

# VISIT LOVELAND PR/SOCIAL MEDIA REPORT

April 2016

April was a great month for Visit Loveland PR/social media. Below are the highlights and results.

## TOP PR PRIORITIES

1



### Summer Media Preparation, Distribution

Drafted, edited and finalized the Loveland summer press release and distributed to target media outlets. Additionally, customized our media list for the summer news and distributed summer press release to key Loveland media and influencers. Began planning for the updated Loveland Visitors Guide.

2



### Chicago/Rockford Media Planning/Coordination

Met with various media outlets including freelancers for the New York Times, TODAY Show, Chicago Tribune, Family Travel, Rand McNally and Northwest Quarterly through media visits and Colorado Tourism Office Media Reception. Visited Rockford to see the airport and meet with CVB.

3



### Loveland Beer Brand Planning, Preparation

Began preparations for the Visit Loveland beer brand including meetings, strategy sessions, research and planning.

## MEDIA HIGHLIGHTS:

April was a great month for continued promotion of the spring season and beginning to introduce summer activities. Our top PR priorities will be finalized and released in the coming months.

## PR SUCCESS BY THE NUMBERS

**\$22,6984**

PR Value

**2,355,024**

Impressions

**537**

Media Social Shares

## TOP SOCIAL MEDIA PRIORITIES



**71 new fans | 4,479 total fans | 97,321 impressions by 38,023 users**

Priorities: Posting photos to promote spring events and attractions, foodie finds in Loveland, ramping up for the summer season and continuing to promote local arts and entertainment. Most engaging posts included scenery, colorful sunsets, information on the Governors Art Show and more.



**17 new followers | 1,326 total followers | 10,622 impressions | 147 engagements**

Priorities: April's focus was primarily on the spring season. Outdoor scenery and attractions were promoted along with increasing engagements with social media influencers.

Most engaging posts: Nature posts, local restaurant tips, sunset photos and more.



**146 new followers | 2,172 followers | 3,144 engagements | 40.8% increased engagements**

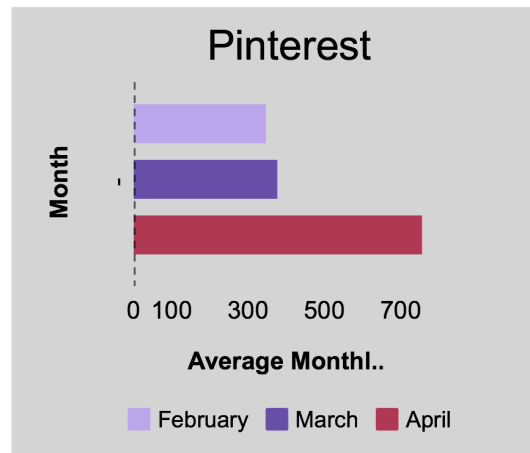
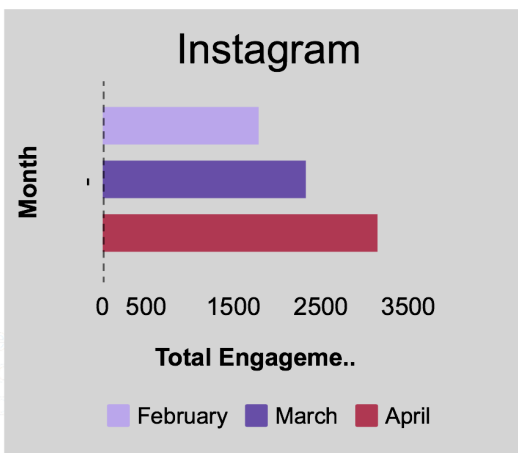
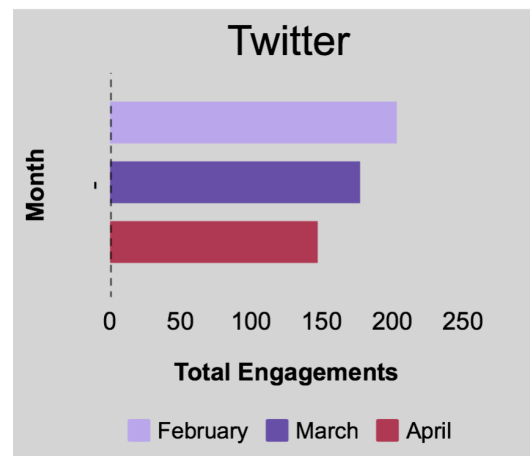
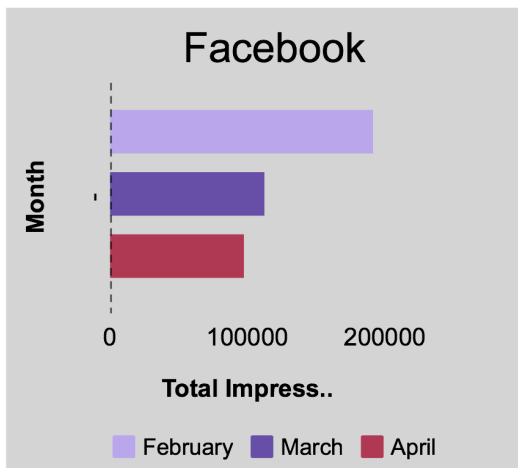
Priorities: Posting photos to promote the spring season including scenery, sunsets, outdoor activities. Most engaging photos: Mountain scenery and sunsets. Most engaging hashtags: #VisitLoveland #loveland #colorado, #nature and #9neighborhoods



**84 average daily impressions | 41 average daily viewers | 127 total followers**

Priorities: Continuing to update content and engaging with influencers. Focus on following new accounts that might drive traffic to our profile. In April, we saw a 107.14% increase in daily views. Our most engaging boards: Eat and Drink, Events and Festivals and Outdoor Experience.

## Social Media Results



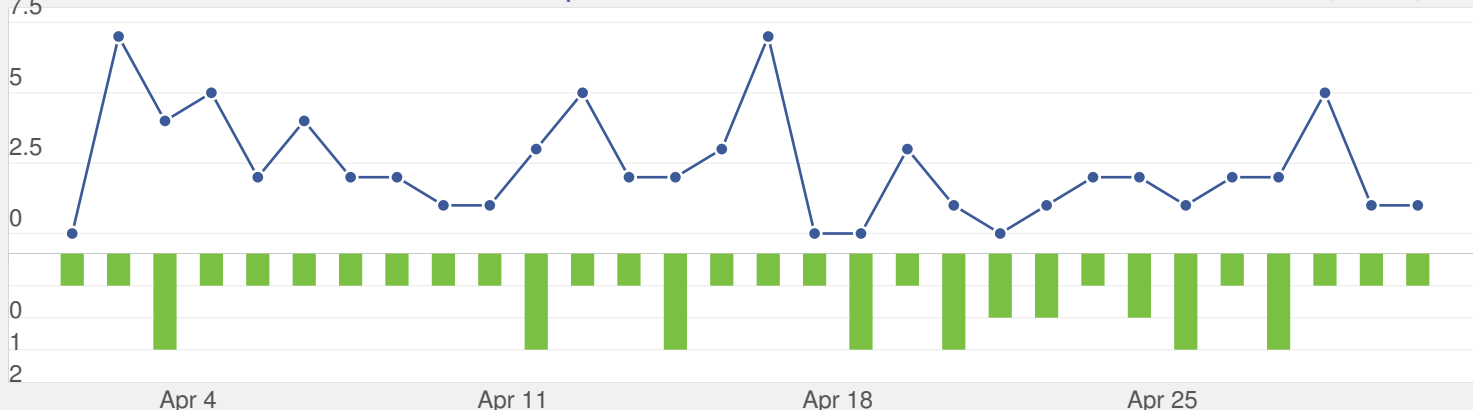
# FACEBOOK PAGE REPORT

from April 1, 2016 - April 30, 2016

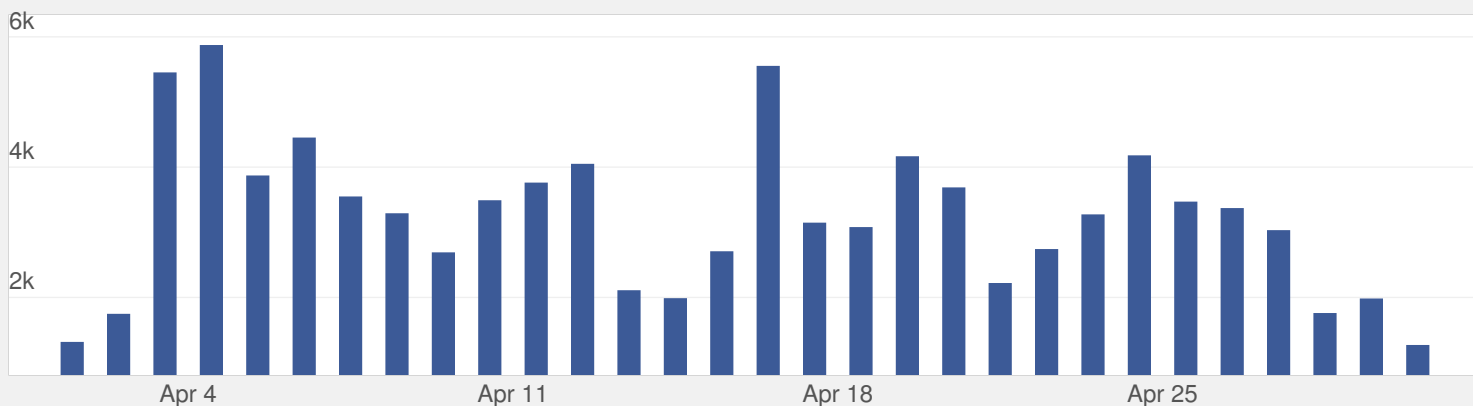


Visit Loveland Colorado

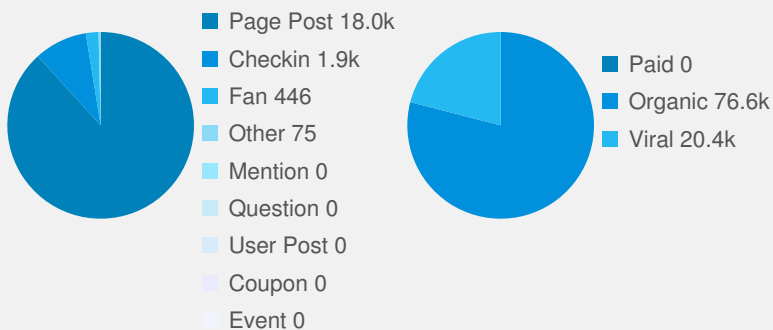
FAN GROWTH **4.48k** Total Likes as of **Apr 30, 2016** New Fans **71** Unliked your Page **17**



PAGE IMPRESSIONS **97,321** by **38,023** users



## IMPRESSIONS



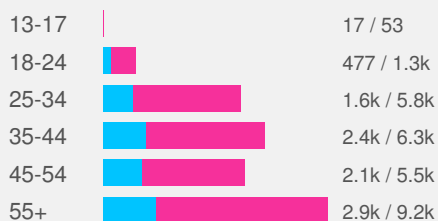
## BY DAY OF WEEK

Day	AVG	TOTAL
Sun	4.1k	16.3k
Mon	4.0k	16.2k
Tue	3.9k	15.5k
Wed	3.3k	13.3k
Thu	2.4k	9.5k
Fri	2.4k	12.0k
Sat	2.9k	14.5k

## IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

### AGE & GENDER



### TOP COUNTRIES

Country	Impressions
United States	36.0k
Mexico	1.1k
Canada	131
Germany	117
United Kingdom	90

### TOP CITIES

City	Impressions
Loveland, CO	14.4k
Fort Collins, CO	3.0k
Greeley, CO	911
Denver, CO	804
Berthoud, CO	626

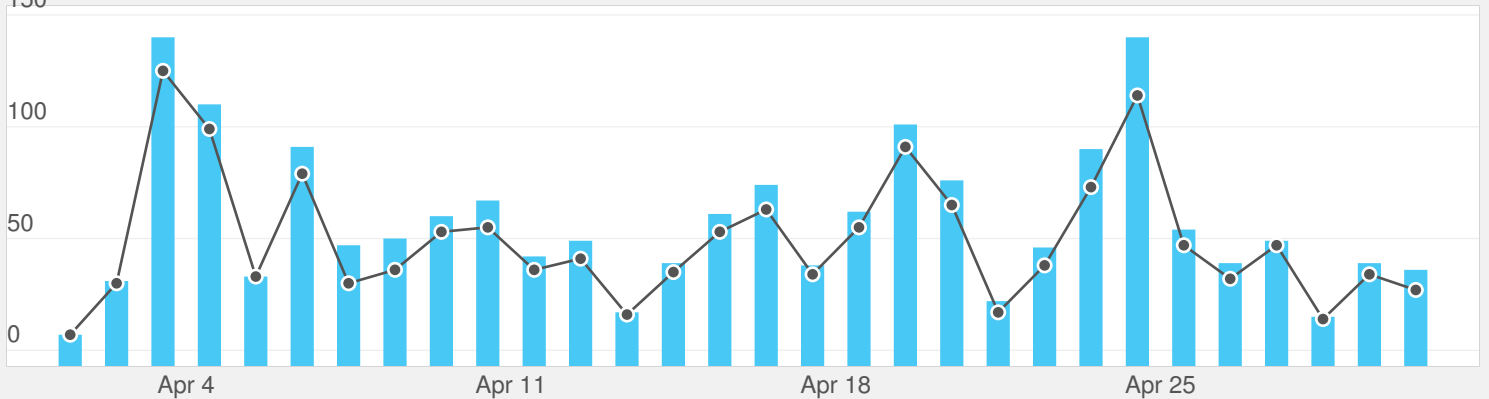


# SHARING

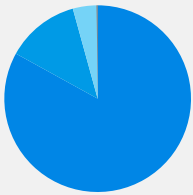
how people are sharing your content

STORIES  
150

Stories Created 1,725 by 1,479 users



## SHARE TYPE



- Other 1.4k
- Page Post 219
- Fan 71
- Checkin 2
- Mention 1
- Question 0
- User Post 0
- Coupon 0
- Event 0

## BY DAY OF WEEK

Day	Avg	Total
Sun	96.3	385
Mon	67	268
Tue	55.5	222
Wed	58.3	233
Thu	30.8	123
Fri	40.6	203
Sat	58.2	291

## SHARER DEMOGRAPHICS

Here's a quick breakdown of people creating stories on your Facebook Page

### AGE & GENDER

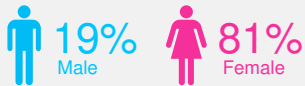
Age Group	Male	Female
13-17	0	1
18-24	3	20
25-34	20	96
35-44	51	160
45-54	54	160
55+	91	485

### TOP COUNTRIES

Country	Count
United States	1.2k
Germany	7
Mexico	5
Canada	2
Australia	2

### TOP LOCALES

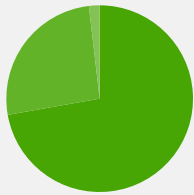
Locale	Count
English (United States)	1.2k
English (United Kingdom)	19
Spanish (umbrella locale)	9
German (Germany)	8
Portuguese (Brazil)	2



# YOUR CONTENT

a breakdown of the content you post

## BY STORY TYPE



- Photo 39
- Link 14
- Event 1

	AVG	TOTAL
Reach	814.38	43.16k
People Talking About This	26.64	1.41k
Engagement	4.56%	4.55%

## CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	REAC	COMMENTS	SHARES	ENGAGEMENT
04/30/16	#SculptureSaturday from local hot spo...	572	15	7	7	--	1	2.62%
04/30/16	Get your foodie fill this weekend in ...	65	6	4	4	--	--	9.23%
04/30/16	Catch a show at the Rialto Theater th...	63	6	3	3	--	--	9.52%
04/29/16	Loveland looks great covered in these...	961	50	39	37	--	3	5.2%
04/28/16	Save the date! The annual Loveland Vi...	64	3	2	2	--	--	4.69%
04/28/16	With a snowy forecast in our future, ...	61	1	0	--	--	--	1.64%
04/27/16	Loveland put on quite the show this m...	1.3k	56	47	43	--	4	4.28%
04/26/16	Getting lost in the springtime blooms...	1.1k	44	33	30	1	4	3.91%
04/25/16	Catching some afternoon rays at Carte...	932	28	19	18	1	1	3%
04/24/16	Today is #InternationalSculptureDay! ...	1.2k	49	35	30	2	8	4.11%
04/24/16	Crow Hop Brewing Co. is kicking off t...	631	9	4	4	--	--	1.43%
04/24/16	We never get tired of these springtim...	2.5k	184	157	145	5	19	7.37%
04/23/16	Sulpture Saturday and sunny views at ...	751	26	21	20	1	1	3.46%
04/22/16	Sunny skies and 80 degree weather cal...	914	38	25	21	4	3	4.16%
04/22/16	Happy #EarthDay, Loveland! Embrace th...	740	17	12	11	1	2	2.3%
04/21/16	The Lifetree Film Fest kicks off toda...	55	3	2	2	--	--	5.45%
04/20/16	Loveland's four legged visitors enjoy...	731	35	28	28	--	1	4.79%
04/20/16	Calling all #CraftBeer lovers: Lovela...	61	1	1	1	--	--	1.64%
04/20/16	Goodnight, Loveland. Photo: Christina...	2.3k	140	107	97	5	9	6.18%
04/19/16	Visit Loveland is on Pinterest! Make ...	65	4	4	3	--	1	6.15%
04/18/16	Kick off your week with a visit to Ve...	849	11	5	3	1	1	1.3%
04/18/16	The Big Thompson River looks great un...	1.4k	103	82	73	6	9	7.18%
04/18/16	The Big Thompson River looks great wi...	0	0	0	--	--	--	%
04/17/16	The Colorado Governor's Art Show & Sa...	84	4	4	4	--	--	4.76%



# Twitter Profiles Report

for @VisitLovelandCO

Apr 01, 2016 - Apr 30, 2016

The Twitter Profiles Report gives you insight on all social activity across your Twitter accounts using a blend of Twitter's metrics and proprietary metrics of our own.

## Twitter Activity Overview



10,622

ORGANIC IMPRESSIONS



147

TOTAL ENGAGEMENTS

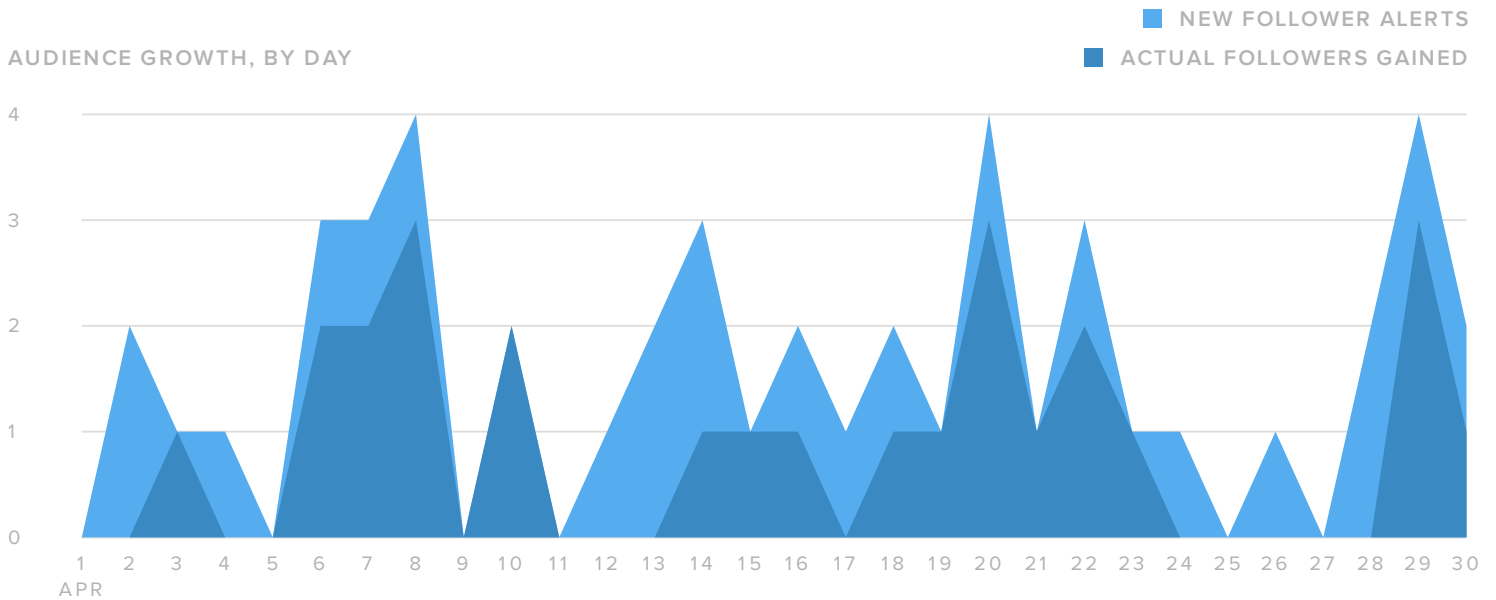


6

LINK CLICKS

## Audience Growth

AUDIENCE GROWTH, BY DAY



### FOLLOWER METRICS

### TOTALS

<b>Total Followers</b>	<b>1,326</b>
New Follower alerts	45
Actual Followers gained	17
People that you followed	3

Your new followers increased by

▲ **325.0%**

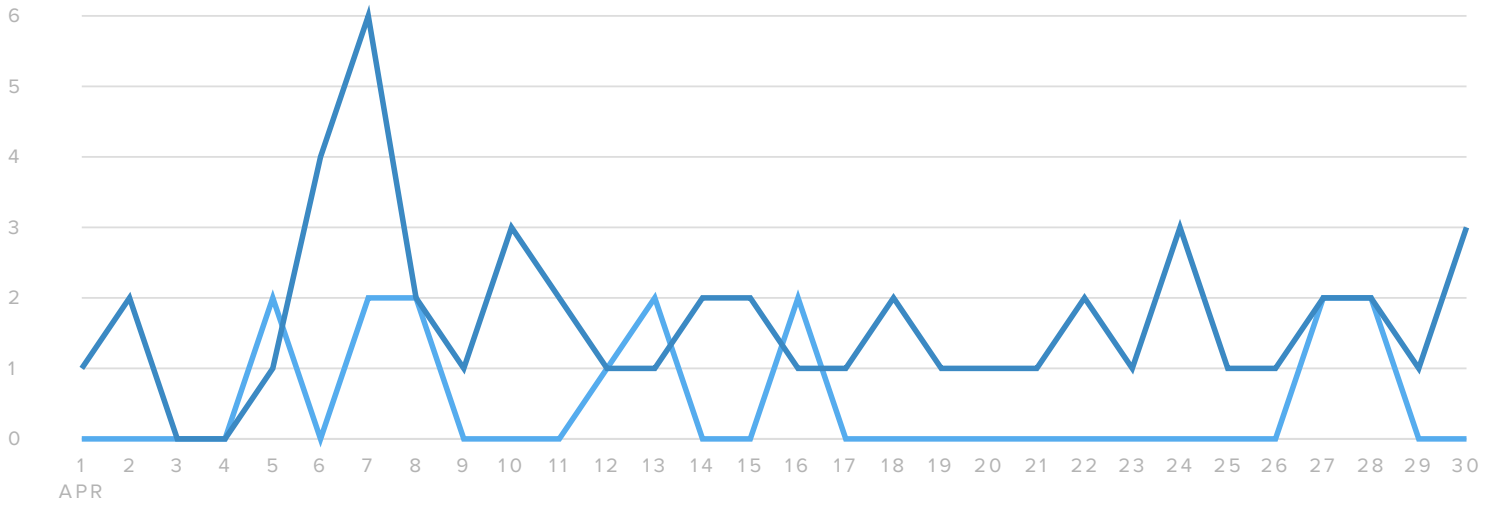
since previous month



# Posts & Conversations

MESSAGES PER DAY

RECEIVED SENT



SENT/RECEIVED METRICS

TOTALS

Tweets sent	51
Direct Messages sent	-
<b>Total Sent</b>	<b>51</b>
Mentions received	15
Direct Messages received	-
<b>Total Received</b>	<b>15</b>

The number of messages you sent increased by

▲ 6.3%

since previous month

The number of messages you received increased by

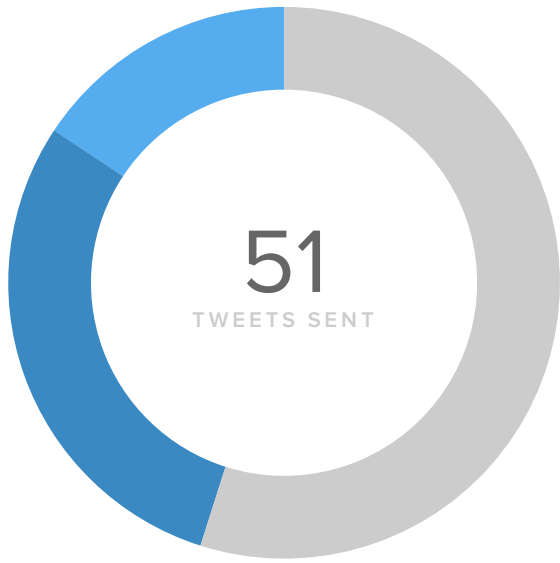
▲ 200.0%

since previous month



## Your Content & Engagement Habits

### SENT MESSAGE CONTENT



8  
PLAIN TEXT

15  
PAGE LINKS

28  
PHOTO LINKS

### YOUR TWEETING BEHAVIOR



35%  
CONVERSATION

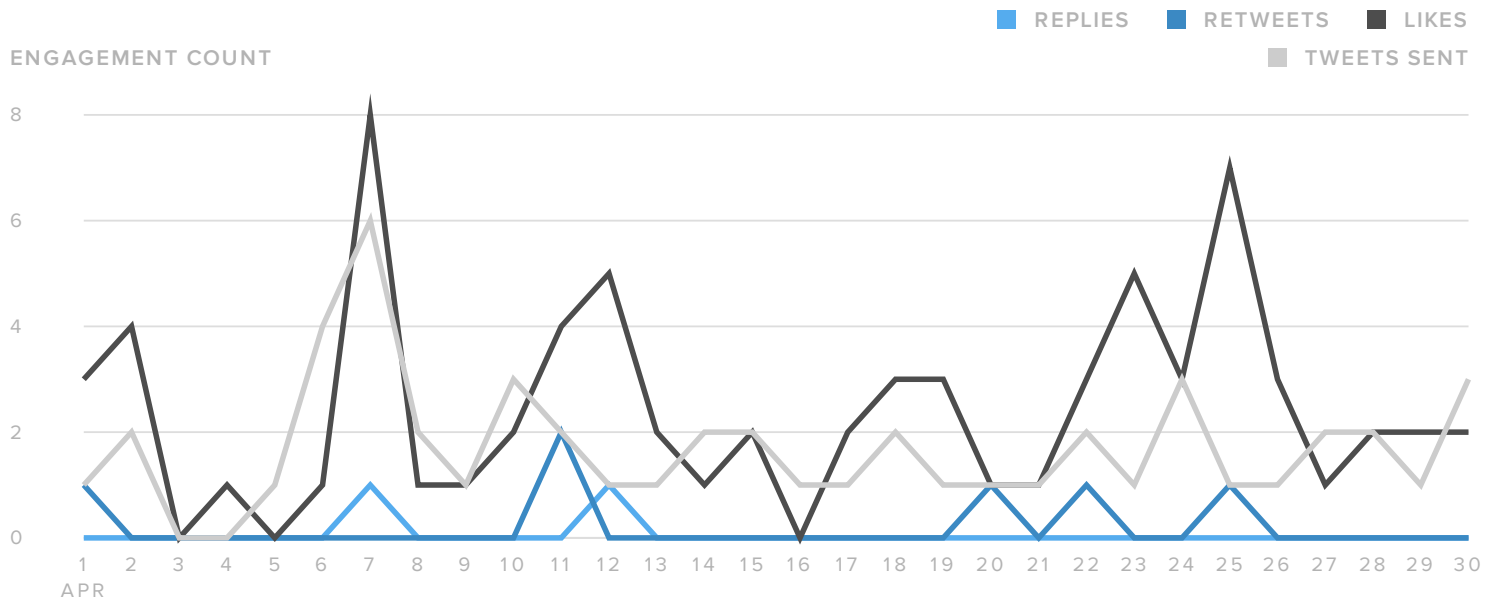
65%  
UPDATES



47%  
NEW CONTACTS

53%  
EXISTING CONTACTS

# Audience Engagement



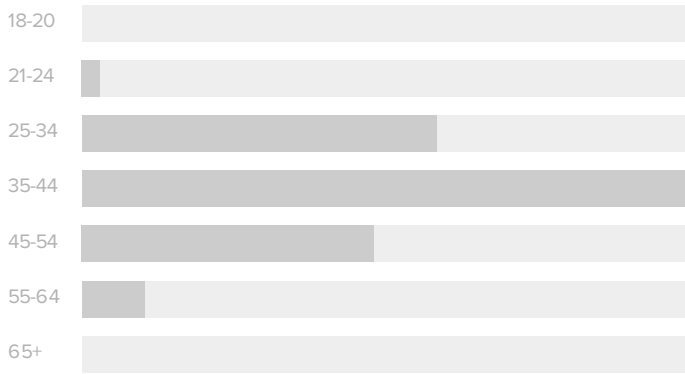
ENGAGEMENT METRICS	TOTALS
Replies	2
Retweets	6
Retweets with Comments	2
Likes	73
Engagements per Follower	0.1
Impressions per Follower	8.0
Engagements per Tweet	2.9
Impressions per Tweet	208.3
Engagements per Impression	1.4%

The number of engagements decreased by **16.0%** since previous month

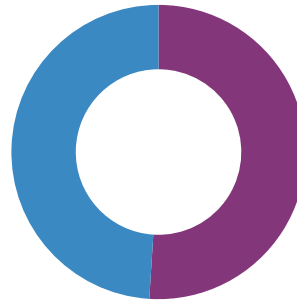
The number of impressions per Tweet decreased by **33.1%** since previous month

# Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



51%


FEMALE FOLLOWERS

49%

MALE FOLLOWERS

Women between ages of 35-44 appear to be the leading force among your recent followers.

## Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @VisitLovelandCO	1,326	1.3%	10,622	8.01	147	0.11	6	6



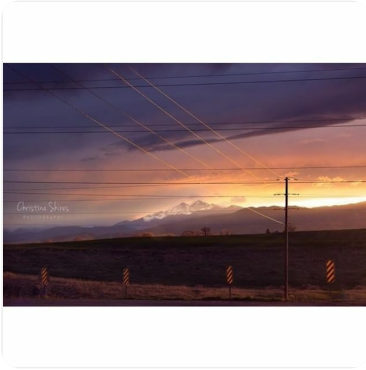
# Instagram Profiles Report

for visitlovelandco

Apr 01, 2016 - Apr 30, 2016

The Instagram Profiles Report gives you insight on all social activity across your Instagram accounts using a blend of Instagram metrics and proprietary metrics of our own.

## Top Instagram Posts



@visitlovelandco  
120 Engagements



@visitlovelandco  
119 Engagements

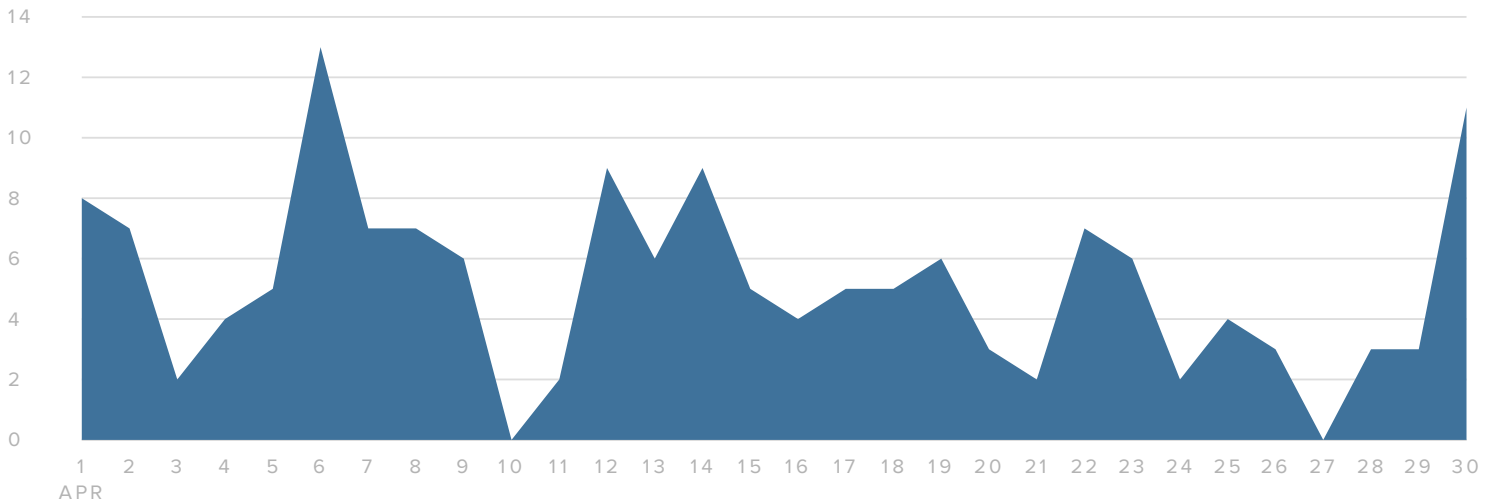


@visitlovelandco  
118 Engagements

## Audience Growth

AUDIENCE GROWTH, BY DAY

■ FOLLOWERS GAINED



### FOLLOWER METRICS

### TOTALS

Total Followers	2,172
Followers Gained	146
People that you Followed	3

Your new followers decreased by

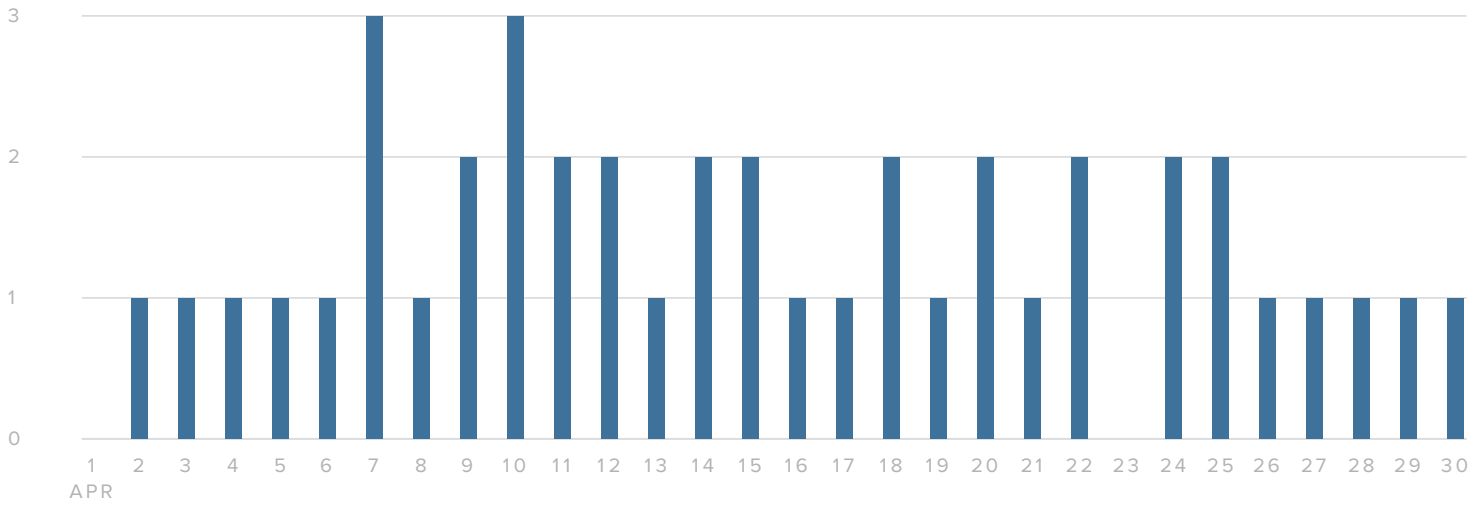
▼ **8.2%**

since previous month

# Publishing Behavior

MEDIA PER DAY

■ MEDIA SENT



PUBLISHING METRICS

TOTALS

Photos	42
Videos	-
Total Media	42

The number of media you sent increased by

▲ 23.5%

since previous month

# Outbound Hashtag Performance

## MOST USED HASHTAGS

#visitloveland	40
#loveland	38
#colorado	37
#nature	18
#9neighborhoods	17
#lovelandcolorado	15
#spring	9
#travel	7
#sunset	4
#budgettravel	4

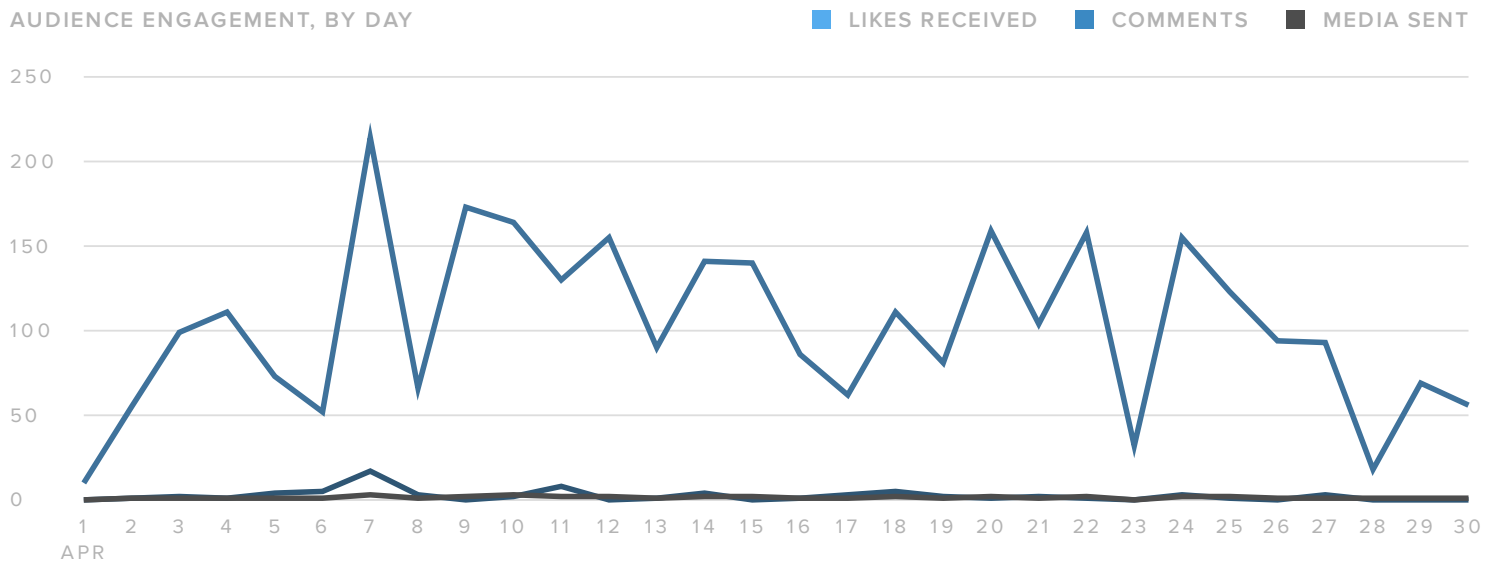
## MOST ENGAGED HASHTAGS

#visitloveland	1,977
#loveland	1,913
#colorado	1,834
#nature	1,201
#9neighborhoods	1,063
#lovelandcolorado	774
#spring	520
#travel	423
#sunset	388
#budgettravel	306



# Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS

TOTALS

Likes Received	3,074
Comments Received	70
<b>Total Engagements</b>	<b>3,144</b>

The number of engagements increased by

▲ **40.8%**

since previous month

Engagements per Follower	1.4
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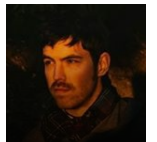
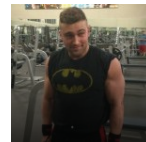
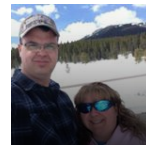
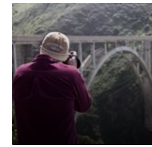
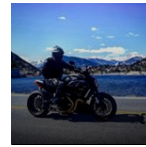
The number of engagements per media increased by

▲ **14.0%**


since previous month

Engagements per Media	74.9
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## Top Influencers Engaged



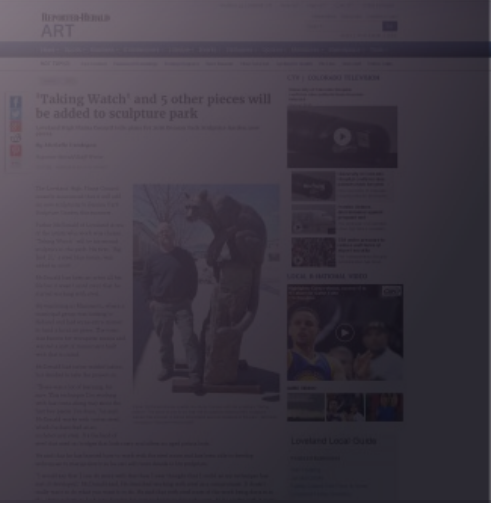
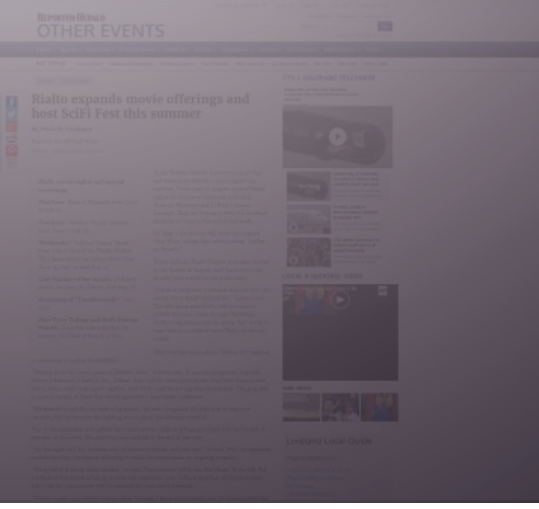
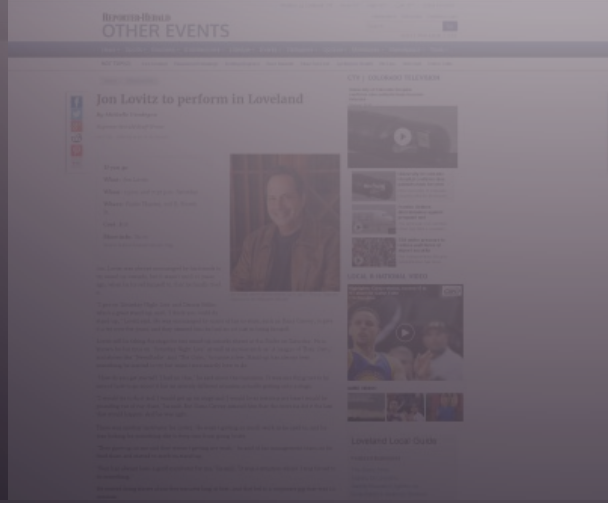
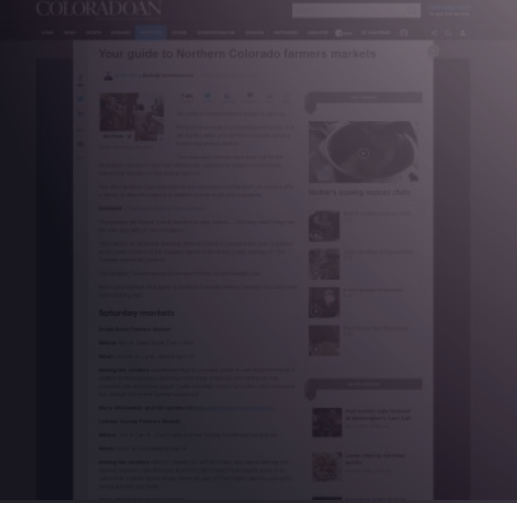
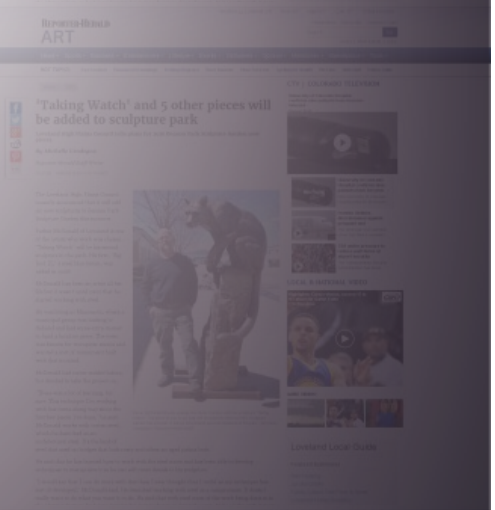
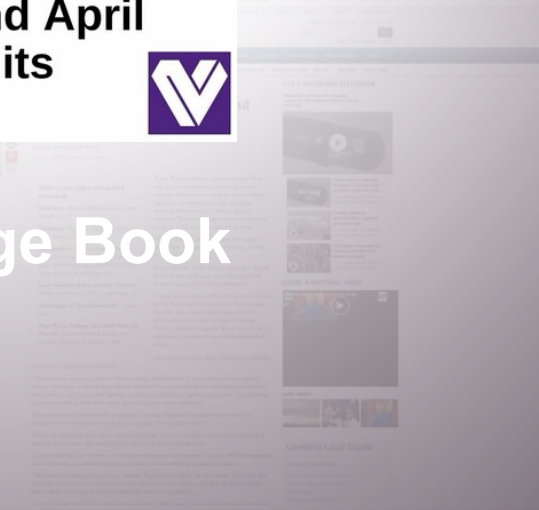
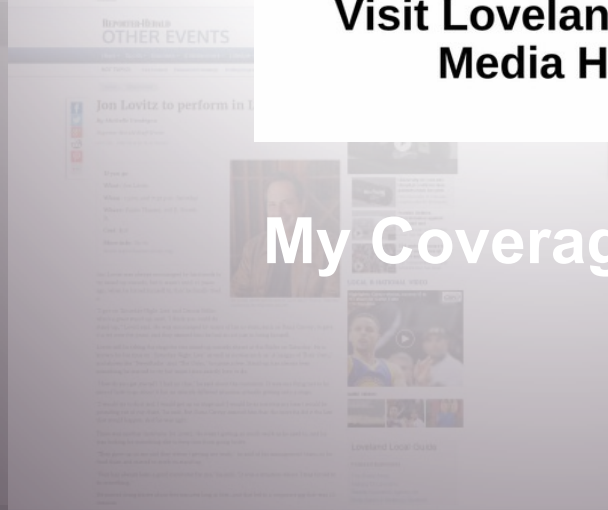
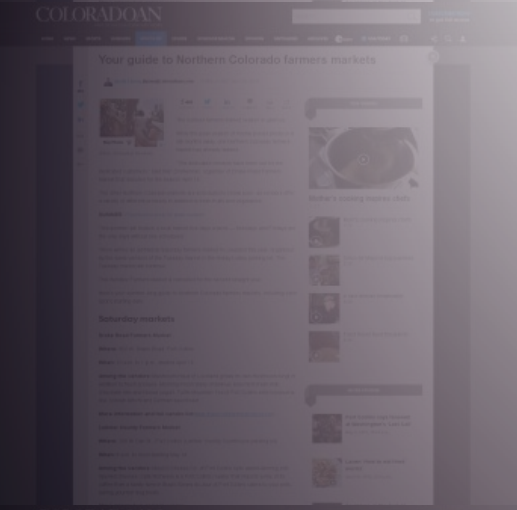
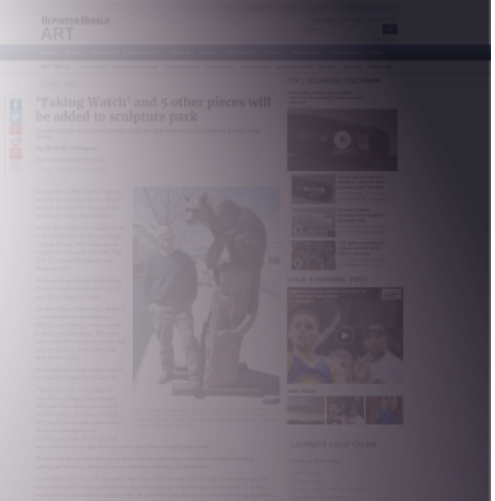
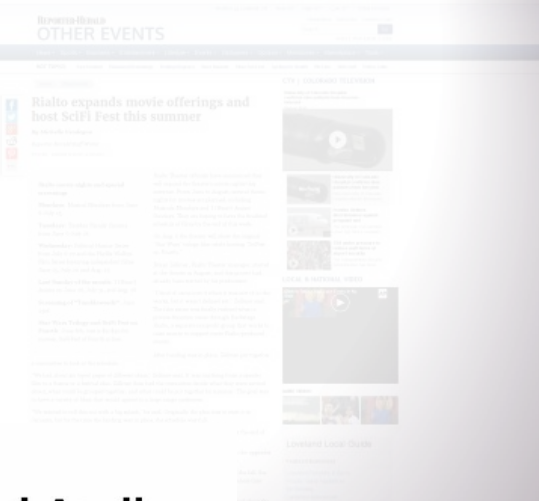
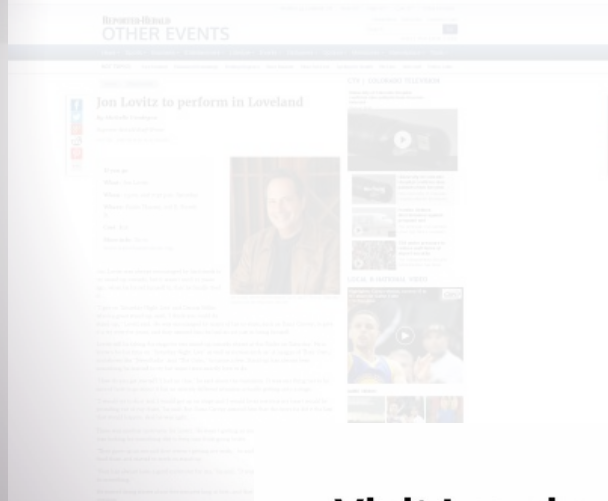
## Instagram Stats by Profile

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 visitlovelandco	2,172	7.2%	146	42	4	3,144	74.9	1.45



# Visit Loveland April Media Hits

## My Coverage Book



**4**

PIECES OF COVERAGE:

**6.42K**

ESTIMATED COVERAGE VIEWS:

**537**

SOCIAL SHARES:



## Your guide to Northern Colorado farmers markets

 **Jacob Laxen**, [jlaxen@coloradoan.com](mailto:jlaxen@coloradoan.com) 4:49 p.m. MDT April 29, 2016



Buy Photo

(Photo: Coloradoan file photo)

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The outdoor farmers market season is upon us.

While the peak season of freshly picked produce is still months away, one Northern Colorado farmers market has already started.

"The dedicated vendors have been out for the dedicated customers," said Nan Zimmerman, organizer of Drake Road Farmers Market that debuted for the season April 16.

The other Northern Colorado markets are scheduled to follow soon, as vendors offer a variety of different products in addition to fresh fruits and vegetables.

**SUMMER:** [Food trucks prep for peak season](#)

This summer will feature a local market five days a week — Mondays and Fridays are the only days without one scheduled.

There will be an additional Saturday farmers market in Loveland this year, organized by the same vendors of the Tuesday market in the Hobby Lobby parking lot. The Tuesday market will continue.

The Windsor Farmers Market is cancelled for the second straight year.

Here's your summer-long guide to Northern Colorado farmers markets, including each spot's starting date:

### Saturday markets

#### Drake Road Farmers Market

**Where:** 802 W. Drake Road, Fort Collins

**When:** 10 a.m. to 1 p.m., started April 16

**Among the vendors:** Mushroom Haus of Loveland grows its own mushroom fungi in addition to fresh produce. Morning Fresh Dairy of Belvue sells farm-fresh milk, chocolate milk and Noosa yogurt. Turtle Mountain Tea of Fort Collins sells kombucha tea, Korean kimchi and German sauerkraut.

**More information and full vendor list:** [www.drakeroadfarmersmarket.com](http://www.drakeroadfarmersmarket.com)

#### Larimer County Farmers Market

**Where:** 200 W Oak St., Fort Collins (Larimer County Courthouse parking lot)

**When:** 8 a.m. to noon starting May 14

**Among the vendors:** MouCo Cheese Co. of Fort Collins sells award-winning soft-ripened cheeses. Cafe Richesse is a Fort Collins roaster that imports some of its coffee from a family farm in Brazil. Bones du Jour of Fort Collins caters to your pets, selling gourmet dog treats.

**More information and full vendor list:**

[larimercountyfarmersmarket.colostate.edu/index.shtml](http://larimercountyfarmersmarket.colostate.edu/index.shtml)

#### Loveland Farmers Market

**Where:** 3133 N Garfield Ave. Hobby Lobby parking lot)

**When:** 9 a.m. to 1 p.m. starting June 4

**Among the vendors:** C&R Farms of Palisade offers tree-ripened fruit, including peaches, apples, pears, cherries and Apricots. Papa Joe's of Loveland sells raw honey. Sweet European Treats of Berthoud bakes European-inspired baked goods and offers different fillings and jams.

TOP VIDEOS



**Mother's cooking inspires chefs**  
1:21



**Mom's cooking inspires chefs**  
1:22



**Cinco de Mayo is big business**  
0:39



**A rare woman brewmaster**  
0:46



**Food trucks feed thousands**  
0:34

MORE STORIES



**Fort Collins says farewell at Washington's 'Last Call'**  
May 2, 2016, 10:10 a.m.



**Laxen: How to eat fried worms**  
April 16, 2016, 5:57 p.m.



**Sculpture in the Park to dedicate new sculptures**  
May 6, 2016, 12:24 p.m.



Coloradoan

April 28 2016

(IMAGE 1 OF 5)

(EST.) MONTHLY VISITS:

**822K**

(EST.) COVERAGE VIEWS:

**3.01K**

DOMAIN AUTHORITY:

**74**



410



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### Sunday markets



David and Fran Crown fill a box with corn at other veggies at the Fort Collins Farmers' Market. (Photo: Coloradoan file photo)

#### Fort Collins Farmers Market

**Where:** Parking lot of Ace Hardware, 1001 E. Harmony Road

**When:** 11 a.m. to 3 p.m. starting May 1

**Among the vendors:** Great Harvest Bread Co. of Fort Collins sells fresh-made whole grain baked goods. Horsetooth Hot Sauce of Fort Collins offers hot sauces, barbecue sauces and bloody mary mixes. Agustina's of Fort Collins has homemade salsas and tortillas.

More information and full vendor list: [www.fortcollinsfm.com](http://www.fortcollinsfm.com)

#### City of Loveland Farmers Market

**Where:** 700 S. Railroad Ave., Loveland (Pavilions 1 and 2 at Fairgrounds Park)

**When:** 9 a.m. to 1:30 p.m. starting June 26

**Among the vendors:** Zippity Zoo Barnyard of Loveland sells Hazel Dell mushrooms among other fresh produce. Hoffman Farms of Greeley has farm-fresh eggs. Wagon Wheel Smokehouse of Berthoud is selling jerkies as one of 10 new vendors to the market this year.

More information and full vendor list: [www.cityofloveland.org/index.aspx?page=686](http://www.cityofloveland.org/index.aspx?page=686)

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## Tuesday market



A vendor sells some fresh vegetables at a farmers market. (Photo: Coloradoan file photo)

### Loveland Farmers Market

**Where:** 3133 N Garfield Ave. (Hobby Lobby parking lot)

**When:** 11 a.m. to 3 p.m. starting June 7

**Among the vendors:** Reliable Big Game Processing of Fort Collins sells elk, bison and beef summer sausages. Sunray Natural Farm of Fort Collins offers herbs and spices. Tortilla La Esmeralda of Greeley makes tamales, chips, salsas and tortillas.

**More information and full vendor list:** [www.fortcollinsfm.com](http://www.fortcollinsfm.com)



COLORADOAN

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## Wednesday market



Roger Hebbert, from Bellvue, replenishes stacks of corn at the Fort Collins Farmers Market. (Photo: Austin Humphreys/The Coloradoan)

### Fort Collins Farmers Market

**Where:** Parking lot of Ace Hardware, 1001 E. Harmony Road

**When:** 11 a.m. to 3 p.m. starting June 15

**Among the vendors:** Royal Crest Dairy of Longmont sells farm-fresh milk. Homestead Ranch of Fort Collins offers goat milk, goat cheese, goat meat and soaps made out of goat milk. Masonville Orchards of Ault sells apple and pear varieties.

**More information and full vendor list:** [www.fortcollinsfm.com](http://www.fortcollinsfm.com)

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### Thursday markets



Janet, left, and Brooke Frumes sell A-Maize-It Kettle Corn, one of the specialty vendors at the Wellington Farmers Market. (Photo: Coloradoan file photo)

#### Wellington Farmers Market

**Where:** 3815 Harrison Ave. (Centennial Park)

**When:** 4-8 p.m. starting June 2

**Among the vendors:** Memphis Ranch Meat Company of Carr raises bison meat. Ingrained Bakery of Wellington sells baked goods. A-Maize'n of Fort Collins sells freshly popped kettle popcorns.

**More information and full vendor list:** [www.wellingtoncofarmersmarket.org](http://www.wellingtoncofarmersmarket.org)

#### Estes Valley Farmers Market

**Where:** 107 MacGregor Ave., Estes Park (Bond Park next to the public library)

**When:** 8 a.m. to 1 p.m. starting June 2

**More information:** [www.facebook.com/EstesValleyFarmersMarket](https://www.facebook.com/EstesValleyFarmersMarket)

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## Jon Lovitz to perform in Loveland

By Michelle Vendegna

Reporter-Herald Staff Writer

POSTED: 04/07/2016 09:18:10 PM MDT



### If you go

**What:** Jon Lovitz

**When:** 2 p.m. and 7:30 p.m. Saturday

**Where:** Rialto Theater, 228 E. Fourth St.

**Cost:** \$36

**More info:** Go to [www.rialtotheatercenter.org](http://www.rialtotheatercenter.org).



Jon Lovitz will be performing at 2 p.m. and 7:30 p.m. Saturday. (Special to the Reporter-Herald)

Jon Lovitz was always encouraged by his friends to try stand-up comedy, but it wasn't until 12 years ago, when he forced himself to, that he finally tried it.

"I got on 'Saturday Night Live' and Dennis Miller, who's a great stand-up, said, 'I think you could do stand-up,'" Lovitz said. He was encouraged by many of his co-stars, such as Dana Carvey, to give it a try over the years, and they assured him he had an act just in being himself.

Lovitz will be taking the stage for two stand-up comedy shows at the Rialto on Saturday. He is known for his time on "Saturday Night Live" as well as movies such as "A League of Their Own," and shows like "NewsRadio" and "The Critic," to name a few. Stand-up has always been something he wanted to try but wasn't sure exactly how to do.

"How do you get started? I had no clue," he said about the transition. It was one thing not to be sure of how to go about it but an entirely different situation actually getting onto a stage.

"I would try to do it and I would get up on stage and I would be so nervous my heart would be pounding out of my chest," he said. But Dana Carvey assured him that the more he did it the less that would happen. And he was right.

There was another motivator for Lovitz. He wasn't getting as much work as he used to, and he was looking for something else to keep him from going broke.

"They gave up on me and they weren't getting me work," he said of his management team, so he fired them and started to work on stand-up.

"Fear has always been a good motivator for me," he said, "It was a situation where I was forced to do something."

He started doing shows about five minutes long at first, and that led to a corporate gig that was 10 minutes.

"It feels like forever when you start," he said. Then he was opening for Norm MacDonald and soon co-headlining with MacDonald. Now he is the headliner.

"You start with maybe a minute and you slowly build," he said of how he honed his act. He has learned where to move jokes that don't work so well or what jokes to cut in order to "trim the fat," as he put it.

"I keep trying to get better," he said. Lovitz said that, in a way, he's applied this sort of thinking to other areas in his life. He started writing a book for people graduating from college.

"You take classes and then now what?" he said, "They don't teach you that in school." The book would offer advice on what happens next with getting a job and so on.

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"By telling you this, about the book, it's forcing me to finish it," he said.

He has learned that you just have to do it if there is something you want to do.

"It's been great," had said about the stand-up. "I get to write and perform my own material like I did on 'Saturday Night Live,'" he said. However, it will be a bit different because he won't be playing characters.

"It's not who I am in the movie or on 'Saturday Night Live.' That was 30 years ago," Lovitz said. It's him talking about his views on politics or life in general.

"I find as time goes on, the more I'm myself, you get more and more comfortable, and the funnier you get," he said.

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# Rialto expands movie offerings and host SciFi Fest this summer

By Michelle Vendegna

Reporter-Herald Staff Writer

POSTED: 04/05/2016 08:53:14 PM MDT

## Rialto movie nights and special screenings

**Mondays:** Musical Mondays from June 6-July 25

**Tuesdays:** Tuesday Family Cinema from June 7-July 26

**Wednesday:** Political Humor Series from July 6-27 and the Phyllis Walbye Film Series featuring independent films June 15, July 20 and Aug. 17.

**Last Sunday of the month:** I (Heart) Anime on June 26, July 31, and Aug. 28

**Screening of "Tumbleweeds":** June 23rd

**Star Wars Trilogy and SciFi Fest on Fourth:** June 6th, cost is \$9-\$30 for movies, SciFiFest of Fourth is free.

Rialto Theater officials have announced they will expand the theater's movie nights this summer. From June to August, several theme nights for movies are planned, including Musicals Mondays and I (Heart) Anime Sundays. They are hoping to have the finalized schedule of films by the end of this week.

On Aug. 6 the theater will show the original "Star Wars" trilogy film while hosting "SciFest on Fourth."

Bryan Zellmer, Rialto Theater manager, started at the theater in August, and this project had already been started by his predecessor.

"I kind of came into it when it was sort of in the works, but it wasn't defined yet," Zellmer said. The film series was finally realized when a private donation came through Backstage Rialto, a separate nonprofit group that works to raise money to support more Rialto-produced events.

After funding was in place, Zellmer put together

a committee to look at the schedule.

"We had about six typed pages of different ideas," Zellmer said. It was anything from a specific film to a theme or a festival idea. Zellmer then had the committee decide what they were excited about, what could be grouped together, and what could be put together by summer. The goal was to have a variety of films that would appeal to a large range audiences.

"We wanted to roll this out with a big splash," he said. Originally the plan was to start it in January, but by the time the funding was in place, the schedule was full.

Part of the expansion is to update the sound system. Zellmer is hoping to have it in by the end of summer at the latest. The projector was updated at the end of last year.

"It's like night and day between our old projector system and new one," he said. With the upgrades and the funding, the theater is hoping to make the movie series an ongoing program.

"We are kind of doing this in phases," he said. This summer will be the first phase. In the fall, the schedule of live shows is full, so movies will resume in 2017. Zellmer said that all the ideas they didn't use for this summer will be revisited for next year's schedule.

"It's not to take over the live events either, because I know some people may be worried about the live events," he said. It's just to add more the have a good mix of both film and live performances.

Out of the expanded cinema series committee came the idea to show the original "Star Wars" trilogy.

"At the time, Star Wars was a hard one to get the rights to. They only open it up at certain times," Zellmer said. The committee sort of forgot about until Zellmer got some mail from the movie house that they were offering the rights to show "Star Wars" for a limited time this year.

"I jumped on it," Zellmer said. He decided that the original films would be best to show as he believes they are loved by all "Star Wars" fans.

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being an historic theater, I just thought it would be a really cool experience to see the films in a space that it was shown in," he said. It would give people a chance that weren't born yet to experience it the same way their parents did.

Zellmer didn't want to stop there. Inspired by the Fire & Ice Festival, he decided to take it to the street. Still somewhat in the development stages, SciFi Fest on Fourth will be a free event on the street outside the Rialto. It will be open to all things science fiction. Zellmer has been talking to comic book shops and video game vendors to host booths. He is also talking to groups such as the 501st Legion: Vaders First & The Rebel Legion to be involved both inside and outside the theater performing sketches and providing entertainment. He is already getting calls from businesses that want to be involved.

Zellmer said to watch for more announcements as the event gets closer, but tickets went on sale for the "Star Wars" films this week.

For more information or to get updates, go to [www.rialtotheatercenter.org](http://www.rialtotheatercenter.org).

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# 'Taking Watch' and 5 other pieces will be added to sculpture park

Loveland High Plains Council tells plans for 2016 Benson Park Sculpture Garden new pieces

By Michelle Vendegna

Reporter-Herald Staff Writer

POSTED: 04/03/2016 06:11:10 PM MDT

The Loveland High Plains Council recently announced that it will add six new sculptures to Benson Park Sculpture Garden this summer.

Parker McDonald of Loveland is one of the artists who work was chosen. "Taking Watch" will be his second sculpture in the park. His first, "Big Bird II," a steel blue heron, was added in 2008.

McDonald has been an artist all his life but it wasn't until 2002 that he started working with steel.

He was living in Minnesota, where a municipal group was looking to disband and had some extra money to fund a local art piece. The town was known for trumpeter swans and wanted a sort of monument built with that in mind.

McDonald had never welded before, but decided to take the project on.

"There was a lot of learning, for sure. This technique I'm working with has come along way since the first few pieces I've done," he said. McDonald works with corten steel, which he described as an architectural steel. It's the kind of steel that used on bridges that look rusty and offers an aged patina look.

He said that he has learned how to work with the steel more and has been able to develop techniques to manipulate it so he can add more details to his sculpture.

"I would say that I can do more with this than I ever thought that I could as my technique has sort of developed," McDonald said. He described working with steel as a compromise. It doesn't really want to do what you want it to do. He said that with steel most of the work being done is in the abstract form so he has to develop his own techniques along the way. As he works with it more and more, he is able to do more with it.

McDonald has taken part in Sculpture in the Park for the last 10 years.

"Shortly after I started working with steel I wanted to do shows and figured I would start at the top," he said.

"I find that people that come there, they're not just there looking," he said. It's a well known show to buyers because of its reputation of having the top sculptors involved. For him, it has always been a good selling show. McDonald also mentioned how easy the High Plains Art Council makes the show.



Parker McDonald stands outside his studio Sunday with his sculpture "Taking Watch." The piece is one of six that will be added to Benson Park Sculpture Garden this summer. It will be McDonald's second sculpture in the park. (Michelle Vendegna / Reporter-Herald staff)

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"They're extremely professional," he said. He does a few shows around the country but appreciates how organized and helpful all the volunteers and staff are involved in Sculpture in the Park are.

"They're there out of a passion for art and sculpture and I think that's what makes it so good."

Participants in Sculpture in the Park are offered a chance to submit their pieces to be purchased by the High Plains Art Council and added permanently to Eenson Park.

"It's an honor, obviously. It's a prestigious park. I think there are only a few sculpture parks in the country that big," he said. McDonald thought the piece of a cougar on the stone fit the park in both look and size. He recognizes how hard it is to get one piece in, let alone two.

"I don't know if I should say it, it's not very artful," he said with a smile regarding the inspiration for "Taking Watch." It started with a forklift. The forklift he got made it so he can work with heavy stone. All of his work is inspired from different areas such as wanting to try a new technique or attempting a certain animal.

"This one started with the base. It started with the stone and I had to envision what was sitting on that stone," he said. The cougar is what came to mind.

To see more of McDonald's work and to learn more about him go to [parkermedonald.com](http://parkermedonald.com).

McDonald's sculpture will be joined by pieces from Daniel Glanz, Sandy Graves, Jack Morford, Adam Schultz and Fritz White. They will be installed in June with a dedication ceremony on July 16.

The dates for the Sculpture in the Park are set for Aug. 13 and 14. For more information on the artwork or Sculpture in the Park, go to [www.sculptureinthepark.org](http://www.sculptureinthepark.org) or the show's Facebook page, [www.facebook.com/sculptureinthepark](http://www.facebook.com/sculptureinthepark).

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
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 making\_good\_choices — The rant against political correctness is so tiresome. That's just a racist who wants to feel more free ...


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 Nicedayrising — And it was the teachers union that spent all that money on the advertisements built on lies and the ...

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 Red Eagle — This country is already in a police state. We need more cops like we need a hole in the head!! And as far has ...

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April 3 2016

(IMAGE 3 OF 3)

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