

Economic Sustainability



February 9th, 2008

City of Longmont

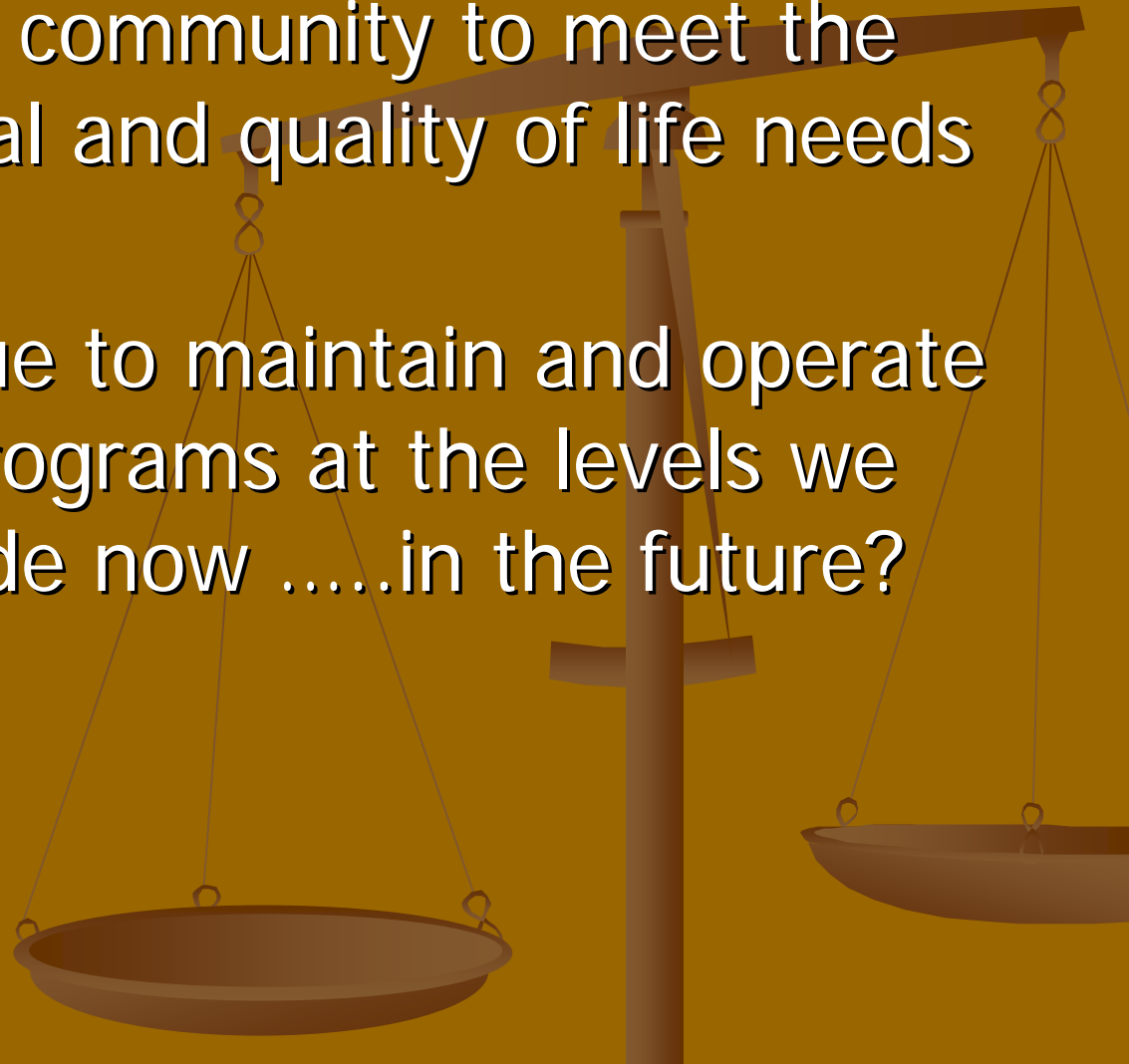
Thanks for the invite!

- Betsey Hale, Business Development Manager
- Alan Krcmarik, Finance Manager
- Andy Smith, Senior Planner: Downtown
- We are not the experts but we're free...

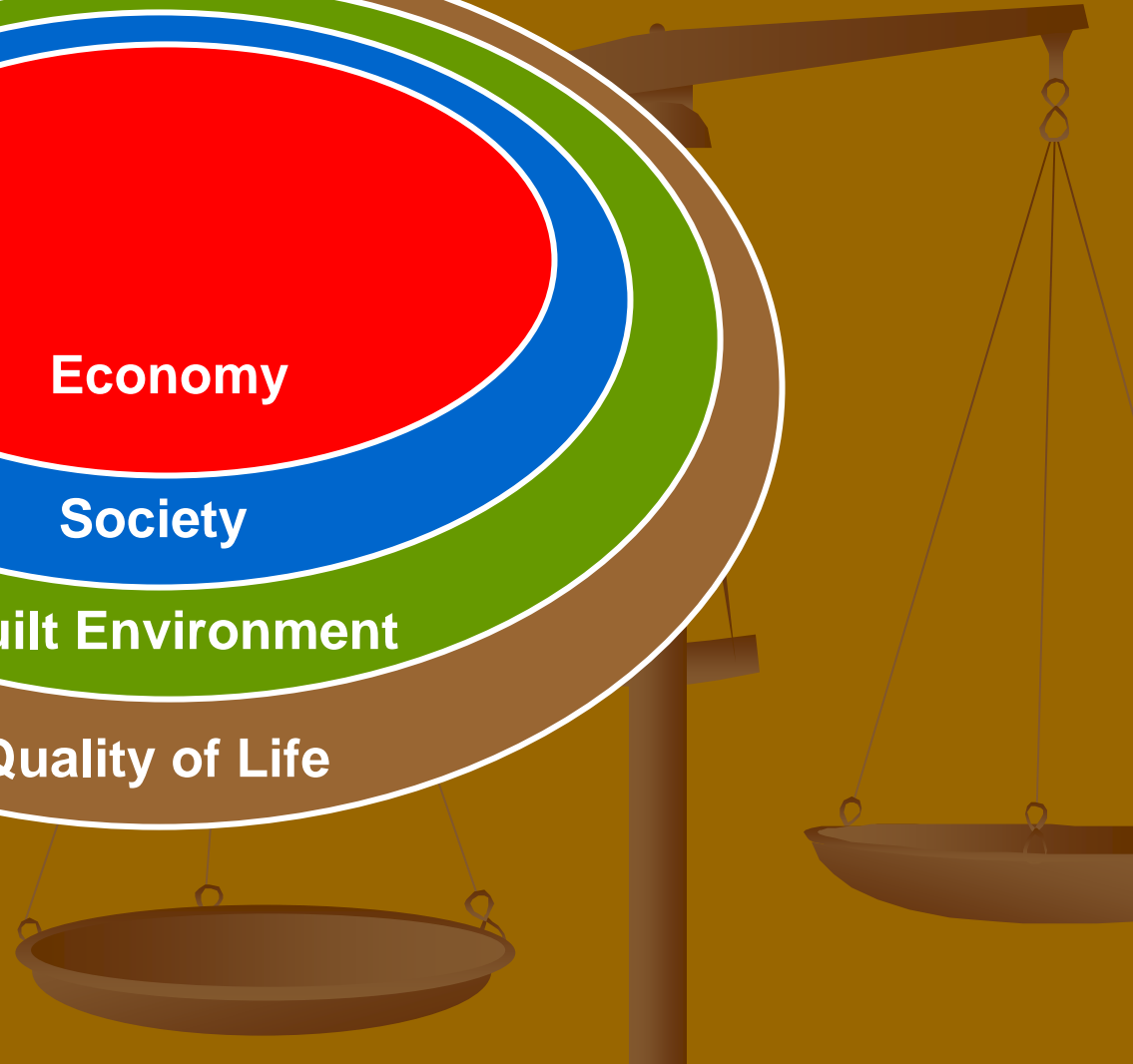
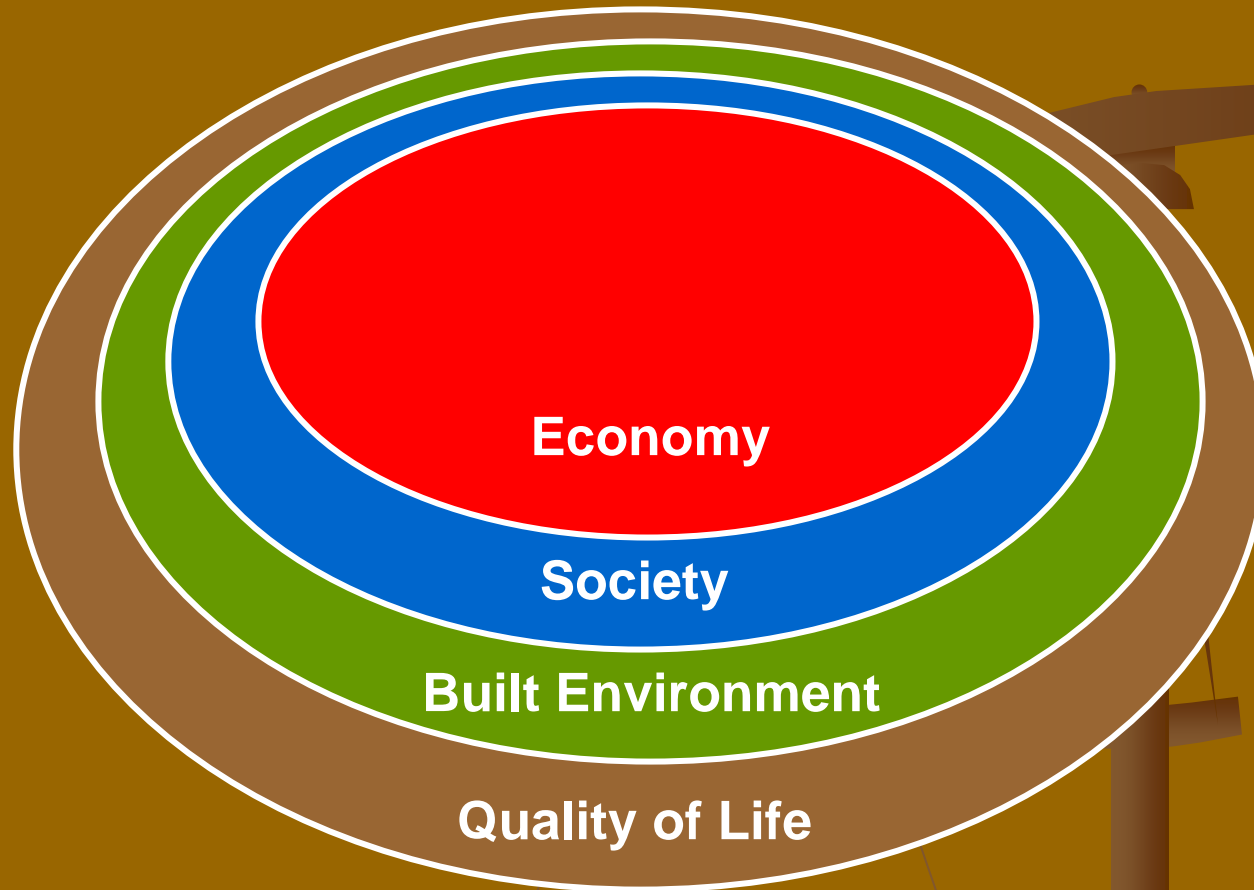


What is “Sustainability?”

- The ability of a community to meet the economic, social and quality of life needs of it's citizens.
- Can we continue to maintain and operate facilities and programs at the levels we currently provide nowin the future?



Economic Sustainability Ripple Effect



Loveland's Philosophy

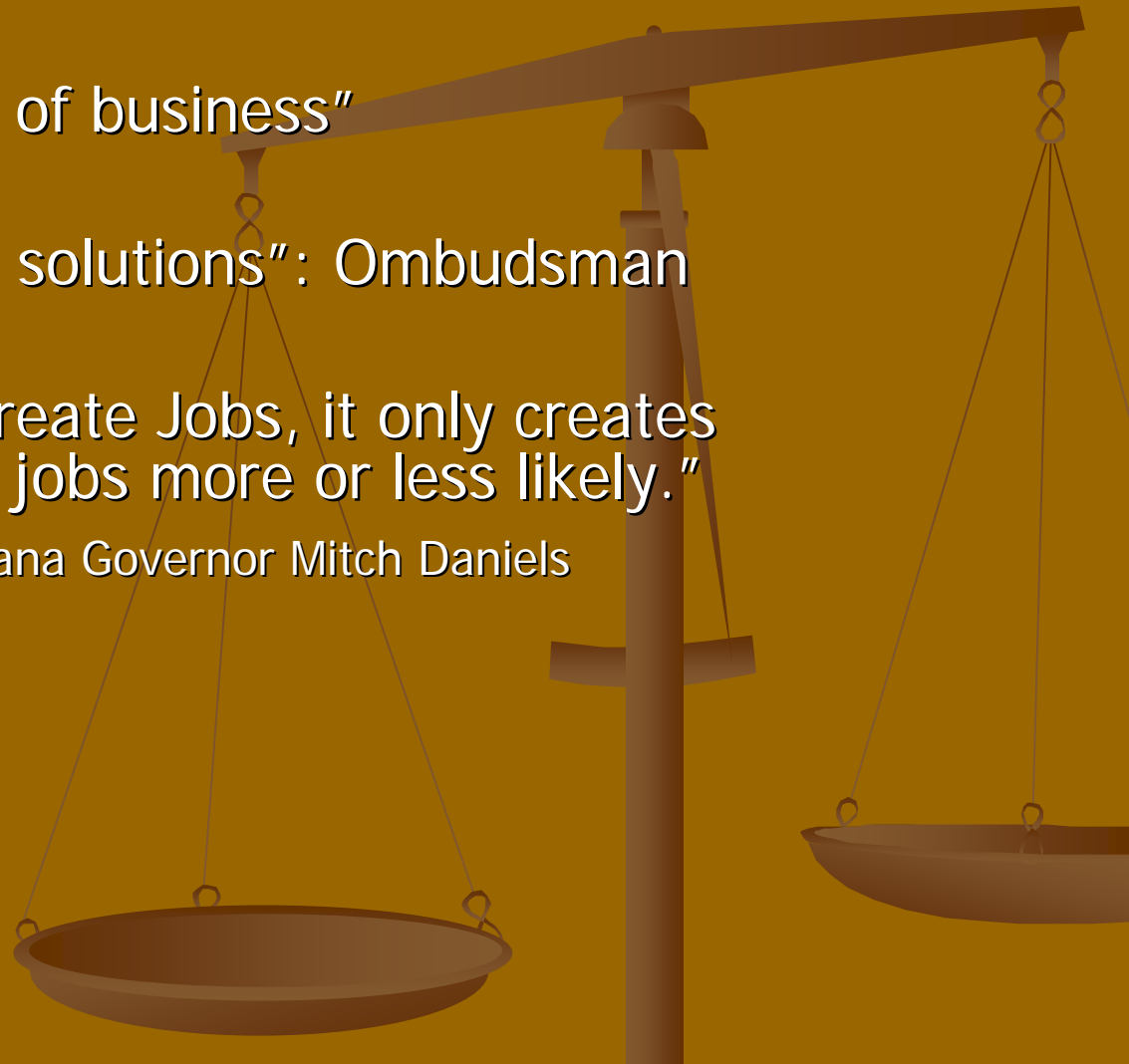
Motto: Supporting the Art and Science of Business

"Operate at the speed of business"

"We seek to engineer solutions": Ombudsman

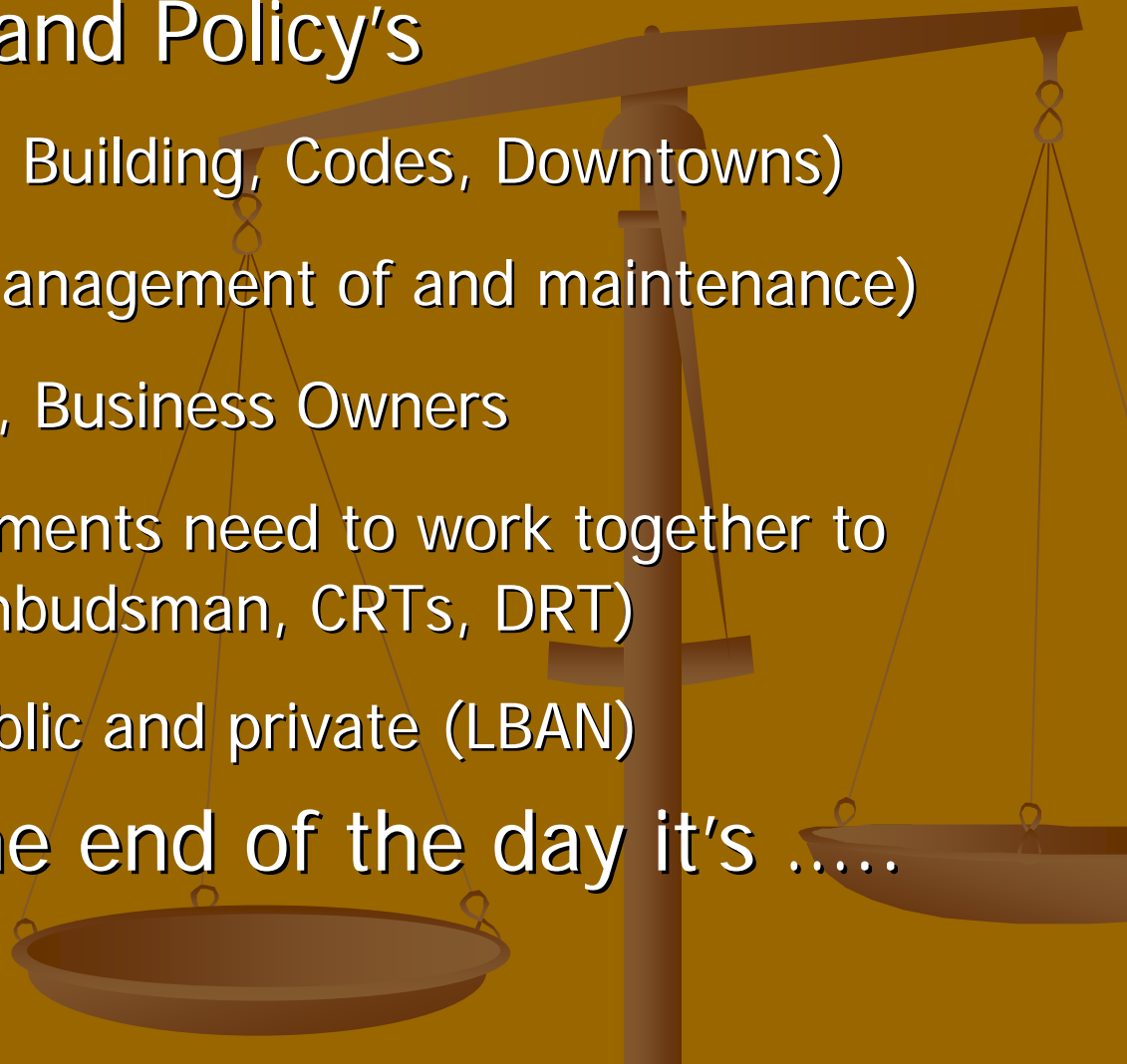
"Government Doesn't Create Jobs, it only creates conditions that make jobs more or less likely."

Indiana Governor Mitch Daniels



How?

- Visions, Values and Policy's
(Land Use, Planning, Building, Codes, Downtowns)
- Relationships (management of and maintenance)
External: Developers, Business Owners
Internal: City Departments need to work together to achieve ED goals (ombudsman, CRTs, DRT)
- Partners: both public and private (LBAN)
- Of course "At the end of the day it's



All About Money

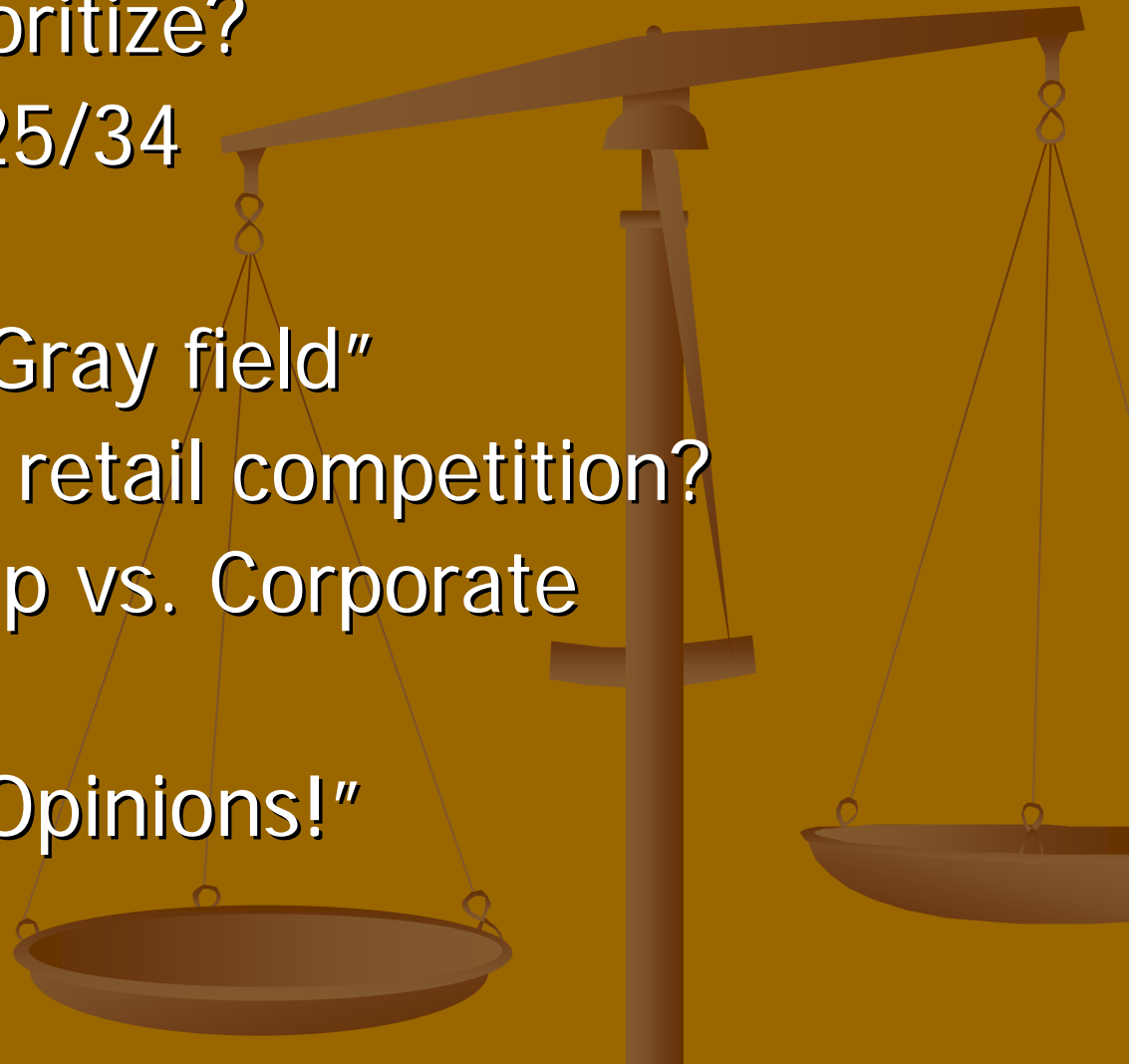


- Taxes or the lack there of.....
- Fees or the lack there of
- Don't Forget "Time" is money (RR Team)
- Business Development Incentives
 - * Retail
 - * Primary Employers
(Retention and expansion)
- Other tools (URA, BID, TIF, PIF, etc.)

Speaking of Money

- How do you prioritize?
- Downtown vs. 25/34
- Retail vs. Jobs
- Greenfield vs. "Gray field"
- What about the retail competition?
- Entrepreneurship vs. Corporate

"Bring Data, Not Opinions!"



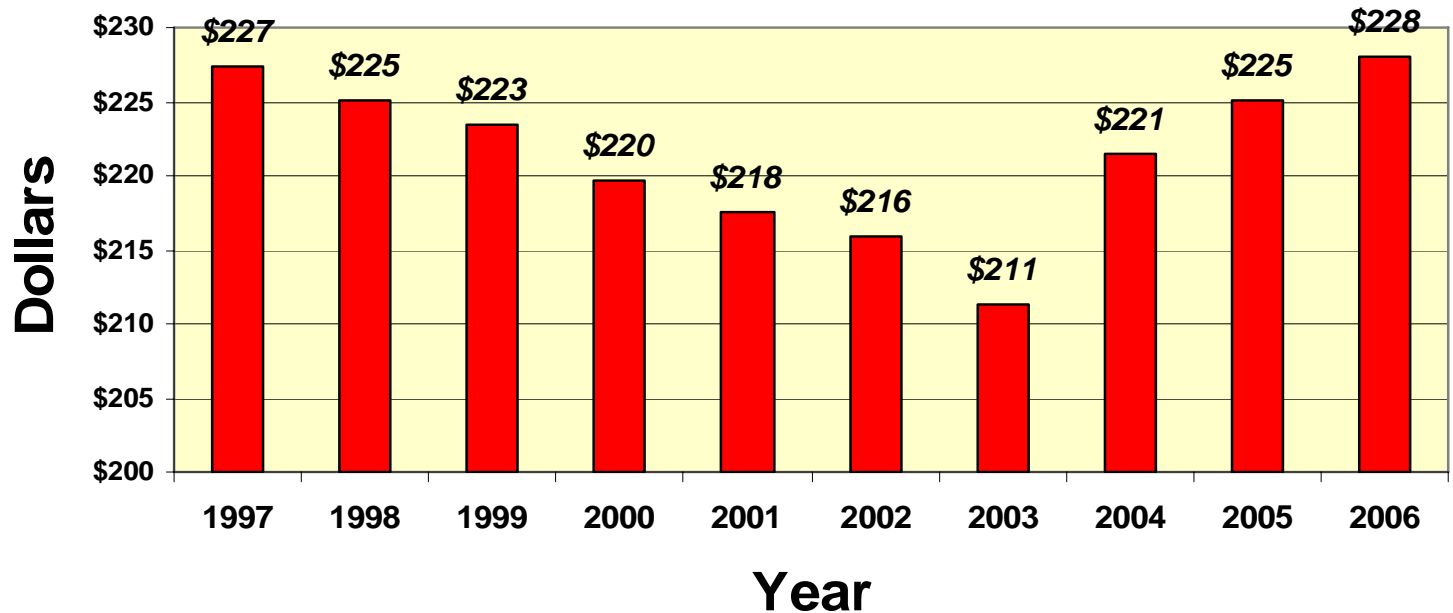
What did the Data say?

What happens if we don't do anything? Did our retail focus work?



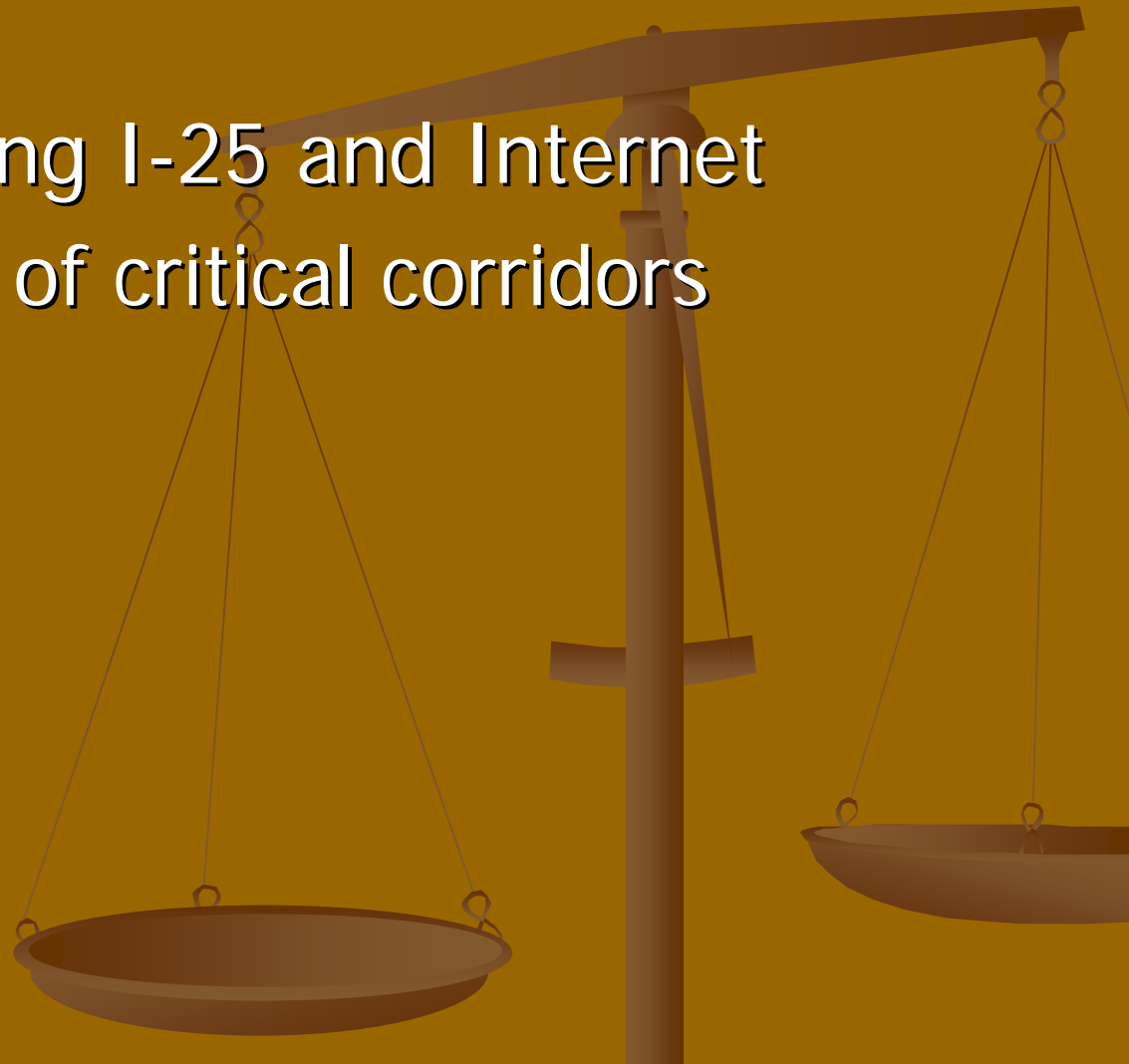
Adjusted for inflation and population growth,
Sales Taxes fell for six years and grown for three
Leaving the City about the same as 1997

**City of Loveland Real Sales Tax Per Capita
1997-2006**



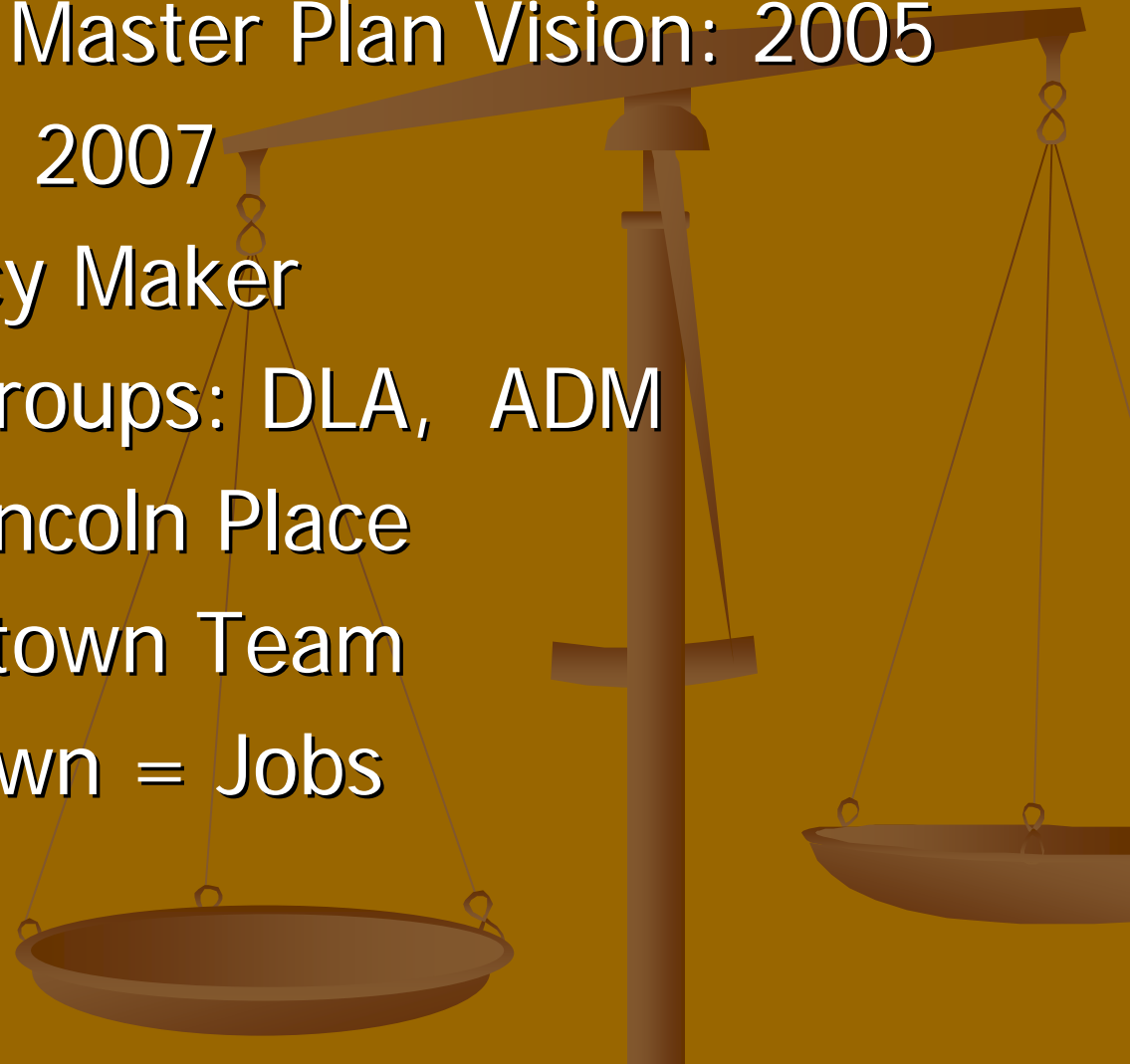
Yes but we have more to do!

- Retail Leakage
- Competition along I-25 and Internet
- Redevelopment of critical corridors
- Downtown



Why Downtown?

- Comprehensive Master Plan Vision: 2005
- Citizens Survey: 2007
- Passionate Policy Maker
- Active Citizen Groups: DLA, ADM
- Partnerships: Lincoln Place
- Loveland Downtown Team
- Vibrant Downtown = Jobs



Essentially.....

- It's about "Balance"

