

CALL TO ORDER Community Marketing Commission Chair, Tom Dwyer, called the regular meeting of the City of Loveland Community Marketing Commission to order on the above date at 6:00 PM at the City Council Chambers.

ROLL CALL Roll was called and the following responded: Albers, Coale, Clark, Dwyer, Forster, Roth, Siss and Ziglin.

MINUTES Minutes for the February 21, 2018 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report

Councilor Dave Clark presented the following:

- County Road 9 annexation is not yet complete due to many issues as it is in a residential area.
- Interviews for a city attorney are taking place.
- City Council expressed concerns with the Mayor about her many suspicions of illegal activity that is taking place.

Financial Report

Staff Liaison Cindy Mackin presented key highlights from the financial report:

- February collections were \$57,559, which is a 16% increase over February 2017 (14% year to date).
- Visitors Center sales were up 22% in January 2018 over 2017. However, traffic was down 4%.

PR Report

Staff Liaison Cindy Mackin presented key highlights from the PR report:

- The focus for February was Valentine's Day, Fire and Ice, summer planning and IPW preparation.
- PR value for February was \$696,792 with 40.65 million impressions and 2.19k social media shares.

Staff Liaison Report

Staff Liaison Cindy Mackin presented key highlights from the Staff Report:

- Fire and Ice resulted in a lot of television, radio, print and social media coverage. It was the first cold year. Most attendees came out on Sunday because it was the warmest day of the event. Attendance was estimated at 40,000. Staff met with Blazen Illuminations after learning that the event would have be put out for bid. Blazen has not received the support needed to sustain this event in downtown any further and they will not be applying to an RFP if the event will be in downtown. Blazen owns the name Loveland Fire and Ice Festival. The Downtown (LDP) contributed only \$5,000 to the event and a majority of the businesses did not contribute anything. Staff can put out an RFQ rather than RFP to see if there is interest. The CMC stated it supports moving forward with the RFQ and possibly not continuing with the Fire and Ice Festival.

- Staff is preparing for IPW in Denver in May. The Colorado Tourism Office came to Loveland and met with various partners that are on the post-IPW FAM trip itinerary. Media from seven countries around the world be coming on the FAM trip.
- Chris Bierdeman attended two days at MIC in Denver. Attendees were able to spin the wheel to win a prize including tickets to events, gift cards, and more.
- The Meetings & Events planning guide is now available online on the website.
- Visit Loveland will be at IMEX in October in the state's booth.
- Visit Loveland sponsored the Group Wedding, which received press. Attendees came from out of state and there were new marriages as well as renewals.
- Staff attended the Boards and Commissions Summit and highlighted events from 2017.

DISCUSSION / ACTION ITEMS

I-25 Expansion Projects Presentation – Scott Rees from CDOT

Larimer County is expected to grow by 52% by 2040, and Weld County by 111%. The growth has caused infrastructure issues leading to a need for expansion along I-25. The project's funding is at \$300+ million and includes funding from cities and counties. Without this support, the project would be delayed another 14 years.

The project will cover 402 to Mulberry and will be an express lane. The Mulberry interchange will be reconstructed. The Cache la Poudre bridge will also be reconstructed to raise it. Harmony Road will be widened to allow for a triple left turn on the northbound side. Windsor to Crossroads will include a median expansion. A Park and Ride will be at Kendall Parkway to allow Bustang service to be more efficient. US 34 will become three lanes at I-25. The Big Thompson River bridge improvements are not likely to happen but it will be widened in the middle. 402 will include roundabouts to improve traffic flow, and I-25 will go over 402 rather than under it as it currently does.

Benefits of the express lane include less crashes, increased trip reliability, improved bicycle, pedestrian and traffic connectivity, and more. The express lanes pricing will help manage congestion, promote carpooling, and decrease the costs associated with the construction. Toll prices will be a fixed cost.

Construction is set to begin on US 34 this July, and project completion is expected 2021. Daytime traffic will remain two lanes but there will be full closures of bridges in the construction areas when needed.

The next phases could include County Roads 66 to 56, and 56 to 402.

The Future of Winter Wonderlights Presentation – Cindy Mackin

The free winter event ran eight weeks with six weeks of programming, including professional acts like Spinphony and Kutandara, in addition to local school and performance groups. PR coverage included 102 pieces of coverage resulting in 111 million impressions with a PR value of \$288,098. A demographic survey from one Saturday night during the event showed that 31% of attendees were from Loveland but 69% were from Denver, Berthoud, Cheyenne, throughout Colorado, and even other states.

Lodging tax was up 22% in the month of December, which is during the shoulder season and right after the opening of Scheels and new hotels surrounding Loveland.

Grant money for this project was used to purchase items such as a sound system, igloo and stage. Partners such as Lowe's have already requested to be a part of this event in the future.

Staff recommends supporting this event in the future and has met with the event producers, Rythm EFX, to discuss how to grow this event and make it different. The event would take place Friday and Saturday nights rather than Saturday and Sunday nights. Staff would pursue sponsorships for the event with the extended timeframe, unlike in 2017.

Options include the same display as last year, plus igloo setup and teardown but does not include the program production (lights, music, synchronization, etc). Option A is \$58,200 to include the program production. To expand on the event, other options could be adding 7,500' of lights, a tree topper, a large Loveland sign, more snowflakes, and a tree skirt.

Discussions between Staff and the CMC resulted in a decision to move forward with \$105,000 supplemental appropriation for a 2018 Winter Wonderlights event.

Visitors Center Exceeded Sales – Presentation by Cindy Mackin

The Visitors Center sold more than expected due to how the system is set up to show cost of goods sold. When merchandise is sold it goes against a cost of goods sold line item. Not enough was budgeted for the sales in 2018. Staff requested a \$10,000 supplemental appropriation to offset these sales.

Live Loveland Campaign Funding – Presentation by Cindy Mackin

Economic Development is contributing to the Chamber's Live Loveland campaign and the Director requested that \$5,000 in funding comes from Lodging Tax Funding. A \$5,000 supplemental appropriation would be required.

Motion for Winter Wonderlights, Visitors Center Sales, and the Live Loveland Campaign

A motion was made for a supplemental appropriation of lodging tax reserves for \$105,000 to support producing and sponsoring the 2018-2019 Winter Wonderlights event at Chapungu Sculpture Park, \$10,000 for the Visitors Center, and \$5,000 for the Live Loveland campaign. The motioned was approved unanimously.

NEW BUSINESS None

PUBLIC COMMENT None

ADJOURNMENT Having no further business to come before the Commission, the March 21, 2018 Regular Meeting was adjourned at 7:45 PM.

OTHER NOTES None