



E.L. EVENTS
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CMC REPORT – APRIL, 2013

Website Management:

- Approximately 10 calendar items are added each week to E.L. Events Community Website Calendar. Continue to research events to add to both Visit Loveland Colorado Calendar and E.L. Events.
- Will be sending out press release this month to encourage agencies/people to submit events on both calendars.

Summer Events

- 1) **Spirits at Sunset** – has been moved from June 21 to **August 16 at Foote Lagoon**. We are working with 3 different distilleries, the 4 breweries and Sweetheart City Wines to provide drinks and a local catering company to provide the food. Tickets will be \$25.00 per ticket or \$40.00 per couple. Our goal for the event is 400 people.
- 2) **Loveland Loves BBQ, Bands & Brews – July 12 & 13 – Downtown Loveland**
Continue to collect sponsors for the BBQ Event and the Car Show.. Bands have all been selected – Friday night headline band – Soul School/Funk & 70's and Saturday night headliner band – That Eighties Band (music 5-10pm on Friday and 11:00-10:00 pm on Saturday). Twenty plus food booths have confirmed, Anheuser Busch and the 4 local breweries are also participating. We are planning on some unique children activities and a People's Choice competition between the BBQ Vendors. Non-profits benefitting from this event are House of Neighborly Service and the Boys & Girls Club. Studio Blue Bird will also have their Salvage Art Show at the Feed & Grain during this event.
- 3) **Loveland OktoberFest – September 20 & 21 – Foote Lagoon**
Excited for this first time event – Grimm Brothers and E.L. Events are partnering together to present Loveland's OktoberFest. Sponsors have signed up for the event. Headline bands have been selected We are soliciting 25 food vendors and again we are hoping that all local breweries will participate in this event. We are looking for unique vendors (i.e. cuckoo clocks, etc) and planning many activities for children and adults!! The non-profit benefitting from this event will be Colorado Youth Outdoors.

Other Details

- Working on details for a possible Winter Spirit Tasting in December
- Marketing ideas for the City with HeART program – we have 4 confirmed hearts ordered (which brings us up to 30 hearts – three additional organizations are planning on purchasing hearts also.

Respectfully submitted
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