



## CMC REPORT – JULY, 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/first week in September.

### **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 for National Competition
- Started working with Dana re Chocolate/Champagne Event
- The goal for Feb. 2013 event is 12 sculpting (currently we have 8 teams signed up – including teams from Denver, Boulder, Arvada and Colorado Springs. We also have 2 all women teams.

### **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.

### **Loveland Art Studio Tour**

- 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 and Pastel’s on 5<sup>th</sup> artists to promote the fall events
- Looking at unique ways to promote the event at other events in Loveland and Northern Colorado.
- Will be promoting the Tour/Pastels at the 3 sculpture shows in August

## **Sweetheart Balloon Rally**

- Friday – August 3 – launched 7 balloons for Media Day (North Lake Athletic Fields near Loveland High School)
    - NoCo 5 filmed the event
    - Reporter Herald did a great story on the event plus advertising in conjunction with the AirStream Rally/Larimer County Fair
    - 99.9 – The Point Radio Station did a story while they flew
    - Mayor Heidi (HeidiTown) – blogged about the eventApproximately 55 people were there to watch the launch.
  - Saturday – August 4 – launched 15 balloons for Sponsor Day (The Ranch)
    - Approximately 522 people attended the launch at 6:30 am
    - Promoted the Loveland Art Studio Tour/Pastel's on 5<sup>th</sup> during the launch
    - Balloons primarily flew East (2 landed in Windsor)
    - Balloon Glow – approximately 100 people stopped by for the Balloon Glow – however the wind was too high to tether the balloons – 4 balloonists did a *Propane Light Show* for the audience.
  - Sunday – August 5 – Prepared to launch 15 balloons for Community Rides (The Ranch)
    - Approximately 309 people attended the launch at 6:30 am
    - It was declared to windy at 8:00 am to launch the balloons
  - Sponsorships exceeded 2011 Balloon Rally Sponsorships  
The New Firestone Store, Spirit Hospitality Hotels (Crossroads), Outlets at Loveland, Perfect Square, Centerra Hotels, Next Media, Best Western Hotel, Fred's Used Websites, Grimm Brothers, Fyn Public Relations, Good Samaritan, Townsquare Media
  - 3 Billboards (Wyoming, Greeley and Ft. Collins) for 1 month
  - Outlets at Loveland – LED Sign for 1 month
  - Promotion on K-99 – gave away a balloon ride
- Airstream Rally
- 21 Airstreams attended the Balloon Rally event from Thursday-Sunday
  - Open House for Airstreams was Saturday at 1:00 pm for an hour – over 100 people went to the Open House