

1 **City of Loveland**  
2 **Community Marketing Commission**  
3 **Meeting Summary/Special Meeting Time**  
4 **April 7, 2011**

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6 A meeting of the Loveland Community Marketing Commission was held on Thursday, April 7, 2011 at  
7 5:00 P.M. in the City Managers Conference Room of the Civic Center at 500 East Third Street, Loveland,  
8 CO. Community Marketing Commissioners in attendance were: Chair, Rich Harter, Vice Chair, Linda  
9 Hughey, Tom Dwyer, Rosemary Prawdzik, Judy Saffell, Leslie White, Alternate, Justin Erion, Council  
10 Liaisons, Carol Johnson and Cathleen McEwen, Staff Liaison, Betsey Hale, and Nikki Garshelis,  
11 Business Development.

12  
13 Guests: Mac Juneau from High Plains Arts Council, Kristine Koschke from Engaging Loveland, Dawn  
14 Putney from Toolbox Creative and Susan Ison from the City of Loveland

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16 **CALL TO ORDER**

17 *Commission Chairman Harter* called the meeting to order at 5:00p.m. and congratulated the City  
18 Councilors, Betsey Hale and Nikki Garshelis on the ACE Project.

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20 **APPROVAL OF MINUTES**

21 *Commissioner Hughey made the motion to approve the March 3, 2011 meeting minutes, Commissioner*  
22 *Prawdzik seconded the motion and it passed unanimously.*

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24 **PUBLIC COMMENT**

25 Mac Juneau of High Plains Arts Council said he would like to correct the minutes of the March 3<sup>rd</sup>  
26 meeting by adding his comment that the grant application did not have any questions specific to the grant  
27 proposal.

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29 **CITY COUNCIL LIAISON REPORT**

30 *Council Liaison Carol Johnson* reported on the ACE Project and reminded everyone that there was still  
31 more work to be done before it is complete.

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33 **NOCO LINK**

34 *Commissioner Saffell* reported that she attended the NoCo Link meeting on April 6<sup>th</sup> along with Janice  
35 Mount, Mary Jo Morgan, Susan Ison and Nikki Garshelis. The next video segment will highlight the  
36 walking, hiking and biking nature trails, Chapungu Sculpture walking tour, McKee's walking garden,  
37 Devil's Backbone and MCR's nature and art gardens, as well as other Loveland vistas, she said. Janet  
38 Meisel-Burns of the City of Loveland will be contacted for information on the trail system in Loveland.  
39 Other resources are available to assist with the videos. Janice Mount was pleased that Susan Ison  
40 reminded her of the "Works of Art" video to incorporate into the foundries video, Commissioner Saffell  
41 said. Janice is currently spending more time on the videos than originally planned, she added. There was  
42 a discussion about putting the videos on flash drives to be given out at the Governor's Tourism  
43 Conference in September. The Commissioners agreed the flash drives are a great idea.

44  
45 **STAFF LIAISON REPORT**

- 46
- 47 • Betsey Hale reported that the lodging tax monies are up almost \$10,000 from last year. In March  
48 2010 the tax revenue was \$26,754 and in March 2011 tax revenue was \$35,518, she reported. It  
49 trended up the same in February, she said.
  - 50 • Betsey reported that she met with Kristine Koschke and Bruce Wallace of Engaging Loveland to  
51 discuss their role in the September Governor's Tourism conference. She asked Engaging  
Loveland to prepare a proposal for services to recruit and train volunteers for bus tours, event

1 assistance, and conference assistance as well as the design and ordering of banners and a  
2 marketing booth. Once she has time to prepare a complete budget for the conference, she will  
3 present it to the CMC, she said. Other conference costs will include an evening event at Benson  
4 Sculpture Park, a foundries tour, which will necessitate buses, give away items and marketing  
5 materials. The Commissioners agreed that they would like to host the event and provide host  
6 duties at the conference along with City Councilors. The Commissioners discussed paying for  
7 the event, services and materials and decided it is important to promote Loveland in its best light.  
8 Betsey explained that because the budget funds were already approved by City Council the CMC  
9 would not have to return to them for approval. The conference will be held from September 21-  
10 23, 2011.

- 11 • Betsey reported that Toolbox Creative is doing a great job and currently Corona research is  
12 conducting phone surveys of stakeholders. Commissioner Prawdzik reported that she has been  
13 attending the stakeholder interview meetings including art sessions, event organizer meetings,  
14 retailers, restaurant and hotelier meetings. She said the hospitality group was very vocal.  
15 Commissioner White agreed and said the hotel group wants a CVB. There was a discussion  
16 about not doing any more summer events because the hotel rooms are full most of the summer.  
17 Betsey said that she and Nikki attended the City facilities meeting and found out interesting  
18 information about sports events in Loveland and where there are gaps in the schedule.
- 19 • Betsey reported on the written request for the reuse of the grant funds for the Visitor Center by  
20 Brian Willms. She explained that Brian originally requested approximately \$80,000 in annual  
21 funds to support the Visitor Center which would include a full time staff person with benefits.  
22 After a review of the request by the City Manager, the suggestion was made to wait until Toolbox  
23 Creative had completed its marketing study and report before funds were permanently committed.  
24 The \$30,000 grant funds appropriated in 2010 were suggested as an interim solution to Brian. He  
25 agreed to draft a proposal to utilize the funds through the summer season, she explained. After a  
26 discussion, the Commission decided that the use of the funds would be appropriate for this  
27 purpose. Councilor Johnson suggested the time frame and hours be amended to cover the busiest  
28 dates and times. The CMC agreed with her suggestion.

29  
30 *Commissioner Hughey made the motion to recommend the change in usage of the \$30,000 grant*  
31 *funds by the Visitor's Center as described in Brian Willms proposal dated April 7, 2011, with the*  
32 *following amendments:*

- 33 1. *The Visitor's Center will be open for twenty two weeks from the date of temporary staff*  
34 *hire not to begin before May 15, 2011.*
- 35 2. *During this time the Visitor's Center will be open during the peak season seven days a*  
36 *week from 9am-5pm. During the off peak season the Visitor's Center will be open*  
37 *Tuesday-Saturday from 9am-5pm and on Sunday from 9am-3pm. Closed on Monday.*

38 *Commissioner White seconded the motion and it passed unanimously.*  
39

#### 40 **GRANT REVIEW/DISCUSSION AND RECOMMENDATIONS**

41 *Chairman Harter* introduced the grant application process by explaining that the proposals were reviewed  
42 prior to the meeting. *Chairman Harter* reported that he and *Vice Chair Hughey* met with the City  
43 Manager and Betsey Hale last week and discussed information received by Toolbox during their research  
44 and interview process. The City Manager suggested that it may be wise to limit grant funding until the  
45 strategic plan is complete, he explained. After some discussion the Commissioners began their discussion  
46 of grant applications.

47 **Their final decisions to recommend to City Council on May 3rd were as follows:**

#### 48 **1. May Historic Preservation Month- Recommended amount \$3,000.**

49 The grant request was for \$3,715 from the City of Loveland Historic Preservation  
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1 Commission to assist in funding marketing materials and events primarily located in  
2 Downtown Historic Loveland during the month of May 2011. The Community Marketing  
3 Commission voted to recommend the funding of a walking brochure that could be utilized  
4 throughout the year, not just during the event in the month of May. The CMC recommends  
5 that the brochure be distributed to area hotels and the Loveland Visitor's Center as well as  
6 the Loveland Museum and other venues. In addition, the CMC recommends that the  
7 brochure be featured in electronic form on the City's website and other appropriate websites.

8 **2. Snow Sculpture in the Dark and Holiday Festival- Recommended Amount \$10,000**

9 The grant request was for \$10,000 from Engaging Loveland to assist in funding advertising,  
10 marketing materials, entertainment, printed materials and other various event costs. The  
11 event will be held December 5-11, 2011 in Downtown Loveland and four other locations in  
12 Loveland. The Community Marketing Commission voted to recommend the funding of this  
13 event due to the well thought out marketing plan to reach potential visitors in the Denver,  
14 Wyoming and Nebraska areas as well as counties in Colorado inside and outside Larimer and  
15 Weld Counties. This will be the second year for the event which is modeled after the Snow  
16 Sculpting Event held in Breckenridge in January each year.

17 **3. Sweetheart Balloon Rally- Recommended Amount \$5,000**

18 The grant request was for \$5,000 from Engaging Loveland to assist in funding advertising,  
19 marketing materials, printed materials and other various event costs. The event will be held  
20 during the Corn Roast Festival at Fairgrounds Park August 26, 27 and 28, 2011 in Loveland.  
21 Twenty hot air balloons will be launched at this year's event with the eventual goal of 100  
22 balloons. Engaging Loveland partners with the Colorado Balloon Rally which brings out of  
23 the region visitors, balloonists, their teams and families. Promotional reach includes  
24 Cheyenne, Wyoming to Colorado Springs, CO. The Loveland Sweetheart Balloon Rally is  
25 the only event of its kind in Northern Colorado.

26 **4. Denver Marketing Test for Sculpture In The Park 2011-Recommended Amount**  
27 **\$15,000**

28 The grant request was for \$15,000 from High Plains Arts Council to assist in funding a direct  
29 mail promotion plan in the Denver area. An annual event, Sculpture in the Park is held in  
30 Benson Sculpture Park on August 12-14, 2011. It is a nationally recognized sculpture show  
31 featuring 171 sculptors and over 2100 pieces of artwork from across the nation. In its 28<sup>th</sup>  
32 year, the show attracts over 15,000 visitors (19% from out of state) and has revenues of over  
33 one million dollars per year. Approximately 2,640 room nights are consumed by show  
34 visitors during the event. Direct economic impacts include sales tax revenue, \$110,000 of  
35 show expenses spent locally, and the donation of approximately \$100,000 annually to the  
36 City of Loveland in the form of sculpture and capital improvements. The grant funds will be  
37 used on new advertising to targeted high income zip codes within the Denver area. The  
38 results expected are an increase of \$45,000 in show revenue.

39 **5. Marketing To Increase Patron Attendance at Sculpture Invitational-Recommended**  
40 **Amount \$19,000**

41 The grant request was for \$24,900 from Loveland Sculpture Invitational to assist in  
42 increasing attendance to the event to be held on August 12-14, 2011. An annual event,  
43 Loveland Sculpture Invitational is held in North Lake Park and attracts with the two other  
44 events, approximately 15,000 visitors (33% are from outside Larimer and Weld Counties).  
45 Show revenue is generated by gate sales, sponsorships and booth spaces paid for by the  
46 artists. The grant funds will be used for a mailing campaign that will go out to 15,000 homes

1 which will include past patrons, art collectors, galleries, CEOs and home owners with  
2 discretionary income. In 2010, the Community Marketing Commission granted \$10,150 for  
3 this marketing effort due to a budgeting error (LSI submitted the budget for the marketing  
4 plan and not their whole budget and the CMC was restricted by their policy to award only  
5 35% of the budget). The amount recommended makes up for this error. The LSI's goal is to  
6 increase attendance to the event by 5,000 to 7,000 paying visitors.

7 **6. Front Range/Colorado Coop Marketing-Recommended Amount \$5,000**

8 The grant request was for \$10,000 from Engaging Loveland to assist in funding a cooperative  
9 program to promote and market Loveland to potential visitors statewide and nationally,  
10 potential conferences, art exhibitions, sporting and recreational events. Leads generated will  
11 receive information about Loveland business opportunities, relocation opportunities, hotel  
12 and hospitality information, special events, public art, galleries and artists. Hotels, local  
13 businesses and retail, the Chamber, restaurants, local galleries and artists, real estate  
14 agencies, distilleries, wineries, breweries, tourist and visitor attractions will benefit from this  
15 program. Publications include the Colorado State Vacation Guide, Colorado.com, AARP  
16 Magazine, listings in winery and brewery brochures, public art museum brochures, Scenic  
17 By-way brochure and destination websites. The funding will be matched by the Colorado  
18 Tourism Office. The CMC agreed that it is important to continue funding this program  
19 annually and intends to have more input into this marketing program once their Strategic  
20 Marketing Plan is complete.

21 **7. Loveland Wedding Professionals Wedding Today TV – Recommended Amount \$3,000**

22 The grant request was for \$3,000 from Loveland Wedding Professionals and Events to fund  
23 advertising with Weddings Today TV, Colorado's online television show and resource guide.  
24 Colorado Digital Video will produce and host a video that will expose Loveland and its  
25 services to potential wedding clients throughout the entire state of Colorado and the World  
26 Wide Web. This is a ten minute video promo infomercial highlighting Loveland's assets,  
27 such as Benson Sculpture Park, Lake Loveland, and other wedding venues in Loveland. The  
28 video will air 36 times per year. A web version and trade show DVD will also be created.  
29 The grant will cover production costs and air time. The average wedding cost in Colorado is  
30 \$20,966. The average wedding had 140 guests with each guest spending \$153 per person  
31 during their stay in Loveland. The CMC plan on working with the Loveland Wedding  
32 Professionals to gather more data on the number of weddings held in Loveland each year,  
33 venues chosen and services used to accurately calculate return on investment.  
34

35 **The following grant applications were not chosen to be recommended to City Council for**  
36 **funding:**

- 37 1. Request for Advertising Campaign Support /Rocky Mountain Fine Arts Show
- 38 2. 2011 Loveland Garden Tour /Loveland Youth Gardeners
- 39 3. Foote Lagoon Outdoor Summer Concert Series /Loveland Museum/Gallery--City of  
40 Loveland
- 41 4. 9News Marketing Package /McKee Medical Center Foundation
- 42 5. Loveland INFOneBooth and Tours /KRH Group
- 43 6. Loveland 365 Book /Loveland365 the People, Places and Things that make US  
44 America's Sweetheart City
- 45 7. LSI Marketing/Branding and Virtual Presence Projects /Loveland Sculpture  
46 Invitational

- 1 8. Loveland Co-Op Event Marketing/Engaging Loveland
- 2 9. Regional Publication Marketing /Loveland Wedding Professionals and Events
- 3 10. Loveland Wedding Professionals Bridal Show /Loveland Wedding Professionals and
- 4 Events
- 5 11. Promotional and Rocky Mountain Regional Horse Shows/Colorado Pony of the
- 6 Americas Club

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10 **NEXT MEETING AGENDA**

- 11 • Decision on July-August Grant Cycle
- 12 • NoCo Link Update
- 13 • Toolbox Creative Update
- 14 • Tourism Conference Budget and Update

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Adjourned 9:01p.m.