

# VISIT LOVELAND PR/SOCIAL MEDIA REPORT

# September 2016

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

#### TOP PR PRIORITIES



#### **Fall in Loveland Events & Festivals Promotion**

With the first day of fall taking place in September, the promotion of fall events and festivals in Loveland was the main priority. It was important to contact media to include these events in their upcoming editorial calendars. Some of these events included: Oktoberfest, Pastels on 5th, Sylvandale Guest Ranch, leaf peeping at sculpture gardens and the Goodguys Car Show. With local breweries promoting fall seasonal beer and Grimm Brothers annual Oktoberfest, the focus was on bringing awareness to the Loveland craft beer scene. Further promotion of the fall season in Loveland will take place in October with holiday events and peak leaf changing season.

2



#### **Governor's Tourism Award**

The Visit Loveland PR team partnered with the Visit Loveland Team to submit Cindy for the Outstanding Individual Contribution award for the Colorado Tourism Office and attended the conference on behalf of Visit Loveland. Upon Cindy receiving the reward, the Fyn PR team compiled a press release and media list for a campaign launch announcing the award recipient and highlighting the CTO award dinner. Planned and researched for a minicampaign launch by creating pitch angles for local and national tourism media.

3



#### **Certified Destination Management Designation**

Following the efforts put forth at the end of August, we launched the campaign for the CDME designation for Cindy at the beginning of September. We secured an interview on the 1310 KFKA NoCo Morning News with Chad Peterson and continued to promote Cindy's achievements in the Loveland tourism scene.

4



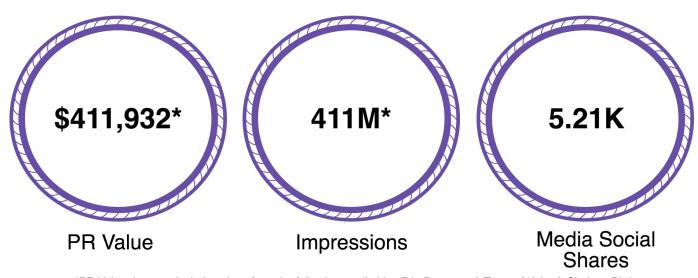
#### Visit Colorado Instagram Takeover

In partnership with the Front Range Colorado group, the Visit Loveland PR team secured a Instagram takeover on the Visit Colorado Instagram account. Visit Loveland took-over the account for one day to help promote the Pastels on 5th event happening the next day. The posts included: Pastels on 5th images, Grimm Brothers beer and Loveland outdoor scenery. More information about the Visit Colorado Instagram takeover is highlighted below.

# MEDIA HIGHLIGHTS:

Visit Loveland made headlines across the U.S. and globe this month with 19 stories that resulted from media relations and FAM trip efforts throughout the summer. Loveland's beer and bike scene was profiled in the Toronto Star, Loveland's beer scene and community was featured in the UK's top craft beer magazine Fermented Magazine and its online sister publication Beer52.com. More UK love came from a community profile on top travel website TripReporter and additional hits came in Mountain Living Magazine, Colorado.com, Reporter Herald, 1310 KFKA and more.

#### PR SUCCESS BY THE NUMBERS



<sup>\*</sup>PR Value does not include values from the following media hits: Trip Reporter, A Taste of Koko & Chelsea Bird

#### TOP SOCIAL MEDIA PRIORITIES



43 new fans I 5,054 total fans I 224,079 impressions I 3,420 engagements
Priorities: Post photos to promote Loveland events such as: Pastels on 5th, Oktoberfest,
Loveland Farmers Market and Osborn Farm Opening Weekend. Continued promotion of the
beer passport program, Loveland Fall foliage, Loveland nature and scenery, and local arts and
entertainment. Most engaging posts included sunsets, events and festivals promotion, Fall
seasonal posts, beer passport program, outdoor activity spotlights and artwork/sculptures.



15 new followers I 1,422 total followers I 9,986 impressions I 160 engagements
Priorities: The primary focus for September was promoting Loveland events and festivals, beer passport program, Loveland scenery, outdoor activities and arts and entertainment. September saw a decreased in engagements from the previous month due to the to the number of events being promoted prompting mentions in August. September's numbers are in line with the average engagement total for May-July of 175. Most engaging posts were events and festivals, outdoor scenery, craft beer promotion, outdoor activities, and sculpture photos.



184 new followers | 3,105 followers | 4,460 engagements

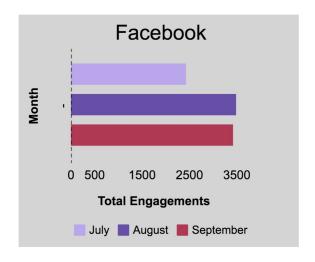
Priorities: Posting engaging photos that demonstrate the changing of the seasons, art culture, beer culture, outdoor scenery, and local restaurants and food. Most engaging photos: Fall foliage, sunsets, and sculptures. Most engaging hashtags: #VisitLoveland, #lovelandco, #coloradolive, #visitcolorado, #nature, #fall, #colorado, #photography, #loveland and #fallinloveland

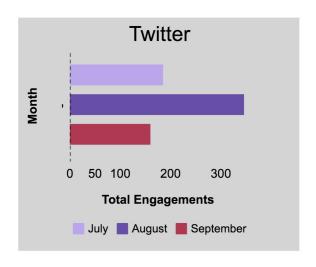


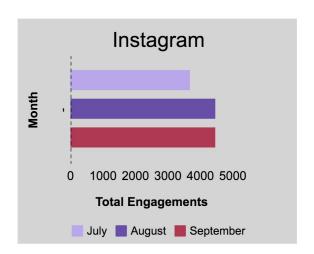
93 average daily impressions I 23 average daily viewers I 170 total followers
Priorities: Focus on "favoriting" pins from accounts we follow to increase engagement to our
profile. Update content consistently to gain more interaction. In September, our most engaging
posts were the promotions of Benson Sculpture Garden, Devil's Backbone Fall events and
activities, and local food. Our most engaging boards: Loveland: An Art Lover's Sanctuary,
Outdoor Experience, Fall in Loveland, What to do: Events and Festivals and Eat, Drink
Loveland.

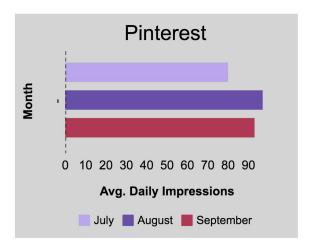
\*Fyn PR is working on a plan to include Snapchat filters to promote Loveland as a destination

### **SOCIAL MEDIA RESULTS**









#### VISIT COLORADO INSTAGRAM TAKEOVER



#### **Visit Colorado**



#### 4 Instagram posts | 7,574 likes | 55 comments

Visit Loveland was the featured city during an Instagram Front Range takeover with Boulder, Greeley, Estes Park, Fort Collins and Longmont. With 4 posts, Visit Loveland saw great engagement and an increase of followers to the personal page from tagging @visitlovelandco in all posts. The post with the most engagement was the sunset post featuring an image of a sunflower with 4,315 likes and 20 comments. Hashtags included: #visitloveland #fomocolorado #lovelandco #coloradolive #streetart #chalkart #wishyouwerebeer #pastelson5th #fallbeer #localbrews #fallseasonals #beer #braftbeer #coloradobeer #coloradocraft # art #artravel #artdestination #smartertravel #budgettravel #sunsets #sunflowers #visitcolorado #nature #flowers #mountains #colorado



# Facebook Pages Report for Visit Loveland Colorado

Sep 01, 2016 - Sep 30, 2016

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





## **Facebook Activity Overview**



224,079
IMPRESSIONS



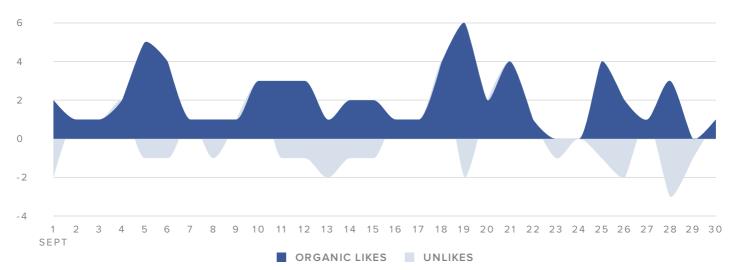
3,420



422 LINK CLICKS

#### **Audience Growth**

#### LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS	TOTALS
Total Fans	5,054
Organic Likes	62
Unlikes	21
Net Likes	41

Total fans increased by

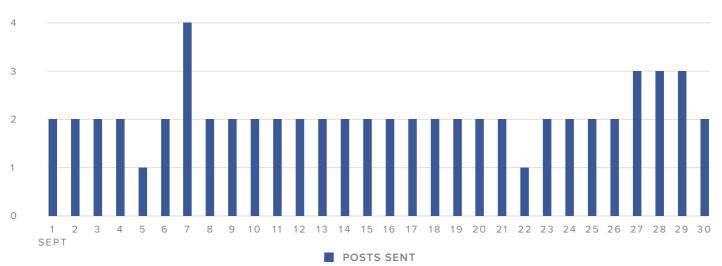
**▲** 0.9%

since previous month



# **Publishing Behavior**

#### POSTS, BY DAY



PUBLISHING METRICS	TOTALS
Photos	55
Videos	-
Posts	8
Total Posts	63

The number of posts you sent decreased by

**-4.5**%

since previous month



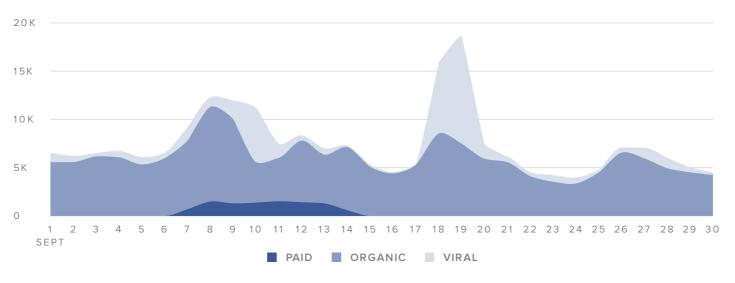
# Top Posts, by Engagement

Post		Reactions	Comments	<u>Engagement</u> ▼	Reach
V	Visit Loveland Colorado Goodnight Loveland. <3 Photo: Dick's Photography  (Post) September 18, 2016 6:44 pm	1,267	89	10.0%	15,375
V	Visit Loveland Colorado  Pastels on 5th, Loveland, CO is a community-wide festival that transforms 5th Street in Downtown Loveland into a spectacular sidewalk gallery.  Artists create beautiful pieces right on the sidewalk using brightly colored pastels. Join us for this FREE, family-friendly art event this weekend.  http://www.visitlovelandco.org/event/pastels-on-5th/  Pastels on 5th - Visit Loveland  (Post) September 09, 2016 3:36 pm	123	14	8.0%	4,775
V	Visit Loveland Colorado  From leaf-peeping and pumpkin patches to arts and Oktoberfest, Loveland is a can't-miss Autumn destination. www.HeidiTown.com shares her inside secrets on how best to experience the season. http://www.visitlovelandco.org/2016/09/experience-loveland-colorado-autumn/  Visit Loveland Colorado  (Post) September 07, 2016 11:20 am	170	6	7.0%	4,924
V	Visit Loveland Colorado  Lively fall events, magnificent fall foliage and seasonal favorites make it easy to fall in Loveland. Read our top picks for Loveland this fall.  #visitloveland #fall http://www.visitlovelandco.org/2016/09/top-picks-loveland-fall-pumpkins-leaf-peeping-hockey-halloween/  Top Picks in Loveland this Fall: From Pumpkins and Leaf Peeping to Hockey and Halloween - Visit Loveland  (Post) September 13, 2016 9:53 am	9	-	6.5%	308



# **Page Impressions**

#### PAGE IMPRESSIONS, BY DAY



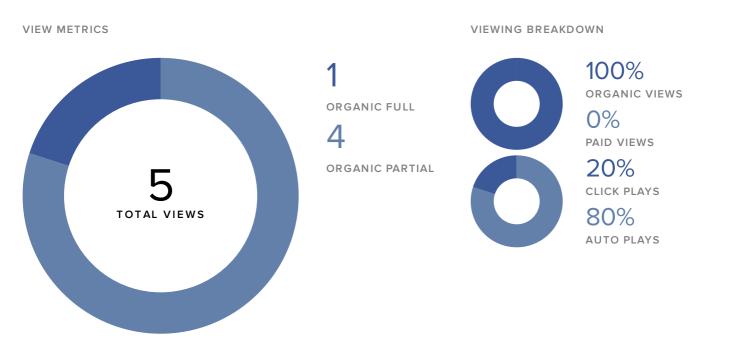
IMPRESSIONS METRICS	TOTALS
Organic Impressions	170,993
Viral Impressions	43,390
Paid Impressions	9,696
Total Impressions	224,079
Users Reached	85.877

Total Impressions decreased by

**-19.5**%

since previous month

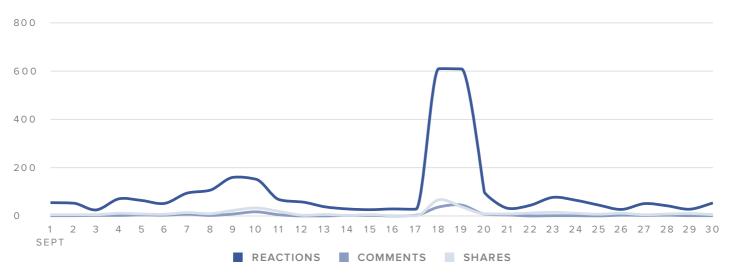
#### Video Performance





# **Audience Engagement**

#### AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS	TOTALS
Reactions	2,892
Comments	165
Shares	363
Total Engagements	3,420

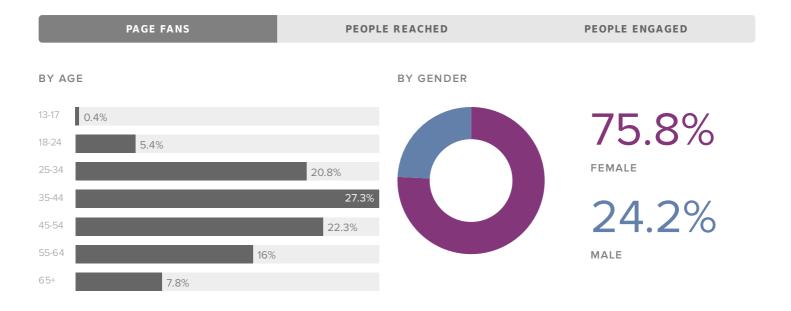
Total Engagements increased by

**►** 5.4%

since previous month



# Demographics



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

TOP COUNTRIES		TOP CITIES	
United States	4,923	Loveland, CO	1,870
Mexico	12	Fort Collins, CO	508
- India	10	Greeley, CO	220
United Kingdom	8	Johnstown, CO	115
Italy	8	Denver, CO	94



# Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
Visit Loveland Colorado	5,054	0.86%	63	224,079	3,557	3,420	54.3	422



# Twitter Profiles Report for VisitLovelandCO

Sep 01, 2016 - Sep 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**







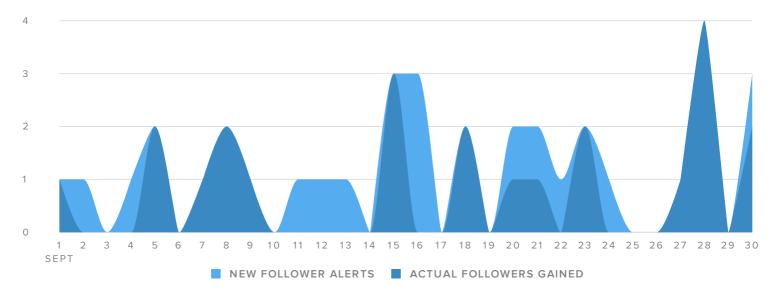
160 TOTAL ENGAGEMENTS



19 LINK CLICKS

#### **Audience Growth**

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS	TOTALS
Total Followers	1,422
New Follower alerts	33
Actual Followers gained	15
People that you followed	16

Total followers increased by

**1.1%** 

since previous month



#### **Posts & Conversations**

#### MESSAGES PER DAY



SENT/RECEIVED METRICS	TOTALS
Tweets sent	61
Direct Messages sent	-
Total Sent	61

The number of messages you sent increased by

**3.4**%

since previous month

Mentions received	14
Direct Messages received	1
Total Received	15

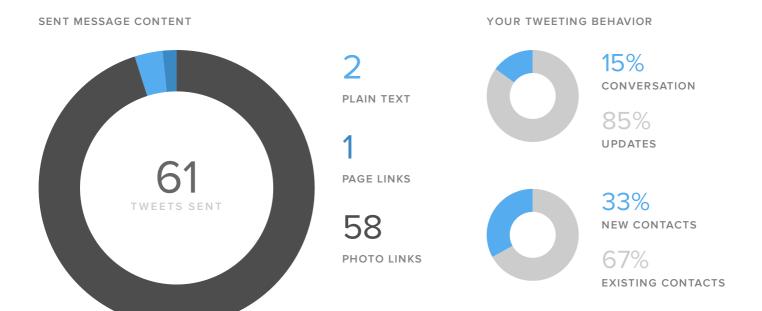
The number of messages you received decreased by

**-46.4%** 

since previous month



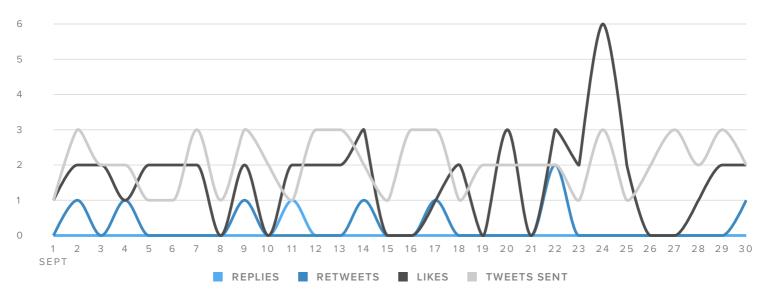
# Your Content & Engagement Habits





# **Audience Engagement**

#### **ENGAGEMENT COUNT**



ENGAGEMENT METRICS	TOTALS
Replies	1
Retweets	8
Retweets with Comments	5
Likes	47

The number of engagements decreased by

**49.2%** 

since previous month

Engagements per Follower	0.1
Impressions per Follower	7.0
Engagements per Tweet	2.6
Impressions per Tweet	163.7
Engagements per Impression	1.6%

The number of impressions per Tweet decreased by

**-40.4%** 

since previous month

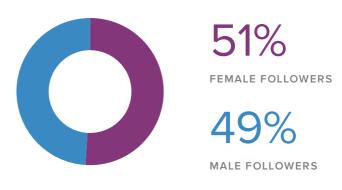


# **Audience Demographics**

#### **FOLLOWERS BY AGE**

# 18-20 0% 21-24 4.1% 25-34 27.4% 35-44 43.8% 45-54 20.6% 55-64 4.1%

#### FOLLOWERS BY GENDER



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	Tweets Sent	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
@VisitLovelandCO	1,422	1.1%	61	9,986	7.02	160	0.11	8	19



# Instagram Profiles Report for visitlovelandco

Sep 01, 2016 - Sep 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
181 Engagements



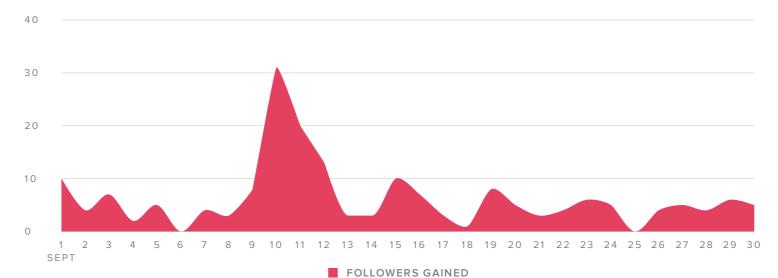
@visitlovelandco
161 Engagements



@visitlovelandco148 Engagements

#### **Audience Growth**

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICSTOTALSTotal Followers3,099Followers Gained188People that you Followed6

Total followers increased by

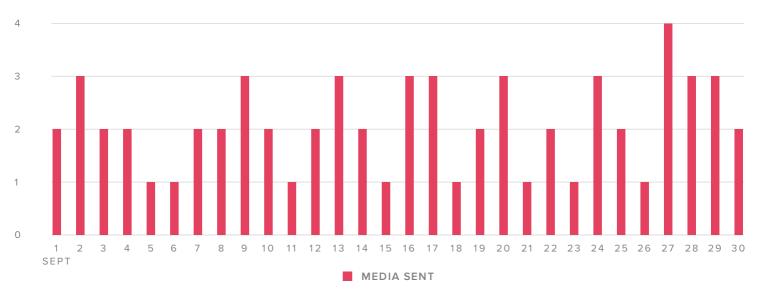
**▲** 6.5%

since previous month



# **Publishing Behavior**

#### MEDIA PER DAY



PUBLISHING METRICS	TOTALS
Photos	62
Videos	1
Total Media	63

The number of media you sent increased by

**10.5**%

since previous month



# **Outbound Hashtag Performance**

#### MOST USED HASHTAGS

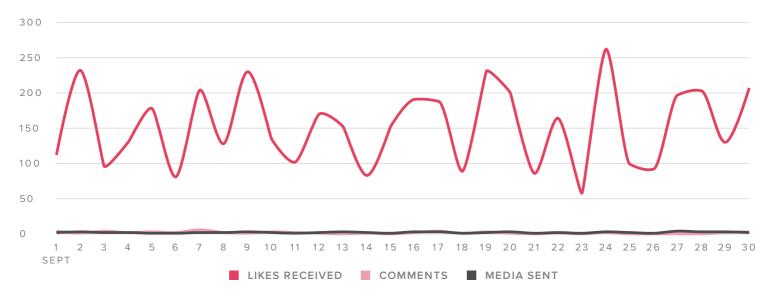
#### MOST ENGAGED HASHTAGS

#visitloveland	56	#visitloveland	2,559
#lovelandco	26	#lovelandco	911
#coloradolive	12	#nature	659
#visitcolorado	11	#visitcolorado	579
#fall	10	#coloradolive	565
#colorado	7	#colorado	519
#loveland	7	#loveland	393
#lovebeerculture	6	#fall	357
#nature	6	#fallinloveland	345
#art	5	#craftbeer	282



# **Audience Engagement**

#### AUDIENCE ENGAGEMENT, BY DAY



Total Engagements	4,634
Comments Received	51
Likes Received	4,583
ENGAGEMENT METRICS	TOTALS

The number of engagements increased by

**10.9**%

since previous month

Engagements per Follower	1.5
Engagements per Media	73.6

The number of engagements per media increased by

**▲** 0.4%

since previous month



# Top Influencers Engaged





























# Instagram Stats by Profile

Instagram Profile	Total	Follower	Followers	Media	Comments	Total	Engagements	Engagements
	Followers	Increase	Gained	Sent	Sent	Engagements	per Media	per Follower
visitlovelandco	3,099	6.5%	188	63	4	4,634	73.6	1.50







Visit Loveland











SOCIAL SHARES:

PIECES OF COVERAGE:	ONLINE READERSHIP:	ESTIMATED COVERAGE VIEWS:



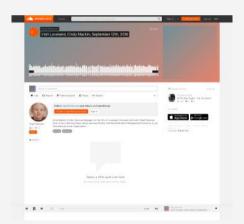
























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## Harvest Fun: Fall Farm Activities in Colorado

When harvest season nears, Colorado's farms swing open their gates for fall fun in the fields. Load up the whole family for wallet-friendly learnin', pickin' and eatin' – all the while supporting local growers and businesses.



By Colorado.com Staff Writer

( Updated: 9/7/2016



#### RELATED BUSINESSES:

Culinary Activities
Tours

Below are a few examples of things to see and do on Colorado's most fertile lands. For information on other options around the state, check out <u>Colorado Roots</u>, fall-color drives on scenic <u>byways</u> and <u>farm and ranch activities</u>.

#### U Pick/Farm Tours

Create your own farm-to-table menu with a visit to the many farms that are eager to teach people about agriculture this fall. You can choose (and taste!) your produce right from the source for a farm-fresh meal.

Aloha Organic Fruit, Palisade: Learn the differences between conventional and organic farming as
you stroll Aloha's peach orchards, see how water is brought to the trees from the Colorado River and
shoot he farm store.



Wagon ride at a farm near Pueblo, CO

- Jumpin' Good Goat Dairy, Buena Vista: Walk through the dairy's facilities, spend some time with their happy goats, taste all sorts of cheese, watch the busy cheese-making staff at work and even try your hand at milking.
- Mesa Verde Country Seasonal U-Pick: Make a day of it driving through the southwest region and hit up all the U-pick farms in Mesa Verde Country. Stock up on apples, herbs, pumpkins, corn and squash or consider stopping by a quirky alpaca farm.
- Two working farm museums take you back in time for a peek into Colorado's farming history: Timberlane Farm Museum in Loveland and the Littleton Museum in Littleton.
- Berry Patch Farms, Brighton: Fall crops like apples, beets, carrots, garlic, onions, squash, pumpkins
  and peppers are ripe and ready. Meet the farm's chickens, ducks and two cute pigs named Bacon Bits
  and Pancetta.

Find other farm & ranch activities >>

#### Corn Mazes & Pumpkin Patches

The harvest season beings plenty of opportunities for farm fun. Pumpkin picking, hayrides, mazes and other activities make for the perfect fall day.

- <u>Cottonwood Farm</u>, <u>Boulder</u>: Tackle straw-bale and corn mazes, take a wagon ride, decorate a gourd and pick a perfect pumpkin.
- <u>Denver Botanic Gardens at Chatfield Farms</u>, <u>Littleton</u>: The gardens' massive corn maze twists and turns across eight acres, with a mini-maze for smaller kids and great bird watching opportunities.
- <u>Fritzler's Corn Maize</u>, near <u>Greeley</u>: More than just a maze, Fritzler's delights with a mini-rollercoaster ride, pillow jump, duck races, pumpkin canons, go-carts and a haunted maze at night.
- <u>Miller Farms, Platteville</u>: Harvest potatoes, carrots and other vegetables, take a hayride through 180 acres of field, have a picnic and taste some delicious snacks.
- <u>Diana's Pumpkin Patch Corn Maze, Cañon City</u>: The homegrown, family-friendly vibe at Diana's has kept locals coming back each fall for one-of-a-kind corn maze games and dense pumpkins begging to be carved into spooky jack-o-lanterns.
- <u>Anderson Farms</u> in <u>Erie</u>: One of Colorado's longest running corn mazes and U-pick pumpkin patches also features a zombie paintball hunt, gourd launching and much more.
- <u>Frederika Fall Festival</u>: Each September, this farm near Avondale (20 minutes east of <u>Pueblo</u>) carves
  an epic design in the corn (2014's edition features this website's logo!). There are also pumpkin
  flings, pumpkin decorating, costume contests and a dog parade.
- Colon Orchards and Diana's Pumpkin Patch Corn Maze, both in Cañon City: Two corn mazes, hayrides
  and pumpkin picking in the heart of the Arkansas River Valley at Colon Orchards; a maze, s'mores and
  hot cider on Friday and Saturday evenings and paint balloon wars at Diana's.

Sponsored Partners

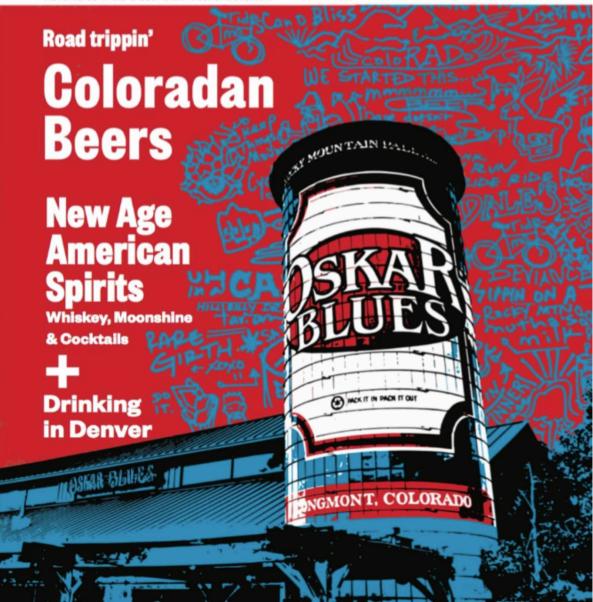
#### **SEP 7 2016**

2.2K	19	22	18	
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DOMAIN	AUTHORITY	:		
(EST.) CO	VERAGE VIE	EWS:		
	NTHLY VISI			

**S** PR Value: \$498







66 PR Value: \$12,000



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a taste of **koko** 

Moms Are Here
And We Have Their Attention
See What They Want



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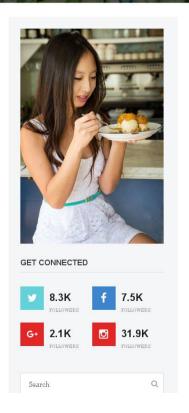
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Home > Food + Travel > 9 Top Fall Activities In Colorado

# 9 TOP FALL ACTIVITIES IN COLORADO

ATASTEOFKOKO.COM



#### SEP 11 2016

(EST.) MONTHLY VISITS:	
(EST.) COVERAGE VIEWS:	
DOMAIN AUTHORITY:	
fl 23	







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Colorado > Loveland > newsletter > North America > Trip Reviews > USA

#### SYLVAN DALE DUDE RANCH COLORADO

Sunday, September 11th, 2016 2:31 pm by Andy Mossack.



I've arrived at the Sylvan Dale Dude Ranch just in time for an evening sing song. Everyone's out on the main house back stoop listening to ranch owner Susan Jessup giving us a cowboy

It's the last night for this group of guests, many of them regulars, who've spent the week getting up to all kinds of western fun; riding horses, driving cattle, lassoing, and cooking the mandatory s'mores (that's marshmallows to you and me) over a camp fire.

The guests' kids have full size roosters on their laps, the birds seemingly perfectly at home being petted. They are Susan's personal pets I'm told.



Sylvan Dale Dude Ranch is over 3,000 acres of prime Colorado land just outside the city of Loveland, an hour or so from the mile high city of Denver. It's also just a 45 minute drive from the Rocky Mountain National Park and the famous Trail Ridge Road.

It's been a part of the Jessun family for generations, the running waters of the Rig Thompson

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Your first name

Last Name:

#### Email Address:

#### POLL

#### Should Britain leave the EU?

C Yes Britain should leave the EU

C No I want Britain to stay in the EU

View Results

#### **SEP 11 2016**

f 40	<b>@</b> 1		
DOMAIN A	AUTHORITY:		
(EST.) COV	VERAGE VIEWS:		
(EST.) MO	NTHLY VISITS:		









HOME REAL ESTATE CALENDAR FUN THINGS TO DO NEWS BRIEFS BLOG ABOUT

#### Fun Things To Do

Fort Collins | Loveland | Greeley | Windsor | Johnstown | Estes Park

#### Fall Festivals & Corn Mazes!

- Anderson Farms (9/21-10/31) Erie, CO. www.andersonfarms.com
- Bartels Farm (9/17-10/31) Fort Collins, CO. www.thebartelsfarm.com
- Cottonwood Farms (9/24-10/31) Boulder, CO. www.cottonwoodfarms.com
- Fritzler Corn Maze (9/17-10/31) LaSalle, CO. www.fritzlermaze.com
- Harvest Farm Fall Festival & Corn Maze (10/1-10/31) Wellington, CO. www.harvestfarm.net
- Miller Farms (Labor Day through mid-November) Platteville, CO. www.millerfarms.net
- Munson Farms (10/1-10/31) Boulder, CO. www.munsonfarms.com
- Northern Colorado Corn Maze (10/1-10/30) Fort Collins, CO. www.northerncoloradocornmaze.com
- Osborn Farm (10/1-10/31) Loveland, CO. osborn.farm
- Pumpkin Pie Days Antique and Collectibles Show (10/8-10/9) Longmont. CO. styrainhistoricalsociety.com
- Rock Creek Farm Pumpkin Patch & Corn Maze (9/24-10/31) Broomfield. CO. www.rockcreekfarm.com
- Rocky Mountain Pumpkin Ranch (10/1-10/31) Longmont, CO. www.rockymtnpumpkinranch.com

#### Family Friendly Oktoberfest ~ Fort Collins

October 1-2, 2016 Time: 11:00 AM - 2:00 PM

Location: Bath Garden Center and Nursery Website: bathgardencenter.com/event /oktoberfest/

\$1 all-you-can-drink root beer garden! Ginger Ale. root beer and cream soda from Coopersmiths and cherry vanilla soda from Fort Collins Brewery!

\$4 delicious, extra-large cheddar-jalapeno or beer brats from Valley Packing for lunch!

Pumpkin carving demo!

Children can make a pretzel necklace and enjoy arts and crafts!

#### Zombie Crawl ~ Fort Collins

October 22, 2016

Time: 2:00 PM - 9:30 PM

Location: Old Town Square

Website: http://oldtownzombie.com/

Ghouls and goblins of all ages are back to infest OLD TOWN SQUARE for the 2016 Old Town Halloween Zombie Fest, October 22, 2016 is when the undead take over downtown Fort Collins to raise money for Turning Point. Evil John Mays and Juiced on Imagination will be one of the many makeup artists that will give you a ghastly look! 1-9 pm in the Square. Cost \$10, \$20, \$30 or \$50 depending on your ghoulishness! Don't miss these TO DIE FOR events: Kidz Krawl, Zombie Crawl, Monster Festivities, Odell Beer Garden & more!

#### Tiny Tot Halloween Parade ~ Fort Collins

October 31, 2016

Time: 10:00 AM - 1:00 PM

Location: Old Town

Website: downtownfortcollins.com/?/events/tiny-tot-halloween

It's time to scare up some new costume ideas for your little ones! The annual Tiny Tot Halloween presented by COUNTRY Financial will be held on Monday, October 31st beginning at 10:00 a.m. We invite all children under seven years old and their parents/guardians to join us for a safe trick-or-treating experience in Downtown Fort Collins

Davidinanta gathar in Old Tourn Courses Blaza baginning at 40 a.m. to receive a goodie





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Colorado > Loveland > newsletter > North America > Trip Reviews > USA

# LOVELAND COLORADO, AMERICA'S SWEETHEART CITY

Monday, September 12th, 2016 11:57 am by Andy Mossack.



Saturday night and the lovely folks of Loveland Colorado are singing their hearts out to a Marvin Gaye cover by Soul School at the annual Cherry Pie Festival.

Just an hour north of Denver, in the foothills of the Rocky Mountains, this normally tranquil town with its beautiful lake and quite astounding sculpture garden is letting its collective hair down hin time

And why not, after all cherries are in my opinion a very underrated fruit. This was a town, which at one time farmed over \$1 million dollars of cherries a year, and to see it letting loose for a few hours all in the name of the humble cherry is almost like an expressionist art form.



Not really surprising, as Loveland has been attracting artists for decades. It's become such a creative draw, it has no less than three foundries to help create its magnificent sculptures.. Many of these extraordinary works of art can be found standing in the Benson Sculpture Garden, a beautiful public space donated to the city by the Benson family.

It is a very special place, with some quite magnificent sculptures. I fall in love with a huge black dog, a boy with giant legs and an incredible life like statue of a prospector.



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The Heidi Guide / Fantastic & Unique Fall Outings in the Rockies

# Fantastic & Unique Fall Outings in the Rockies

By Heidi Kerr-Schlaefer





hoto: Mike Murphy/Dillon Reservoir

It's fall and that means the Internet will be filled with the "Best Spots to Go Leaf-Peeping" posts. The Colorado Rocky Mountains put on a spectacular autumn display of gold and yellows. Take a spin on any mountain road in September and early October and you'll be treated to an eyefull of fall color.

However, going for a fall drive is cliché, don't you think? Here are a few unique options for leaf peeping in Colorado this fall.

#### ADMIRE FALL FROM A BOAT ON LAKE DILLON

Fall is a wonderful time to be on the water in the Rocky Mountains, and whether you paddle, pontoon, or have the need for speed, Lake Dillon has got you covered.

Visitors can rent a variety of boats from Frisco Bay Marina, which is located at the east end of Frisco's Main Street and just five minutes south of I-70.

If you don't want to rent a boat, check out the Lake Dillon Water Taxi. You'll get the same views while someone else does all the work. Take the taxi from Frisco Bay Marina to Dillon Marina for lunch at Pug Ryan's Lakeside Tiki Bar.



#### About This Blog



Heidi Kerr-Schlaefer is Colorado's biggest fan. She is the founder of HeidiTown.com, the place for entertaining stories about Colorado festivals and travel. As

the "Mayor" of HeidiTown and a freelancer writer, Heidi travels the Rocky Mountain States in order to introduce her readers/citizens to the amazing adventures that await them just outside their neighborhoods.

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BREAKING Shawn Barber tested positive for cocaine before Rio Olympics

Life · Travel

# What it's like cycling through Colorado

Bike paths, shops and companies make exploring this state on two wheels a breeze.



The final leg of writer Bert Archer's road trip, travelled by bike, includes the grasslands at the foot of the Rockies between Golden and Denver in Colorado. (BERT ARCHER)

By BERT ARCHER Travel

Thu., Sept. 15, 2016









COLORADO-This is the state people who are just too darn fit to fit in anywhere else move to. I once saw a woman here doing handstand push-ups. I didn't even know those were possible.

So, as you can imagine, bikes are big here. And though you could do a road trip by car, I did one by bike, and discovered that not only are there bike paths everywhere, but even when you're forced by route, schedule or the fact you're not very good at following maps to ride the highways, it's as safe as can be, especially when you get advice from one of the many bike shows and companies in town (I went with At Your Page based in Loveland).

#### SEP 15 2016

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**BREAKING** Shawn Barber tested positive for cocaine before Rio Olympics

Life · Travel

# Where to get the best drinks in Colorado

Breweries and distilleries across the state serve sips worth savouring.



Funky Brewster at Fort Collins Brewery is a hybrid beer, a sour IPA, and just the sort of thing small breweries such as this are good at formulating and introducing. (BFRT ARCHER)

By **BERT ARCHER** Travel

Thu., Sept. 15, 2016







COLORADO-Though California has more breweries, and Vermont has more per capita, no other state is as defined by its brewing and distilling as Colorado, and no state repays a

#### SEP 15 2016

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**BREAKING** Shawn Barber tested positive for cocaine before Rio Olympics

Life · Travel

# Colorado bike tour focuses on breweries and distilleries

Carefully crafted beers, spirits and whiskies are redefining the U.S. state.



Mountain bikers follow a rugged trail near the municipality of Fruita, Colo. (MATT INDEN/MILES)

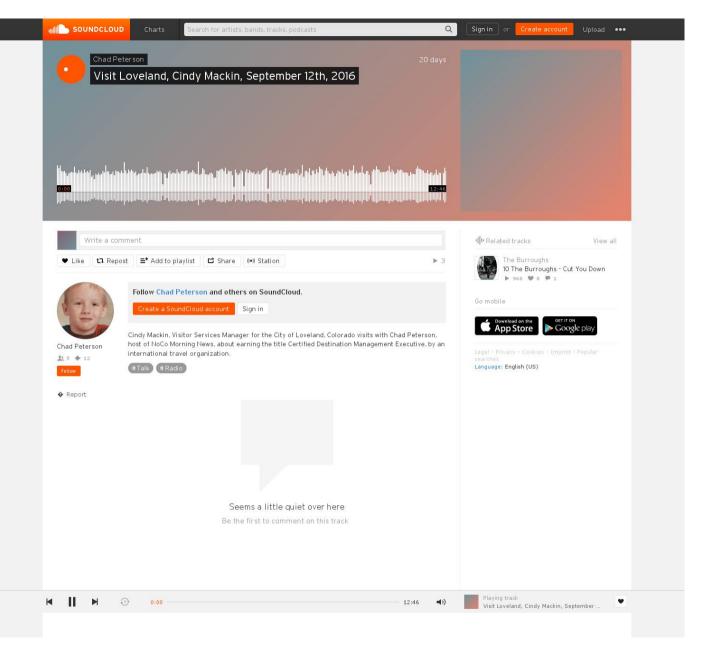
By BERT ARCHER Travel Thu., Sept. 15, 2016 COLORADO-It could have gone poorly for Colorado. The state is gateway to the IIS Rockies and their footbills with

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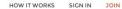




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Home » Colorado Roadtrip - Falling In Love With Loveland



## Colorado Roadtrip - Falling In Love With Loveland



Loveland is the quaintest of the cities we visited in our white 4×4, rolling through the craft beer state. It's not something you hear often in the US, but in this case size doesn't matter. Even though it only has a population of 72,000, its refreshing to still see the same passion and love for beer we saw everywhere else.



46 miles north of Denver, Loveland is very accessible for any visitor to Colorado and a <u>must</u> visit for any beer lover. Alongside some phenomenal breweries Loveland Aleworks, Grimm Brothers, Verboten and the tiny Crow Hop, the passion for craft beer in this area of Colorado mainly takes shape in home brewing.



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We source exclusive, small batch beers from the best independent microbreweries around the world and send our community of 10,000 beer lovers in the UK, who discover the beer with a monthly themed case of beers, delivered to their door with a copy of Ferment magazine to learn the story behind the beer. Helping breweries get their beer into the hands of thousands of new drinkers overnight and helping our members discover new and exciting craft beers.

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#### Bike tour raises glass to beers and spirits

Carefully crafted beverages offer pit stops for tastebuds on rocky Colorado road trip

Toronto Star - Toronto, Ont.

Subjects: Breweries: Entrepreneurs

Author: Archer, Bert Sep 15, 2016 Date:

Start Page: T.1 Section: Travel

#### **Document Text**

It could have gone poorly for Colorado.

The state is a gateway to the U.S. Rockies and their foothills, with the red rocks that captivated U2 in the 1980s and served as the dramatic backdrop for the band's career-making Under a Blood Red Sky album.

Colorado is made for road trips. In the last decade, it has also become the U.S. capital of alcoholic innovation, with breweries and distilleries tucked away in every rocky nook, making some of the best stuff you can get anywhere in the country.

Colorado is clever. It put its towns so close together and made them so disarmingly charming that you can drive from one to another in less than an hour, find your hotel, get some lunch - farm-to-table in this agriculturally diverse state is so taken for granted that no one bothers to mention it anymore - start tippling, walk back to your room at 11 or 12 (these are small towns with smaller cores, everything's next door), wake up the next day and repeat.

Start at the bar in the Stanley Hotel in Estes Park because that's where bar manager Jimmy Kuch is. You'll fall in love with Jimmy.

You can blame the 1,200 whiskies he slings with a Wikipedic knowledge and a Rabelaisian enthusiasm, though you know you were smitten before any of the stuff passed your lips.

Jimmy combines the patina of old Joe Gomes, from the Park Hyatt's Roof at Avenue Rd, and Bloor St, W., with the barely containable ardour of a teenage salesman's first day on the job.

He gives us a blind taste test. I correctly identify a corn whiskey. I get a high five.

Seventy kilometres northeast, you can take a bike tour of the breweries of Fort Collins, the state's fourth-largest city with a population of about 150,000.

The only extant downtown hotel of note is the Armstrong, housed in a building first used as a hotel in 1923, with a '30sstye basement bar called Ace Gillett's.

On this Wednesday afternoon, Bob Williams of Beer and Bike Tours leads a group that includes a pediatrician and an FBI agent.

We start at Fort Collins Brewery, whose Funky Brewster, a sour IPA, spans the outgoing trend of over-hopped IPAs and their inevitable over-yeasted replacement, sours.

You could get drunk on Williams's tour, but it's better not to, for any number of reasons.

First, there's the falling off your bike one. Then, there's the fact that drinking too much at any one place means you won't taste a big enough variety at each brewery to get a sense of just how deep these little breweries' benches are. And third, it would simply be un-Coloradoan.

This is a state increasingly known for its booze, and despite hanging out in more than a dozen bars, breweries and distilleries in my week there, I did not see one drunk customer.

These people drink for flavour because they can. Coors, founded in Golden a few kilometres away, offers nothing but the buzz. But these newer drinks? The buzz is the least of it.

At Loveland Aleworks in Loveland, about 25 kilometres south, Nick Calloway, at the end of his day and carrying a quickly disappearing pint of his own American pale ale, also offers a tour, and some corporate philosophy.

"I hope we never sell out of state," he says, though sales of the four-year-old company have risen 30 to 35 per cent every year.

His sales radius is 115 kilometres and he wants it to stay that way. He wants you to come to him.

And people seem to like the idea: The place is packed.

**SEP 15 2016** 

**FR** Value: \$27.489



#### Cycling Colorado, home state of the fit

Bike-friendly paths and hotels make two-wheeled trips a breeze

Toronto Star - Toronto, Ont.

Subjects: Bicycling; Roads & highways

Author: Archer, Bert Date: Sep 15, 2016

Start Page: T.1 Section: Travel

#### **Document Text**

This is the state people move to when they're just too darn fit to fit in anywhere else.

I once saw a woman here doing handstand push-ups. I didn't even know those were possible.

So, as you can imagine, bikes are big here. Although you could do a road trip by car, I did one by bike and discovered that not only are there bike paths everywhere, but even when you're forced by route, schedule or the fact you're not very good at following maps to ride the highways, it's as safe as can be, especially when you get advice from one of the many bike shops and companies in town (I went with At Your Pace, based in Loveland).

There are huge paved shoulders on roads most of the time and drivers give you an entire lane as they pass.

A downside of just how ubiquitous cyclists and their paths are, is that in some cities, such as Boulder, it doesn't seem to have occurred to anyone that some cyclists may not be from around there, making the impressive web of paths that get you from one place to another into something more like a labyrinth.

But hotels are happy to store your bike for you, or have you bring it up to your room, and every brewery, restaurant and shop I visited had more than enough space to lock a bike out front.

Credit: Bert Archer Special to the Star

#### Illustration

Caption: Writer Bert Archer's bike trip wrapped up in the grasslands. Bert Archer

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**SEP 15 2016** 

**SECOND REPORT NEWS 19,163** PR Value: \$9,163



#### The best drinks in Colorado

Breweries and distilleries across the state serve sips worth savouring

Toronto Star - Toronto, Ont.

Subjects: Breweries: Distilleries: Whiskey

Author: Archer, Bert Sep 15, 2016 Date:

Start Page: T.4 Section: Travel

#### **Document Text**

Colorado-Though California has more breweries and Vermont has more per capita, no other state is as defined by its brewing and distilling as Colorado, and no state repays a booze-based tour as handsomely. After visiting 10 breweries, two distilleries and half a dozen bars during my week cycling across the state. I can tell you there's plenty of good drinks, but these are the best:

#### Spirit Hound Barrel 12

The tiny roadside Spirit Hound Distillers (4196 Ute Highway, Lyons, spirithounds.com) offers a flight of whiskies distilled by former brewers Wayne Anderson and Craig Engelhorn. Their distillery had just got going when it found itself in the path of one of the 2013 floods, one of the worst in Colorado history. The whole flight was decent, as was the sambuca they cobbled together to pay the bills while the whiskey was aging. But Barrel 12 was distinctive - a tough thing to achieve for any distiller - and with its strong toffee and caramel flavours, a good gateway whiskey.

#### Colorado 291 Colorado Whiskey:

#### Stanley Select

There are a few good Colorado whiskies, including A.D. Laws, but this was the best. The Stanley Hotel (333 East Wonderview Ave., Estes Park, stanleyhotel.com) gets five barrels of its own single-barrel, cask strength (63.2 per cent alcohol) rye whiskey. Aged in white oak with aspen staves gives it a specifically Colorado character, with a subtle sweetness redolent of maple sugar. It also uses this for its "Smoak'd" old fashioneds, made with Vermont maple syrup, which are also well worth a swig.

#### Funky Brewster

As a sour IPA, this beer bridges the last trend with its inevitable replacement. Beer aficionados have been confronted everywhere by entire banks of taps given over to the overly hoppy pale ales over the past five years or so. These overyeasted so-called sour beers are just as specific, but have the benefit of being utterly different and very tasty. There's already an all-sour bar open in Denver, with another one on its way. Drink it at the Fort Collins Brewery (1020 East Lincoln Ave., Fort Collins, fortcollinsbrewery.com).

#### Barrel-aged Tropic King

Saisons started out life as farmhouse ales brewed to refresh field workers. They've evolved to become fancy, but this one, from Funkwerks (1900 East Lincoln Ave., Fort Collins, funkwerks.com), has a cute back story that makes it less so: The brewers accidentally dumped in two extra bags of malt. The result was less hoppy than they'd wanted and way fruitier, but not especially sweet. They went one step further and aged some in barrels.

#### Raspberry sour

Fruit beers are often just sweet, the brewed equivalent of the Starbucks milkshake, intended to spread the tent wide enough to include those who don't actually like the core product. This one's different. The raspberry's strong, but it's not sweet, and doesn't get in the way of the hops and malted barley that are, of course, the main attraction. Drink it at Loveland Aleworks (118 W 4th St., Loveland, lovelandaleworks.com).

#### Mojo Risin' nitro

A hopped-up version of its regular IPA, this grapefruit cocktail of a beer is modulated by the addition of nitrogen (the gas that's in those little doohickeys in the bottoms of Guinness cans). As obnoxious a word as it is, I'll use it here: It changes the mouthfeel of the beer sufficiently to balance the extremities of its un-nitro'd version to make it the best beer Colorado's oldest modern craft brewer has on tap. Drink it at the Boulder Beer Co. (2880 Wilderness Pl., Boulder, boulderbeer.com).

#### Golden Moon gin

I tried this for the first time two years ago at a basement bar in Denver called Green Russell in an aviation cocktail. I'd have thought the lavender in the gin would have crashed into the aviation's creme de violette, but oddly, they played well together. The version of the aviation served at the Golden Moon Speakeasy tasting room (1111 Miner's Alley,

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# Chelslabind

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#### COLORADO FRONT RANGE: 10 FALL ACTIVITIES





With fall now in full focus and the summer months behind us, I've been dreaming of an autumn getaway to see the changing colors and falling leaves! Do you know where is one of the very best places to see



#### HI, I'M CHELSEA

Chelsea Bird is where I share my personal style, adventures and stories of my daily life with my sweet husband. Enjoy and please say hil









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#### Wal-Mart Foundation gives \$25,000 to Larimer Food Bank

Food Bank for Lartmer County has received a \$25,000 grant from the Wal-Mart Foundation's State Giving Program to help II has a citrusy flavor and a

"Food Bank for Larimor County is an example of an exceptional organization was stated by the service of the conventional organization with the service of the servic County is an excession of as-exceptional enginerations going above and beyond its section of controllous options they may not of northfous options they may not of northfous coptions they may not of northfous coptions they may not of northfous coptions they may not of northfous and John Rockee, Wal Mart. 25. at Native-Hill First. 27. at Native-Hill First. 27. at Native-Hill First. 28. at Native-Hill First

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\* Lessons & Lace Bounique

Advantage plans, according vehicles for the Northern Stoke associated the Stokes associa released its second annual Crowdswaree Fresh Hop Ale on Firlay. The pale straw-colored 5.3 percent alcohol by weight best was-made item hops donated by local gardeners and Osboru Farm. The hops to reculture it 2120 E. Har-mony Road, No. 107, Fort Collies will donate 50 per-ciel of proceeds from the day to Fort Collien Habitat for Hamanity when cus tomers mention to the cashier that they are sup-OSCOTI PAPIL. The Bops were mostly Cascade, but also Centontial, Galena, Brewery Gold, Zeus and Sterling hops. The beer porting the organization. PEDPLE

fresh-cut-grass aroma pro-file, according to the brewtrained in pain medicine. Bhalodia is currently

 Stephen W. Gillette of Berthood has been therthoud has been appointed by Gov. John Hickonlooper to the Solid and Hazardous Waste Commission to serve as a Gree Inc. of Fort Collins representative of local gov-erament and as a Republicontract from the Defense Logistics Agency for archi-tectural and engineering

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- Martin Mar real estate transactions, negotiations and customes

\* Yoheshel Ertan of Johnsstown was part of a team that developed a patent assigned to Maggel Indus-tries of Austin, Texas.

 Karen I, Thayer, Jeffrey J.
 Walls, Jesuid C. Fisher, Styren L. Similer, Sesso D. Goldman, Philip M. Walker, James L. Long and R. Beiter, James L. Long and bir Petersan, al of Fort Col-lian, were parts of teams that developed patents assigned to Hershelt-Pack-ard Development of Hous-ton.

assigned to Decibulls of Loveland.

• Loveland resident Boat Sedore bas written a book. and is having a book signing 4-8 p.m. Sunday at Loveland Ale Works, 118 W. Fourth St.

CALENDAR

Sept. 30

• The Lariner County Work-force Center will be hord to a symposium, Elevatic Your Workforce, 7:15 a.m. 2:30 post at the Lincoln Centur, 417 W. Magnolin St., Port Collins, SSI, Rogisher at larinner workforco.org. 6rt. 11 • The Rote MA will pres-

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The No.Co Max will present its 2016 Farado of
Houses swards at its annual

Open houses related to general distort, 5-6 p.m. at the Budweiser Events Conthe Budweiser Events Ca ter Bar and Grill. \$35 for members, \$45 nonmembers. Register at

 The Northern Colorade
 Wuman Resource Association's
 2016 biomain! conference Presenters include Morag Barrett, Gary Vansuch, Annotte Matthles and Andre van Hall. Early bird rates before Sept. 30 are \$100 for members, \$125 for

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Press releases also are welcome. The Reporter Herald reserves the right to odit information suboni welcome, but publication is not pregranteed. The Reporter-Herald reserve

Information is due by noon Wednesday for public cation in the following Sun-day's business section. Information can be emailed to trail in more can be emailed to stable troporter benefit com. For more informa-tion, call flusiness Editor Jett Stabla, 970-635-3691.





Enter Your Home by October 16!

Grab your kids and out ghoul your neighbors with the first annual Halloween Home Decorating Contest presented by At Home Colorado.

Nominate your house by visiting Facebook com/ AtthorneColorado, rebly to the Spookscular arHome post with a picture of your homes exterior or post a picture on your page to enter. All entries must include your home's street address, city and the hishtag #AtthorneCOHalloweenHouse.

Post your photo before 8 p.m. on October 16 to enter-We will compile all the entries in one album on At Home Colorado is Pacebook page. Wong will begin Corbober 17 and end on October 23. The top 5 pictures in the album with the most like will be featured in the October 28.79 edition of At Home. All Boulder Bronnfeld, Laimer and Weld County homes are welcome, good buck



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## Colorado Fall Activities, Pumpkin Patches and You Pick locations

Home / Colorado Fall Activities, Pumpkin Patches and You Pick locations

September 26, 2016 / Blog, News / activity, cheap movies Loveland, Colorado Kids Connection, events, families, free, fun, Guide, kids, Loveland, Pumpkin patches / Kimberly



## Colorado Fall Activities, Pumpkin Patches and You Pick locations.

#### Colorado Fall Activities, Pumpkin Patches and You Pick locations are just what every parent needs this fall.

It's that time of year again where we are on the search for the most coolest pumpkin patches, you pick locations and fun fall activities to keep the kids busy but have them experience the life on a farm. So get those kids dressed for cooler weather and head out to the farms to capture their cuteness!



Anderson Farms - \$\$Erie, CO. Home of Colorado's Longest-Running Corn Maze & Pumpkin Patch. Fall festival features a 30 acre patch with 70 varieties of pumpkins, squash and gourds. Antique tractor pulled

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# Fall Fun in Loveland



LOVELAND

By Visit Loveland





During the fall, fiery foliage supplies the perfect backdrop for all there is to see and do in Loveland. Investigate the city's worldrenowned arts scene, including more than 350 pieces of public art. Or tee off at one of several beautiful golf courses and indulge your cravings at more than 180 restaurants and eight craft breweries - just the beginning of the endless roster of possible activities in Loveland.

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