



MEETING DATE: October 18, 2017
TO: Community Marketing Commission
FROM: Cindy Mackin, Visitor Services Manager
TITLE: September 2017 CMC Update



SUMMARY: This is a monthly update to the CMC for the month of September 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

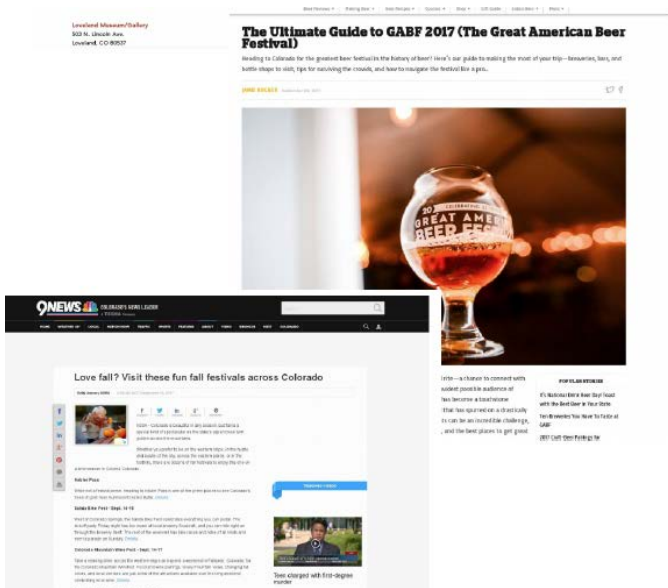
VisitLovelandCO.com

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 September, lodging tax collections were \$106,073 compared to \$92,261 in 2016. This makes September 2017 the highest collection in lodging tax history. This is a 15% increase for the month from 2016, for a total decrease of 1% for the year.

Visitors Center - Visitors Center sales were down 10% for the month of September: \$5,737 in 2017 compared to \$6,369 in 2016 for a 1% decrease year to date. Traffic experienced a decrease of 24% from 2,055 in 2016 to 1,555 in 2017. An ad has been placed in the November City Update to inform residents about the Visitors Center as their local gift store.

PR and Social Media Outreach Update – In September, Visit Loveland, Visit Greeley, and Visit Fort Collins teamed up for a Denver media tour to promote the region for the fall and winter. Loveland was featured in 5280, KDVR Fox 31, 9News, the Coloradoan, KUAD-FM and more. The 23 pieces of media coverage resulted in more than 23 million impressions valued at \$123,381 in PR value.



September Newsletter – The September newsletter focused on fall festivals such as Oktoberfest, Loveland Downtown District LIVE, Pastels on 5th, Night on the Town, GoodGuys Car Show, and the Picasso exhibit at the Museum. Also included were places to see sculpture with fall colors and the Downtown Loveland video that was recently produced.



FALL FESTIVALS IN LOVELAND

The cooler weather brings a variety of fun festivals. This Saturday, [Pastels on 5th](#) takes place in downtown Loveland. This artsy event features talented sidewalk chalk artists decorating the street. The event is free and children can create their own masterpiece in the children's art area.

[Loveland Oktoberfest](#) at Grimm Brothers takes place Sept. 15-16. Blogger Heidi of HeidiTown says it has the potential to be the best Oktoberfest in the state. With live music, great beer, fun games and costume contests, this year's event is sure to be one of the best beer celebrations this season. Prost to all!



If you missed the other two [Loveland Downtown District LIVE](#) events this summer, you have another opportunity to see what the buzz is all about on Sept. 23. Dance, shop, eat and celebrate in downtown during a unique block party experience. And, it's free and kid-friendly! Check out our Downtown Loveland video to get an idea of what you can expect.



Destination Colorado Texas Roadshow – Chris Bierdeman traveled to Texas in late September to participate in Destination Colorado’s Texas Showcase events in Dallas and Fort Worth. Destination Colorado hosted Colorado-themed fashion shows at two Neiman Marcus locations in the area with receptions that allowed for networking with dozens of event planners in the area in a fun and relaxed atmosphere. All planners in attendance were thoroughly qualified to ensure they had definite plans for executing potential events in Colorado. By attending these two events, as well as a local MPI meeting in Dallas, Chris was able to make personal connections with over 25 planners in the greater Dallas area in addition to gaining contact information for another 40+ more that were in attendance. Chris is currently in the process of following up with these planners to take steps towards potential events in Loveland over the next few years.



Northern Colorado Media Desk Side Event – There is power in numbers. As a regional collaboration, The Destination Marketing organizations of Visit Loveland, Visit Greeley and Visit Fort Collins, worked together with their PR firms to pitch Denver news and media agencies for the upcoming Fall and Holiday Season. We set up a day of Media desk sides in which we hosted 6 journalists, travel writers, editors and bloggers from AAA Encompass, 5280, 5280 Online, Denver Life, Mile High Mamas, etc. The result was phenomenal! We established a great relationship with them and highlighted our unique attributes of NOCO and our specific destinations; we have already received word that we will be featured in AAA and 5280 so far! We are planning to do another media event this winter for Spring long lead time publications!

Winter Wonderlights Update – Staff has been working with Rythm EFX on finalizing the scope of work for the contract. Staff and Rythm EFX toured Chapungu Sculpture Park and determined where lights and decor should be placed. A giant 40’ inflatable igloo (the largest of its kind) was ordered and will be delivered in October. Staff is also meeting with Centerra and McWhinney on a regular basis, working with One Tribe Creative on the designs, and with Fyn PR on marketing and social strategies. Visit Loveland and iHeart Media have partnered for radio and online promotions, with impressions expected to be around 1 million. Visit Loveland also purchased the billboard on I-25 northbound near Johnson’s Corner to promote the event. The event will kick off on November 18th – MARK YOUR CALENDARS!

FREE NIGHTLY MUSICAL LIGHT SHOW SPECTACULAR!

winter wonderlights

CHAPUNGU SCULPTURE PARK AT CENTERRA
LOVELAND, COLORADO

NOVEMBER 18 TO JANUARY 7 - 5PM TO 9PM

visitlovelandco.com



Free Nightly Musical Light Show Spectacular!

winter wonderlights

Chapungu Sculpture Park At Centerra | VisitLovelandCO.com

November 18 To January 7 - 5pm To 9pm

