)
- External Services
 - Reduced Volunteer Recognition Program
 - Limits programs from progressing beyond regulatory compliance (DEI, ADA, &/or Title VI)



IMPACTS OF COVID & BUDGET CHALLENGES ON LIBRARY

Ongoing Funding Challenged Areas:

- Staffing Levels Reductions to FTE's and hours worked
- Materials / Training Budget
- Educational Support
- Second Library Location

COVID – Budget Short-Term Impacted Service Areas:

- Closed Sundays
- Fewer Programs / Classes



- Staffing reductions have impacted every department in the library, including elimination of Business Librarian position and fewer programs and classes and limited outreach to community partners.
- Library hours reduced due to staffing reductions and service changes due to COVID. Total hours have been reduced from 66 per week in 2019 to 46 currently. (Over 30% decline)
- Cuts to materials budget resulting in fewer new materials and longer wait times for popular items.
- Cuts to training budget resulting in limited opportunities for professional development.
- Elimination of city-funded educational support have impacted staff pursuing their Masters Degrees in Information and Library Studies.
- No funding to build a second library location has resulted in continued lack of service for Loveland residents who can't get to the downtown location.
- BIG IMPACT: More than ever, Loveland residents are turning to the Library for technology access, educational resources and economic support including applying for benefits and seeking jobs. With a reduction in staff and hours, not to mention an ongoing need to build a second location, the Library continues to fall behind in meeting the needs of our community.

IMPACTS OF COVID & BUDGET CHALLENGES ON MUNICIPAL COURT

Ongoing Funding Challenged Areas:

- Courtroom Expansion (Jury Box)
- Travel / Education

COVID – Budget Short-Term Impacted Service Areas:

Citation Reductions

- The total number of citations written in 2020 was 8,609, as compared to 2019, which saw a total of 10,682. The two case types that saw the significant reduction were traffic and municipal code violations.
- Inability to make the physical expansions needed to the jury box in the courtroom. The current setup only allows for 7 jurors to be seated. The jury box should accommodate 12 jurors.
- Travel and education budget shortfall: This was not felt significantly in 2020 due to the lack of travel, but I anticipate this will start to impact the court when travel and in-person seminars and trainings resume.



IMPACTS OF COVID & BUDGET CHALLENGES ON PARKS & RECREATION

- Staff Many positions were eliminated through attrition and were permanently eliminated to achieve on-going savings.
 - \$596,893 in personnel reductions since 2019
 - Significant reductions across all divisions of part-time and seasonal employees

• **Urban Forestry Program** – currently underfunded by 60% and anticipated to be further underfunded with the looming Emerald Ash Borer threat and associated costs.

 Planning Division – 2.0 FTE are responsible for handling all depreciation and capital projects for the entire department in addition to special projects including the current P&R Master Plan Update, increasing ADA accessibility and citywide planning efforts such as the Concept Review and Development Review Teams.

Ongoing Funding Challenged Areas:

- Urban Forestry Management
- Parks Division
- Planning Division

COVID – Budget Short-Term Impacted Service Areas:

- Dramatic reduction in recreation programming
- Significant increase in utilization of our parks, trails and open lands



IMPACTS OF COVID & BUDGET CHALLENGES ON PUBLIC WORKS

Ongoing Funding Challenged Areas:

- Facilities Maintenance
- Staffing Difficulty Meeting Growth Demands
- Capital Projects Funds
- Alley / ROW Tree / Street Rehab / Traffic Safety Maintenance

COVID – Budget Short-Term Impacted Service Areas:

- Snow Removal Functions
- Temporary Recycling Center Closure



- Facilities Maintenance: deferral of Facilities capital projects, furlough days, and reduced personnel resources to meet increasing demands for services.)
- Community: reduction in snow removal, snow removal chemicals and materials, elimination of alley maintenance funds, and ROW tree maintenance in the March blizzard; reduction in street rehabilitation and maintenance activities; reduction in key traffic safety maintenance such as striping and signage; and inability to meet community requests for hanging banners, signs etc.
- PW Divisions have also helped offset pressures to the GF through a combination of federal relief funds (COLT), and right-sizing of fees and reserves (Fleet Services).
 Over \$3M has been returned or offset to the GF in 2020 and 2021.
- Deferred Capital: Includes key Facility Maintenance and upgrade projects to City facilities, key transportation capital projects to offset GF shortfalls. Increasing cost of deferring these projects will be borne in future years by the community.
- PW Staff and Divisions proved very agile in adjusting work environments, schedules and technology, allowing them to maintain most services without a perceptible drop in service levels.

Sales & Use Tax Rate Increase for Specific Projects

| <u>Project</u> Es | timated Cost | Tax Rate | <u>Term</u> | Term w/o Food |
|--|--------------|--------------------|-------------|---------------|
| Sidewalks | \$38 million | 1/4 ¢ | 12 years | 14 years |
| (1/3 rd of Total Requested Amount | \$38 million | ½ ¢ | 7 years | 8 years |
| | \$38 million | ¹/ ₁₀ ¢ | 24 years | 26 years |
| • Fire Stations (2) | \$12 million | 1/4 ¢ | 5 years | 6 years |
| (No. 3 & No. 5) | \$12 million | ½ ¢ | 3 years | 3 years |
| | \$12 million | ¹/ ₁₀ ¢ | 10 years | 12 years |
| HIP Streets | \$22 million | ½ ¢ | 8 years | 9 years |
| (Surface Only) | \$22 million | ½ ¢ | 5 years | 6 years |
| | \$22 million | ¹/ ₁₀ ¢ | 16 years | 18 years |

Estimated Interest on Bonded Projects

| Hypothetical Loveland | d Project | | | | |
|-----------------------------------|--------------------|--------------------------|----------------|----------------|------------------|
| Amount of Project Proceeds Needed | | \$37,760,000 | | | |
| | | | | | |
| Costs to Issue Bonds | | | | | |
| Bond Counsel | \$60,000 | | | | |
| Municipal Advisor | 40,000 | | | | |
| Ratings | 30,000 | | | | |
| Registrar / Paying Agent 5,000 | | | | | |
| Posting / Printing | <u>10,000</u> | | | | |
| Total Cost of Issuance | | \$145,000 | | | |
| | | | | | |
| Total Amount of Bonds Issued | | \$37,905,000 | | | |
| | | | | | Average Interest |
| | | Annual Payment | Total Payments | Total Interest | per year |
| Annual Payment over 20 y | /ears @2.5% | (\$2,431,497) | • | (\$10,724,938) | (\$536,247) |
| Annual Payment over 25 y | /ears @ 3.0% | (\$2,176,803) | (\$54,420,086) | (\$16,515,086) | (\$825,754) |
| Annual Payment over 30 y | /ears@ 3.5% | (\$2,060,945) | (\$61,828,360) | (\$23,923,360) | (\$1,196,168) |
| * assumes level cost of rep | ayment, no reserve | e fund, and no refir | nancing. | | |

Timeline for Outreach/Campaign

Election Timeline

August to November

Council Approval

August 3: 1st Reading of a ballot issue

August 17: 2nd Reading

Citizen Support

November 2: Election Day

2019 – Your City. Your Future Community Improvement Program

About Six Months of Preparation in 2018

January – February: Reconvened

Task Force from 2018

February: Registered voter letter

and FAQ Newsletter

March: Mail survey and

phone poll

March – July: Community

outreach campaign

May: Final task force meeting

June – November: Citizen task force, community conversations,

and continued public engagement

Where we are

April to November

May – July: Identify Projects and Tax Measure to Support

Projects?

Council Approval and Support?
Community outreach and citizen task force recruitment?

August – November:

Community conversations, public outreach and engagement

Timeline for Outreach/Campaign

According to experts developing and implementing a pre-referendum program begins 18 months prior to the election.

Many action steps should be tackled prior to making the decision to place a tax measure on the ballot.

- Critical to have everyone's support
- Voter analytics/demographics
- Timelines and budgets
- Task force facilitation
- Messaging
- Branding
- Direct mailing
- Digital/Social media
- Public opinion research
- Ballot language
- Campaign support and advocacy

Source: beyondyourbase.com

Timeline for Outreach/Campaign

Advantages and Disadvantages of a ballot issue in an off-year election

ADVANTAGES

- With construction costs increasing, sooner is better
- Shorter ballot, with fewer statewide measures
- Easier to get the attention of the voter (less noise)
- Fewer votes needed in an off-year election
- School district and County ballot measures no longer on the ballot

DISADVANTAGES

- Voter fatigue when it comes to new tax measures
- Timed with city council races
- Older, more fiscally conservative voters often represent a larger percentage of the electorate for off-year elections relative to gubernatorial and presidential elections (reducing likelihood of success)
- Much stronger get-out-the-vote (GOTV) efforts needed during the campaign to be successful

Next Steps

If we have clear consensus from this Council committee, there is a chance of a sales tax rate increase of ¼ cent.

If we have don't have clear support from all of Council, there is no reason to put anything on the ballot.

In 2022 or 2023 (off year), the City will be looking at another exemption from TABOR Past TABOR successful votes have been in off years.

Next Steps

| TABOR De-Brucing | | | | | |
|------------------|-----------------|----------------|---------------|----------------|--|
| Election Date | Ballot Issue | # of Yes votes | # of No votes | Legal Document | |
| 11/8/1994 | TABOR 1993-1997 | *Passed | | R-64-1994 | |
| 11/2/1999 | TABOR 1998-2002 | 5909 | 4960 | R-70-1999 | |
| 11/6/2001 | TABOR 2003-2012 | 6319 | 5791 | R-79-2001 | |
| 11/1/2011 | TABOR 2013-2024 | 9760 | 7423 | Ord 5620 | |

^{*} The City Clerk doesn't have the abstract from this election, the 1995 Budget Book shows that it did pass.