



MEETING DATE: April 19, 2017

TO: Community Marketing Commission

FROM: Cindy Mackin, Visitor Services Manager

TITLE: April 2017 CMC Update

SUMMARY: This is a monthly update to the CMC for the month of March 2017.

Cindy L. Mackin
City of Loveland, Colorado
Visitors Services Manager
Economic Development

500 E 3rd Street, Ste. 300
Loveland, CO 80537

Direct: 970-962-2626
Cell: 970-290-8810

VisitLovelandCO.com

This position was created with the vision to establish and promote Loveland as a world-class destination for art, leisure and business through the implementation of the Destination Loveland Strategic Plan. Over the last month, the following has been accomplished:

Lodging Tax – In March, lodging tax collections were \$54,861 compared to \$56,227 in 2016. This is a 2% decrease from last year, for a total decrease of 5% for the year. Staff is working with the Sales Tax Office and Legal Department to determine how to begin collecting lodging tax from Airbnb properties, which should be paying the tax.

Visitors Center - Visitors Center sales were down 1% for the month of March: \$3,006 in 2017 compared to \$3,041 in 2016. Traffic experienced a significant decrease of 48% from 1,002 in 2016 to 521 in 2017. The significant decrease in traffic (and lodging tax) is likely a result of the Oil & Gas industry decline as well as the signage along I-25 directing travelers to exit in Longmont due to the US 34 closure.

Flood Grant - Staff was approached by the Colorado Office of Economic Development and International Trade to apply for a grant for monies that are still available for communities affected by the 2013 flood. The grant requires a project that would increase tourism spending within the community to help offset some of the financial losses from the flood. Communities may be eligible for up to \$150,000 in these grants. More information will be available in the following month.

Tourism Group Sales Position - Staff posted the position opening for the Tourism Group Sales Coordinator at the end of March. This position will be responsible for increasing room night revenue and economic impact in Loveland by working closely with the area hotel and event venue partners. The position will be closing on April 14th and will be followed by interviews for qualified candidates.

PR and Social Media Outreach February Update – This is an update for February since the March meeting was cancelled. February was a record month for PR, thanks to Fyn PR for securing coverage of valentine's month in Loveland including the Loveland Fire and Ice Festival. Loveland received over 237 individual pieces of coverage resulting in 1.55 billion impressions, \$1.4 million in PR value and over 22,100 media social shares. The coverage came from local, national and international publications and does not include the anticipated CCTV coverage from their visit in February. The segment is on <http://www.1905.com/video/play/1172253.shtml> (note that it does not play on a PC but can viewed on most phones). Value for this segment will be provided once available from the Colorado Tourism Office.

PR and Social Media Outreach March Update – In March, Visit Loveland was featured in 13 pieces of coverage resulting in 130 million online readership views, 260,000 estimated coverage views, and 134,119,204 impressions. Coverage included USA Today, Denver 7, and 9News to name a few. PR value for March was \$285,304.

MIC Conference - Staff, along with the Embassy Suites Loveland, attended the MIC conference in Denver on March 14 and 15. Hundreds of meeting and event planners attended this show. Visit Loveland had a booth and were able to meet with many attendees and pass out information about the large amount of event space available and the easy access from Denver International Airport.



Travel and Adventure Trade Show - On March 18 and 19 staff attended the Travel and Adventure Show at the Denver Convention Center. Attendance for this consumer show included over 10,000 attendees, 1,191 travel trade, 223 travel agents, and 63 press. Guest speakers included celebrities such as Samantha Brown from the Travel Channel and Peter Greenberg of CBS News Travel. Learning over the years that the Denver market is vital to Loveland tourism, staff met with hundreds of attendees and promoted Loveland as the ideal weekend getaway. The Brewery Passport program and arts scene were among the most interesting topics to the attendees.



Marketing and Advertising Collateral - Staff has been working closely with One Tribe Creative on new marketing and advertising collateral. In March, One Tribe designed photo standees (which were used at the

Travel and Adventure Show), social and website banners, one sheets for MIC and travel conferences, and ads for MIC, Art Source and the Chamber's Dancing with the Stars publication, just to name a few.

Ballet

Modern

Savinoy

Foxtrot

TANGO

Belly

RIVER

Boogie

Let's Dance!

LOVELAND
- COLORADO -
Everything You Love

visitlovelandco.com

adventure

NATURE

Shopping

Everything You Love is Here

#visitloveland

Art

Music

Taste

Everything You Love is Here

#visitloveland

Everything You Love

Art

Play

adventure

Entertainment Venues

Public Art

museums and galleries

Your cultural adventure begins here.

Home to the largest outdoor sculpture show in the U.S. and named one of the top five art towns in America, Loveland has culture you love and so much more. With a world-renowned public art collection, a nationally accredited art and history museum and a 1920's historic theater, the arts are an integral part of Loveland's culture.

LOVELAND
- COLORADO -
Everything You Love

visitlovelandco.com/ArtSource
970.667.3882 • I-25 at US 34 • Loveland Exit 257