



MEETING DATE: December 17, 2014
TO: Community Marketing Commission
FROM: Cindy Mackin, Visitors Services Coordinator
TITLE: December 17th CMC Update

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

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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 November 2014, we collected \$69,567.13 in lodging tax, a 3% increase from 2013. This is impressive because of last years surge in occupancy due to displaced visitors. Year to date, we have experienced a 13% overall increase from last year totaling \$784,653.34 collected as of November 30th.

Visitors Center - The Visitors Center sales were down for the month of November. As of November 30th, unaudited sales for the Visitors Center show an decrease of 15% for the month of November: \$7,125.07 in 2014 compared to \$8,397.41 in 2013. *** Please note the 2014 sales figure does not take into account the sales of the winter holiday council ornaments as directed by CMC. This will provide us accurate numbers going forward of actual sales and revenue as we do not make any money on the sale of the ornaments. The Visitors Center is up 12% for the year in sales, year to date. The Visitors Center traffic experienced an 32% increase for the month. 2014 saw 2,106 visitors vs. 1,596 in 2013. Traffic is up 9.1% for the year for a total of 17,697 visitors to date.

PR/Social Media - Secured an AMAZING amount of coverage for Loveland with our partnership with the Coloradoan and the NOCO Holiday Guide. This relationship also helped us gain an additional 500 new facebook friends.
<http://www.coloradoan.com/story/announcements/2014/11/26/2014-northern-colorado-holiday-guide/19530257/>

Also we continued to foster our relationship with writer Julie Bielenberg. This article was on her Mile High Mamas blog post and is a great write up for Loveland aimed towards Denver Mom's planning for the holidays.
<http://www.milehighmamas.com/blog/2014/12/03/colorados-best-last-minute-winter-family-getaways/>

E-Newsletter - The November issue of the Visit Loveland newsletter was distributed the second week of November and focused on holiday festivities, Black Friday shopping deals, events at the Budweiser Events Center, Candlelight Dinner Theater, and Rialto Theater, New Year's preview, and winter lodging at Sylvan Dale. Sign up today at www.visitlovelandco.org.

Fire and Ice Festival 2015 – Blazen Illuminations will provide an update on this event at the CMC Meeting. Very exciting!

Website Update – We are full speed ahead in developing the new Visit Loveland website. We have begun training on using WordPress which will allow us to manage content and photos throughout the site and make all of the necessary upgrades, visually and content wise. We will be

looking at investing additional dollars for marketing and video production to enhance the visitor experience to the site in 2015. At this time we are still on track to launch in February 2015.

Destination Colorado Trade Show – Staff represented Visit Loveland and the Destination Colorado Front Range Trade Show at DU in Denver. Over 300 Meeting and Event planners attended. It was an amazing show and Loveland was consistently recognized for their top notch meeting facilities including the Embassy Suites and the Ranch. Staff also attended the annual Destination Colorado meeting prior to the trade show.



Pro Cycling Challenge –We are in full Social Media PR Push to WIN the votes for the best stage 6 location. Should we be awarded this stage, Staff will bring the CMC’s recommendation for funding to City Council on January 6th. We should hear any day now. If you still want to cast your vote, share this link. http://usaproyclingchallenge.com/city/stage-6?_utma=1.1391555674.1416332331.1416332331.1417726452.2&_utmb=1.1.10.1418319679&_utmc=1&_utmz=1.1417726452.2.2.utmcsr%3Dsearch.snapdo.com%7Cutmccn%3D%28referral%29%7Cutmcmd%3Dreferral%7Cutmctt%3D/&_utmv=-&_utmk=43692453

Rocky Mountain National Park Trip Guide Ad – In creating our ads for this years RMNP Guide, we partnered with a local photographer to take this amazing photo of the canyon, providing the readers with the “BEST” route to get to RMNP. We have already received very positive feedback on this stunning photo and hope to entice more visitors to the park to play and stay in Loveland in 2015!

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YOUR *Gateway* TO THE ROCKY MOUNTAINS

Start your sightseeing adventure as you weave through the majestic beauty of Big Thompson Canyon. Stay awhile and indulge in Loveland's award-winning craft beer and spirits, a shopping spree, a serene stroll through our unique sculpture gardens or adventure with our year-round outdoor recreation. Your Rocky Mountain National Park adventure begins in Loveland.

Plan now at VisitLovelandCO.com/GatewaytoRMNP

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Visitors Center Holiday Open House - Staff and volunteers hosted the annual winter open house event at the Visitors Center. Activities included photos with Santa and Storm Troopers, carolers, school choirs and performances, barrell train rides, lead-around horse rides, and arts and crafts. Food was brought in by Noodles and Company as well as cupcakes from B Sweet. Giveaways included Colorado Eagles and Candlelight Dinner Theater tickets, Centerra gift cards, I Love Loveland holiday ornaments, and other goodies. The event brought a lot of people to the Visitors Center that did not even know it exists. Ads ran in the Reporter Herald and the Coloradoan ran an article promoting the event. Sales set a record high and were over \$1,650 for the day and more than 1,100 attended. It was our best attended Winter Open House EVER! A huge thank you to Gary, Beata, Staff and all of the volunteers for making this happen!

