

**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: Coale, Clark, Dwyer, Roth, Shannon and Ziglin. Albers, Erion and Forster were absent.

**MINUTES** Minutes for the December 16, 2015 Regular Meeting were unanimously approved as submitted.

**PUBLIC COMMENT** None

## **REPORTS**

Council Liaison Report Council Liaison Clark reported on the following:

- Loveland was selected for the RTA but the state has provided guidelines that must be met. The approved Loveland projects were the whitewater park and the hotel with waterpark. Windsor's PeliGrande was approved. Estes Park's horror film festival was also selected. The current timeframe for negotiations is March but could be extended.
- The South Catalyst Project, between Cleveland and Lincoln from Third to First, was approved for the Brinkman project. Brinkman will have the exclusive right to negotiate. The development property would be mixed use including a movie theater, parking garage, residential apartments, condos, an office building, and artist space.
- I-25 traffic issues have been discussed on state and federal levels. Crossroads at I-25 will be redone again, as well as Berthoud Hill to add a third lane for trucks.

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

- Collections were down in December by 10% - \$50,202.43 in 2015 from \$55,619.20 in 2014.
- Overall collections for 2015 were up by 2% for the year over 2014 – from \$840,272.54 to \$858,469.27.
- Visitors at the Visitors Center were down by 1% for 2015.
- Total visitors in 2015 were 19,258 vs. 19,425 in 2014.
- Sales were up 52% in December from \$8,364.77 in 2014 to \$12,687.43 in 2015.
- Total sales in 2015 were \$80,244.16, a 37% over 2014.

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

- Staff met with Visit Fort Collins and Visit Greeley to determine how to collaborate at the Pow Wow and Go West conferences.
- The Moose on the Loose social media campaign ended in December.
- Go West will be taking place the third week of February in Alaska. Staff Liaisons Cindy and Beata will be attending and taking almost 40 appointments with tour operators.
- Staff added Valentine's merchandise to the Visitors Center.

- Staff is currently working on the 2015 annual report. The report will be complete by the next CMC meeting.
- Staff hosted the first FAM trip of the year: a French journalist.
- Staff was contacted by Grimm Brothers to discuss a Loveland brewery branding project and met with all of the breweries last month. Visit Loveland will be working with an artist to create a breweries passport. The passport can be redeemed for a free gift from the Visitors Center which will allow staff to track and record analytics.
- Staff will be working to increase content marketing/SEO. Because the costs will be high, the project will have to go out for bid.
- Visit Loveland is partnering with Colorado Life Magazine again on the visitors guide. Ad sales are going well. Photography and the layout/design will be handled by Colorado Life.
- The sub-committee will be meeting soon to go over the requests that have come in.
- The Fire and Ice Festival will be three days (February 12-14) with fireworks each night at 9:00pm. Blazen Illuminations secured a meet and greet with the associate producer of the Harry Potter films, as well as Devon Murray who acted in the films. 5-6 teams of ice sculptors will compete. The Reporter Herald ran an article with a headline stating that snow was cancelled. Readers who only saw the headline assumed that the event was cancelled and many people have approached staff asking why the event was cancelled. Food trucks, four stages, a carousel, lights and a car show will be part of the event this year. Visit Loveland is sponsoring the event - the cost was \$30k in 2015 and \$60k in 2016.
- The Colorado Tourism Office, Travel Mole, British Airways, and Visit Loveland are working on a grand prize giveaway trip to Loveland for a UK promotion. In addition to the two winners, press will also be attending and they will all be staying at Sylvan Dale. Over 110k viewers in the UK received the information this morning.
- Staff will be meeting with the Ranch and Embassy Suites this week to determine how to collaborate to promote Loveland as a destination for meetings and events.

PR Report

None – see attached report.

**DISCUSSION / ACTION ITEMS**

Wayfinding Signage Update – Presentation by Cindy Mackin

CDOT had to approve the lamp posts and signs. CDOT requested that the overhangs on the signs be removed, but after further discussion they are approved. The city is now waiting on Water and Power to prepare the shop drawings so the bid process can begin. Signs should be up by late spring 2016.

2015 Year in Review and 2016 Goals – Presentation by Cindy Mackin

Staff Liaison Mackin presented key highlights from 2015 including:

- Sponsorship of a variety of events including Loveland Fire and Ice, Colorado Eagles games, USA Pro Challenge, Corn Roast Festival, and many others.

- Through a partnership with Colorado Life Magazine, staff saved almost \$30k on printing 85,000 visitor guides in 2015. These guides were distributed throughout Colorado and surrounding states, as well as through Denver International Airport, Rocky Mountain National Park and internationally at travel trade shows.
- Thanks to a great partnership with the Colorado Tourism Office, Visit Loveland hosted 12 FAM trips (including tour operators and travel writers) from China Cosmopolitan Magazine, Colorado State Welcome Center, South America/Panama, Germany, Mexico, China, UK and Korea.
- The new Visit Loveland responsive website launched in October. The website gives staff the ability to easily update and manage content. New features were added including a blog, Instagram feed, and a video section.
- The Front Range Region group collaborated in a marketing partnership to produce a website and print collateral to promote the 50 breweries in the Front Range region alone. The group consists of Loveland, Boulder, Longmont, Greeley, Fort Collins and Estes Park. The program is supported through a grant from the State of Colorado.
- Visit Loveland staff showcased Loveland to the state, US, and world at trade shows, conferences and events such as Go West Summit, DMAI, Destination Colorado, Tourism Day at the Capitol, TIAC, IPW and CADMO.
- Thanks to the support of Economic Development, City Council, and the CMC, Loveland, Windsor and Estes Park were able to collaborate on an RTA bid to bring several destination attractions and hotels to the region. Although the projects are not finalized, negotiations are in progress.
- Visit Loveland's support of the Fort Collins-Loveland airport helped bring flights from Rockford, IL on Elite Airways. Visitors Center volunteers put visitor guides on each flight.
- Moose on the Loose launched in December. This social media campaign gave people clues on where to find Thompson the Moose, promoting visitation to businesses throughout Loveland.
- More than \$39 million in paid advertising equivalency and more than 221 million impressions were secured through public relations efforts in 2015. In 2015, Loveland was featured in top publications such as USA Today, AAA Encompass, Cowboys and Indians, Channel 7 News, 9 News, Fox 31, 5280 Magazine, and many others.
- Staff worked with the Colorado Tourism Office to film 2 Visit Loveland commercials. The commercials are on the Colorado.com website as well as the Visit Loveland YouTube channel, at the Colorado Eagles games and our website.
- Goals for 2016 include developing partnership program, content marketing and SEO, brewery branding and marketing collateral, completing the web-based art app, developing a comprehensive plan for targeting meetings, events and conferences, wayfinding phase II, developing an updated strategic plan, and enhancing airport appearance and information to bring additional airlines.

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**NEW BUSINESS**                      None

**PUBLIC COMMENT**                  None

**ADJOURNMENT**                      Having no further business to come before the Commission, the January 20, 2016 Regular Meeting was adjourned at 7:35 PM.