

Sustainable Economic Development through Innovation: Loveland, Colorado

Bill Cahill, City Manager, City of Loveland
ICMA Conference Presenter



Traditional Economic Development



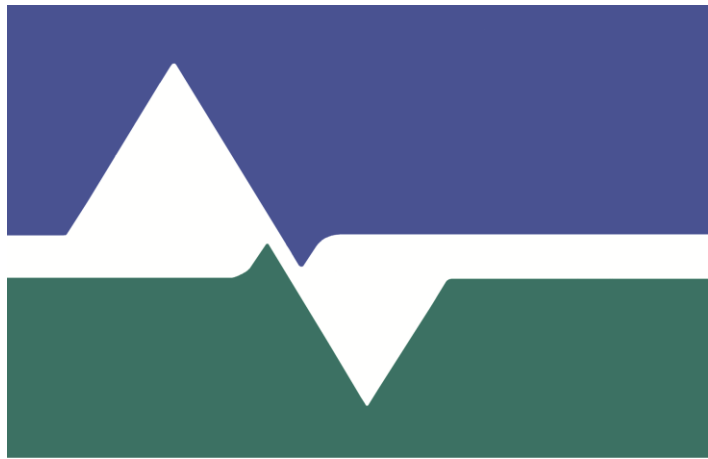
**Recruit a new industry
to your town**

**In 1979, a new idea emerged:
Locally grown small business**

Still Chasing Smokestacks



Loveland has done it differently



City of Loveland



Where in the world is Loveland, Colorado?





LOVELAND
COLORADO



Loveland's Economy:

TECHNOLOGY

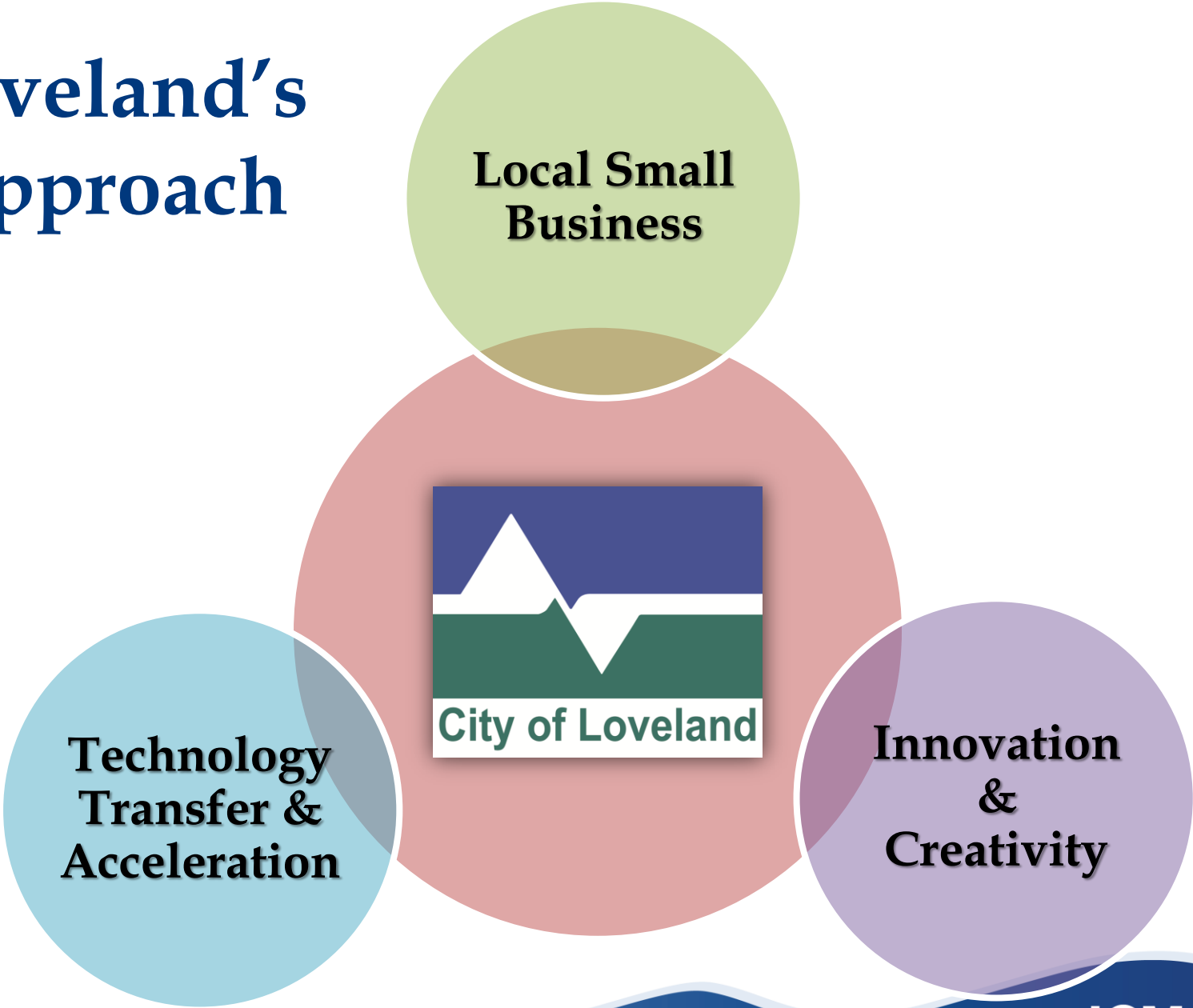




...and the Arts



Loveland's Approach





Loveland Center for Business Development



Locally
Funded

20 Year
History

For
Mainstream
Entrepreneurs

LOVELAND'S

CREATIVE SECTOR

WHERE ART & SCIENCE MEET

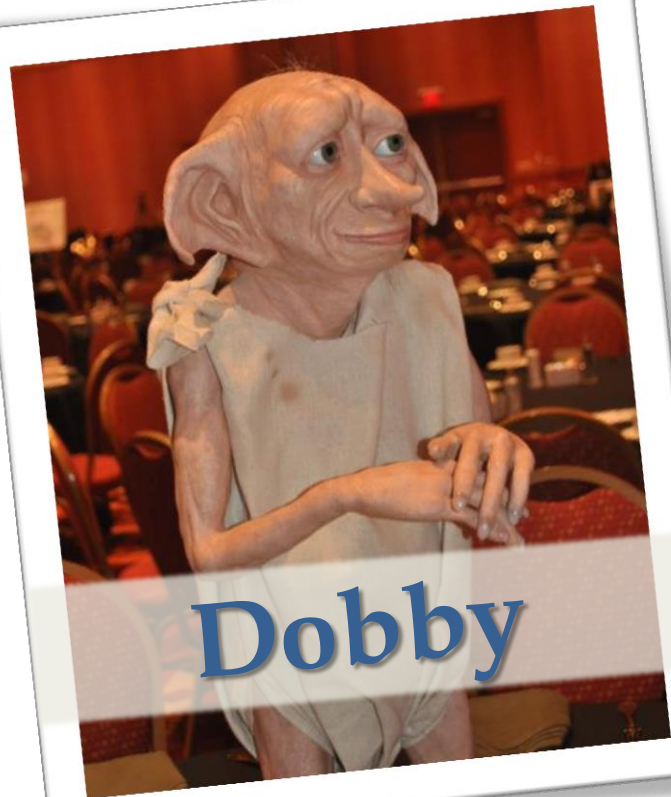
Office of CSD

the OFFICE of
CREATIVE SECTOR
DEVELOPMENT

Dedicated to Arts &
Technology

Nurture, Support,
Assist

Integrated with
Economic Development



Dobby

Loveland, Colorado

#2 in the United States for
tech startup companies



entrepreneur.com

Technology



Leadership

Technology Transfer



Federal Labs



**Other
Enterprises**

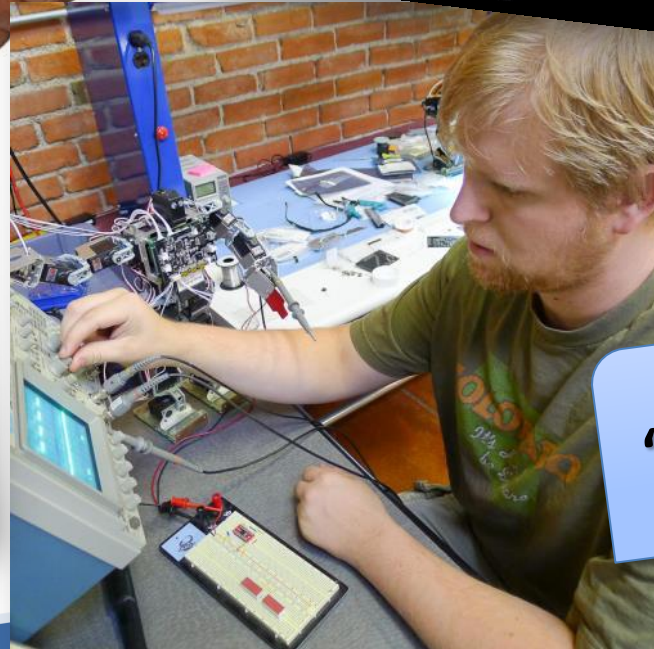


**Consultant
Contract with
Internal Staff
Support**



Technology Transfer

Connect 20 Loveland
small companies to
emerging research and
technologies

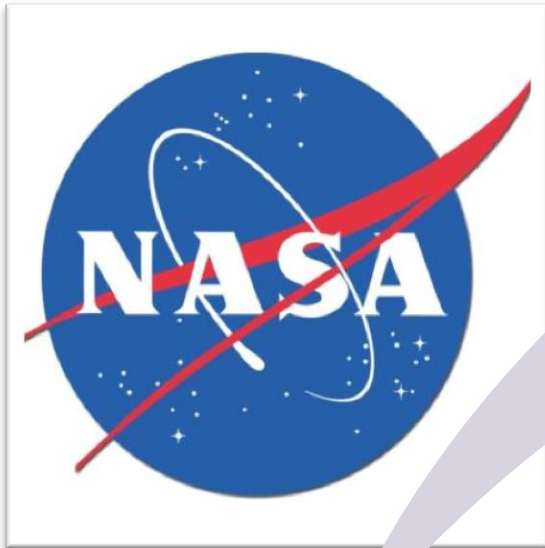


“Tech Scouting”

ICMA



**Companies
Continue
On Their
Own Dime**



Glenn Research Center






CENTER FOR INNOVATION & TECHNOLOGY





Downtown Development: Destination Downtown

The  of Loveland





Music

Theater

Films

Events

Incentives



Primarily Local



Guided by Policy



Budget and Staff



**6 Economic
Development
Staff**

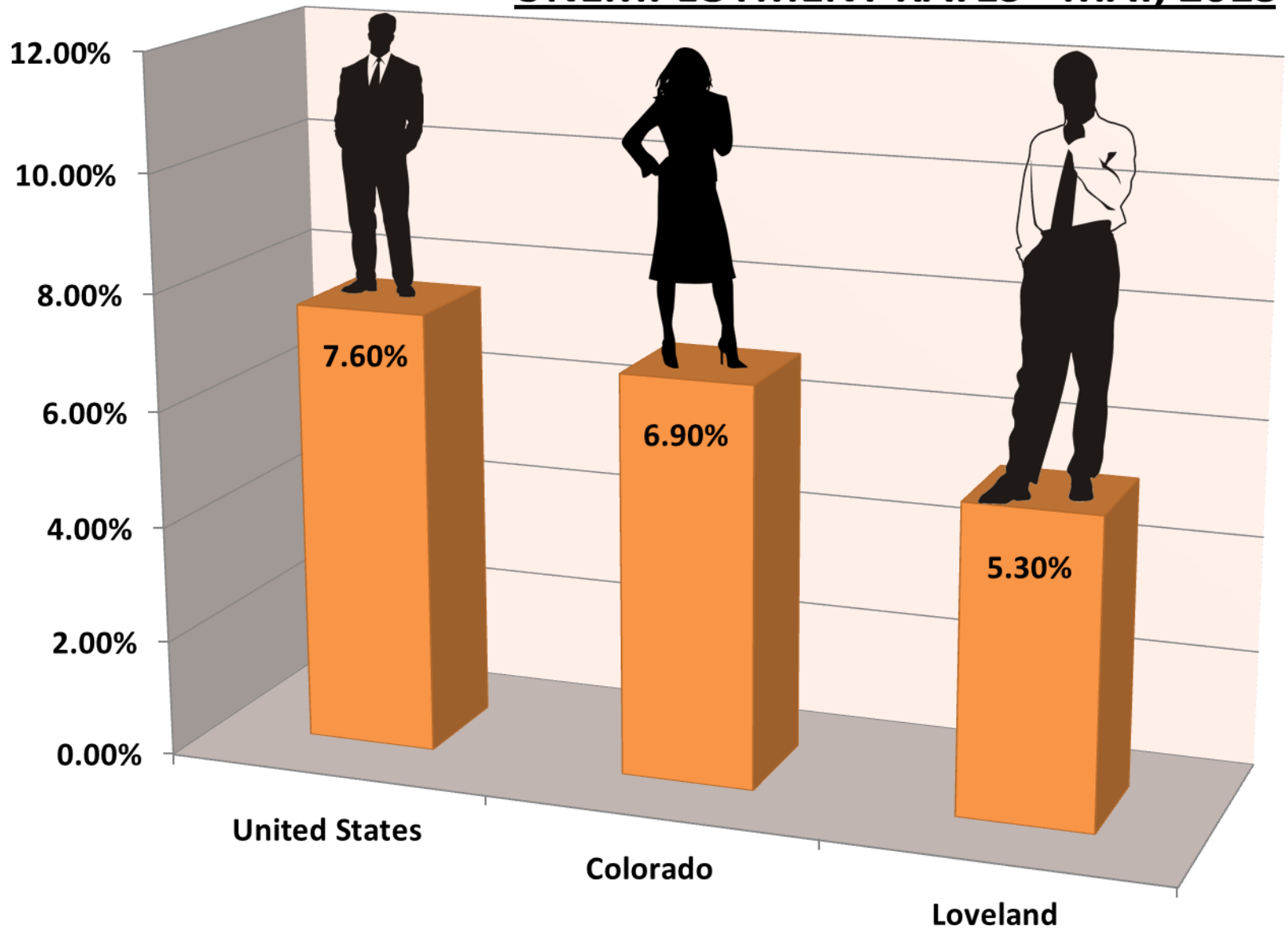
**4 Visitor
Center Staff**



Budget of about \$800,000 for operations

Results

UNEMPLOYMENT RATES - MAY, 2013



Results

11% Job Growth



**33% in the
Creative
Sector**



Agilent Technologies



VERGENT
PRODUCTS


Continually Elevating Return



Lessons Learned

 Innovation is the key to sustained growth

 Targeted public programs can help foster innovation

 Strategy should tie all efforts together

 It's hard to do tech transfer

Questions/Comments?

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ICMA
99TH ANNUAL CONFERENCE
BOSTON
NEW ENGLAND 

September 22-25, 2013