

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: Albers, Dwyer, Erion, Forster and Shannon. Commissioner Roth arrived at 6:03pm. Council Liaison Clark and Commissioner Ziglin were absent.

MINUTES Minutes for the July 16, 2014 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report None

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

- Collected over \$94,000 in July 2014 (24% increase from 2013 for a total increase of 16% year to date). This was a record for most collections in the history of the lodging tax for a single month.
- Visitors Center sales increased by 13% for the month of July from 2013 to 2014.

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

- Staff Liaison Mackin attended a Japanese sales mission in Los Angeles the previous week. As a result, a Japanese executive visited Loveland and stayed at the La Quinta.

PR Report None

DISCUSSION / ACTION ITEMS

Thunder in the Rockies Presentation by Luke Hecker of City of Loveland's Police Department

6:15pm to 6:25pm

Note: the CMC approved \$10,000 for the Thunder in the Rockies event sponsorship on June 18, 2014.

Police Chief Hecker requested that the CMC consider withdrawing \$10,000 from the Thunder in the Rockies event and allocating it to a marketing and advertising sponsorship with Thunder Mountain Harley-Davidson due to concerns about the event being high-risk. Liaison Hale commented that Visit Loveland has a similar sponsorship in place with the Budweiser Events Center and Larimer County. The marketing partnership would include the Visit Loveland logo on the Thunder Mountain Harley-Davidson website, billboard advertising, and posters/mail pieces.

Motion: Motion was made to withdraw \$10,000 from a Thunder in the Rockies sponsorship and allocate it to a Thunder Mountain Harley-Davidson sponsorship. Motion passed unanimously.

EDA Grant Presentation by Betsey Hale of City of Loveland's Economic Development Department

6:25pm to 6:30pm

Liaison Hale discussed the grant program that Estes Park received in which Boulder and Fort Collins are participating. In 2013 the CMC approved \$10,000 for the grant but the funds were not used and are being requested again for 2014. The grant will include marketing and advertising including online itineraries, landing page promoting Visit Loveland and the other participants, and website marketing.

Motion: Motion was made for \$10,000 for advertising and marketing with Estes Park as part of the EDA grant. Motion passed unanimously.

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

6:30pm to 7:10pm

Note: Liaison Hale presented the RTA request at the July 16, 2014 meeting but the CMC was unable to make a motion due to absence of quorum.

Liaison Hale explained that the RTA uses state sales tax dollars. In order to be considered for 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. 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.

Motion: Motion was made for \$50,000 of lodging tax reserves for the RTA project. Motion passed unanimously.

Bass Pro Shops Events Sponsorship Presentation by Betsey Hale of City of Loveland's Economic Development Department

7:10pm to 7:20pm

Liaison Hale discussed a report that the Reporter Herald ran in 2013 stating that the CMC had approved \$75,000, which was incorrect. Council requested that the funds come from lodging tax. Vice Chair Erion commented that the request is premature considering the store has not yet been built and there are no definite details. Chair Dwyer mentioned that the CMC would be glad to reconsider once construction begins and more details are confirmed.

Motion: Motion was made for \$75,000 of lodging tax reserves for events at the Bass Pro Shop. Motion was denied unanimously.

Colorado Tourism Office (CTO) Fam Trips Presentation by Betsey Hale of City of Loveland's Economic Development Department

7:20pm to 7:25pm

Liaisons Hale and Mackin met with the state's representatives during the IPW Conference in Tacoma, WA earlier this year. Michael Driver requested that the CTO office come to Loveland for a Fam trip. Hale requested \$5,000 for the Fam trip, stating that the final cost could be less. Commissioner Dwyer stated that Fam trips should always be an automatic "yes".

Motion: Motion was made for \$5,000 for a CTO Fam trip. Motion was approved unanimously.

NEW BUSINESS

None

PUBLIC COMMENT

Diana McKinney heard a rumor that Windsor is planning a river walk similar to San Antonio's and believes that Loveland should be considering something like this. Liaison Hale replied that something similar is being proposed.

ADJOURNMENT

Having no further business to come before the Commission, the August 20, 2014 Regular Meeting was adjourned at 7:28 PM.