



MEETING DATE: August 20, 2014
TO: Community Marketing Commission
FROM: Cindy Mackin, Visitors Services Coordinator
TITLE: August 20, 2014 CMC Update

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

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VisitLovelandCO.com

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 – In July 2014, we set a record for the most collections in the history of lodging tax collections for a single month! We collected \$94,718.57 in lodging tax, a 24% increase from 2013. Year to date, we have experienced a 16% overall increase from last year totaling \$442,152.68 collected as of July 31st. We also ranked #1 in occupancy for the entire state for the last two months at 90% occupied!

Visitors Center - The Visitors Center sales were successful in July. As of July 31st, unaudited sales for the Visitors Center show an increase of 13% for the month of July, \$5,611.22 in 2014 compared to \$4,968.19 in 2013. The Visitors Center is up 45% for the year in sales, year to date. The Visitors Center traffic experienced a 7.98% increase for the month. 2014 saw 2,437 visitors vs. 2,257 in 2013. Traffic is up 4.35% for the year for a total of 10,803 visitors to date.

Website/PR - Throughout July we continued promoting summer including 4th of July activities and sculpture weekend. We had Several hits for stories in publications including 5280! We had the pleasure of hosting freelance travel writer Julie Bielenberg for stories that will be included in AAA Encompass and Cowboys and Indians! Julie visited and had many memorable experiences at several Loveland locations including a farm to table tour and meal at the the Embassy Suites, tour of Sunrise Ranch, Sylvan Dale, Benson Sculpture Park, Chapungu, beniet making at Mo Betta, visits to the Outlets at Loveland, Promenade Shops, Art Castings, Loveland Ale Works and MORE – giving her PLENTY to write about in Loveland. We will look for those articles to come out in the future! PLEASE SEE ATTACHED REPORT FOR MORE DETAILS

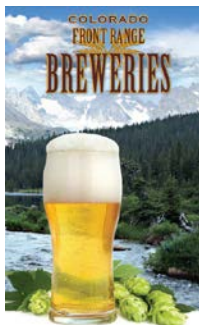


E-Newsletter - The July issue of the Visit Loveland newsletter was distributed the first week of July and focused on Sculpture weekend, concerts, outdoor activities and more! Our distribution list is still growing – we are now at over 16,000+ names! Sign up today at www.visitlovelandco.org

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 amphitheatre featuring The Epilogues, Proverbial and the Flobots. Visit www.lovelandoktoberfest.org for more details. Also, remember to Like the event on facebook and share it with your friends/family. www.facebook.com/oktoberfestloveland.

DMAI - Staff attended the Annual Convention for DMO's in July. More than 1,300 fellow DMO professionals were on hand for the most popular professional development and networking event created specifically for destination marketing professionals with 4 days of professional classes and training on the best practices, websites, technology updates, leaderships, partnerships and more. Staff is in the process of receiving their CDME's as an accredited DMO professional. Staff took away many new ideas for best practices and strategic marketing planning for 2015!

CTO Japan Marketing Sales Presentation – Staff attended the Japan Sales Mission in LA, where she presented a Powerpoint to the Japanese sales force of tour operators, receptors and travel agents. The day long meeting and presentation was a complete success, only a day after returning, we received a call from the 3rd largest tour operator in Japan and hosted them for a night in Loveland! International Marketing is booming in Loveland!



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 piece debuted in July, it is currently on our website – Check it out:

http://www.visitlovelandco.org/upload/PDFs/Brewery_Guide_2014.pdf