

CALL TO ORDER Community Marketing Commission Chair, Tom Dwyer, called the meeting of the City of Loveland Community Marketing Commission to order on the above date at 6:00 PM.

ROLL CALL Roll was called and the following responded: Clark, Dwyer, Erion, Roth and Shannon. Commissioners Albers, Ziglin and Forster were absent.

MINUTES Minutes for the June 18, 2014 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report Council Liaison Clark reported on the following:

- The CMC recommendation for additional funding for Wayfinding, Snow Sculpture in the Dark event, a new website and fiber was approved.
- The Rialto project is still in-progress. They were being subsidized and came back with a \$350,000 proposal.
- Water treatment plant was approved for additional borrowing.
- The Michaels Group is putting together a plan and the city is purchasing land. Almost all of the properties are under agreement and over \$6 million was approved. Possibilities include a movie theater, retail, residential homes and a parking garage. A county may also have a building.

Financial Report Staff Liaison Mackin presented key highlights from the financial report:

- Collected over \$74,000 in June 2014 (11% increase from 2013 for a total increase of 14% year to date.
- Visitors Center sales increased by 53% for the month of June from 2013 to 2014.
- Visitors to the Visitors Center increased for the month of June.

Staff Liaison Report Staff Liaison Mackin presented key highlights from the Staff Report:

- Visit Loveland is hosting a travel writer from Cowboys and Indians, Triple A's Encompass Magazine, and Mile High Moms (the most popular mom blog in Colorado). Her story is on the farm to table movement and she had the opportunity to take a tour through the Embassy Suites garden. Other places she is visiting include Sunrise Ranch, local restaurants, Benson Sculpture Garden, and Sylvan Dale Ranch.
- The Wayfinding signs (Phase I) issue has been resolved with Centerra. Height had to be lowered and an easement had to be acquired.
- Visit Loveland and the Chamber of Commerce are working to bring a Japanese wedding monument to drive Japanese tourists to Loveland.
- The Front Range brewery guides are being printed. This is collaborative project between several regional cities.

PR Report Staff Liaison Mackin briefly discussed the Peter Greenberg article listing

Loveland as one of the top 10 places to see fireworks across America.

DISCUSSION / ACTION ITEMS

Regional Tourism Act (RTA) Presentation from Betsey Hale of City of Loveland's Economic Development Department

6:20pm to 7:30pm

Hale explained that the RTA uses state sales tax dollars. In order to get the grant, a project must draw significant regional, national and international visitors. Only 2 more RTA projects will be funded. To date, the following have been funded:

- Aurora (\$80 million) - Gaylord Hotel and Convention Center.
- Pueblo (\$14 million) - professional bull-rider hall of fame and school
- Colorado Springs (\$120 million) - City of Champions for wounded warrior/athlete center, Olympic hall of fame, and stadium.

The City of Loveland is working with the Town of Windsor to apply. Rural Media Group considered Loveland near the Embassy Suites but they decided not to move forward or relocate. At this point, the state recommended that Loveland apply for RTA grant. Private partners are Sylvan Dale, McWhinney and Water Valley Land Company.

McWhinney: Sports complex with multi-sports facilities and events, restaurants, retail, and possibly lodging; estimated cost: \$30 million. Chapungu sculpture park education center and visitor center; estimated cost: \$2-3 million. Natural history and a sportsman's museum; estimated cost: \$4 million. Arts entertainment complex, gallery, recording studios, lodging, and a school campus; estimated cost: \$20 million.

Water Valley: Partnership with the Colorado Eagles and McWhinney sports complex for ice rinks to attract minor league, college, and youth hockey teams; estimated cost: \$25 million. Raindance National Golf Club (Windsor) for retired pro golfers; estimated cost: \$5 million. Peligrande Resort and Convention Center (as a timeshare) would provide lodging; estimated cost: \$50 million. High-end RV campus; estimated cost: \$5 million.

Sylvan Dale: Wedding venue and chapel, trap shooting, ropes course and lodging for a year-round experience; estimated cost: \$4-10 million.

Application requires municipality and private sector contributions. The city cannot operate a theater, theme park, hotel, or any other venues. Those applying for the RTA must have a financial analysis and also use/pay for the state's analyst. The City of Loveland will be requesting \$175,000 from City Council next week at the study session. The City of Loveland is requesting \$50,000 from Lodging Tax for the marketing.

Because only 3 voting members were present (Commissioner Shannon had to leave early for an emergency) the request will have to be brought back for a vote. Chair Dwyer commented that he was in favor of the RTA project.

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NEW BUSINESS None

PUBLIC COMMENT None

ADJOURNMENT Having no further business to come before the Commission, the July 16, 2014
Regular Meeting was adjourned at 7:34 PM.