



MEETING DATE: May 21, 2014
TO: Community Marketing Commission
FROM: Cindy Mackin, Visitors Services Coordinator
TITLE: May 21, 2014 CMC Update

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

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 – April 2014 was yet another record breaking month. We collected \$65,511.10 in lodging tax, a 13% increase from 2013. Year to date, we have experienced an 18% overall increase from last year!

Visitors Center - The Visitors Center was successful in April. As of April 30th, we had 4,412 visitors in 2014 up 19% for the month and 13% for the year. Unaudited sales for the Visitors Center show an increase of 26% for the month of April, \$2,425.27 in 2014 compared to \$1,922.80 in 2013. The Visitors Center is up 68% for the year in sales, year to date. New merchandise and a successful Visitors Center Open house led to this sales increase. On May 3rd, the Visitors Center held its second annual Summer Kickoff! The event was a huge success – staff partnered once again with local partners to show locals and visitors all of the fabulous activities available this summer in Loveland and also provided FREE fun for attendees. Activities included FREE rides on the Eagles Fanboni, FREE horseback rides and roping lessons from Sylvan Dale, FREE rides on the Harley Davidson stationary bike, Police and Fire were on hand to let kids explore their vehicles and provide safety tips plus FREE food from Stout market and giveaways, goodie bags containing the new Visitors Guide and much more! The main event took place in the parking lot but we had over 500 visitors through the door during the event! Sales were HUGE for the day! A huge thank you to Gary and his staff, Police, Fire and the countless Visitors Center volunteers that made this day successful!



Website/PR - Throughout April we continued promoting summer, the Visitors Center Open House, Sylvan Dale reopening, editorial for Colorado Meetings and Events, Colorado.com and Verboten placing 2nd in the world for their craft brew. Please see attached Website PR Report for more information.

E-Newsletter - The May issue of the Visit Loveland newsletter was distributed this week, focusing on upcoming events and getting outdoors. Our distribution list is still growing – we are now at over 12,000 names! Sign up today at <http://www.visitlovelandco.org>

April /May FAM Tours – On May 8th, Loveland hosted 14 travel writers/ bloggers/ Brand USA visitors from Germany and Lufthansa airlines. Staff arranged to have the Brand USA FAM tour to meet at Sylvan Dale Guest Ranch for a true western experience including an hour-long horse back ride, roping lessons, campfire, amazing boxed lunches from Stout Market and beer from local breweries. The group left RAVING about Loveland and actually made their photo at Sylvan Dale their main blog photo for their trip to Colorado. We have already received numerous thank you's from the State of Colorado reps saying that LOVELAND was the highlight of their trip! Staff will host the UK FAM tour for the day on May 17th. The group will spend the day shopping at Centerra and the Outlets, touring Benson and enjoying a western experience at Sylvan Dale before retiring to the #1 Embassy Suites in the world for the night! We will continue to track the press received from these FAM tours and update in future months... stay tuned!

