



## CMC REPORT – JUNE, 2012

### **Graphic Design Firm/Website Management Team:**

- New Website and Brand for Engaging Loveland – Perfect Square – John Metcalf and Fred’s Used Websites are working on all brand/website/event collateral. Should launch towards end of August.

### **Snow Sculpture Event**

- 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. Applications sent out via Marcie Erion (Artist Collective) and Suzanne Jensen (Public Art List)
- Looking at collaboration with the Chamber for other events in February
- Finalizing High School Competition week after Snow Sculpture Event and looking at some promotional snow pieces around Loveland in January.
- Finalized dates – February 5 – February 10, 2013
- Started working with Dana re Chocolate/Champagne Event

### **New Event for September 22, 2012**

- Finalizing details for the Spirits At Sunset/Loveland Oktoberfest – 4<sup>th</sup> Street.

### **Specifics for Upcoming Events**

- Garnered over \$50,000 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.

### **Sweetheart Balloon Rally**

- Art in the Air-Sweetheart Balloon Rally to August 3, 4 and 5<sup>th</sup> – (Larimer County Fair) – 15 balloons total launching each morning. Launch on August 3 will be from 29<sup>th</sup> & Taft/Athletic Fields – Loveland High School. August 4<sup>th</sup> & 5<sup>th</sup> at Fairgrounds.
- Airstream Coordination for Balloon Rally – 21 airstreams are participating. The Airstreams will open their doors to the public for tours on Saturday, August 4<sup>th</sup> from 1:00-3:00 pm.

### **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 5<sup>th</sup> – how to coordinate and collaborate
- Engaging Loveland will purchase a Corn Roast Parade Entry for Art Studio Tour/Fall...in Loveland artists to promote the fall event.
- Confirmed the sponsorship of 3 billboards for the Studio Tour
- Confirmed the sponsorship of the LED sign at the Outlets

### **BBQ Specifics**

- Over 25,000 people attended the event over 2 days.
- Beer/BBQ sales exceeded last year
- 4<sup>th</sup> Street Merchants and Marketplace Vendors were successful
- Loveland Service Clubs were successful in sales of ducks/Paint your Town volunteers
- Distributed 10,000 rack cards/200 posters for the BBQ.
- Had a BBQ/Beer Pairing Event to promote BBQ – June 28 – media opportunity for some preview coverage, local festival and beer bloggers.
- Live TV segment with KWGN Channel 2 in Denver
- Live Radio Interview on 1310 KFKA
- 30 minute interview on Rocky Mountain Viewpoints Show
- 3 Billboards (Ft. Collins, Wyoming and Greeley)
- LED Sign at the Outlets of Loveland
- Print Material in Reporter Herald, NOCO 5, Coloradoan, Heiditown, KUNC.org, Napa of Beer, Bob's Heartbeats, 600 KCOL Rocky Mountain Viewpoints, Denver Post, Lydia's Style Magazine, 5280.com, Boulder Daily Camera and many others