

Visit Loveland 2013



YEAR IN REVIEW – A YEAR OF PARTNERSHIPS





2013 A Year of Partnerships



BUILDING ON THE MOMENTUM OF OUR INAUGURAL YEAR OF MARKETING LOVELAND AS A VISITOR DESTINATION, 2013 WAS AN EXCITING YEAR FOR VISIT LOVELAND. A YEAR MARKED BY THE HISTORIC HIGHS AND INTERNATIONAL EXPOSURE OF THE PRO CHALLENGE AND THE HISTORIC LOWS OF THE DEVASTATING FLOOD. THROUGH IT ALL THE PEOPLE OF LOVELAND RALLIED AND PARTNERED TO SHOW THE WORLD THAT WE ARE OPEN FOR BUSINESS AND WE ARE COLORADO STRONG.

THE PAGES THAT FOLLOW OUTLINE WHERE WE ARE AS IT RELATES TO THE VISIT LOVELAND STRATEGIC MARKETING PLAN AND WHAT WE HAVE ACCOMPLISHED TO DATE.



Vision

Establish and promote Loveland as a world-class destination for art, leisure and business visitors.

Mission

Promote visitation to increase visitor spending in the Loveland economy.

Goals and Actions

The Goals and Action Items that follow are intended to guide the actions City staff and to inform decision making by the City Council over next five to ten years.

GOAL # 1

Develop the organizational structure to achieve long term success and manage lodging tax revenue



1. Hire a qualified full time employee whose responsibility is to implement the Destination Loveland Strategic Plan.
 - ✓ Visitor Services Coordinator hired in February 2012. In 2013 CMC recommended that additional part time staff was hired at the Visitors Center and another full time administrative was designated solely to aid Visit Loveland. Part time help (3) were added to the Visitors Center and (1) full time admin tech was added in December 2013.
2. Contract and collaborate with local, regional and state partners for events, marketing and other services that include: Community events, operating the visitors center and other visitor destinations and services, marketing for regional, state and national events and promotional campaigns
 - ✓ Partnered with Fort Collins, Estes Park and Windsor to host stage 6 of the US Pro Challenge.
 - ✓ Partnered with the Colorado Eagles to host the ECHL All Star game broadcast to over 10 million fans! Partnered on a promotional campaign and to bring 800 hotel rooms to Loveland and sponsor 36 sold out games.
 - ✓ Partnered with Budweiser Event center as title sponsor of their ticketing BEC website.
 - ✓ Partnered with State of Colorado on representing the state at POW WOW the largest tourism/travel trade show in the US.
 - ✓ Partnered with the Sculpture Shows to provide transportation for visitors during the largest outdoor Sculpture show in the US.
 - ✓ Partnered with local CVB's to produce regional beer and wine brochures.

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GOAL # 1

Develop the organizational structure to achieve long term success and manage lodging tax revenue



2. Contract and collaborate with local, regional and state partners for events, marketing and other services that include: Community events, operating the visitors center and other visitor destinations and services, marketing for regional, state and national events and promotional campaigns.
 - ✓ Partnered with the Chamber to produce Corn Roast Festival.
 - ✓ Partnered with Local businesses to support Art in the Park, Artist Studio Tours and Love and Lights events.
 - ✓ Partnered with Cultural Services to bring the GOYA exhibit to the Loveland Museum/Gallery.
 - ✓ Partnered with EL Events to produce destination events including Snow Sculpture in the Dark, Blues Brews & BBQ's and Oktoberfest.
 - ✓ Partnered with Denver CVB on Mile High Holidays a multi million dollar holiday campaign that Visit Loveland received for free.
 - ✓ Partnered with Reporter Herald to produce the first official tourism focused Visitors Guide. Printing over 70,000 to be distributed to Loveland residents, visitors at DIA and around the US.
 - ✓ Remodeled/Remerchandised and staffed the Visitors Center and achieved a 62% increase in sales and 65% increase in Visitor traffic for the year!

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GOAL # 1

Develop the organizational structure to achieve long term success and manage lodging tax revenue



3. Create and implement the set of metrics to be used to gauge success of the marketing efforts, events and other attractions over time.

- ✓ Using google analytics to track website hits and metrics.
- ✓ Using analytics to run monthly reports to track social media marketing via twitter, facebook etc. and PR Values.
- ✓ LOC developing PR value tracking for Pro Challenge.
- ✓ Developing tracking mechanisms for Visitors Guides within website requests and magazine fulfillment requests.
- ✓ Working with DMAI to develop event metrics, will be attending the DMAI conference in July to further knowledge of these practices.

4. Complete annual reports and other documentation necessary to demonstrate to Loveland residents that the funds are being used appropriately.

- ✓ This is such report.

GOAL # 2

Promote Loveland as a Visitor Destination



Action Items:

1. Develop and implement a targeted sales and marketing effort in partnership with the major event venues, primarily the Ranch and the Budweiser Events Center. This could include:
 - Events—recreation, sports, entertainment, agricultural, auto, art, etc.
 - Convention sales and marketing
 - Advertising including travel publications and websites
 - Visitor services
- ✓ Collaborated with Colorado Eagles to host the 2013 All Star Game and secured hotel stays for visiting players. Developed marketing partnership including radio, print, TV, Internet, onsite dashboards, banners, signage program, onsite kiosk and TV commercials in 22 markets promoting Loveland.
 - ✓ Worked with LOC committee of Pro Challenge to host the Start of the race at the Ranch.
 - ✓ Partnered with BEC on promotional package including title sponsor of ticketing website with over 820,000 page views.
 - ✓ Partnered with Cultural Services to enhance programming and bring national exhibits such as Goya to Loveland.
 - ✓ Working on developing a partnership with the Ranch to support Conventions.
 - ✓ Developed multi-media campaign with Colorado Meetings and Events including E-blasts and newsletters.
 - ✓ Attended/hosted booth at (2) DMAI conferences targeting meeting and event planners.
 - ✓ Joined Destination Colorado to promote Loveland as a Conference destination. Hosted a booth at the Colorado Front Range Tradeshow.
 - ✓ Developed and launched a multifaceted advertising campaign to market Loveland as a Visitors Destination including development of visitors guide, launch of website, launch of e-newsletter, billboard campaign, Signage campaign at local welcome centers, LED signage, banner program, magazine advertisements in Colorado State Vacation Guide, Cultural Traveler, Colorado Life, 5280, MPI and Texas Monthly as well as an online campaign with Colorado.com. And BEC.

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GOAL # 2

Promote Loveland as a Visitor Destination



2. Partner with regional and state tourism organizations on marketing and promotional efforts and ensure an alignment of vision with the regional convention and visitors bureaus.

- ✓ Partnered with Regional CVB's on producing regional collaterals including Brewery/distillery maps, byway maps, and lead generation.
- ✓ Continue to work as a region to attract/promote large events i.e. Pro Cycling Challenge/ All Star Challenge. The successful bid of the pro cycling challenge has laid the ground work for us to successfully work as a region. Development of IGA amongst cities/county.
- ✓ Partnered with Denver CVB on Mile High Holidays campaign.
- ✓ Partnered with State to represent Colorado at POW WOW.
- ✓ Continue to work with the State of Colorado in their booth at events and trade shows, work with their FAM coordinator and local CVB partners (Fort Collins/Greeley) to bring potential tour groups and travel writers to our area.

3. Maintain a visitor center, website, 800 number and information fulfillment process.

- ✓ Achieved a 65% increase in visitor traffic to Visitors Center 10,821 in 2012 vs. 17,897 visitors in 2013.
- ✓ Achieved a 62% increase in sales at the Visitors Center, \$58,263 in 2013 vs. \$35,872 in 2012.
- ✓ Remerchandised the Visitors Center concentrating on local businesses and vendors and national merchandise from the Denver Mart.
- ✓ Developed banner program/wayfinding signage to increase visibility to the Visitors Center.
- ✓ Distributed over 70,000 Visitors guides via VC, Certified Folder, DIA and hotels.
- ✓ Launched website in April 2013 with over 86,000 page views and 33,000 visits to VisitLovelandCo.com
- ✓ Developed social media campaign with FYN PR consisting of Facebook/Twitter. Takeovers on Colorado.com

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GOAL # 2

Promote Loveland as a Visitor Destination



4. Offer tourism-related workshops and training for business owners (hotel concierges, retail, sports rental etc.) about the attractions | and destination events held in Loveland.
 - ✓ Staff attends bi-monthly Hotel association meetings to educate and keep the hoteliers informed of events/happenings for the City of Loveland
 - ✓ Staff attends after hours CVB programs to educate businesses on events/attractions.
 - ✓ VC Manager developed FAM tour for Visitors Center volunteer and staff at local hotels/attractions.
 - ✓ Visitor Center Manager is in the process of developing a concierge training program for front line hotel employees based on Denver CVB's Go the Extra Mile Program.

5. Ensure that attractions, events and activities are included in tourism promotion, visitor guides and tourism websites.
 - ✓ Ongoing – Staff is working with PR agency, EL Events, Bloggers, Vacation Directories, State websites, to ensure that Loveland events are listed on local calendars, papers, magazines.
 - ✓ Utilized Calendar on VisitLovelandCO.com in Destination Loveland website to educate visitors.

GOAL # 3

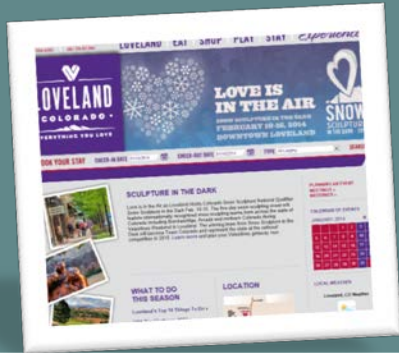
Assist with Visitor Recreation related business development in partnership with Economic Development Department.



1. Assist in the expansion and creation of businesses which provide visitor services and activities such as breweries, wineries, galleries, dining, guided activities sculpture and sculpture related businesses, foundries and recreation rentals.
 - ✓ Working with local breweries/distilleries to advertise tours – developed a rack card listing all breweries and BOGO card program at Visitors Center.
 - ✓ Partnered with Noco Short bus tours for inclusion at Eagles Games, Grand Junction, Valentines and website promotions.
 - ✓ Attend business outreach functions to educate and aid in attraction of businesses –help to sponsor business appreciation event.
 - ✓ Support success and expansion of existing local businesses through free listings and advertising on website, representation of local products and businesses at the Visitors Center.
 - ✓ Information on businesses distributed at the Visitors Center.
 - ✓ Supporting the arts and sculpture through funding of Art Source magazine, Artist studio tour.
 - ✓ Attracted a local history/ghost tour to Loveland.
2. Encourage business development that benefits both local residents and visitors, such as air services/shuttles, family entertainment, trade shows, expositions, farmers market, etc.
 - ✓ Working with Airport steering committee.
 - ✓ Partnering with Cultural Services to enhance existing programming at the Museum and Rialto.
 - ✓ Working with the Ranch/Budweiser Event Center to attract larger trade shows/expositions.

GOAL # 3

Assist with Visitor Recreation related business development in partnership with Economic Development Department.



3. Assist as appropriate in the development of the Aerospace and Clean Energy Park and possible business traveler services.

✓ N/A – will work on assisting Economic Development as necessary

4. Assist local employers by providing client and customer travel information packets and on line resources.

✓ Creation of the website and book direct function helps travelers book hotels directly and provides them with information for Shop, Eat, Stay, Play functions during their stay.

✓ Provides groups with welcoming goody bags/visitors guides at request of conferences.

✓ Assist employers everyday at the Visitors Center with travel/local information.

✓ Staff will continue to make this a goal to reach out to more businesses through our business/concierge program at the Visitors Center and our affiliations and associations.

5. Assist the Director of the Fort Collins-Loveland Airport with the development of both general and commercial aviation service.

✓ Attended Airport steering committee meetings.

GOAL # 4

Enhance the visual appeal of Loveland



1. Improve Gateways to Loveland including US 34 and US 287 that might create negative visitor impressions.
 - ✓ Continue to landscape corridor along US 34 at the Visitors Center including removal of overgrowth of trees, bushes that impeded the visibility of the Center and existing signage.
 - ✓ This will be an ongoing process, not just at the Visitor Center property but along all of 34 and 287.
2. Develop incentives and volunteer programs to assist property owners with clean up.
 - ✓ In Process – Goal to make this a priority in 2014
3. Encourage redevelopment and façade improvement along transportation corridors.
 - ✓ N/A Will work with Economic Development in 2014 to address this goal
4. Enhance way-finding in Loveland, including improved directional signs to the historic Downtown district and other Loveland attractions.
 - ✓ Continued to serve on the Wayfinding committee and developed a plan for Phase 1 of wayfinding project along major corridors including US 34, I-25 and US 287.
 - ✓ CMC Recommended using \$186K of lodging Tax dollars to support this wayfinding project, Council approved this recommendation.
 - ✓ Design for wayfinding was finalized.
 - ✓ Design was approved by CDOT for 34 and 287
 - ✓ Bid was sent out for US 34 and Highway 287
 - ✓ CDOT denied I-25 signage with logo inclusion, working on petitioning that or new design for 2014.
 - ✓ Wayfinding signs will be placed in 2014, plan for phase II will be developed.
5. Identify and eliminate visual clutter along critical corridors.
 - ✓ Will work on this in 2014 with the placement of the new wayfinding signs. These larger signs will replace several existing signs, thus reducing the number of signs and clutter.
6. Expand placement of public art, particularly along primary tourist corridors.
 - ✓ Will continue to work with cultural services on this process.



GOAL # 5

Encourage
and support
destination
visitor
programming,
attractions
and events



1. Encourage development of off-peak events/festivals by implementing the Activation Plan.
 - ✓ Supported Eagles in bringing the ECHL All Star Game (January)
 - ✓ Supported EL Events in development of the Sculpture after Dark Event (February)
 - ✓ Partnered to support Oktoberfest (September)
 - ✓ Developed Marketing Partnership to support the Colorado Eagles during the shoulder season (October – March)
 - ✓ Supported Artist Studio Tours (October)
2. Assist the Office of Creative Sector Development (OCSD) in the creation of destination attractions and programming as recommended in the OCSD strategic plan.
 - ✓ N/A
3. Assist the Cultural Services and Economic Development Departments with the expansion of existing destination venues such as the museum/gallery expansion, Rialto Bridge and Pulliam Building, as identified in the City Capital Projects plan and the Downtown Revitalization Strategy.
 - ✓ Partnered with Cultural Services to enhance existing programming and bring national exhibits like Goya to the museum.
4. Create new destination attractions and events as needed.
 - ✓ Hosted the 2013 Pro Cycling challenge and are supporting new off peak events of Snow and Oktoberfest for 2014. Will continue to look for new destination events and attractions



Implementation

Strategy:

To ensure success, the Strategic Plan provides recommendations on specific actions steps to occur within six months of adoption of this plan. The action steps are intended to provide initial prioritization and direction so as to achieve Mission and Vision articulated in this plan.

0—6 months:

1. Hire a qualified staff person to manage the strategic plan as outlined in Goal

Complete

2. Develop an annual budget and business plan for the use of the lodging tax.

Complete

3. Establish contractual relationships with external partners as outlined in Goal #1 and #2.

Complete and Ongoing

4. Develop metrics as outlined in Goal #1

Complete and Ongoing

0—2 years:

1. Develop programing to promote improvements to gateways as outlined in Goal #4

Ongoing

2. Develop and implement the business mode for a sustainable visitors center as outlined in Goal #2.

Complete and Ongoing

0—5 years:

1. Develop the destination attractions as outlined in Goal #5.

Ongoing

2. Assist with the formation and development of arts, culture and economic development as outlined in Goal #3.

Ongoing



Thank you to the Community Marketing Commission for their insight, direction and commitment in 2013. Your service to this community is invaluable

