

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 March 21, 2018 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report

Councilor Dave Clark presented the following:

- Moses Garcia was hired as the City Attorney.
- CORA requests have become an issue. The City receives over 400 CORA requests per year which take staff time. The Mayor is specifically requesting information on past projects such as McWhinney, Loveland Sports Park, and others.
- The US 34 Big Thompson Canyon will be open for good with no closures at the end of May. CDOT was able to make repairs during the mild winter that would have been completed later in the year with additional closures.

Financial Report

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

- Lodging tax collections were up 4% for the month of March, 11% year to date.
- Visitors Center sales were up 47% and Visitors Center traffic also increased by 76%.
- Staff created new shirt designs to help increase sales at the Visitors Center.

PR Report

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

- The Five to Love video for March focused on events.
- PR value for March was just under \$33k, with 4.6 million impressions.
- Additional PR and social media information is available in the report.

Staff Liaison Report

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

- Staff is working on visitor guides. In the past few years Colorado Life handled the ad sales, printing and design. This year they will not be able to do any of the guide so staff revisited ideas and decided to move forward with a guide without any ads. Content will include user-generated photos and minimal copy, and heavy photography directing people to the website for more information. Distribution will continue through Certified Folder, as may printing since they can handle both.

- The IPW conference is a month out.
- The Travel and Adventure show was in Denver in March. Staff attended and met with thousands of people from Denver and beyond, and signed up over 600 attendees for the Visit Loveland newsletter.
- The downtown Foundry hotel had its groundbreaking. The opening is set for spring 2019.
- Advertising in March included Loveland ArtSource Magazine, Colorado Meetings + Events and international ads through the Colorado Tourism Office in a partnership with Visit Fort Collins. The international publications have a two-year shelf life.
- Chris Bierdeman is currently working on a tourism rally scheduled for Monday, May 7th at the Loveland Chamber. 66 people have already confirmed. The goal is to get partners that have any involvement in tourism to participate, network and understand their roles with Visit Loveland.
- The Meetings and Events portion of the website includes a digital events planning guide. A groups and conferences sponsorship request form has been set up online for any organizations considering bringing their group to Loveland. Chris would like a sub-committee of two CMC members to discuss these requests when they come up.
- A group is coming next week for a tour as a result of the MIC conference.
- A monthly group sales team will be meeting to discuss how to further promote Loveland to groups that require more than one property for their groups and events.

DISCUSSION / ACTION ITEMS

Videoboard at the Downtown Foundry – Jay Hardy from Brinkman

Jay Hardy stated that he understands the goal of the CMC is to get new tourists to Loveland, and sees how the video board would incorporate this. The goal of the central plaza is to make it more than just concrete. Videoboard size would be approximately 19' x 34' and the screen resolution would be equivalent to an 1180 HD TV, built durable enough for Colorado's elements.

The use of the board could be a selling point for event sponsorships and could be used for film series and to show performances from inside the Rialto or other venues.

Challenges include sound issues, lighting into adjacent apartments, and others. The anticipated cost is about \$500,000 and is better rented than owned due to technology evolving quickly. This does not include the operational cost but most of it is expected to be covered by advertising costs. A sound component is tied in to the plaza.

Brinkman would like for the CMC to consider participation. If there was a 50/50 partnership, the CMC would get a portion of that advertising on the board. Who would be responsible for content is not yet determined. City Council Liaison Dave Clark said that Legal would need to review this for consideration and raised the question of whether the video board aligns with the CMC's goals and mission. The CMC could participate at any level of partnership. Staff Liaison Cindy Mackin sees this as more of a destination attraction and for advertising. Chair Tom Dwyer believes this is a challenging decision since the budget is so tight and it may not fit within the CMC's mission or lodging tax code. Staff needs to discuss these questions with Legal before considering.

2019 Draft Budget Discussion – Cindy Mackin from the City of Loveland

The numbers staff has been working with for the 2019 budget will change again before the next meeting. Staff is using the 2018 base budget of \$997,488 as of now.

In 2017, lodging tax collections were \$879,603 plus sales from the Visitors Center. An estimate for collections

from the two new hotels coming to Loveland in 2019 are expected to bring in an additional \$140,000 for both.

Personnel went from 42% to 47% and covers staff, benefits and now includes cost allocations which were previously included in the Visitors Center costs. Cost allocations are going to increase each year. For 2019, they will increase \$10,000 and be phased in over the next few years. The cost for personnel is \$469,529.

In the 2018 budget the Visitors Center had cost allocations included for Facilities but those costs are now in Personnel. This line item changed from 8% to 6%. This includes only operations and costs of goods sold, and does not include staff or benefits. The cost for the Visitors Center is \$62,565.

Community Marketing went from 36% to 35% and includes Miles Marketing (Colorado Tourism Office) marketing, front range regional group partnerships, Colorado Meetings and Events, and more. Colorado Eagles marketing had to be cut, as did Colorado Life and ArtSource advertising. CVENT advertising and the convention have been added to help increase group meetings and conference inquiries. Tradeshows and conferences remained the same as last year with the addition of CVENT. Contracted services such as PR/Social Media and graphics design are included in this line item. Poster distribution was added to the 2019 budget. An event production company for managing the igloos and other aspects of event assistance will be handled by another company. Event sponsorships had to change significantly and still includes events such as Corn Roast, Cherry Pie, convention attraction, and more but no longer includes: Front Range Rally (no longer exists), cultural services donation, Loveland Loves BBQ Bands and Brews, and Art in the Park. Chair Dwyer believes that the larger events or sponsorships can likely afford to be cut as those programs will survive without these sponsorship. A Valentines event is included in the 2019 budget. The cost for Community Marketing is \$351,088.

Product Improvement covers printing visitor guides, photography/videography, Wayfinding sign maintenance. The cost for Product Improvement is \$25,000.

Administrative costs include travel, office supplies, printing, memberships, equipment, and more. The cost for Administrative is \$89,306.

Additional items to consider for a budget beyond the \$997,488 includes the video board, Cultural Services donation, Colorado Life Magazine advertising, and Colorado Eagles sponsorship. Chair Dwyer would like to see where else we can cut.

NEW BUSINESS None

PUBLIC COMMENT None

ADJOURNMENT Having no further business to come before the Commission, the April 18, 2018 Regular Meeting was adjourned at 8:02 PM.

OTHER NOTES None