



## CMC REPORT – SEPTEMBER, 2012

### Graphic Design Firm/Website Management Team:

- Developed new Website, Brand, Logo and Tag Line for Engaging Loveland – debut (first week) November, 2012
  - 1) Cloud Calendar – meeting with Cindy on October 22, 2012 to review calendar website.
  - 2) Community Calendar – November 2012
  - 3) Planning launch campaign, new FB page, press, etc.

### Strategic Plan

- 1) Working with 3 board members and 2 community members to review and develop a new 5 year Strategic Plan (last plan as written in 2009).
- 2) Working with another board member to develop a new Mission Statement
- 3) We are looking at the possibility of adding 2 large events in 2013; evaluating current events through surveys with sponsors, vendors, community members, committee members.

### Snow Sculpture Event

- Currently have 11 team applications (including sculptors from Denver, Durango, Boulder, Arvada, Colorado Springs, Breckenridge, Ft. Collins, Loveland and Berthoud.
- Looking at collaboration with the Chamber for other events in February
- Collaborating with Grimm Brothers and Loveland Distilleries for February event to add to snow.
- Finalized dates – February 5 – February 10, 2013 for National Competition
- Love and Light has moved to the 3<sup>rd</sup> Friday of February – February 15, 16 and 17<sup>th</sup> at the Feed and Grain Building.
- Meeting with Downtown Businesses for other events during the 2 week event.

### Collaboration

- Looking at unique ways to promote EL events and other community events in the Loveland community and Northern Colorado
- Working with Downtown Loveland Association to promote a winter festival the first Saturday of December in downtown Loveland.

### Loveland Art Studio Tour

- Premiere Party – October 12 – Loveland Museum
- Secured advertising in Denver, Colorado Springs, Denver Center for Performing Arts, Discover Ft. Collins, Coloradoan, Reporter Herald and Southwest Art for Loveland Art Studio Tour
- Secured 6 billboards (3-Wyoming, 1 – Loveland) 1-Berthoud, 1-Ft. Collins) for the studio tour.
- LED Sign –Outlets at Loveland – displaying for one month prior to the event.
- Collecting Statistics on Facebook™ Campaigns
- Several Radio Interviews
- Blog and Promotion on HeidiTown™
- Several stories in Reporter Herald
- 2 Ads in The Coloradoan
- Distributed over 5,000 rack cards in the Reporter Herald and Berthoud Surveyor
- Final Advertising Numbers will be reported in November CMC Report