



CMC REPORT – JUNE, 2012

Graphic Design Firm/Website Management Team:

- Shared calendar – EL, Visitor Center, Cultural Services, OCSD and others – launching July 1, 2012
- Finalizing collaborative calendar
- Thursday – selecting name and developing branding
- Increasing social media hits for events and agency
- Create overall PR Plan – ongoing

Snow Sculpture Event

- Call for artists through OSCD, Suzanne Janssen (Public Artists), Engaging Loveland website and newspaper.
- Develop plan for Nationals in Loveland 2/3 years
- Started work on ice sculpture/chocolate event
- Confirmed Love and Light date – February 9, 2013
- Finalized dates – February 5 – February 10, 2013
- Added snow/ice event to BBQ to promote Snow Sculpture – snow in July!!

Finalized Advertising for Summer Events

- Outlets at Loveland, four (4) billboards – Loveland, Ft. Collins and Wyoming
- Sponsorships finalized – The Coloradoan and Reporter Herald
- Sponsorships finalized – Clear Channel and Townsquare Media

Loveland Art Studio Tour

- 41 artists have joined/38 studios confirmed
- Sculpture Show for the BBQ – finalized – 3 sponsors for event
- 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

Other Events

- Assisting Chamber in a larger role for Corn Roast
- Art in the Air/Sweetheart Balloon Rally – 25 Air-Streamers confirmed – goal of 15 hot air balloons to launch on the August 4th/5th – The Ranch

Other Information

- Executive Director – graduating from Leadership Loveland – July 2012
- Engaging Loveland – recruiting 3 additional board members