



MEETING DATE: November 19, 2014
 TO: Community Marketing Commission
 FROM: Cindy Mackin, Visitors Services Coordinator
 TITLE: November 19th CMC Update

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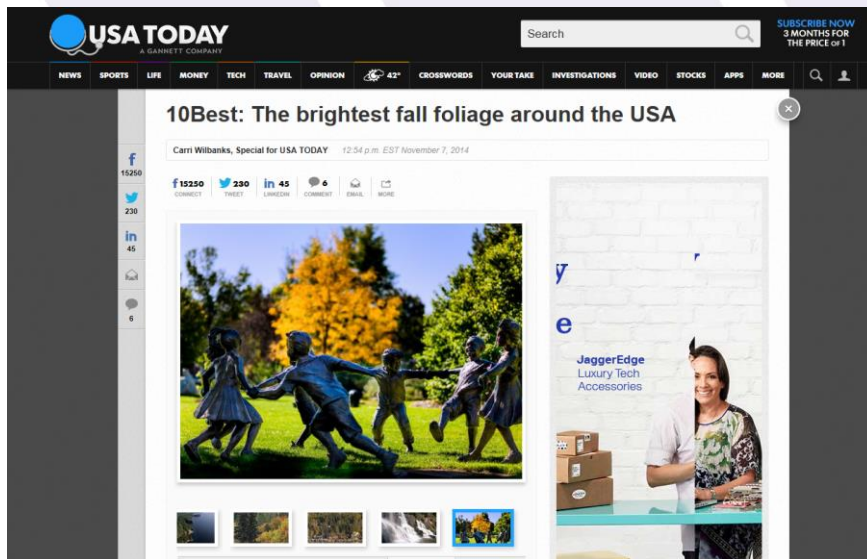
SUMMARY: This is a monthly update to the CMC for the month of September

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 October 2014, we collected \$84,875.70 in lodging tax, a 6% increase from 2013. This is impressive because of last year's surge in occupancy due to displaced visitors. Year to date, we have experienced a 14% overall increase from last year totaling \$715,086.21 collected as of October 31st.

Visitors Center - The Visitors Center sales were up for the month of October. As of October 31st, unaudited sales for the Visitors Center show an increase of 4% for the month of October: \$4,826.60 in 2014 compared to \$4,627.04 in 2013. The Visitors Center is up 19% for the year in sales, year to date. The Visitors Center traffic experienced a 31.6% increase for the month. 2014 saw 1,449 visitors vs. 1,101 in 2013. Traffic is up 6.7% for the year for a total of 16,306 visitors to date.

PR/Social Media - What a HUGE month for PR for Loveland. We were VERY excited to secure a spot in the Top 10 Best places to view foliage in the US on *USA TODAY website!*



<http://www.usatoday.com/story/experience/weekend/my-weekend-experience/2014/10/22/10best-fall-foliage/17718179>

HUGE Exposure on Explore Colorado segments on FOX 31 – SEE FULL REPORT ATTACHED



Explore Colorado: Devil's Backbone
POSTED 9:22 AM, OCTOBER 2, 2014, BY NANCY MELLEAR, UPDATED AT 09:25AM, OCTOBER 2, 2014

Jennifer Broome takes the Wild Loop in search of the keyhole at Devil's Backbone.



There are some great hikes along the Front Range and one area you should put on your hiking list is [Devil's Backbone Open Space](#). The Devil's Backbone Rock Formation is an iconic rock formation in Loveland. There are about 12 miles of trail in the open space that also connects with Horsetooth Mountain Open Space and Coyote Ridge Natural



Explore Colorado: Heading to the Pumpkin Patch
POSTED 8:15 AM, OCTOBER 16, 2014, BY NANCY MELLEAR

Jennifer Broome takes us to the Osborn Farm Pumpkin Patch in Loveland.



If you are looking for a pumpkin patch to take the kids to then head to Loveland. [Osborn Farm](#) has been in the same family for over 150 years. The pumpkin patch is open daily in

<http://kdvr.com/2014/10/02/explore-colorado-devils-backbone/>

<http://kdvr.com/2014/10/16/explore-colorado-heading-to-the-pumpkin-patch/>

E-Newsletter - The October issue of the Visit Loveland newsletter was distributed the second week of October and focused on Halloween activities, the Loveland Art Studio Tour and events at the Museum, the Colorado Eagles season home opener, and shopping events. Our distribution list is still growing – we are now at over 17,000+ names! Sign up today at www.visitlovelandco.org.

Holidays in Loveland – We are gearing up for the Holiday Season in Loveland. We are focused on kicking off the holiday Season with our 3rd Annual Holiday Open house at the Visitors Center this **Saturday, November 22nd from 10-2. (SEE ATTACHED POSTER)** The day will be filled with free photos with Santa, caroling from areas school choirs, Eagles Tickets giveaways, prizes, ornaments, shopping deals, goodie bags and more! So many wonderful events and happenings in Loveland for the Holidays to promote! We will be running ads in the Reporter Herald for this event. In addition to promoting the Visitors Center Open House, we have partnered with the Coloradoan on supporting a Regional Guide on activities, shopping, dining etc. We will be receiving a full page ad in the Coloradoan on the Wednesday before Thanksgiving (**SEE ATTACHED**) and a full page of content and itineraries. This guide will live online as well and we have a strong social media partnership with the Coloradoan in order to guide their social media audience to our website and social channels in order to grow our viewership!

Pro Cycling Challenge –We have been invited to “bid” Stage 6 of the USA Pro Cycling Challenge in 2015. Stage 6 is historically the most heavily trafficked day in terms of visitors and media. It is the Saturday Stage prior to the finish in Denver. Bob Herrfeldt and Jay Hardy, the chairs of the local organizing committee, will be presenting a review of the 2013 stage that we hosted and discussing the potential to host another stage in 2015.

Fire and Ice Festival 2015– Staff put out an RFP for a snow sculpture/lighting event to take place the weekend of Valentines Day 2015. We have selected Blazen Illuminations as the company that will be coordinating and managing this event. We are very excited about this selection for several reasons. They have years in the Industry coordinating large scale lighting, video mapping, pyrotechnic events including lighting the city and county building in Denver, The Parade of Lights in Denver, Lights at Centerra, Butterfly Pavilion, America Ninja Warrior and Denver Independence Eve. They are also a local company here in Loveland! We have asked them to give an update on the event for the December CMC meeting. Here is an example of their work.



Website Update – We are full speed ahead in developing the new Visit Loveland website. We selected Blizzard Internet out of Glenwood Springs to develop the site. They are experts at building tourism websites and have been a pleasure to work with. Staff has been working on developing a user-friendly site map and content creation. There are a LOT of positive changes that we are making to increase SEO and ultimately making it a user-friendly marketing machine 24/7. We are hoping to launch in February 2015. Stay tuned.

Governor’s Tourism Conference – Staff represented Visit Loveland and the annual Governor’s Tourism conference and the CADMO annual meeting. During the round table discussions, each DMO/CVB gave a state of their destination report. Loveland shined and was consistently called out for our PR efforts and occupancy rates, #1 in the State for June – August. Staff learned best practices and attended classes for 3 days on the latest in PR, Social Media, Regional marketing, International marketing etc. It was a good time to connect with our partners in the Industry and focus on 2015.

YOUR SEASON OF *Wonder*

A wish for Santa. Holiday traditions that spark imagination. Entertainment on ice.

Celebrate, skate, shop and stay in Loveland this holiday season. Embrace holiday magic with *The Nutcracker* or *Miracle on 34th Street*. Wander through a magical, life-size gingerbread village at the Embassy Suites. Have breakfast with Santa. Catch a Colorado Eagles professional hockey game or rock out to Gavin DeGraw and other acts at the Budweiser Events Center's Jingle Jam. Find that perfect holiday gift or stocking stuffer in northern Colorado's shopping mecca with the Marketplace at Centerra, downtown boutiques and the Outlets at Loveland. Shop AND ice skate at The Promenade Shops at Centerra. Holidays you love are in the heart of northern Colorado.

Plan now at www.VisitLovelandCO.com/LovelandHolidays

VISITORS CENTER • 970.667.3882

I-25 at US 34 • Loveland Exit 257



Colorado Eagles Hockey
Budweiser Events Center



The Ice Rink at
The Promenade Shops at Centerra
Now open through February



The Nutcracker
Rialto Theater Center
November 29th



99.9 the Point Jingle Jam 2014
Budweiser Events Center
December 4th



Santa's Workshop at Centerra
The Group, Inc. - Loveland
December 6, 13, 20



Miracle on 34th Street
Candlelight Dinner Theater
November 13- December 31

Photo courtesy of The Promenade Shops at Centerra

LOVELAND
COLORADO
EVERYTHING YOU LOVE

Experience the Holiday Season

LOVELAND VISITORS CENTER ANNUAL HOLIDAY OPEN HOUSE



Join us for great local shopping, food, festivities and fun. Loveland gifts for sale from more than 25 local artists and businesses

Saturday November 22nd, 2014 • 10am to 2pm

Complimentary:

- » Photos with Santa
- » Glitter tattoos and holiday crafts for children
- » Visit Loveland goodie bag
- » I Love Loveland holiday ornament for first 200 attendees
- » Food from Noodles & Company for the first 500 attendees
- » Cupcakes from B Sweet Cupcakes
- » Cookies, hot chocolate and cider
- » Food samples including salsa and toffee
- » Chance to win Colorado Eagles tickets at Budweiser Events Center
- » Chance to win Hairspray tickets from Candlelight Dinner Playhouse

- 10:00 – 11:00 Larimer Chorale's Dickens Carolers Quartet
- 11:00 – 11:30 Bill Reed Middle School Orchestra Quartet
- 11:00 – 1:00 Barrel train rides
- 11:00 – 2:00 Lead-around horse rides from Sylvan Dale
- 11:30 – 12:00 Sarah Milner and Garfield Elementary School Choirs
- 11:30 – 12:00 Bill Reed Middle School Drama Club
- 12:00 – 2:00 Appearance by the 501st Legion Storm Troopers
- 12:30 – 1:00 Winona Elementary School Choir

CANDLELIGHT
DINNER PLAYHOUSE



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