



CITY OF LOVELAND
DESTINATION LOVELAND

Civic Center • 500 East Third • Loveland, Colorado 80537
(970) 962-2626 • FAX (970) 962-2901 • TDD (970) 962-2620

MEETING DATE: March 21, 2012
TO: Community Marketing Commission
FROM: Cindy Mackin, Visitors Services Coordinator

TITLE: March 21st Staff Report

SUMMARY: This is a monthly update to the CMC

This position began on February 22, 2012 with the vision to establish and promote Loveland as a world-class destination for art, leisure and business through the implementation of the Destination Loveland Strategic Plan. Over the last month, the following has been accomplished:

GOAL #1 – Develop the organizational structure to achieve long term success and manage the lodging tax revenue

- Full time employee hired on February 22nd to implement destination Loveland Strategic Plan.
- Established partnership/ contract services with Engaging Loveland and OCSD to support community and destination events for 2012.
- Joined DMAI (Destination Marketing Association International) in order to gain access to set of metrics they are currently utilizing to measure the economic footprint and successes of marketing events.

GOAL # 2 – Promote Loveland as a Visitor Destination

- Partnered with State of Colorado Tourism Office and obtained a booth share in the world's largest travel and tourism trade show Pow Wow, April 21-26 in Los Angeles. Loveland will be represented on a national stage.
- Scheduled/ held meetings to establish relationships with stakeholders including:
 - Renee vonWeiland – President of the Loveland Hoteliers Association
 - Abby Powell & Bob Herrfeldt – The Ranch & Budweiser Event center.
 - Linda Hughey – Chair Community Marketing Commission
 - Kristine Koschke – Executive Director Engaging Loveland
 - Bruce Wallace – Board of Directors Engaging Loveland
 - Liz Birdsall – Birdsall Marketing Services

- Renee Hagar-Smith and Jim Worthen – Loveland Chamber of Commerce
- Daryle Klassen & John Fogle – City Council
- Loveland Hotel Association Meeting – Speaker
- Diana McKinney – Community Marketing Commission
- Mary Ann Mahoney – Boulder Convention and Visitor’s Bureau
- Visitor Center equipment updated – new computers, telephones, phone numbers, cash register, printers, copiers installed. Carpets cleaned, old equipment/fixtures disposed. Doors/ handicapped buttons fixed. This project continues to be a work in progress. We are in the process of developing a merchandising strategy and volunteer training program for the Visitors Center.
- Worked with Loveland Chamber of Commerce to update visitor relocation guide and include the Living Loveland Tag on the front contents page. Sent out to other City entities including Library, Rialto, Museum to update old content and photography in order to ensure correct information is represented. Ordered 10,000 Relocation guides for distribution through trade shows/ Visitors Center and researching DIA distribution.
- Exploring marketing partnership with The Ranch and Budweiser Event Center.

GOAL # 3 Assist with visitor and recreation related business development in partnership with the Department of Economic Development.

- Researching feasibility of creating a travel packet for distribution through local employers and hotels.
- Partnered up with Loveland/Fort Collins Airport to attend Allegiant conference in Las Vegas with Betsey Hale and meet with Allegiant officers and marketing departments.

GOAL #4 Enhance visual appeal of Loveland

- Conducted research on creating more visibility for the Visitor’s Center through temporary/permanent signage options in conjunction with the Public Works Department, Development Services and CDOT to accomplish this.
- Researching options of placing more public art in the Visitors Center foyer and welcoming area.

GOAL #5 Encourage and support destination visitor programming, attractions and events

- Conducted research on feasibility of creating Microsoft Audio tag to enhance existing public art on display and create an interactive city art walk. Prototypes of metal audio tags were created.
- Met with Kristine and Marcie to check in and aid in coordination of community and destination events.