

## LOVELAND VISITOR CENTER REPORT

### June 20, 2012 CMC Meeting

- In May, the Center assisted 776 guests, almost doubling April numbers. Our “people counter” has been installed. Daily numbers are being recorded and will be reflected in the June report. 157 mail/phone requests for Loveland information were fulfilled. There is a box outside the Center that displays Guides and maps to accommodate individuals wanting information before the Center opens or after we close. Since January, those numbers have been being tracked and are attached to this report.
- It was definitely beneficial to be open during the Memorial Day weekend. We greeted just over 100 guests in the 3 days.
- Summer hours began June 4, and in the June report you will have an analysis of how these 2 additional hours per day, as well as Sunday opening effect our numbers.
- Betsey Hale gave an informative presentation to the volunteers regarding the historical evolution of the Center from Chamber management to city management. She outlined the processes the city must follow in order to accomplish the exciting new changes that will be happening with our remodel, re-merchandising, signage, visibility, etc. Councilors Klassen and Trenary were also in attendance. The volunteers were appreciative of the sharing of information and the city’s efforts on their behalf.
- Much of the month was spent preparing the Center for its updating, which is expected to start the second week of June.

Colors for the walls, slot walls, and counter surfaces have been chosen as well as carpeting. Reorganization of materials has been completed in order for us to work efficiently and effectively during the time we will be greeting visitors outside while the Center is closed.

- June 28 and 29 have been set aside for appointments with consignment vendors to inventory and invoice for their merchandise sold to date. At that time, all inventory will leave the Center and re-merchandising will begin in July.
- 20 volunteers have signed up to work the reception for the unveiling of the new brand and the “Grand Re-opening” at the Center.
- 4,850 Loveland Guides have now been distributed. This number includes 3 large conferences coming to Loveland this year or next; National Agriculture in the Classroom (600), NE Council of the Colorado Square Dance Assoc. (400), and the 33<sup>rd</sup> Annual GTO Meet (250).
- 3 new volunteers have cleared background checks, and will begin training over the next 2 weeks. We still have 6 volunteer openings available in our schedule.

Joanne Lah, Manager