

Loveland Visitors Center Report

February was a banner month at the Loveland Visitors Center. Our traffic significantly increased due in large part to a sign on the south side of the building with the message “Official Loveland Valentines Sold Here!” resulting in higher sales and traffic count for the month. Business tapered off after the 14th, bringing in 1262 visitors in February. The bulk of our sales were paper goods (Valentine cards), clothing, and general merchandise. Many of our visitors were connected to the re-mailing program. The Loveland Chamber of Commerce/Small Business Development Center including Mindy, Logan, Emily, Mary Ann and Robin did a fantastic job for the re-mailing effort.

Efforts have been made and are ongoing to insure guest/ volunteer safety and wellbeing at the center. Supplemental heating was added to the restrooms and entry mats were added in the foyer. Carbon monoxide detectors were installed in the Visitor Center and Chamber respectively. Emergency panic alarms were tested along with fire, medical, and police response through ADT security service. Ken Cooper, Marc Kapaska, and Robert Gallegos all demonstrated the height of professionalism in their efforts to make the Loveland Visitors Center world class!

As part of our continuing education/training program, 22 volunteers & guests attended a Colorado Eagles hockey game on February 27th challenging San Francisco. All received a full complement of entertainment with the game extending into overtime and concluding with a tie breaker. These in person experiences enable our volunteers to “bring to life” the opportunities available to everyone in Loveland.

Volunteers & city staff continues to provide the highest quality guest experience. Arrangements are being made to visit the Sylvan Dale Ranch in May. Horseback rides, steak cookouts and fly-fishing. Who could ask for Smores?

Center Update:

<u>Month</u>	<u>Revenue</u>	<u>Traffic</u>
October	\$1,818.60	1006 people count
November	\$5,640.79	1116 people count
December	\$12,045.37	1772 people count
January	\$2,929.75	786 people count
February	\$5,651.66	1262 people count

Follow-up:	<u>Month</u>	<u>Ornament Sales</u>	<u>Total Sales</u>
	October	\$545.00	\$1,818.60
	November	\$4,025.00	\$5,640.79
	December	\$4,580.00	\$12,045.37
	January	\$455.00	\$2,929.75
	February	\$365.00	\$5,651.66

Customer Feedback:

“We came in for postcards of the Backbone and we are leaving with an entire wedding plan.”