



CMC REPORT – FEBRUARY, 2013

Snow Sculpture Event

- 9 teams participated (sculptors were from Loveland, Ft. Collins, Boulder, Berthoud, Arvada, Breckenridge and Durango).
- Collected zip codes on Friday night/Saturday morning (1 hour each day) – 32 different zip codes outside of Loveland.
- Collected zip codes from outside of Colorado – including Wyoming, Arizona and New Mexico
- Collected surveys from the downtown merchants/restaurants
 1. All merchants reported having increased sales on Thursday, Friday and Saturday night (some restaurants had a 1½ hour wait – customers stayed downtown). People enjoying downtown listened to live music, enjoyed great food and shopping and had a great time at the event.
 2. Other merchants were downtown on Saturday and Sunday morning (7:00 am) and reported that there were more people on the street than there are at noon on any given day.
 3. Other merchants requested that the sculptures remain standing for another week
 4. I would have a hard time finding something negative about this event. It was GREAT!! Wow what a turnout.
 5. There were many requests to keep the stores open longer on Friday and Saturday night.
- This event could not have been done without the kindness of the community. Local businesses stepped in to help with heavy construction work and equipment. A local farm allowed us to use their pond to make snow and we recycled the snow back into the creek. Businesses came together to stomp snow and volunteer for the event. Loveland was well represented to the visitors who came to the event.

It is estimated that **20,000 people attended the event during the 5 day event.**

PR REPORT

Through our media relations efforts, we generated more than **12 million** PR impressions for a PR value of more than \$15,000 in top-tier local and regional media. We targeted local newspapers in Loveland, Fort Collins, Greeley, Estes Park, Windsor and Berthoud. We also targeted Cheyenne Wyo., Breckenridge and Denver. We landed two publications in the Northern Colorado Business Reports as well. Clear Channel provided on air promotional support – PSA spots aired the 4 radio stations from January 9 – February 10, they also promoted the event on their website.

We also focused on generating opportunities and coverage through Denver-based television stations to draw tourists into Loveland for the event. Some highlights include:

1. Working with Channel 7 in Denver. The station taped the snow stomping competition that was used during the 10 p.m. newscast on Monday, February 4 to promote the event (45 seconds) – “What town in Colorado has Snow?”
2. Clear Channel taped a 30 minute radio show about the Snow Event for **Rocky Mountain Viewpoints**” which ran on all six northern Colorado and southern Wyoming radio stations reaching a huge range of potential visitors. E.L. Events also was interviewed for 2 segments on Tuesday mornings.

3. **The Coloradoan** included a feature story about in the event - January 31st Entertainment Guide – Ticket.
4. The **Berthoud Surveyor** included a story on the event last week in January.
5. The **Loveland Reporter Herald** established a unique partnership with us for diverse coverage. In addition to the feature stories, hosting the “Reporter Herald Media Favorite” on their Facebook™ page, they also set up a video camera to do a time-lapse video of a sculpture.
6. We also had negotiated a TV segment with Denver’s **KDVR Fox 31** morning show, however we had to cancel the event due to the inability to make snow given the warmer temperatures. E.L. Events had to cancel the segment.
7. **Rack Cards** – we distributed 10,000 rack cards. We also distributed rack cards in Estes Park during The Winter Festival and at the snow sculpture event in Breckenridge.
8. **5280 Magazine** also included the snow event in their article....Things to do in Colorado.

Social Media

1. Facebook™ - On average 300 people saw each Facebook™ post about Snow Sculpture Event.
2. 77 NEW likes on Facebook™ during January
3. Created New Photo Albums
4. Contest about how much a Snow Block weighs with Snow Sculpture promotional items.
5. Over 250 “Likes” for the Snow Sculpture page and over 1,000 likes on the E.L. Events Facebook™ page
6. Created a Pinterest™ Board for Snow Sculpture Event
7. Twitter™ Pages from Northern Colorado promoted the event.



Graphic Design Firm/Website Management:

- Met with Dawn and Cindy to establish guidelines for submission to the calendar.

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.) We continue to sell the heart (approximately one per month) – new map should be out mid Spring.

Summer Events

Started working on logistics and planning

- 1) Spirits at Sunset – June 21
- 2) Loveland Loves BBQ, Bands & Brews – July 12 & 13
- 3) Balloon Rally – unsure of location and date for the event (first or second week in August)
- 4) Loveland OktoberFest – September 20 & 21

Respectfully submitted

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