

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, Clark, Cocek, Dwyer, Roth and Siss. Clark and Forster were absent.

MINUTES Minutes for the October 17, 2018 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report

None

Financial Report

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

- Lodging Tax collections for October were \$94,087. This is an 8% increase over 2017. Lodging tax collections for November were \$74,307, a 1% increase over 2017. Year to date collections are up 7% with total collections at \$878, 175.
- Visitors Center sales in October were up 2% with \$5,181 collected. November sales were down 19%. YTD numbers are +15%.
- Traffic to the Visitors Center was up 5% in October and up 3% in November with 1,597 visitors. Visitors are up 6% YTD with a total of 17,291.

PR Report

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

- In October, Visit Loveland was featured in 58 pieces of media coverage with a PR value of \$190,748 and 1,066,441,181 impressions.
- In November, Visit Loveland was featured in 100 pieces of media for a PR value of \$447,410 and 35,402,157 impressions.
- November 1 and 2, the Visit Loveland crew hit the road and delivered over 30 media gift baskets and had desk side meetings with journalists and editors. The primary focus for these time periods was fall/winter holidays and events, and Valentines Day. Highlights include: Golf Vacations Magazine, West Jet Magazine, FOX 31 and more.

Staff Liaison Report

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

- The October and November newsletters were sent out to over 24,000 Visit Loveland subscribers. The newsletters focused on our fall story from where to view the colors to Halloween activities to Loveland Studio Arts Tours. November focused on Winter Wonderlights, Downtown Tree Lighting, Shopping and Entertainment.
- Winter Wonderlights kicked off in November. Opening night featured Spinphony and City Officials including several councilors, the Mayor, City Manager and more attended. Television commercials ran in November and December to promote coming to Loveland for the event and for other Loveland holiday events. Over 734 pounds of food were collected for the Larimer Food Bank and toys were

collected for Santa Cops of Larimer County. Each week, staff drew names for prizes and most attendees were from outside of Loveland. Overall, the event was succesful when gauged by traffic, publicity, where people were coming from, and comments from attendees about the event.

- Visit Loveland launched the Loveland light trail along with Winter Wonderlights on November 16th. This self guided tour to all of the major public light displays covers the east side of Loveland all the way through downtown and to the west side to Christmas Walk in the Woods. Media and visitors embraced this map.
- Staff along with the Loveland Chamber are awaiting the new Love Lock sculpture. The piece will be 30 feet wide and 10 feet tall, and will spell out LOVE. The other side will have a metal grid where people can lock their love, similarly to what some European countries have done. The locks will be sold at the Sweetheart Festival and also at the Visitors Center. The sculpture will be permanently on display at the Visitors Center after the Sweetheart Festival.
- Staff is working with the Chamber on the January 3rd Valentine’s Press Conference. Media is expected to attend. The press conference will cover all things related to Valentine’s Day in Loveland such as the new festival, beer, coffee, valentine re-mailing program, and more. The new Love Lock sculpture will be unveiled that evening. All CMC are invited to attend.

DISCUSSION / ACTION ITEMS

None

NEW BUSINESS

None

PUBLIC COMMENT

None

ADJOURNMENT

Having no further business to come before the Commission, the December 19, 2018 Regular Meeting was adjourned at 7:40 PM.

OTHER NOTES

None