

**CITY OF LOVELAND LODGING GRANT
POST PROJECT REPORT
ARTS AND SPECIAL EVENTS**

When you have completed this report please convert it into a pdf document and email it to Nikki Garshelis at garshn@ci.loveland.co.us by the required deadline (in your contract with The City of Loveland).

1. Project Name: Denver Marketing Test for SITP 2011
2. Event Date/Time: August 12, 13, and 14, 2011
3. Project Location: Benson Sculpture Park, 2908 Aspen Drive, Loveland
4. Organization Name:
 - Contact Name: Mac Juneau
 - Address: PO Box 7006, Loveland, CO 80537
 - Phone Number: (970) 663-2940
 - Fax Number: (970) 669-7390
 - Email Address: lhpac@sculptureinthepark.org
 - Organization Website: www.sculptureinthepark.org
5. Grant Amount Received: \$15,000

Please include your tracking methodology with your report. Please use the following calculations: [See Attachment – Show Attendance Data](#)

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
6. Total Attendance Number: 11,133
7. Attendance estimate/actual from outside Larimer and Weld Counties: 3781
Estimate/actual number of room nights consumed at Loveland lodging establishments:
 - 1346 room nights for guests attending sculpture show
 - 356 room nights for artists participating in sculpture show
8. Using the formulas above please calculate the estimated economic impact of your event on the community.
 - DAY STAY = 6408 adults X \$50 = \$320,400
 - OVERNIGHT STAY = 1702 room nights X \$100 = \$170,200
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. [See Attachment – Marketing Plan Implementation](#)
10. Please detail the publicity your project or event generated. List/include press articles, media coverage, interviews, magazine articles, web blogs, etc. [See Attachment – Publicity Generated](#)
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.
 - Overall, we felt this project was very successful. Sixty-eight (68) owners of homes valued at \$750,000 or more from the Denver area attended Sculpture in the Park for the first time. Eighteen (18) of these people bought nineteen (19) pieces of sculpture valued at \$26,125.
 - In the future, we would focus on adding other high-end Colorado neighborhoods to our mailing list.
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. [See Attachment – Financial Report](#)

Sculpture in the Park 2011

Financial Report

(as of September 15, 2011 and projected to year-end)

Overall Sculpture in the Park Show

Funding Sources/Revenues

Show Sculpture Sales Income	\$ 800,843
Other Show Income	\$ 110,335
Other Income (pre and post sales)	<u>\$ 109,767</u>
TOTAL	\$1,020,945

Funding Uses/Expenses

Cost of Goods Sold	\$ 675,955
Office Expenses	\$ 77,090
Show Expenses	\$ 183,802
Park Expenses	<u>\$ 2,760</u>
TOTAL	\$ 939,607

Estimated donation of sculpture & capital improvements at Benson Park \$81,338

CMC Grant Details

Grant Amount \$ 15,000

Use of Funds

Design of promotional piece	\$ 450
Printing of 50,000 copies	\$ 4,743
Purchase of mailing list	\$ 555
Tabbing of tri-fold brochure	\$ 452
Envelopes	\$ 305
Complimentary show tickets	\$ 620
Direct mail processing fee	\$ 2,132
Postage	\$ 3,561
Newspaper advertising	<u>\$ 2,255</u>
TOTAL	\$ 15,073

Sculpture in the Park 2011

Marketing Plan Implementation

Mailings to Patrons

Small "Save the Weekend" Postcard – 10,000 copies sent May 2011 - \$2,187 cost

Large "Show Announcement" Postcard – 30,000 copies sent July 2011 - \$9,763 cost

"Sculpture in the Park" brochure – 50,000 copies sent to Denver area July 2011 - \$12,342 cost

Posters – 400 distributed throughout Colorado to museums, galleries, and businesses - \$966 cost

Show Flyers – 3000 distributed to Colorado Welcome Centers and local hotels - \$110 cost

Press Kits – mailed to national Art magazines and Colorado newspapers May 2011 - \$120 cost

Newspaper Ads

Design work - \$120 cost

Boulder Daily Camera August 5 & 12, 2011 - \$429 cost

Colorado Springs Gazette August 5 & 12, 2011 - \$588 cost

Denver Post August 5, 2011 - \$1118 cost

Estes Park News August 5 & 12, 2011 - \$230 cost

Fort Collins Coloradoan August 4 & 11, 2011 - \$256

Greeley Tribune August 5 & 12, 2011 - \$248 cost

Longmont Times Call August 5 & 12, 2011 - \$260 cost

Loveland Reporter Herald August 5, 12 & 31, 2011 - \$784 cost

Magazine Ads

Design work - \$180 cost

ArtSource 2011 - \$360 cost

Southwest Art June 2011 - \$780 cost

Southwest Art July 2011 - \$780 cost

5280 Magazine July 2011 - \$1000 cost

American Art Collector July 2011 - \$850 cost

Sculpture in the Park 2011

Show Attendance Data

Tickets sold/used	
Patron Party	887
Weekend sold	4725
Weekend complimentary	796
Children < 14	4725 (probably all local)
Total buyers	
Outside Larimer/Weld	241 (59%)
Outside Colorado	87 (21%)
Total sales	
Outside Larimer/Weld	\$510,085 (64%)
Total adult attendance	
Outside Larimer/Weld	3781 (59%) or 1891 couples (based on buyer data)
Outside Colorado	1346 (21%) or 673 couples (based on buyer data)
Room nights	
Couples outside Colorado	673 x 2 nights = 1346 room nights
Artists outside Colorado	89 x 4 nights = 356 room nights

Sculpture in the Park 2011

Publicity Generated

Newspaper Articles

Loveland Reporter Herald May 4, 2011

Loveland Reporter Herald June 22 & 24, 2011

Loveland Reporter Herald July 4, 2011

The Villager August 3, 2011

Loveland Reporter Herald August 6, 10, 12, 14, 15, 16, 17 & 18, 2011

Fort Collins Coloradoan August 11, 12, 13 & 19, 2011

Magazine Articles

Lydia's Style June 2011

American Art Collector July 2011

Southwest Art July 2011