

From Where I Stand...

A few weeks ago I shared a valuable statement from one of my college professors, “In business, it’s important to know the unique selling proposition of your product or service.” I went on to explain that one of Loveland’s greatest assets is in its name. I strongly asserted that as a community we should embrace the moniker established years ago, “The Sweetheart City,” as one of our unique selling propositions when we market ourselves to others. I also recognize that Loveland has another unique selling proposition – our nationally-ranked arts community.

Few communities can boast about the sculpture, the galleries, the foundries and art-based public school curriculum like Loveland can. Mix in the fabulous theaters, performing arts groups, musicians, graphic artists, literary artists, painters and so many others into Loveland’s unique recipe and you begin to understand why Loveland has been recognized as one of the “The 100 Best Art Towns in America” by John Villani.

As the *driving force for business* in Loveland, the Loveland Chamber has the responsibility to help stimulate our economy and work to maintain a positive business environment. To do that we need to capitalize on our community’s strengths. One of those strengths is our arts and the industry that has been built around it.

As much pride as Loveland residents take in our fabulous sculpture parks and the nation's largest outdoor sculpture shows, few people outside of Loveland recognize the city for the creative and cultural gifts we have offer. Unfortunately, Loveland is still often mistaken for the ski resort that is more than a hundred miles and two hours away. In fact, last year when *U.S. News and World Report* named Loveland as one of the 10 best places to live, they featured a picture of Loveland Pass. Why didn’t they show a picture of the Benson or Chapungu Sculpture Parks?

Our reputation as an arts community has gained national, mainstream attention, but we are still working to gain awareness among those already in the arts community. It is time for us as a community to work together to promote our arts and the wonderful gifts we have to share. We also have an opportunity to use our strength for economic development. In this issue of *Aware*, you’ll have the chance to learn more about a progressive and successful real estate development group called Artspace (artspace.org).

After reading Maryjo Morgan’s article titled “Artspace Eyes Loveland,” I encourage you to complete the survey Artspace is conducting (*info about the survey can be found below*) and ask others to do the same. And while you are at it, tell them about Loveland and all the wonderful art we have to share!