



**MEETING DATE:** September 19, 2018  
**TO:** Community Marketing Commission  
**FROM:** Cindy Mackin, Visitor Services Manager  
**TITLE:** August Update



**SUMMARY:** This is a report for the month of August

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 August were the second highest in history at \$105,295 (7% up over 2017 and 10% up year-to-date). Total collections year-to-date are \$607,326.

**Visitors Center** - The Visitors Center sales in August were \$11,174 which is 72% over August 2017 and a 21% increase year to date over last year. The Visitors Center sales at the Art in the Park were a large contributor to the increased sales.

**Art in the Park** - The Visitors Center staff and volunteers manned a booth at Art in the Park during the sculpture show weekend. They passed out visitor guides and promo items at these events as well as sold merchandise.

**Sweetheart Festival Event** – Staff is working with One Tribe on a logo design for the event. One of the largest attractions of the event will be a 30 foot wide and 10 foot tall LOVE locks sign. Attendees will be able to purchase a lock to put on the metal sculpture. The Chamber and staff are working with a local design firm on the construction of the project. In addition to the lock sign, a lost love balloon release will take place at the festival along with a chocolate and beer pairing, and other activities.



**Corn Roast Festival** – Visit Loveland staff along with the Economic Development Department participated in the corn shucking competition at the Corn Roast Festival. Valentina and Farmer Chris rode in a classic car during the parade. Visitors Center staff manned a booth at the event and had successful sales.



**August Newsletter** – The August newsletter focused on sculpture show weekend, the Larimer County Fair and Arise Music Festival as well as the August Five to Love video and other upcoming events.



## *An Amazing August Awaits You*

Some of Loveland's most exciting events take place in August. From long-running art shows, a county fair, celebration of corn, music festival for the masses and much more, enjoy a cultural experience.

As busy as you will be enjoying the events, don't forget to enjoy some outdoor activities like horseback riding or hiking, shopping and dining - we have everything you love!



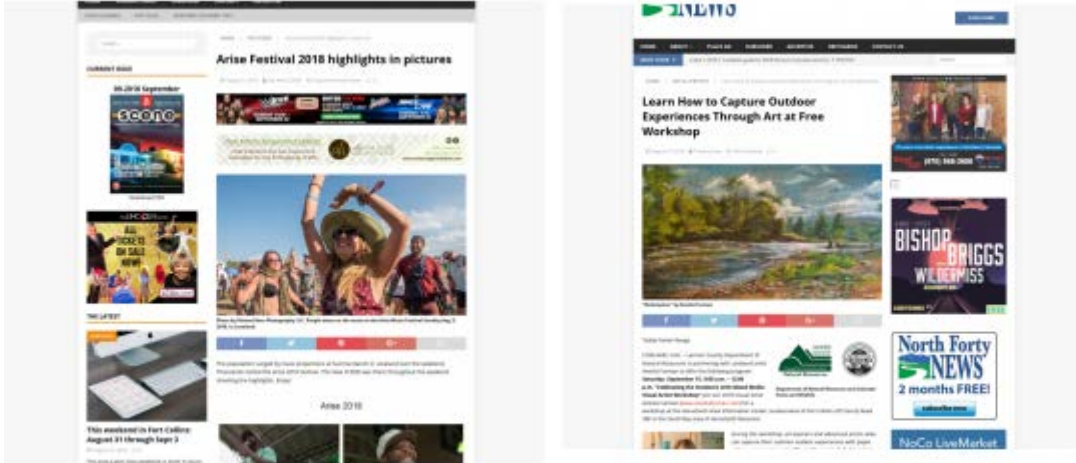
### *An Art Lover's Paradise - August 11th and 12th*

The 35th annual [Sculpture in the Park Show and Sale](#) is the largest of its kind in the US with over 2,000 pieces by 160 sculptors.

Art, music, over 200 artisans, a beer garden and much more make the annual [Art in the Park](#) a not-to-be-missed event.

[Get Shuttle and Other Show Information Here](#)

**PR and Social Media** – In August, Loveland was featured in 57 pieces of media valued at \$1,029,330 and received 70,463,929 impressions. Loveland was featured on 9News, 303 Magazine, the Denver Channel and much more. Top priorities included fall stories and media relation, winter planning, and digital and social media priorities for September.



**Winter Wonderlights** – Staff is meeting with potential sponsors and partners for Winter Wonderlights planning. The event will run each night from 5-9 PM from November 16 to January 1 with special programming on Friday and Saturday nights. Spinphony will be kicking off the event on opening night and other performance groups are already signed up. Advertising will take place through a partnership with over 1,400 iHeart Media radio commercials and in 162 television commercials through Comcast on targeted top kid television stations. Additional lighting and components such as a lit inflatable tunnel will be added this year, and staff is working on getting lights placed in downtown Loveland as an additional component for the holidays to attract visitors to the city.

**Advertising** – Advertising included online Colorado Meetings and Events and an ad for the winter issue of Colorado Life Magazine.



  
**winter wonderlights**  
 LOVELAND CHAPUNGU SCULPTURE PARK

Come celebrate the season of wonder and family fun in Loveland, with 12 festive events and activities this holiday season, including Winter Wonderlights, the award winning free holiday light show.

Winter Wonderlights | Loveland Light Trail | Downtown Festival of Lights | Christmas Walk in the Woods  
 Breakfast with Santa | Ice Rink at the Promenade Shops at Centerra | Jim Brickman Joyful Christmas  
 Mannheim Steamroller | Vienna Boys Choir | Oak Ridge Boys | Scrooge the Musical | Jingle Bell SK



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Winter Wonderlights Presented By

