



MEETING DATE: April 16, 2014  
TO: Community Marketing Commission  
FROM: Cindy Mackin, Visitors Services Coordinator  
TITLE: April 16, 2014 CMC Update

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

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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:

**Lodging Tax** – March 2014 was yet another great month. We collected \$53,062.67 in lodging tax, a 16% increase from 2013. Year to date, we have experienced a 19% overall increase from last year!

**Visitors Center** - The Visitors Center was successful in March. As of March 31<sup>st</sup>, we had 3,201 visitors in 2014. Unaudited sales for the Visitors Center show an increase of 124% for the month of March, \$2,297.72 in 2014 compared to \$1,026.04 in 2013. New merchandise from local vendors, new apparel and novelty items such as Snow To Go are helping increase sales.

**Website/PR** - Throughout March we continued promoting spring and summer in Loveland and many of the activities taking place here. Please see attached Website PR Report for more information.

**E-Newsletter** - The April issue of the Visit Loveland newsletter will be distributed this week, highlighting outdoor activities in Loveland, horseback riding at Sylvan Dale, events at the Budweiser Events Center and much more. Our distribution list is still growing – we are now at over 10,000 names! Sign up today at <http://www.visitlovelandco.org>

**April FAM Tours** – A 17-person FAM tour of Brand USA Travel Writers will be in Loveland May 17<sup>th</sup> – 18<sup>th</sup>. The UK-based group will be staying at the Embassy Suites for one-night and lodging expenses will be taken care of by Visit Loveland. In addition, a 12-person FAM tour of Brand USA Travel Writers from Germany will also be coming. We hope they enjoy their experience here and we welcome other FAM Tours!

**IPW Conference** - Staff showcased Loveland at IPW in Chicago, IL April 5<sup>th</sup> – 9<sup>th</sup>. IPW is the travel industry's premier international marketplace and the largest generator of Visit USA travel. Staff will provide an update at the April 16<sup>th</sup> CMC meeting.



**Visitor Guides** – After months of research, numerous photo shoots, and many hours spent reworking the content, design and layout, the new and improved Visitors Guides have finally arrived! 85,000 guides were printed, made possible through a partnership with the Reporter Herald and printing by Vision Graphics. The guides will be distributed through Certified Folder at DIA and other displays in the state. In addition, we collaborated with the National Park Service so that anyone requesting information on Rocky Mountain National Park

will also receive one of the guides in their packet. Copies of the guide are now available at the Visitors Center!

**Wayfinding Update** – Staff will provide an update at the April 16<sup>th</sup> CMC meeting.

**RTA Update** – Staff will provide an update at the April 16<sup>th</sup> CMC meeting.

**Loveland in the News** – Gallup-Healthways released their Well Being Index, with Fort Collins-Loveland listed as #3 in the country! This report made headlines on many news sites and was great exposure for Loveland!