



MEETING DATE: September 20, 2017
TO: Community Marketing Commission
FROM: Cindy Mackin, Visitor Services Manager
TITLE: August 2017 CMC Update

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

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:

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

Lodging Tax – In August, lodging tax collections were \$98,753 compared to \$102,796 in 2016. However, this is the second highest collection in lodging tax history. The highest was in August 2016. This is a 4% decrease for the month from 2016, for a total decrease of 3% for the year.

Visitors Center - Visitors Center sales were down 21% for the month of August: \$6,563 in 2017 compared to \$8,323 in 2016. Traffic experienced a decrease of 22% from 2,291 in 2016 to 1,776 in 2017. Staff is updating the Visitors Center Google listing on a weekly basis to keep content fresh and to be visible in searches. In addition, staff purchased new merchandise for the Visitors Center.

PR and Social Media Outreach Update – In August, Loveland was featured in 17 pieces of coverage resulting in PR value of \$186,150 and 16,494.292 impressions with 8.67k media social shares. Top priorities were fall, winter and Valentine planning, meetings and events, and media events which included a Colorado Tourism Office reception. 5280, Comcast Outwest, KUSA, Cheyenne Wyoming Tribune0-Eagle, K99, and KUSA were some of the media that featured Loveland.



August Newsletter – The August newsletter went out to over 20,000 subscribers and focused on art and events. It included information about Art Show Weekend, which includes the three annual art shows. It also

featured the top destination events in August such as Corn Roast, Arise Music Festival, and Larimer County Fair. In addition, the new downtown video was featured.



Art Show Weekend is Around the Corner

The second weekend in August is Loveland's annual Art Show Weekend, featuring three different and unique displays of art. The three shows combined draw around 30,000 people.

The [34th annual Sculpture in the Park](#) show and sale is largest outdoor juried sculpture show in the US, with approximately 160 artists. Included in the show is a "Take Home a Piece of the Park" tent which features maquette sized editions of some of the sculpture pieces that are on permanent display in Benson Sculpture Garden.



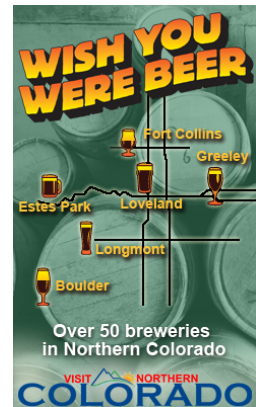
The [51st annual Art in the Park](#) is the longest running art festival in Loveland where attendees can enjoy a vast variety of arts and crafts available for purchase. This free show features a beer garden, music

Event Sponsorships – Visitors Center staff and volunteers manned booths at Pastels on 5th, Loveland Loves BBQ Bands and Brews, shuttle stops for Art Show Weekend, and the Old Fashioned Corn Roast Festival. New visitor guides and goodies were distributed at each event. Thank you to the wonderful Visitors Center team for their efforts in getting word out about how great Loveland is at all of these events.



Winter Wonderlights Update – The state returned the fully executed Winter Wonderlights grant documents in August. RFP's had to be issued and will be opened September 18th, at which time staff can hire the graphic design, PR/social media, and event production contractors.

Visit Loveland's Regional Partnership - As part of Visit Loveland's partnership in the Northern Colorado Front Range Tourism Group, staff along with Estes Park, Boulder, Greeley, Fort Collins and Longmont will be attending the Great American Beer Festival in Denver. This group received funding from the State for a matching grant. Through those funds, the group is investing in online marketing for GABF and a booth at the event which is expected to bring an estimated 60,000 people per day for three days using the Wish You Were Beer theme from previous years to market the Front Range as a beer destination.



Business Appreciation Breakfast – Staff has been preparing for the annual Business Appreciation Breakfast along with the Economic Development team. The event will take place on October 5th at the Embassy Suites Loveland from 7:00 AM to 9:00 AM. This year's keynote speaker is Noah Kaufman of the Wolfpack Ninja Tour and has been featured on American Ninja Warrior. The Wolfpack Ninjas will be bringing an obstacle course to the event. The event is free and all Loveland businesses are welcome to attend.

An advertisement for the 2017 Loveland Business Appreciation Breakfast. It features a blue background. On the left, there is a silhouette of two ninjas in business suits with blue eye masks. In the center, the text reads: "Join Us for the 2017 Loveland Business Appreciation Breakfast", "Thursday, October 5th", "7:00 AM - 9:00 AM", "Embassy Suites Loveland". Below this, it says: "Complimentary breakfast, networking and City resource tables available to all attendees." At the bottom, it says: "Click Here to RSVP by Sept. 29th". On the right, there is a shield-shaped logo that says "LOVELAND BUSINESS NINJAS 2017". In the bottom left corner, there is a small logo for the "City of Loveland".

Advertising Collateral – Staff has worked with One Tribe on marketing and advertising materials, including new website banners, a newsletter graphic, fall social media graphics, an ad for Colorado Life Magazine, and more.

LOVELAND
MAKING SPIRITS BRIGHT

Come celebrate the season of wonder and family fun in Loveland, with 12 festive events and activities this holiday season, including the first annual Winter Wonderlights. Visit the website for dates and information.

winter wonderlights
LOVELAND CHAPUNGU SCULPTURE PARK

Winter Wonderlights | Loveland Light Trail | Downtown Festival of Lights | Holiday Shopping
Gingerbread Village | Picasso Exhibit | Wallback Ninja Tour | Jingle Ball Ski | The Price is Right LIVE!
Paul's Foundation at the Riato | Magical Winter Knights | The Ice Rink at The Promenade Shops at Centers

visitlovelandco.com/holidays

