



MEETING DATE: January 15, 2014
TO: Community Marketing Commission
FROM: Cindy Mackin, Visitors Services Coordinator
TITLE: January 15, 2014 CMC Update

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

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:

New Staff Member Joins Visit Loveland! –

A lot of Staffs time in December was dedicated to filtering through the 134 resumes we received for our new Visit Loveland Administrative position! After a very long and arduous interview process, we made an offer to Beata McKee on Christmas Eve and she accepted. Beata recently moved from the Dallas area, she and her husband and daughter fell in LOVE with Loveland last summer when they accidentally stumbled upon it on their way back from Estes on July 4th. They watched the fireworks over the lake and the rest is history. Beata has a very strong administrative and project manager background and in her three days in the position she has already made a HUGE difference in time management. We are thrilled that the CMC recommended additional staff for Visit Loveland and are even more thrilled that we found Beata. Welcome Beata!



Visitor Center - The Visitor Center ended 2013 with amazing numbers! As of December 31st, we have had 17,897 visitors to the Loveland Visitors Center which translates to a 65% increase over the 2012 total of 10,821 visitors to the Visitors Center! Unaudited sales for Visitors Center show an overall increase of 62%, \$58,263 in 2013 vs. \$35,872 in 2012. Staff credits the addition of the new part time employees, the leadership of the Visitor Center management and the new merchandise for this increase. A huge thank you to Gary and his staff for a successful year at the Visitors Center. We

have already merchandised the center for Valentine's Day and are gearing up for a successful 2014.

Website/PR - Social Media continues to grow! Please see attached Website PR Report for December.

E-Newsletter -

The January issue of the Visit Loveland newsletter will be distributed this week. Focusing on Valentines Day packages, Snow Sculpture and more. Our distribution list continues to grow and grow – we are at over 7600 names! Sign up today at <http://www.visitlovelandco.org>

Mile High Holidays – Mile High Holidays continued to promote all of our Loveland events through their billboards in downtown and their holiday website, print and advertising efforts. A huge thank you to the Denver CVB for this partnership during the holidays – we were up 19% in lodging tax in December and this truly helped with our exposure!

Snow – Sculpture in the Dark –

Marcie Erion and Cindy Mackin continue to work with Event Coordinator Sally Buopane to manage the Snow Sculpture in the Dark event. Sally is working vigilantly with city staff, the downtown merchants and has even partnered with Love and Lights and other community events occurring Valentine's Day weekend for a spectacular event including over 8 teams from all over Colorado including Arvada and Breckenridge! The event location will be moved between Cleveland and Garfield. Sally has already secured several additional sponsors and is working on new exciting programming to enhance the sculpture in the dark experience including a DINE with the sculptors evening on February 13th.

