

Cindy L. Mackin City of Loveland, Colorado Visitors Services Manager Economic Development

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VisitLovelandCO.com

MEETING DATE: March 27, 2019

TO: Community Marketing Commission

FROM: Cindy Mackin, Visitor Services Manager

TITLE: February Update

SUMMARY: This is a report for the month of February

This position was created with the vision to establish and promote Loveland as a worldclass destination for art, leisure and business through the implementation of the Destination Loveland Strategic Plan. Over the last month, the following has been accomplished:

Lodging Tax - Lodging Tax collections for February were \$60,850. This reflects a 6% increase over 2018. Year to date, collections are up 3% with total collections at \$114,406.

<u>Visitors Center</u> - Visitors Center sales in February were \$26,900, a 61% Increase over 2018. This is the single highest month of sales on record. This increase is due to the Love Locks sales at both the Visitors Center and at the Loveland Sweetheart Festival the weekend of February 8th and 9th.

<u>PR and Social Media</u> – The PR/social media focus for February was Valentine's Day and promoting the Loveland Sweetheart Festival as a destination event. The PR value for February was **\$430,265 with over 104.9 million** impressions and 8.71k media social shares. Staff, including the Chamber and Valentina, appeared on multiple television segments in Colorado Springs and Denver. Loveland was featured on 9 News, CBS 4, Coloradoan, Fox 31, KDVR, Laranue Kuvem Wyoming News, Yahoo and many others.



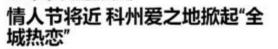
Loveland gets some LOVE from China – Visit Loveland partnered with the Colorado Tourism Office and our representatives in China for a special promotion and contest that they ran on Weibo (a microblogging social media platform – basically equivalent to our Facebook but with over 445 million monthly users.) Visit Loveland worked to craft a fun press release on Loveland during the Valentines month, playing up the Sweetheart City Angle, the new LOVE sculpture, the chambers

valentines remailing program and newly launched Sweetheart City Festival. The results were phenomenal! Visit Loveland's press release and our photos were picked up by the chinese wire and covered on over 27 different chinese websites including Travel Weekly! Our :30 video that we created for Weibo was viewed 89,000 times! To put that into perspective our next highest video viewing is our basic Loveland commercial that has been viewed 18,000 times. With a advertising Value of over **\$280,000** just for the websites alone, this was a HUGE success! To incentivise people to interact with the contest, they won prizes like our Visit Loveland Heart Pens, Love Locks, Pins, Loveland Coffee, 2019 Valentines, heart necklaces and more! It was an amazing partnership and a GREAT way to spread the LOVE of Loveland around the World!!!

8 A. A



为运用部件完全的每人员,科罗拉多州夏之间(oveland)巡迎"借人员礼档经济活动(Valentine Re Mailina Program)"和雷色提人分等活动。



2019-01-18





料州援之地(LMRLAME) 方委西主――委債特寄編(会債人节 ▲ admin © 2回之前 m 20年前



在科學拉多州北部,有一位为變形生的小成——變之地(Loveland),它是奧里等品的詞心域(The Sweetheart City),平日里,这是虛保度文艺的艺术之域,加拿了全球的古種發芽的精妙作品;而由 每年2月這近,这里就在有了浓浓的愛愛,發光祭祥的供祝乐的闲让这座部心或陷入一场最更热的 全域加加。

爱恩转费——以爱为名的情人节接持惊喜



Topic: Lock your love and experience a Valentine's Day unlike any other, only in the nation's Sweetheart City, Loveland! Views: 89,000

Retweets: 38



<u>Monthly E-Newsletter</u> - The February newsletter was focused around Valentine's Day and happenings in Loveland during the month of February. The Loveland Sweetheart Festival was the primary focus but also included shopping at the Visitors Center, lodging packages and events throughout the month.



Lock your love in the Sweetheart City...



Valentine's season just got sweeter.

The first annual Loveland Sweetheart Festival: Love Locks and Lights kicks off Feb. 8 - 9. The festival will feature the LOVE lock sculpture, Palace of Sweets inside the largest inflatable igloo, live music, lost love luminarias, mapping projections and laser light shows, Sweetheart Classic 4-miler, kids zone with the largest inflatable toboggan slide, beer and wine garden, community art installations, kids contests, and much more!



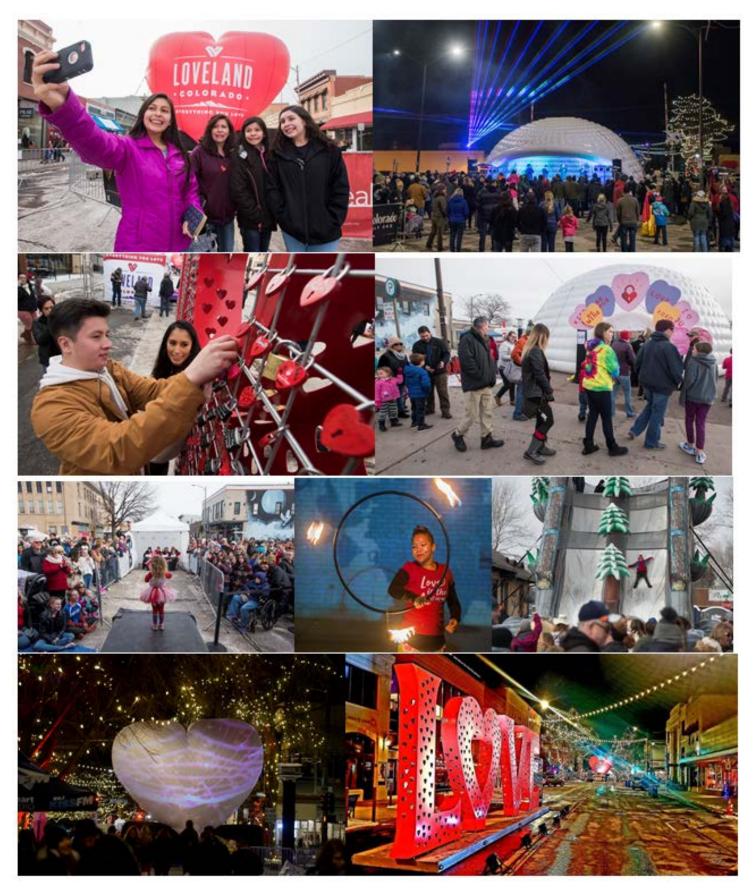
Group Sales Report, February 2019

<u>Site</u> Visits - On Monday, February 11th, Chris Bierdeman hosted in a Loveland site visit for representatives from the American Association of Physicists in Medicine, who are in the process of sourcing their annual conference for 2023. After touring the Embassy Suites, Chris was able to take them on an abbreviated tour of area attractions, including a sculpture park, shopping areas, the Loveland Visitors Center and the Love Lock sculpture.

<u>RFPs</u> - Visit Loveland received and responded to four (4) new RFPs during the month of February 2019, compared to one (1) new RFP during February 2018.

Loveland Sweetheart Festival – The first annual Loveland Sweetheart Festival: Love Locks and Lights took place on February 8-9th this year! With only 6 months to plan, the Chamber and Visit Loveland worked hard to develop an event which focused on further enhancing the sweetheart brand and attracting visitors to a true destination event. Highlights of the event included the 35 foot Love Lock sculpture that was placed in the center of 4th Street. The enormous inflatable Visit Loveland heart that set the scene with special Mapping projections visible in the evening. The Palace of Sweets Igloo featuring Local loveland chocolatiers and confectionaries. A Huge heated tent featuring 7 breweries and wineries from Loveland. Food Trucks, Art installations Live bands and performances and the first annual Little Miss Valentines and Little Mr. cupid contest was a crowd favorite for sure!! Inside the 4th Street Gallery a temporary store was set up for the visitors center to sell Loveland Locks for the weekend. The other side of the gallery was occupied by a Love in a Steampunk World exhibit. In addition to the Love Lock, the festival had a kids zone with a giant inflatable tobogan slide and other family friendly activities. Overall it was a wonderfully attended event, we learned a LOT about what worked, what did not and

what we can do better going forward to create a world renowned destination event for years to come. A HUGE thank you to the Chamber and their staff for working so hard with Visit Loveland on this event!



<u>Advertising</u> – In February, ads were placed in the Chamber Annual Dinner program, Colorado Meetings + Events Magazine, and ArtSource Magazine.



Home to the largest outdoor sculpture show in the U.S., the largest love locks sculpture 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.



VisitLovelandCO.com/Artsource | 970.667.3882 • I-25 at US 34 • Loveland Exit 257