



CITY OF LOVELAND
DESTINATION LOVELAND

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MEETING DATE: February 20, 2013
TO: Community Marketing Commission
FROM: Cindy Mackin, Visitors Services Coordinator

TITLE: February 20th 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** – Planning for the Pro Cycling challenge is in full swing! Medalist visited Loveland and presented information to us regarding timelines and responsibilities of each sub-committee. I continue to be the co-chair of Operations committee overseeing the hotel placements of the riders, press etc. We are still in negotiation with several hotels. Sean Kellar from Public Works has been an invaluable asset to this team. His knowledge as a traffic engineer and cyclist is very helpful when planning the overall route. We are still working to determine the exact route and are working with Mindy McCloughan from the Chamber to incorporate the Corn Roast Festival into the Pro Cycling Challenge festivities.
- **Visitor Center** The Visitors Center had another phenomenal month in January at the Visitors Center. Our visitor count is 786 and total sales of \$2929.75 which is 248% up in sales over LY. To compare this number is more sales than we did in July, September and August. We remerchandised again with more local items and Valentine's related merchandise. We instituted a banner program at the beginning of February touting "Official Valentines Sold Here" and have seen a HUGE increase in traffic and sales. As of today have sold more than \$4300 in merchandise in February!!! Cannot wait to see what our total number in February will be.

- **Eagles Partnership** – As part of our partnership with the Colorado Eagles, we sponsored the All Star Game and Skills challenge. This was an amazing destination event. Fans from all over the country attended this event. It was broadcast to over 10 million homes in over 22 different markets around the US. Destination Loveland marketing was 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.
- **GO WEST SUMMIT** – Staff attended 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 receptive booking travel only in the western half of the US. Loveland Truly shined at this event and made a name for itself. We negotiated putting Loveland Heart Chocolates in all of the tour operator and travel writers room upon arrival. We represented the City of Loveland with a booth at this event. We conducted over 33 one on one meetings with these buyers, tourism professionals and travel writers and have already seen the benefits of these meetings. On February 5th we had a radio interview with a national travel talk radio show to discuss Loveland and the Valentines Remaining program! A HUGE success. We will continue to follow up on leads obtained during these meetings and grow this program.