

WELCOME TO LOVELAND



JACKIE HUTCHINS — LOVELAND REPORTER-HERALD

After helping from behind the sign to remove the tarp Friday morning, Vince Deely, left, of Mountain View Rotary Club takes a look at the new Loveland welcome sign while project organizer Jerry Westbrook speaks during the unveiling of the new sign installed at the northeast corner of U.S. 34 and Hahns Peak Drive. Loveland's seven international service clubs and a donation from McWhinney helped fund creation of the sign.

SERVICE CLUBS PLACE SIGN AT CITY'S EAST SIDE

By Jackie Hutchins
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Loveland became a little more welcoming Friday, thanks to the city's service clubs and others who helped them place a welcome sign at the east entrance to the city.

A small group of service club members and others unveiled a 5-by-8-foot welcome sign at the northeast corner of U.S. 34 and Hahns Peak Drive late Friday

morning.

Jerry Westbrook, a Loveland Rotary Club member, said his club came up with the idea 12 years ago, first for welcome signs at four entrances to the city, then scaled back the plan to just one site but scaled up to include other service clubs.

In 2011, Loveland had 11 service clubs, he recounted Friday. Today it has just seven international service clubs with around 425 members — the Kiwanis Club, Love-

land Lions Club, Downtown Lions Club, Loveland Rotary Club, Thompson Valley Rotary Club, Mountain View Rotary Club and the Sertoma Club.

The city lost an eighth club that worked on the project, the Optimist Club, in 2021 when that club had too few members and lost its charter, Westbrook said.

The purpose of the sign is to welcome visitors and to inform them of the international service clubs that call Loveland home, ac-

ording to a news release.

Westbrook recounted how he brought together members of the other clubs and they began to look for a site for a sign, working with former assistant to the Loveland city manager, Justine Bruno, who steered the organizers to McWhinney for help in finding a suitable site.

They ultimately settled on the site next to Hahns Peak Drive, and began working to create

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the sign, contracting with Schlosser Signs of Loveland for design, construction and installation of it.

Then when they applied for a city permit to erect the sign, they discovered the site selected was not actually in city limits, so they had to work with Larimer

County as well.

Funding from the service clubs and a donation they received from McWhinney paid for the project.

Troy McWhinney, speaking at the dedication, recounted his family homesteaded in the area 163 years ago with six generations being associated with the city, adding he hopes the sign will be there to welcome visitors for another 163 years and many more

generations.

“To the best of everyone’s knowledge, Loveland has never had a welcoming sign,” Westbrook said in a news release prior to the unveiling. “Although it took a lot of time to bring this to fruition, every one of us involved knew our city needed such a sign befitting this wonderful place we call home.”