

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

**MINUTES** Minutes for the March 16, 2016 Regular Meeting were unanimously approved as submitted.

**PUBLIC COMMENT** None

## **REPORTS**

### Council Liaison Report

Council Liaison Clark reported on the following:

- Council passed a construction defects clause which opens the condominium building market to create lower-income level housing that has been missing from the city. Loveland is among many other communities that passed this.
- I-25 is expected to be a \$1.2-1.5 billion project. An interim plan for Northern Colorado is being worked on. Loveland committed \$20 million to this, and construction could begin within a year or two.
- The US34 coalition has formed and encompasses east of Greeley near Evans through Glade Road in Loveland. The PALE Study is in progress to determine impacts on the environment.
- South Catalyst negotiations are moving forward with Brinkman Partners. A movie theater will be the anchor. Parking is an issue but an underground level and a few levels above ground are being considered for a total of 430 spaces. Retail, office and residential development are also part of the negotiations. The city's portion could be around \$15 million. Many details still have to be worked out.
- The DDA is working to be on the ballot in November. The ballot did not pass in 2015 so they are educating the public. Only certain individuals (depending on their property location) will be able to vote.

### Financial Report

Staff Liaison Mackin presented key highlights from the financial report:

- Lodging tax collections were down 2% over 2015. Oil & gas is largely responsible for the lack of compression.
- Loveland was at 68% lodging with the rest of the state at 67%. \$117 was the average rate. Rates at the Embassy remain close to what they were, but they are having many conventions coming in.
- Visitors Center sales were down 2% and visitors were down by 1% over 2015.

### Staff Liaison Report

Staff Liaison Mackin presented key highlights from the Staff Report:

- June 11th will be the summer open house at the Visitors Center. This is pushed back due to waiting for the guide to come out as well as to allow time for preparation.
- Staff attended the MIC conference with the Ranch and Embassy Suites in March. The sponsorship included a photo booth at the registration desk.
- The CSAE conference will be at the end of May. Staff Liaison Beata McKee will be attending and will have a booth with the Ranch and Embassy Suites to target conventions/conferences.
- Staff hosted two FAM trips with UK and India in the past month.
- Staff Liaison Cindy Mackin will be attending a UK sales mission with the state of Colorado mid-May.

### PR Report

Staff Liaison Mackin presented key highlights from the PR Report:

- Website sessions were down in March due to having a record-breaking February (Fire and Ice Festival).
- Average time on the website has increased.
- PR value for March was \$138k.
- Fyn PR attended a media reception hosted in Chicago, IL through the Colorado Tourism Office. Nicole Yost met with the Rockford CVB and Elite Air during her trip to Chicago. Several articles are already secured as a result of this trip.
- The art app and beer passport will be launched in the upcoming months through PR efforts.

## **DISCUSSION / ACTION ITEMS**

### Advantage Research - Presentation by Ross Livingston

Advantage Research is a local business specializing in market research. Ross Livingston presented from his PowerPoint presentation, discussing how client can link their products, services and communications to the actual marketplace with actionable insights from online surveys, focus groups and secondary marketing data.

### Fort Collins-Loveland Airport Funding Request - Presentation by Airport Director Jason Licon

The proximity of the airport to DIA makes it more difficult to market. The Rockford connection is a result of Rockford reaching out due to the cost of traveling to Denver from there. Rockford had a Newark connection but the Loveland flights outsold those three to one.

Service between Rockford and Loveland is resuming May 23<sup>rd</sup>. 7,800 people travel to and from this area daily. The northern Colorado region generates 21% of the Denver region passenger demand, which over 5.68 million people. The economic impact is estimated to be \$440 per person to the region. For the 2,000 people that came on Elite last year, that total was \$880k. The flights were at 70% capacity.

Elite is a new carrier and the route is also new, so marketing and promoting this is critical. Elite started marketing the route as of today. A second destination will likely be coming soon, resulting in four flights per week (two to Rockford and two to the new destination soon to be announced). Elite does not charge for seats, bags, etc. Convenience is a major factor with parking 150 feet from airport vs. over three miles at DIA. Tickets start at \$140 one way.

The airport is currently guaranteed \$150k, but will receive \$1 million if they can get 10,000 or more enplanements per year. When Allegiant was here, the airport was getting to that mark. The lack of air traffic control was one of the issues with Allegiant and \$5 million is currently being invested into a virtual tower which would allow other carriers to come here. The goal is to bring people to Northern Colorado via marketing, advertising, websites, and partnerships.

Alternate Coale commented that she is concerned about the new name. If the name was Larimer County related, we would miss out on many opportunities from Wyoming travelers.

Director Licon requested \$50k from lodging tax reserves for a marketing and advertising campaign. This would be an initial ask, and there would likely be more later on but not likely to be as much. The total budget for this year is going to be around \$190k which includes general aviation and the name re-brand.

Fort Collins is part of the airport and they are working with the city and CVB, and asking the city for matching funds. Currently they are working to determine what Estes Park could contribute as well.

Chair Dwyer asked how anyone can be sure that the airline doesn't leave after their season ends, and if any of the money would be used for staff. Director Licon responded that the airline was working on getting certification during the downtime so it was a unique situation. The \$50k would be used only for the marketing plan and not for personnel.

Supporting the airport is written into the Destination Loveland strategic plan (goal #3, item #5).

Motion was made to recommend to City Council that \$50,000 in lodging tax reserves be used to create a marketing plan and support marketing the new commercial service of Elite Airlines at the Fort Collins-Loveland Airport. The motion passed unanimously.

**NEW BUSINESS**

None

**PUBLIC COMMENT**

None

**ADJOURNMENT**

Having no further business to come before the Commission, the April 20, 2016 Regular Meeting was adjourned at 7:55 pm.