

The City budget: your investment at work

This summer, City of Loveland staff will begin developing the 2025 budget by prioritizing community goals and finding a reasonable balance between costs and services. This includes reviewing anticipated 2025 revenues and expenditures and evaluating potential budgetary impacts due to economic conditions, legal and regulatory changes, and other influences. This work happens on a timeline that is similar from year-to-year.

Municipalities rely on budget allocations to fund essential services such as police and fire protection, infrastructure maintenance, and public transportation. This also includes quality of life services such as outdoor movies and concerts, parks, museum and public art programs, library services, and more. A balanced budget ensures that these services remain operational and accessible to residents.

Learn more, keep up with developing budget news, and ask questions about the City of Loveland budget.

[LetsTalkLoveland.org/Budget](https://www.lov.gov/LetsTalkLoveland.org/Budget)



Street maintenance such as striping is an important infrastructure project funded through various sources including the General Fund.

Loveland faced with budget shortfall, City leaders work to identify funding priorities

A balanced city budget is more than just a financial document, it reflects our community's priorities, values, and the well-being of our residents. It safeguards essential City services, fosters economic stability, maintains infrastructure, and provides the quality of life that makes the City of Loveland a great community to live, work and play. But this year, as the repeal of the sales tax on food for home consumption takes effect, City leaders are faced with the difficult task of figuring out how to address the loss of a multi-million dollar annual revenue stream in 2024 while preparing for the City's financial future.

"For more than 70 years, the City of Loveland has been considered a full-service City. Now, we need to examine what that means in terms of what level of service and what programs and amenities the City provides — especially with taxpayer dollars from our General Fund," said Acting Loveland City Manager Rod Wensing. "What does that look like? That's what Executive Leadership Team members are working to determine. It's not going to be easy and it's not going to happen overnight."

City leaders are paying close attention to projections and real-time 2024 sales tax collection data to inform decision-making. The City's confirmed sales tax revenue for January 2024 was 13.4% less than what was collected in 2023, and according to Loveland's chief financial officer, sales tax collections are somewhat similar from month-to-month, giving the City a well-informed basis for long-term projections.

Businesses have from the 1st of the month until the end of the month to collect sales tax. Then they have until the 20th of the following month to submit sales tax to the City. February sales tax is due March 20, so confirmed February data doesn't become available until mid-April. March sales tax is due April 20, so confirmed March data doesn't become available until mid-May. Monthly reports are posted online. *"Fiscal shortfall" continued on page 2.*

"Fiscal shortfall" continued from page 1.

Since the City stopped collecting sales tax on food items from home consumption effective Jan. 1, 2024, it's important that City of Loveland staff and leaders rely on accurate information to help make decisions. Loveland's sales tax rate hasn't increased since 1984, it's only decreased and the City of Loveland, which serves a population over 77,000, now has one of the lowest sales tax rates in the region.

For more information about the budget, including updates, visit LetstalkLoveland.org/Budget.

City	Sales tax on non-food items	Sales tax on food items for home consumption	Population*
Loveland	3%	0%	77,913
Wellington	3%	0%	11,624
Timnath	3%	2.25%	7,917
Windsor	3.65%	3.65%	38,283
Greeley	4.11%	3.46%	110,186
Fort Collins	4.35%	2.25%	171,848

*Population source: Colorado Department of Local Affairs State Demography Office

Pulse Fiber Internet installation is free and easy at your home

In today's hyper-connected world, a reliable and robust WiFi network is the digital lifeblood of our homes. It powers our smart devices and keeps us connected to work, school, our loved ones, entertainment, and even our health care providers. However, setting up a new home WiFi network and connecting all of your devices may feel like a daunting task. But it doesn't have to be. With Pulse, our exceptional team of in-home installation technicians make the process easy and hassle-free.

Pulse technicians make switching to your new Pulse WiFi network a breeze.

On average, there are **13.4 connected devices per household**. We hear from people who are excited to sign up for Pulse that they can be on the fence because they're worried about switching all of their home WiFi devices to a new network. We understand that setting up a new network can be nerve-racking. Our friendly,

dedicated in-home installation team is great at helping our customers feel at ease while getting homes lit up with fiber-optic connectivity in under two hours.

The Pulse experience doesn't end with device setup. Our technicians take the time to educate you about your network. They check your devices to make sure they're connected. If you've subscribed for **Adaptive WiFi+**, they'll show you around your new HomePass® app and get your WiFi 6 Super Extenders set in their optimal locations.

Learn more about how Pulse Technicians create a seamless installation experience at [pulsefiber.org/pulse-technicians-make-switching-to-your-new-pulse-wi i-network-a-breeze](https://pulsefiber.org/pulse-technicians-make-switching-to-your-new-pulse-wi-i-network-a-breeze).

Visit us online at PulseFiber.org, or call our friendly, locally-based Customer Service team at **970-541-4990** to learn how Pulse will make your Internet, WiFi, TV, and Voice experience better in every way.



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Improvements planned for North Taft Avenue

What you can expect from the widening and safety project

Improvements are coming to Taft Avenue and Eisenhower Boulevard (U.S. Highway 34) as soon as construction is given a green light. Construction could start as early as this summer, and once it begins it will continue in phases for up to one year.

To be an effective steward of taxpayer resources, this project will combine two major components:

- Surface improvements focus on the intersection of Taft Avenue and Eisenhower Boulevard and from the intersection on Taft Avenue to the Big Barnes Ditch, led by the City of Loveland Stormwater and Transportation Engineering Teams.
- Infrastructure improvements that include replacing the water main beneath Taft Avenue — one of our oldest in our service area — led by Loveland Water and Power.

Project highlights include:

- Adding a second left turn lane in northbound and southbound directions on Taft Avenue
- Widening Taft Avenue north and south of the intersection
- Safety improvements for all modes of transportation at the intersection
- Replacing an aging section of water and stormwater infrastructure under Taft Avenue from Eisenhower Boulevard to 29th Street



A map of the project area showing which parts of the roadway will be impacted by construction.

Detailed information about specific closures, lane reductions and timelines will be announced closer to the construction start date. Visit lovewp.org/taft-and-34 for more project details.

Celebrating National Lineworker Appreciation Day



April 18 is National Lineworker Appreciation Day, and we honor the excellent work of our lineworkers who serve 24/7 in all weather conditions. Line work is risky, requiring climbing utility poles, and working on live electric lines, which can be life-threatening. In the past year, our lineworkers responded day and night, rain or shine, to ensure our customers experience minimal service disruptions. From all of us at the utility and in the community, we thank you for your service.

Celebrating Drinking Water Week: May 5-11



Drinking Water Week is May 5-11 this year, recognizing water's vital role in our daily lives and the water professionals who help ensure we always have safe, clean drinking water flowing through our taps. We'll curate helpful facts about our water system during Drinking Water Week. Follow along on our social media channels or at lovewp.org/water.

Spring into action this year using our water efficiency page

Irrigation season is beginning, which means water bills may increase for many of our customers. Each year, we see more interest from our customers in water conservation.

To help you, we've revamped our water efficiency webpage to offer more resources and tips that help you use water more efficiently in your home or yard. Visit lovewp.org/water-efficiency for a wealth of information about:

- **Aeration:** Aerating breaks up compacted shallow roots and soil and allows water and nutrients to reach the deeper roots for healthier grass.
- **Mulching:** Mulching provides a layer of insulation that keeps moisture and nutrients in, regulates temperature and prevents weeds and soil erosion.
- **Growing some shade:** Think about adding tall shrubs or trees to provide sun barriers for your home or garden.
- **Investing in smart technology:** Add-ons to your irrigation system can help detect rain and moisture so you don't water when you don't need to. You can find rebates for irrigation equipment on our rebates webpage: lovewp.org/rebates.
- **Supporting climate-smart plant, tree, shrub and grass choices:** We have several great resources to keep your yard green, purple, yellow or otherwise with plants best suited to our climate.
- **Finding local inspiration:** From demonstration gardens to pictures of individual projects, we've curated locations in our community to visit and be inspired.
- **Transitioning problem areas:** Trade lawn areas with slopes/runoff or growing problems with gardens that can handle the extremes.
- **Cycling your watering schedule:** Breaking up watering schedules into short cycles that allow time for water to soak in can reduce runoff and increase the amount of water actually absorbed by your lawn's roots.

Important dates



April 22 is Earth Day! Celebrate by visiting our updated website to find information on solar, electric vehicles, electrifying your home heating and cooling and how we're supporting Platte River to meet 2030 non-carbon generation goals!
lovewp.org/renewables



Hydrant flushing will occur April 26-May 24. Find out when crews will be flushing hydrants in your area by visiting our interactive map at lovewp.org/hydrant-flushing. Brief water discoloration is normal during hydrant flushing. Our water still meets or exceeds standards of the Safe Drinking Water Act.