



# LOVELAND SCULPTURE INVITATIONAL

## Show & Sale

### Summary for Lodging Tax Grants Spend: \$10,150 & \$19,000

Sept. 2011

1. Project Name: Advertising/Marketing campaign to grow attendance
2. Event Date/Time: August 12-14, 2011/Friday-Premiere Party 4-8pm, Sat.-9:30-6, Sun-9:30-4:30
3. Project Location: 920 West 29<sup>th</sup> (behind Loveland High School)
4. Organization Name: Loveland Sculpture Invitational Show & Sale  
Contact Name: Victor Issa (Cindy Kenna, 2011 Event Director prepared this summary but has left the organization)  
Address: PO Box 1944  
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Organization Website: [www.lovelandsculptureinvitational.org](http://www.lovelandsculptureinvitational.org)
5. Grant Amount Received: \$10,150 + \$19,000 for a total of **\$29,150**
6. Total Attendance Number: ~10,000+
7. Based on analysis provided by CSU students & their professor who completed a demographic survey of patrons as they were leaving our show; we had 6200 attendees who lived outside of Loveland. Of these 6200 attendees, they determined that 18% stayed at least one night in Loveland. Average lodging costs per person were  $\$69.34 \times 1116 = \$77,382$ .

#### Visitors to Loveland Sculpture Invitational

	Sample	# Tickets Sold	Totals for Event
Live outside Loveland	62.0%	10,000	6200
Percent Overnight	18.0%		
Overall tickets being outside loveland & overnight	11.2%		1116
Average Lodging Costs per person (85% hotel/B&B & 15% RV/Camp)	\$69.34		

In addition, demographic questions were included in our artist survey that was given out on Sunday Aug14th. 132 of our 200 participating artists answered the demographic questions. This information was then extrapolated by the CSU group to include all 200 artists who participated in the show. 49% stayed in Loveland hotels, 17% stayed in hotels in Fort Collins, 23% stayed with family/friends & 11% stayed in local campgrounds. 97 artists stayed in local hotels for an average of 4 nights. Total lodging spend for Loveland hotels & campgrounds is an additional \$27,232.

Participating Artists in Show	Sample (N=132)	All Artists (n=200)	Lower Bound Est Spending on Lodging without taxes
Campgrounds/RV	11%	23	\$565
<b>HOTELS</b>			
Hotels Lvld	49%	97	\$26,667
Hotels Other	17%	35	
Fam/Friends/Live	23%	45	
<b>TOTAL</b>	<b>100%</b>	<b>200</b>	<b>\$27,232</b>

8. Using the included formulas, the economic impact on our community: 10,000 patrons \* \$50/day = \$500,000.  
 Overnight stays for patrons total 1116 patrons x \$100/1night stay = \$111,600.  
 200 Artists & 2 representatives each x 4 days= 600 x4 x \$50 = \$120,000 and overnight stays for an average of 4 nights = 97 rooms x 4 nights x \$100/night = \$38,800

**DAY STAY: # of Attendees from inside Larimer & Weld counties X \$50**

**# of Attendees from outside Larimer & Weld counties X \$50**

**OVERNIGHT STAY: # of total room nights X \$100**

<b>Day Stay</b>				
	<b># of</b>	<b>\$\$/per day</b>	<b># of days stay</b>	<b>total</b>
Patrons	10,000	\$50.00	1	\$500,000
Artists	200	\$50.00	4	\$40,000
Artist Reps	400	\$50.00	4	\$80,000
<b>Overnight Stay</b>				
	<b># of</b>	<b>\$\$/per day</b>	<b># of days stay</b>	<b>total</b>
Patrons	1116	\$100.00	1	\$111,600
Artists/Reps	97	\$100.00	4	\$38,800

**\$770,400**

9. Please list/attach your final marketing plan implementation including media and printed promotional materials, dollar values allocated to each, targeted markets and quantities produced and distributed.

Over the past 19 years, we have been successful in attracting local and regional attention to the event. Our goal with this extra advertising money was to focus on the 50+ age group with discretionary income, commercial architects, promoting more web advertising and targeting travelers to CO. We advertised in magazines we had not advertised in before, put up a billboard at the CO/WY border, put ads on the sides of buses in Denver & Boulder and completed a Google ad campaign that brought our show up to the top of the list of Google queries.

See the table in question 12 for media, printed materials, dollar values, target markets and quantities distributed.

10. Please detail the publicity your project or event generated. List/include press articles, media coverage, interviews, magazine articles, web blogs, etc.

We had several editorials in the Reporter Herald, an editorial written up in the Denver Post with pictures, ads in newspapers across CO, ads in national art magazines, Facebook activity, use of the electronic sign at the Outlet malls, press releases given to each artist to include in their local newspapers, 2 press releases with show information sent to over 100 newspapers, website advertising, radio advertising on 5 radio stations through Clear Channel, brochures and posters included in packets given to participating artists to hand out, vertical signs on Hwy 34, brochures and posters distributed in Wyoming and CO, brochures in all local hotels, all in addition to the lodging tax funds used for advertising.

11. Provide additional comments such as what was successful about the project, what changes, in the future, would you make to your project that would improve tourism for the City of Loveland.

We saw an increase in patron attendance this year. Over the last couple of years, attendance has been down about 3%. This year, our attendance numbers increased by 6%. We believe this is a direct result of the Lodging tax dollars used to effectively broaden our advertising. Currently, we are faced with difficult economic times, the New West Fest in Fort Collins moving to the same weekend as our show and activity out at the Ranch and yet our attendance numbers were up. We believe the increased advertising dollars we had as a result of the Lodging Tax grants dominated the reasons for this increase. The addition of a billboard at the WY/CO border drew a lot of attention as well as the signs on the sides of buses in Denver & Boulder. The Google ad word campaign moved our show into the top position of the queries for art related events. In the future, we would recommend doing additional billboards in the Denver area and highway borders leading into CO., continued web advertising, use of tags and perhaps some joint advertising with related art events throughout the year.

12. Attach a final financial report reflecting actuals and include detail of amount provided by City of Loveland Lodging grant and how the monies were used.

<b>\$10,150 Grant</b>			
<b>Media/print materials</b>	<b>Distribution</b>	<b>\$\$ cost</b>	<b>Notes</b>
EnCompass magazine	347,000 circulation; state wide membership is 548,000. 83% of the 548,000 between Fort Collins and Pueblo. 66% are in 7 counties in metro Denver	\$2,762.00	July/Aug issue page 28
Landscape Architecture magazine	22,000 per month to subscribers who pass it one to another 60,000	\$2,400.00	July issue page 148 & Aug issue
Arvada center Arts-centric magazine	21,000 copies for the performing arts center	\$450.00	Summer 2011 issue, page 10
Tool box	n/a	\$500.00	Mindjam meeting to prepare for more extensive marketing
5280 magazine	85,000 copies per issue broken down to 47,000 to subscribers, 33,000 on newsstands, 4,000 in hotels, 1000 in waiting rooms x 2 issues	\$3,986.00	June issue page 44, July issue 146
<b>Total</b>		<b>\$10,098.00</b>	

<b>\$19,000 Grant</b>			
<b>Media/print materials</b>	<b>Distribution</b>	<b>\$\$ cost</b>	<b>Notes</b>
Art Santa Fe	5000 patrons attending show	\$216.37	Summer issue page 24
Special patron direct mailing project	7600 patrons		direct mailing to 7600 patrons
Brochures	part of 7600	\$578.56	part of direct mail campaign of 7600 patrons
Premiere Party flyer	part of 7600	\$617.16	part of direct mail campaign of 7600 patrons
Duncan Business (processing)	part of 7600	\$1,584.57	part of direct mail campaign of 7600 patrons
Boulder Camera-post-it on front page	30,000 circulation	\$375.62	partial cost of advertising
50+ marketplace	Denver Metro 122,000/Larimer County 36,000	\$860.00	front page editorial + ads
Next media	n/a	\$1,656.00	Billboard at WY/CO border
Lamar bus ads	20 buses in Denver, 5 in Boulder	\$5,500.00	
Cue Motion	For online and media distribution use	\$3,550.00	A professional brief video highlighting the event.
Graphic designer	n/a	\$1,215.00	design work
Google web advertising	3817 clicks to our website, image ads seen by 185,295 web users	\$2,548.72	new ads in Google
Jen Boland	n/a	\$350.00	consulting for Google ads + maximizing effectiveness
<b>total</b>		<b>\$19,052.00</b>	
<b>Grand Total</b>		<b>\$29,100</b>	