

**LOVELAND CITY COUNCIL
STUDY SESSION & SPECIAL MEETING
TUESDAY, SEPTEMBER 27, 2011
CITY COUNCIL CHAMBERS
500 EAST THIRD STREET
LOVELAND, COLORADO**

THE CITY OF LOVELAND DOES NOT DISCRIMINATE ON THE BASIS OF DISABILITY, RACE, CREED, COLOR, SEX, SEXUAL ORIENTATION, RELIGION, AGE, NATIONAL ORIGIN, OR ANCESTRY IN THE PROVISION OF SERVICES. FOR DISABLED PERSONS NEEDING REASONABLE ACCOMMODATION TO ATTEND OR PARTICIPATE IN A CITY SERVICE OR PROGRAM, CALL 962-2343 OR TDD # 962-2620 AS FAR IN ADVANCE AS POSSIBLE.

6:30 P.M. STUDY SESSION AND SPECIAL MEETING - City Council Chambers

STUDY SESSION AGENDA

- 1. ECONOMIC DEVELOPMENT (60 minutes)**
Destination Loveland Strategic Plan and Tourism Brand Assessment
This is a report to the City Council and Community Marketing Commission on the findings of the brand assessment study and the development of a strategic plan to guide the use of the lodging tax. A recommended activation plan for the development of new destination attractions and events is also being presented.

- 2. DEVELOPMENT SERVICES (30 minutes)**
Poverty and Homelessness in Loveland
Discussion item only. The Community Partnership Office and the Poverty Task Force will provide an update of statistics and programs addressing poverty and homelessness in our community. The objective is to receive comments from City Council to assist in determining future activities to be undertaken by City staff to address poverty and homelessness.

ADJOURN THE STUDY SESSION AND CONVENE THE SPECIAL MEETING

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

SPECIAL MEETING AGENDA

- 1. CITY MANAGER (no packet materials)**
A report from the Economic Development Director and consideration of any needed action concerning the ACE Manufacturing and Innovation Park

ADJOURN