

# Loveland Visitors Center Report

January at the Loveland Visitors Center proved steady for traffic flow as the mild weather was a positive influence. Business was consistent throughout the month bringing in just less than 800 visitors for the month. The bulk of our sales shifted away from the Holiday Ornaments and toward paper goods, clothing, and general merchandise. Our energy is now being directed to the upcoming Valentine's Day activities with many of our volunteers working with the Chamber of Commerce on the re-mailing program. We have begun remerchandising the center to prepare for the expected volume increase at the beginning of February. Also, adding to our product offerings by expanding our lines and depth will surely pay off for our customers in selection and convenience.

It is no surprise that the volunteers and city staff continue to provide the highest quality experience for our guests with professionalism, timeliness, and a smile. Plans have been confirmed to have the volunteers attend an Eagles hockey game on the 27<sup>th</sup> of February, seeing first-hand the exciting activities available to visitors in Northern Colorado. Plans are also in the offing to attend a show at the Candle Light Dinner Theater in the near future. How lucky we are to live in Loveland.

## Center Update:

<u>Month</u>	<u>Revenue</u>	<u>Traffic</u>
October	\$1,871.90	1,006 people count
November	\$5,045.76	1,116 people count
December	\$11,839.68	1,772 people count
January	\$2,750.97	786 people count

## Follow-up:

Several new volunteers have joined our team at the Loveland Visitors Center including:

Lee Wingard      Norm Wingard      Chris Klass      Sandra Nicholson

Each of these volunteers brings a wealth of knowledge, experience, and enthusiasm to the center!

## Customer Feedback:

"This is the nicest visitor's center I've ever been in!"

"We had difficulty finding you, can you improve the signage?"

Gary Light

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