



DESTINATION LOVELAND

2012 Year in Review





2012 was an exciting, incredible and innovative year for Destination Loveland. This inaugural year implementing the Strategic Marketing Plan was marked with many exciting firsts.

The pages that follow outline where we are as it relates to the The Destination Loveland Strategic Marketing plan, what we have accomplished thus far.



Vision and Mission

Vision

Establish and promote Loveland as a world-class destination for art, leisure and business visitors.

Mission

Promote visitation to increase visitor spending in the Loveland economy.

Goals and Actions

The Goals and Action Items that follow are intended to guide the actions City staff and to inform decision making by the City Council over next five to ten years.

Develop the organizational structure to achieve long term success and manage the lodging tax revenue

Action Items:

1. Hire a qualified full time employee whose responsibility is to implement the Destination Loveland Strategic Plan.

✓ Staff was hired on February 22, 2012

2. Contract and collaborate with local, regional and state partners for events, marketing and other services that include:

- Community events
- Operating the visitors center and other visitor destinations and services
- Marketing for regional, state and national events and promotional campaigns
- ✓ Collaborated with State of Colorado to represent Loveland at POW WOW the largest travel/tourism trade show in the US.
- ✓ Developed regional marketing effort with local CVB's to produce regional brewery maps, wine trail maps and lead generating services.
- ✓ Partnered with Colorado Eagles to bring the ECHL All star game to Loveland, advertising in 22 markets across the country.
- ✓ Collaborated with local city entities to make a bid and win a stage for the 2013 Pro Cycling Challenge.
- ✓ Partnered with EL Events to produce signature destination/community events including Snow Sculpture Event, Blues, Brews and BBQ's, Artist Studio Tour, Corn Roast Festival and the Balloon Rally.

Develop the organizational structure to achieve long term success and manage the lodging tax revenue

Action Items:

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2. Contract and collaborate with local, regional and state partners for events, marketing and other services that include:

- Community events
- Operating the visitors center and other visitor destinations and services
- Marketing for regional, state and national events and promotional campaigns

✓ **Remodeled, Remerchandised and Re-opened the Visitors Center**

✓ **Installed an information Kiosk in the Budweiser Event Center**

3. Create and implement the set of metrics to be used to gauge success of the marketing efforts, events and other attractions over time.

✓ **Working with DMAI to develop these metrics, will be attending the DMAI conference in March to gain access to these tools.**

4. Complete annual reports and other documentation necessary to demonstrate to Loveland residents that the funds are being used appropriately.

✓ **In Process - we are still finalizing last years numbers and will report these findings as well as the Visitors Center numbers in an annual report.**



Promote Loveland as a visitor destination

Action Items:

1. Develop and implement a targeted sales and marketing effort in partnership with the major event venues, primarily the Ranch and the Budweiser Events Center. This could include:

- Events—recreation, sports, entertainment, agricultural, auto, art, etc.
- Convention sales and marketing
- Advertising including travel publications and websites
- Visitor services

- ✓ Collaborated with Colorado Eagles to bring 2013 All Star Game and secured hotel stays for visiting players. Developed marketing partnership including radio, print, TV, Internet, onsite dashboards, banners, signage program, onsite kiosk and TV commercials in 22 markets promoting Loveland.
- ✓ Partnership with Ranch is ongoing - we will work with them this year to bring larger national shows to the Ranch for 2013 and beyond.
- ✓ Developed and launched a multifaceted advertising campaign to market Loveland as a Visitors Destination including development of tourism brochure, billboard campaign, Signage campaign at local welcome centers, LED signage, banner program, website landing page, magazine advertisements in Colorado State Vacation Guide, Cultural Traveler, Colorado Life, 5280, MPI and Texas Monthly as well as an online campaign with Colorado.com.

Promote Loveland as a visitor destination

Action Items:

2. Partner with regional and state tourism organizations on marketing and promotional efforts and ensure an alignment of vision with the regional convention and visitors bureaus.

- ✓ Continue to work with Regional CVB's on producing regional collaterals including Brewery/distillery maps, byway maps, and lead generation.
- ✓ Continue to work as a region to attract/promote large events i.e. Pro Cycling Challenge. The successful bid of the pro cycling challenge has laid the ground work for us to successfully work as a region.
- ✓ Continue to work with the State of Colorado in their booth at events and trade shows, work with their FAM coordinator bringing potential tour groups and travel writers to our area.
- ✓ Successfully hosted a FAM tour group of travel writers with the State of Colorado last July at Sylvan Dale Guest Ranch and invited local breweries/distilleries.

3. Maintain a visitor center, website, 800 number and information fulfillment process.

- ✓ Remodeled and remerchandised the Visitors Center - including oversized backlit displays, new merchandise, visitors services, computer services, customer service training,
- ✓ Installed new people counter system
- ✓ Developed banner program to increase visibility
- ✓ Changed landscaping to increase visibility
- ✓ Fulfillment process is ongoing
- ✓ Developed website in 2012, soft launch late January, continue to refine and update.
- ✓ Developing social media strategy with FYN PR

Promote Loveland as a visitor destination

Action Items:

4. Offer tourism-related workshops and training for business owners (hotel concierges, retail, sports rental etc.) about the attractions and destination events held in Loveland.
 - ✓ Staff attends bi-monthly Hotel association meetings to educate and keep the hoteliers informed of events/happenings for the City of Loveland
 - ✓ Visitor Center Manager is in the process of developing a concierge training program and will implement this program once additional staffing is hired at the Visitors Center.

5. Ensure that attractions, events and activities are included in tourism promotion, visitor guides and tourism websites.
 - ✓ Ongoing - Staff is working with PR agency, EL Events, Bloggers, Vacation Directories, State websites, to ensure that Loveland events are listed.
 - ✓ It is a goal for 2013 to develop a comprehensive PR strategy to attract, educate and inform visitors of events and promotions in Loveland.
 - ✓ Will utilize new calendar feature on Destination Loveland website to educate visitors.

Assist with visitor and recreation related business development in partnership with the Department of Economic Development

Action Items:

1. Assist in the expansion and creation of businesses which provide visitor services and activities such as breweries, wineries, galleries, dining, guided activities sculpture and sculpture related businesses, foundries and recreation rentals.

- ✓ Attend business outreach functions to educate and aid in attraction of businesses.
- ✓ Support success and expansion of existing local businesses through free listings and advertising on website, representation of local products and businesses at the Visitors Center.
- ✓ Information on businesses distributed at the Visitors Center.
- ✓ Supporting the arts and sculpture through funding of Art Source magazine, Artist studio tour.
- ✓ Working with local breweries/distilleries to advertise tours.
- ✓ Attracted a local history/ghost tour to Loveland, they will start running tours in early Spring.

2. Encourage business development that benefits both local residents and visitors, such as air services/shuttles, family entertainment, trade shows, expositions, farmers market, etc.

- ✓ Partnering with Cultural Services to enhance existing programming at the Museum and Rialto.
- ✓ Working with the Ranch to attract larger trade shows/expositions.

Assist with visitor and recreation related business development in partnership with the Department of Economic Development

Action Items:

3. Assist as appropriate in the development of the Aerospace and Clean Energy Park and possible business traveler services.
 - ✓ **N/A - will work on assisting Economic Development as necessary**
4. Assist local employers by providing client and customer travel information packets and on line resources.
 - ✓ **Assist employers everyday at the Visitors Center with travel/local information.**
 - ✓ **We will continue to make this a goal to reach out to more businesses through our business/concierge program at the Visitors Center.**
5. Assist the Director of the Fort Collins-Loveland Airport with the development of both general and commercial aviation service.
 - ✓ **Attended the Allegiant/Aviation conference with Airport Manager**
 - ✓ **Currently sit on the Community Working group for the airport supporting infrastructure requirements of a "World Class" airport through the continuance of airport revenue and grant funding Sharing current and future corporate and transient travel patterns and needs to jointly attract and grow aviation and airline related services**

Enhance the visual appeal of Loveland

Action Items:

1. Improve Gateways to Loveland including US 34 and US 287 that might create negative visitor impressions.

- ✓ Landscaped corridor along US 34 at the Visitors Center including removal of overgrowth of trees, bushes that impeded the visibility of the Center and existing signage.
- ✓ This will be an ongoing process, not just at the Visitor Center property but along all of 34 and 287.

2. Develop incentives and volunteer programs to assist property owners with clean up.

- ✓ In Process - Goal to make this a priority in 2013, specifically prior to the summer tourism months and US Pro Cycling challenge National TV exposure.

3. Encourage redevelopment and façade improvement along transportation corridors.

- ✓ N/A Will work with Economic Development in 2013 to address this goal

4. Enhance way-finding in Loveland, including improved directional signs to the historic Downtown district and other Loveland attractions.

- ✓ Worked with Public Works and Wayfinding committee to develop a plan for Phase 1 of wayfinding project along major corridors including US 34, I-25 and US 287.
- ✓ CMC Recommended using \$186K of Lodging Tax dollars to support this wayfinding project, Council approved this recommendation.
- ✓ Wayfinding signs will be placed in 2013, plan for phase II will be developed.



GOAL # 4 CONTINUED

Enhance the visual appeal of Loveland

Action Items:

5. Identify and eliminate visual clutter along critical corridors.

- ✓ Will work on this in 2013 with the placement of the new wayfinding signs. These larger signs will replace several existing signs, thus reducing the number of signs and clutter.

6. Expand placement of public art, particularly along primary tourist corridors.

- ✓ Worked with Cultural Services to place Rolling Dancing Moon - a very colorful sculpture in front of the Visitors Center along US 34.
- ✓ Will continue to work with cultural services on this process.

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Encourage and support destination visitor programming, attractions and events

Action Items:

1. Encourage development of off-peak events/festivals by implementing the Activation Plan.
 - ✓ **Developed Marketing Partnership to support the Colorado Eagles during the shoulder season (October - March)**
 - ✓ **Supported EL Events in development of the Sculpture after Dark Event (February)**
 - ✓ **Supported Eagles in bringing the ECHL All Star Game (January)**
 - ✓ **Supported Artist Studio Tours (October)**
2. Assist the Office of Creative Sector Development (OCSD) in the creation of destination attractions and programming as recommended in the OCSD strategic plan.
 - ✓ **Used these monies to support the new Colorado Eagles Promotion and enhance Artist Studio Tour and EL Events programming.**
3. Assist the Cultural Services and Economic Development Departments with the expansion of existing destination venues such as the museum/gallery expansion, Rialto Bridge and Pulliam Building, as identified in the City Capital Projects plan and the Downtown Revitalization Strategy.
 - ✓ **Ongoing -monies were allocated to Cultural Services for 2013 to enhance existing programming.**
4. Create new destination attractions and events as needed.
 - ✓ **We are proud to host the 2013 Pro Cycling challenge and will continue to look for new destination events and attractions.**



IMPLEMENTATION STRATEGY

To ensure success, the Strategic Plan provides recommendations on specific actions steps to occur within six months of adoption of this plan. The action steps are intended to provide initial prioritization and direction so as to achieve Mission and Vision articulated in this plan.

0–6 months:

1. Hire a qualified staff person to manage the strategic plan as outlined in Goal #1.
✓ **Complete**
2. Develop an annual budget and business plan for the use of the lodging tax.
✓ **Complete**
3. Establish contractual relationships with external partners as outlined in Goal #1 and #2.
✓ **Complete and Ongoing**
4. Develop metrics as outlined in Goal #1
✓ **In Process**

0–2 years:

1. Develop programing to promote improvements to gateways as outlined in Goal #4
✓ **In Process**
2. Develop and implement the business mode for a sustainable visitors center as outlined in Goal #2.
✓ **In Process**

0–5 years:

1. Develop the destination attractions as outlined in Goal #5.
✓ **In Process**
2. Assist with the formation and development of arts, culture and economic development as outlined in Goal #3.
✓ **In Process**



Thank you to the Community Marketing Commission for their insight, direction and commitment in 2012. Your service to this community is invaluable.

