



**CITY OF LOVELAND**  
DESTINATION LOVELAND

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**MEETING DATE:** November 28, 2012  
**TO:** Community Marketing Commission  
**FROM:** Cindy Mackin, Visitors Services Coordinator

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**TITLE:** November 28th Staff Report

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**SUMMARY:** This is a monthly update to the CMC

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This position was created with the vision to establish and promote Loveland as a world-class destination for art, leisure and business through the implementation of the Destination Loveland Strategic Plan. Over the last month, the following has been accomplished:

- **Website Focus Groups** – During the month of November, Nicole Yost and John Metcalf conducted in person and online focus groups discussing items related to the website including how user friendly, categories, subcategories, design etc. Reaching out to end user groups such as tourists, meeting planners, etc. to get their feedback – will be presenting our findings at the November 28<sup>th</sup> CMC meeting.
- **Pro Cycling Challenge** – Continued to provide input to the bid process – Bid Send off and Press Conference was held Friday at the Ranch. – 50 cyclists delivered the bid to the local Denver Office – Received a lot of press including Channel 9's Susie Wargin. It has been a very rewarding experience working with Estes Park and Fort Collins – We have a realistic chance of being awarded with a stage of this international race.
- **Destination Colorado** – With input from the Hotel Association and CMC members, we have joined Destination Colorado and will be attending the Front Range Trade Show for meeting planners. Destination Colorado's 16th Annual Front Range Trade Show takes place on Wed., Dec. 5 from 5:30 to 7:30 p.m. at the Hamilton Gymnasium at the University of Denver's Ritchie Center. This is their most popular show of the year and presents their members and Front Range meeting planners the opportunity to meet

together in a fun and festive atmosphere. Clark Davis from Embassy Suites and Renee Von Weiland from Spirit Hospitality will help staff represent Loveland and staff the booth at this event.

- **Eagles Kiosk** – We had our brochure Kiosk installed at the Budweiser Event Center promoting our hotels and local attractions. 3 PA announcements per game will direct attendees to customer service for more information on Loveland.
- **Eagles Booth Nights** – We are scheduled to have a booth at the following Eagles games – we are requesting help from Hotels to staff these booths – giving additional exposure to Loveland and Everything you Love :
  - 12/12/12 – Booth
  - 1/11/13 – Booth and 25 tickets
  - 2/8/13 – Booth
  - 2/27/13 – Booth and 25 tickets
  - 3/16/13 – Booth
- **Holiday Open House** – Visitors Center – December 1<sup>st</sup> from 12:00 – 4:00. We are very excited about this community event. We are advertising it in the Reporter Herald, through email blasts, calendar listings, posters, flyers and other collaterals. We have school groups lined up to perform along with appearances from Eagles mascots, new Holiday merchandise, Free Photos with Santa – Free Glitter tattoos, local holiday entertainment, apple cider cookies. This is a wonderful community event that will further educate our local community to the Visitors Center and all that it has to offer our community and visiting guests.
- **Loveland Hotel Association Meeting** – Had the opportunity to present information to the Loveland Hotel Association at their meeting, they expressed their excitement for the projects that we are currently working towards including the Eagles partnership, The Pro Cycling Challenge and the website.
- **Wayfinding Signage** – The Wayfinding 1<sup>st</sup> reading passed unanimously during the City Council’s November 20<sup>th</sup> meeting. The second reading and vote will take place on December 4<sup>th</sup>.
- **Amazing Press for Loveland -** Loveland, CO was featured on the Cover of Colorado Life Magazine for the November/December issue featuring the Backbone hiking trails! This wonderful 8 page article and layout featured amazing aerial footage of Loveland that the publisher has agreed to give to us for our use in advertising!