



MEETING DATE:

December 18, 2013

EVERYTHING YOU LOVE TO:

Community Marketing Commission

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

FROM:

Cindy Mackin,  
Visitors Services Coordinator

TITLE:

December 18, 2013 CMC Update

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

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VisitLovelandCO.com

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 November. As of November 30th, we have had 17,080 visitors to the Loveland Visitors Center which translates to a 57% increase over last years total of 10,821 visitors to the Visitors Center and we still have 1 month to go! Sales continue to skyrocket, even during our slower months with the addition of new merchandise. Unaudited sales for November were \$8397.41 which translates into an increase of 66 % over last year's November sales of \$5045.76 . Loveland held it's 2<sup>nd</sup> Annual Holiday Visitors Center open house to great success! Over 600 attendees! Highlights of the event included 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. The Visitors Center achieved it's highest ever sales day of \$1935.11! Thank you to all of the sponsors and attendees including CMC members and City Councilors and staff for supporting this event and spreading the LOVE this holiday season with gifts from Loveland!





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### **Hwy 34 Opens to Estes -**

Staff attended the Grand Re-opening of US Hwy 34 to Estes. Gov. John Hickenlooper, Mayor Gutierrez, County commissioners and City Council members were on hand with the Colorado Department of Transportation (CDOT) on Thursday, Nov. 21, to mark the official opening of U.S. 34 between Estes Park and Loveland. The opening of U.S. 34 restored full connectivity on all routes into and out of Estes Park. Officials painted the final stripes on U.S. 34 to officially mark the completion of the temporary repairs and the opening of U.S. 34. An exciting day for all!



**Website/PR** - Social Media continues to grow! Please see attached Website PR Report for November – Nicole Yost from FynPR will be making a presentation for the CMC to explain the metrics.

### **Holiday Newsletter -**

The December issue of the Visit Loveland newsletter will be distributed this week. Focusing on New Years Eve excitement, recipes, Holiday happenings and more. Our distribution list continues to grow and grow! Sign up today at <http://www.visitlovelandco.org>

### **Mile High Holidays –**

The Mile High Holidays campaign is in full swing. The 12 page insert was distributed in late November to over 670,000 throughout Albuquerque, NM, Austin and Dallas, TX, Wyoming, Nebraska, Kansas and Denver. Staff attended the parade of lights and witnessed first hand the holiday digital billboard that displayed our LOVELAND message every 5 minutes! An amazing partnership that we are so grateful for this holiday season!

## Destination Colorado – Front Range Showcase -

Staff attended the 17<sup>th</sup> annual Destination Colorado Front Range trade show which attracts over 500 corporate meeting and event planners! Staff once again dominated the trade show handing out our signature Visit Loveland goodie bags and was even recognized on stage for giving away an amazing GRAND PRIZE package to Loveland including an overnight stay at the Embassy Suites, Eagles tickets, Brewery merchandise and beer, etc. A great way to get our name out there to the hundreds of companies searching for meeting destinations for 2014 and beyond!

Happy Holidays!

