



**MEETING DATE:** August 15, 2018  
**TO:** Community Marketing Commission  
**FROM:** Cindy Mackin, Visitor Services Manager  
**TITLE:** June and July Update



**SUMMARY:** This is a report for the months of June and July

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 two months, the following has been accomplished:

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[VisitLovelandCO.com](http://VisitLovelandCO.com)

**Lodging Tax** - Lodging Tax collections for June were up 16%: \$89,313 in 2018 vs. \$77,091 in 2017. July collections were the second highest in history at \$104,752 (\$95,177 in 2017 for a 10% increase). The total collections year to date are \$502,031 at an 11% increase year to date.

**Visitors Center** - The Visitors Center collected \$7,523 in sales for the month of June, a 10% increase over last year. July sales were down 1% with \$7,537 in sales. Total sales at the Visitors Center year to date are \$55,648 which is 15% over last year.

In June the Visitors Center traffic experienced an increase over 2017, from 1,778 visitors to 1,819. Traffic for July remained the same over 2017. Total traffic at the Visitors Center for 2018 year to date is 10,709.

**Visit Loveland Sponsored Events** - The Visitors Center staff and volunteers manned booths at several Visit Loveland sponsored events. These included the Cherry Pie Festival and Loveland Loves BBQ Bands and Brews. They passed out visitor guides and promo items at these events.



**June and July Newsletters** – The June e-newsletter included the US 34 opening, outdoor water activities, the Foote Lagoon summer concert series, Loveland Farmers Market, the Meals on 4<sup>th</sup> celebration and included a link to the June Five to Love video. July’s e-news was focused around outdoor activities and events such as the July 4<sup>th</sup> celebration, Cherry Pie Festival, Loveland Loves BBQ Bands and Brews, and the July Five to Love video.



### Explore Loveland, and Beyond.

Loveland is the perfect base camp for all things outdoors in Northern Colorado. There's no shortage of lakes or outdoor activities, and it's only a 35-minute drive to Estes Park through the beautiful US 34 Big Thompson Canyon.



### Take a dip, slide, paddle, swim, jet ski or more...

Sit on a sandy beach at North Lake Park, slide down the slide at Winona Pool, sail or kayak at Carter, or jet ski at Boyd Lake.

Whatever your preferences, Loveland has a great variety of water activities. Cool down in the water with the Rocky Mountains as your backdrop.



### Your Summer Bucket List

Fireworks over a lake. Music under the stars. BBQ and cherry pies. It's all here in Loveland, Colorado. Read below and make your summer bucket list now.

### Have Fun & Chill Out



32 parks, a sandy beach, water slides, 3 golf courses, hiking and biking trails, and several lakes offer great ways to enjoy the summer.

After spending some time outside, cool off on a patio or inside with a beer, wine, or cool beverage at a brewery, winery or restaurant.

[Find Your Fun](#)

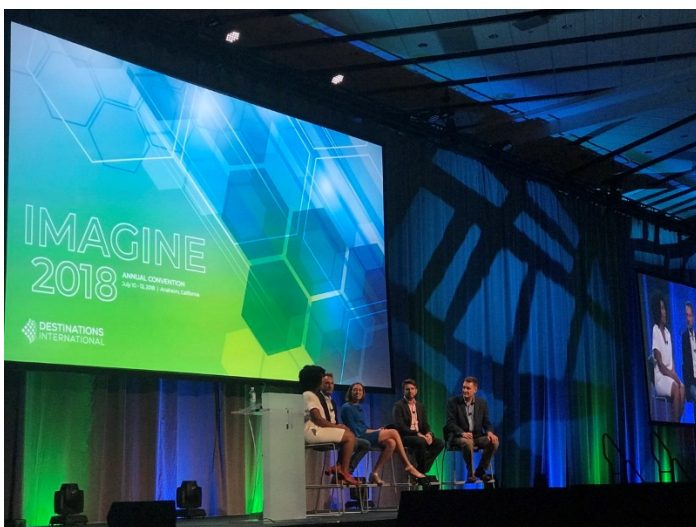
[Sip and Savor](#)



### 2018-2019 Visitor Guides

The new visitor guides are now available to help you plan your Loveland adventures. [Order a free hard-copy](#) to be mailed to you to see what's new.

**Destinations International Conference** – Visit Loveland staff attended the annual Destinations International (formerly Destination Marketing Association International DMAI) conference in Anaheim, California in July. Keynote speakers included Visit California and Visit Las Vegas directors, as well as celebrities such as Abby Womach and Tyler Florence. Staff divided up classes and sessions during the three-day conference and attended networking events.



**CVENT Connect Conference** - From July 23-26, Chris Bierdeman and Donna Clark of the Embassy Suites Loveland were able to attend Cvent CONNECT as exhibitors for Visit Loveland. We attended industry classes, heard from inspirational keynote speakers, including Laura Schwartz, the former director of events for the White House under Bill Clinton—but most importantly, had the opportunity to network with thousands of event planners (there were over 2,000 of them in attendance!), including a series of one-on-one appointments with 18 of them on the Trade Show day. The Trade Show was their biggest one yet with 330 exhibitors and more than 5,800 appointments. Ultimately, Visit Loveland directly connected with more than 25 highly qualified leads, which we have since followed up with via email and LinkedIn. Chris will track each of these to determine any directly related bookings.



**2019 Valentines Event** – Because it had been a few years since an RFP was put out for the annual Fire and Ice event, staff was required to put out the project. Staff received several responses but ultimately selected to work with the Loveland Chamber of Commerce on a 2019 Valentine’s event. Blazen Illuminations, who own the rights to the name Loveland Fire and Ice Festival, are moving the festival to the Ranch Events Complex and making it a ticketed event. By working with the Chamber, the new Valentine’s event will remain in downtown and free to the public. Staff is working closely with the Chamber on ideas for the event and more information will be available soon.

**2018 Winter Wonderlights Event** – Staff put out an RFP for event production services for the 2018 Winter Wonderlights event. Only two responses were received and staff selected Rythm EFX to once again produce the event. The event will

be held Friday and Saturday evenings starting the weekend before Thanksgiving and will run until January 1<sup>st</sup>, 2019. Staff is currently meeting with potential sponsors, entertainers, and more to come up with new fun ideas. More information will be available soon.

**Advertising** – Ads for Colorado Meetings + Events, the Chamber’s Dancing with the Stars, Loveland Art Studio Tours and Loveland Art Source Magazine were completed in June and July.

**ENTERTAINMENT VENUES**

**PUBLIC ART**

**MUSEUMS AND GALLERIES**

Get your culture on!

Home to the largest outdoor sculpture show in the U.S. and named one of the top five art towns in America. Loveland has culture you will love and so much more. With a world-renowned public art collection, a nationally accredited art and history museum and a 1920's historic theater, the arts are an integral part of Loveland's culture.

**LOVELAND COLORADO**

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[visitlovelandco.com/ArtSource](http://visitlovelandco.com/ArtSource)  
970.667.3882 • I-25 at US 34 • Loveland Exit 257

MINILO THEATRE SCHWABER GALLERY AND PUBLIC PLACES

**Awesome Meets Here**

Plan Your Meeting

Chris Bierdeman, Tourism Group Sales Coordinator  
(970) 962-2602 [VisitLovelandCO.com/CME](http://VisitLovelandCO.com/CME)

**LOVELAND COLORADO**

**EMBASSY SUITES** by HILTON  
Loveland Hotel, Spa & Conference Center

**The Ranch**  
Larimer County Fairgrounds and Events Complex

**LOVELAND**

Everything You Love

We are home to hundreds of talented artists, a world-renowned public art collection, a nationally accredited art and history museum and the largest outdoor sculpture show in the US. Visit Loveland and discover for yourself that the arts are everywhere you look.

[visitlovelandco.com/Artstudiotours](http://visitlovelandco.com/Artstudiotours) | 970.667.3882 • I-25 at US 34 • Loveland Exit 257

**Ballet**

**Modern**

**Sailing**

**foxtrot**

**TANGO**

**Belly**

**RIVER**

**Boogie**

**Let's Dance!**

**LOVELAND COLORADO**

Everything You Love

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