

**ENGAGING LOVELAND
CMC REPORT – FEBRUARY, 2012**

- 1) Engaging Loveland has finalized their 2012 Budgets for Administrative/Overhead and our 5 large events.
- 2) Engaging Loveland is working on the development of a “SANCTIONED” event for the Snow Sculpture. Teams (outside of Colorado) will be joining the Loveland team for competition as well as visitors, increasing room needs as well as sales tax during the event. In addition, the National event will eventually move to Loveland Colorado. Sculptors may come from Wyoming (because it is more accessible than Jackson’s Hole) and Nebraska (has not had a competition since 2008) and additional potential from New Mexico, Utah and Arizona. Currently there are competitions in the following states:
 - a. Vermont
 - b. Alaska
 - c. Illinois
 - d. Maine
 - e. Michigan
 - f. New Hampshire
 - g. Wisconsin (2013 National Competition)
 - h. Wyoming
 - i. Iowa
 - j. Minnesota
- 3) Negotiated Lease with Loveland Chamber and Loveland Visitor Center to move May 1, 2012
- 4) Moving the Balloon Rally from Corn Roast to August 3rd, 4th and 5th – possibly the Fair (new fairgrounds), Loveland High School or the old Fairgrounds with an Air Stream Rally and other potential events.
- 5) Added an “ART EVENT” for BBQ – Uncle Benny’s will donate 5 piles of scrap to 5 artists to create a piece of art during “Loveland Loves BBQ, Bands and Brews” - working with Megan Tracy and Marcie Erion.
- 6) Working on an “event booklet” for events in Loveland during the summer months
- 7) Finalized sponsorship with Next Media – Billboards in Wyoming and Colorado for *Loveland Loves BBQ, Bands and Brews, Art in the Sky Balloon Rally, Art Studio Tour (and other options), Snow Sculpture Event* in February.
- 8) Finalized sponsorship with LED sign at Outlets on I-25 for *Loveland Loves BBQ, Bands and Brews, Art in the Sky Balloon Rally, Art Studio Tour (and other options, and Snow Sculpture Event in February* Events.
- 9) Researching with the Office of Creative Sector Development and Cultural Services to create the collaborative combined Event Calendar on all our websites.
- 10) Selected web designer and graphic designer to redesign Engaging Loveland website and Logo/as well as a collaborative calendar for ALL events in Loveland.