

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

**SNOW SCULPTURE IN THE DARK and WINTER FESTIVAL
\$10,000**

1. **Project Name:** Snow Sculpture and Loveland Winter Festival
2. **Event Date/Time:** Unfortunately due to the weather and lack of snow we were unable to build the 4 snow sculptures in the community starting after Thanksgiving (Outlets of Loveland, Big O Tires (Garfield), Jax on Highway 34 and an undetermined site on the West side of town).

Tree Lighting – Sunday November 27 – worked with the City/Museum to light approximately 250 people attended the tree lighting.

Snow Making – starting the day after Thanksgiving through December 4th. The weather made it very difficult to make snow – in 2013 looking at different ways to secure snow for the event.

Snow Stomping – Sunday, December 4/Monday, December 5 – prepared the snow box molds and approximately 30 people participated in the Snow Stomping Event.

Kick Off Ceremony – Tuesday December 6 – Six Teams of 3 sculptors chose their snow blocks by lottery and after a kick-off breakfast with the Mayor Gutierrez started sculpting the blocks by hand throughout the evening.

Snow Sculpting/Various Events on 4th Street – December 6 – December 10 – The sculptors sculpted until approximately 10:00 pm each night (with the exception that on Friday night they were able to sculpt overnight in preparation for the award ceremony on Saturday – December 11th).

On Thursday evening – December 8 – Henry's Restaurant sponsored a **Sculptor/Family/Sponsor Meet & Greet Dinner** at the Majestic Building. Approximately 60 people (including the Mayor) attended this event and also toured the historic opera house.

Night on the Town – Friday, December 9 – Over 750+ people came down to 4th Street to enjoy Night on the Town activities as well as various festival activities. *Dancing Pines Distillery* hosted a **Liquid Arts Festival** – benefiting Engaging

Loveland and the Distillery Guild (100 tickets x 3 seatings plus 25 VIP tickets). TownSquare Media did a live broadcast Friday evening. There were smore's over fire pits and hot cider provided to the community.

Saturday – December 10 – the final day of the competition was full of activities: **live entertainment on 4th Street** (10:00am-4pm), sleigh rides with Santa, Kodak provided free pictures with the snow sculptors, ice sculptures and Santa for 4 hours. Engaging Loveland set up a Winter Wonderland on 4th Street – complete with Smore's over a campfire and a Christmas Train. Engaging Loveland also had an artisan show at the Majestic Building – 12 Loveland artists participated in the show on Friday and Saturday. The winning sculptures were announced at 11:00 am.

At 4:30 pm – the *Second Annual Parade of Lights* began north on Railroad to 4th Street and South on Cleveland. Led by Thompson Valley High School Band and followed by 25 other businesses and community organizations delighted nearly 3,000+ people downtown Saturday night.

3. **Project Location:** Downtown 4th Street (between Washington & Railroad)

4. **Organization Name: Engaging Loveland**

- a. Contact Name: Kristine Koschke
- b. Address: 231 W 4th Street, Loveland, CO 80537
- c. Phone Number: 970-980-4764
- d. Fax Number: 970-663-0955
- e. Email Address: kristine@engagingloveland.org
- f. Organization Website: www.engagingloveland.org

5. **Grant Amount Received - \$10,000**

6. **Total Attendance Number: 5,000+**

7. **Actual estimate/actual from outside Larimer and Weld Counties.**

We did informal zip code collection on Friday night and Saturday – out of 100 people polled – 28 people were from outside Larimer and Weld County. During the week (Tuesday and Wednesday) three nursing homes/adult learning centers came up to meet the sculptors and see the sculptures (68 people). I had numerous phone calls from Denver, Westminster, Arvada, Broomfield, Berthoud, Longmont, Windsor, Colorado Springs and Cheyenne Wyoming for the parade of lights (and due to TV coverage).

DAY STAY: 1,400 Attendees from outside Larimer/Weld County - **\$70,000**

3,600 Attendees from inside Larimer/Weld County - **\$180,000**

OVERNIGHT STAY: No increase in room nights were reported

8. Using the formulas above please calculate the estimated economic impact of your event on the community. Businesses/Restaurants reported to Engaging Loveland that Friday and Saturday night were one of the highest income recently - i.e. Mandolin Café, Coffee Tree, Kitchen Alley, The Black Steer Restaurant, Independence Gallery. Some merchants have requested that Engaging Loveland present an event on 4th Street at least four times a year.

\$250,000 – The events were free and open to the public. The volunteers, sponsors and merchants came together to ensure that this event was a success. Engaging Loveland's success is based on partnerships and long-standing collaborations. The sculptors, merchants and volunteers provided a great experience in Loveland! Along with the sponsorship from the Community Marketing Commission, our other sponsorships included Medical Center of the Rockies Foundation, McKee Medical Center/Banner Health, Best Western, Outlets at Loveland, NextMedia, Elevations Credit Union, Big O Tires, Bank of Colorado, Spirit Hospitality, Lighting Designs and More, FYN PR, Mueller & Associates, Perfect Square Design, and TownSquare Media.

Engaging Loveland used local businesses for services needed for the event which in turn brought sales tax to Loveland: Hoff Construction, Hatch Trucking Company, Coulson Excavation, Grand Rental Station, Loveland Outlets, SunState Rentals, Awards Unlimited, Mercia Creations, Struckman Ice, Henry's Restaurant, The Pour House, TaTa's Burritos, Not Just Gyros, Wing Shack, The Odd Fellows Majestic Building, Osborn Farm, Western Heritage, Robin Rentals, Pure Energy Events and Highway Technologies.

Several businesses provided in kind services and products: Hoff Construction, Hatch Trucking Company, CHS Snowmaking, Struckman Ice, Reporter Herald and The Coloradoan, Next Media (winners' billboard on 287 for 3 months after the event), Grand Rental Station and SunState Rentals, Pure Energy Events, Loveland Outlets, TownSquare Media, Western Heritage and Perfect Design. Over **\$26,900** of goods and services were donated to this event.

Over 500 hours of Volunteer time (committees, snow making and event days) were contributed to the event for a total of **\$10,680**.

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.

Engaging Loveland hired **Struckman Ice** to promote the snow sculpture event at SummerFest by designing a hot air balloon ice sculpture with the snow logo so that community members could have their picture taken next to it.

Engaging Loveland and the **Outlets of Loveland** worked together to produce a billboard image for the digital sign on Highway 34/I-25. The promotion was up one in lights for one month prior to the event. It is estimated at 65,000 cars drive by the sign daily.

Engaging Loveland and **Next Media** worked together to produce three billboards to promote the Snow Sculpture Event in Northern Colorado for one month prior to the event. The billboards were on 287/Highway 402, Highway 297/Tilby Road in Fort Collins, and I-25 heading towards Wyoming. Next Media donated a 4th billboard for the winning snow sculpture/team on 287 North near Ozzie's Body Shop.

Engaging Loveland and **HeidiTown** worked together to produce various promotions on her blog and website for one month prior to the event.

Engaging Loveland hired **FYN Public Relations** to perform public relations activities to support the Snow Sculpture event. Engaging Loveland staff and FYN PR managed all the media relations including: Press releases and follow-up, PSA editing, proactive pitching and story development for TV and Radio media, FacebookTM and TwitterTM campaigns. Through our media relations efforts, the campaign generated more than 30 placements in top-tier local and regional media, reaching an estimated audience of more than one million people. FYN PR targeted local newspapers in Loveland, Fort Collins, Greeley, Windsor, Berthoud, Denver and Estes Park.

Engaging Loveland targeted newspapers out of region/state for advertising: marketing materials were placed in The WestWord Winter Activity Guide (over 15,000 in distribution all over Colorado), the Holiday Gift Guide through the Wyoming Tribune, The Holiday Gift Guide through the Berthoud Surveyor, Discover Fort Collins for 3 months prior to the event, and was promoted all year in the Colorado Tourism Magazine through an event ad.

Other collateral included:

Loveland Holidays.Com Rack Card – 15,000 rack cards were printed and distributed to various hotels, restaurants, local 4th/5th Street businesses, Chamber

of Commerce, Visitor's Center, Centerra, McKee Medical Center, Rialto Theater and the Loveland Museum/Gallery, various local special events and through the Reporter Herald and Berthoud Surveyor.

Snow Sculpture Rack Card – 1,000 rack cards were printed and distributed to various hotels, restaurants, local 4th and 5th Street businesses, Chamber of Commerce and Visitor's Center.

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

FYN PR also focused on generating opportunities and coverage through Denver based television stations to draw visitors and tourists to into Loveland for the event. **Denver's KDVR Fox 31 featured reporter Dan Daru** and crew came up for three separate live shots featuring various sculptors, Engaging Loveland promoting the event and a variety of event images. The live shots were aired live at 6:45, 7:45 and 8:45 am on December 7, 2011 and were packaged into another segment that aired at 4:00 and 5:00 pm newscasts, reaching a diverse audience.

Another television shoot was secured with **NoCo5**. The television crew came out to film on December 9 and packaged the story for evening newscasts which helped promote Saturday's activities.

Event briefs were secured in The Reporter Herald, The Coloradoan, The Greeley Tribune, Windsor Beacon and Denver Post online editions.

Engaging Loveland secured a sponsorship (promotional value of \$7,215) with TownSquare Media. They provided the following partnership: **80 live event announcements** between all stations (K99, Tri-102.5, Point 99.9 and Max-FM 94.3) beginning November 23rd through December 10th, 2011 to assist in community awareness and promotion of the events during the Loveland Snow Days. Announcements included mention of the event, dates, time, activities and locations. They also promoted the Parade of Lights.

A **Live broadcast** on TRI-102.5 on Friday, December 9th from 6:00-9:00 pm during Night on the Town, Sculpture activities and the Liquid Arts Festival to promote the weekend activities. The festival was included on the Community Event pages of radio stations K.99.com, TRI102.5.com, 943Maxfm.com and 99.9thePoint.com with a link to Engaging Loveland's website. Monthly page views for the radio stations were 151,440 and unique visitors checking in at 32,591.

Engaging Loveland worked with **Video Innovation Productions** to produce a 4 day time lapsed YouTube™ video of the snow sculpture event. This was promoted on our website and Facebook™ pages.

http://www.youtube.com/results?search_query=Engaging+Loveland&aq=f&aqi=&aql=&gs_sm=e&gs_upl=37341571910160621171101013101014221112510.1.1.1.11410

Other coverage includes:

Date	Publication	Article	Type	Author	
10/25/2011	Denver Post Calendar		Inclusion	Engaging Loveland	http://calendar.denverpost.com
10/25/2011	Colorado.com Calendar		Inclusion	Engaging Loveland	http://www.colorado.com
10/25/2011	Boulder Daily Camera Calendar		Inclusion	Engaging Loveland	http://calendar.dailycamera.com
10/25/2011	NoCo5 Calendar		Inclusion	Engaging Loveland	http://www.noco5.com
11/15/2011	Tri 102.5	Snow Sculpture in the Dark Competition in Loveland	Inclusion	Michael Stone	http://tri1025.com/snow
11/16/2011	Santa 94.3	Snow Sculpture in the Dark Competition	Inclusion	Michael Stone	http://943maxfm.com/snow
November/December	Style Magazine	A Holiday Season Full of Life	Inclusion	Carl Simmons	PRINT
November/December	Discover Fort Collins	A Night on the Town	Ad	Engaging Loveland	PRINT
12/1/2011	Coloradoan	Christmas Calendar: Snow Sculpture calendar listing	Inclusion	Coloradoan staff	PRINT
12/5/2011	Coloradoan	Holiday Things to Do: Snow Sculpture in	Inclusion	Coloradoan staff	PRINT

		the Dark listing			
12/8/2011	Coloradoan	Holiday Things to Do: Snow Sculpture in the Dark listing	Inclusion	Coloradoan staff	PRINT
11/24/2011	Berthoud Surveyor: Celebrate Christmas in Berthoud	Beyond the Ordinary Snowman	Ad	Engaging Loveland	PRINT
12/8/2011	Berthoud Surveyor	The Snowmen Cometh	Feature	Heidi Kerr-Schlaefer	PRINT
12/8/2011	Coloradoan Ticket	Snow Sculpture competition takes shape this weekend	Feature Article	Jennifer Hefty	PRINT
11/16/2011	Loveland Connection	In Brief: Parade of Lights accepting entries	Inclusion	Loveland Connection staff	PRINT
11/30/2011	Loveland Connection				http://www.coloradoan.com/a/Dark-snow-sculpting-event-r-year?odyssey=tab topnews t
11/30/2011	Loveland Connection	Sculpture in the Dark returns for second year	Feature Article	Jennifer Hefty	PRINT
12/2/2011	Loveland Connection	Volunteers Needed for Parade of Lights	Inclusion	Engaging Loveland	http://www.coloradoan.com/a
11/17/2011	NCBR Calendar		Inclusion	Engaging Loveland	http://www

11/4/2011	Northern Colorado Business Report	Briefcase: Deadlines Parade of Light	Inclusion	NCBR staff	http://www.ncbr.com/article.a
11/17/2011	Reporter Herald Calendar		Inclusion	Engaging Loveland	http://www.colorado-news.com
11/28/2011	Reporter Herald	Community Briefs: Snow Stomping in Sculpture in the Dark	Inclusion	RH Staff	PRINT
12/1/2011	Reporter Herald Holiday Helpers	Volunteers Needed for Parade of Lights	Inclusion	RH Staff	http://holidayhelpers.pmpblo.com/lights/
12/2/2011	Reporter Herald	Community Briefs: Parade Volunteers and Artisan Show	Inclusion	RH Staff	PRINT
12/4/2011	Reporter Herald	Loveland weather: Comfortable for viewing snow sculptures, lunar eclipse	Inclusion	RH Staff	http://www.reporterherald.com www.reporterherald.com
12/4/2011	Reporter Herald	Stomp out snow to prepare for sculptures	Inclusion	RH Staff	http://www.reporterherald.com www.reporterherald.com
12/4/2011	Reporter Herald	Stomp out snow to prepare for sculptures	Inclusion	RH Staff	PRINT
12/4/2011	Reporter Herald	This week: Snow Sculpture	Inclusion	RH Staff	PRINT
12/5/2011	Reporter Herald	Stomping preparation for 'Fire and Ice' snow sculpting	Feature Article	Jessica Benes	http://www.reporterherald.com/news/ci_19514719?IADID=SI www.reporterherald.com

		event in Loveland (video)			
12/5/2011	Reporter Herald	Mark Your Calendars: Snow Sculpture inclusion	Inclusion	RH Staff	PRINT
12/6/2011	Reporter Herald	Snowstomp	Feature Article	Jessica Benes	PRINT
12/6/2011	Reporter Herald	Mark Your Calendars: Snow Sculpture inclusion	Inclusion	RH Staff	PRINT
12/7/2011	Reporter Herald	Mark Your Calendars: Snow Sculpture inclusion	Inclusion	RH Staff	PRINT
12/8/2011	Reporter Herald	Your best bets for the week	Inclusion	RH Staff	http://www.reporterherald.com/events/ci_19489704?IADID=www.reporterherald.com
12/8/2011	Reporter Herald	Editorial: Weekend events fill downtown	Feature Article	RH Editors	PRINT
12/8/2011	Reporter Herald	Mark Your Calendars: Snow Sculpture inclusion	Inclusion	RH Staff	PRINT
12/9/2011	Reporter Herald	Snow sculptures on display in downtown Loveland	Feature Article	Shelley Widhalm	http://www.reporterherald.com/news/ci_19514719?IADID=www.reporterherald.com
12/9/2011	Reporter Herald	Don't miss this weekend's calendar of holiday and Night on the Town	Inclusion	RH Staff	http://www.reporterherald.com/news/ci_19509227?IADID=www.reporterherald.com

		events			
12/10/2011	Reporter Herald	Holiday parade lights up downtown	Feature Article	Shelley Widhalm	http://www.reporterherald.com/news/ci_19521043?IADID=S www.reporterherald.com
12/10/2011	Reporter Herald	Horse riders take to Loveland streets to spread caroling cheer	Feature Article	Shelley Widhalm	http://www.reporterherald.com/news/ci_19519180?IADID=S www.reporterherald.com
12/10/2011	Reporter Herald	Snow art on display downtown	Feature Article	Shelley Widhalm	PRINT
12/11/2011	Reporter Herald	Lighting Up downtown	Feature Article	Shelley Widhalm	PRINT
12/12/2011	Reporter Herald	RH Line: Positive comments about event and parade	Inclusion		PRINT
12/13/2011	Reporter Herald	Lifelong love of art shows in Kitty Love's work	Feature Article	Kenneth Jessen	http://www.reporterherald.com www.reporterherald.com
12/14/2011	Reporter Herald	Lifelong love of art	Feature Article	Kenneth Jessen	PRINT
12/2/2011	Reporter Herald Go!	Special events listing: Snow Sculpture in the Dark and Snow Sculpting Party	Inclusion	RH Staff	PRINT
12/9/2011	Reporter Herald Go!	Top 5 pick: Parade of Lights and Calendar of events	Inclusion	RH Staff	PRINT

11/2/2011	Reporter Herald	Community Briefs: Snow Sculpture in the Dark	Inclusion	RH Staff	PRINT
11/21/2011	Heiditown.com	Snow Sculpture in the Dark	Feature Article	Heidi Kerr-Schlaefer	http://www.heiditown.com/co-the-dark-loveland-co-dec-5-1
12/8/2011	Heiditown.com	What to do this weekend in Colorado	Radio Spot	Heidi Kerr-Schlaefer	www.heiditown.com
November/December	Westword: The Edge	Snow Sculpture in the Dark	Ad	Engaging Loveland	PRINT
12/7/2011	KDVR Fox 31	Dan Daru at Snow Sculpture in the Dark			http://www.kdvr.com/video/408089f090ff/News/Snow-S
12/7/2011	KDVR Fox 31	Dan Daru at Snow Sculpture in the Dark			Error! Hyperlink reference n
November/December	Wyoming Tribune Eagle: Holiday Gift Guide	Beyond the Ordinary Snowman	Ad	Engaging Loveland	PRINT

Please notify Engaging Loveland If the commission would like copies of the publicity packets.

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.

The Snow Sculpting competition is modeled after competitions held in Breckenridge, Japan and other locations nationally. It is the committee's intention to make this event a *State Sanctioned Event* and increase the snow teams up to 15 sculptures including out of state/country sculptors. Another unique opportunity for this event is to include the high school team aspect: Thompson Valley High School Team (1st in History of Snow Sculpting – all contests you must be 18 currently) participated for the first year in 2010. The experienced sculptors worked with the high school team to teach them “how” to sculpt snow. They all felt this was a lost art and that experience would encourage young people to learn how to sculpt and create a unique experience.

After meeting with the Marketing Commission it was determined to move the Snow Sculpting Event to a larger event in February, 2013 (currently called Feb Fest). Engaging Loveland is currently identifying 4 or 5 businesses all around Loveland to create a sculpture/event to promote the February event through the month of December, 2012 along with some holiday activities downtown.

Unique to this event in 2011 also – was the variety of sculptors who have never sculpted snow before – bronze and marble sculptors from all over Northern Colorado assembled teams to compete. Along with Loveland sculptors there were sculptors from Berthoud, Boulder and Fort Collins.

By combining this event with other events for the month of February 2013 in partnership with the Office of Creative Sector Development and the Chamber compliments the marketing efforts for downtown merchants, Loveland Museum/Gallery and the Rialto, maximizing the experience for residents and visitors and truly showcases what Loveland is best known for – an arts community.

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

Funding Sources/Revenues

Sponsorships	\$16,477
CMC Lodging Tax Dollars	\$10,000
Ticketed Sales	\$ 1,009
Vendor Fees	\$ 1,225
Parade Income	\$ 540
In Kind Marketing/Media	\$25,450
In Kind Donations	\$ 1,500
Total Revenue	\$29,251

Funding Expenses

Marketing/Publicity	\$ 8,839	<u>CMC Funding</u>
Site Logistics/Rentals	\$ 6,379	\$8,839
Entertainment/Program	\$ 3,381	\$1,161
Snow Sculptors/Snow	\$ 3,817	
In Kind Marketing/Media	\$23,750	
In Kind Donations	\$ 1,500	
Total Expenses	\$22,416	\$10,000

Narrative: The Snow Sculpture Event and Winter Festival have many components to the budget. Aside from marketing the event – the site logistics and rentals were the largest expenses. Street closures for the sculptures as well as the parade are a high cost due to the length of time the streets were closed.

Marketing/Publicity costs include:

Ice Sculptures	\$ 850
Printing	\$ 208
Regional/Denver/Wyoming Advertising	\$4,638
Public Relations Firm	\$1,000
Bill Boards	\$ 425
Graphic Design	\$1,313
Video Productions	\$ 405

In Kind Media/Marketing costs include:

Outlets of Loveland	\$ 4,000
Next Media – Bill Boards	\$ 2,750
The Coloradoan	\$ 2,000
Graphic Design	\$ 1,700
Town Square Media	\$15,000