



CMC REPORT – MAY, 2012

Graphic Design Firm/Website Management Team:

- Shared calendar – EL, Visitor Center, Cultural Services, OCSD and others – launching June 1, 2012
- New Website and Brand for Engaging Loveland – Perfect Square – John Metcalf and Fred's Used Websites are working on all brand/website/event collateral.

Snow Sculpture Event

- Finalized all paperwork and sent fees to sanction 2013 Colorado Snow Event – if you win in Loveland – you go to nationals as the Colorado team. Nationals should be heading to Loveland in a 2/3 year period.
- Finalizing applications for in state/out of state sculptors to participate in the 2013 Loveland Event and additional Ice Sculpture opportunities to add to the event.
- Recruited a strong committee for the Snow Sculpture Event
- Finalized dates – February 5 – February 10, 2013

New Event for September 22, 2012

- Working on possible new event Spirits At Sunset/Loveland Oktoberfest – checking support of sponsors, breweries, vendors and merchants downtown – 4th Street.

Specifics for Upcoming Events

- Art in the Air-Sweetheart Balloon Rally to August 3, 4 and 5th – (Larimer County Fair) recruiting additional balloons, airstreams and entertainment. Launch on August 3 will be from 29th & Taft/Athletic Fields – Loveland High School. August 4th & 5th at Fairgrounds. Spirit Hospitality and Firestone Tires (new store on Highway 34) are presenting sponsors.
- Airstream Coordination for Balloon Rally – working on 2 airstreams that perform out of the airstreams for 2 shows each day on the 4th & 5th of August. The Airstreams will open their doors to the public for tours on Saturday, August 4th.
- Sculpture Show for the BBQ – finalized – 3 sponsors for event
- Garnered over \$42,000 in sponsorships for events (not including in-kind donations/with additional asks out for over \$20,000 additional dollars in sponsorship (not including CMC dollars or Corn Roast dollars).
- Assisting Chamber in a larger role for Corn Roast – soliciting sponsorships, a larger part in the logistics of the event, coordinating all entertainment and Loveland's Got Talent and the Parade (with help from the wonderful Corn Roast Committee).

Loveland Art Studio Tour/Fall...in Loveland - October

- Securing advertising in Denver, Colorado Springs, Denver Center for Performing Arts and Southwest Art for Loveland Art Studio Tour and Fall...in Loveland
- Meetings with Pastels on 5th – how to coordinate and collaborate
- Engaging Loveland will donate their Fair Parade Entry and purchase a Corn Roast Parade Entry for Art Studio Tour/Fall...in Loveland artists to promote the fall event.

Large Advertising for Events

- Secured sponsorship with Next Media for billboards south of Loveland and in Wyoming for *Loveland Loves BBQ, Sweetheart Balloon Rally, Snow Sculpture Event and September 22nd event*. Working with Next Media for Art Studio/Fall...in Loveland events and Corn Roast.
- Secured sponsorship with Outlets in Loveland for LED Sign for *Loveland Loves BBQ, Sweetheart Balloon Rally, Snow Sculpture Event and September 22nd event*. Working with Outlet's representatives for Art Studio/Fall...in Loveland events and Corn Roast.

Rack Cards – Co-op with 7 other Entities

- Working with 7 other entities to create and distribute summer rack cards – 50,000+ in Loveland for events for the following: Centerra, Promenade, City of Loveland Library, Rialto, Museum, PVH, The Ranch and Engaging Loveland.
- Distributing 25,000 rack cards for Loveland Loves BBQ, Sweetheart Balloon Rally/Airstream Rally and Fair, Pastel's on 5th/Loveland Art Studio Tour/Fall...in Loveland.