

CALL TO ORDER Community Marketing Commission Chair, Tom Dwyer, called the rescheduled meeting of the City of Loveland Community Marketing Commission to order on the above date at 6:00 PM at the City Manager's Conference Room.

ROLL CALL Roll was called and the following responded: Albers, Anderson, Dwyer, Forster, Melena, and Roth. Cocek, Clark and Siss were absent.

MINUTES Minutes for the February 20, 2019 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report

No Council Liaison report was available.

Financial Report

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

- Lodging tax was up 6% for the month of February. This does not include the new Courtyard by Marriott property.
- The Visitors Center had \$26,900 in sales in February which is a 61% increase over 2018. Locks were 51% of the sales.
- Traffic to the Visitors Center was up 18%.

PR Report

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

- PR value for February was over \$430k. Visit Loveland was on television promoting Valentine's season in Loveland and the new Loveland Sweetheart Festival.
- A China promotion resulted in significant PR in February. Website PR value was over \$280k alone. Weebo, similar to Facebook in China, had over 89,000 views of the Visit Loveland video.

Staff Liaison Report

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

- The February newsletter included information about the Loveland Sweetheart Festival and all things in Loveland for Valentine's Day.
- Chris Bierdeman hosted a site visit with a group in conjunction with the Embassy Suites and Visit Denver.
- Visit Loveland received four RFP's in February 2019 compared to one in 2018.
- Visit Loveland was on the cover of Group Tour Magazine which included an article on Loveland, and was also included in Colorado Meetings and Events Magazine.
- The Loveland Sweetheart Festival took place February 8 and 9, 2019, a partnership between Visit Loveland and the Loveland Chamber of Commerce. It showcased the LOVE lock sculpture, brewery garden, live music, mapping and lighting projection, kids area, contests, and more. The 2020 event will be on Valentine's Day. The Foundry will be open by then and will be part of the festival.
- Advertising in February included Art Source Magazine, the Chamber's Annual Dinner program, and Colorado Meetings + Events.

- The Events Funding Committee had a call and agreed to fund several events that were not previously budgeted or anticipated.

DISCUSSION / ACTION ITEMS

NEW BUSINESS

PUBLIC COMMENT None

ADJOURNMENT Having no further business to come before the Commission, the March 27, 2019 Rescheduled Meeting was adjourned at 6:47 PM.

OTHER NOTES The Mayor is requesting information about what is being done in the tourism industry because she believes that the City's sales tax revenue is not increasing as much as it should. Lodging tax can only be used for specific purposes and cannot be taken back to the public for additional review. However, the tax can be taken back for consideration of additional items such as increasing the tax or using it for other items. A meeting is scheduled to discuss lodging tax.