

Loveland Visitors Center Report

by Gary Light

We have much to be thankful for this November. The Visitors Center was abundant with energy and activity as the holiday season shopping is upon us. We expected a flurry of holiday ornament sales, as the sole distributor prior to Thanksgiving. Attracting many staunch collectors, as well as first time purchasers, we sold 161 ornaments through November. This year only, there are two 2012 ornaments, a Traditional Holiday Ornament and a High Park Dedicated one, which represented the bulk of ornament sales. A handful of 2011 and 2010 ornaments were also sold. Encouraging this ornament traffic at the pre-Holiday time should prove positive for December sales and is a fine way for the city to show its support for the Holiday Lights. We continue to add local vendor merchandise to our product offering and are up to 25 local vendors.

Planning and promotion are underway to assure a successful Holiday Open House at The Visitors Center, scheduled for the 1st of December. As usual, Cindy Mackin and Dawn Wirth have been invaluable to us in preparation for the upcoming events. The volunteers are a continuous source of inspiration to me and our guests through their selfless giving of time and expertise concerning Loveland and its fine attributes. After some discussion, we are back on track with Porter Industries to insure that the center looks its best for customers. The facilities team is to be commended for their prompt response to concerns and their attention to detail in maintaining the building. Thanks Ken, Marc and Robert!

Center Update:

<u>Month</u>	<u>Revenue</u>	<u>Traffic</u>
August	\$1980.15	1375 people counter
September	\$1966.67	1351 people counter
October	\$1818.60	1006 people counter
November	\$5640.79	1116 people counter

Follow-up:

Artist of the Month (November) Lyse Dzija was recently selected to show in the Governor's Art Show and display 5 beautiful pieces of her work from the Northern Colorado area. Lyse work can be found on 4 of the transformer boxes in and about Loveland. We are fortunate to have such talented and passionate artists.

Customer Feedback:

"Hands down, the best Visitors Center we have visited"

"Barb went the extra mile for me assisting me with a computer concern, Wow!"