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VisitLovelandCO.com

MEETING DATE: November 20, 2013
TO: Community Marketing Commission
FROM: Cindy Mackin,
Visitors Services Coordinator
TITLE: November 20, 2013 CMC Update

SUMMARY: This is a monthly update to the CMC for the month of November

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:


Visitor Center - The Visitor Center traffic and sales were significantly up for the month of October. As of October 31st, we have had 15,484 visitors to the Loveland Visitors Center which translates to a 41% increase over last years total of 10,821 visitors to the Visitors Center and we still have 2 months to go! Sales continue to skyrocket, even during our slower months with the addition of new merchandise. Unaudited sales for October were \$4267 which translates into an increase of 147% over last year's October sales of \$1871. Staff attended the Holiday show at the merchandise mart in Denver and purchased new items for the Holidays. The Visitors Center is getting geared up for their Annual Holiday Open House on Saturday, November 23rd from 10-2. This event will be advertised in the Reporter Herald and local calendars and via social media channels.

Highlights of the event will include Free Photos with Santa, Free kids activities, glitter tattoos, Appearances and giveaways from the Colorado Eagles Mascot, Free Chick Fil A sandwiches and holiday entertainment provided by the Dicken's Carolers and the Loveland Choral Society. It is expected to be a great event and venue for highlighting all of the great events and activities occurring in Loveland for the Holidays!

Website/PR - A lot of GREAT things going on! Please see attached Website PR Report for November – Nicole Yost from FynPR will be making a presentation with an explanation of the reports at the December meeting.


Holiday Newsletter - We are excited to present our 3rd official e-newsletter for the November/December events. Our list has grown to over 7000 names! Keep spreading the word – tell your friends/colleagues to sign up!

Visit Loveland, Colorado E-News November 2013 [View this email in your browser](#)



Holidays You Love


Take advantage of Mile High Holiday Packages in Loveland



Glistening snow. A wish for Santa. An abundance of laughter and smiles. Skate, shop, stay in Loveland, Colorado this holiday season. Catch a Colorado Eagles professional hockey game. Have breakfast with Santa and create lifelong memories by creating your own holiday ornaments. Find that perfect holiday gift or stocking stuffer at one of many boutiques, national retailers or outlets stores found at the Promenade Shops at Centerra, the Marketplace at Centerra, downtown and the Outlets at Loveland. Afterwards, breeze around the ice in the crisp

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BOOK YOUR LOVELAND Getaway



Loveland Visitors Center Holiday Open House Nov. 23

Colorado Eagles – The Colorado Eagles have kicked off their season and Visit Loveland was on hand staffing a booth at the opening night to an amazing sold out crowd. Visit Loveland has even more of a presence this year with the addition of more video commercials, the KISS Cam, more radio and booth nights. We collected over 500 names that night alone to add to our database of customers for our e-newsletter! We partnered to create a commemorative cowbell with the VISIT LOVELAND brand on it for the initial game.



Mile High Holidays - The Kick-off for the Mile High Holidays Promotion was November 13th at the Denver Center for the Performing Arts. Representatives from the participating cities including Mayor Cecil Gutierrez of Loveland, and representatives from Fort Collins, Longmont, Greeley, Estes Park and Boulder were on hand to help Denver Mayor Michael Hancock kick off the Holiday Season in the Mile High and the Front Range. As you are aware, 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.

The marketing promotion, valued at more than \$1 million of paid and in-kind advertising, is designed to market Denver as the ultimate holiday vacation destination for the period of late November through New Year's Eve fireworks and through National Western Stock Show & Rodeo in January. Sponsored by VISIT DENVER, the City of Denver and more than two dozen other partners, the integrated marketing campaign will reach 10 markets throughout the Rocky Mountain region and the West through radio and television commercials, direct mail, regional newspaper and magazine ads, outdoor billboards, RTD ads, newspaper inserts, digital ads, a dedicated website, public relations and social media promotions. A total of \$500,000 is being invested in the campaign, which through media partnerships and in-kind services will generate an advertising value of more than \$1 million.

The Denver Mile High Holidays Marketing Campaign 2013 Includes:

Target Markets

- Denver Metro
- Regional:
 - NM: Albuquerque, Santa Fe
 - WY: Casper, Cheyenne
 - NE: Omaha, Lincoln, Scottsbluff
 - KS: Wichita, Kansas City
 - TX: Dallas, Houston
 - MT: Billings
- In-State: Aspen, Colorado Springs, Durango, Fort Collins, Glenwood Springs, Grand Junction, Greeley, Gunnison, Pueblo, Summit County, Steamboat Springs, Vail

Media Vehicles

Television

- 1,707 total spots on CBS4, Comcast Colorado, Comcast Albuquerque, Comcast Cheyenne and Entravision TV

Radio Promotional spots and prize package giveaways on multiple top-rated stations including:

- Entercom (KOSI-FM, KALC-FM, KQMT-FM)
- Entravision, Spanish-language KJMN-FM

Outdoor Vehicles

- 6 Billboards, 30 posters, 16th Street Mall shuttle bus boards, RTD Light Rail exposure, Denver Pavilions and Colorado Convention Center/Denver Theater District digital signage exposure and Yellow Cab taxi toppers

Ten-page Newspaper Inserts

- Reaching 682,000 households
Newspaper Print Ads
- 10 markets, plus Denver metro with more than 5.3 million impressions
Magazine Print Ads
- 445,000+ impressions
Multicultural Print Ads
- 400,000+ circulation in *La Voz*, *El Comercio*, *El Semenario* and *VIVA! Colorado*
Online Banners/Ads
- 13+ million impressions on five sites (denver.cbslocal.com, DenverPost.com, KOSI101.com, Alice1059.com, 995themountain.com); seven display, video, mobile ad networks
Direct Mail
- 100,000 direct mail to consumers in regional/state markets
E-blasts
- E-blasts through Colorado.com plus monthly VISIT DENVER e-news deployed to 770,000+ subscriber database
(*New York Times* “Great Getaways” sent to 425,000 subscribers)
- eNewsletters through Colorado.com, *AAA Encompass*, *Texas Monthly*, *Westword* and Entercom partner stations.)
National & Regional PR
- Up to five national and regional press releases distributed to more than 4,000 publications
Social Media Tactics
- Twitter and Facebook postings and giveaways

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.



2014 Advertising –

We are in the process of creating ads already for the 2014 campaign. Staff has been working diligently on creating new content a fresh look and visuals for the 2014 season. Included below are ads from the CO State Vacation Guide, a joint ad with Fort Collins for the International CO guide and the January/February edition of Colorado Life where they will be doing a feature story on the SNOW event in Loveland!

LOVELAND
- COLORADO -
EVERYTHING YOU LOVE

COME FOR THE CULTURE STAY FOR THE *Adventure*

Take a glimpse into history at our accredited Museum/ Gallery, discover Zimbabwe at Chapungu Sculpture Park, find yourself center stage at a national touring performance. Home to the largest outdoor sculpture show in the US and named as one of the top five art towns in America, Loveland, Colorado has art you love and so much more. Find the keyhole while hiking or biking the trails at Devil's Backbone. Discover your inner cowboy while horseback riding through the foothills. Shop until you drop at one of our many outdoor shopping centers, outlets or unique boutiques. Find liquid therapy at one of Loveland's microbreweries or distilleries. Come for the culture, stay for the adventure. *Create your Loveland adventure and book your stay today.*

VisitLovelandCO.com

VISITORS CENTER • 970.667.3882
I-25 at US 34 • Loveland Exit 257

EXPERIENCE COLORADO'S GREAT OUTDOORS

WITH A SIDE OF CULTURE & FUN

Nestled in the foothills of the majestic Rocky Mountains, Northern Colorado is the ultimate year-round playground. Located only 45 minutes north of Denver and 45 minutes east of Rocky Mountain National Park, experience 365 days of outdoor adventure, abundant culture, the area's best shopping and distinctive landmarks in Fort Collins and Loveland, CO.

Explore a new side of Colorado, featuring:

- » Colorado's Craft Beer Capital
- » One of the Nation's Best Small Arts Communities
- » One of the Largest Entertainment and Sports Venues in Colorado
- » The Inspiration for Disneyland's Main Street USA
- » America's Largest Outdoor Sculpture Show
- » Fun, Free Festivals and Events
- » Colorado's ONLY nationally designated Wild and Scenic River
- » FREE 3-day bike rentals



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EVERYTHING YOU LOVE
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LOVE IS IN THE *Air*

JIM & ANN
32 YEARS


the
Sweetheart City
LOVELAND, CO.



In the nation's Sweetheart City, Valentine's Day is more than a day – it is a celebration of Everything You Love. Here, romantic heart-shaped love notes dot the streets. Here, art and sculptures take new forms. Here, local craft brews are transformed into love potion. Twirl around the ice in the crisp Colorado air at The Ice Rink at The Promenade Shops at Centerra. See magnificent sculptures intricately carved out of snow at Snow Sculpture in the Dark in downtown Loveland. Take in the action of a Colorado Eagles game. Embrace contemporary art at the Love + Light exhibit at the historic Feed & Grain. Tour the nation's largest Valentine Re-Mailing Program. Sample Loveland brews on a brewery bus tour. Love is in the air 45 minutes north of Denver in the heart of northern Colorado. Plan your getaway now at www.VisitLovelandCO.com.

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