



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: April 18, 2012
TO: Community Marketing Commission
FROM: Cindy Mackin, Visitors Services Coordinator

TITLE: April 18th Staff Report

SUMMARY: This is a monthly update to the CMC

This position was created 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

- Attended Regional marketing meeting with local CVB Executive Directors of Fort Collins, Longmont, and Boulder to discuss partnership opportunities for Regional brewery maps, Scenic byways maps, Wine Trail Maps and lead generating services. Discussed writing grants for cooperative monies with the State CTO.

GOAL # 2 – Promote Loveland as a Visitor Destination

- Held several brainstorming sessions with ED group/ Linda Hughey and John Metcalf to formulate ideas for branding concepts.
- Branding concepts presented to ED team and Linda Hughey for feedback on April 9th. Two new possible branding concepts were developed during this meeting. John will be presenting all branding concepts during the CMC meeting.
- Brainstormed wish list for development of website components including hotel booking agent, webcams, video/audio slideshows, packages, social media links etc.
- Met with Katie Schneider- Director of Marketing Fort Collins CVB to develop regional cooperative marketing strategies and specific strategies for Pow Wow

Conference. For the first time two Northern Colorado entities will be representing Colorado in the State Booth.

- Developed a one-sheet flyer for Pow Wow to distribute at booth – overview of Loveland amenities, hotels, attractions, and tours.
- Created thumb drive for distribution at Pow Wow conference featuring NoCo Videos, PDF of new Visitors Guide, photos and contact information.
- Partnered with local chocolatier Sunny Jims to create a takeaway promotional item for Pow Wow. Made with Love from Loveland, Colorado.
- Conducted meeting with Gary Schluter General Manager for Rocky Mountain Holiday Tours. The leading western US international receptive operator for FIT's and leisure groups. He works with over 100 tour operators in Europe and Asia. Discussed potential partnerships and educated on what tour operators are requesting of hotels/attractions to better "sell" Loveland in the US and European tour markets.
- Continue to manage Visitor Center maintenance requests including new paint on exterior doors, landscaping around signage pruned and/or removed, parking lot signs for volunteers added, chamber signs removed.
- Received 10,000 Visitor Guides from the Reporter Herald. They are currently being distributed through Visitors Center and will be expanding distribution to include all area hotels, The Ranch complex, Outlet Center and Centerra customer service centers.
- Researched forming a "Cloud" calendar for events that Engaging Loveland will manage for all city, community and OCSD events. This calendar will be a link from all respective partners' websites.
- Continue to refine marketing partnership with The Ranch and Budweiser Event Center.
- Held breakfast and luncheon for the 42 visitor center volunteers to honor them for their years of service provide education on city policies and procedures.
- Held customer service training seminars for the visitor center volunteers utilizing the Colorado Tourism Offices volunteer training manuals as our guide.

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

- Working with hotel partners to distribute Visitor Guides through their concierge/front desk personnel. Will be creating a monthly report reflecting distribution of the guides.
- Met with Jason Licon for a working tour of the Loveland/Ft Collins airport. Will be attend the Allegiant conference in May with Jason and Betsey to conduct one on one meetings with Allegiant's airport coordinator and marketing team to discuss partnership opportunities.
- Met with Peggy Ziglin, Director of Tourism and business services for the Outlets of Colorado about potential outlet redevelopment and leasing opportunities.

GOAL #4 Enhance visual appeal of Loveland

- Conducted meeting with planning, parks and public works to develop a game plan on how to improve visibility and address current signage challenges for the Visitor Center.

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

- Continue to research audio tag opportunity/implementation costs for Benson Sculpture Park/attraction.
- Met with Kristine and Marcie to check in and aid in coordination of community and destination events.