

## Loveland Visitors Center Report

March proved predictable at the Loveland Visitors Center with typically slow traffic and moderate. We enjoyed relatively calm weather and saw a consistent daily traffic throughout the month. Spring break brought in travelers from out-of-state while locals also found the center a valuable resource for information on attractions, current events, accommodations, dining and shopping.

Staffing for the center was approved and the interview selection process proved fruitful. Two part-time and one temporary employee were vetted and have been welcomed to our team. Continued training to insure guest/volunteer safety and satisfaction are an ongoing endeavor at the center.

Many inquiries have been made regarding availability in May/June for accommodations, dining, etc.; with events like the Governor's Art Show, softball tournaments, historical reenactment, The Ranch special events and Sylvan Dale weddings to name just a few.

Our continuing education plan for volunteers and staff will be broad in focus. Plans include attending a theatre performance (Candle Light), touring: Sylvan Dale Ranch, Northern Colorado Water Conservancy, The Observatory (Berthoud), City of Loveland (Museum & Gallery, Library, Rialto, Chilson's Center, Art Space), Devil's Backbone and Loveland Bike Trail. Developing awareness of retail centers (i.e.; Promenade, Outlets, Downtown), Breweries/Distilleries (Big Beaver, Grimm Brothers, Loveland Ale Works, Rock Bottom, Dancing Pines, Spring 44) , Medical Facilities (McKee, Skyline, MCR), High Plains Environmental Center, Riding the COLT (parks and paths emphasis), locate public services (police, fire, parks, supplemental), understanding Service Organizations (Rotary, Lyons, Kiwanis, Elks, etc.) and Schools (public, charter, private at all levels).

### Center Update:

<u>Month</u>	<u>Traffic</u>
November	1116 people count
December	1772 people count
January	786 people count
February	1262 people count
March	862 people count

### Customer Feedback:

"This is a valuable resource for locals."

"We are considering a move here and appreciate your wealth of information on Loveland and the surrounding communities. We like the pace and affordability of your city."