



**Cindy L. Mackin**  
City of Loveland, Colorado  
Visitor's Services Coordinator  
Economic Development

500 E. 3 St. Suite 300  
Loveland, CO 80537

Direct 970 962 2626  
Cell 970 290 8810

VisitLovelandCO.com

MEETING DATE: October 16, 2013  
TO: Community Marketing Commission  
FROM: Cindy Mackin,  
Visitors Services Coordinator  
TITLE: October 16, 2013 CMC Update

---

**SUMMARY:** This is a monthly update to the CMC for the months of September and October

---

- 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 day was a total success, from one of the largest Start festivals on the tour to our very own Mayor shooting the start gun to the sprint through Loveland and the Corn Roast Festival – the day was filled with many memorable scenes. This race was a regional effort that truly paid off, the cities were happy, the businesses thrived, the tour was thrilled. A huge thank you to the CMC and City Council for supporting this effort by appropriating lodging tax dollars to support this effort. A huge thank you to all of the city departments, police, fire, parks, EMS, cultural services EVERYONE helped to bring this together. We can be especially proud that we were able to host an event of this national and international magnitude. We are still in the process of gathering information on the media impressions and impact the race had. The Local Organizing Committee will be presenting their findings in a report in October. One finding that we are able to report is that lodging Tax was up 12% for the Month of August and up 1% for September! YTD we are up + 7.8% for a total collection year to date of \$546,079.47! A HUGE thank you to our very own Ben Price who volunteered his time to film and create an amazing video that really captures the essence and excitement of the day. Thank you Ben! Here's the link: (be sure you view the 'HQ' version for maximum quality) <http://youtu.be/4DqaHsxR-04>
- **Visitor Center** - The Visitor Center traffic and sales were significantly up for the months of August & September! As of September 30th, we have had 14,383 visitors to the Loveland Visitors Center which surpasses last years total for 12 months by 3,383 visitors and we still have 3 months to go! Sales skyrocketed primarily because of the Pro Challenge merchandise and new Colorado offerings, our Visitors Center staff sold almost \$7,000 worth of merchandise for a total increase of 268% for August and un-audited



sales of \$5,854 for the month of September a 258% increase for the month and 477% increase YTD.

**Cindy L. Mackin**  
City of Loveland, Colorado  
Visitor's Services Coordinator  
Economic Development

500 E. 3 St. Suite 300  
Loveland, CO 80537

Direct 970 962 2626  
Cell 970 290 8810

[VisitLovelandCO.com](http://VisitLovelandCO.com)

- **Website/PR** - Please see attached Website PR Report for September and October.
- **Governor's Tourism Conference** – Staff represented the City of Loveland at the annual Governor's Tourism Conference October 1-4<sup>th</sup> in Telluride. The city presented attendees with a goodie bag including our Loveland Chocolate heats. We have also secured 2 fabulous baskets for the silent auction showing the BEST of the best of Loveland packages including stays at Embassy Suites, Budweiser Event Center Brewery tours, shopping, restaurants and more! Staff also attended the Annual CADMO meeting for the state of Colorado and gave a report on Loveland. Staff was proud to report our successes over the last year including Loveland has the highest percentage of increase of lodging tax year to date and the 2<sup>nd</sup> highest occupancy. Staff connected with the State CTO, discussed the new Brand for Colorado.
- **Fall Newsletter** - We are excited to present our 2<sup>nd</sup> official e-newsletter for the October events. Our list has grown so much in the last month, we now have to pay additional monies to have it delivered! Keep spreading the word – tell your friends/colleagues to sign up!
- **Business Appreciation Event** - We were very excited to be a part of this year's Business Appreciation event, the Visitors Center had a booth at the event and provided some goodies for the bags. CEO of Squaw Valley Andy Wirth made a great presentation to all attendees with a tourism/hospitality message.
- **Colorado Eagles** – Staff is working with the Colorado Eagles on new promotions this year that will expand our reach and presence to the attendees of the game including being the sponsors of the KISS cam and we are working diligently on a program to provide hotels with discounted tickets to incentivize guests to stay and play in Loveland on game days! More to come. We will also be giving away goodie baskets to the Kiss Cam winners featuring Loveland activities/attractions, restaurants, shopping and more!
- **Tourism Flood Report** – On Friday, September 13<sup>th</sup> – 14<sup>th</sup> excessive rain within a 24 hour time period caused flood waters to ravage Northern Colorado, destroying US 34 through the canyon and businesses/homes along the Big Thompson River. The closure of US 34 is especially concerning as it is the main access way to Estes Park and Rocky Mountain National Park. Much of our messaging for Visit Loveland focuses on our proximity and ease

of access to these locations. There were over 3.4 million Visitors to RMNP in 2012 alone, many of those utilizing the Loveland US 34 route to get there. With the closure of US 34, Visit Loveland is currently analyzing their marketing and messaging strategies to combat this closure.

- We are happy to report that none of our hotels received any flood related damage and are all open. A very large loss to the tourism industry included Sylvan Dale Guest Ranch which was under water and many of the buildings and land were destroyed. They have closed down and had to lay off all staff.
- Marianna Butte experienced damage on several holes on the back nine, but have repaired and re-opened. Staff surveyed hotels regarding the flood and the impact it is having currently on their hotels and their projected impact in 2014. We received varying messages from the hoteliers but for the most part, they have all seen increases in occupancy post flood due to displaced residents from Larimer and Weld counties, FEMA personnel, Red Cross etc. Many of them are still full with oil and gas personnel and business travelers. Extended stay properties were completely full. La Quinta and Embassy Suites have picked up wedding business from Estes Park/Sylvan Dale and Longmont venue cancellations. Embassy Suites has even started hiring employees from Estes park hotels who live in Loveland that can no longer get to work. When asked about the future of the lodging tax, most hotels agreed that there will be an impact if US 34 is not open to visitors by next summer.
- Visit Loveland is taking a pro-active public relations/ marketing approach in spreading the word that many of our areas are not affected by the flood. Staff has been interviewed on several radio stations regarding tourism in Loveland and Northern Colorado. Staff has also worked with our PR/Social Media contract to increase messaging about the floods and donations to the DAC.
- Visit Denver contacted Visit Loveland to partner with them and their Mile High Holiday Promotions Marketing effort to market the Colorado Front Range and the areas affected by the flood. Loveland as well as Greeley, Fort Collins, Estes Park, Longmont and Boulder have come together to jointly market the Front Range for the Holidays under the current Visit Denver Mile High Holidays program.
- Visit Denver has been EXTREMELY generous in including Loveland in their Holiday campaign that is comprised of a 12 page insert with a distribution of 670,000 throughout Albuquerque, NM, Austin and Dallas, TX, Wyoming, Nebraska, Kansas and Denver. We will also be featured on Digital Billboards in downtown Denver and MileHighHolidays website. Staff is working with the Loveland Hospitality Association as well as local partners (Ranch, Budweiser Event Center, Eagles, Promenade Shops at Centerra, Marketplace at Centerra, Outlets at Loveland, Downtown) to develop some holiday themed packages that can be advertised and sold through the Mile



High Holidays website. This campaign will start in Mid-October and run through January 2014. Staff is working to develop copy, advertising for this promotion. This added exposure during the holiday season will combat the negative images that have been released to the media about Northern Colorado and will enhance our message that Loveland is OPEN for business and encourage visitors to Eat, Shop, Skate, Play and Stay in Loveland for the Holidays.

**Cindy L. Mackin**  
City of Loveland, Colorado  
Visitor's Services Coordinator  
Economic Development

500 E. 3 St. Suite 300  
Loveland, CO 80537

Direct 970 962 2626  
Cell 970 290 8810

[VisitLovelandCO.com](http://VisitLovelandCO.com)

