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VisitLovelandCO.com

MEETING DATE: August 7, 2013
TO: Community Marketing Commission
FROM: Cindy Mackin,
Visitors Services Coordinator
TITLE: August 7, 2013 CMC Update

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 USA Pro Challenge is a little over 3 weeks away! Staff is in full swing attending 3-4 meetings a week to wrap up all of the details concerning the USA Pro Challenge. Voucher program was completed and printed for media and staff with local Loveland restaurants. Staff created a door hanger which is currently printing for distribution to all houses/businesses along the route explaining the rolling closures and giving website and social media outlets for further information. Dawn created a joint map detailing Corn Roast, Pro Challenge with a timeline and list of events, parking areas etc.. We are excited to announce that the Visitors Center is now carrying the official Northern Colorado USA Pro Challenge Stage 6 merchandise! Staff is exploring the option of creating an engaging Loveland Heart for the Pro Cycling Challenge monument. We have received a lot of great press on the upcoming event. The Local organizing committee has hired a clipping service and we will be presenting those findings at the conclusion of the race.
- **Visitor Center** - The Visitor Center traffic and sales were significantly up for the months of June and July. The Visitors Center saw 1870 visitors this June versus 979 in 2012. For July the Visitors Center saw 2241 visitors in 2013 versus 985 in 2012! As of July 31st, we have had 10,537 visitors to the Loveland Visitors Center, just 300 shy of what our numbers were for the entire year in 2012 and we still have 5 months to go! Sales have skyrocketed due to increased awareness, merchandise selection (we just received the new polos, food items, USA Pro Challenge merchandise) and focused customer service and sales training. The staff has been manning the USA Pro Challenge



booths at Loveland events promoting Loveland, the USA Pro challenge and the new merchandise at the Visitors Center. Way to go team!

POW WOW – Staff represented Loveland in the State of Colorado’s booth. Staff personally attended over 60 meetings with travel and tourism professionals, promoting Loveland to tour operators and receptives from all over the world and also to the State of Colorado reps. We already have secured two journalists who will be coming to Loveland in August because of the meetings and the relationships established during these meetings. We continue to work on educating attendees about Loveland and hope to grow these relationships even further. Staff’s goal is to get more hotels to work with receptive operators to book domestic and international travelers to Loveland.

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- **Website/PR** - Please see attached Website PR Report
- **Sculpture Shows/Art Weekend partnership:** Visit Loveland is gearing up for our newly created partnership with the Sculpture Shows and Art in the Park. Gary Light has secured staffing for the 4 bus stop booths during the show. We will be handing out Visitors Guides and taking a small intercept survey and supplying the attendees with a Visit Loveland complimentary paper fan. We are also printing magnetic signs for the busses that show images of Loveland and our new website. We will have traveling billboards with our website information on it all weekend! We will report the intercept survey information at our September meeting.
- **Rand McNally – Best Small Towns Contest** --Rand McNally has just announced its 2013 Best Small Towns Contest. There is an overall category, most beautiful, most fun, friendliest, Most Patriotic, Best Food and Best for Geocaching categories. Fyn PR has created a page for Loveland.

You can vote once a day. It would be a wonderful way to show the rest of the world that we are the Best Small town in America! It would be a great designation to achieve to help further our tourism message. Staff is in the process of creating a button on the website but for now you can share this link

<http://www.bestoftheroad.com/town/loveland-co/3352>