



CMC REPORT – JANUARY, 2013

Snow Sculpture Event

- 9 teams participated (sculptors were from Loveland, Ft. Collins, Boulder, Berthoud, Arvada, Breckenridge and Durango). A second team had to drop out due to work obligations out of town.
- We were only able to make snow for approximately 6 hours nightly/for eight nights. Started working with Breckenridge/Frisco to find ways to haul their snow down to Loveland in 2014.
- Will have complete full PR recap report for March meeting (not completed as of 2/13/2013). Some highlights include:
 - a) **TV Station – Channel 7** – did story on Snow Stomping Competition as well as the Snow Sculpture Event – February 4 – 10:00 pm news (we are trying to get video footage).
 - b) **Numerous newspapers** reported on the event: Longmont, Berthoud, Ft. Collins, 5280 Magazine and Loveland.
 - c) Approached several newspapers outside of Northern Colorado
 - d) **Rack cards** were distributed at the Breckenridge Snow Sculpture event and Winter Festival in Estes Park.
- Collected zip codes on Friday night/Saturday morning – 32 different zip codes outside of Loveland.
- Collecting surveys from merchants, parade participants, sponsors and sculptors about the event and what to change for 2014.
- Soliciting teams for 2014 event already.
- **Snow Stomping Competition** – 7 businesses participated in the event
- **Standing Still Parade** – Friday, February 8 – 6 entries – several entries dropped out on Friday due to restrictions with their vehicles.
- Luminary Project was only at the Museum (Megan Tracy) – due to warm weather

Full report will be made in February CMC Report – finalized in March, 2013.

Graphic Design Firm/Website Management:

- Fred's Used website met with Cindy/Dawn to establish guidelines for joint 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) Sites have been reserved for the Spirits at Sunset in June **AND December 2013** and the OktoberFest in September.
- 4) Have submitted RFP for Corn Roast to the Chamber.

City with HeART program

Working on marketing plan for E.L. Events and the Visitor Center to sell Heart items (i.e. shirts, cards, postcards, jewelry boxes, coasters, etc.)

Summer Events

Started working on logistics for Loveland Loves BBQ, Bands and Brews & Spirits Tasting in June AND December.