



CITY OF LOVELAND
DESTINATION LOVELAND

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MEETING DATE: June 19, 2013
TO: Community Marketing Commission
FROM: Cindy Mackin, Visitors Services Coordinator

TITLE: June 19th 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** – Staff continues to work on the committees to support the USA Pro Challenge. We are currently working on creating a voucher system for media and staff with local Loveland restaurants as the host city has to provide 500 vouchers for food. We are working with Public Works to develop the traffic plan. We are also working to create a map for collateral for marketing and public outreach. We are excited to announce that beginning in July the Visitors Center will be carrying the official Northern Colorado USA Pro Challenge Stage 6 merchandise! Dawn will be working with the OCSD to produce a monument to commemorate the USA Pro Challenge in Loveland.
- **Visitor Center** - The Visitor Center traffic and sales were significantly up for the month of May. The Visitors Center saw 2378 visitors this May versus 705 in 2012. Sales totaled over \$4300 up 621% over last years sales of \$528! The Summer celebration on May 4th was a complete success and added to the increase in traffic and sales. Gary has been very busy this month coordinating several FAM tours. Gary coordinated a FAM tour for 35 State welcome center volunteers in which we showed them the “Best of Loveland” in a single day. The volunteers were treated to a tour of Art Castings, Benson Sculpture Park, Devil’s backbone, Lunch and wagon rides at Sylvan Dale, tour of the Rialto, Museum, Promenade Shops, Chapungu, and drinks and appetizers at Embassy Suites. The Welcome Center team commented that this was the

BEST FAM tour they have ever been a part of! Gary also coordinated a FAM tour utilizing the Super Shuttle, he took our volunteers on a FAM tour of all of our hotels prior to our “busy” season in order to educate the volunteers on all of the amenities of our hotel properties in order to “sell” Loveland better.



- **POW WOW** – Staff will once again be representing Loveland in the State of Colorado’s booth at Pow Wow IPW the largest tourism and travel trade show in the US from June 8 – 12. This conference is attended by over 7000 of the leaders in tourism, receptive operators and media. The state has over 250 scheduled appointments during the conference.
- **Website/PR** - Staff has been working with Fyn PR to develop our social media/PR strategies for the year. Our Facebook numbers have grown to over 500 so far. We garnered a LOT of press in the last month and Nicole will be providing a monthly PR and Social media report to present to the CMC every month.
- **Sculpture Shows/Art Weekend partnership:** Visit Loveland is partnering with the Sculpture in the Park/ Sculpture Invitational and Art in the Park to provide bus shuttle service to the three shows this year. Visitors Center volunteers will be staffing 5 booths at the shuttle stops. Our volunteers will be passing out visitors guides and coupons for the Visitors Center while utilizing this opportunity to learn more about our visitors by taking zip codes for analysis. We will have Visit Loveland banners displayed on all of the shuttles. Visitors Guides will also be passed out to attendees at the front gates of the shows. We truly feel this is a WIN WIN partnership for Visit Loveland and the art shows.