

# Loveland Visitors Center Report

by Gary Light

The Loveland Visitors Center was filled with excitement and enjoyed enormous participation from community, guests and volunteers throughout the month of December. We held our 1st Annual Holiday Open House on Dec. 1<sup>st</sup> with 880 guests in attendance. Shortly thereafter, an article in the Reporter Herald focused on The Loveland Visitors Center and the many local vendors whose products it features. The response to the article was overwhelming and led to revenue of \$12,045.37, our biggest month ever. A total of 261 Holiday Council ornaments were sold bringing in just over \$6,000.00 toward the decorating and lighting efforts for the community.

Our “sense of community” emanates from all who take the time to participate in these community directed activities. City staff as well as the Community Marketing commission did a beautiful job of supporting our inaugural event.

Volunteers, the life blood of our operation, performed professionally and with a smile. Thanks for all you do! Art Kimble and Charlie Crosby graciously displayed their vintage automobiles at the open house gleaming ooh’s and aaah’s from the crowd. Dora Ziems, 15 year veteran volunteer at Loveland Visitors Center, became an entrepreneur at 85 years old and a vendor at the center, knitting and crocheting baby hats and sweaters for purchase. It’s never too late to start a business.

## Center Update:

<u>Month</u>	<u>Revenue</u>	<u>Traffic</u>
September	\$1,966.67	1351 people count
October	\$1,818.60	1006 people count
November	\$5,640.79	1116 people count
<b>December</b>	<b>\$12,045.37</b>	<b>1772 people count</b>

## Follow-up:

The Loveland based Golden Girls Baton Academy performed magnificently for the holiday open house with along with students from Coyote Ridge Elementary choir, Santa and Mrs. Claus, participants in the glitter tattooing, ornament decorating and Eagles ticket drawing. Your participation made ours a wonderful event, Thank you!

## Customer Feedback:

“We didn’t know you were here. I love all the local merchandise.”

“Surely, you can’t tire of the view, it is world class.”

“I love the hot cider!”