

# LOVELAND

LDP | DDA

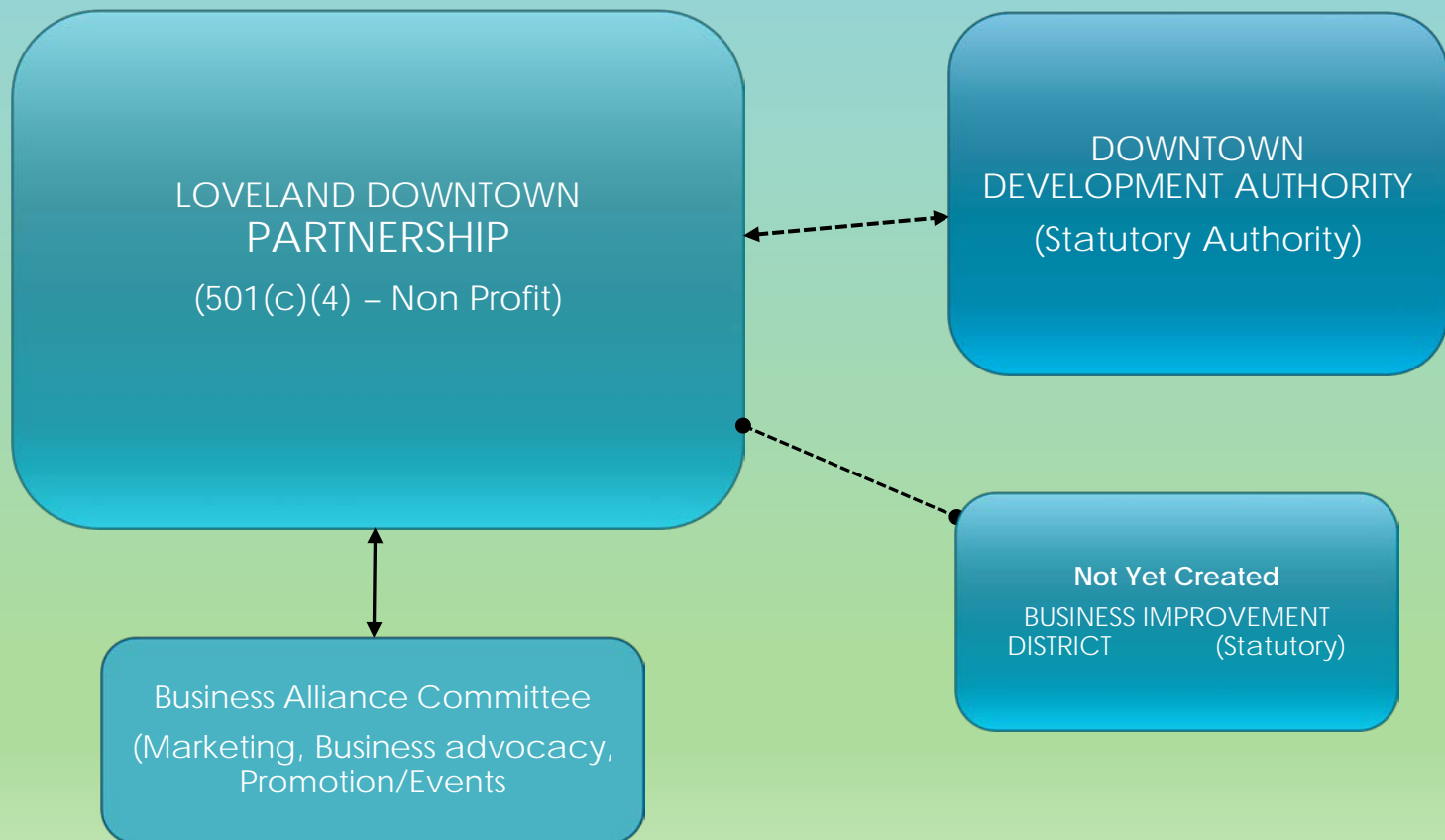


# DOWNTOWN STRATEGIC PLAN

## **Downtown District Mission (2010 Strategic Plan):**

“To create a vibrant Downtown that provides a safe, dynamic environment to gather, live, educate, shop, work, and play.”

# LOVELAND DOWNTOWN DISTRICT STRUCTURE



# THE LOVELAND DOWNTOWN PARTNERSHIP MISSION

## **LDP Mission (2016):**

“The mission of the Loveland Downtown Partnership is to convene the champions, the promoters, the advocates and the dreamers, and together build a strong, energetic, and economically viable Downtown Loveland.”

# MISSION OF THE LOVELAND DDA

- **DDA Mission (2016)**

“The mission of the Loveland, Colorado DDA is to strengthen, develop and promote the economic well-being, safety and vitality of the Downtown District.

As a self-governing agency of the City, the DDA facilitates, plans and executes development and capital improvement projects.

We commit to fulfill our mission collaboratively, ethically and professionally, while preserving the unique and historic character of the District”.

# JOINT BUSINESS CONCEPTS & STRATEGIES




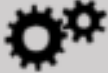



**While we may have different roles and responsibilities, we are all really here to accomplish the same things:**

- Make downtown a safe, clean, efficient and manageable space
  - Market the downtown as a destination
  - Be a resource for visitors, business, developers and residents
  - Foster a sustainable economic and physical environment
  - Assure long term organizational capacity and capability
- 

# 2016 SHARED PRIORITIES

- **Win the Election!**
  - Identify Voters, Communications/Outreach, Messaging, Fundraising, Legal
- **Communications**
  - Election Centric (first priority)
- **Branding**
  - Finalize Design/tagline
  - Market Brand
- **Development**
  - Begin Implementation of Plan of Development / HIP
  - Redevelopment/Development Opportunities

## Strategic Operating Plan Summary (Chart)

Vision, Mission and Priorities	Goals	Key Performance Indicators	Strategies	Projects
<p data-bbox="150 311 233 1210" style="writing-mode: vertical-rl; transform: rotate(180deg);">Mission: To create a vibrant Downtown that provides a safe, dynamic environment to gather, live, educate, shop, work and play.</p>    	<p data-bbox="459 248 736 305">Voter approval for ballot issues in November, 2016</p>	<p data-bbox="799 254 865 305"></p> <p data-bbox="884 248 1089 462">100% of eligible voters are contacted 3 times before July, 2016 Successful passage of both ballot issues (51%) in November, 2016</p>	<p data-bbox="1136 248 1418 305">Friends of the Downtown Election Issues Committee</p>	<p data-bbox="1476 248 1740 462">Identify voters Communication strategy Outreach Marketing Messaging Fundraising Legal</p>
	<p data-bbox="459 485 768 605">Written communication plan completed in 2016, election specific completed by July 14, 2016</p>	<p data-bbox="799 491 865 542"></p> <p data-bbox="884 485 1108 605">Contact 25% of all downtown business owners and tenants each quarter</p>	<p data-bbox="1136 485 1398 576">Tied with Branding Listen, Respond, Market Communicate responses</p>	<p data-bbox="1476 485 1765 508">Election centric (first focus)</p>
	<p data-bbox="459 628 761 719">Branding created and in use by March, 2016. Branding recognition by May, 2016</p>			<p data-bbox="1476 628 1727 685">Pick logo and tagline Market logo and tagline</p>
	<p data-bbox="459 733 749 791">DDA development projects completed by 2018</p>	<p data-bbox="799 733 865 785"></p> <p data-bbox="884 733 1108 919">Revenue invested in capital projects: x% of incoming revenue annually is spent on capital projects (acquisition, design, construction)</p>	<p data-bbox="1136 733 1445 891">Start with City list of projects Tie into City goals and budgets Use branding and communication strategies</p>	<p data-bbox="1476 733 1707 819">Plan of Development Implement HBP Reinvestment</p>
	<p data-bbox="479 971 1746 1176"><i>Vision: Our residents enjoy the convenience of shopping, working and learning in a pedestrian friendly city center. Visitors find restaurants, retail shops, and entertainment easily accessible by public transit or private vehicle. The presence of local residents at all hours of the day or night demonstrates the Downtown's commitment to friendly service in a clean, safe environment.</i></p>			



# Accomplishments

Downtown District Brand



# NOVEMBER 8<sup>TH</sup> DDA ELECTION

FINANCING METHODS FOR THE DOWNTOWN

# Statutory Authority:

- ❑ Up to 5 Mills Property Tax
- ❑ Issuance of Debt
- ❑ Pledging of Sales and  
Property Tax Increment

# PLAN OF DEVELOPMENT

## Mill Levy

- Statutory Authority
  - Up to 5 Mils Property Tax
  - Estimated \$185,000/yr.,
  - Operations & Maintenance

## Debt

- Up to \$75M for identified downtown district projects (repayment of \$181M)
  - Development/Redevelopment, streets/sidewalks, parking, utilities, lighting, alleyways, beautification
- Authority for Sales and Property Tax Increment

**Development and Redevelopment Projects  
(defined, but not limited to...)**

# ELECTION CALENDAR HIGHLIGHTS

Plan of Development To Council	July 19 <sup>th</sup>
1 <sup>st</sup> Reading Ordinance Ballot Title	August 2 <sup>nd</sup>
2 <sup>nd</sup> Reading Ordinance Ballot Title	August 16 <sup>th</sup>
Mail Ballots	October 17 <sup>th</sup>
Election Day	November 8 <sup>th</sup>

# COMMUNICATIONS

ELECTION MESSAGING - PRIORITY

# STRATEGY

- Community Forums & Events
- Press Releases & Social Media
- Community Surveys
- Mail Outs:
  - 6 pieces over next 8 weeks

# EMPOWER OUR DOWNTOWN



Vote **YES** to Improve Downtown

## Residential Property



=



For \$100,000 Market Value Home  
(Assessed Value \$7,960)

About a Dime a Day  
(\$39.80 a Year)

5 MILL  
PROPERTY  
LEVY



WHAT'S  
MY COST?



## Commercial Property



=



For \$100,000 Market Value Commercial  
(Assessed Value \$29,000)

About a 4 Dimes a Day  
(\$145.00 a Year)



# Downtown Loveland, the heart and soul of our community, needs your help.



Downtown District in Green

For too long, important fixes have been put off.  
For too long, other parts of our city have taken priority.

While it has many bright spots, our downtown has fallen behind; and, unless you help us change the approach that got it where it is today, we won't be catching up soon.

Now is the time for us to **Empower Our Downtown.**

Take action with us, today, to invest in and control our downtown's future.

With your support, we can bring new focus and a proactive approach to addressing the specific, unique needs of downtown and those who love it. The DDA is here to address your needs, partner with you, and advocate for you, to make our downtown what it should be.

We can wait, and live with the status quo, and still have the same and larger needs next year in five years in a decade.

Or we can step up and **Empower Our Downtown**, together, today.

The time is right. The time is now.

Together, we can help downtown Loveland reach its full potential.

Together, we can **Empower Our Downtown.**

## If Not Us, Who? If Not Now, When?

# BRANDING

DOWNTOWN DISTRICT - PRIORITY

*Livin' It! Lovin' It!*



LovelandPartnership.org



# DEVELOPMENT PROJECTS

WHAT WILL WE DO WITH THE MONEY??

# PROJECTS

Including, but not limited to:

- Development and Redevelopment Projects identified in Plan of Development, including:
  - Catalyst
  - Pulliam
  - Heartland Corner
- Utilities
  - Water/Sewer/Electric
- Infrastructure
  - Streets, Curb, Gutter, Sidewalk, traffic/transportation, Alleyways, Lighting, etc.
- Beautification
  - Streetscapes
  - Signage

# Destination Downtown: HIP Streets Master Plan

5 May 2009

 City of Loveland Public Works Department



# FINANCIAL/LEGAL UPDATE

# Handout

## Loveland Downtown Partnership Budget vs. Actuals: 2016 - FY16 P&L January 1 - May 31, 2016 (41,00%)

	Total					
	Budget	Actual	+/- Budget	\$ Remaining	% of Budget	% Remaining
<b>Beginning Balance</b>	111,000.00	199,740.34	+87,740.34			
<b>Revenue</b>						
Business & Corporate	7,700.00	7.00	-7,693.00	7,700.00	0.09%	100.00%
Government Income	212,000.00	721,222.00	+509,222.00	212,000.00	29.21%	92.00%
Misc Income	0.00	11.00	+11.00	0.00		
<b>Total Revenue</b>	\$ 219,700.00	\$ 730,234.00	\$ +510,534.00	\$ 219,700.00	29.42%	90.69%
<b>Expenses</b>						
Accounting Fees	1,000.00	1,271.00	+271.00	1,000.00	10.16%	81.80%
Advertising	2,000.00	1,777.00	-223.00	1,777.00	7.13%	73.85%
Advertising - Promotional	0.00	240,130.00	+240,130.00	0.00		
Advertising - Sponsorship	25,000.00	79,113.00	+54,113.00	1,000.00	4.00%	40.00%
Bank & ATM	600.00	3.00	-597.00	600.00	0.10%	100.00%
Bank Charge & Monthly Fee	300.00	42.00	-258.00	300.00	1.00%	110.00%
Bank/Finance	32,000.00	2,855.00	-29,145.00	25,775.00	79.92%	80.23%
Contractor	4,000.00	12,151.00	+8,151.00	21,200.00	53.00%	40.15%
Event & Receptions	1,000.00	227.00	-773.00	600.00	60.00%	60.00%
Education & Training	12,000.00	1,224.66	-10,775.34	2,624.27	21.87%	69.19%
Facade - Improvements	112,000.00	3.00	-108,997.00	102,000.00	0.03%	100.00%
Food & Beverage	2,000.00	187.32	-1,812.68	1,207.00	6.04%	60.35%
Insurance	2,000.00	1,616.00	-384.00	4,000.00	20.00%	100.00%
Legal Fees	25,000.00	11,154.36	-13,845.64	24,745.64	98.98%	98.98%
Licenses & Permits	600.00	7.00	-593.00	600.00	0.12%	100.00%
Mixing	0.00	2,627.00	+2,627.00	0.00		
Music and Entertainment	900.00	227.00	-673.00	1,000.00	11.11%	49.44%
Miscellaneous	1,500.00	3.00	-1,497.00	1,500.00	0.13%	100.00%
Office Supplies	5,000.00	1,427.00	-3,573.00	3,000.00	60.00%	60.00%
Print - Reports	0.00	227.33	+227.33	0.00		
Postage & Delivery	600.00	535.84	-64.16	600.00	10.00%	100.00%
Printing & Copying	100.00	7,113.00	+7,013.00	100.00	100.00%	100.00%
Professional Fees	300.00	91.00	-209.00	600.00	20.00%	66.67%
Rent - Equipment	300.00	151.74	-148.26	600.00	20.00%	66.67%
Rent - Office	24,000.00	12,113.00	-11,887.00	14,000.00	58.33%	58.33%
Rent - Parking Spaces	100.00	25.00	-75.00	300.00	30.00%	30.00%
Repairs & Maintenance	500.00	22.00	-478.00	1,000.00	10.00%	10.00%
Retirement Cont. AWS	0.00	145.66	+145.66	0.00		
Salary & Wages	111,300.00	42,122.00	-69,178.00	111,300.00	20.77%	11.25%
Software & Licenses	4,000.00	127.00	-3,873.00	6,000.00	15.00%	60.00%
Supplies	900.00	248.77	-651.23	1,000.00	11.11%	55.56%
Taxes - Payroll	12,000.00	1,224.29	-10,775.71	4,000.00	33.33%	33.33%
Telephone & Internet	3,000.00	717.00	-2,283.00	4,000.00	13.33%	50.00%
Travel	2,000.00	7.00	-1,993.00	2,000.00	0.03%	100.00%
Uncategorized Expense	0.00	102.77	+102.77	0.00		
Utilities	1,000.00	711.00	-289.00	1,300.00	30.00%	70.00%
Utilities Gas & Water	2,000.00	813.00	-1,187.00	2,000.00	10.00%	60.50%
Vendor's Corp	4,000.00	7.00	-3,993.00	4,000.00	0.02%	100.00%
<b>Total Operations-Maintenance</b>	\$ 212,077.00	\$ 144,237.02	\$ -67,840.00	\$ 212,077.00	24.72%	75.30%
Adjustments	\$ 35,420.00	0.00	\$ -35,420.00	\$ 35,420.00	0.00%	100.00%
<b>Total Expenses</b>	\$ 247,497.00	\$ 144,237.02	\$ -103,260.00	\$ 247,497.00	29.24%	95.72%
<b>Net Revenue Over/Under Expense</b>	0.00	286,000.00				

Review Jan 12, 2016 - 10:00 AM - 10:00 AM - Cash Flow



# 2015

## **Legal:**

Liley Law (LDP)/Greg White(DDA)

## **Financial:**

Monthly Financial Updates

Checks & Balances

Unqualified Audit

IRS 990 Tax Return

## **Insurances:**

Property Casualty, Workers Compensation,  
Volunteer

# 2016

## **Legal:**

Greg White (DDA)/White, Bear, Ankele &  
Tanaka (Election)  
RFP (interviews in July)

## **Financial:**

Financial Updates to Board  
Financial Policies

## **Insurances:**

Weedin Insurance (LDP) / CIRSA (DDA)  
DDA Audit – 100% compliance

# QUESTIONS?

