

**CITY OF LOVELAND LODGING GRANT
POST PROJECT REPORT
MARKETING PROJECTS**

**CO-OP EVENT MARKETING GRANT REPORT
\$8,750**

1. **Project Name:** Co-Op Event Marketing
2. **Event Date/Time:** October, 2010 – December, 2011
3. **Project Location:** Loveland Colorado/Northern Colorado
4. **Organization Name: Engaging Loveland**
 - a. Contact Name: Kristine Koschke
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 - 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 - \$8,750**
6. **Please list/attach your final implementation activity including media and printed promotional materials, dollar values allocated to each, target markets and quantities produced and distributed.**

This program was a collaborative marketing effort to promote community events in Loveland during our winter months in 2010 and summer events in 2011. In 2007, Engaging Loveland formed the *Event Planner Group* to open lines of communication between all the Loveland entities who plan or host events. When the group initially created this grass-roots project it was designed so that one collateral piece would promote all Loveland events. It is used to encourage the community and Northern Colorado residents to stay/play in Loveland. It also provides a resource to promote tourism as visitors plan a vacation, day trip, weekend getaway or an incentive to invite visitors to return to Loveland throughout the year. Engaging Loveland also hosts a website *Holidays.com* that lists these events as well as additional events not included on the Rack Card. Our Engaging Loveland calendar of events also lists all the events/fundraisers in the community.

The entities involved in the collaborative marketing effort include (in alphabetical order): Banner Health/McKee Medical Center Foundation, Centerra, City of Loveland Parks and Recreation, Downtown Loveland Association, Engaging Loveland, Loveland Library, Loveland Museum/Gallery, Rialto Theatre, The Promenade Shops of Centerra, Poudre Valley Health Systems/Medical Center of the Rockies Foundation and The Ranch Complex.

- a. Printed materials: quantity and method of distribution -** The marketing project consisted of two high quality full color glossy marketing pieces. (See exhibit “A”). With full funding we were going to increase the printing to 100,000 cards – since we received only partial funding we increased the number of cards printed to 50,000 in October 2010 and Summer 2011 (an increase of 20,000 cards distributed).

The Rack Cards are distributed via newspaper inserts:

Reporter Herald – 15,000 cards
Longmont Times – 5,000 cards
Cheyenne Tribune – 10,000 cards
Berthoud Surveyor – 5,000 cards
Windsor Beacon – 7,500 cards

Engaging Loveland and other entities also distributed the cards at the following events:

- a) The Ranch Events
- b) Sounds of Centerra concerts
- c) McKee Classic Bike Ride
- d) Loveland Classic 5K/10K
- e) Ski Sway
- f) Foote Lagoon concerts
- g) Police Jubilee
- h) Dutch Hop
- i) HORSE opening
- j) Cherry Pie Festival
- k) Promenade Kids Day
- l) Larimer County Fair
- m) Poudre Valley Health Systems Special Events
- n) SummerFest
- o) Old Fashion Corn Roast/Sweetheart Balloon Rally
- p) McKee Medical Center Turkey Trot
- q) Snow Sculpture Event/Tree Lighting
- r) McKee’s Kid’s Triathlon
- s) McKee’s Birdies on the Green
- t) K99 Truck Giveaway

Events Continued

- u) WineDown the Summer
- v) Night on the Town – various 4th/5th Street Merchants
- w) Governor's Conference on Tourism
- x) Other Large Conferences at Embassy that requested information.

And the Rack Cards were distributed to the following places:

- a) The Museum/Gallery
- b) The Rialto
- c) Loveland Library
- d) The Senior Center
- e) Management Office/The Promenade Shops at Centerra
- f) Management Office/The Outlets of Loveland
- g) Boys & Girls Clubs
- h) Local Hotels – Centerra Hotels (3), Embassy Suites, LaQuinta, Spirit Hospitality Hotels (3) and Best Western
- i) Local Charter Schools
- j) Chamber/Visitor Venter
- k) Local RV Parks

- b. TV/Radio: markets and penetration** - KRFC Radio – HeidiTown promoted Loveland events on KRFC Radio – a non-profit public radio station that serves the Northern Colorado region.
- c. Publicity: Coverage Garnered - Each** entity publicized their events in local, regional, Colorado and Wyoming papers.
- d. Website: Tracking of website activity results** - October 1, 2010 – September 30, 2011. Engaging Loveland's website has a community calendar that lists all the events listed on the Rack Cards as well as other community events. The website had 13,171 page views – the calendar has 12,740 page views (which means 97% of website visitors looked at the calendar).

Engaging Loveland also sends out a bi-weekly E-Newsletter to over 1,000 subscribers about upcoming Loveland events. We also list events on Colorado E-news – www.colorado.com.

- e. Social Media:** Engaging Loveland promoted their large events as well as all the events on our FaceBook™/Twitter™ pages and other FaceBook™/Twitter™ pages, i.e. Downtown Loveland, City of Loveland, Rialto and Museum.

7. What was your tracking methodology and what are the results?

The Event Planner Group tracked individual distribution at each of their events with an increase in cards distributed throughout Northern Colorado. There were over 9,500 cards distributed each time. Individuals or organizations contacted Engaging Loveland directly when they were seeking additional copies or were in need for an upcoming event.

8. 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.

Offering high quality consistent events and marketing materials builds community strength. Over 75,000+ attended these events throughout the year. The hotels have expressed that the Rack Cards are an effective tool to market Loveland. The *Event Planner Group*, as well as the new position of Visitor Services Coordinator needs to meet to develop collateral that would be used to expand beyond the Northern Colorado region to attract visitors/tourists to the area.

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

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|---------------------------------|--------------------------|
| Received CMC Grant | \$8,750.00 |
| <u>Winter Rack Cards</u> | |
| Print/Got Print – 15,000 cards | \$1,937.27 |
| <u>Distribution</u> | |
| Reporter Herald | \$ 700.00 |
| Longmont Times | \$ 400.00 |
| Cheyenne Tribune | \$ 580.00 |
| Berthoud Surveyor | \$ 102.00 |
| Total Winter Rack Cards | <u>\$3,719.27</u> |

Balance as of May 1, 2011 **\$5,030.73**

| | |
|---------------------------------|------------------|
| <u>Summer Rack Cards</u> | |
| Print/Got Print | \$3,824.21 |
| <u>Distribution</u> | |
| Cheyenne Tribune | \$ 710.00 |
| Berthoud Surveyor | \$ 102.00 |
| Windsor Beacon | \$ 337.50 |
| Longmont Times | <u>\$ 337.50</u> |

(Price increased due to 8 panels vs. 2 panels)

Balance as of August 1, 2011 **(\$-280.48)**

The balance was divided between 9 entities (The Museum/Rialto were not charged as payment for the design fee). The Promenade Shops, City of Loveland, The Ranch, Engaging Loveland, Medical Center of the Rockies, Downtown Loveland Association, Centerra and McKee/Banner Health each paid **\$31.16** to cover costs.