

VISIT LOVELAND

MARCH 2017 CMC REPORT



SUCCESS SUMMARY

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

Visit Loveland was featured in 13 pieces of coverage resulting in 130 million online readership views, 263,000 estimated coverage views, and 134,119,204 impressions.

TOP PR/SOCIAL MEDIA PRIORITIES

March saw a shift toward spring and summer promotions through social media and media relations. Conversations also began on the Visitors Guide and Annual Report copy.

PRIORITY #1 - SPRING PROMOTIONS

- Planned and executed spring social media coverage including sourcing photos and capturing live photos showing Spring around Loveland.
- Drafted Best Spots to Capture Spring Sunsets blog post

PRIORITY #2 - SUMMER PREPARATION

- Continued Summer 2017 content and media planning including updating 'What's New in Summer' press release and 'Can't Miss Summer Events' press release
- Updated media list to add cycling media; updated outdoor adventure media and wine travel media for summer list.

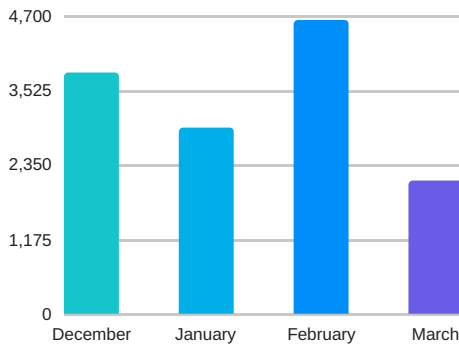
PRIORITY #3 - VISITORS GUIDE PREP

- Met with the team to outline new 2017 layout and content needs
- Began content editing to meet deadlines



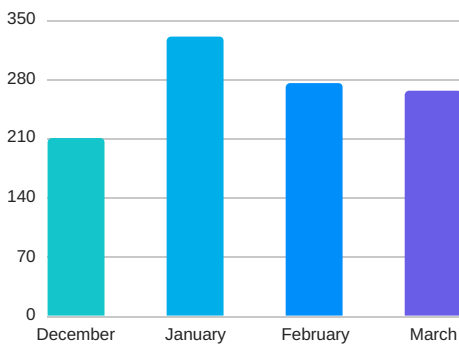
RESULTS

SOCIAL MEDIA GROWTH



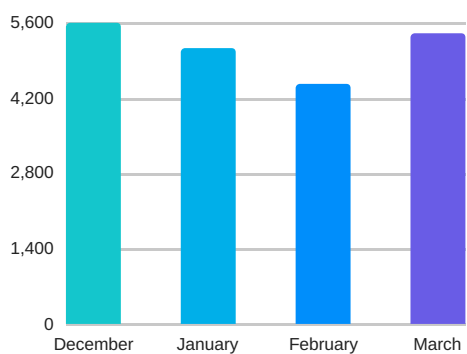
64 new followers | 5,780 total fans
155,012 impressions | 2,101 engagements

- Focus: Spring travel and scenes, Loveland scenery, art culture, Colorado Craft Beer Week., links back to website.
- Most engaging posts: US34 travel post, Travel & Adventure show post, scenic sunsets and downtown Loveland photos.
- Engagement was significantly down in March, compared to a thriving February. We anticipated this, but also believe that Facebook's algorithm change had some effect. Reevaluating for April.



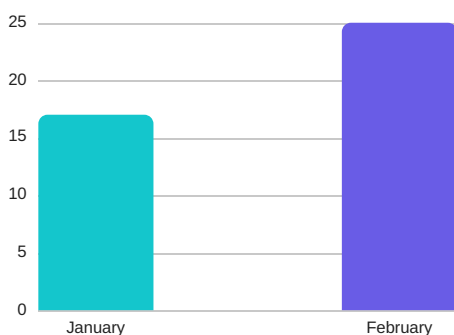
0 new followers | 1,513 followers
14,212 impressions | 266 engagements

- Focus: Spring travel and scenes, Loveland scenery, art culture, Colorado Craft Beer Week., links back to website.
- Most engaging Tweets: Scenic views, links to events.
- March engagement is in line with February even though activity was lower. Looking to increase followers, and conversations moving into Q2.



226 new followers | 4,185 followers
4,464 engagements

- Focus: Nice weather, sunsets, art culture, beer culture, outdoor scenery, Colorado Craft Beer Week, local restaurants & food.
- Most engaging photos: Keyhole at Devil's Backbone Open Space, panoramic shot of Devil's Backbone, US34 canyon photo.
- Most engaging hashtags: #visitloveland, #lovelivingincolorado, #coloradogram, #outsidecolorado, #lovelandco
- Engagement is up in March. Engagement soared with selective photos showing Loveland scenery and activity at a time that people are craving it.



25 Snaps | 29 followers

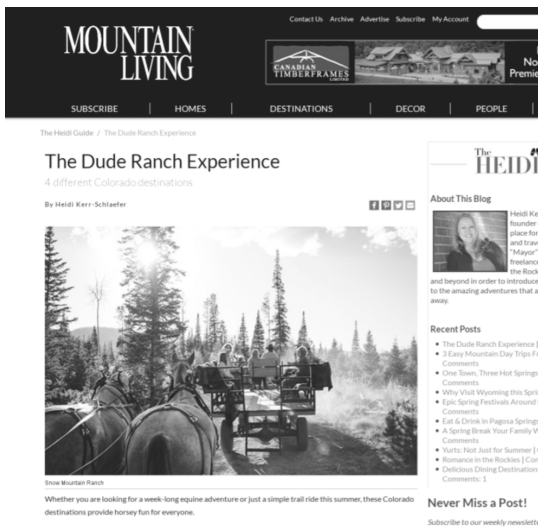
- Focus: Spring weather
- No updated stats for March as Snapchat doesn't offer them. Looking into ways to help track analytics on Snapchat better within budget.

RESULTS

Denver7 list of the 7 best things to do in Denver this weekend, March 17-19, 2017

BY: Carrie Rippe

TAG: denver zoo | denver art museum | harlem globetrotters | 7 best things to do this weekend | community events



MEDIA RESULTS

- **Mountain Living Magazine:** The Dude Ranch Experience
- **The Denver Post:** Pinball gets a replay at The Flipside, new barcade in Loveland
- **USA Today:** Holy' spirits: Fort Collins pastor starts distillery
- **gNews.com:** Holy' spirits: Fort Collins pastor starts distillery
- **USA Today:** Pinball arcade bars coming to Fort Collins, Loveland
- **The Coloradoan:** Pinball arcade bars coming to Fort Collins, Loveland
- **Denver 7:** Denver7 list of the 7 best things to do in Denver this weekend, March 17-19, 2017
- **Tri 102.5:** Foothill Service Leagues 12th Annual Taste of Loveland Event
- **K99 Colorado's New Country:** Taste of Loveland: A night of food, fun and drinks for two great causes
- **The Coloradoan:** Where to find Easter brunch in Northern Colorado
- **Reporter Herald:** Your best bets for the week
Reporter Herald: Loveland businesses make progress: An update on Sweetheart City Wines, Laughing Leprechaun Meadery
- **Reporter Herald:** All plant-based, all the time, at new Loveland restaurant
- **Coloradoan:** Holy' spirits: Fort Collins pastor starts distillery

PR NUMBERS

\$285,304

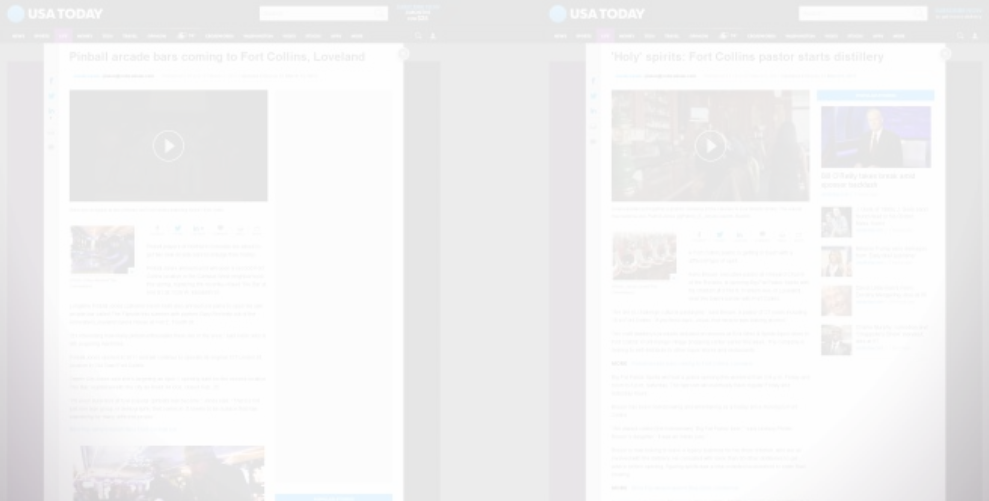
PR VALUE

134,119,204

IMPRESSIONS

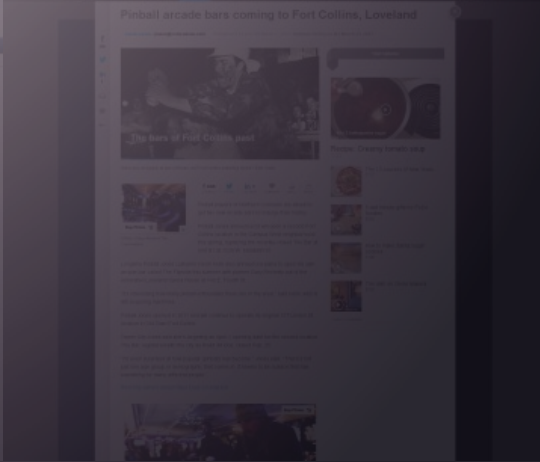
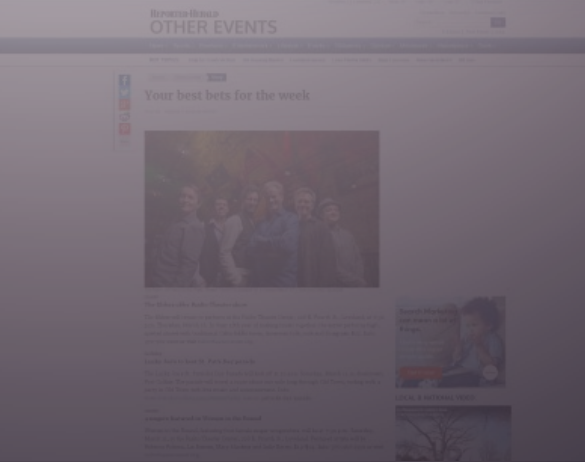
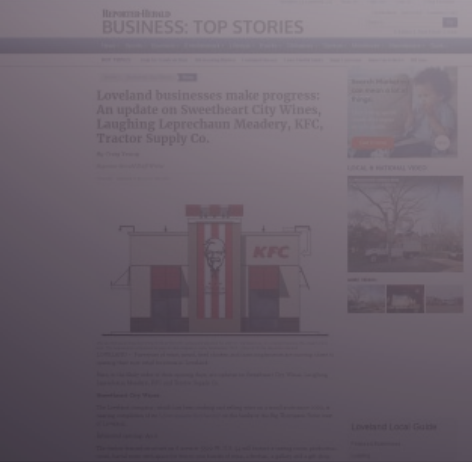
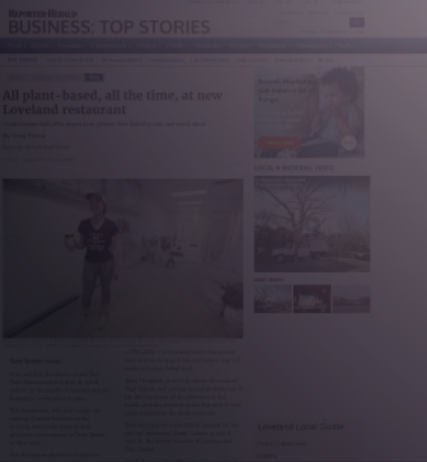
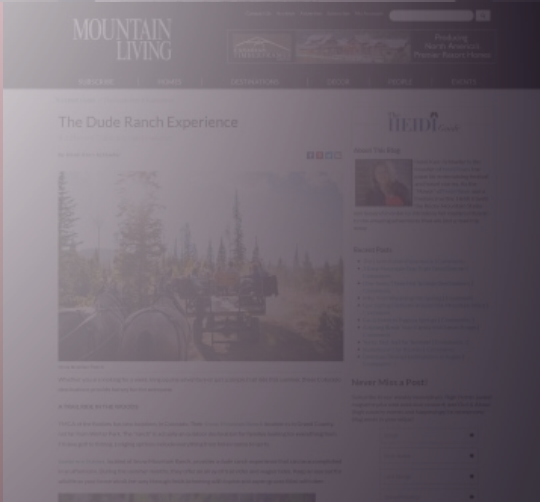
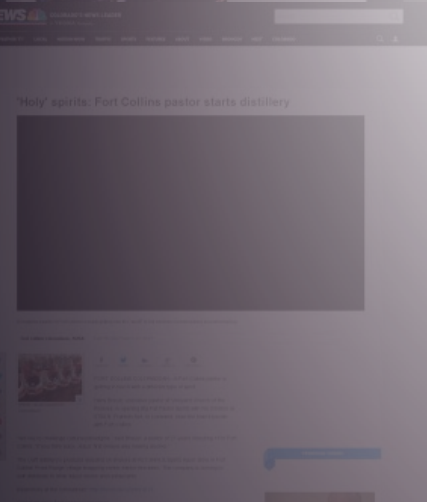
4.09K

MEDIA SOCIAL SHARES



Visit Loveland

COL March 2017 CMC



15

PIECES OF COVERAGE:

130M

ONLINE READERSHIP:

263K

ESTIMATED COVERAGE VIEWS:

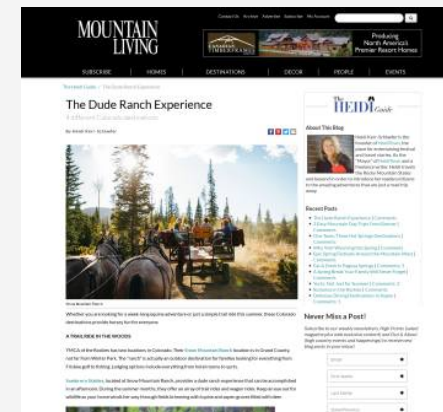
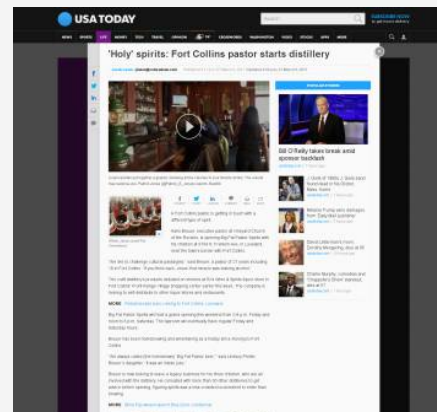
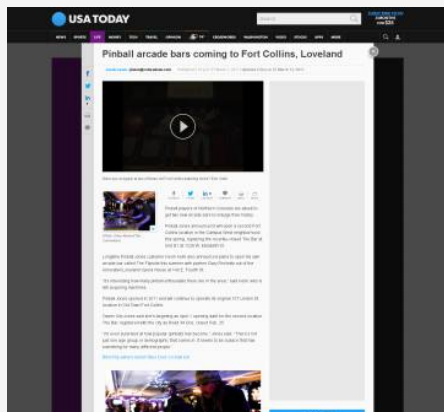
4.09K

SOCIAL SHARES:

64

AVERAGE DOMAIN AUTHORITY:





'Holy' spirits: Fort Collins pastor starts distillery

Jacob Laxen, jlaxen@coloradoan.com Published 4:11 p.m. ET March 9, 2017 | Updated 5:26 p.m. ET March 9, 2017



Cosmopolitan put together a graphic showing all the calories in your favorite drinks. The results may surprise you. Patrick Jones (@Patrick_E_Jones) reports. Buzz60



(Photo: Jacob Laxen/The Coloradoan)

A Fort Collins pastor is getting in touch with a different type of spirit.

Hans Breuer, executive pastor at Vineyard Church of the Rockies, is opening Big Fat Pastor Spirits with his children at 6754 N. Franklin Ave. in Loveland, near the town's border with Fort Collins.

"We like to challenge cultural paradigms," said Breuer, a pastor of 27 years including 18 in Fort Collins. "If you think back, Jesus' first miracle was making alcohol."

The craft distillery's products debuted on shelves at RJ's Wine & Spirits liquor store in Fort Collins' Front Range Village shopping center earlier this week. The company is looking to self-distribute to other liquor stores and restaurants.

MORE: [Pinball arcade bars coming to Fort Collins, Loveland](#)

Big Fat Pastor Spirits will host a grand opening this weekend from 2-8 p.m. Friday and noon to 6 p.m. Saturday. The taproom will eventually have regular Friday and Saturday hours.

Breuer has been homebrewing and winemaking as a hobby since moving to Fort Collins.

"We always called (the homebrews) 'Big Fat Pastor beer,'" said Lindsey Preller, Breuer's daughter. "It was an inside joke."

Breuer is now looking to leave a legacy business for his three children, who are all involved with the distillery. He consulted with more than 30 other distilleries to get advice before opening, figuring spirits was a less-crowded local market to enter than brewing.

MORE: [Blind Pig owners launch Blue Door cocktail bar](#)



POPULAR STORIES



Bill O'Reilly takes break amid sponsor backlash

usatoday.com | 7 hours ago



J. Geils of 1980s J. Geils band found dead in his Groton, Mass. home

usatoday.com | 7 hours ago



Melania Trump wins damages from 'Daily Mail' publisher

usatoday.com | 5 hours ago



David Letterman's mom, Dorothy Mengerling, dies at 95

usatoday.com | 10 hours ago



Charlie Murphy, comedian and 'Chappelle's Show' standout, dies at 57

usatoday.com | 1 hour ago



CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

(EST.) MONTHLY VISITS: **116M**

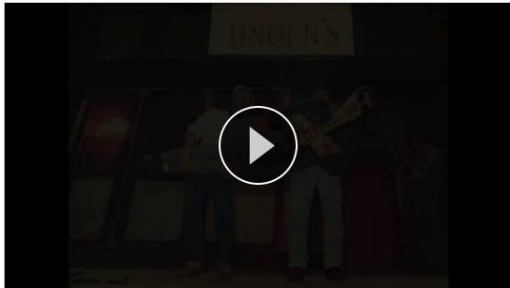
(EST.) COVERAGE VIEWS: **102K**

DOMAIN AUTHORITY: **94**

PR Value: \$75,975

Pinball arcade bars coming to Fort Collins, Loveland

Jacob Laxen, jlaxen@coloradoan.com Published 5:33 p.m. ET March 7, 2017 | Updated 2:26 p.m. ET March 13, 2017



Were you a regular at any of these old Fort Collins watering holes? Erin Udell



(Photo: Dawn Madara/The Coloradoan)

CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

Pinball players of Northern Colorado are about to get two new arcade bars to indulge their hobby.

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Longtime Pinball Jones customer Kevin Kelm also announced plans to open his own arcade bar called The Flipside this summer with partner Gary Rechnitz out of the renovated Loveland Opera House at 140 E. Fourth St.

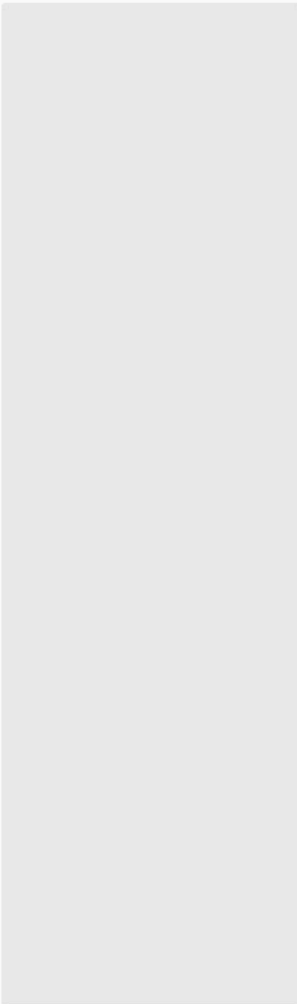
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Pinball Jones opened in 2011 and will continue to operate its original 107 Linden St. location in Old Town Fort Collins.

Owner Kim Jones said she's targeting an April 1 opening date for the second location. The Bar, registered with the city as Road 34 Dos, closed Feb. 25.

"I'm even surprised at how popular (pinball) has become," Jones said. "There's not just one age group or demographic that comes in. It seems to be a place that has something for many different people."

[Blind Pig owners launch Blue Door cocktail bar](#)



POPULAR STORIES



Bill O'Reilly takes break amid sponsor backlash

(EST.) MONTHLY VISITS: **116M**

(EST.) COVERAGE VIEWS: **102K**

DOMAIN AUTHORITY: **94**

PR Value: \$75,975



The Heidi Guide / The Dude Ranch Experience

The Dude Ranch Experience

4 different Colorado destinations

By Heidi Kerr-Schlaefer



Snow Mountain Ranch

Whether you are looking for a week-long equine adventure or just a simple trail ride this summer, these Colorado destinations provide horsey fun for everyone.

A TRAIL RIDE IN THE WOODS

YMCA of the Rockies has two locations in Colorado. Their [Snow Mountain Ranch](#) location is in Grand County, not far from Winter Park. The "ranch" is actually an outdoor destination for families looking for everything from Frisbee golf to fishing. Lodging options include everything from hotel rooms to yurts.

[Sombbrero Stables](#), located at Snow Mountain Ranch, provides a dude ranch experience that can be accomplished in an afternoon. During the summer months, they offer an array of trail rides and wagon rides. Keep an eye out for wildlife as your horse winds her way through fields brimming with lupine and aspen groves filled with deer.



The HEIDI Guide

About This Blog



Heidi Kerr-Schlaefer is the founder of HeidiTown, the place for entertaining festival and travel stories. As the "Mayor" of HeidiTown and a freelance writer, Heidi travels the Rocky Mountain States and beyond in order to introduce her readers/citizens to the amazing adventures that are just a road trip away.

Recent Posts

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- [Why Visit Wyoming this Spring](#) | Comments
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- [Eat & Drink in Pagosa Springs](#) | Comments: 5
- [A Spring Break Your Family Will Never Forget](#) | Comments
- [Yurts: Not Just for Summer](#) | Comments: 2
- [Romance in the Rockies](#) | Comments
- [Delicious Dining Destinations in Aspen](#) | Comments: 1

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(EST.) MONTHLY VISITS: **11.6K**

(EST.) COVERAGE VIEWS: **1.11K**

DOMAIN AUTHORITY: **39**



33



11

PR Value: \$14,250





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BUSINESS

Pinball gets a replay at The Flipside, a new barcade in Loveland

Most of the pinball machines will cost 50 cents a game to play



Jenny Sparks, Loveland Reporter-Herald

Gary Rechnitz, left, and Kevin Kelm, co-owners of The Flipside pinball arcade, pose for a photo March 3, 2017, in front of the Loveland Opera House, where they plan to open the arcade this summer in downtown Loveland.

By THE REPORTER HERALD

PUBLISHED: March 6, 2017 at 1:21 pm | UPDATED: March 6, 2017 at 1:22 pm

By Craig Young, Reporter-Herald

Pinball is nothing if not a game of playing the rebound, and two local entrepreneurs are hoping to capitalize on the bounce in popularity the pastime is enjoying.

Kevin Kelm and Gary Rechnitz have leased space on one of the busiest corners in downtown Loveland for The Flipside, a pinball "barcade" they plan to open this summer.

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MOST POPULAR

1

42-year-old man chokes to death at Voodoo Doughnut shop on East Colfax

2

Four governors team up, urge feds to keep marijuana enforcement status quo

3

Editorial: Michael Bennet takes the right stand on filibuster

4

Tony Romo, released by Cowboys, joins CBS as Phil Simms' replacement

5

(EST.) MONTHLY VISITS: 7.91M

(EST.) COVERAGE VIEWS: 15.8K

DOMAIN AUTHORITY: 86

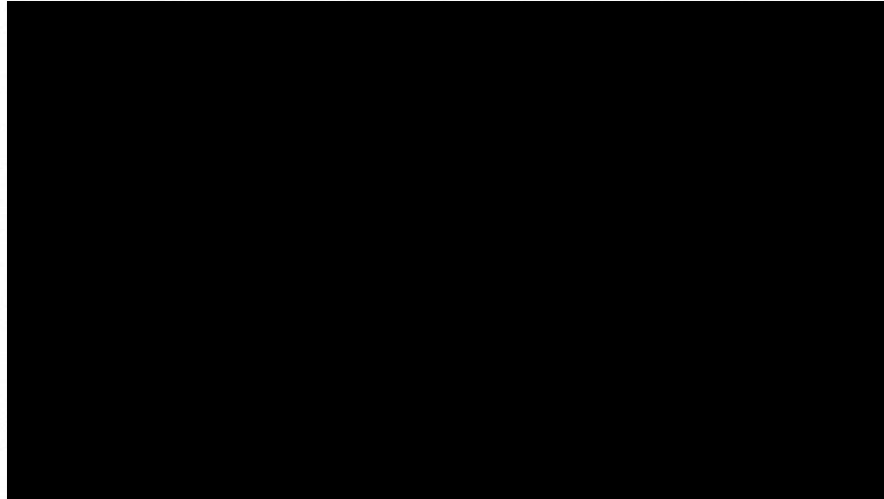


12

PR Value: \$34,605



'Holy' spirits: Fort Collins pastor starts distillery



A longtime pastor in Fort Collins is really getting into the "spirit" of his hobbies: homebrewing and winemaking.

Fort Collins Coloradoan , KUSA 5:40 PM, MDT March 12, 2017

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(Photo: Jacob Laxer/The Coloradoan)

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FORT COLLINS COLORADOAN - A Fort Collins pastor is getting in touch with a different type of spirit.

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The craft distillery's products debuted on shelves at RJ's Wine & Spirits liquor store in Fort Collins' Front Range Village shopping center earlier this week. The company is looking to self-distribute to other liquor stores and restaurants.

Read more at the Coloradoan: <http://noconow.co/2maYpY3>

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From The Web



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TRENDING VIDEOS



Inmate denies escaping from Adams County Jail

(EST.) MONTHLY VISITS: 3.39M

(EST.) COVERAGE VIEWS: 11K

DOMAIN AUTHORITY: 77

110 2

PR Value: \$10,500



Denver7 list of the 7 best things to do in Denver this weekend, March 17-19, 2017

BY: Carrie Ripes

TAG: denver 200 | denver art museum | harlem globetrotters | 7 best things to do this weekend | community

events



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+SHOW CAPTION

DENVER - Every weekend, Denver7 compiles a list of some family friendly events you might enjoy. St. Patrick's Day is Friday so get your Irish on, but wondering what to do with the rest of your weekend? Well, here are our picks for the 7 best things to do in Denver this weekend.

Thursday - Sunday

Harlem Globetrotters

What: The world-famous Harlem Globetrotters are making a stop in Denver, with three shows this weekend. Catch a performance to see why they have been thrilling and entertaining millions of fans for over 90 years.

Where: 1st Bank Center, 11450 Broomfield Lane, Broomfield, Colo.; Pepsi Center, 1000 Chopper Circle, Denver, Colo.; and Budweiser Events Center, 5290 Arena Circle, Loveland, Colo.

When: Thursday: 7 p.m. at 1st Bank Center; Saturday: 1 p.m. at Pepsi Center; and Sunday: 2 p.m. at Budweiser Event Center

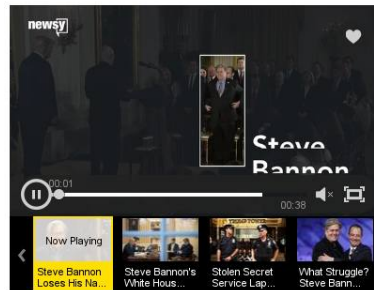
Admission: Tickets start at \$19, but vary by venue.

More Information: harlemglobetrotters.com

Friday - Sunday

The Edge Grand Opening Weekend at Denver Zoo

What: The wait is over! The Denver Zoo's new tiger exhibit opens to the



(EST.) MONTHLY VISITS: **1.48M**

(EST.) COVERAGE VIEWS: **6.02K**

DOMAIN AUTHORITY: **71**

PR Value: \$9,000

Pinball arcade bars coming to Fort Collins, Loveland

Jacob Laxen, jlaxen@coloradoan.com Published 3:33 p.m. MT March 7, 2017 | Updated 12:26 p.m. MT March 13, 2017



The bars of Fort Collins past

Were you a regular at any of these old Fort Collins watering holes? Erin Udell



(Photo: Dawn Madura/The Coloradoan)

f 345 **t** **in 1** **c** **e** **m**

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[Blind Pig owners launch Blue Door cocktail bar](#)



5 Photos

Pinball Jones

TOP VIDEOS



Recipe: Creamy tomato soup
1:22



The 12 courses of New Years
1:17



5 last minute gifts for FoCo foodies
0:59



How to make Santa sugar cookies
1:48



The dish on Okole Maluna
0:59

(EST.) MONTHLY VISITS: **724K**

(EST.) COVERAGE VIEWS: **3.25K**

DOMAIN AUTHORITY: **68**

f
350

in
1

PR Value: \$11,976

FOOTHILLS SERVICE LEAGUE'S 12TH ANNUAL TASTE OF LOVELAND

April 20 | 6:00 PM - 9:00 PM

Where Cost

The Rocky Mountain Center for Innovation and Technology
815 14th St SW, Loveland,

General Admission \$45; Reserved Seating \$55. At the door \$50.

Additional information

Foothills Service League's 12th Annual Taste of Loveland will be held on Thursday, April 20, 2017, from 6 pm to 9 pm at The Rocky Mountain Center for Innovation and Technology at Southwest 14th and Taft Avenue in Loveland. Proceeds benefit Foothills Gateway and the Namaqua Center.

There will be food and beverage stations representing 50 fine wines and spirits, 40 area restaurants and a number of local breweries for a memorable evening of amazing wine, beer, extraordinary food, and live music. A silent auction rounds out the evening.

Tickets prices: General Admission \$45; Reserved Seating \$55. At the door \$50.

Tickets can be purchased at foothillsserviceleague.org; Rowe's Flowers, Cloz to Home, House of Spirits and Thompson Valley Liquors (all located in Loveland)

Source: Foothills Service League's 12th Annual Taste of Loveland

CATEGORY: COMMUNITY EVENTS, FEATURED EVENTS, FOOD & WINE, PARTY

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EVENT LOCATION



TODAY'S FORECAST

47° F [Sun Icon]

Humidity: 33%
Wind Speed: SW 9 MPH
Barometer: 30.15"
Dewpoint: 19°F (-7°C)
Visibility: 10 mi.

Clear
Sunshine

View 5 Day Forecast

UPCOMING EVENTS

April 9 - April 8
Windsor-Severance Fire Rescue Pancake Breakfast Fundraiser
WSFR Fire Station #1
100 North 7th Street
Windsor, CO

April 8 - April 9
25th Annual Spring Powwow and Indian Art Market in Fort Collins
Northside Aztlan Community Center
112 Willow St, Fort Collins, CO 80524
Fort Collins, CO

April 9 - April 9
Flying Pig 5K Charity Run/Walk
Spring Canyon Community Park
2626 West Horsetooth Road
Fort Collins, CO

April 9 - April 9
2017 Lincoln Center Wedding Show
Lincoln Center
417 West Magnolia Street
Fort Collins, CO

April 11 - April 11
Bring the Power - A Project Self-Sufficiency Luncheon

TRI-102.5

MAR 30 2017

(EST.) MONTHLY VISITS: **25K**

(EST.) COVERAGE VIEWS: **4.58K**

DOMAIN AUTHORITY: **28**

PR Value: \$5,400



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The Taste of Loveland: One Night of Food, Drinks and Fun for Two Great Causes

By **Dave Jensen** March 30, 2017 6:58 AM

Share on Facebook Share on Twitter

It's probably the best three hours you'll have all month. **The Taste of Loveland** is April 20, and is worth every penny of the ticket price; especially when you consider who it benefits.



Brent Stifoni/Getty Images

There'll be 40 restaurants and 50 fine wine, spirits and craft beers represented at the **12th annual Taste of Loveland** on April 20, 2017. It takes place at the old HP facility, now known at The Rocky Mountain Center for Innovation and technology. You don't have to be a rocket scientist, however, to know this is a great event!

From 6 pm until 9 pm that night, folks will enjoy all the great food, the drinks, a silent auction and live music. **The Foothills Service League** hosts the annual event to raise funds in support of two wonderful local organizations- **The Namaqua Center** and **Foothills Gateway**.

They are also helping to make sure everyone gets home safe from the event, by getting the great folks at **Trunk Drivers** involved; they show up on a scooter, put the scooter in your trunk, and drive you home in your car.

General admission Tickets for Taste of Loveland are \$45/\$50 at the door. \$55 for reserved seating. Get ticket details from the **Foothills Service League!**

NEXT: Details on The Taste of Fort Collins 2017

FILED UNDER: LOVELAND EVENTS
CATEGORY: BEST OF LOVELAND | COLORADO NEWS | FEATURED | LOCAL NEWS | LOVELAND NEWS

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MAR 30 2017

(EST.) MONTHLY VISITS:

54.8K

(EST.) COVERAGE VIEWS:

4.34K

DOMAIN AUTHORITY:

41

9

PR Value: \$5,400



Where to find Easter brunch in Northern Colorado

Jacob Laxen, jlaxen@coloradoan.com Published 11:40 a.m. MT March 30, 2017 | Updated 2 hours ago



There's no historical documentation to explain why the Easter Bunny became so synonymous with Easter. Wochit



(Photo: Coloradoan file photo)

f 27 **t** **in** **c** **e** **m**

Sunday brunch is a tradition for many when celebrating the Easter holiday.

Many Northern Colorado restaurants are offering special menus April 16. And, it's not too early to start planning. Many area eateries recommend that diners make Easter brunch reservations, which you

can make now.

Here's some of the specials being offered in Northern Colorado:

Austin's American Grill

100 W. Mountain Ave., 970-224-9691

2815 E. Harmony Road, 970-267-6532

Both spots are offering a traditional brunch buffet starting at 9 a.m. There are more than 20 items being served including eggs Benedict, smoked salmon, roasted sirloin and a variety of desserts. The buffet is \$34.95 per person, \$12.95 for kids ages 5-12, and free for children younger than 5.

Best Western Plus Loveland

5542 E. U.S. Highway 34, Loveland, 9700667-7810, ext. 320

This hotel is offering a special brunch buffet that also includes free mimosas (limit three). Smoked ham, ribeye, and shrimp will be among the meat options. There are different seating options available at 11 a.m., 11:30 a.m., 1 p.m. and 1:30 p.m. The Easter Bunny will make an appearance with Easter egg hunts at noon and 2 p.m. Brunch is \$24.95 per person, \$14.95 for seniors, \$9.95 for children ages 5-12, and free for children 4 and younger.

Brick + Mortar





200 Walnut St., www.brickandmortarfc.com

The popup brunch service is hosting a four-course dinner between 11 a.m. and 1:30 p.m. Leek and asparagus quiche is the main course of the meal prepared by guest chefs Bradley Muck and Kyle Knopp of Music City Hot Chicken. Tickets are [\\$35 per person and available online](#).

Cafe Vino



Recipe: Creamy tomato soup
1:22

-  The 12 courses of New Years 1:17
-  5 last minute gifts for FoCo foodies 0:59
-  How to make Santa sugar cookies 1:48
-  The dish on Okole Maluna 0:59

(EST.) MONTHLY VISITS: **724K**

(EST.) COVERAGE VIEWS: **3.25K**

DOMAIN AUTHORITY: **68**

f
27

PR Value: \$11,976

'Holy' spirits: Fort Collins pastor starts distillery

Jacob Laxen, jlaxen@coloradoan.com Published 2:11 p.m. MT March 9, 2017 | Updated 3:26 p.m. MT March 9, 2017



Cosmopolitan put together a graphic showing all the calories in your favorite drinks. The results may surprise you. Patrick Jones (@Patrick_E_Jones) reports. Buzz60



(Photo: Jacob Laxen/The Coloradoan)

1593

A Fort Collins pastor is getting in touch with a different type of spirit.

Hans Breuer, executive pastor at Vineyard Church of the Rockies, is opening Big Fat Pastor Spirits with his children at 6754 N. Franklin Ave. in Loveland, near the town's border with Fort Collins.

"We like to challenge cultural paradigms," said Breuer, a pastor of 27 years including 18 in Fort Collins. "If you think back, Jesus' first miracle was making alcohol."

The craft distillery's products debuted on shelves at RJ's Wine & Spirits liquor store in Fort Collins' Front Range Village shopping center earlier this week. The company is looking to self-distribute to other liquor stores and restaurants.

MORE: [Pinball arcade bars coming to Fort Collins, Loveland](#)

Big Fat Pastor Spirits will host a grand opening this weekend from 2-8 p.m. Friday and noon to 6 p.m. Saturday. The taproom will eventually have regular Friday and Saturday hours.

Breuer has been homebrewing and winemaking as a hobby since moving to Fort Collins.

"We always called (the homebrews) 'Big Fat Pastor beer,'" said Lindsey Preller, Breuer's daughter. "It was an inside joke."

Breuer is now looking to leave a legacy business for his three children, who are all involved with the distillery. He consulted with more than 30 other distilleries to get advice before opening, figuring spirits was a less-crowded local market to enter than brewing.

MORE: [Blind Pig owners launch Blue Door cocktail bar](#)



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Mountain View: This Meal Service is Cheaper Than Your Local Store
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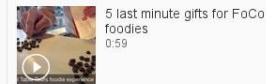
TOP VIDEOS



Recipe: Creamy tomato soup
1:22



The 12 courses of New Years
1:17



5 last minute gifts for FoCo foodies
0:59



How to make Santa sugar cookies
1:48



The dish on Okole Maluna
0:59

(EST.) MONTHLY VISITS: **724K**

(EST.) COVERAGE VIEWS: **3.25K**

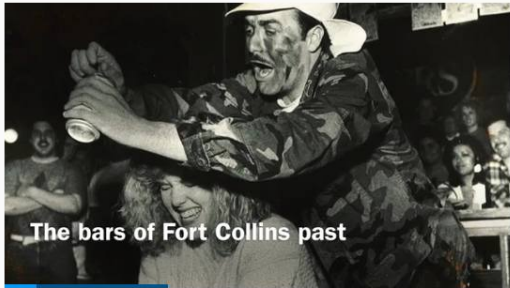
DOMAIN AUTHORITY: **68**

1.6K **5**

PR Value: \$11,976

Pinball arcade bars coming to Fort Collins, Loveland

Jacob Laxen, jlaxen@coloradoan.com Published 3:33 p.m. MT March 7, 2017 | Updated 12:26 p.m. MT March 13, 2017



The bars of Fort Collins past

Were you a regular at any of these old Fort Collins watering holes? Erin Udell



(Photo: Dawn Madara/The Coloradoan)

f 345 **t** **in 1** **c** **e** **m**

Pinball players of Northern Colorado are about to get two new arcade bars to indulge their hobby.

Pinball Jones announced it will open a second Fort Collins location in the Campus West neighborhood this spring, replacing the recently-closed The Bar at Unit D1 at 1228 W. Elizabeth St.

Longtime Pinball Jones customer Kevin Kelm also announced plans to open his own arcade bar called The Flipside this summer with partner Gary Rechnitz out of the renovated Loveland Opera House at 140 E. Fourth St.

"It's interesting how many pinball enthusiasts there are in the area," said Kelm, who is still acquiring machines.

Pinball Jones opened in 2011 and will continue to operate its original 107 Linden St. location in Old Town Fort Collins.

Owner Kim Jones said she's targeting an April 1 opening date for the second location. The Bar, registered with the city as Road 34 Dos, closed Feb. 25.

"I'm even surprised at how popular (pinball) has become," Jones said. "There's not just one age group or demographic that comes in. It seems to be a place that has something for many different people."

[Blind Pig owners launch Blue Door cocktail bar](#)



5 Photos

Pinball Jones

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Mountain View: This Meal Service is Cheaper Than Your Local Store
Home Chef

by Taboola

TOP VIDEOS



Add 2 tablespoons sugar

Recipe: Creamy tomato soup

1:22



The 12 courses of New Years
1:17



5 last minute gifts for FoCo foodies
0:59



How to make Santa sugar cookies
1:48



The dish on Okole Maluna
0:59

(EST.) MONTHLY VISITS: **724K**

(EST.) COVERAGE VIEWS: **3.25K**

DOMAIN AUTHORITY: **68**



350



1

PR Value: \$11,976

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Your best bets for the week

POSTED: 03/09/2017 09:23:30 PM MST



The Elders will return to the Rialto Theater Center in Loveland for a concert March 16. (Special to A&E Spotlights)

music

The Elders offer Rialto Theater show

The Elders will return to perform at the Rialto Theater Center, 228 E. Fourth St., Loveland, at 7:30 p.m. Thursday, March 16. In their 18th year of making music together, the sextet performs high-spirited shows with traditional Celtic fiddle tunes, American folk, rock and bluegrass. \$22. Info: 970-962-2120 or visit rialtotheatercenter.org.

holiday

Lucky Joe's to host St. Pat's Day parade

The Lucky Joe's St. Patrick's Day Parade will kick off at 10 a.m. Saturday, March 11, in downtown Fort Collins. The parade will travel a route about one mile long through Old Town, ending with a party in Old Town with live music and entertainment. Info: downtownfortcollins.com/events/lucky-joes-st.-patricks-day-parade.

music

4 singers featured in Women in the Round

Women in the Round, featuring four female singer-songwriters, will be at 7:30 p.m. Saturday, March 11, at the Rialto Theater Center, 228 E. Fourth St., Loveland. Featured artists will be Rebecca Palsom, Liz Barnez, Mary Huckins and Sally Barris. \$19-\$24. Info: 970-962-2120 or visit rialtotheatercenter.org.

art

'Photography Unsettled' opens at Artworks

"Photography Unsettled" will open with a reception at 6-9 p.m. Friday, March 10, at Artworks Loveland, 310 N. Railroad Ave., Loveland. The exhibit features 22 artists from 10 states exploring the term "unsettled" through different techniques and concepts. Show runs through April 28. Info: 970-663-5555 or visit artworksloveland.org.

Advertisement



beverages

Estes Park to host Whiskey Warm Up

Whiskey Warm Up, a whiskey-tasting event

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Reporter Herald

MAR 9 2017

(EST.) MONTHLY VISITS: **232K**

(EST.) COVERAGE VIEWS: **1.46K**

DOMAIN AUTHORITY: **55**



15

PR Value: \$6,090



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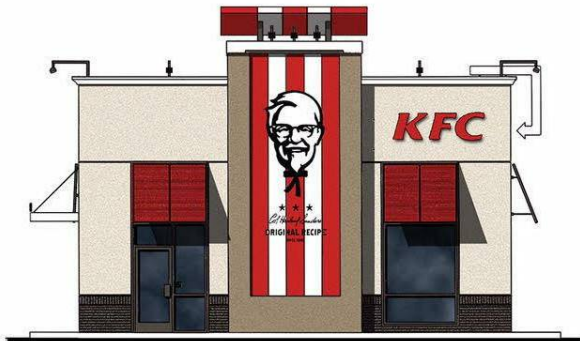
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Loveland businesses make progress: An update on Sweetheart City Wines, Laughing Leprechaun Meadery, KFC, Tractor Supply Co.

By **Craig Young**

Reporter-Herald Staff Writer

POSTED: 03/08/2017 05:04:31 PM MST



This architectural drawing of the front of the KFC restaurant planned for 2991 N. Garfield Ave. in Loveland shows the chain's new look. The restaurant is expected to open in mid-August or early September 2017. (Special to the Reporter-Herald)
LOVELAND -- Purveyors of wine, mead, fried chicken and farm implements are moving closer to opening their new retail locations in Loveland.

Here, in the likely order of their opening days, are updates on Sweetheart City Wines, Laughing Leprechaun Meadery, KFC and Tractor Supply Co.

Sweetheart City Wines

The Loveland company, which has been making and selling wine on a small scale since 2009, is nearing completion of its 6,600-square-foot facility on the banks of the Big Thompson River west of Loveland.

Estimated opening: April.

The timber-framed structure on 8 acres at 5500 W. U.S. 34 will feature a tasting room, production room, barrel room with space for 600 to 700 barrels of wine, a kitchen, a gallery and a gift shop, according to co-owner Jack Cantley.

The owners — Jack and Lindsay Cantley and David and Kathy Burks — are shooting for a "wine-country experience," with tables under the trees at the riverside and meat and cheese plates to go along with the wine.

Sweetheart City Wines also has approval to host eight events a month at the winery.

"We've got weddings scheduled in May," Cantley said. "We're hoping we can book that many weddings every week, or functions of some sort."

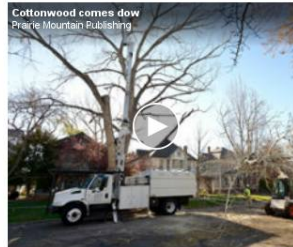
Cantley said the finish work inside the winery is "gorgeous," particularly the bar created by Loveland craftsman Jeremiah Sailer.

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Reporter Herald

MAR 8 2017

(EST.) MONTHLY VISITS:

232K

(EST.) COVERAGE VIEWS:

1.46K

DOMAIN AUTHORITY:

55



220

PR Value: \$6,090



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All plant-based, all the time, at new Loveland restaurant

Crash Cuisine will offer vegan fare, gluten-free baked goods and much more

By *Craig Young*

Reporter-Herald Staff Writer

POSTED: 03/16/2017 05:08:26 PM MDT



Alyse Houghton talks Feb. 9 about her renovation plans for her new restaurant, Crash Cuisine vegan restaurant, in the former Twin Sisters space at 630 E. 29th St. in Loveland. (Jenny Sparks / Loveland Reporter-Herald)

Twin Sisters closes

Fran and Bob Huntsman closed their Twin Sisters sandwich shop at 630 E. 29th St. in the middle of January and are looking for a new place to open.

The Huntsmans, who had bought the existing Quiznos franchise at the location, eventually dropped their affiliation and reopened as Twin Sisters in May 2015.

Bob Huntsman said he's not sure yet whether the restaurant will reopen.

"It's up in the air right now," he said. "We've been looking at a space around the corner ... and we're exploring some places downtown."

"We got a lot of encouragement from our customers as we were getting ready to close ... asking where and when we would reopen," he said.

LOVELAND -- A Loveland native has moved back to town to open a deli and bakery that will make only plant-based food.

Alyse Houghton, a 2007 graduate of Loveland High School, said cutting animal products out of her diet has made all the difference in her health, and she wants to make that kind of food more available in Northern Colorado.

She's shooting for a late March opening for her deli and restaurant, Crash Cuisine, at 630 E. 29th St., the former location of Quiznos and Twin Sisters.

Crash Cuisine will make and sell its own bread, pastries, cold cuts, cheeses, soups, sandwiches and even condiments, Houghton said. She's also hoping to supply other local restaurants with her plant-based specialties.

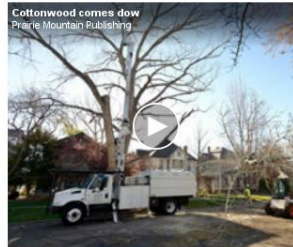
Through plenty of trial and error, she's come up with ways to make artisanal blue cheese, Swiss cheese, brie, mozzarella, feta and more.

"You can break everything down to fats and proteins," she said. "I replace animal fats and

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Reporter Herald

MAR 16 2017

(EST.) MONTHLY VISITS: **232K**

(EST.) COVERAGE VIEWS: **1.46K**

DOMAIN AUTHORITY: **55**



1.4K

PR Value: \$6,090





Instagram Profiles Report for **visitlovelandco**

Mar 01, 2017 - Mar 31, 2017

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.

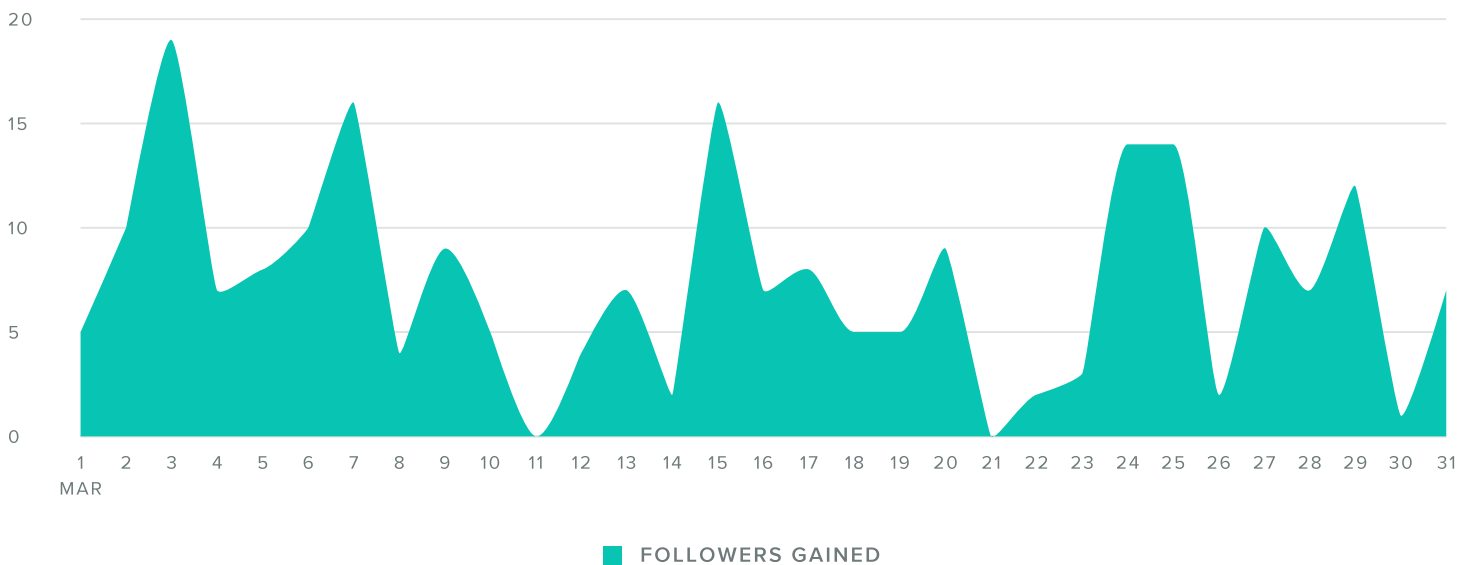


Instagram Activity Overview

| | | |
|---|--|---|
| <p>4,185 Total Followers</p> | <p>5,295 Likes Received</p> | <p>110 Comments Received</p> |
|---|--|---|

Audience Growth

AUDIENCE GROWTH, BY DAY



| FOLLOWER METRICS | TOTALS |
|--------------------------|--------|
| Total Followers | 4,185 |
| Followers Gained | 226 |
| People that you Followed | 18 |

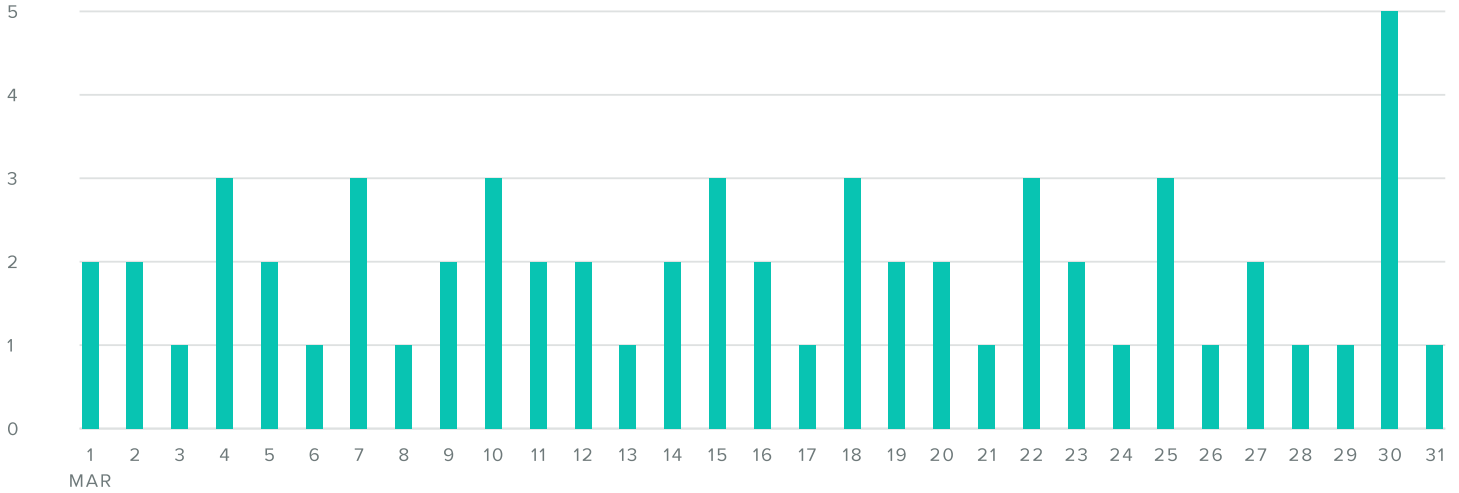
Total followers increased by

▲ 5.7%

since previous month

Publishing Behavior

MEDIA PER DAY



■ MEDIA SENT

PUBLISHING METRICS

TOTALS

| | |
|-------------|----|
| Photos | 60 |
| Videos | 1 |
| Total Media | 61 |

The number of media you sent decreased by

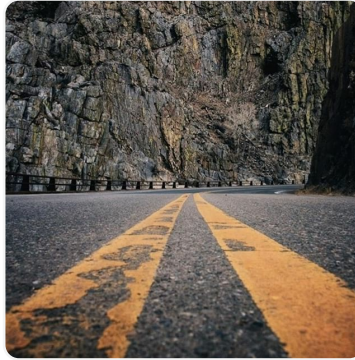
▼ **1.6%**

since previous month

Top Instagram Posts



@visitlovelandco
179 Engagements



@visitlovelandco
167 Engagements



@visitlovelandco
142 Engagements

Outbound Hashtag Performance

MOST USED HASHTAGS

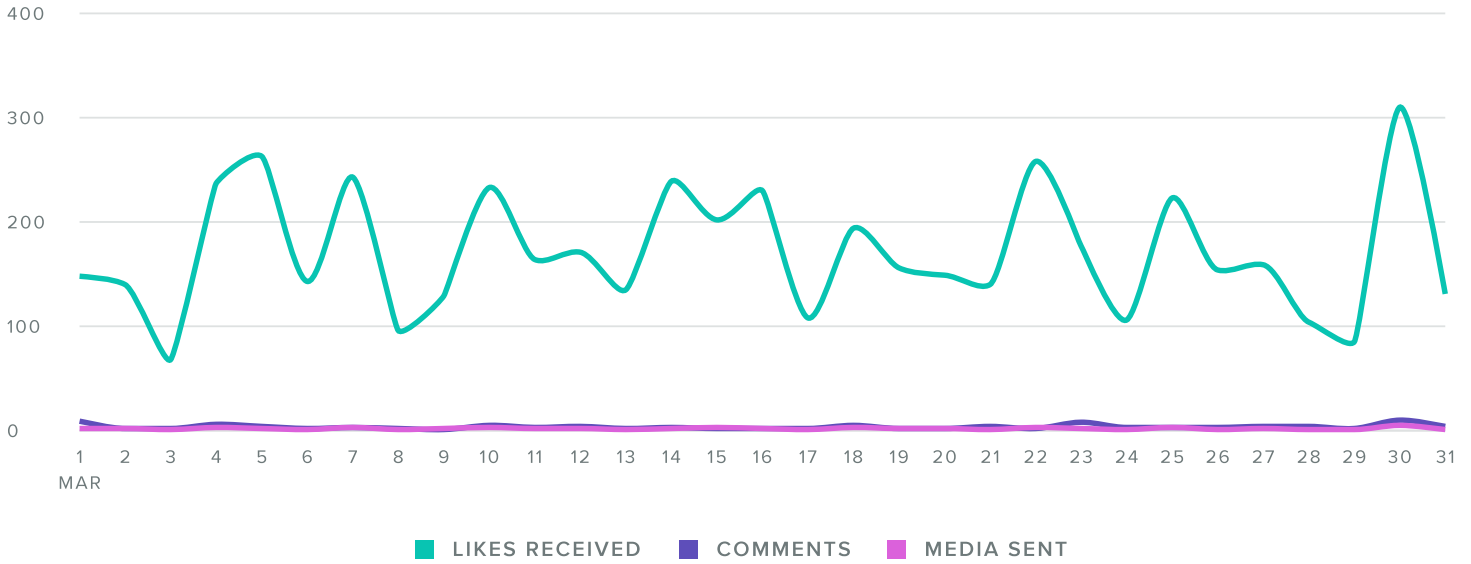
| | |
|-----------------------|----|
| #visitloveland | 59 |
| #coloradolive | 51 |
| #coloradogram | 41 |
| #lovelandco | 39 |
| #lovelivingincolorado | 38 |
| #viewsfromcolorado | 26 |
| #visitcolorado | 20 |
| #nature | 19 |
| #outsidecolorado | 16 |
| #loveland | 9 |

MOST ENGAGED HASHTAGS

| | |
|-----------------------|-----|
| #coloradogram | 980 |
| #lovelivingincolorado | 690 |
| #outsidecolorado | 683 |
| #lovelandco | 655 |
| #viewsfromcolorado | 564 |
| #nature | 542 |
| #visitcolorado | 532 |
| #coloradolive | 478 |
| #hiking | 462 |
| #outdoors | 418 |

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



| ENGAGEMENT METRICS | TOTALS |
|--------------------------|--------------|
| Likes Received | 5,295 |
| Comments Received | 110 |
| Total Engagements | 5,405 |
| Engagements per Follower | 1.3 |
| Engagements per Media | 88.6 |

The number of engagements increased by

▲ **5.5%**





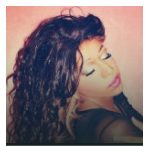




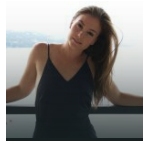

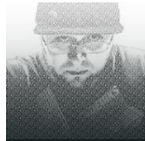


since previous month

The number of engagements per media increased by


▲ **7.3%**

since previous month

Top Influencers Engaged

| | | | | | |
|---|---|---|---|---|---|
|  <p>@cityofdenver 165k Followers</p> |  <p>@visitcolorado 113k Followers</p> |  <p>@golfheadz 17.6k Followers</p> |  |  |  |
|  <p>@continiartuk 14.7k Followers</p> |  <p>@baconarts 14.5k Followers</p> |  |  |  | |
| | | |  |  |  |

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 | 4,185 | 5.7% | 226 | 61 | 5 | 5,405 | 88.6 | 1.29 |





Facebook Pages Report for **Visit Loveland Colorado**

Mar 01, 2017 - Mar 31, 2017

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.

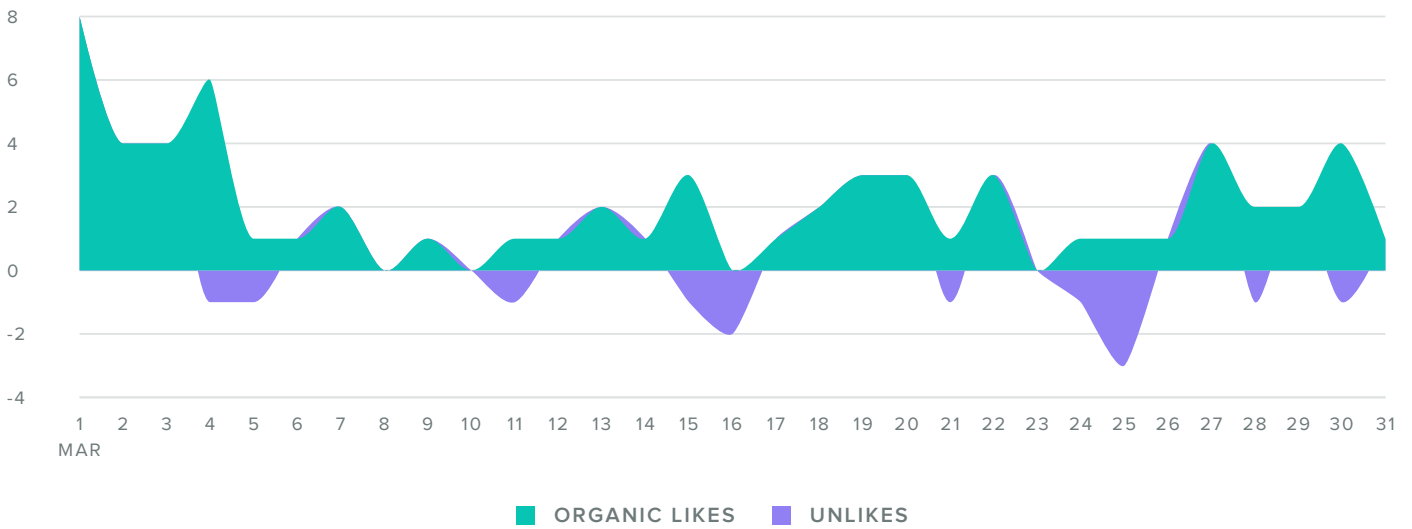


Facebook Activity Overview

| | | |
|--|---|--|
|  155,012 Impressions |  2,101 Post Engagements |  165 Link Clicks |
|--|---|--|

Audience Growth

LIKES BREAKDOWN, BY DAY

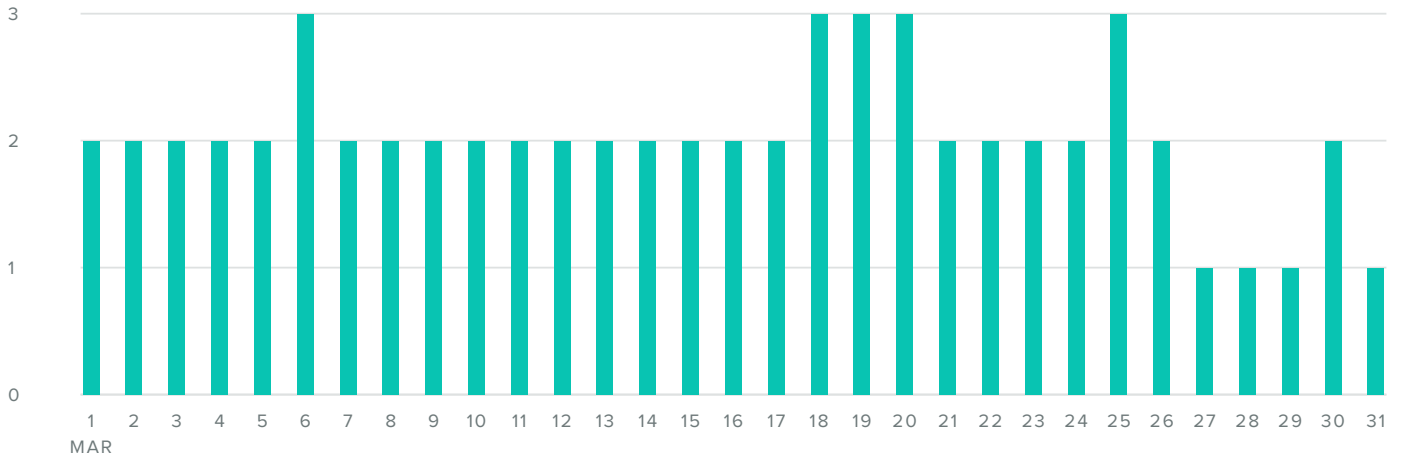


| AUDIENCE GROWTH METRICS | TOTALS |
|-------------------------|--------------|
| Total Fans | 5,780 |
| Organic Likes | 64 |
| Unlikes | 13 |
| Net Likes | 51 |

Total fans increased by
▲ 0.8%
 since previous month

Publishing Behavior

POSTS, BY DAY



■ POSTS SENT

PUBLISHING METRICS

TOTALS









| | |
|--------------------|-----------|
| Photos | 54 |
| Videos | 2 |
| Posts | 7 |
| Total Posts | 63 |

The number of posts you sent decreased by

▼ **4.5%**

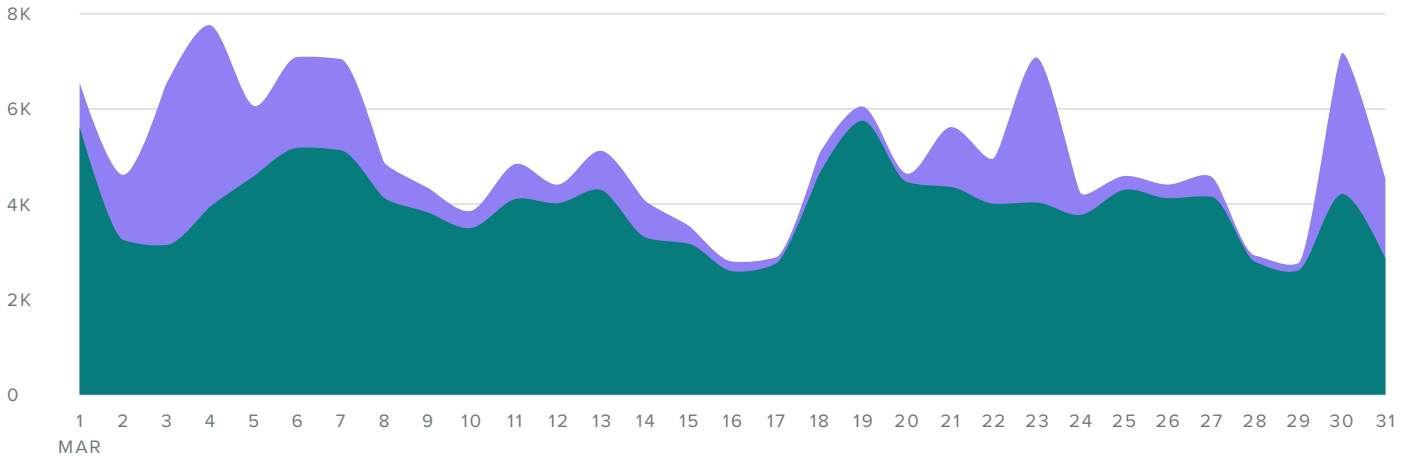
since previous month

Top Posts, by Engagement

| Post | Reactions | Comments | Engagement ▼ | Reach |
|---|-----------|----------|--------------|-------|
| <p>Visit Loveland Colorado</p> <p>Looking ahead to the re-opening of Highway 34 up to Estes Park from Loveland. Nothing beats the views from Big Thompson Canyon on your way to mountain adventure. Photo: Derek Cronk #visitloveland</p>   <p>(Post) March 13, 2017 2:44 pm</p> | 97 | 10 | 7.4% | 2,507 |
| <p>Visit Loveland Colorado</p> <p>For our Colorado locals: if you can't make it up to Loveland this weekend, visit us at the Travel and Adventure Show in Denver to get a taste of everything you love - and map out your summer adventures in Loveland. #visitloveland #summertravel</p>   <p>(Post) March 18, 2017 9:53 am</p> | 20 | – | 5.5% | 769 |
| <p>Visit Loveland Colorado</p> <p>Friday nights seem like the perfect time for an evening stroll around Lake Loveland to take in the views. Such a beautiful area for a good time with the family. Photo: Mario Garcia Photography #visitloveland</p>   <p>(Post) March 03, 2017 7:46 pm</p> | 196 | 11 | 5.3% | 5,791 |
| <p>Visit Loveland Colorado</p> <p>Did you know that Loveland has quite the lively downtown area? From boutique shops and local restaurants to art galleries and theaters, everything you love is located in Downtown Loveland. #visitloveland #downtown http://www.visitlovelandco.org/discover-loveland/729/downtown/</p>   | 79 | 5 | 5.2% | 2,784 |

Page Impressions

PAGE IMPRESSIONS, BY DAY



■ ORGANIC ■ VIRAL

IMPRESSIONS METRICS

TOTALS

| | |
|--------------------------|----------------|
| Organic Impressions | 122,632 |
| Viral Impressions | 32,380 |
| Total Impressions | 155,012 |
| Users Reached | 60,668 |

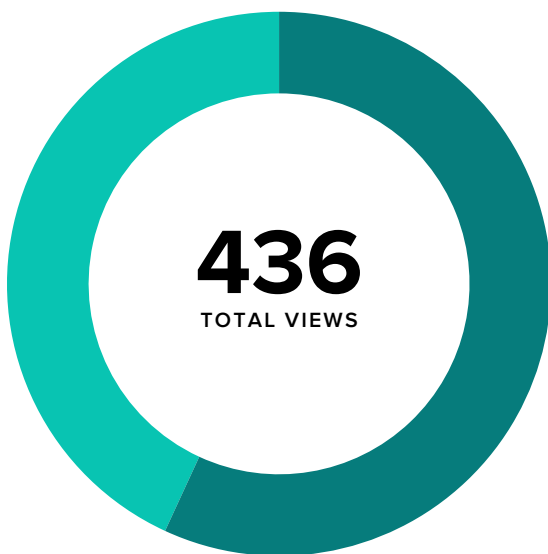
Total Impressions decreased by

47.6%

since previous month

Video Performance

VIEW METRICS



188

ORGANIC FULL

248

ORGANIC PARTIAL

VIEWING BREAKDOWN

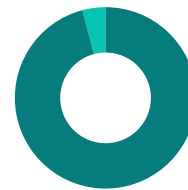


100%

ORGANIC VIEWS

0%

PAID VIEWS



4%

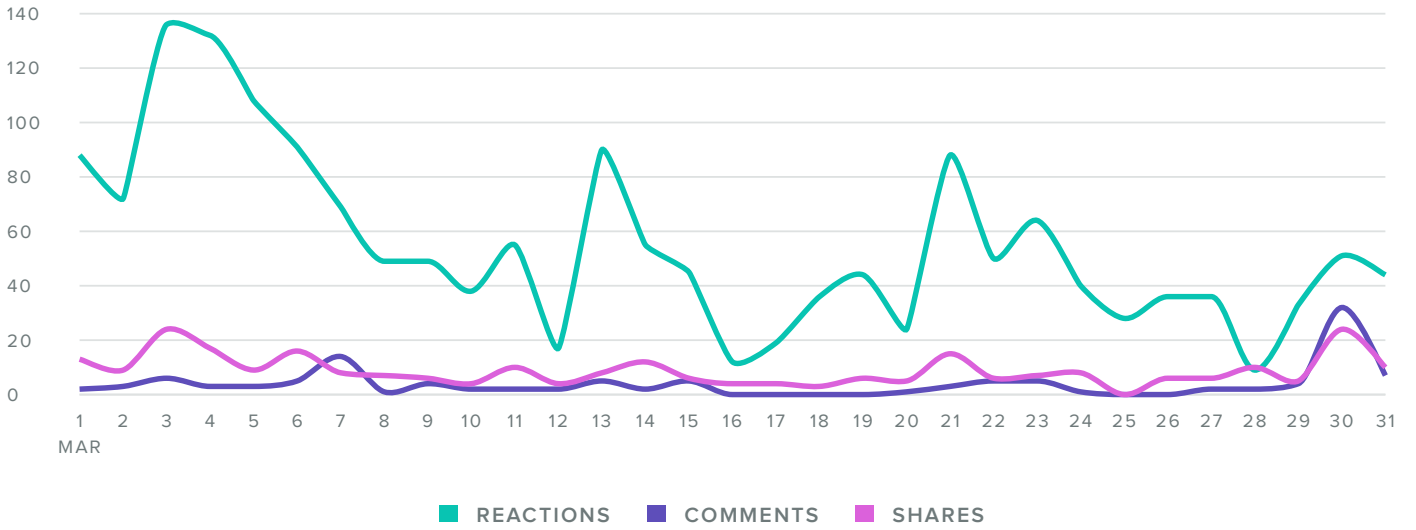
CLICK PLAYS

96%

AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



| ACTION METRICS | TOTALS |
|--------------------------|--------------|
| Reactions | 1,708 |
| Comments | 121 |
| Shares | 272 |
| Total Engagements | 2,101 |

Total Engagements decreased by **60.7%** since previous month

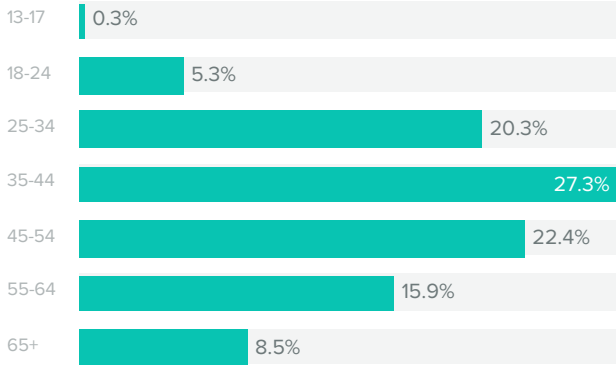
Demographics

PAGE FANS

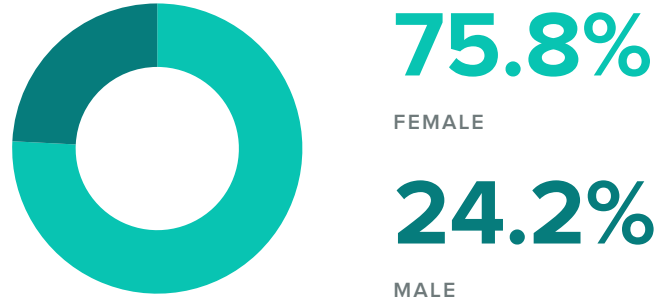
PEOPLE REACHED

PEOPLE ENGAGED

BY AGE



BY GENDER



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


TOP COUNTRIES

| | |
|----------------|-------|
| United States | 5,624 |
| Mexico | 17 |
| India | 11 |
| United Kingdom | 10 |
| Italy | 9 |

TOP CITIES

| | |
|------------------|-------|
| Loveland, CO | 2,071 |
| Fort Collins, CO | 582 |
| Greeley, CO | 233 |
| Johnstown, CO | 120 |
| Denver, CO | 111 |

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 | 5,780 | 0.82% | 63 | 155,012 | 2,461 | 2,101 | 33.3 | 165 |



Twitter Profiles Report for **VisitLovelandCO**

Mar 01, 2017 - Mar 31, 2017

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

| | | |
|---|--|---|
|  14,212 Organic Impressions |  266 Total Engagements |  19 Link Clicks |
|---|--|---|

Audience Growth

AUDIENCE GROWTH, BY DAY



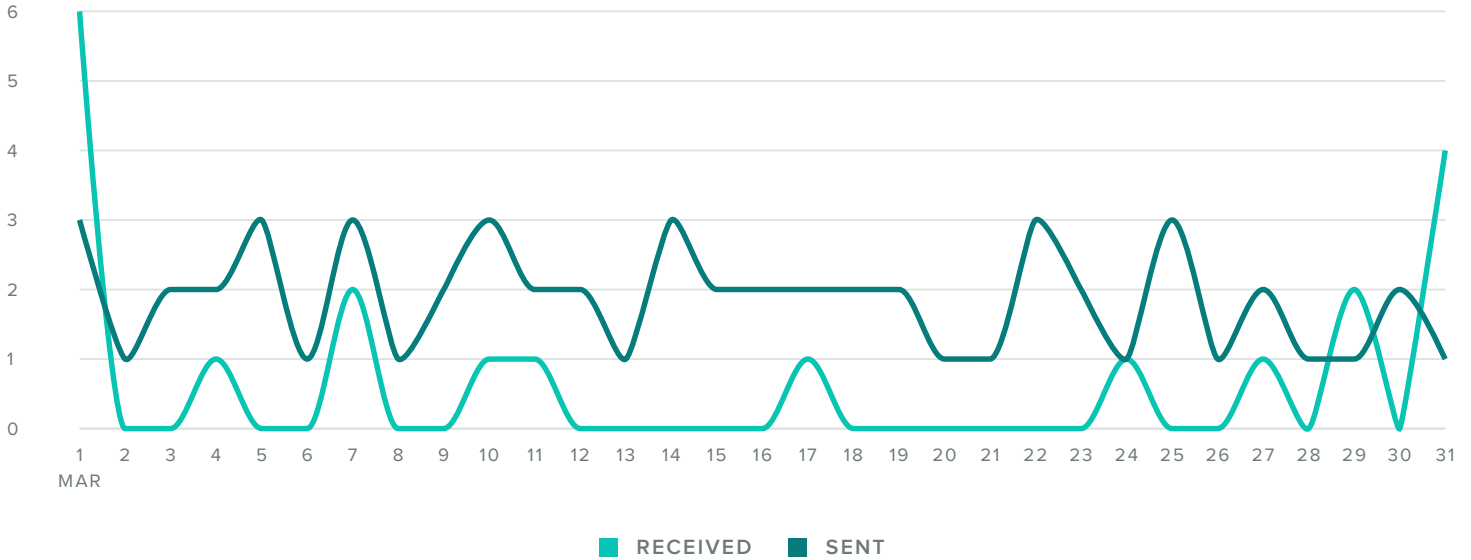
| FOLLOWER METRICS | TOTALS |
|--------------------------|--------------|
| Total Followers | 1,513 |
| New Follower alerts | 21 |
| Actual Followers gained | - |
| People that you followed | - |

Total followers increased by



Posts & Conversations

MESSAGES PER DAY



| SENT/RECEIVED METRICS | TOTALS |
|--------------------------|-----------|
| Tweets sent | 58 |
| Direct Messages sent | - |
| Total Sent | 58 |
| Mentions received | 20 |
| Direct Messages received | - |
| Total Received | 20 |

The number of messages you sent increased by

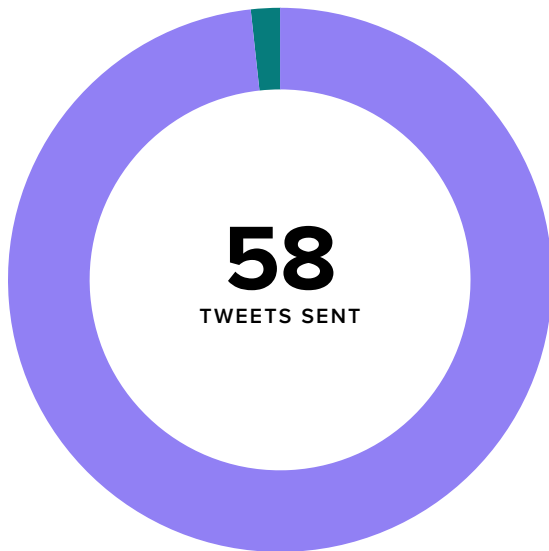
▲ 3.6%
since previous month

The number of messages you received decreased by

▼ 70.6%
since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT

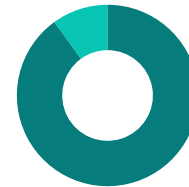


0
PLAIN TEXT

1
PAGE LINKS

57
PHOTO LINKS

YOUR TWEETING BEHAVIOR



10%
CONVERSATION

90%
UPDATES

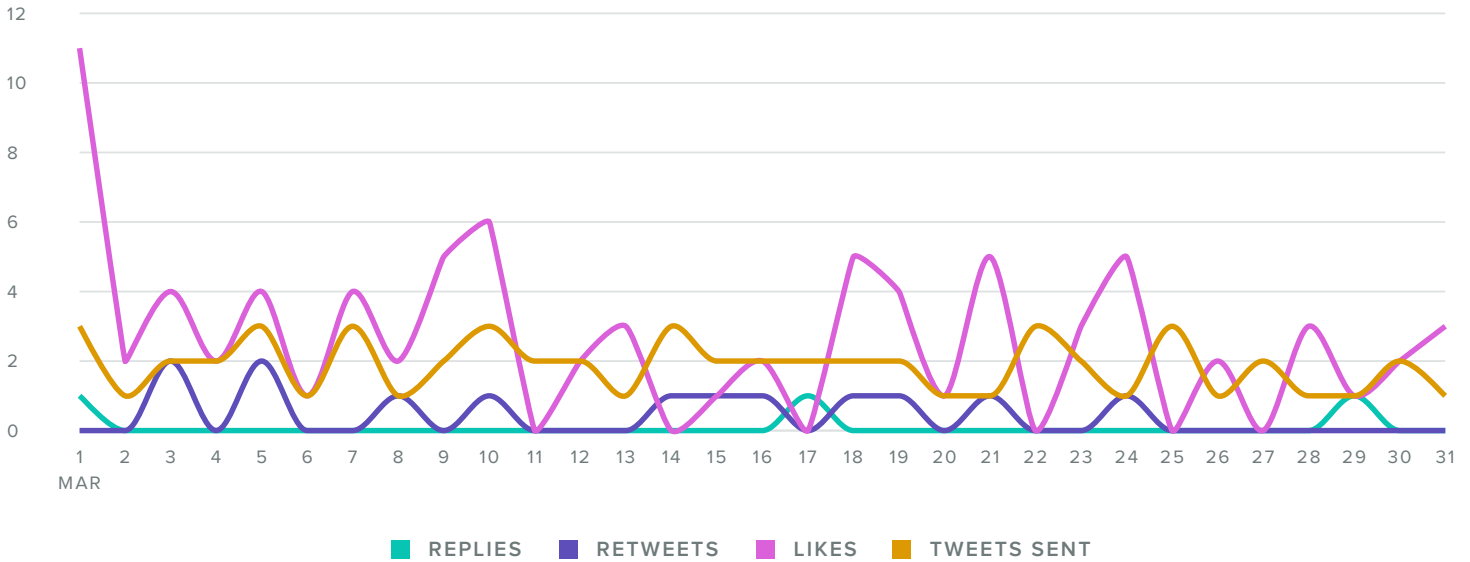


25%
NEW CONTACTS

75%
EXISTING CONTACTS

Audience Engagement

ENGAGEMENT COUNT



| ENGAGEMENT METRICS | TOTALS |
|----------------------------|--------|
| Replies | 3 |
| Retweets | 13 |
| Retweets with Comments | 5 |
| Likes | 83 |
| Engagements per Follower | 0.2 |
| Impressions per Follower | 9.4 |
| Engagements per Tweet | 4.6 |
| Impressions per Tweet | 245.0 |
| Engagements per Impression | 1.9% |

The number of engagements decreased by

▼ **9.8%**

since previous month

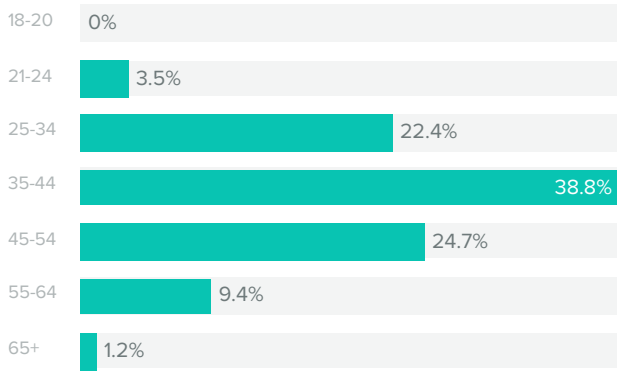
The number of impressions per Tweet decreased by

▼ **15.4%**

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 | Tweets Sent | Impressions | Impressions per Follower | Engagements | Engagements per Follower | Retweets | Clicks |
|--|-----------------|-------------------|-------------|-------------|--------------------------|-------------|--------------------------|----------|--------|
|  @VisitLovelandCO | 1,513 | – | 58 | 14,212 | 9.39 | 266 | 0.18 | 13 | 19 |