



MEETING DATE: October 15, 2014  
 TO: Community Marketing Commission  
 FROM: Cindy Mackin, Visitors Services Coordinator  
 TITLE: October 15<sup>th</sup> CMC Update

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

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 September 2014, we collected \$91,486.19 in lodging tax, a 14% increase from 2013. Year to date, we have experienced a 15% overall increase from last year totaling \$630,210.51 collected as of September 30<sup>th</sup>.

**Visitors Center** - The Visitors Center sales were down for the month of September. As of September 30<sup>th</sup>, unaudited sales for the Visitors Center show a decrease of 4% for the month of September: \$5,593.09 in 2014 compared to \$5,854.38 in 2013. The Visitors Center is up 19% for the year in sales, year to date. The Visitors Center traffic experienced an 11.81% increase for the month. 2014 saw 1,751 visitors vs. 1,566 in 2013. Traffic is up 4.75% for the year for a total of 14,857 visitors to date.

**PR/Social Media** - KDVR meteorologist and Explore Colorado host Jennifer Broome came to Loveland in September. Her segment on the Devil's Backbone aired on October 2<sup>nd</sup>. You can watch it at <http://kdvr.com/2014/10/02/explore-colorado-devils-backbone/>. This was great exposure for Loveland. Jennifer is hoping to return to Loveland in October to spend time at the Osborn Farm for another Explore Colorado segment. Visit Loveland was also featured on Channel 9 and FOX 31 for Oktoberfest. We also focused our efforts on hosting freelance writer Carri Wilibanks for AAA, USA Today and TripTV. For a complete PR Report see attached report from FYN PR.

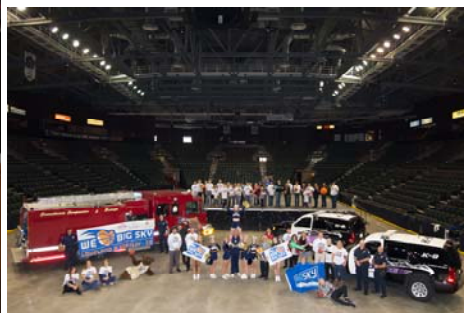


**E-Newsletter** - The September issue of the Visit Loveland newsletter was distributed the second week of September and focused on Oktoberfest, activities to enjoy the fall colors, events at the Budweiser Events Center, Rialto Theater, and the Museum, plus the NoCo Mini Maker Faire. Our distribution list is still growing – we are now at over 17,000+ names! Sign up today at [www.visitlovelandco.org](http://www.visitlovelandco.org).

**Oktoberfest** – Staff promoted Visit Loveland with a booth at the Loveland Oktoberfest on September 20<sup>th</sup>. Staff gave out water bottles and visitor guides, and sold authentic German gingerbread hearts. Turnout at the day festival was much better than expected, with most visitors from outside of Loveland (many from Denver and even further south). The community festival was well attended from 11-5pm, however, the nighttime ticketed concert numbers were less than anticipated. We will be conducting an after action meeting with the committee to review successes and begin planning next years event. Overall, 12 breweries and over 40 beers were showcased, infusing the event with more traditional German culture coupled with the craft breweries and a new centrally located venue proved to be a winning combination.



**Big Sky Conference Tournament** – After 2 weeks of photo and video shoots, collecting letters, compiling content, layout and design, the Big Sky Conference Tournament bid book was completed and overnighted to the board for review. Staff received feedback that the book was well received. The board is meeting the week of October 6<sup>th</sup> to make initial selections with a final decision coming in late January to early February 2015. Thank you to everyone that participated to make this bid possible, it was truly a regional collaboration between the county, Greeley, UNC and Loveland. Cross your fingers... We love Big Sky!



## **Regional Marketing Effort –**

<http://www.visitestespark.com/northerncolorado/>

In a regional effort to promote visits to Estes Park/Rocky Mountain National Park for the Fall Leaf peeping season, the cities of Loveland, Estes Park, Fort Collins and Boulder have collaborated to produce a multimedia campaign encouraging visits to Northern Colorado. Visit Estes Park is heading up this effort by creating a “Get to know Northern Colorado” webpage within their site and the group collaborated on its content. This marketing is part of the EDA grant monies received from the flood last year.

Components of the plan include:

- o Itineraries to be featured on one-page pdf/paper documents online and in visitor centers:
    - Multi-destination/multi-day themed itineraries:
      - Outdoor Adventure
      - Craft Beverage
      - Scenic Byway/Leaf Peeping
      - Top 10 Things to do in Northern Colorado
      - Arts & Culture
    - One-day road trips to/from each destination
  - o Landing Page:
    - Live on VisitEstesPark.com
    - Houses blurb on each NoCo destination and itinerary pdfs
    - Is linked from VisitEstesPark.com homepage
  - o Advertising:
    - Target Market: Colorado, Texas and drive market/Midwest; Empty Nesters and Young Professional/Adventure Travelers
    - All digital: Facebook, SEM (possibly, considering feedback), Banner ads through VEP ad networks, CTO E-newsletters
    - Message: Visit NoCo Destinations; CTA –refer to “Top 5 Northern Colorado Trip Itineraries”
    - Creative: Have Cultivator modify the existing VEP creative to include NoCo message/CTA
- \$30,000 Northern Colorado campaign:
- o \$1,050 in creative
  - o \$7691 in Sojern
  - o \$18,281 in Adconian
  - o \$500 September CTO OOS e-newsletter banners: 1 banner at \$1200/
  - o \$1200 October CTO OOS e-newsletter
  - o \$1278 Facebook



**ESTES SPOTLIGHT**

- ▶ Join us for Champagne Brunch, Seafood Buffet or Prime Rib
- ▶ Rental Condos – Outdoor Hot Tubs, On-Site Mini-Spa
- ▶ Post July 4th Special: any 3 nights 7/6 thru 7/10 - 10% savings!
- ▶ Heated Indoor Pool, Pet Friendly & Convenient
- ▶ Private hot tub in every cabin – Couples retreat



Like 11k

## GET TO KNOW NORTHERN COLORADO

Estes Park is the perfect hub for exploring all Northern Colorado has to offer. The nearby communities of Boulder, Loveland and Fort Collins each have a unique flavor and offer exciting attractions, events and activities. Click on the links to download a printable day trip itinerary for each destination or follow the links on the left for multi-day Northern Colorado trips.

### EXPLORE THE TOP 5 NORTHERN COLORADO ITINERARIES

- No Co Craft Beverage Tour:** Explore the booming craft beverage industry over this 5-day itinerary. [Download \(pdf\)](#)
- Fall Foliage Fun:** Make your way through Northern Colorado's scenic byways and

### BOULDER

Located 35 minutes northwest of Denver and 45 minutes from Denver International Airport, Boulder is a captivating community enriched with natural beauty, hip urban culture and a vibrant love of the outdoors. Visit Boulder and experience its distinctive lifestyle overflowing with world-class restaurants, inspired shopping and art, unbeatable people watching, and thousands of acres of wide open spaces. Find out more at [BoulderColoradoUSA.com](http://BoulderColoradoUSA.com).

Download the [day trip itinerary for Boulder](#) and get [driving directions](#) to Boulder.

