

# VISIT LOVELAND

APRIL 2017 CMC REPORT



## SUCCESS SUMMARY

In April 2017, Visit Loveland was featured in 21 pieces of coverage resulting in more than 33 million impressions, 6.32 million online impressions and 753 social shares.

## TOP PR/SOCIAL MEDIA PRIORITIES

April focused on spring promotion, summer promotion and planning and finalizing the Visitors Guide.

### PRIORITY #1 - SPRING PROMOTIONS

- Planned and executed spring social media coverage including sourcing photos and capturing live photos showing Spring around Loveland.
- Drafted Loveland's Top Easter Picks 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
- Drafted/prepped 'What's New in Summer' blog post to launch in May
- Conducted some outreach around summer possible FAM trips

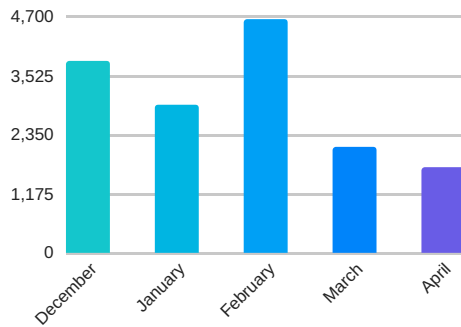
### PRIORITY #3 - VISITORS GUIDE CONTENT

- Reworked Visitors Guide copy based on feedback and meetings. This included: Drafting a Top 10 list for Dog Lovers, overhauling the Eat section to include top picks for each part of town and general updates throughout the guide.
- Organized and sorted all User Generated Content photos collected in 2016 and 2017 to be used for design.



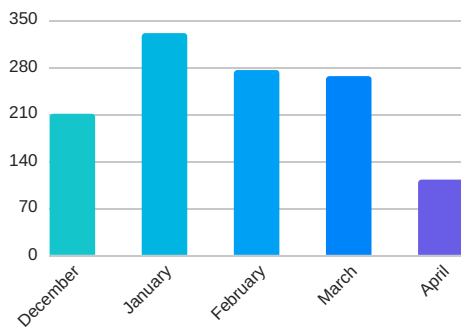
# RESULTS

## SOCIAL MEDIA GROWTH



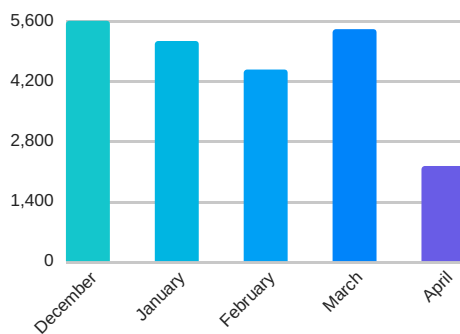
**64 new followers | 5,844 total fans**  
**108,728 impressions | 1,698 engagements**

- Focus: Spring travel and scenes, Loveland scenery, art culture, National Art Day. Governor's Art Show, links back to website.
- Most engaging posts: Devil's Backbone scenic shot, Foote Lagoon fountains launch for spring, U.S. 34 open for Easter, sunsets.
- Engagement decreased slightly in April. Looking to make some tweaks for May.



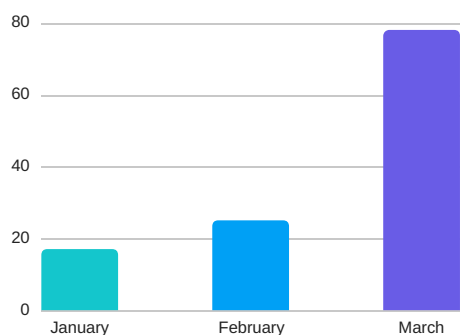
**34 new followers | 1,534 followers**  
**6,747 impressions | 122 engagements**

- Focus: Spring travel and scenes, Loveland scenery, art culture, National Art Day. Governor's Art Show, links back to website.
- Most engaging Tweets: #SculptureSaturday, Devil's Backbone
- April's engagement was down as activity was down in April to allocate more time for Snapchat and Instagram stories.



**147 new followers | 4,332 followers**  
**2,216 engagements**

- Focus: Nice weather, sunsets, art culture, beer culture, National Art Day outdoor scenery.
- Most engaging photos: Keyhole at Devil's Backbone Open Space, hiking photo, lake sunsets.
- Most engaging hashtags: #visitloveland, #loveland #ColoradoLive, #lovelandco, #lovelandcolorado
- Engagement decreased in April, however growth was successful. We also did more Instagram stories, which do not show up in engagement stats.



**25 Snaps | 78 followers**

- Focus: National Art Day, spring weather
- Our Snapchat followers grew significantly in April. We focused more on stories and see an opportunity to continue to grow this channel with our selfie spots and Snapchat filters.

# RESULTS

## MEDIA RESULTS

- **Best of Colorado:** The ten best farmers marketings in Colorado
- **CCTV:** Colorado Episode 2: Explore Colorado's outdoor activities
- **CCTV:** Colorado Episode 3: Westerns history in Colorado
- **CCTV:** Colorado Episode 4: Beautiful natural scenery in Colorado-Filmmakers' love
- **Greeley Daily Tribune:** Governor's Art Show
- **Loveland Reporter-Herald:** Governor's Art Show Opens
- **Colorado Daily:** Annual showcase of Colorado art returns to Loveland
- **Boulder Daily Camera:** Annual showcase of Colorado art returns to Loveland
- **Netscape News:** When it comes to romance, these cities play a lot of Barry White CDs!
- **Longmont Times-Call:** Annual showcase of Colorado art returns to Loveland
- **Denver Life Magazine:** Governors Art Show in Loveland to Showcase Colorado Talent
- **Colorado Homes and Lifestyles Magazine:** The Governors Art Show & Sale
- **Heiditown.com:** Featured Festival: Governor's Art Show, Loveland, Colorado
- **Wyoming Tribune-Eagle:** Singer Lisa Loeb to perform in Loveland, Colorado
- **Coloradoan:** Saturday: Take a wildflower hike at Devil's Backbone



## PR NUMBERS

\$2,659,221

PR VALUE

33,047,595

IMPRESSIONS

753

MEDIA SOCIAL SHARES

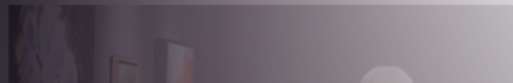


### Opening weekend brings old and new to Governor's Art Show

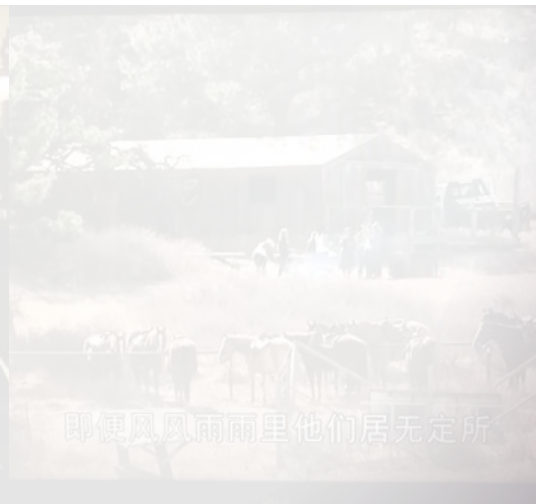
The Governor's Art Show, a fundraiser for Loveland Rotary Clubs, will be open through May 28

By Michelle Vendegna  
Reporter-Herald Staff Writer

POSTED: 04/29/2017 07:29:39 PM MDT



对于爱之地的居民来说



即便风风雨雨里他们居无定所



脸上总洋溢着灿烂的笑容

Visit Loveland

Do you know kids struggling? Attend this free lecture

Home Art Story

# COL April 2017 CMC Report - Media Clips

The Governor's Art Show, a fundraiser for Loveland Rotary Clubs, will be open through May 28

By Michelle Vendegna  
Reporter-Herald Staff Writer

POSTED: 04/29/2017 07:29:39 PM MDT



对于爱之地的居民来说



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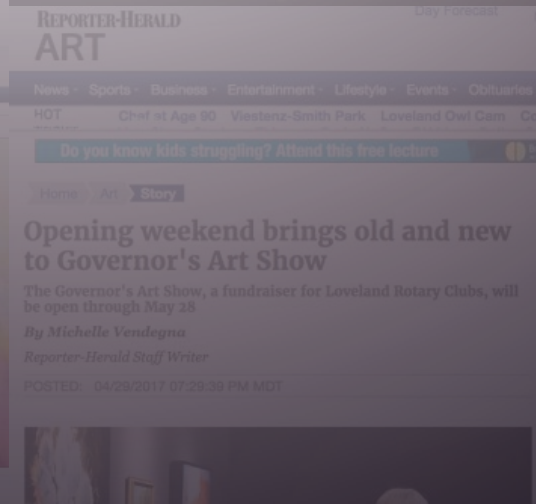
Home Art Story

### Opening weekend brings old and new to Governor's Art Show

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By Michelle Vendegna  
Reporter-Herald Staff Writer

POSTED: 04/29/2017 07:29:39 PM MDT



脸上总洋溢着灿烂的笑容

对于爱之地的居民来说

**21**

PIECES OF COVERAGE:

**6.32M**

ONLINE READERSHIP:

**43.4K**

ESTIMATED COVERAGE VIEWS:

**753**

SOCIAL SHARES:

**59**

AVERAGE DOMAIN AUTHORITY:









(EST.) MONTHLY VISITS: **3.3M**

(EST.) COVERAGE VIEWS: **7.94K**

DOMAIN AUTHORITY: **83**

“ Impressions: 10,000,000 PR Value: \$853,060



CCTV 6  
电影



即便风风雨雨里他们居无定所

## CCTV Episode 2

(EST.) MONTHLY VISITS: **3.3M**

(EST.) COVERAGE VIEWS: **7.94K**

DOMAIN AUTHORITY: **83**



14

“ Impressions: 10,000,000 PR Value: \$853,060





(EST.) MONTHLY VISITS: **3.3M**

(EST.) COVERAGE VIEWS: **7.94K**

DOMAIN AUTHORITY: **83**

“ Impressions: 10,000,000 PR Value: \$853,060



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### Governor's Art Show in Loveland to Showcase Colorado Talent

By: Andrew Weaver



The Governor's Art Show will feature dozens of the state's finest artists. Courtesy Governor's Art Show

It stands to reason that a state as beautiful and socially-conscious as Colorado must inspire great art. On April 28, the Loveland Museum/Gallery will honor that idea with the 26<sup>th</sup> Annual Governor's Art Show—a juried exhibition exclusively featuring the work of local artists.

The show will bring together 56 talented artists working in a variety of media and styles, two Legacy artists—George Lundeen and Mark Lundeen—and thousands of visitors for a month-long exhibition running through May 28. The show officially opens to the public April 29, but art lovers interested in getting a sneak peek (as well as the opportunity to purchase one-of-a-kind pieces) can attend the gala and opening night preview party April 28, which features live performances and music.

The Governor's Art Show is presented by Loveland and Thompson Valley Rotary Clubs, directed by Pam Osborn and endorsed by the Governor of Colorado. All proceeds benefit Rotary-sponsored charitable projects and causes, including scholarships for local art students.

Admission is \$5 for the general public, and free for Loveland Museum/Gallery members. Admission will be free during the Night on the Town event, May 13 from 6-9 p.m., and on May 27. For more information, and to purchase tickets to the opening night party, please visit the [website](#), call 970-670-0335 or email [director@governorsartshow.org](mailto:director@governorsartshow.org).

art, auction, loveland

We used to mine gold in Breckenridge. Now we just win it.

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(EST.) MONTHLY VISITS: **4.57K**

(EST.) COVERAGE VIEWS: **619**

DOMAIN AUTHORITY: **34**

f  
11

Impressions: 18,846 PR Value: \$10,964.58



## Saturday: Take a wildflower hike at Devil's Backbone

Mollie Muchna, MMuchna@coloradoan.com Published 11:41 a.m. MT April 25, 2017 | Updated 4:08 p.m. MT April 25, 2017



Old Town neighborhoods are in bloom, Austin Humphreys



(Photo: Austin Humphreys/The Coloradoan)

CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

You know how the saying goes...April showers bring...April flowers?

This Saturday, join Larimer County naturalists for a guided walk at Devil's Backbone to see early spring flowers.

Participants who meet at Devil's Backbone, located west of Loveland off U.S. Highway 34, will head out on an easy hike to spot blooms and learn facts about local plants.

Thinking of heading to the event? The two-hour program is free, but registration is required. Also, bring water and be sure to dress appropriately for the weather.

Head here to register: <http://noconow.co/wildflowerhike>. For more information, contact Andy Grinstead, [agrinstead@larimer.org](mailto:agrinstead@larimer.org) or 970-619-4565.

**More information:**

**When:** 8 a.m. to 10 a.m., Saturday, April 29

**Where:** Devil's Backbone Open Space, Plaster Mill Rd, Loveland, CO 80538

**Cost:** Free, but registration is required

CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

**AD CONTENT**

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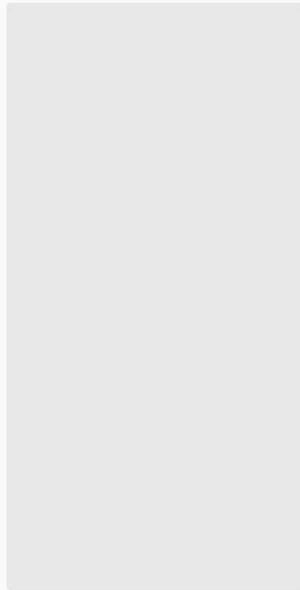
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QuickenLoans, HMLS #3930



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GX7 Golf

by Taboola

**TOP VIDEOS**



**ARCHIVE: Royce White speaks out as mental health advocate**  
2:17



**Pistons' Coach Adopts Animal Shelter's Last Dog**  
2:04

(EST.) MONTHLY VISITS: **676K**

(EST.) COVERAGE VIEWS: **3.04K**

DOMAIN AUTHORITY: **68**

f  
3

Impressions: 923,000 PR Value: \$11,976



## The 10 Best Farmers Markets in Colorado!

By Madison Dragna



Union Station Farmers Market - Facebook

Colorado's growing season might not be long, but it sure is abundant. The colorful state has a variety of local farmers, especially organic growers, that sell both fruits and vegetables during spring, summer and fall. To get the freshest produce, a visit to a local farmers market is a must. Now when it comes to the Colorado markets on this list, all of them are operated during the spring, summer and fall, since Colorado growers can only grow during these seasons. No matter if you are looking for organic produce or handmade goods, the 10 best farmers markets in Colorado are sure to please.

Farmers Markets Near Me  
 Enter City / State or Zip code below



(EST.) MONTHLY VISITS: **670**

(EST.) COVERAGE VIEWS: **268**

DOMAIN AUTHORITY: **1**

  
**360**

  
**1**

### 1. Boulder Farmers Market, Boulder, CO





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# Entertainment calendar, 04.20.17 through 04.26.17

Article Comments (0)  
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STAGE

Greeley

Today

If It Ain't Baroque Don't Fix It!, 6:30 p.m., The Currier Inn, 1221 9th Ave. Details: <http://www.facebook.com/events/204238020042637>

UNC Performing Arts Series: Major Barbara, 7:30 p.m., UNC Campus – Frasier Hall, 1710 9th Ave. Details: [arts.unco.edu/events](http://arts.unco.edu/events).

UNC/Greeley Jazz Festival: Sheila Jordan With UNC Lab Band I, Aubrey Logan, 7:30 p.m., Union Colony Civic Center, 701 10th Ave. Details: (970) 356-5000.

Friday

Graduate Student Recital: Juan Carlos Piedra, Oboe, 6:15 p.m., UNC Campus, Foundation Hall, 1516 8th Ave. Details: [arts.unco.edu/events](http://arts.unco.edu/events).

Graduate Student Recital: Landon Peck, Classical Guitar, 6:15 p.m., UNC Campus, Kepner Hall, 800 17th St. Details: [arts.unco.edu/events](http://arts.unco.edu/events).

UNC Performing Arts Series: Major Barbara, 7:30 p.m., UNC Campus – Frasier Hall, 1710 9th Ave. Details: [arts.unco.edu/events](http://arts.unco.edu/events).

Greeley Chamber Orchestra Concert, 7:30 p.m., Trinity Episcopal Church, 3800 20th St. Details: <http://www.greeleychamberorchestra.org>.

UNC/Greeley Jazz Festival: Dizzy Gillespie All-Star Big Band With Jimmy Heath, 7:30 p.m., Union Colony Civic Center, 701 10th Ave. Details: (970) 356-5000.

Guest Artist Recital: Joachim Segger, Piano, 8 p.m., UNC Campus, Kepner Hall, 800 17th St., Greeley. Details: [arts.unco.edu/events](http://arts.unco.edu/events).

Saturday

RHA and UPC Presents: Fauxchella Concert Festival, 1 p.m., UNC Campus – Garden Theatre, 1820 10th Ave. Details: (970) 351-3204.

Student Recital: Nicole Janitell, Flute, 4:30 p.m., UNC Campus, Kepner Hall, 800 17th St. Details: [arts.unco.edu/events](http://arts.unco.edu/events).

Graduate Student Recital: Ali Breilein, Flute, 6:15 p.m., UNC Campus, Kepner Hall, 800 17th St.

TOP JOBS

**Admissions Recruiter & Adviser**  
Fort Morgan, CO 80701 - May 3, 2017 - ad id: 12794144  
Employment Opportunity  
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Greeley police: 'Everything was flooding'



Honor Flight Northern Colorado shows gratitude...

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|---------------|-----------|---|
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| 30 Year Fixed | 3.72% APR | > |

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GREELEY TRIBUNE EVENTS

Tuesday, May 9

# Entertainment calendar, 04.20.17 through 04.26.17 | GreeleyTribune.com

APR 19 2017

(EST.) MONTHLY VISITS: **231K**

(EST.) COVERAGE VIEWS: **1.39K**

DOMAIN AUTHORITY: **57**

Impressions: 76,200 PR Value: \$3,375





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## Entertainment calendar, 04.27.17 through 05.03.17

Article Comments (0)

Share 1 Tweet Pin It Share 68

### STAGE

#### Greeley

#### Today

Graduate Student Recital: Brittani Farrell, Mezzo-Soprano, 4:30 p.m., UNC Campus, Kepner Hall, 800 17th St. Details: [arts.unco.edu/events](http://arts.unco.edu/events).

Pippin The Musical- Dayspring Christian Academy, 7 p.m., State Armory Event Center, 614 8th Ave. Details: <http://www.facebook>.

#### Friday

Student Recital: Renee Racek, Piano, 4:30 p.m., UNC Campus, Kepner Hall, 800 17th St. Details: [arts.unco.edu/events](http://arts.unco.edu/events).

Student Recital: Yong Mei, Piano, 6:15 p.m., UNC Campus, Kepner Hall, 800 17th St. Details: [arts.unco.edu/events](http://arts.unco.edu/events).

Student Recital: Yaqin Wang, Piano, 8 p.m., UNC Campus, Kepner Hall, 800 17th St. Details: [arts.unco.edu/events](http://arts.unco.edu/events)

#### Saturday

Pippin The Musical- Dayspring Christian Academy, 2 and 7 p.m., State Armory Event Center, 614 8th Ave. Details: <http://www.facebook.com/events/1333793056712159>.

GPO Connoisseur #6: American Souvenirs, 7:30 p.m., Union Colony Civic Center, 701 10th Ave. Details: (970) 356-5000

#### Sunday

Pippin The Musical- Dayspring Christian Academy, 2 p.m., State Armory Event Center, 614 8th Ave. Details: <http://www.facebook.com/events/1333793056712159>.

#### Tuesday

A Capella Concert, 7 p.m., Atlas Theater, 709 16th St. Details: [http://www.facebook.com/events/225661391245898/?active\\_tab=about](http://www.facebook.com/events/225661391245898/?active_tab=about).

#### Fort Collins

#### Friday

Sister Act, 6 p.m., Fort Collins Marketplace, 3750 Mason St., Details: <https://midtownartscenter.com>

### TOP JOBS

**Admissions Recruiter & Adviser**  
Fort Morgan, CO 80701 - May 3, 2017 - ad id: 12794144

Employment Opportunity  
Admissions Recruiter & Advisor Full-Time position ...

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### GREELEY TRIBUNE EVENTS

Tuesday, May 9

# Entertainment calendar, 04.27.17 through 05.03.17 | GreeleyTribune.com

MAY 9 2017

(EST.) MONTHLY VISITS: **231K**

(EST.) COVERAGE VIEWS: **1.39K**

DOMAIN AUTHORITY: **57**

1

“ Impressions: 76,200 PR Value: \$3,375



ART

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Do you know kids struggling? Attend this free lecture



Home Art Story

# Opening weekend brings old and new to Governor's Art Show

The Governor's Art Show, a fundraiser for Loveland Rotary Clubs, will be open through May 28

By Michelle Vendegna

Reporter-Herald Staff Writer

POSTED: 04/29/2017 07:29:39 PM MDT



Syd Fancher looks at some paintings Friday, April 28, 2017, during the Governor's Art Show Gala at the Loveland Museum/Gallery in downtown Loveland. Fancher has been attending the show and sale for many years. (Jenny Sparks / Loveland Reporter-Herald)

### Dates to know for the Governor's Art Show

For more information, go to [governorsartshow.org](http://governorsartshow.org) or [www.lovelandmuseumgallery.org](http://www.lovelandmuseumgallery.org).

**Governor's Art Show**, through May 28, Loveland Museum/Gallery, 503 N. Lincoln Ave., Loveland, cost is \$5, free for members; free admission during Night on the Town, 6-9 p.m. May 27; free admission May 27.

Artist and art lovers came together over the weekend to celebrate opening weekend of the Governor's Art Show in Loveland. The annual gala for the show was moved to Friday night this year and opening day for the public was on Saturday.

"I would love to buy everything. I love the variety. I haven't seen anything I don't like yet," said Karen Briski of Loveland.

Friday was Briski first time to attend the gala. She had friends that invited her and her husband. Her interest was

# Opening weekend brings old and new to Governor's Art Show

APR 29 2017

(EST.) MONTHLY VISITS: 240K

(EST.) COVERAGE VIEWS: 1.52K

DOMAIN AUTHORITY: 55



13

Impressions: 51,600 PR Value: \$6,090





Search Marketing can mean a lot of things. That's why we've made this super simple guide.

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# Annual showcase of Colorado art returns to Loveland

APR 27 2017

ENTERTAINMENT

## Annual showcase of Colorado art returns to Loveland

Governor's Art Show includes Plein Air Festival, kids' show

By Michelle Vendegna  
Staff Writer

POSTED: 04/27/2017 05:36:05 PM MDT



After dropping off his oil paintings for the upcoming Governor's Art Show, artist Mark Bailey admires other works that were dropped off Monday, April 17, at the Loveland Museum/Gallery in downtown Loveland. The Thompson School District Art Show still hangs on the walls and the pieces in the Governor's Art Show rest on the floor as exhibits are changed. (Jenny Sparks / Loveland Reporter-Herald)

**Governor's Art Show events**

All events are at the Loveland Museum/Gallery, 503 N. Lincoln Ave., Loveland, unless otherwise noted. For more information go to [governorsartshow.org](http://governorsartshow.org) or [lovelandmuseumgallery.org](http://lovelandmuseumgallery.org).

**What:** Governor's Art Show Patron Gala

**When:** April 28

**Cost:** \$75-\$100; tickets will be sold at the door if available.

**What:** Governor's Art Show

**When:** Saturday-May 28

Search Marketing can mean a lot of things. That's why we've made this super simple guide.

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**NATIONAL & WORLD VIDEO**

Longmont median law  
Prairie Mountain Publishing

(EST.) MONTHLY VISITS: **25.4K**

(EST.) COVERAGE VIEWS: **156**

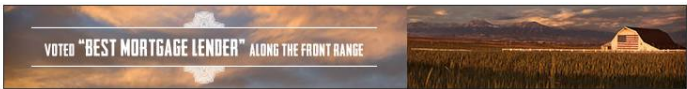
DOMAIN AUTHORITY: **56**

**85**

Impressions: 51,600 PR Value: \$6,090







Weather ☀ Boulder, CO | Now: 63° | High: 63° | Low: 48° | 5-Day Forecast

Daily Camera

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ENTERTAINMENT

## Annual showcase of Colorado art returns to Loveland

Governor's Art Show includes Plein Air Festival, kids' show

By Michelle Vendegna

Staff Writer

POSTED: 04/27/2017 05:38:05 PM MDT | UPDATED: 12 DAYS AGO



After dropping off his oil paintings for the upcoming Governor's Art Show, artist Mark Bailey admires other works that were dropped off Monday, April 17, at the Loveland Museum/Gallery in downtown Loveland. The Thompson School District Art Show still hangs on the walls and the pieces in the Governor's Art Show rest on the floor as exhibits are changed. (Jenny Sparks / Loveland Reporter-Herald)

**Governor's Art Show events**

All events are at the Loveland Museum/Gallery, 503 N. Lincoln Ave., Loveland, unless otherwise noted. For more information go to [governorsartshow.org](http://governorsartshow.org) or [lovelandmuseumgallery.org](http://lovelandmuseumgallery.org).

**What:** Governor's Art Show Patron Gala

**When:** April 28

**Cost:** \$75-\$100; tickets will be sold at the door if available.

**What:** Governor's Art Show

**When:** Saturday-May 28

**Cost:** \$5, free for museum members; free admission during Night on the Town, 6-9 p.m. May 13; free admission May 27

The 2017 Governor's Art Show is bringing in some new blood. More than 50 percent of the show is made up of Colorado artists who have yet to be featured in the annual exhibition.



**Boulder Events**

| THU 11   | <b>Much Ado about Nothing</b><br>The Bug Theatre   Denver, CO                        |     |     |     |     |     |     |   |    |    |    |    |    |
|--|--|-----|-----|-----|-----|-----|-----|---|----|----|----|----|----|
| MAY 9  | <b>Community Meditation</b><br>Greater Community ...   Boulder, CO                   |     |     |     |     |     |     |   |    |    |    |    |    |
| MAY 9  | <b>DARPA UAV Drones + SDR Hackfes...</b><br>SparkFun Electroni...   Niwot, CO        |     |     |     |     |     |     |   |    |    |    |    |    |
| MAY 9  | <b>Galvanize Lunch with Instructors - ...</b><br>Galvanize Boulder ...   Boulder, CO |     |     |     |     |     |     |   |    |    |    |    |    |
| MAY 9  | <b>\$2 Taco Tuesday!</b><br>Tahona Tequila Bis...   Boulder, CO                      |     |     |     |     |     |     |   |    |    |    |    |    |
| MAY 9  | <b>NCAR/UCAR Community Art Progr...</b><br>NCAR   Boulder, CO                        |     |     |     |     |     |     |   |    |    |    |    |    |
| MAY 9  | <b>Reading Buddies Playdate</b><br>Lafayette Public L...   Lafayette, CO             |     |     |     |     |     |     |   |    |    |    |    |    |
| MAY 9  | <b>Live Music at Upslope Brewing</b><br>Upslope Brewing Co...   Boulder, CO          |     |     |     |     |     |     |   |    |    |    |    |    |
| <table border="1"> <tr> <th>TUE</th> <th>WED</th> <th>THU</th> <th>FRI</th> <th>SAT</th> <th>SUN</th> </tr> <tr> <td>9</td> <td>10</td> <td>11</td> <td>12</td> <td>13</td> <td>14</td> </tr> </table> |  | TUE | WED | THU | FRI | SAT | SUN | 9 | 10 | 11 | 12 | 13 | 14 |
| TUE  | WED  | THU | FRI | SAT | SUN |     |     |   |    |    |    |    |    |
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# Annual showcase of Colorado art returns to Loveland

APR 27 2017

(EST.) MONTHLY VISITS: **685K**

(EST.) COVERAGE VIEWS: **2.41K**

DOMAIN AUTHORITY: **75**

**85**

Impressions: 923,000 PR Value: \$11,976



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FREE LECTURE by Dr. Robert Melillo

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# Annual showcase of Colorado art returns to Loveland

APR 27 2017

(EST.) MONTHLY VISITS: **240K**

(EST.) COVERAGE VIEWS: **1.52K**

DOMAIN AUTHORITY: **55**

**f**  
**85**

Impressions: 51,600 PR Value: \$6,090

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NEWS

**Annual showcase of Colorado art returns to Loveland**

Governor's Art Show includes Plein Air Festival, kids' show

By *Michelle Vendegna*  
Staff Writer

POSTED: 04/27/2017 05:36:05 PM MDT



After dropping off his oil paintings for the upcoming Governor's Art Show, artist Mark Bailey admires other works that were dropped off Monday, April 17, at the Loveland Museum/Gallery in downtown Loveland. The Thompson School District Art Show still hangs on the walls and the pieces in the Governor's Art Show rest on the floor as exhibits are changed. (Jenny Sparks / Loveland Reporter-Herald)

**Governor's Art Show events**

All events are at the Loveland Museum/Gallery, 503 N. Lincoln Ave., Loveland, unless otherwise noted. For more information go to

The 2017 Governor's Art Show is bringing in some new blood. More than 50 percent of the show is made up of Colorado artists who have yet to be featured in the annual exhibition.

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**The Top 20 Most Romantic U.S. Cities**

**What IS romance?**

Flowers, a candlelight dinner and a Barry White CD playing in the background? Whatever it is, it apparently can be measured on a spreadsheet.

Amazon.com has defined romance in a unique way based on its per capita sales of romance novels and relationship books (both Kindle and print), romantic comedy movies (DVDs and digital) and a curated list of romantic music by such artists as Adele, John Legend, Ed Sheeran, Drake, Brad Paisley and Barry White (CDs and MP3 format), as well as sales of sexual wellness products in cities with more than 100,000 residents.



**The top 20 most romantic U.S. cities are:**

1. San Antonio, Texas
2. Miami, Florida
3. Alexandria, Virginia
4. Orlando, Florida
5. Salt Lake City, Utah
6. Knoxville, Tennessee
7. Cincinnati, Ohio
8. Pittsburgh, Pennsylvania
9. Atlanta, Georgia
10. Ann Arbor, Michigan
11. Columbia, South Carolina
12. Vancouver, Washington
13. Gainesville, Florida
14. Seattle, Washington
15. Scottsdale, Arizona
16. Tampa, Florida
17. Las Vegas, Nevada
18. Portland, Oregon
19. Round Rock, Texas
20. Rochester, New York

**Fun facts to know and tell:**

- Love is in the air in Florida! Four cities made the 2017 list: Miami (No. 2), Orlando (No. 4), Gainesville (No. 13) and Tampa (No. 16).
- No. 6 Knoxville needs to get back into the game. Until this year, it had ranked in the top three for the past six years in a row and was No. 1 in 2012, 2013 and 2015.
- Even though they have romantic names, these cities didn't make the list: Loveladies, New Jersey; Handsome Eddy, New York; Loveland, Colorado; Loving, Kentucky; Valentine, Nebraska; Sweet Lips, Tennessee; and Romance, West Virginia.

--From the Editors at Netscape

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**Congress Urges Homeowners To Switch To A 15 Year Fixed**

TAP YOUR AGE: **18-25**

TAP YOUR AGE: **26-35**

TAP YOUR AGE: **36-45**

TAP YOUR AGE: **46-55**

TAP YOUR AGE: **56-65**

TAP YOUR AGE: **Over 65**

If you owe less than \$625,000 on your home, use Congress's once in a lifetime mortgage relief program before it expires in 2017. You'll be shocked when you see how much you can save.

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PHONE: 813-577-8300

WWW.LOWERMYBILLS.COM

# The Top 20 Most Romantic U.S. Cities - Netscape What's New

(EST.) MONTHLY VISITS:

**357K**

(EST.) COVERAGE VIEWS:

**511**

DOMAIN AUTHORITY:

**90**



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FREE LECTURE by  
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**Do you know kids struggling with Social, Academic or Behavioral Issues?**

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# 10 ways to have fun in NoCo

APR 27 2017

(EST.) MONTHLY VISITS: **240K**

(EST.) COVERAGE VIEWS: **1.52K**

DOMAIN AUTHORITY: **55**

f  
7

Impressions: 51,600 PR Value: \$6,090



Home > Other Events > Story

## 10 ways to have fun in NoCo

POSTED: 04/27/2017 08:46:09 PM MDT



The Patti Piasco will be one of the featured bands at FoCoMix 2017. The music festival takes place Friday and Saturday at 20-plus venues in Fort Collins. (Lewis Geyer/Longmont Times-Call)

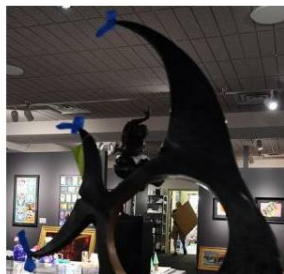
Here are 10 things to do in the Loveland area this week.

### art Governor's Art Show

The 26th annual Governor's Art Show opens with a gala at 5-9 p.m. Friday, April 28, and to the public on Saturday, April 29.

The show will run through Sunday, May 28, at the Loveland Museum/Gallery, 503 N. Lincoln Ave., Loveland.

Proceeds benefit Loveland Rotary Club and



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## ENTERTAINMENT

# Annual showcase of Colorado art returns to Loveland

Governor's Art Show includes Plein Air Festival, kids' show

By Michelle Vendegna

Staff Writer

POSTED: 04/27/2017 05:36:05 PM MDT | UPDATED: 12 DAYS AGO



After dropping off his oil paintings for the upcoming Governor's Art Show, artist Mark Bailey admires other works that were dropped off Monday, April 17, at the Loveland Museum/Gallery in downtown Loveland. The Thompson School District Art Show still hangs on the walls and the pieces in the Governor's Art Show rest on the floor as exhibits are changed. (Jenny Sparks / Loveland Reporter-Herald)

The 2017 Governor's Art Show is bringing in some new blood. More than 50 percent of the show is made up of Colorado artists who have yet to be featured in the annual exhibition.

### Governor's Art Show events

All events are at the Loveland Museum/Gallery, 503 N. Lincoln Ave., Loveland, unless otherwise noted. For more information go to [governorsartshow.org](http://governorsartshow.org) or [lovelandmuseumgallery.org](http://lovelandmuseumgallery.org).

**What:** Governor's Art Show Patron Gala

**When:** April 28

**Cost:** \$75-\$100; tickets will be sold at the door if available.

**What:** Governor's Art Show

**When:** Saturday-May 28

**Cost:** \$5, free for museum members; free admission during Night on the Town, 6-9 p.m. May 13; free admission May 27




**Rotary** Club of Nivot presents  
7TH ANNUAL WINE, CHEESE & CHOCOLATE TASTING!

**CALIFORNIA Wines** **US.**  
**FRENCH Wines**

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\*Live & Silent Auctions  
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| Longmont Area Events |   |
|----------------------|---|
| THU 11               | <b>Comedian Mark Viera</b><br>Denver Improv   Denver, CO                            |
| MAY 9                | <b>An Evening With George Winston at...</b><br>Boulder Theater   Boulder, CO        |
| MAY 9                | <b>All-levels Outdoor Fitness Boot Ca...</b><br>Scott Carpenter Pa...   Boulder, CO |
| MAY 9                | <b>Tuesday Treasures at the Ranch</b><br>Longmont, CO                               |
| MAY 9                | <b>iHablemos! Let's Talk!</b><br>Longmont, CO                                       |
| MAY 9                | <b>\$2 Taco Tuesday!</b><br>Tahona Tequila Bis...   Boulder, CO                     |
| MAY 9                | <b>Cycle Yoga</b><br>Figure Yoga   Louisville, CO                                   |
| MAY 9                | <b>NCAR/UCAR Community Art Progr...</b><br>NCAR   Boulder, CO                       |

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# Annual showcase of Colorado art returns to Loveland

APR 27 2017

(EST.) MONTHLY VISITS: **176K**

(EST.) COVERAGE VIEWS: **986**

DOMAIN AUTHORITY: **60**



85

Impressions: 923,000 PR Value: \$11,976



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## JQH Launches PURE Guestrooms in Six Hotels Across the United States for Enhanced Guest Experience Through Innovation

JUL 22 2010

(EST.) MONTHLY VISITS: **216K**

(EST.) COVERAGE VIEWS: **641**

DOMAIN AUTHORITY: **79**

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**JQH Launches PURE Guestrooms in Six Hotels Across the United States for Enhanced Guest Experience Through Innovation**

Date : 04/26/2017 @ 10:40AM

Source : Business Wire

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**JQH Launches PURE Guestrooms in Six Hotels Across the United States for Enhanced Guest Experience Through Innovation**

John Q. Hammons Hotels & Resorts (JQH) today announced that as a part of the company's commitment to innovation and an enhanced guest experience, JQH is collaborating with PURE Solutions to help create some of the freshest sleeping environments in the hospitality industry. Initially, JQH is launching PURE guestrooms in six of the award-winning company's hotels spanning five states, including Arkansas, Colorado, New Mexico, Tennessee and Texas. Springfield, Missouri-based JQH is a leading private, independent owner and manager of hotels in the United States, including operating more than 1 million square feet of superb meeting space.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170426006087/en/>



With the PURE allergy-friendly hotel rooms, in-room filtration systems remove air particles, while surfaces are treated to minimize growth of bacteria. These hypoallergenic hotel accommodations are nearly 99.9 percent allergen-free. A PURE room is a room with dramatically improved air quality and a significant reduction in irritants for all sensitive travelers, especially those suffering from allergies and asthma. PURE rooms undergo an extensive multi-step conversion and maintenance process with all products used considered environmentally friendly. Also, PURE guestrooms make it nearly impossible for bacteria viruses to survive due to a bacteriostatic barrier, which repels microorganisms. PURE's state-of-the-art system is proven to kill 98 percent to 100 percent of bacteria and viruses.

Springfield, Missouri-based John Q. Hammons Hotels & Resorts (JQH) is collaborating with PURE Solutions to help create some of the freshest sleeping environments in the hospitality industry. JQH is launching PURE allergy-friendly hotel rooms in six of the award-winning company's hotels spanning five states, including Arkansas, Colorado, New Mexico, Tennessee and Texas.

"At JQH, we are continually deploying new technologies and sustainable practices that align with our commitment to deliver an exceptional guest experience for meeting the diverse needs of travelers," said Joe Morrissey, JQH's senior vice president of operations. "We are pleased to be able to offer PURE guestrooms to help ensure an even healthier room environment, including improved air quality."

**JQH PURE Guestroom Launch Sites**

The roll out of PURE guestrooms in several JQH hotels is underway and currently spans Embassy Suites by Hilton and Courtyard by Marriott branded properties. Travelers can request a PURE room when booking a hotel stay. Six JQH hotels recently completed the conversion process to provide select inventory as PURE allergy-friendly hotel guestrooms:

- Courtyard by Marriott Fort Smith Downtown in Fort Smith, Arkansas
- Embassy Suites by Hilton Northwest Arkansas – Hotel, Spa & Convention Center in Rogers, Arkansas
- Embassy Suites by Hilton Loveland – Hotel, Conference Center & Spa in Loveland, Colorado
- Embassy Suites by Hilton Albuquerque – Hotel & Spa in Albuquerque, New Mexico
- Embassy Suites by Hilton Nashville South Cool Springs in Franklin, Tennessee
- Embassy Suites by Hilton Dallas Frisco – Hotel, Convention Center & Spa in Frisco, Texas

"Staying away from home can be challenging for some people that suffer from allergies and asthma, and allergen control is a growing demand for travelers. PURE rooms allow guests to rest comfortably, sleep better and wake refreshed, resulting in an enhanced guest stay," said Haley Payne, PURE's director of strategic

**JQH Launches PURE Guestrooms in Six Hotels Across the United States for Enhanced Guest Experience Through Innovation**

(EST.) MONTHLY VISITS: **160K**

(EST.) COVERAGE VIEWS: **921**

DOMAIN AUTHORITY: **59**







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## JQH Launches PURE Guestrooms in Six Hotels Across the United States for Enhanced Guest Experience Through Innovation

11:40 EDT 26 Apr 2017 | Businesswire

Home » Topics » Allergies » Latest News » JQH Launches PURE Guestrooms in Six Hotels Across the United States for Enhanced Guest Experience Through Innovation



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This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170426006087/en/>

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- Embassy Suites by Hilton Loveland – Hotel, Conference Center & Spa in Loveland, Colorado
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- Embassy Suites by Hilton Nashville South Coal Springs in Franklin, Tennessee



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(EST.) MONTHLY VISITS:

**129K**

(EST.) COVERAGE VIEWS:

**865**

DOMAIN AUTHORITY:

**52**

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### The Governor's Art Show & Sale

#### Date/Time

Apr 29, 2017 to May 28, 2017  
10:00 AM until 04:00 PM

#### Description



**Event Dates:** Saturday, April 29 through May 28, 10 a.m. – 4 p.m. Closed Mondays.

**Location:** Loveland Museum/Gallery, 503 N Lincoln Ave, Loveland, CO 80537

Opening April 29, the 26th annual Governor's Art Show and Sale - the largest juried art show to exclusively feature Colorado artists - will bring together 56 of the state's most-talented artists, two Legacy Artists, George Lundeen and Mark Lundeen, and thousands of visitors for a month

long-exhibit at the Loveland Museum/Gallery. The art show has established itself as one of the top two art shows in the state, and among the many reasons Loveland is at the heart of the arts in Colorado.

#### The show will include:

- A preview gala for previous patrons and sponsors on April 28 featuring live performances and music (tickets are \$75)
- Work by award-winning artists, including award-winning Denver artist Kit Kevron Mahoney and sculptor Jane DeDecker
- The Plein Air Festival and Auction held at three locations across Loveland where visitors can view the artists in process, followed by an auction at The Rialto Theater

The Governor's Art Show is presented by Loveland and Thompson Valley Rotary Clubs, directed by Pam Osborn and endorsed by the Governor of Colorado. All proceeds will benefit Rotary-sponsored charitable projects and causes, including scholarships for local art students.

Exhibit admission is \$5, and free for museum members. There will be free admission during Night on the Town, Friday May 13, 6-9 p.m. and the last Saturday of the show, May 27, which will coincide with Memorial Day. Learn more at [governorsartshow.org](http://governorsartshow.org).

#### Cost

Exhibit admission is \$5, and free for museum members.

#### Location

Loveland Museum/Gallery  
503 N Lincoln Ave  
Loveland, CO

View map

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(EST.) MONTHLY VISITS: **5.52K**

(EST.) COVERAGE VIEWS: **570**

DOMAIN AUTHORITY: **38**

Impressions: 97,500 PR Value: \$10,395

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### The Governor's Art Show Gala & Opening Night Preview

#### Date/Time

Apr 28, 2017  
05:00 PM until 09:00 PM

#### Description



Opening April 28, the 26th annual Governor's Art Show - the largest juried art show to exclusively feature Colorado artists - will bring together 56 of the state's most talented artists (50% of them are new to the show this year), two Legacy Artists, George Lundeen and Mark Lundeen, and thousands of visitors for a month long-exhibit at the Loveland Museum/Gallery. The Gala and Opening Night Preview party is the kick-off to the show and a chance for art buyers to be the first to view and purchase one-of-a-kind pieces. The art show has established itself as one of the top two art shows in the state, and among the many

reasons Loveland is at the heart of the arts in Colorado.

Be among the first to see and buy the hand-selected, diverse artwork chosen from among hundreds of entries by Colorado artists. Chosen painters, sculptors and photographers will each have 4 pieces to show.

The Governor's Art Show is presented by Loveland and Thompson Valley Rotary Clubs, directed by Pam Osborn and endorsed by the Governor of Colorado. All proceeds will benefit Rotary-sponsored charitable projects and causes, including scholarships for local art students.

Tickets start at \$75. Limited space is available. Learn more at [governorsartshow.org](http://governorsartshow.org).

#### Cost

\$75 (starting cost)

#### Location

Loveland Museum/Gallery  
503 N Lincoln Ave  
Loveland, CO

[View map](#)

*We make every effort to ensure the accuracy of this information. However, you should always call ahead to confirm dates, times, location, and other information.*

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(EST.) MONTHLY VISITS: **5.52K**

(EST.) COVERAGE VIEWS: **570**

DOMAIN AUTHORITY: **38**

“ Impressions: 97,500 PR Value: \$10,395

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# Singer Lisa Loeb to perform in Loveland, Colorado

By Ellen Fike, Wyoming Tribune Eagle Apr 15, 2017 Comments

To say Lisa Loeb is a well-rounded artist is an understatement.

She plays music for both adults and children. She acts and does voiceover work. She's even created her own

business collection.

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Tags Entertainment Loveland Colorado Lisa Loeb Singer Songwriter Music Rialto Theater



### Ellen Fike

Ellen Fike is the Wyoming Tribune Eagle's features reporter. She can be reached at efike@wyomingnews.com or 307-633-3135. Follow her on Twitter @EllenLFike



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# Wyoming Tribune Eagle

APR 15 2017

(EST.) MONTHLY VISITS: 118K

(EST.) COVERAGE VIEWS: 645

DOMAIN AUTHORITY: 61

Impressions: 318,000 PR Value: \$9,910







# Instagram Profiles Report for **visitlovelandco**

Apr 01, 2017 - Apr 30, 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.

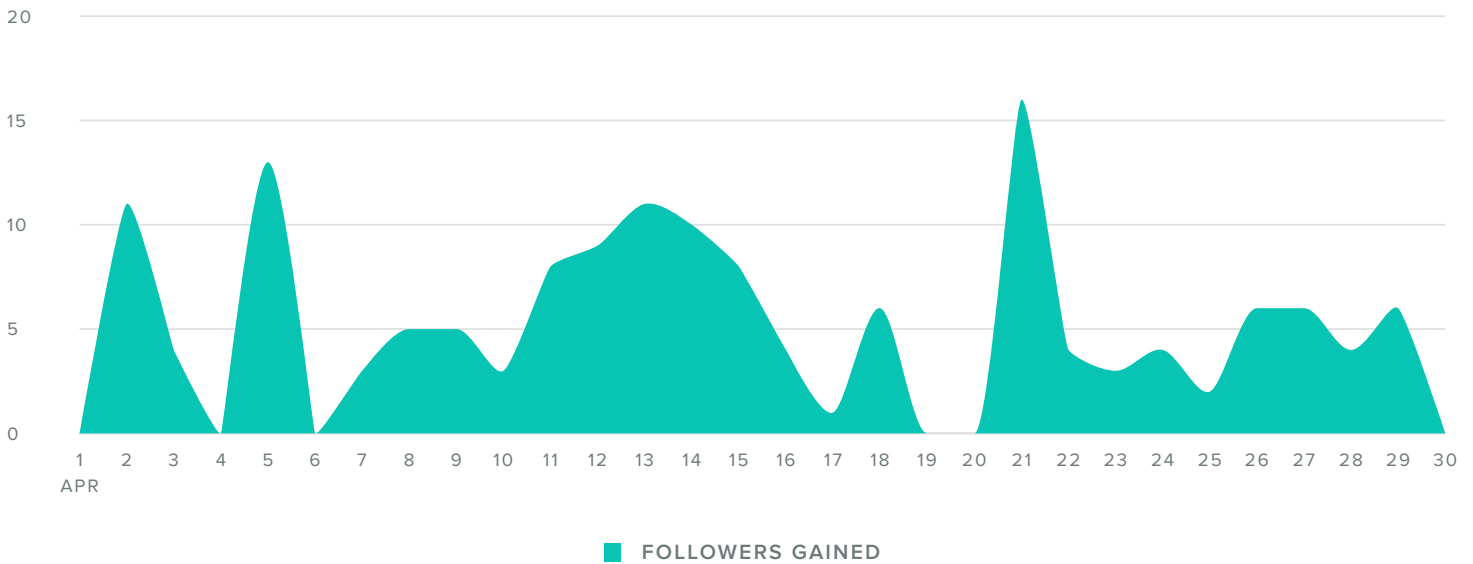


## Instagram Activity Overview

|                                     |                                    |                                    |
|-------------------------------------|------------------------------------|------------------------------------|
| <br><b>4,332</b><br>Total Followers | <br><b>2,164</b><br>Likes Received | <br><b>52</b><br>Comments Received |
|-------------------------------------|------------------------------------|------------------------------------|

## Audience Growth

AUDIENCE GROWTH, BY DAY



| Follower Metrics         | Totals |
|--------------------------|--------|
| Total Followers          | 4,332  |
| Followers Gained         | 147    |
| People that you Followed | 8      |

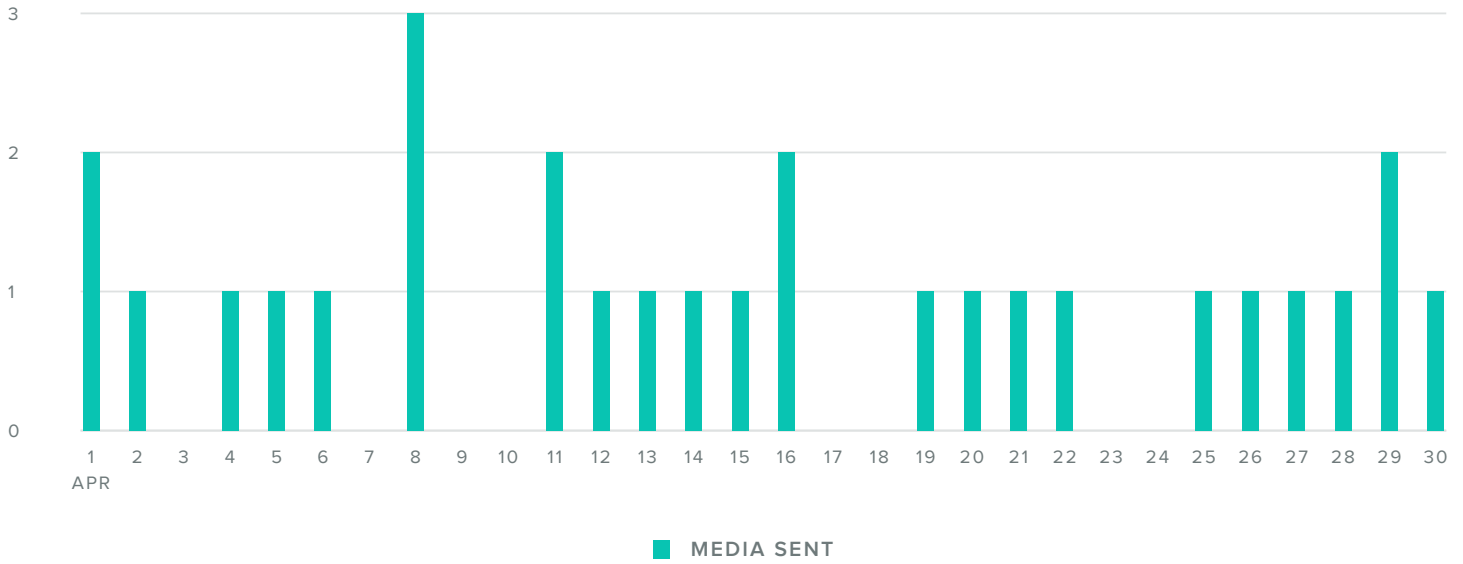
Total followers increased by

▲ **3.5%**

since previous date range

## Publishing Behavior

MEDIA PER DAY



| Publishing Metrics | Totals    |
|--------------------|-----------|
| Photos             | 27        |
| Videos             | 1         |
| <b>Total Media</b> | <b>28</b> |

The number of media you sent decreased by

▼ **52.5%**

since previous date range



### Top Instagram Posts



@visitlovelandco  
142 Engagements



@visitlovelandco  
142 Engagements



@visitlovelandco  
129 Engagements

### Outbound Hashtag Performance

#### MOST USED HASHTAGS

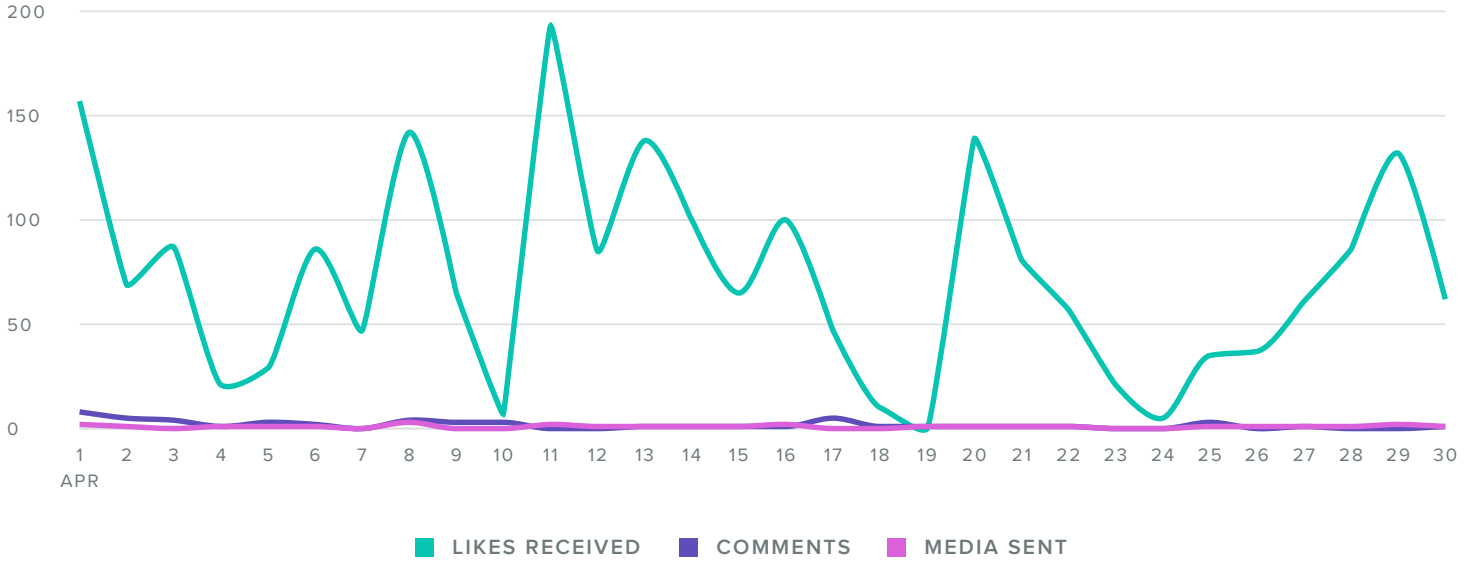
|                       |    |
|-----------------------|----|
| #loveland             | 24 |
| #visitloveland        | 23 |
| #colorado             | 20 |
| #lovelandco           | 16 |
| #lovelandcolorado     | 16 |
| #coloradolive         | 13 |
| #lovelivingincolorado | 12 |
| #coloradogram         | 12 |
| #co                   | 11 |
| #onlyinloveland       | 10 |

#### MOST ENGAGED HASHTAGS

|                       |       |
|-----------------------|-------|
| #visitloveland        | 1,201 |
| #loveland             | 1,063 |
| #coloradolive         | 1,033 |
| #lovelandco           | 1,029 |
| #lovelandcolorado     | 863   |
| #colorado             | 843   |
| #coloradogram         | 841   |
| #lovelivingincolorado | 718   |
| #onlyinloveland       | 646   |
| #co                   | 315   |

## Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



| Engagement Metrics       | Totals       |
|--------------------------|--------------|
| Likes Received           | 2,164        |
| Comments Received        | 52           |
| <b>Total Engagements</b> | <b>2,216</b> |
|                          |              |
| Engagements per Follower | 0.5          |
| Engagements per Media    | 79.1         |

The number of engagements decreased by

▼ **57.8%**


since previous date range

The number of engagements per media decreased by

▼ **11.0%**

since previous date range

## 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 | 4,332           | 3.5%              | 147              | 28         | 11            | 2,216             | 79.1                  | 0.51                     |





# Twitter Profiles Report for **VisitLovelandCO**

Apr 01, 2017 - Apr 30, 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

|                                     |                                 |                          |
|-------------------------------------|---------------------------------|--------------------------|
| <b>6,747</b><br>Organic Impressions | <b>112</b><br>Total Engagements | <b>15</b><br>Link Clicks |
|-------------------------------------|---------------------------------|--------------------------|

## Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics

Totals

|                          |              |
|--------------------------|--------------|
| <b>Total Followers</b>   | <b>1,534</b> |
| New Follower alerts      | 35           |
| Actual Followers gained  | 21           |
| People that you followed | 2            |

Total followers increased by

**▲ 1.4%**

since previous date range

## Posts & Conversations

MESSAGES PER DAY



| Sent/Received Metrics    | Totals    |
|--------------------------|-----------|
| Tweets sent              | 27        |
| Direct Messages sent     | -         |
| <b>Total Sent</b>        | <b>27</b> |
| Mentions received        | 14        |
| Direct Messages received | -         |
| <b>Total Received</b>    | <b>14</b> |

The number of messages you sent decreased by

**50.9%**

since previous date range

The number of messages you received increased by

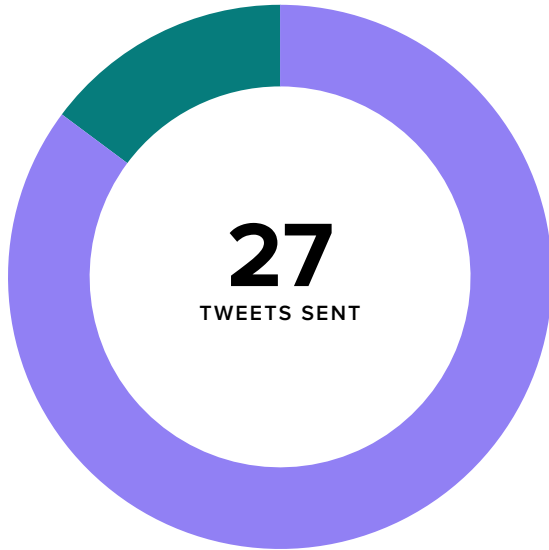


since previous date range



## Your Content & Engagement Habits

### SENT MESSAGE CONTENT

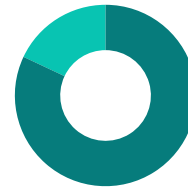


**0**  
PLAIN TEXT

**4**  
PAGE LINKS

**23**  
PHOTO LINKS

### YOUR TWEETING BEHAVIOR



**18%**  
CONVERSATION

**82%**  
UPDATES

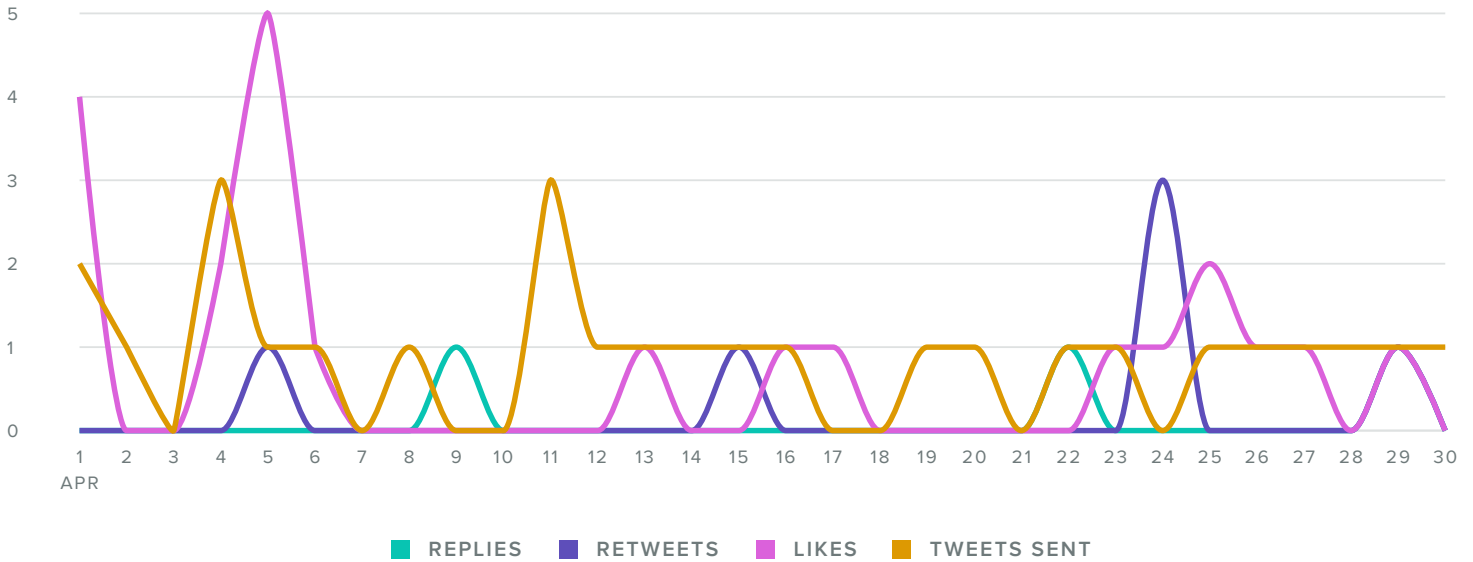


**50%**  
NEW CONTACTS

**50%**  
EXISTING CONTACTS

## Audience Engagement

### ENGAGEMENT COUNT



| Engagement Metrics         | Totals |
|----------------------------|--------|
| Replies                    | 3      |
| Retweets                   | 6      |
| Retweets with Comments     | 3      |
| Likes                      | 22     |
| Engagements per Follower   | 0.1    |
| Impressions per Follower   | 4.4    |
| Engagements per Tweet      | 4.1    |
| Impressions per Tweet      | 249.9  |
| Engagements per Impression | 1.7%   |

The number of engagements decreased by

**51.7%**






since previous date range

The number of impressions per Tweet increased by

**4.9%**

since previous date range

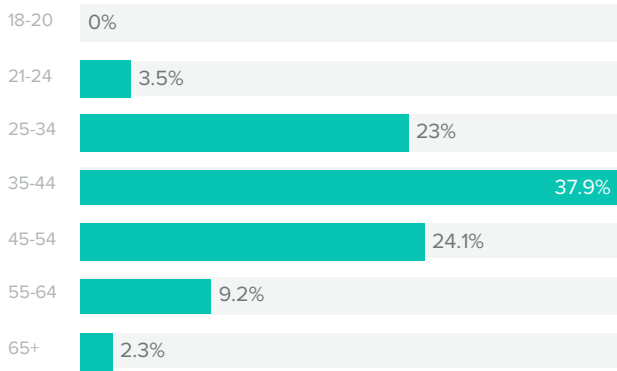
## Top Tweets, by Responses

| Tweet  | Reach | Responses ▼ | Clicks | Retweets |
|--|-------|-------------|--------|----------|
|  <p><b>VisitLovelandCO</b><br/>                     Happy <b>#SculptureSaturday!</b> Go enjoy your favorite place in the city we call home, we sure are. <b>#visitLoveland</b> <a href="https://t.co/oGa64vRjgP">https://t.co/oGa64vRjgP</a><br/>                     (Tweet) by <a href="#">Nicole Y.</a> April 29, 2017 10:23 am</p>  | 1,533 | 1           | –      | –        |
|  <p><b>VisitLovelandCO</b><br/>                     One of our favorite views. Photo by Josiah Roe <b>#devilsbackbone</b> <b>#visitLoveland</b> <a href="https://t.co/vLPUXA1vSv">https://t.co/vLPUXA1vSv</a><br/>                     (Tweet) by <a href="#">Nicole Y.</a> April 28, 2017 11:21 am</p>   | 1,554 | 1           | –      | 1        |
|  <p><b>VisitLovelandCO</b><br/>                     These new way-finding signs are helping tourist find everything we love about Loveland. <b>#visitLoveland</b> <a href="https://t.co/Jm15L3qe1z">https://t.co/Jm15L3qe1z</a> <a href="https://t.co/1rsqcxr3WU">https://t.co/1rsqcxr3WU</a><br/>                     (Tweet) by <a href="#">Nicole Y.</a> April 23, 2017 12:40 pm</p> | 1,597 | 1           | 1      | 1        |
|  <p><b>VisitLovelandCO</b><br/>                     What's not to love with sunsets like this? Photo by: Huiping Xue <b>#visitLoveland</b> <a href="https://t.co/u5y81pj38B">https://t.co/u5y81pj38B</a><br/>                     (Tweet) by <a href="#">Nicole Y.</a> April 19, 2017 8:10 pm</p>  | 1,608 | 1           | –      | 1        |
|  <p><b>VisitLovelandCO</b><br/>                     What pairs better than art and Loveland? <b>@COGovsArtShow</b> and Loveland! Come see Colorado's finest at this year's event. <b>#NationalArtDay</b> <a href="https://t.co/No3ylq0iBL">https://t.co/No3ylq0iBL</a><br/>                     (Tweet) by <a href="#">Nicole Y.</a> April 15, 2017 10:47 am</p>                      | 1,901 | 1           | –      | 1        |



## Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



**52%**


FEMALE FOLLOWERS

**48%**

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 |
|---|-----------------|-------------------|-------------|-------------|--------------------------|-------------|--------------------------|----------|--------|
|  <span>@VisitLovelandCO</span> | 1,534           | 1.4%              | 27          | 6,747       | 4.40                     | 112         | 0.07                     | 6        | 15     |






# Facebook Pages Report for **Visit Loveland Colorado**

Apr 01, 2017 - Apr 30, 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.

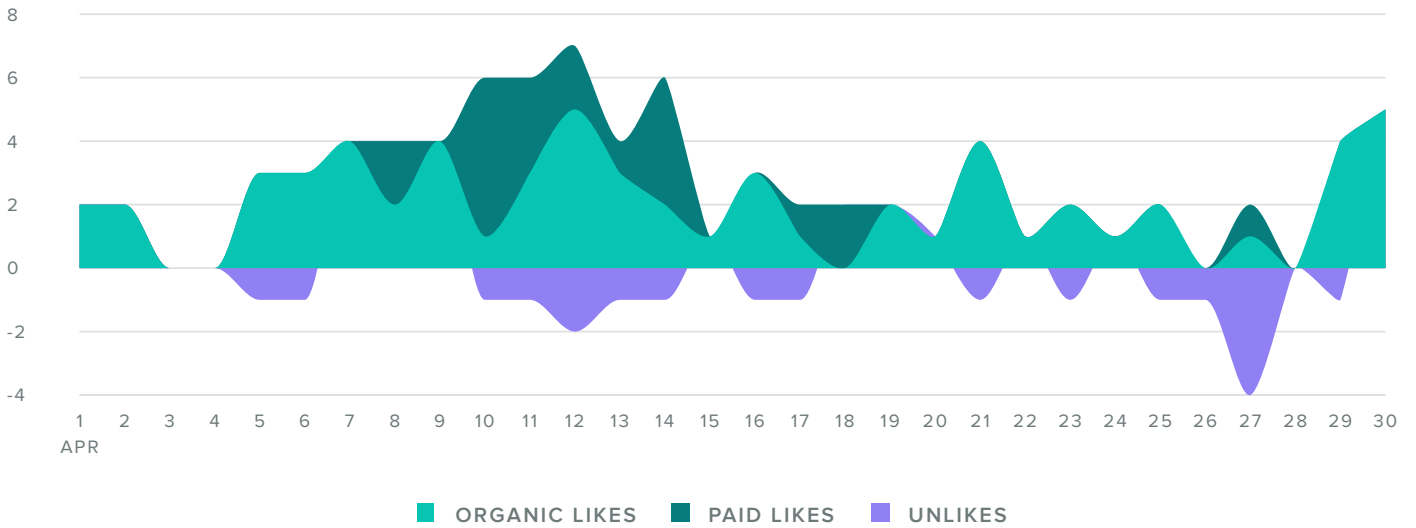


## Facebook Activity Overview

|  |   |  |
|--|---|--|
| <br><b>108,728</b><br>Impressions | <br><b>1,698</b><br>Post Engagements | <br><b>516</b><br>Link Clicks |
|--|---|--|

## Audience Growth

LIKES BREAKDOWN, BY DAY



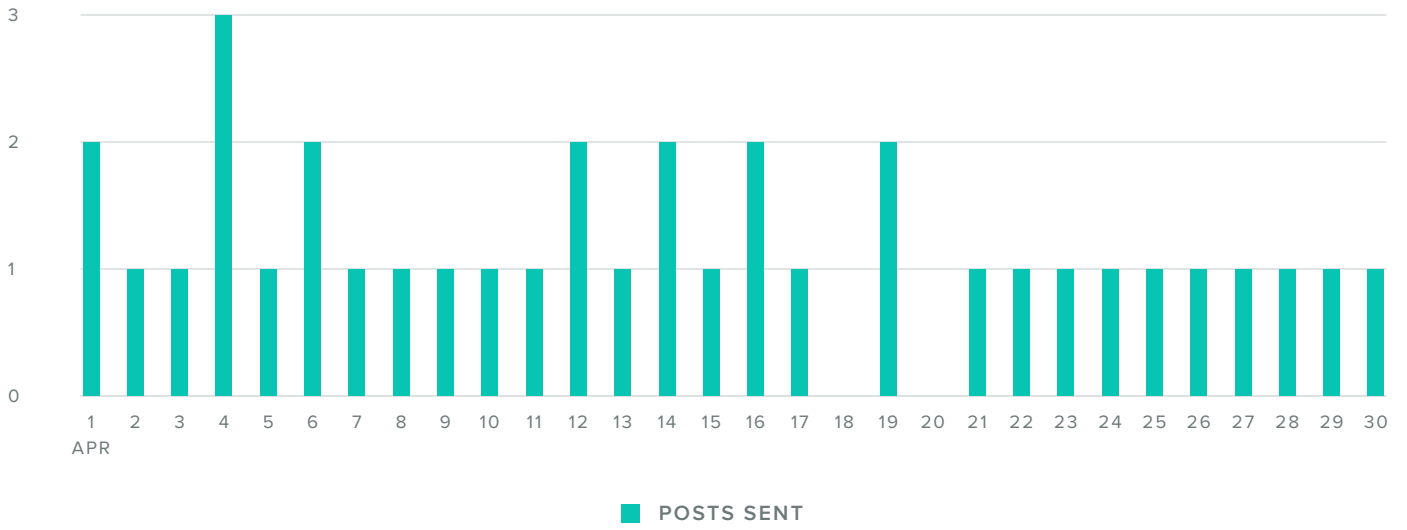
| Audience Growth Metrics | Totals       |
|-------------------------|--------------|
| <b>Total Fans</b>       | <b>5,844</b> |
| Paid Likes              | 21           |
| Organic Likes           | 62           |
| Unlikes                 | 19           |
| Net Likes               | 64           |

Total fans increased by  
**▲ 1.1%**  
 since previous date range



## Publishing Behavior

POSTS, BY DAY



Publishing Metrics

Totals








|                    |           |
|--------------------|-----------|
| Photos             | 22        |
| Videos             | 3         |
| Posts              | 11        |
| <b>Total Posts</b> | <b>36</b> |

The number of posts you sent decreased by

▼ **41.0%**

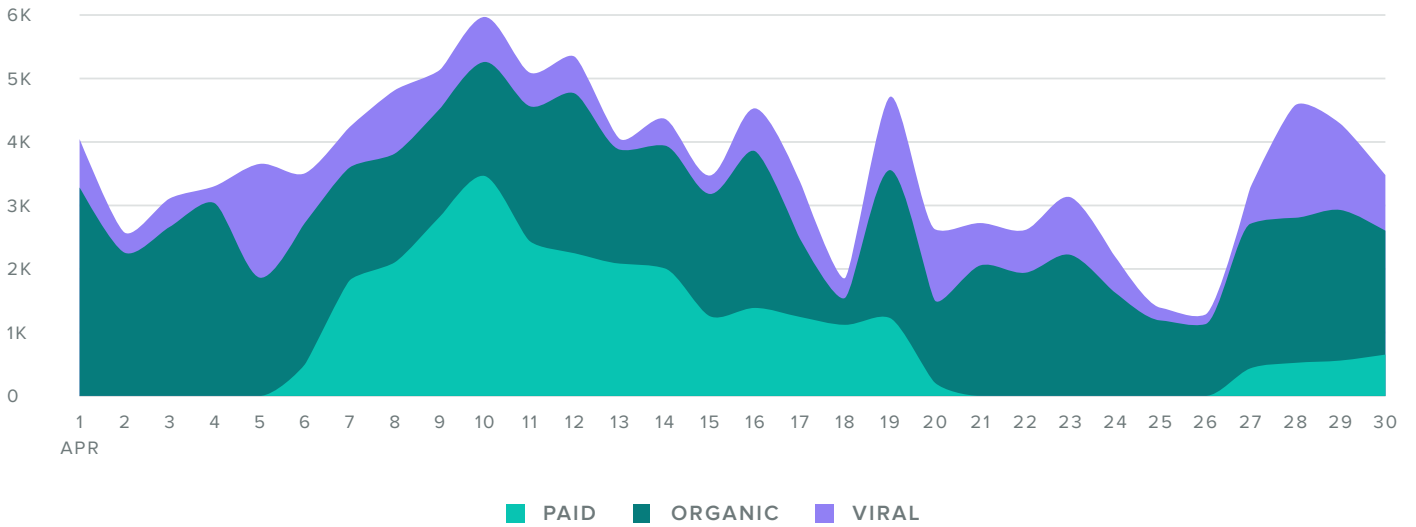
since previous date range

## Top Posts, by Engagement

| Post  | Reactions | Comments | Engagement ▼ | Reach |
|---|-----------|----------|--------------|-------|
| <p><b>Visit Loveland Colorado</b></p> <p>The Backbone is always beautiful. Photo by Josiah Roe <a href="#">#visitLoveland</a></p>   <p>(Post) April 28, 2017 11:21 am</p>   | 205       | 11       | 6.5%         | 4,112 |
| <p><b>Visit Loveland Colorado</b></p> <p>Nothing says spring at Foote Lagoon more than the re-launch of the fountain! This serene spot on the southwest side of <b>Downtown Loveland</b> is great for sculpture spotting, quiet times, picnics and in the summer, our FREE rockin' music series on Thursday nights. <a href="#">#visitloveland</a></p>   <p>(Post) April 21, 2017 12:07 pm</p> | 63        | 2        | 6.4%         | 2,025 |
| <p><b>Visit Loveland Colorado</b></p> <p>Did you hear the news? Make your way to Estes Park this weekend by coming through Loveland on U.S. 34. There are some fun <a href="#">#OnlyinLoveland</a> spots for you to stop and visit on your way. <a href="#">#visitloveland</a></p>  <p><a href="#">I Love Loveland</a></p> <p>(Post) April 12, 2017 12:31 pm</p>   | 18        | –        | 6.2%         | 1,069 |
| <p><b>Visit Loveland Colorado</b></p> <p>We love Loveland's sunsets. Photo by: Huiping Xue. <a href="#">#visitLoveland</a></p>   <p>(Post) April 19, 2017 7:59 pm</p>   | 132       | 4        | 6.1%         | 2,601 |

## Page Impressions

PAGE IMPRESSIONS, BY DAY



| Impressions Metrics      | Totals         |
|--------------------------|----------------|
| Organic Impressions      | 59,410         |
| Viral Impressions        | 21,237         |
| Paid Impressions         | 28,081         |
| <b>Total Impressions</b> | <b>108,728</b> |
| <b>Users Reached</b>     | <b>68,601</b>  |

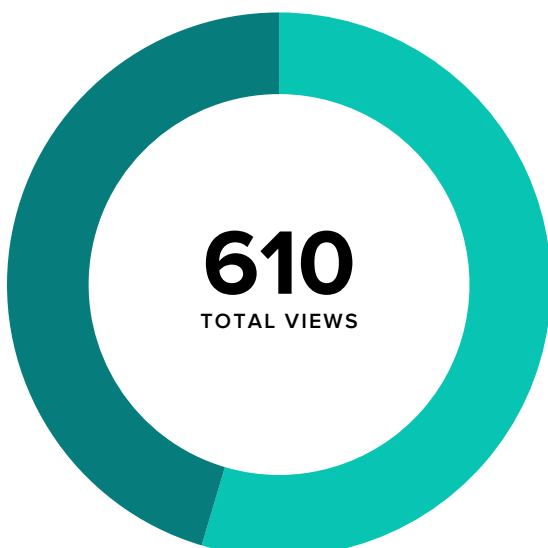
Total Impressions decreased by

**26.8%**

since previous date range

## Video Performance

VIEW METRICS



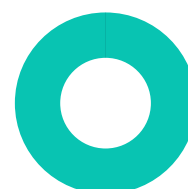
**333**

ORGANIC FULL

**277**

ORGANIC PARTIAL

VIEWING BREAKDOWN

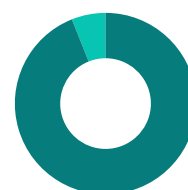


**100%**

ORGANIC VIEWS

**0%**

PAID VIEWS



**6%**

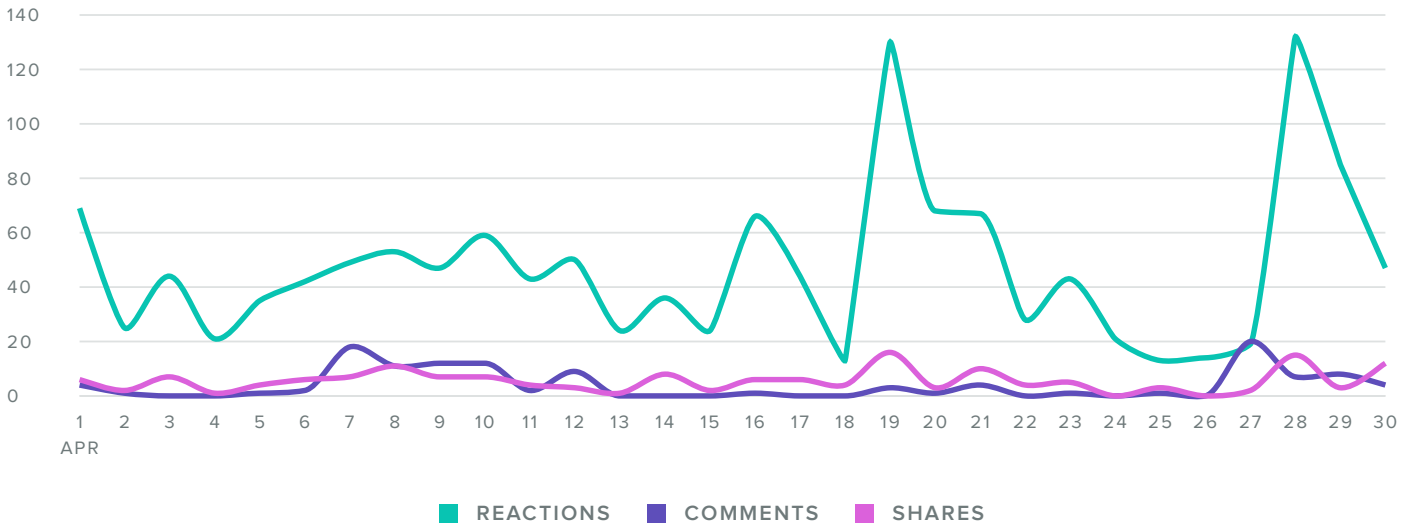
CLICK PLAYS

**94%**

AUTO PLAYS

## Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



| Action Metrics           | Totals       |
|--------------------------|--------------|
| Reactions                | 1,411        |
| Comments                 | 122          |
| Shares                   | 165          |
| <b>Total Engagements</b> | <b>1,698</b> |

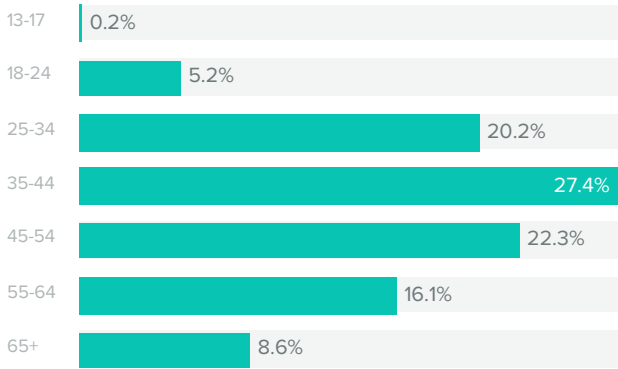
Total Engagements decreased by **15.0%** since previous date range



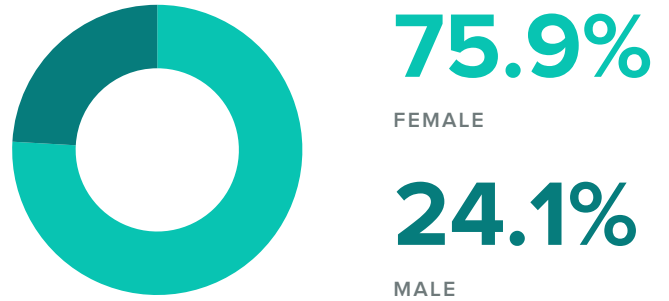
## Demographics

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

|                      |              |
|----------------------|--------------|
| <b>United States</b> | <b>5,684</b> |
| Mexico               | 15           |
| India                | 11           |
| United Kingdom       | 11           |
| Italy                | 9            |

### Top Cities

|                     |              |
|---------------------|--------------|
| <b>Loveland, CO</b> | <b>2,095</b> |
| Fort Collins, CO    | 591          |
| Greeley, CO         | 222          |
| Denver, CO          | 202          |
| Johnstown, CO       | 114          |

## 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 | 5,844      | 1.11%        | 36         | 108,728     | 3,020                | 1,698       | 47.2                 | 516         |