

LOVELAND VISITOR CENTER REPORT for 3/21/2012 CMC Meeting

- In February, the Center assisted over 400 walk-in visitors. More than 100 mail/phone requests for Loveland information were fulfilled. Total sales for the month were just under \$1,500.00.
- I responded to 120 international tour operators and media attendees from the "Go West Summit" conference.
- Our first study tour at the Rialto was a tremendous success. 36 volunteers attended as well as Commissioner Albers. It was an extremely informative tour and the volunteers that have worked post tour have been buzzing to visitors about this new gem – exactly the desired result we were after. We are booking future tours for the Loveland Library, Timberlane Farm Museum, Big Thompson Observatory, the Ranch and Candlelight Dinner Theatre
- We have had much facility activity in February and March. A new computer, printer (which had been in city storage) phone system and cash register are now in operation. Training on all of the equipment has been completed, but will be ongoing. Various small repairs have also been made, as well as a major cleanup of surplus displays, and outdated printed material has been accomplished.
- Our NEW phone number is 970-667-3882. Cindy and Dawn are continuing to work on an 800 number.
- All volunteers have been given the Loveland volunteer application and copies of the volunteer guidelines. I just received training on the CERVUS program and have begun entering the completed applications to get our volunteers into the system.

3/21 Board Report Page 2

- Ordering is complete for the 2012 guides/brochures and maps for all of the Loveland information as well as regional materials provided at the Center.
- Cindy, Dawn and I have had several meetings to make sure the transition from Chamber to city management is being completed as smoothly as possible. We will have a Welcome breakfast or lunch for all the volunteers March 29, 8 am for breakfast and noon for lunch - the volunteers may choose between the 2. This will give us the opportunity to thank them for their service and dedication as well as an explanation for the many changes in policies and procedures as we go forward.
- Cindy, Kristine and I presented to the LHA at their March meeting. It was well attended and afforded a great opportunity for all of us to speak to the combined vision of how best to work together to best market Loveland.

Joanne Lah, Manager