



MEETING DATE: October 17, 2018

TO: Community Marketing Commission

FROM: Cindy Mackin, Visitor Services Manager

TITLE: September Update

SUMMARY: This is a report for the month of September

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:

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

Lodging Tax - Lodging Tax collections for September were \$102,455. This is a 3% decrease over 2017, which was expected since September 2017 was the highest month of collections on record. Year to date, collections are up 8% with total collections at \$709,791.

Visitors Center - The Visitors Center sales in September were \$6,276, a 12% increase over September 2017 and a 20% increase over 2017 year to date. Traffic was up 7% with 1,657 visitors in September.

Business Appreciation Breakfast – Visit Loveland, as part of Economic Development, helped host the annual Business Appreciation Breakfast with the theme “Imagine” at the Embassy Suites Hotel. The keynote speaker was Jeremy Bloom, former Olympian and NFL player. Various City of Loveland departments had booths at the event and a breakfast buffet was available for all attendees.



September Newsletter – The September newsletter focused on the change of seasons and outdoor events. It included information for Pastels on 5th, Thunder in the Rockies, the Goodguys Car Show, and the changing leaves at Benson, Chapungu and downtown.



What's happening in Loveland...

A September to Remember

Come Experience the Fun



Labor Day weekend kicks off in a major way. [Thunder in the Rockies](#), the annual bike rally at Thunder Mountain Harley-Davidson, is host to national touring acts including Bret Michaels and Tesla, over 100 vendors, competitions and much more.

5th Street in downtown Loveland comes to life September 8 during [Pastels on 5th](#). Artists take their skills to color the street with stunning designs using sidewalk chalk. The event includes live music, food, an Artist Marketplace, and a children's art area where kids can create their own sidewalk masterpieces.

Also on September 8th you can head over to the Ranch Events Complex for the [Goodguys 21st Colorado Nationals](#) car show featuring competitions, entertainment and a kids zone.

[Loveland's Oktoberfest](#), [Farmer's Market](#), and other great events are also taking place in September so be sure to check our website for more details.

[Explore Events in Loveland](#)

Golf Media FAM Trip – Visit Loveland was VERY excited to work with the Colorado Tourism Office to host the Golf Channel and several freelance journalists covering the new TPC Golf Course in Berthoud. They visited Loveland in September to get familiar with the course and the area. Since there are no lodging options in Berthoud, the journalists stayed in Loveland and were taken to Door 222, several breweries as well as to MoBetta. An article was released in Golf Vacations Magazine, there will be a video on the golf channel and Loveland will be mentioned as the closest destination for lodging and great restaurants as result of this FAM trip.

Site Tour with Thompson Students – In September, the Mayor toured approximately 75 Thompson ISD first-graders at the City offices. Visit Loveland passed out goody bags with coloring sheets, crayons and more. Valentine also made a special guest appearance.



PR and Social Media – In September, Visit Loveland was featured in 36 pieces of media coverage with a PR value of \$182,459 and 45,900,282 impressions. Top priorities were the TPC golf FAM trip, fall stories, and winter story ideas for media.



Winter Wonderlights – Staff has continued to work on securing sponsors for Winter Wonderlights. Kaiser Permanente will be the entertainment sponsor, and Loveland Laser Tag will be a promotional item sponsor. All performance slots have been filled and there is currently a waiting list for openings. Food vendors will be onsite, including The Human Bean and Heaven's Popcorn as well as various food trucks rotating each weekend. Princesses and face painting will be inside the igloo. All the songs have been selected for the musical light show and Rythm EFX will begin the installation of lights in October. Be sure to check www.visitlovelandco.com/winterwonderlights regularly for updated event information. Opening night will include a performance by Spinphony and the Loveland Public Library will have an on-site unicorn ornament decorating station.

