



CITY OF LOVELAND
DESTINATION LOVELAND

Civic Center • 500 East Third • Loveland, Colorado 80537
(970) 962-2626 • FAX (970) 962-2901 • TDD (970) 962-2620

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

TITLE: March 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:

- **Visitors Guide** – The new Loveland Visitors Guide has taken up most of Staff’s time this month. This guide will be a tourism guide. We are producing a new format – a 4x9 booklet. We are working with Perfect Square to design the piece and collaborating with Reporter Herald to sell the advertising. So far we have had an overwhelmingly positive response to the guide! We will be producing 70,000 of these booklets with the fold out maps. They will be distributed in the Reporter Herald and through Certified Folder Display all along the Front Range from Colorado Springs to Denver and Northern Colorado, Wyoming, Kansas, Nebraska and New Mexico. The guide will also be featured at area welcome centers and DIA at their information booth. The piece will roll out on April 28th in the Reporter Herald and will be in the Certified Racks starting in May just in time for the summer season.
- **Pro Cycling Challenge** – Staff continues to sit on the ancillary and operations committees of the Pro Cycling Challenge – Medalist performed another on-site visit this month to look at the route. They will hopefully be announcing the finalized route in April. We continue to work with Mindy McCloughan from the Chamber to incorporate the Corn Roast Festival into the Pro Cycling Challenge festivities, and are researching bringing in some talent to “beef up” the programming for the Corn Roast/Pro Cycling event on the 24th to provide an entire day of marketable activities.

- **Visitor Center** WOW – February was a banner month at the Visitors Center. Thanks to great customer service, new merchandise and a banner program, The Visitors Center had a total visitor count of 1286 and total sales of \$4964! To put this into perspective – we have collected more in the first two months that we did in the first 7.5 months of last year. We are working on continuing a general banner program throughout the year.
- **DMAI Conference** – Staff will be attending the DMAI (Destination Marketing Association International) conference on March 13-15 in Washington DC. Staff will man the Destination Loveland booth at DMAI's Destinations Showcase. This event is North America's largest one-day event *exclusively* bringing conference, convention, and trade show professionals together with exhibiting meeting destinations from the United States. Staff met with and worked with hotels to create a one sheet of information marketing Loveland's conference venues.
- **USCHT – Landing Page** – Staff collaborated with Cultural Services to brainstorm ways to utilize our existing landing page on the USCHT website to create, package and monetize our existing attractions. Package ideas included an organized Art tour/ brewery tour/ walking tour/ culinary tour etc. The goal is to have packages created prior to the launch at POW WOW in June.
- **Website** - Continue to work to recruit listings of tourism entities. We have gathered the requested information from Book Direct and should be set to launch the third party booking system on the site in the next 6 weeks.
- **Eagles Booth Night** – Spirit Hospitality helped work the February 27th Booth night and passed out their information for their hotels and Loveland. Also, the same evening we treated our Visitors Center volunteers to a FAM trip and tour of an Eagles Game – It was a wonderful to have the volunteers get together at a game and experience the FUN and pageantry of an Eagles Game first hand. Thanks to everyone who came and helped out!

