



MEETING DATE: June 18, 2014

TO: Community Marketing Commission

FROM: Cindy Mackin, Visitors Services Coordinator

TITLE: June 18, 2014 CMC Update

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

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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 – May 2014 was yet another great month. We collected \$56,289.82 in lodging tax, an 8% increase from 2013. Year to date, we have experienced a 15% overall increase from last year totaling \$273,263.53 collected as of May 31st.

Visitors Center - The Visitors Center sales were successful in May. As of May 31st, unaudited sales for the Visitors Center show an increase of 56% for the month of May, \$5,346.76 in 2014 compared to \$3,433.30 in 2013. The Visitors Center is up 53% for the year in sales year to date. Excellent sales staff, new merchandise and a successful open house are credited with this increase. For the first time, the Visitors Center experienced a decrease in visitors during the month of May, 1967 in 2014 vs. 2178 in 2013, -9% for the month and +2% for the year. Staff is looking into the reporting of last years Visitors Center open house vs. this years as the numbers are significantly different. We have also been researching new resources for long distance, website and internet connection for the Visitors Center and trying to find a solution to get the Visitors Center online with the City's internet/phone system. More information regarding this process will be provided during the supplemental appropriation request at the next CMC meeting.

Website/PR - Throughout May we continued promoting summer. Staff's focus was on the re-opening of Sylvan Dale, the Brand USA UK and German FAM trips, securing other media FAM trips from 5280, freelance writers, bloggers, and creating press kits. We also received a very nice ½ page editorial in Colorado Meetings and Events featuring the Fountains! See attached report for further information.

E-Newsletter - The May issue of the Visit Loveland newsletter was distributed this week, focusing on budget friendly, family summer events! 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 Saturday, May 17th, Staff hosted the Brand USA UK FAM tour of 17 journalists, travel writers, tour operators and travel agents! The group spent the entire day

shopping in Loveland. They arrived at Centerra and the Outlets and quickly shopped 'til they dropped, everyone spending and filling up their bags. Peggy at the Outlets even arranged to have special Tommy goodie bags to give away and one lucky travel writer won a \$400 Coach handbag! They were thrilled beyond belief! Our next stop of the day was a trip to Benson Sculpture Garden where staff gave them a guided tour through the park and a short history of the foundries and the Arts and Cultural scene in Loveland. The journalists enjoyed taking many photos and posing with the sculptures. Then it was off to enjoy a true western experience at Sylvan Dale. The group started with a 1.5 hour horse ride and then a history lesson and tour of the ranch from Susan Jessup before settling in for an amazing BBQ dinner, brewery and distillery tastings from Grimm Bros. and Spring 44 and smores around the campfire. For over half of the group, this was their first time experiencing smores and only 4 had ever ridden a horse before. The group was only scheduled to stay at the ranch until 7:30 and at 9:00 staff had to encourage them to leave. They departed and stayed at the #1 Embassy Suites in the world! The trip was HUGELY successful. I have many thank you notes from the State, the coordinators at Brand USA and the FAM tour attendees. This was truly one of their highlights of the entire trip and we are already reaping rewards from these efforts through blog postings, videos from Brand USA, recognition and inclusion on future FAMs from the State. Overall this was an extremely successful program. We look forward to partnering with the State and Brand USA for future FAMs.



Oktoberfest – Staff continues to work with their marketing partners Grimm Bros, Clear Channel and Thunder Mountain Harley-Davidson to develop this destination event taking place September 20th. The bands have been secured, the event will feature free bands during the community portion of the event and that evening there will be a ticketed event at the amphitheatre featuring The Epilogues, Proverbial and the Flobots. Collaterals are being developed to market



and promote the event. The Press Release should go out next week once the ticketing locations and posters/flyer artwork is finalized, stay tuned. The website is currently under construction but for a sneak peek of the event, visit <http://lovelandoktoberfest.org/>. Also, remember to Like the event on facebook and share it with your friends/family.

<https://www.facebook.com/oktoberfestloveland>.

CTO (Colorado Tourism Office) E-newsletter:

One of our summer marketing efforts included a co-op advertorial in the CTO's summer e-newsletter that was distributed to over 280,000 in-state and out of state subscribers featuring links to our website and booking agent. See a screen shot below of what went out:

Not seeing images? [View the web version](#)

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COLOrado
COME TO LIFE

Discover Your Summer of AWESome in Loveland

In Loveland, we were born to play. With the sun on our skin and the fresh Colorado air soaking into our lungs, Loveland is a summer getaway offering everything you love.

Saddle up on horseback and ride through the magnificent hills just east of Rocky Mountain National Park. Dance and sway to the harmonious sounds of live music under the stars. Hike your way up Devil's Backbone. Bump elbows with some of the nation's most renowned artists while perusing world-class bronze sculptures. Dip your toes in the water at Boyd Lake, Carter Lake and the Lake Loveland Swim Beach. Toast with family and friends at a local craft brewery or distillery. Chow down on some good 'ol fashioned, delicious corn on the cob.

Make Loveland your basecamp for all of your summer adventures.

Experience your summer of AWESome in the heart of northern Colorado, only 45 minutes north of Denver. Plan your trip.

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Wayfinding: Phase I is almost complete with the minor exception of a couple of signs out at Centerra. We are working with their DRC to comply with some changes that may need to be added. The signs have been well received. To date we have only received positive comments on the signage and even a positive review and comments in the RH line about our beautiful wayfinding signs! Staff has been meeting with the wayfinding committee and will be presenting recommendations and a supplemental appropriation request for phase II signage during the next CMC meeting. Phase II will consist of 14 smaller signs – (see attached vicinity map) based on the approved HIP Street design. These decorative signs will include lighting, decorative posts and bases. Featured below is a rendering of a proposed sign:

