



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

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

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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 – June 2014 was yet another great month. We collected \$74,170.58 in lodging tax, an 11% increase from 2013. Year to date, we have experienced a 14% overall increase from last year totaling \$347,434.11 collected as of June 30th.

Visitors Center - The Visitors Center sales were successful in June. As of June 30th, unaudited sales for the Visitors Center show an increase of 53% for the month of June, \$4,586.51 in 2014 compared to \$2,997.95 in 2013. The Visitors Center is up 54% for the year in sales, year to date. The Visitors Center traffic was back on track with a 6.26% increase for the month. 2014 saw 1,987 visitors vs. 1,870 in 2013. Traffic is up 3.33% for the year. Staff has worked with Parks and facilities to continue to enhance the Visitors Center including fixing parking lot lights, sign lighting on the building and existing monument signs, trash relocation and removal of trees to enhance the visitors experience and ensure safety at the center. Staff continues to refine products and search for local artists and vendors in Colorado to feature their product.

Website/PR - Throughout June we continued promoting summer including 4th of July activities, Oktoberfest, and the re-opening of Sylvan Dale. Some more notable mentions include being highlighted worldwide in national TV correspondant and CBS News Peter Greenberg's article on Loveland, ranking us the 7th best Independence Day celebration and fireworks (<http://petergreenberg.com/2014/07/01/12-ways-celebrate-the-fourth-of-july-year/>). Loveland was also included in AAA Encompass Magazine. The CTO approached staff about hosting a travel writer from the UK in June. She experienced shopping, restaurants and Benson Sculpture Park during her brief stay. Staff is preparing for a press trip from a freelance journalist working on 3 separate pieces from AAA Encompass, Cowboys and Indians Magazine and the most successful Mom blog in Colorado. We are hosting this journalist the week of July 16-18, stay tuned! Other exciting news for Loveland: Verboten Brewery was approached and filmed for the Travel Channel this month! Please see attached PR Report for more details.

E-Newsletter - The June issue of the Visit Loveland newsletter was distributed the first week of June and focused on 4th of July and 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>

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 amiptheatre featuring

The Epilogues, Proverbial and The Flobots. Collaterals are being distributed to market and promote the event. The Press Release went out announcing the ticketing locations and has already been featured in many brewery calendars and magazines including The Coloradoan and The Scene in Fort Collins. The website continues to be updated. American Eagle just came on as a major sponsor of the event, a true collaborative effort. Visit the website <http://lovelandoktoberfest.org/> for more details. Also, remember to Like the event on facebook and share it with your friends/family. <https://www.facebook.com/oktoberfestloveland>.



Wayfinding: Staff met with Centerra and Public Works to develop a solution for the last Phase I sign. The sign is being designed, an easement was developed and it should be installed soon. Phase II is awaiting approval for funding from City Council. It passed unanimously on first reading of the supplemental appropriation. It goes back for 2nd reading on July 15th. If approved, the project will go to bid and installation could possibly begin this fall/winter of 2014.

Japanese Wedding Monument: Staff was approached by Mindy McLaughan of the Chamber and Koki Uchida of a Japanese wedding company to collaborate on a tourism/wedding monument project whereas the couples getting married in Japan would receive a certificate from the City of Love - Loveland, CO - and a plaque to put on a heart located in Loveland. This would be marketed in several ways with the ultimate result being couples from Japan coming to Loveland to place and visit their plaque. Staff is working with receptive operators, the chamber and the La Quinta on a possible collaboration of this project.

Front Range Brewery Guide: In collaboration with the cities of Fort Collins, Boulder, Longmont and Estes Park, Loveland has developed a new Front Range Brewery Guide. This group applied for and received a \$12,000 grant to produce and distribute this collateral piece all along the Front Range and surrounding states. The new piece has been printed and will be distributed starting in late July.

Supplemental Appropriation Request: The supplemental appropriation request recommended unanimously by CMC passed on first reading at the July 1st City Council Meeting. Second reading will take place on July 15th.