



MINUTES
LOVELAND CITY COUNCIL STUDY SESSION Meeting
Tuesday, November 22, 2016 CITY COUNCIL CHAMBERS 6:30 PM

COUNCIL PRESENT: Gutierrez, Fogle, Ball, Clark, Johnson, Krenning, McKean, Overcash, Shaffer

1. STUDY SESSION AGENDA

1.1. ECONOMIC DEVELOPMENT

Rod Wensing and Alan Krcmarik

THE BRANDS UPDATE

Proposed Retail Economic Incentive Agreement with Eagle Crossing Development, Inc. and Rocky Mountain Airport Investment, LLC for the development of approximately 200 acres.

Rod Wensing, Acting Economic Development Director; Alan Krcmarik, Executive Fiscal Advisor; Martin Lind, President of Water Valley Land Company; and Steve Graham, Principal of Stellar Development, presented this item to Council. Water Valley Land Company is requesting a Retail Development Agreement with the City of Loveland for undeveloped property near the intersection of I-25 and Crossroads Boulevard. Water Valley Land Company has owned land holdings in this area for a significant period of time and has continued to evaluate highest and best use options. After spending a substantial amount of effort, resources and capital; Water Valley Land Company feels that it is now in a position to develop a high end mixed use project that will ultimately be spread over 200 acres with initial groundbreaking to occur in the Spring of 2017 on The Brands site located east of I-25 in a phased manner over the next five years. The project highlights include: major / junior retail anchors, IMAX Movie Theater, nationally recognized restaurants, full service hotel as well as high-quality office space and luxury apartments.

Under the City's approved Economic Incentive Policy, any proposed Economic Incentive Agreement over \$20,000 must first go before the City Council as an information item prior to formal consideration at a later date. Staff is requesting next-step direction from City Council regarding the development of a Retail Economic Incentive Agreement as it is consistent with Goal #2 of the City's Economic Development Strategic Plan, "Make Loveland a destination that attracts businesses, visitors and consumers" as well as Action Step #6 "Partner with the private sector on

the recruitment and retention of retail businesses throughout the City". This is the largest retail sales tax sharing incentive request ever contemplated by the City of Loveland. Staff encourages full engagement with Water Valley Land Company representatives as this is the initial point at which City Council can ask questions and identify what additional information that is needed prior any formal action.

Council asked the presenters to bring an incentive package to the December 13, 2016 Special Meeting.

**1.2. ECONOMIC DEVELOPMENT
COMMUNITY MARKETING COMMISSION - VISITOR SERVICES UPDATE**

Cindy Mackin, Visitor Services Coordinator; Tom Dwyer, Chair of the Community Marketing Commission; Gary Light, Visitors Center Manager; and Beata McKee, Administrative Technician, presented an update on current activities and future goals for promoting tourism to Loveland. Council thanked the presenters and the members of the Community Marketing Commission.

**1.3. PUBLIC INFORMATION OFFICE
COMMUNITY SURVEY RESULTS
2016 City Of Loveland Quality Of Life Survey**

Tom Hacker, Public Information Officer, presented the results of the annual City of Loveland Quality of Life Survey. A record 1,202 Loveland residents participated in the 2016 Quality of Life Survey, the annual measure of how citizens view the ways the City of Loveland provides services, maintains amenities and guides development and growth. Most service ratings were high, in keeping with prior results. Results show that residents see growth pressure, employment opportunities and alternative transportation options as areas of concern.

**2. ADJOURN
Hearing no further business come before Council, Mayor Gutierrez adjourned the meeting at 10:20 p.m.**

Respectfully Submitted,




Teresa G. Andrews, City Clerk


Cecil A. Gutierrez, Mayor