

Peckham & McKenney  
"All about fit"



# Executive Director

LOVELAND DOWNTOWN DEVELOPMENT AUTHORITY  
AND LOVELAND DOWNTOWN PARTNERSHIP

LOVELAND, COLORADO



PECKHAM  
&  
MCKENNEY  
EXECUTIVE SEARCH



## THE COMMUNITY

Sitting at an elevation of nearly 5,000 feet with panoramic views of the snow-capped Rocky Mountains and fertile plains, Loveland (pop. 73,000, 35.32 sq. mi.) is the jewel of Northern Colorado. The city has all the amenities of an urban population center, yet it still has small-town charm, friendliness, and a welcoming atmosphere. Located in southeast Larimer County approximately 46 miles north of Denver on the I-25 corridor, Loveland has experienced a steady annual population growth of approximately two percent over many years. The Valentine re-mailing program (to get the Loveland postmark!) is one reason the city is affectionately known as America's "Sweetheart City."

Named one of America's best places to live by *Money* and *US News and World Report*, it is known for its unique blend of nature, arts, and history. As a gateway to Rocky Mountain National Park, Loveland offers a variety of both indoor and outdoor activities enjoyable for every season.

Parks and recreation facilities in Loveland include 22 softball fields, eight baseball fields, three inline hockey rinks, two skate park areas, 21 outdoor tennis courts, ten outdoor basketball courts, swimming pools, 26 playgrounds, dog parks, and over 5,000 acres of open space and natural areas. With an average of 300 days of sunshine per year and low humidity, Loveland enjoys award-winning golf courses, numerous hiking and biking trails, fishing, boating, horseback riding, and camping.

Since the 1970s, Loveland, has been a mecca for artists. John Villani's The 100 Best Art Towns in America named Loveland as second only to Santa Fe, NM. Sculptures, galleries, and public art abound. With over 200 unique sculpture pieces, three major art shows a year, two of North America's largest foundries, and the Benson Sculpture Garden just north of spectacular Lake Loveland, it is easy to understand why Loveland is a destination arts community.

Historic Downtown Loveland, growing and vibrant, offers a unique shopping and entertainment experience in the heart of the city. This area is home to art galleries and studios, a museum, the historic Rialto Theater, distinctive restaurants, book stores, gift shops, antique stores, and much more. Civic partner Centerra, a massive master-planned community, is a major driver of commercial and retail activity and residential development.

Loveland is served by the Thompson School District, a leader in Colorado for K-12 education. The University of Colorado (Boulder), Colorado State University (Fort Collins), and University of Northern Colorado (Greeley) are all nearby, as are Front Range (Westminster) and Aims (Loveland) Community Colleges.

For more information about Loveland, please visit <http://www.ci.loveland.co.us>.



## THE ORGANIZATIONS

In close collaboration with the City of Loveland, downtown development is divided between two organizations, the Loveland Downtown Partnership (LDP) and the Downtown Development Authority (DDA). The LDP and the DDA work cooperatively to create a vibrant downtown and a safe, dynamic environment. Serving 210 member-businesses located within the downtown area, the LDP creates connections between the business community, residents, potential customers, and the City, ensuring the vitality and continual improvement of downtown Loveland. The DDA's focus is on the "hardscape," the physical improvements of the downtown. In the core downtown area, the DDA is about five blocks wide east to west from 8th Street (north) to 3rd Street (south).

The Loveland Downtown Partnership is a 501 (c)(4) nonprofit corporation, an umbrella organization dedicated to the revitalization, physical, and economic health of the Loveland Downtown District. It entered into a ten-year service contract with the City of Loveland in 2015 for these purposes, which include the coordination of activities, projects, and programs to enhance and promote the downtown and its business interests.

The LDP Board of Directors consists of seven voting directors, plus a nonvoting liaison from the City of Loveland, a member of the City Council or a City employee. At least four of the voting directors (not including the City liaison) must reside, own, or lease property within the downtown area, or be an employee or manager of an entity that owns or leases property there. One member of the LDP Board also sits on the DDA Board.

The Downtown Development Authority is a statutory, governmental entity, approved by voters in February, 2015, and authorized by the City of Loveland in April, 2015. The purpose of the DDA is to halt, prevent, and correct deterioration within the district boundaries, and to create and implement development plans for the district. The DDA uses tax increment financing (TIF) to complete authorized projects defined in The Plan of Development. Approved last July, Loveland's Plan of Development includes projects such as:

- The Pulliam Building renovation
- The Foundry & public parking garage
- The Heartland block proposed redevelopment
- Funding for railroad quiet zones
- Underground electric power
- Beautification programs (including façade improvements)
- Pedestrian and circulation improvements

The DDA Board of Directors consists of seven members, one of whom is a member of Loveland City Council. Beginning in July, 2018, Directors will serve four-year terms, except for the City Council representative, who serves at the pleasure of the City Council.

In November, 2017, voters passed a measure allowing the DDA to take on up to \$61 million in debt (repayment of up to \$135 million) in order to improve infrastructure in the downtown area. With the Plan of Development in place, and

the ballot measure passed, the DDA and the City of Loveland are empowered to act.

For more information about both entities, please visit <http://www.lovelandpartnership.org>



## THE POSITION

Establishment of the LDP and DDA has been a source of great pride for the Citizens of Loveland, and the downtown business community in particular. The opportunity these organizations represent for Loveland's positive economic future is almost limitless. The next Executive Director must appreciate the effort behind this recent history and be completely committed to the success of the LDP and DDA, for the benefit of Loveland's downtown, and its Citizens.

Opportunities facing downtown include improved city services; urban renewal; bonding; the Heart-Improvement Project (HIP Streets), designed to create a more pedestrian-friendly environment; parking; funding; and a host of development projects, among others.

The Executive Director serves the Boards of both the LDP and the DDA and is the face of Loveland's Downtown, an ambassador, marketer, and promoter of the City. The LDP and the DDA have a staff of three. The combined annual budget for both entities is \$500,000. The DDA is just beyond its start-up and foundational phases, now entering its strategic and ramp-up phases. Both Boards are committed to maintaining and capitalizing on the significant, positive momentum both organizations now enjoy.



## THE IDEAL CANDIDATE

The ideal candidate is a strong, skilled, and situational leader, with excellent written and oral communication skills, a strategic thinker, and a visionary capable of developing and implementing Downtown Loveland's best possible future. In addition, the successful candidate:

- Has a true, demonstrated passion for downtown development and a commitment to improving the quality of life in Loveland by creating a downtown with a "positive feel" and a sense of place.
- Has considerable experience in tax increment financing, a good business sense, and an entrepreneurial mindset.

- Is highly collaborative, effectively building and maintaining relationships with the City of Loveland, LDP, Business Alliance members, the greater Loveland business, real estate, and development communities, and the Citizens of Loveland.
- Has the right blend of indelible positive energy, risk-taking, professionalism, grit, commitment, and adventure to help the LDP and DDA realize their full potential.
- Understands servant leadership, is self-confident but other-centered.
- Has the willingness and ability to multitask.
- Is tenacious but tactful.
- Has experience with events and fundraising, including sponsorships and grants.
- Knows how to make downtowns successful, including sufficient knowledge of municipal government to be an effective, reliable partner of the City.
- Has expert-level presentation skills, to be used in briefings to the Mayor and City Council, and in engagement with all business, economic, and citizen groups.
- Embraces ethics, transparency, and community engagement as essential values.
- Is thick-skinned and savvy, embracing the management of complex and controversial issues inherent to downtown development.
- Is well-rounded and personable, a competent, confident decision-maker.
- Is politically astute without being political, a consensus builder.
- Is emotionally intelligent and able to listen.

- Has the ability to motivate, develop, and inspire every other LDP employee, maximizing their potential by setting clear expectations and holding them accountable, but without micromanaging.

A bachelor's degree plus three years of experience in one or more of the following areas is desirable: downtown district management, municipal government, economic development, building and planning, or business administration. Knowledge of municipal government, local government finance, and the ability to build and maintain strong, collaborative relationships between member businesses, the City, and the development community are all essential. Residency in Loveland corporate limits within a reasonable time is strongly preferred.



## THE COMPENSATION

The hiring range for this position is \$80,000 to \$100,000, depending on experience and qualifications. Contributions to insurance, retirement, and relocation expenses are subject to negotiation.



## SEARCH SCHEDULE

|                                    |                |
|------------------------------------|----------------|
| Filing Deadline .....              | April 30, 2018 |
| Preliminary Interviews .....       | May 7-11, 2018 |
| Recommendation of Candidates ..... | May 14, 2018   |
| Finalist Interview Process .....   | May 21, 2018   |

These dates have been confirmed, and it is recommended that you plan your calendar accordingly.

## THE RECRUITMENT PROCESS

To apply please visit  
[www.peckhamandmckenney.com](http://www.peckhamandmckenney.com)

Resumes are acknowledged within two business days. Please do not hesitate to contact Andrew (Drew) Gorgey directly at (970) 987-1238, if you have any questions regarding this position or the recruitment process.



[www.peckhamandmckenney.com](http://www.peckhamandmckenney.com)