



CMC REPORT – DECEMBER, 2012

Graphic Design Firm/Website Management:

- There are a few kinks in the website – working on finalizing the website with developers.
- Still need to meet with Cindy/Dawn to review Destination Loveland Guidelines and Calendar

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 finalize 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 – We will host the event at Foote Lagoon – live music, family activities, great food and local breweries.
- 4) Strategic Planning Meeting with Board is planned for January 24th – 8:00 am – 12 noon.

City with HeART program

This program continues to grow – we will have a heart unveiling during Snow Sculpture and E.L. Events has another 4 hearts that are being worked on – that will bring the number of hearts up to 29 hearts. Part of our Strategic Plan is create a marketing plan for E.L. Events and the Visitor Center to sell Heart items (i.e. shirts, cards, postcards, jewelry boxes, coasters, etc.)

Snow Sculpture Event

- 10 teams have been juried into the competition (one team needed to drop out due to health conditions). Started making snow the weekend of 12th (due to warming temperatures).
- Planning 2 media events the last week of January 31st for sculpting and television coverage. Live Remote on a radio station – February 8 during the sculpture, parade and Night on the Town.
- Sponsorships continue to come in for the snow sculpture event.
- Adding a standing still parade on Friday, February 8 (date change) during Night on the Town on Railroad – to coincide with the luminary project at the Museum/Feed and Grain Building along with other family activities on 4th Street
- Heart Unveiling on 4th Street on Saturday afternoon during the family activities and snow sculpture judging.
- Model A Tour will “stamp” their valentines at the Chamber on the morning of the 9th – eat lunch at Centerra and then head downtown around 1:00 to park 25 Model “A” Cars in the Reporter Herald Parking Lot – to see the snow sculptures and encourage visitors to see the Model A Cars and Snow Sculptures.
- Love and Light has moved to the 3rd Friday of February – February 15, 16 and 17th at the Feed and Grain Building.

February Events – working on joint rack card for all February events to be distributed in Northern Colorado and Wyoming (approximately 20 different events) with Cindy.