



MEETING DATE: February 20, 2014

TO: Community Marketing Commission

FROM: Cindy Mackin, Visitors Services Coordinator

TITLE: February 20, 2014 CMC Update

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

**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:

**Visitor Center** - The Visitor Center has started 2014 with amazing numbers! As of January 31st, we had 1001 visitors to the Loveland Visitors Center which translates into a 27.35% increase for the month of January for people count. Unaudited sales for the Visitor Center show an increase of 91% for the month of January, \$5,257.97 in 2014 vs. \$2,750.97 in 2013. Staff credits these increases to new merchandise and merchandising efforts centered around Valentine's Day and the sales of the Official Valentines coupled with advertising and PR efforts! Congratulations to Gary and his team on this success!

**Website/PR** - Record Breaking month for Visit Loveland – highlighted by national coverage including the Sunset Magazine Article and mentions on Today.com - WOW! Please see attached Website PR Report for January.



## **Lodging Tax**

Starting the year off right with an 11% increase over LY!

## **E-Newsletter**

The February issue of the Visit Loveland newsletter was distributed last week. Focusing on Valentine's Day packages, Love + Light at the Loveland Feed and Grain, Snow Sculpture in the Dark, and more. Our distribution list continues to grow and grow – we are at over 9,000 names! Sign up today at <http://www.visitlovelandco.org>

## **GO WEST**

Staff is working diligently to prepare to showcase Loveland at one of the largest Tourism/Travel trade shows in the US. Go West Summit will take place on February 23<sup>rd</sup> - 27<sup>th</sup> in Seattle/Tacoma. Staff will also be representing Loveland at the State of Colorado Caucus that occurs during the event with the CTO. Staff will be representing Loveland with a booth, providing chocolate deliveries to all tour operators' hotel rooms and has currently scheduled over 30 one on one meetings with tourism delegates from all over the world. New collateral materials, USB drives and Press kits will also be prepared by Staff for this event.

## **Visit Loveland/Eagles/Chamber Partnership**

Through our partnership with the Colorado Eagles, they asked Visit Loveland to host two consecutive booth nights in January to promote Loveland and the Valentine's Re-Mailing Program. We partnered with Mindy at the Chamber and brought the official Valentines Re-Mailing mailbox to 2 Eagles games to promote all of the wonderful events occurring in Loveland for February – A HUGE success and added exposure for Loveland and the chamber.



## **Wayfinding Update**

W-Beams are being installed this week on the 13 wayfinding signs on 34 and 287. The Sheeting of the actual signs will arrive next week and they are estimating that our initial phase will be completely installed by the end of January. Public Works is still working with CDOT on the I-25 signs. The wayfinding committee will start discussing Phase 2 at their next meeting on February 28<sup>th</sup>.

## **Snow Sculpture in the Dark**

Snow sculpture week has finally arrived! The event has already garnered some impressive coverage on radio, print and TV, 3 of the 4 Denver Stations have covered it and it is only Tuesday! FOX 31, 9 News, and 7 have all been up to Loveland covering the FUN that is Snow Sculpture in the Dark! Our very own Ben Price has offered up his professional services to help the cause and take daily videos. We are very pleased with the organization and the marketing efforts thus far on Snow and look forward to a successful event. Sally Buonpane will be recapping all of the marketing/PR efforts at the February CMC meeting.

Links to Ben's videos:

<http://youtu.be/dKp74j1TqPY>

<http://youtu.be/ STMOFFdydY>

<http://youtu.be/5ljF9PJIlb0>

