



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: April 17, 2013
TO: Community Marketing Commission
FROM: Cindy Mackin, Visitors Services Coordinator

TITLE: April 17th 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** – 70,000 guides are currently being printed at Vision Graphics. They will begin to be distributed via Certified Folder Display and the Reporter Herald beginning April 28th. The guide is a comprehensive 72 page pictorial/editorial focusing on tourism and will be the key marketing collateral used to entice visitors to Loveland. We are joining the Denver CVB so that the guides can be distributed at DIA and the Visit Denver locations.
- **USA Pro Challenge** – The official route is planned to be announced at the end of this month. Public Works continues to meet with former Pro Challenge communities – Boulder/Golden to determine what they will need to adequately pull permits and work with the Corn Roast on barricades and timing of the event. We are in the process of planning several ancillary events to support the marketing of the USA Pro Challenge. Loveland will be advertising in a special 5280 Magazine about the USA Pro Challenge. They are featuring editorial about the communities that the Challenge will go through!
- **Visitor Center** - The Visitor Center traffic and sales slowed during the month of March, however, sales were still at \$1,026 - Total YTD sales of over \$8700! Traffic also slowed with a total visitor count of 862 visitors this year vs. 851 LY. We were able to hire 2 part time employees and one temporary employee that will work at the

Visitor Center enabling Gary to start his grass root marketing/concierge programs with local hotels and tourism stakeholders. Dawn/Gary will begin training the new employees at the end of April. We are gearing up for our Summer Kick off at the Visitors Center on May 4th. Mark your calendars – this event is not to be missed. Ancillary events with the USA Pro Challenge, the release of the 2013/14 Visitors Guide and official launch of the website – There are a LOT of plans in the works to make this a great kick off to a busy summer season!

- **DMAI Conference** – What an amazing conference! Dawn and I traveled to Washington DC for the DMAI Destination Marketing Association International conference on March 14th. We were one of hundreds of destinations that were representing their city and their conference services. We brought our information from our conference partners and our Visitors Guide/Loveland items and were very well received as “new” inventory in the Industry. We are working on a follow up letter/packet that will include the new Visitors Guide to the over 100 meeting and event planners that we met with during the conference. Other Colorado cities represented were Denver, Aspen, Colorado Springs, Boulder and Steamboat Springs.



- **Website** - Book direct function is up and running! – We continue to add businesses and content daily; we are working on adding a Meetings and Events guides, comprehensive restaurant list and tours/ itineraries to the website! We will be officially launching the website at the May 4th Summer Kick off at the Visitors Center.