



2021 ANNUAL REPORT

LOVELAND DOWNTOWN DISTRICT

Loveland Downtown Partnership | Downtown Development Authority | Downtown Business Alliance



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WHO WE ARE:

The Loveland Downtown District is a dynamic collaboration between three nonprofit organizations supporting downtown: Loveland Downtown Partnership (LDP), Downtown Development Authority (DDA) and Downtown Business Alliance (DBA).

Each entity plays a key role in the revitalization of Downtown Loveland. From organizing partnerships and people (LDP), to brick and mortar development and beautification projects (DDA), to the promotion and connection of existing businesses (DBA), we all work together to create an atmosphere for people to come enjoy the downtown district.

Our current overall mission is: "To create a vibrant downtown that provides a safe, dynamic environment to gather, live, educate, shop, work and play."



Happy New Year Downtown Supporters!

It is with great pleasure that we offer this snapshot of our 2021 successes downtown as we begin planning for 2022. It is an honor for our team to work daily to improve the downtown experience for not only our unique business community, but also for the residents and visitors who hold downtown dear to their hearts. 2021 brought its share of challenges, but also provided many positive signs as we tried to move forward from the most challenging business environment in 2020.

The **Loveland Downtown Partnership (LDP)** was proud to take the lead in developing unique programming to invite the community back downtown in 2021. With the help of Annual Investor Partners FNBO, Xfinity, The OBC Wine Project by Odell Brewing Co., Aims Community College, and iHeartRadio, we wrote checks to over 150 local and regional artists and performers to provide entertainment and enlightenment through free community events within the Loveland Downtown District.

Our goal in event programming is simple: create a calendar of regular activities to invite the public to enjoy our downtown and to feature local artists, businesses, and vendors. In 2021, for the second year we partnered with City of Loveland Parks & Recreation and the Loveland Public Library to host Kids on the Plaza events each Wednesday from early June through mid-August as part of our **One Sweet Summer** event series. Kids on the Plaza brought up to 250 children and their parents downtown each week to enjoy splashing in The Foundry Plaza fountains, playing games and working on art activities. Like all events we produce, these events were free and available to all.

Our Free Fitness Classes in the plaza were held on Tuesdays and Saturday mornings all summer long and provided an opportunity for folks to not only connect outdoors safely, but also to get coffee or breakfast at a local establishment after some exercise. A great little fitness scene is developing with these classes, and we hope to expand this activity each year.

Loveland is full of music lovers. We found that out with the launch of our free Wednesday Concerts



and Friday Blues Nights in 2019. Our second season of both resumed this summer each Wednesday in July and August and the first Friday of July and August for the blues. The concerts featured a wide variety of regional musicians, beer and wine from local producers, and great food options. Folks of all ages danced each week, visited with friends and enjoyed a night out on the town. Our goal for these concerts is to allow the community to enjoy live music and venture out to explore downtown afterward. We saw evidence of this happening more and more this year with restaurants receiving late dinner rushes and a new customer base visiting their locations each event night.

Three new events made their debut this year (all originally planned for 2020). Symphony on the Plaza featured an outdoor concert from the Loveland Orchestra. Sessions Bluegrass & Brews Festival was a new all-day bluegrass festival featuring low alcohol “session” beers. And finally, we added an all-day blues festival in September called Fall into Blues Fest. All these events were smash hits in their inaugural year, with large crowds and overwhelmingly positive feedback. In total, we spent \$140,000 to produce and promote events downtown in 2021.



In 2021, we were so thrilled to continue holiday traditions with our second annual **Downtown Pumpkin Festival** and sixth annual **Festival of Lights**. We sold out 500 pumpkin decorating tickets at the Downtown Pumpkin Festival and visitors to the event enjoyed games, trick-or-treating, farmers market booths, and beautiful fall weather. In 2020, we were bummed to have to cancel our beloved Festival of Lights event, which is our annual Christmas season kickoff with a tree lighting, Santa Claus’ arrival, street performers and, of course, Ebenezer Scrooge overseeing the whole event. This year featured large crowds, great food and entertainment, warm weather, and a joyful crowd. We will remember this special moment for years to come.



Issuing the invitation to come downtown is one of the main goals of our organization. In 2021, on the

second Friday of each month, **Night on the Town** welcomed thousands of visitors downtown to enjoy local street performers, chalk artists, art openings, free admission nights at the Loveland Museum and excellent dining and beverage options. We worked with local merchants to promote shopping local with our **Shop Local Saturdays** events on the last Saturday of each month. In addition, we produced our 3rd annual **Downtown Beer Week** to provide a spotlight on the five downtown breweries, and produced two **Girls' Night Out** events with our local retailers. Honestly, the number of things happening in our downtown area keeps growing so much each year, it's hard to keep track of it all sometimes!



In 2021, the **Downtown Development Authority (DDA)** and City of Loveland completed two redevelopment agreements to assist developers in the completion of turning two unproductive locations into tax producing and contributing sites in our Loveland Downtown District.

The first agreement was approved in January when \$800,000 in facade and site plan reimbursements was approved to assist developer Greg Fair in turning the former Banner Medical Building at 5th Street and Cleveland Avenue into “Cleveland Station”. The 25,000 square foot commercial project has restored many original features of the 100-year-old building that were hidden and is almost 85% leased at this writing. The building had been mostly vacant since 2015.

The second DDA project turned a former Chase Bank drive thru at 975 N. Lincoln Avenue into a Dutch Bros. Coffee location that had been vacant for three years. The DDA’s \$99,000 investment went into narrowing the sidewalk curb cuts left from the former bank drive thru and provided new sidewalks, curb, and gutter for a safer and more attractive pedestrian experience. This project highlights a main goal of the DDA, which is to eliminate slum and blight downtown by turning vacant, non-tax producing properties into assets. We expect to participate in many more similar projects in the future.

In 2021, the DDA’s **Facade Improvement Program** awarded \$71,804 in grants to three businesses. The first is 124 East 4th Street, home of Pourhouse Bar & Grill. The grant assisted with a full replacement of the former facade that was rotting, and includes a new outdoor bar and garage



windows to bring an open feel to the inside of the building.

The next facade is 501 N. Cleveland Avenue. The building was a former gas station and is now the new home of Terrier Tenacity, a local marketing firm. The project includes a full renovation of the facade with new windows and lighting.



The third project is 243 East 4th Street which was the former Rabbask Designs location. The project includes redesigning the entire frontage to include new windows, signage, garage doors and outdoor seating. All of these new designs are welcome updates to their former appearances and a true sign of what some facade updates can do for business development.

The DDA is proud to work with the City of Loveland to implement the second year of a \$100,000 pilot program to bring fire suppression systems to buildings over 50 years or older in downtown. The **Fire Suppression Program** is designed to provide grant funding that would bring a fire line to a building with a match from the building owner to install a fire suppression system inside the building. The program's proved to be invaluable when a fire broke out in the Lovelander Hotel apartment building on 4th Street in April 2020 and the newly installed, grant-funded fire suppression system put the fire out immediately.

The DDA awarded only one fire line project in 2021, which was a \$25,000 award to the owner of 418-422 East 4th Street which houses East End Ale House. The install allowed them to expand into a vacant store-front just west of their location where they opened a new pool hall called Side Pockets.

The Loveland Downtown District continued work on improving the appearance of downtown through our **Bloomin' Hearts of Downtown** program and holiday lighting installation. This year, we added six new planters to 4th and 5th Streets, which were lovingly cared for through a partnership with Loveland Youth Gardeners. Our \$10,000 contract with Loveland Youth Gardeners provided for regular watering, fertilizing, and deadheading of the planters. The planters were installed by Garden Graffiti for a total cost of \$16,000 and we couldn't be happier with the beautification these provide throughout downtown.



This holiday season, the Loveland Downtown District worked with install partners Rythm EFX and the City of Loveland Water & Power to install holiday lighting on 4th Street and at The Foundry for the first time. This \$34,000 project also included turning our festoon lights on 4th Street from white to red and green for the first time as well. This welcome appearance set the perfect backdrop for holiday shopping, celebrations, and memories.



Through our **Downtown Business Alliance (DBA)**, we perform numerous activities to promote downtown happenings to the community. New this year, we partnered with Visit Loveland to place 29 street post banners along Highway 34 at Lake Loveland to promote downtown events and activities to both locals and tourists. We spent over \$34,000 in 2021 to purchase advertisements in numerous publications, install billboards on Highway 287 with downtown messages, and toward paid social media content promoting downtown. If you are a follower on our Facebook or Instagram accounts, you know that we provide frequent updates to keep our followers up to speed on as

many downtown happenings as possible. Finally, we send regular email updates on business and event developments to nearly 2000 members of the public on our list. You can sign up to receive our email newsletters at **downtownloveland.org**.

As we look to 2022, we are very excited for the business development that we hope to witness downtown. Slice N' Roll Pizza will finally open in the former Mo Betta Gumbo location on 4th Street, The Meat Revolution sandwich shop will open in the former Karate Studio at 5th Street and Lincoln Avenue, Comet Chicken will open in a former pawn shop on 5th Street next to Verboten Brewing, and several new businesses will open at the Cleveland Station development, including Tom Davis Saloon and Sky Bear Brewing.

We welcome your participation in our efforts. As a reminder, both the DDA and LDP board meetings are open to the public and offer opportunity for public comment at the beginning of the meetings. The DDA typically meets on the second Monday of the month at 4:00 p.m. Check our website for details on both meetings and to review board minutes and materials from previous meetings.

We thank you again for your support of Downtown Loveland. We have a vibrant downtown community that keeps getting better each year. We look forward to 2022!

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Loveland Downtown District Staff

- **Sean Hawkins – Executive Director**
- **Fawn Floyd-Baltzer – Marketing & Membership Manager**
- **Abby Powell – Events & Partnerships Manager**
- **Harper Hanna – Events Assistant**

Loveland Downtown Partnership (LDP) Board of Directors 2021

- Debbie Davis – Independent Bank (Chair)
- Heather Lelchook – AIMS Community College
- Dave Clark – Loveland City Council
- Sara Turner – Citizen Representative
- Jim Cox – Loveland Historic Preservation Commission
- Zach Andersson – Loveland Aleworks
- Erik Halverson – Downtown Resident
- Kim Bernhardt – Downtown Property Owner and DDA Representative

Downtown Development Authority (DDA) Board of Directors 2021

- Ray Steele Jr – Friendly Pawn (Chair)
- Cheri Waneka – Desk Chair Workspace
- Kim Bernhardt – Downtown Property Owner
- Jon-Mark Patterson – Patterson Rutledge and Associates
- Luke McFetridge – Level Real Estate
- Caitlyn Wyrick – First National Bank
- Jacob Fellure – American Family Insurance
- Clay Caldwell – Betta Gumbo
- John Fogle – Loveland City Council Liasion
- Steve Olson – Loveland City Council (Alternate)



For more information, please visit downtownloveland.org or contact:

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