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Around Town

Downtown Loveland Association

Summer 2007

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Please welcome our newest members:

Carol Johnson
 The Coffee Tree, LLC
 Matt Robenalt
 Jim and Janice Hooper
 Brian Jarvis
 Kathy Witcher
 Donald Cook
 Sharon Lipinski
 Marolyn Lemming
 Otteman Arts
 Northern CO Farmers Market Assoc
 Medical Center of the Rockies

SUMMERFEST IN THE ROCKIES

Summer will be in full swing when Loveland residents celebrate *SummerFest in the Rockies*.

“We want to bring the community together to celebrate the summer and the home town spirit that makes Loveland special,” says Kim Vecchio, Engaging Loveland Executive Director.

Engaging Loveland, Inc., the non-profit organization that supports and develops community-wide events and enhances tourism, is producing this community-wide festival that will feature food, music, arts, crafts, entertainment and a special downtown fireworks display.

Sponsors include: McKee Medical Center/ Banner Health, Medical Center of the Rockies Foundation, Pepsi, Clear Channel Radio, Reporter Herald, Regent Broadcasting, World Beverage, Budwesier, Catering to You by James and Healthy Kids Club.

Here is the calendar of not-to-be missed events:

Friday, July 13

A gourmet wine tasting hosted by World Beverage, featuring Colorado wines, entertainment and food catered by Catering to You by James.

Location: Civic Center Park Plaza

Entertainment: Huge Jazz Quartet

Tickets: \$30/person or \$50/couple

(must be 21 years or older to attend)

“We want to bring the community together to celebrate the summer and the home town spirit that makes Loveland special”

Saturday and Sunday features

Arts and crafts vendors, children’s activities, food, beverages, and entertainment all day at the amphitheater at Civic Center Park/Foot Lagoon.

Saturday, July 14

10:30- 11:45 a.m. Wild Wood Holler, Bluegrass

12:00- 1:30 p.m. Unanimous, Folk

2:00-3:00 p.m. Slick and the Stingrays, 50s/60s rock

4:00-5:30 p.m. The Piggies, Alternative/Rock

6:00 – 7:30 p.m. Caleb Riley Funk Orchestra, Funk

8:00-10:00 That Eighties Band, Rock n’ Roll

9:15 p.m. **Special Fireworks Display**

Sunday, July 15

11:30 -12:30 Left Hand Gospel Band

12:45-1:45 p.m. Jason Downing and Musketeer Gripweed, Blues

2:00- 4:00 p.m. 3 Peas, Funk/Jazz

A SUCCESSFUL DOWNTOWN CLEAN UP EVENT

The Downtown Loveland Design Committee hosted the second Downtown Clean-Up Day on April 21, 2007. There were about 35 people who participated from 1-4pm on a wonderful, brisk spring day.

Our focus was inside the area bordered by 1st Street to the south, Jefferson to the east, 10th Street to the north and Garfield to the west. Some of the volunteers helped DJ Browne prepare the flower beds along Lincoln for planting of the summer flowers. Other volunteers gathered trash and debris that had accumulated throughout the winter.

DLA board and committee members who participated were DJ Browne, Lisa Raberge, Scott Waterhouse, Cheryl Parker, Barry Floyd and Mary Bahus-Meyer. We give lots of thanks to the great volunteers who worked to help make downtown Loveland ready for the summer season!

LOVELAND DOWNTOWN TEAM TURNS VISION TO ACTION



By Doug Collins
Committee Chair

There are four ideas that are the focus of the newly formed Loveland Downtown Team these days: Parking, Connectivity, Streetscapes, and Façade's.

It is encouraging because these are the same issues that have been on the mind of Downtown Loveland business and property owners for years.

The Downtown Loveland Association supports the vision of the Loveland Downtown Team, and hopes that 30+ years of vision (i.e. market studies, meetings, and design teams) will be incorporated into productive and timely strategic planning, and ultimately a solid tactical approach to solving the pressing issues of Downtown Loveland. We trust that the Loveland Downtown Team process leads to action, and not just more vision.

The first major issue being addressed by the Loveland Downtown Team is the limited parking for patrons of downtown business, its residents and the numerous employees that work in the stores and restaurants. Parking is also a logical first step leading to Connectivity and Streetscape issues, since it is hard to design a connected downtown without first knowing

where its major facilities (i.e. parking) will be located.

The DLA's Business Vitality Committee also sees the steps being taken by the Loveland Downtown Team as important to attracting new businesses to the area, increasing tourism and complementing the efforts put forth by the non-profit partnership Engaging Loveland, Inc- which was started as a partnership of the DLA, Chamber, City and County- to increase our community through local and regional events held in Loveland. All of these will lead to a clear vision of downtown as the vibrant center of our city, and a renewed sense of ownership and responsibility of the property owners to be a part of the revitalization process.

We at the DLA, support the Loveland Downtown Team as it implements the vision of our Downtown, and we pledge to work with it throughout the process. We highly encourage any citizen who has an interest in seeing our downtown flourish to let your city council member know that you support this effort. In addition you are encouraged to attend one of the Loveland Downtown Team meetings which meet on the 2nd Tuesday of each month at 4:00pm and the 4th Tuesday of each month at 8:00am in the City Council Chambers at 500 East Third Street.

YOUR COMMITTEES:

Business Vitality

Doug Collins, 663-7091
doug@downtownloveland.org
economic growth, redevelopment, research/ data about businesses, attracting customers

Design & Management

Lisa Rabarge, 663-7701
lisa@downtownloveland.org
defining downtown boundaries, parking, signage, beautification

Events & Promotions

Cary Rentola, 226-3647
extension 146
cary@downtownloveland.org

Christine Kovacs

303-886-3068
christine@downtownloveland.org
developing & branding DLA image, marketing and communications needs, special events

Organization and Membership

Bob Doolittle, 214-3177
bob@downtownloveland.org
establish core values and mission statement, Main Street 101 training, communication network,

DLA AT "A NIGHT ON THE TOWN"



Board member Mary Behus-Meyers at the June "A Night on the Town"

The Events and Membership Committees have worked together to host a tent and information booth at recent "A Night on the Town" events to conduct community outreach and share the message of the DLA's goals and visions for

downtown Loveland.

Our presence at "A Night on the Town" has been well received with many downtown patrons stopping by to learn more about the DLA. It's been a great way for the DLA to have a direct presence within the downtown community and raise awareness of the DLA organization.

Thank you to the dedicated crew that has put together the first several "A Night on the Town" booths- Doug and Leslie Collins, Cary Rentola, Russ Batz, Bob Doolittle, Sharon Lipinski, Joanne Barton.

The event has also reminded us how much we rely on our dedicated volunteers for the activities we perform. The event is not only a lot of fun but also provides a great opportunity to have DLA face time with the public, We welcome anyone interested in helping us continue the event. To volunteer, contact Cary Rentola at cary@downtownloveland.org.

MEMBER SPOTLIGHT: LARIMER HUMANE SOCIETY

In a quest to know more about our members we will interview and feature a DLA member each month. To be interviewed for this section, email sharon@downtownloveland.org

DLA Reporter: How long have you been a member and why did you join?

The Larimer Humane Society has been a member of the DLA for a year. We joined the DLA because the Larimer Humane Society serves the entire Loveland community and we want to show our support of the downtown area and assist as provided with pet related events, shopping, etc.

DLA Reporter: What part of the DLA's activities do you find the most important?

As a non-profit, the Humane Society is always looking for opportunities to network with residents and businesses and educate on our programs and services. The same can be said for the DLA, networking and educating are vital to reaching out to this growing community. The Networking Parties and Community Meetings are wonderful examples of outreach and education. Both allow the public and business owners to get involved, find support and stay connected with what is happening in the heart of Loveland.



LARIMER HUMANE SOCIETY

DLA Reporter: What would you like to see the DLA participate in the future?

For many people their pets are their children and family members. The Larimer Humane Society would like to continue our involvement with the DLA to brainstorm and implement pet friendly shopping opportunities and events so that our residents can stay in Loveland with their fuzzy companions and enjoy all that the downtown area has to offer. That will be even more important once the dog park is built and residents can stop in downtown, to or from the dog park, to shop, eat and walk around this wonderful area.

DLA Reporter: What would you like other DLA members to know about your organization?

The Larimer Humane Society is an independent non-profit agency providing shelter and care to almost 12,000 domestic, barnyard, exotic and wild animals each year. Our wildlife rehabilitation program is the largest in the state of Colorado and we have over 325 volunteers that donate their time to make a difference (and get a fur fix)! To learn more about the Larimer Humane Society (including upcoming events and photos of adoptable animals) call 970-226-3647 or visit www.larimerhumane.org.

YOUR DLA BOARD

Officers:

Randy Cruz, President
663-7600,
Tim Veldhuizen, Vice President
667-1507
Brian D. Jarvis, Secretary
231-8302

Members:

Mary Bahus-Meyer
962-9203
Troy Peterson
669-9770
Steve Noonan
663-4587
Bob Doolittle
667-6417
Christine Kovacs
303-886-3068
Jan Pierce
203-9992

Advisors:

Andy Smith
962-2577
Gaye Stockman
667-6311

SUMMER EVENTS IN DOWNTOWN

Events pack the calendar this summer. We hope to see you there!

Farmer's Market

June 21st thru September 27th

EVERY THURSDAY MORNING
10:00 am to 2:00 pm
Downtown Loveland (5th & Cleveland)

(800) 501-5993 ext. 403
(recorded information)

www.LovelandFarmersMarket.com

Community Events

SummerFest in the Rockies
July 13-15
Civic Center Park/Foote Lagoon

Larimer County Parade
August 1st
4pm at S.E. 3rd Street & Railroad Ave.

Corn Roast Festival
August 24 -25
Downtown Loveland between 5th and 6th Streets on Hwy 287

DLA Events

July 19th
5:30pm-7pm
Networking event hosted by Clergy Financial Services, Inc.

August 16th
5:30pm-7pm
Networking event hosted by Loveland Youth Gardeners

September 20th
5:30pm - 7pm
Networking event hosted by Quick Print

**DOWNTOWN LOVELAND
ASSOCIATION**

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Loveland, CO 80537

Website:
www.downtownloveland.org

News Around Town

Sharon Lipinski
Kathy Witcher
Editors

For questions or comments
regarding this newsletter you
may email the editors at

sharon@downtownloveland.org
Kathy@downtownloveland.org

*The Downtown
Loveland Association is
a volunteer, non-profit
community association
that is committed to
revitalizing the heart of
Loveland.*

*The mission of the
Downtown Loveland
Association is to
redevelop downtown
Loveland, promote a
sense of community and
provide a unified voice.*

FROM THE BOARD



Exciting things are happen-
ing in Downtown Loveland
and I am excited to be lead-
ing the way as the DLA's
new President! We have
several goals this year and
are participating in many
activities which are adding
to the energy in Downtown
Loveland.

So far the best thing about being President of
the DLA is working with people who are passion-
ate about Downtown Loveland and are willing to
give their tremendous energy to help make
Downtown an even better place.

Last October at our board retreat we identified
four areas that we would focus on this year. 1.
Downtown Advocacy , 2. Supporting a down-
town capital project, 3. Expanding and Diversify-
ing our Membership , 4. Engage the Arts Com-
munity.

Each quarter, I'll provide an update and perspec-
tive on each one of our goals.

Downtown Advocacy

As a board, we decided that the DLA needs to

increase its voice in addressing issues that spe-
cifically impact Downtown. A critical event is
occurring this year which will have a very impor-
tant impact on the direction of Downtown.

This event is the City Council election this No-
vember. Five of nine council seats are up for
election this year. We are currently reviewing
ways that we can identify and recruit candidates
to run for council that understand the important
role that Downtown plays in our community. If
you have any interest in running for council
please contact me or another board member of
the DLA. We'd love to talk to you!

We also have two DLA leaders who are sitting on
the committee of the City of Loveland sponsored
Loveland Downtown Team. This group, made up
of city council members, city staff and commu-
nity members, is charged with focusing on down-
town issues and bringing to fruition some of the
vision of what downtown can become.

If you've been thinking about getting more in-
volved with the DLA there is no better time than
now! We would welcome your energy, your
ideas, and your passion for Downtown Loveland.
To learn more about what's going on or get in-
volved, contact any of our board members or
visit our website: www.downtownloveland.org.