

Community Marketing Commission

To promote tourism, conventions and related activities within Loveland, Colorado



City Manager's Conference Room
500 E. Third St., Loveland, CO 80537

CMC Meeting Agenda Special Meeting Date Thursday, June 30, 2011 4:00p.m.-5:00p.m

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| 1. Call Meeting to Order | 4:00p.m. |
| 2. Governors Tourism Conference Discussion | 4:00-4:30p.m. |
| 3. Governors Tourism Conference Recommendation Vote | 4:30-4:45p.m. |
| 4. Commissioner Comments | 4:45-5:00p.m. |
| 5. Adjourn | 5:00p.m. |

Staff Summary

CMC was given three choices of budgets to provide marketing of Loveland events and materials for the September 21,22,23, 2011 Governor's Tourism Conference in Loveland.

Choice #1: Loveland hosts event in Benson Sculpture Park with entertainment. Marketing materials and volunteer coordination. Preconference Tour to Loveland Foundries. Original estimated cost \$84,000. CMC met and estimated cost to be \$125,000. Due to concern by City Manager and some CMC members other plans were explored.

Choice#2: Loveland hosts event at Embassy Suites. Marketing materials and volunteer coordination. Preconference Tour to Loveland Foundries. Estimated cost \$60,000.

Choice #3: Loveland hosts Bus Tour with hors'doeuvres and beverages to highlight special Loveland attractions (Benson Park, Foundries, Golf Course, The Ranch, etc.) Marketing materials and volunteer coordination. Preconference Tour to Loveland Foundries. Estimated cost \$64,000.

Additional Information:

- Estimated return on investment is very difficult but based upon DMIA calculations, the ROI is approximately \$28,000.
- If voted on today, recommendation to City Council can go on July 19 Agenda. Planning can start after that date, allowing for 11 weeks of planning.
- If large event is chosen, we cannot guarantee we can contract with consultant to coordinate. Staff does not have the time.
- Snowmass CVB suggestion: Choice # 3 Bus Tour but limit to three stops/ No to \$125K event.

Attached: List of 2010 Governor's Tourism Snowmass Village attendees.
List of 2010 Governor's Tourism Snowmass Village Sponsors.