



CMC REPORT – OCTOBER, 2012

Graphic Design Firm/Website Management Team:

- Developed new Website, Brand, Logo and Tag Line for Engaging Loveland – debut **November 26, 2012** (finally)
 - 1) Meeting with Cindy on November 20, 2012 to review calendar website.
 - 2) 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 written in 2009).
- 2) Developed New Vision and Mission Statement – debuting November 26, 2012
- 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

- 11 teams have been juried into the competition. Looking at a high school competition during the 2nd weekend.
- Possibly adding Meet the Sculptures event on Friday night with Loveland's Love Potion being served on 4th Street. Collaborating with Grimm Brothers and Loveland Distilleries for February event to add to snow.
- Adding the possibility of a standing still parade on Saturday – February 9 along with other family activities on 4th Street
- Looking at collaboration with the Chamber for other events in February (meeting with other community members – Chamber, Promenade, Centerra, Rialto, Library, hotels, restaurants, downtown businesses on November 26) to discuss collaboration event ideas.
- Love and Light has moved to the 3rd Friday of February – February 15, 16 and 17th at the Feed and Grain Building. Engaging Loveland will work with Megan to recruit Volunteers for the 2nd weekend.)

The City with HeART program:

- Installed 2 hearts in October – Mueller's & Associates – Highway 34/Colorado and 10th and Cleveland – a private home. There are currently 3 additional hearts that will be placed in the next 6 weeks. Two additional hearts are in negotiation. There are 25 hearts currently displayed in 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
 - 19 different social campaigns (including a Tour Page campaign, 14 artists' page campaigns and campaigns for Longmont, Estes Park, Wyoming and Denver).
 - Every campaign had a minimum of 25 click-through and an increase in their page likes.

- 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

Some information from artists' and attendees' surveys (43 artists participated):

- Record number of people attended the 2 day event:
 - 23% of the artists had 30-60 people attend
 - 23% of the artists had 61-90 people attend
 - 15% of the artists had 91-120 people attend
 - 26% of the artists had 120 people – 200 attend
 - 13% of the artists had over 200 people attend

94% of the studios had visitors from outside of Loveland! Outside of Colorado includes Iowa, California, Illinois, South Carolina, New Mexico, Texas, Kansas City, Michigan, Arizona, Oregon and Australia.

- 51% of the people that attended the Studio Tour – it was their FIRST TIME.
- 40% of the people that attended the Studio Tour were from outside of Loveland – there are 52 different zip codes documented from regional and national areas.
- Sales for artists (not all responded):
 - 18 artists had sales of \$200 - \$500
 - 4 artists had sales of \$500 - \$700
 - 6 artists had sales of \$700 - \$2,000
 - 3 artists had sales of \$2,000 - \$4,000

Enthusiasm was high for joining us next year – we are looking at the possibility of expanding the tour with additional days, opening it to galleries, studios and pop-ups galleries and other artist events during the week.