



CMC REPORT – NOVEMBER/PARTIAL DECEMBER, 2012

Graphic Design Firm/Website Management:

- Rebranding Launched on December 4, 2012.
Launched new Website (including Destination/Regional Events Calendar and a Community Calendar), Logo and Tag Line for E.L. Events (formerly Engaging Loveland) – see attached Press Release.
- Launched new Vision and Mission for E.L. Events
- Meeting with Dawn and Cindy – week of December 17th to review calendar opportunities for Destination Loveland's website.

Other Exciting News

- Moved into new office on 4th Street – Announced December 12, 2012 – shared office space with Fred's Used Websites, Fyn Public Relations and Perfect Square Graphic Design (see attached [Reporter Herald](#) story – December 12, 2012).

Strategic Plan

- 1) Working with board members and community members to review and develop a new 5 year Strategic Plan.
- 2) Working with Board to develop 2013 Agency Budget
- 3) Finalizing plans to add two (2) additional large events for 2013:
 - a. Spirits at Sunset – June 21st – Foote Lagoon
 - b. OktoberFest – September 20 and 21st – place has not been determined (working on partnerships for this event)

Snow Sculpture Event

- 11 teams have been juried into the competition. Hope to start making snow the day after Christmas.
- Sponsorships continue to come in for the snow sculpture event.
- Adding Meet the Sculptures event/Spirit Tasting on Friday night (Feb. 8) with Loveland's Love Potion at the Rialto or other open space on 4th Street. Collaborating with Grimm Brothers and Loveland Distilleries for February event to add to Snow Event.
- Adding 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, Artworks, Promenade, Centerra, Rialto, Library, hotels, restaurants, downtown businesses) to discuss collaboration event ideas. 2nd meeting is scheduled for December 19 to finalize details.
- Love and Light has moved to the 3rd Friday of February – February 15, 16 and 17th at the Feed and Grain Building. (E.L. Events will work with Megan to recruit Volunteers for the 2nd weekend.)

Loveland Loves BBQ, Bands & Brews

- Finalizing MOU with Sertoma – event scheduled for July 12 and 13 on 4th and 5th Street (Downtown).

PRESS RELEASE – FOR IMMEDIATE RELEASE

Engaging Loveland Re-Brands to E.L. Events

New name, identify and comprehensive events calendar reflect organizations event and community-driven goals

LOVELAND, Colo. – Dec. 4, 2012 – Engaging Loveland, Inc. has re-branded to E.L. Events and has launched a new identity and website. E.L. is short for extraordinary Loveland. The re-branding supports the organization’s mission: to create extraordinary events to enrich our community, encourage collaboration and cultivate support for local businesses, municipalities and nonprofits.

“Developing and supporting community events and destination events to enhance Loveland’s community remains the core of our business, thus encouraging our re-branding to E.L. Events,” said Kristine Koschke, executive director of E.L. Events. “With our updated mission and vision in mind, it just makes sense that, as our organization has evolved, our brand does as well.”

E.L. Events remains a nonprofit 501c6 organization based in Loveland. In 2013, E.L. Events will focus on seven core destination and community events: Snow Sculpture in the Dark, now slated for February; Loveland Loves BBQ, Bands & Brews, in partnership with Sertoma; Sweetheart Balloon Rally; Spirits at Sunset; OktoberFest; The Loveland Art Studio Tour and the Old Fashioned Corn Roast Festival in partnership with the Loveland Chamber of Commerce. It will continue to consult with other area events on issues that impact successful events and opportunities in Loveland. The organization will donate a portion of proceeds from each of its signature events to various nonprofit organizations in Loveland and each event will incorporate relevant art activities to showcase Loveland’s exceptional art community.



E.L. Events new website, www.e-l-events.org, will include Loveland’s most comprehensive events calendar to-date. The calendar is sortable so that users can find community events such as fundraisers, story time at the library, etc. as well as larger tourism and entertainment events, such as the Loveland Sculpture in the Park show, Snow Sculpture in the Dark and Old Fashioned Corn Roast Festival, just to name a few. E.L. Events is working with Loveland organizations such as the City of Loveland, The Ranch, The Promenade Shops at Centerra, McWhinney and the Chamber of Commerce to ensure that the calendar includes all possible events. Organizations may also submit their events to the online events calendar directly through the site.

“In addition to putting on our own signature events for the community, we have really found our niche by being a resource to Loveland and Colorado residents about what events are happening in our great city,” said Koschke. “The comprehensive events calendar is a great way for us to help community members and residents know about and plan to attend the many diverse events and programs found throughout Loveland.”

E.L. Events tapped local graphic design firm Perfect Square for its new brand and identity, Fred’s Used Websites for its customized website, complete with the calendar feature and Fyn Public Relations to manage the brand launch.

ABOUT E.L. EVENTS

E.L. Events, (formerly Engaging Loveland Inc.) is a nonprofit organization whose mission is to create extraordinary events to enrich our community, encourage collaboration and cultivate support for local businesses, municipalities and nonprofits. The vision of E.L. Events is to lead the way toward an engaged community through the creation of diverse events and provide opportunities for genuine community enhancement and inspire volunteerism through our own example of sharing time and treasure. E.L. Events produces the Sweetheart Balloon Rally, Loveland: A City with HeART project, Snow Sculpture in the Dark, Loveland Art Studio Tour, partners with Sertoma to produce Loveland Loves BBQ, Bands & Brews; as well as partners with the Loveland Chamber of Commerce to create the annual Old-Fashioned Corn Roast Festival. For more information, visit www.e-l-events.org or contact Kristine Koschke at Kristine@e-l-events.org.

Four local businesses 'office together' in downtown building

E.L. Events, Fred's Used Websites, Fyn Public Relations and Perfect Square to share 239 E. Fourth St.

By **Craig Young** Reporter-Herald Staff Writer

Posted: 12/12/2012 05:03:08 PM MST



Fred's Used Websites co-owner Maryjo Morgan, left, and E.L. Events executive director Kristine Koschke talk Tuesday about their shared office space at 239 E. Fourth St. in downtown Loveland.

Four Loveland businesses that have collaborated in the past are now teaming up to rent an office downtown.

The four have divided up 1,200 square feet inside 239 E. Fourth St. and will open their individual offices Friday, Dec. 14, in time for Night on the Town.

E.L. Events, formerly Engaging Loveland; Fred's Used Websites; Fyn Public Relations; and Perfect Square graphic design company have been reconfiguring the 1886 storefront that for most of its life was a jewelry store.

The large clock on the sidewalk outside the building once advertised the business inside.

Most recently, the space was used by Loveland-based Western Heritage Co. for custom embroidery work. Western Heritage, which still owns the building, retains a small space in the back.

"It's a big move for all of us because we've all been growing, and it's come at a perfect time," said Nicole Yost, president of Fyn Public Relations.

Some of the companies have worked on projects together, and some have worked for each other. For example, for nonprofit events promoter Engaging Loveland's new identity as E.L. Events, Perfect Square designed the logo, Fred's created the website and Fyn handled the press release.

The business owners said they will retain their separate identities but are excited to have the opportunity to collaborate. "It was a no-brainer to office together," said Maryjo Morgan, co-owner of Fred's Used Websites.

Perfect Square owner John Metcalf designed the remodel of the historic building, being careful to preserve the pressed-tin ceiling, wood floors and vintage hanging light fixtures.

On the main floor, he created walls for Fyn PR and Perfect Square with modernistic translucent polycarbonate panels to create some privacy but allow light to pass through.

In the back of the building, Fred's Used Websites co-owner Fred Richart has a workstation with no walls. His wife and business partner, Morgan, shares the open loft with Kristine Koschke, executive director of E.L. Events.

There's also open space on the main floor for the companies' other staff members and interns, a small kitchen area, a bathroom and a little conference room.

Koschke said she plans to provide local information for people who walk in. "It will give a space in downtown where people can get information about what to do in Loveland," she said.

"It is so exciting to be in this space," Morgan said, "especially because I've admired it for years."

For more information, call E.L. Events, 980-4764; Fred's Used Websites, 663-4184; Fyn Public Relations, 682-2420; or Perfect Square, 290-7061.

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