



CITY OF LOVELAND
DESTINATION LOVELAND

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MEETING DATE: May 15, 2013
TO: Community Marketing Commission
FROM: Cindy Mackin, Visitors Services Coordinator

TITLE: May 15th 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:

- **USA Pro Challenge** – The route was officially announced on April 25th. This garnered a lot of media attention from in state to around the world. Here is the link from the 9 news announcement with Shawn Hunter and Susie Wargin.
<http://www.9news.com/rss/story.aspx?storyid=332491>
Staff continues to serve on 6 of the 9 sub-committee meetings to ensure that all city departments and the Pro Challenge and the Corn Roast are in communications about the days events. Specifically we are working on collaterals and a PR/Marketing plan for education on race day, where to park, how does it impact visitors, residents etc.
- **Visitor Center** - The Visitor Center traffic and sales were back on track for the month of April. The Visitors Center saw 1138 visitors this April versus 807 LY. Sales totaled over \$2100! Gary has begun to reach out to the hotel communities and business and establish FAM tours at Sylvan Dale and Embassy Suites. The Summer Celebration kick off at the Visitors Center on May 4th was a complete success! Over 769 people signed in for the event not including the numerous attendees that were outside and the vendors. The sales for the day were over \$1038!! From the free Chick Fil-a to the tours on the fire engine, Sylvan Dale horseback rides to fanboni rides and samples, the day was truly everything you Loved about Loveland and a great way to kick off the

tourist season. We received a lot of positive feedback and comments from the attendees and vendors. Sylvan Dale, Eagles, Police and Fire all expressed an interest in coming back next year. We will definitely look at making this an annual event. Thank you for all who attended volunteered your time at the booths and attended.



- **DMAI Conference** – Staff attended the DMAI conference in Chicago - marketing Loveland as a great destination for conferences and retreats. The show was very successful, however not as large as the Washington DC show. We will be working with hotels to follow up on these leads generated.
- **Website** - Staff has been working with Fyn PR to develop our social media strategies for the year. Focusing on growing facebook and twitter followers, content, stories contests etc to engage the public on Loveland's tourism information.
- **Eagles Partnership** – Met with Eagles, hoteliers to discuss the 2012/13 season and partnership and had a postmortem discussing, successes, challenges and future opportunities.