



CITY OF LOVELAND
DESTINATION LOVELAND

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MEETING DATE: January 16, 2013
TO: Community Marketing Commission
FROM: Cindy Mackin, Visitors Services Coordinator

TITLE: January 16th Staff Report

SUMMARY: This is a monthly update to the CMC

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:

- **Pro Cycling Challenge** – Working with local hotels to secure rates for housing the entourage of cyclists, staff that be following the race. Medalist requires that the host city provide rooms for a certain number of cyclists and staff the night before and the night after the race. Volunteering on the ancillary events committee to try and capitalize on the visitors who will be coming to our area for the event and integrate current events while developing new activities that will aid in packaging for hotels. Public Works has appointed Sean Keller to act as the city public works liaison, he has already started working with other host cities. I will be presenting the CMC's recommendation for \$100,000 of reserve monies to support The Pro Cycling Challenge to the City Council for a 1st reading on January 15th. The Press that Loveland has already received because of the announcement of the stages is phenomenal, not just locally but nationally and internationally. We are working with the PR committee of the Pro Cycling Challenge to track the PR.
- **Visitor Center** The Visitors Center had a phenomenal month of December overall. The sales were alone \$12,045!! We met the needs of the local population for the Holiday gifts and are remerchandising to continue to capture that traffic and sales for the February/ Valentines season! We continue to remerchandise with local products and are optimistic with the re-mailing program that our numbers will continue to thrive.

We are carrying and selling the valentines at the center. We are looking at having another event at the Center in February with possible entertainment from the Loveland Chorale society.

- **Eagles Partnership** – As part of our partnership with the Colorado Eagles, we will be sponsoring the All Star Game and Skills challenge. Destination Loveland marketing will be prevalent at the Skills Challenge as well as the All Star Games with additional banners on the ice, contests, mentions, jumbotron commercials, program advertisements and radio commercials. The weeklong festivities are estimated to have an estimated economic impact of over \$1 million dollars.
- **GO WEST SUMMIT** – We will be attending the GO WEST Summit in Fort Worth Texas January 28th – 31st. GO WEST is a tourism/travel trade show that focuses on tour operators and receptives booking travel only in the western half of the US. Staff will be representing the City of Loveland with a booth at this event which brings together destinations/businesses located in the western half of the US with Tour Operators, Receptive operators and travel writers from within the US and all over the world. We have already secured over 25 one on one meetings with these buyers. We have negotiated to place a chocolate heart in the rooms of all tour operators/receptives upon arrival. We will also be featured with an ad in the resource manual that the buyers use as well as an article in the Go West Summit newsletter that is distributed to over 10,000 tourism professionals. We have already started receiving requests from Operators ahead of time; they are excited about Loveland's participation and new inventory to include in their planning.
- **POW WOW** – We have once again been approached by the State of Colorado, and they have asked staff to sit in their booth and represent Loveland and the State of Colorado at POW WOW, the largest tourism and travel trade show in the US. This conference will take place June 8-12th.