

Go NoCo

Regional Tourism Act Application

A Private /Public Partnership



CO | **OLORADO**

Office of Economic Development
& International Trade



LARIMER
COUNTY

COMMITTED TO EXCELLENCE



City of Loveland



TOWN OF WINDSOR

COLORADO



LOVELAND

COLORADO

EVERYTHING YOU LOVE

Loveland Community Marketing
Commission

July 16, 2014

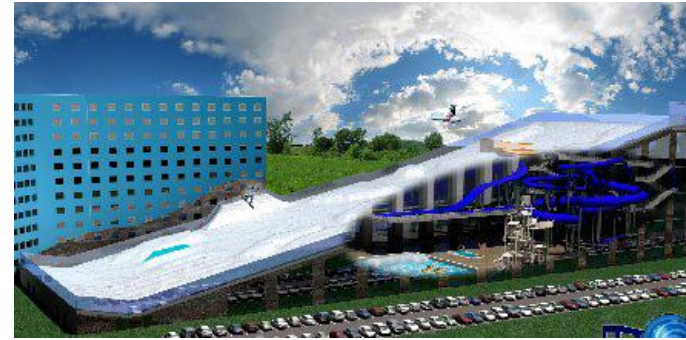
What is the RTA Program?



- Program of the Colorado Economic Development Commission
- **State Sales Tax** increment financing tool for the development of large scale, regional tourism projects
- These projects can include tourism and entertainment facilities and the associated hotels and infrastructure **however:**
- **Must draw a significant number of new regional, national and international patrons**

Projects

- Extraordinary and unique in nature
- Result in a substantial increase in out of state tourism
- Generate new state sales tax from residents outside the zone
- Local governments must provide reliable economic data demonstrating that in the absence of the state sales tax increment revenue the project is not reasonably anticipated in the foreseeable future.....
“But for the State assistance”



Why Now, Why NoCo?

- Only two more RTA applications will be awarded by the State, 3 have been awarded.
- Northern Colorado has not received an award
- Three public partners: Larimer County, Loveland and Windsor and 3 unique private partners with project areas already in design phases and financial evaluation
- There is a strong International and National “Destination Economy” growing in NoCo

National/International Marketing

- Attendance at Pow Wow and Go West International Trade Show(s)
- Developed Relationships with Tour Bus Receptors
- Familiarization (FAM) Tours and Ads with Colorado Tourism and Brand USA: Germany, Ireland, England, France, Portugal, Canada, Japan, Mexico, China
- US Pro Cycling Challenge a No Co effort



We are on the Map!
Literally...

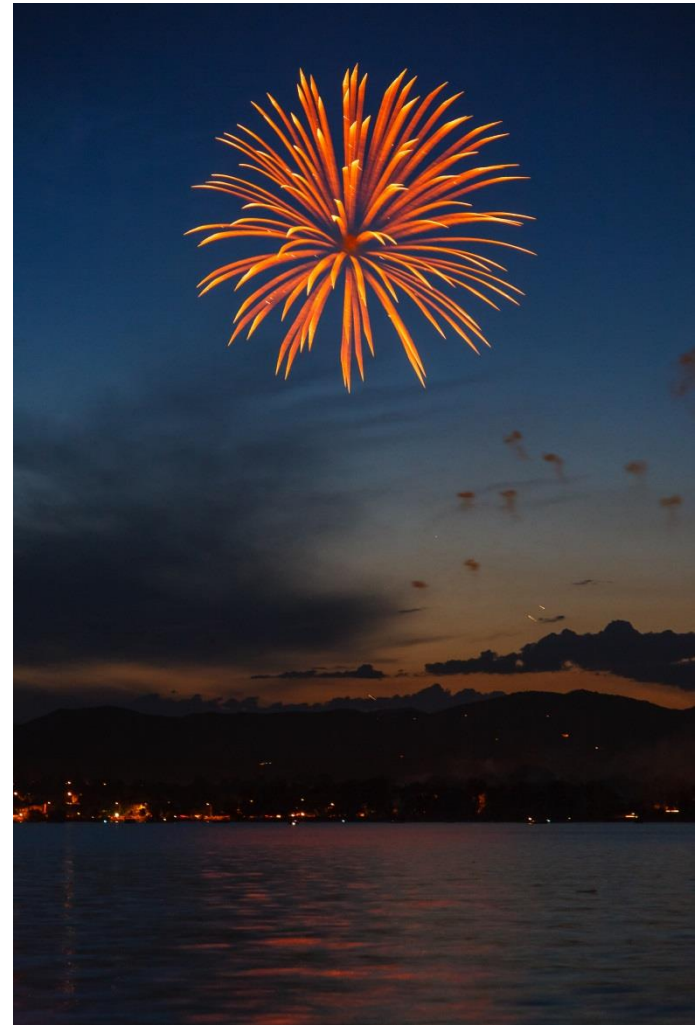


No Co is the Center!

16,194,000 is the population within 500 miles



“#7 must do event in the United States for 4th of July, 2014”
Peter Greenberg, CBS News Travel Editor



Colorado Tourism Office International Guides 2014/15

Germany, France, Portugal, Mexico, China, UK, Canada

Vive la Gran Experiencia al Aire Libre de Colorado

Con un Ambiente de Cultura y Diversión

Enclavado en las majestuosas Montañas Rocallosas, el norte de Colorado es el lugar ideal para vacacionar todo el año. A tan sólo 45 minutos de Denver y 15 minutos al este del Parque Nacional de las Montañas Rocallosas, disfruta de 365 días de aventura al aire libre, abundante cultura, las mejores compras de la región y sitios icónicos en Fort Collins y Loveland.

Explora una Nueva Cara de Colorado donde Encontrarás:

- La Ciudad de las Cervezas Artesanales de Colorado
- Una de las Comunidades Artísticas Más Próximas de Estados Unidos
- Una de las Áreas Deportivas y para Espectáculos Más Grandes de Colorado
- La Calle que Sirvió de Inspiración para la Calle Principal de Disneylandia
- La Exhibición de Esculturas al Aire Libre Más Grande de Estados Unidos
- Diversos Festivales y Eventos Especiales
- El Único Río Designado como Escénico y Salvaje en Colorado
- Rentas de Bicicletas GRATIS, por 3 días

VisitFortCollins.com / VisitLovelandCO.com

DÉCOUVREZ LES GRANDS ESPACES DU COLORADO

AVEC UNE TOUCHE DE CULTURE ET DE FUN

Niché dans le spectaculaire des majestueuses Montagnes Rocheuses, le nord du Colorado est un incroyable terrain de jeux à découvrir toute l'année. A seulement 45 minutes au nord de Denver et 15 minutes à l'est du Parc National de Rocky Mountain, profitez de 365 jours d'aventures au grand air, de meilleur shopping de la région et sites iconiques à Fort Collins et Loveland.

Explorez une nouvelle face de Colorado:

- La capitale artisanale du Colorado
- Les plus belles communautés artistiques du pays
- L'un des sites de sports et de divertissement les plus grands de Colorado
- "Main Street" à Disneyland®
- La plus grande exposition d'œuvres d'art en plein air
- Diverses fêtes, festivals et événements spéciaux
- Le seul et unique "Wild and Scenic" River de l'état

VisitFortCollins.com / VisitLovelandCO.com

EXPERIENCE COLORADO'S GREAT OUTDOORS

WITH A SIDE OF CULTURE & FUN

Nestled in the foothills of the majestic Rocky Mountains, Northern Colorado is the ultimate year-round playground. Located only 45 minutes north of Denver and 45 minutes east of Rocky Mountain National Park, experience 365 days of outdoor adventure, abundant culture, the area's best shopping and distinctive landmarks in Fort Collins and Loveland, CO.

Explore a new side of Colorado, featuring:

- Colorado's Craft Beer Capital
- One of the Nation's Best Small Arts Communities
- One of the Largest Entertainment and Sports Venues in Colorado
- The Inspiration for Disneyland's Main Street USA
- America's Largest Outdoor Sculpture Show
- Fun, Free Festivals and Events
- Colorado's ONLY nationally designated Wild and Scenic River
- FREE 3-day bike rental

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体验科罗拉多州丰富的户外文化与乐趣的一面

北科罗拉多位于壮观的落基山脉脚下，是度假休闲的理想之地。距离丹佛仅45分钟车程，距离洛矶山国家公园仅15分钟车程，您可以在这里享受365天的户外冒险、丰富的文化、该地区最好的购物以及标志性的景点，包括科罗拉多州唯一的国家野生及景观河流。

探索科罗拉多州的新的一面，特色如下：

- 科罗拉多州最大的啤酒之都
- 全美最佳小型艺术社区之一
- 科罗拉多州最大的娱乐和体育场馆之一
- 迪士尼乐园美国小镇大街的灵感来源
- 美国最大的户外雕塑展
- 欢乐、免费节日和赛事
- 科罗拉多州唯一的国家指定的野生及景观河流
- 免费3天自行车出租

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ENJOY COLORADO'S GREAT OUTDOORS

MIT EINER PORTION KULTUR & SPAß

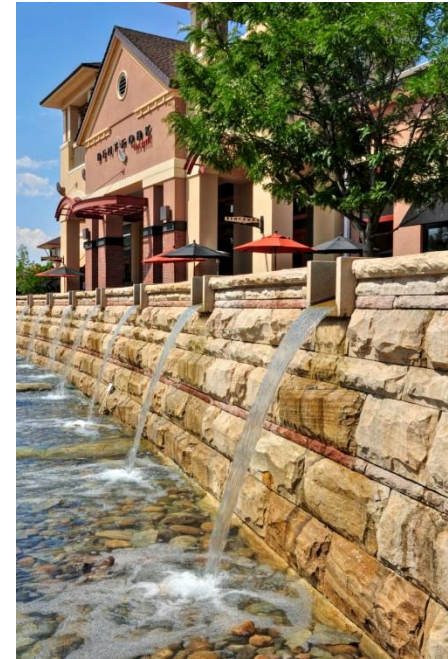
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Entdecken Sie eine neue Seite Colorados:

- Colorados Craft Beer Hauptstadt
- Eine der besten kleinen Kunstgemeinden der USA
- Eines der größten Sport- und Entertainmentzentren Colorados
- Die Inspiration für Disneyland's Main Street USA
- Amerikas größte Freiluft-Skulpturen Show
- Unterhaltsame, kostenlosen Festivals und Events
- Colorados einziges, national anerkanntes "Wild and Scenic" River
- Kostenlose Fahrradleihe bis zu 3 Tagen

VisitFortCollins.com / VisitLovelandCO.com


LOVELAND
- COLORADO -
EVERYTHING YOU LOVE



And More.....



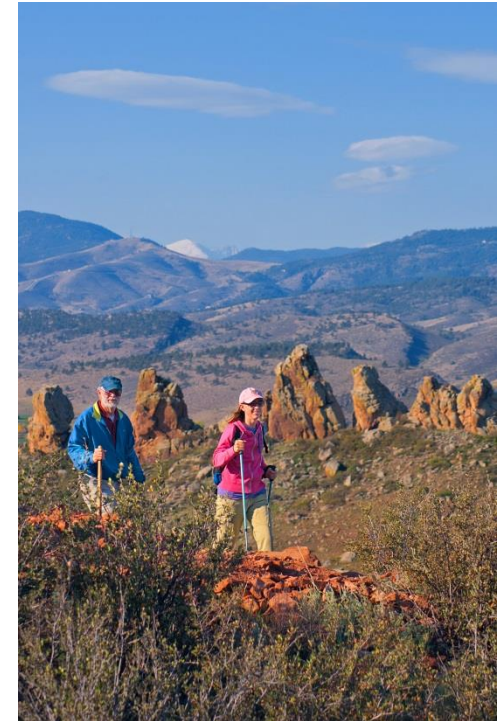
And more.....

Loveland and especially the Ranch/Fairgrounds area is the home of some of the most valuable tourism assets.

Don't forget the airport!



But we need more projects.....



RTA Private Partners



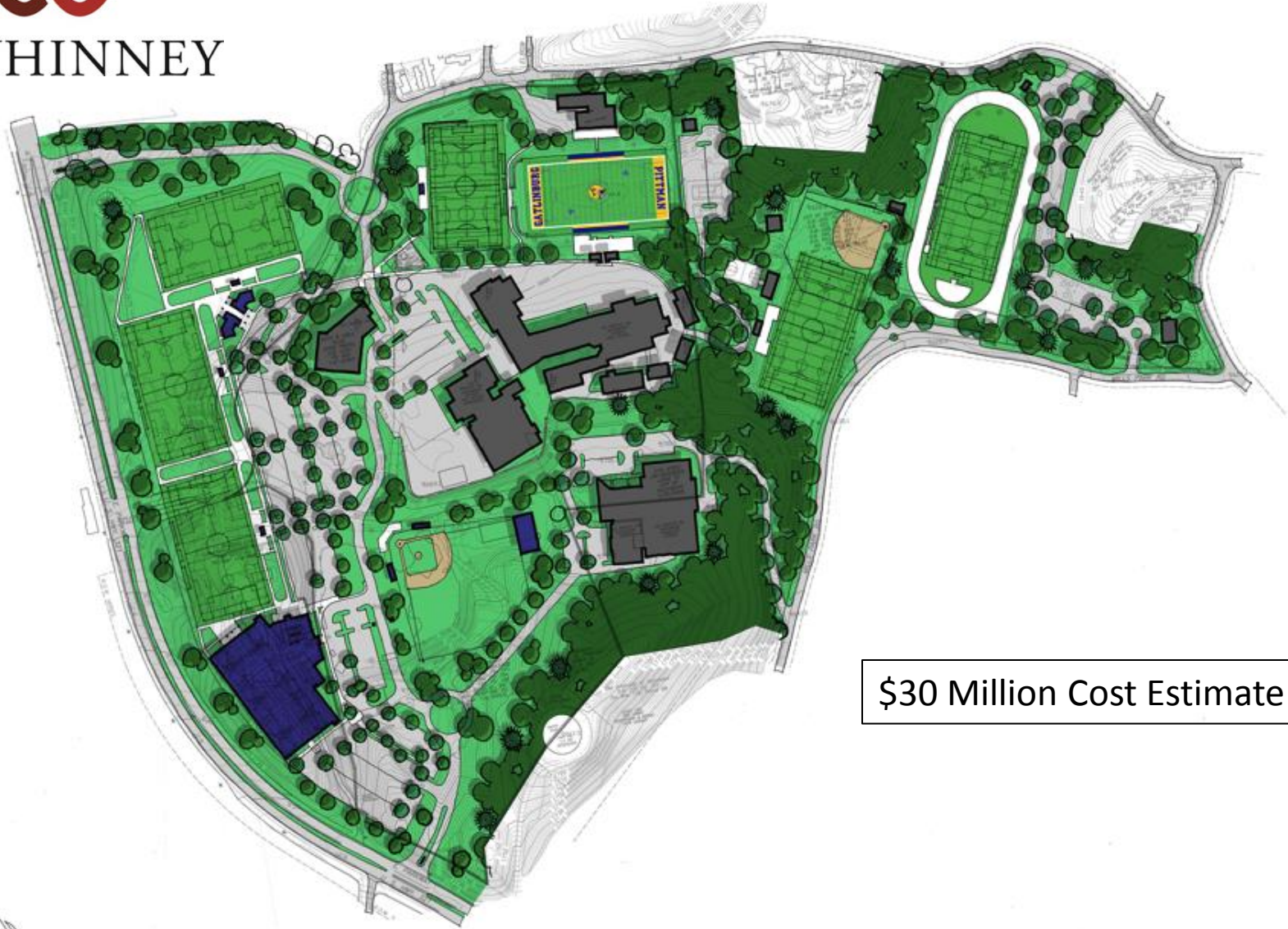
McWHINNEY



And many, many more.....



McWHINNEY



\$30 Million Cost Estimate



Site Plan: Final Schematic Design
YOUTH SPORTS COMPLEX
City of Gatlinburg and the Gatlinburg-Sevier County Joint Venture

28 January 2013





"Joy"
by Dominic
Benhura,
property of
Centerra
Metropolitan
District



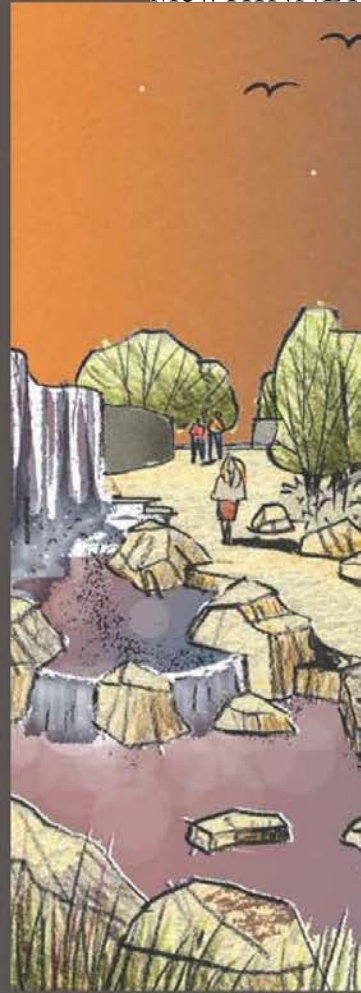
Over the past 40 years, a group of very special artists from Zimbabwe have exhibited their work in many of the world's most beautiful parks and gardens. Now, this amazing collection is finding a permanent home in Loveland, Colorado, considered by many to be the sculpture capital of North America. A unique partnership between the Chapungu Sculpture Park of Harare, Zimbabwe, McWhinney Enterprises, developer of Centerra, and the community of Loveland, Colorado, provides an amazing gift by establishing the Chapungu Sculpture Park at Centerra. The 26 acre park will contain a permanent, rotating exhibition of some of the world's most renowned stone sculptors. These remarkable works of art are inspired by the religion, mythology, nature, and culture of Zimbabwe.



Cultural Centre site plan

The centerpiece of the park will be the Chapungu Cultural Arts Centre. The Centre's mission will support, encourage and promote the visual and performing artists of Africa, with emphasis on the stone sculp-

tors, painters, performing artists, writers, poets, and cultural performers of Zimbabwe. This is the story of the Chapungu Cultural Arts Centre and the Chapungu Sculpture Park at Centerra.



African sculpture



Perspective view from the Great Lawn

\$2-3 Million Cost Estimate

in a Colorado landscape...

Natural History/ Sportsmen's Museum



McWHINNEY



Cost Estimate \$4 million

\$20 Million Cost Estimate



PARK ACREAGE: 1.60ac.

Centerra - Parcel 504: Conceptual Landscape Plan

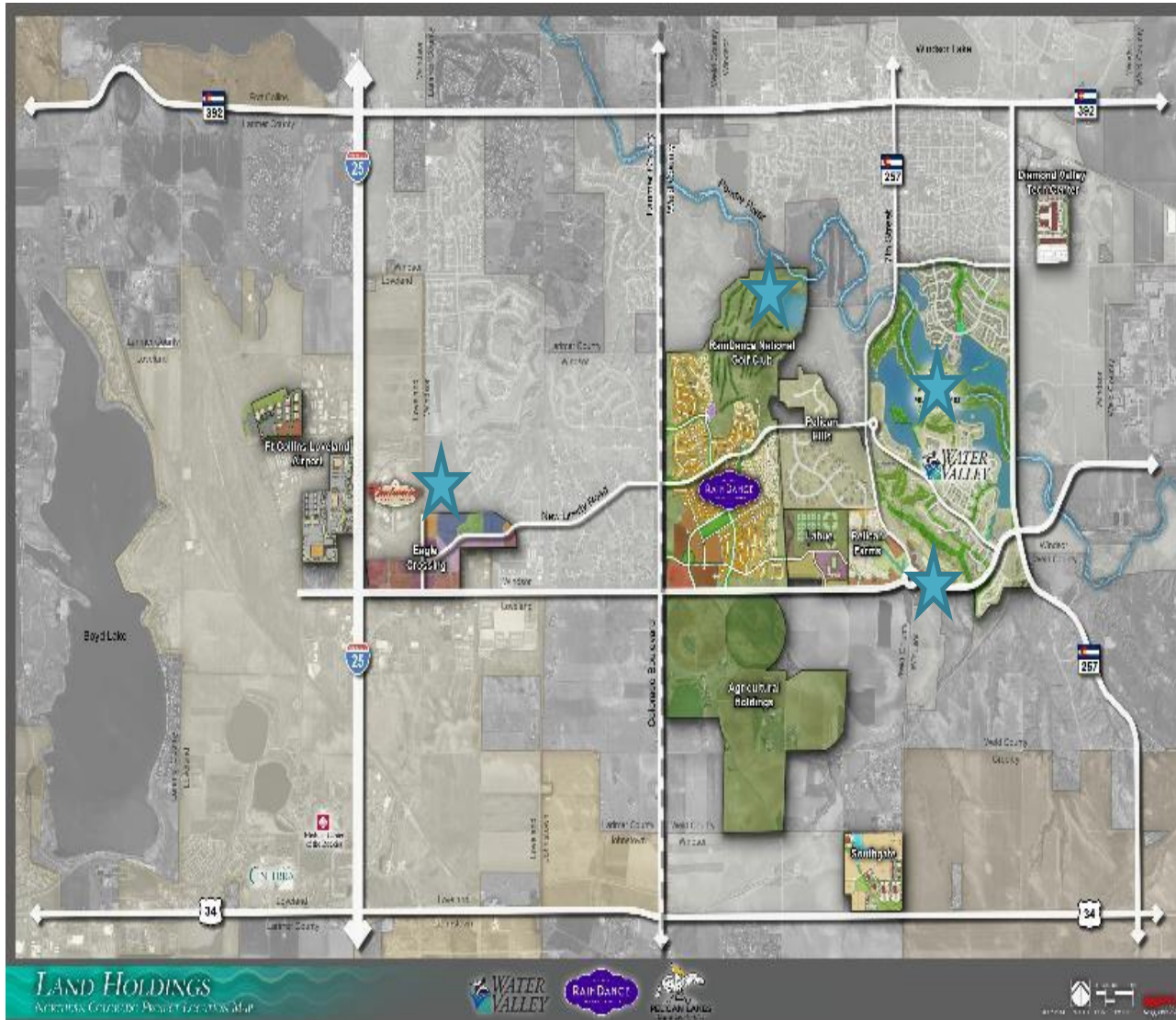
Loveland, Colorado

DATE: MARCH 17, 2014



RTA Potential Projects

Projects Map



Regional Ice Sheets

Project Facts

Project Location:

City: Loveland, CO

County: *Larimer County*

Major Intersection: *NEC Fairgrounds Ave. and Crossroads Blvd.*

Land Use:

Estimated Land Acreage: +/- 9.18 Acres

Building Square Footage: +/- 100,000 SF

Estimated Construction Costs: +/- \$25,000,000

Summary:

This facility would consist of a minimum 4 sheets of ice with the intent of drawing national youth and adult hockey tournaments to the region.





Raindance National Golf Club

Project Facts

Project Location:

City: *Windsor, CO*

County: *Weld*

Major Intersection: *1.5 Miles North of the Crossroads Blvd. and County Rd. 13*

Land Use:

Estimated Land Acreage: 370 Acres

Estimated Course Construction Costs:
\$20,000,000

RTA Enhancement Costs: \$5,000,000

Summary:

This golf course is designed for the ability to host Champions Tour and Senior PGA Tour Events. RTA Funding would be used to entice national tournament play to the Region.



Peligrande Resort and Convention Center



Project Facts

Project Location:

City: *Windsor, CO*

County: *Weld*

Major Intersection: *New Liberty Rd. and Marina Drive*

Land Use:

Estimated Land Acreage: 40 Acres

Convention Center SF: 50,000

Marina SF: 20,000

Estimated Construction Costs Convention - :

\$10,000,000

Estimated Construction Costs Marina -

\$10,000,000

Amenity Enhancement – Hotel / Timeshare -

\$50,000,000



RV Park

Project Facts

Project Location:

City: *Windsor, CO*

County: *Weld*

Major Intersection: *¼ Mile South of Crossroads Blvd and 7th Street*

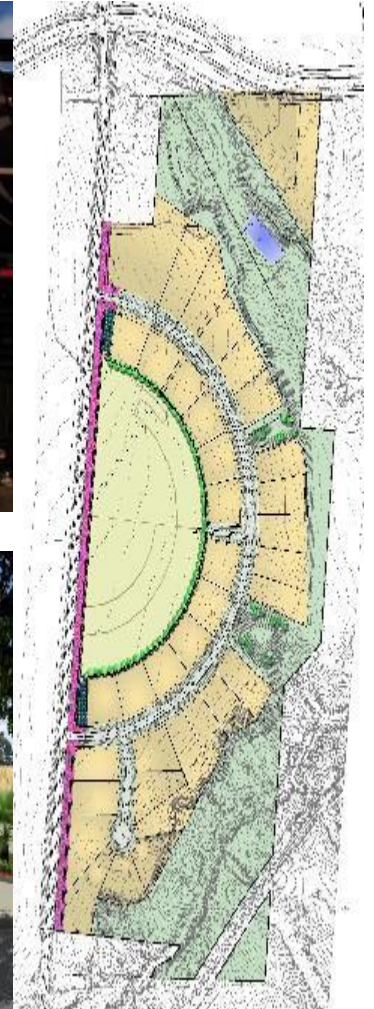
Land Use:

Estimated Land Acreage: 93 Acres

Estimated Construction Costs: \$5,000,000

Summary:

High-End RV Park



An RTA Project with Heart





May 2013









Sylvan Dale Guest Ra
Lizzie Stelten 09/14/201















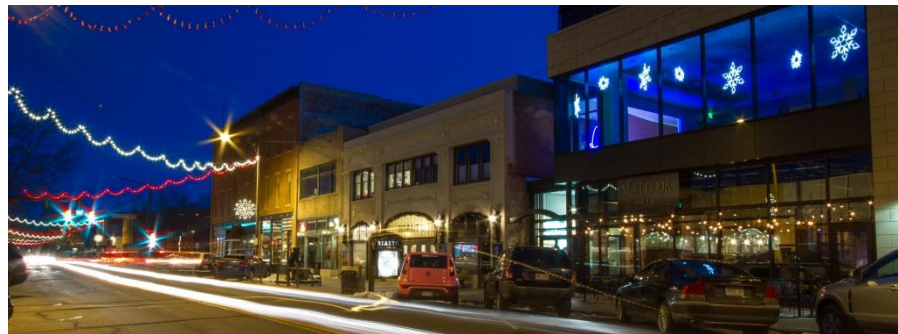
What will we do???



**\$4-\$10 million
Cost Estimate**

Potential Economic Benefits

- Net New Jobs ...possibly thousands
- Sales Taxes
- Lodging Taxes
- Property Taxes
- Employee Impacts
- **Other Project Areas are being proposed**



So What's Next for this effort

- Formation of the Go NoCo Private Non-Profit
- Contributions from Public and Private Sector
- Public Sector funds requested= \$225,000
- Private Sector = \$300,000 in assistance
- **Completion of Market and Financial Analysis (\$)**
- **Recruitment of Tenant/Operators (\$)**
- **Determination of RTA Zone due in October 14'(\$)**
- RTA Applications are due February 2015
- Announcement of Awards October 2015

What's Next for City Council

- Request for financial assistance of \$175,000 for Go NoCo
 - \$50,000 of Lodging Tax Reserves for marketing
 - \$125,000 of Economic Development Reserves for financial and legal assistance
- Questions and Discussion
- Additional Presentations and requests to other Public Partners.