

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

**FRONT RANGE CO-OP MARKETING REPORT
\$2,250**

1. **Project Name:** Front Range Co-Op Marketing
2. **Event Date/Time:** January – December, 2011
3. **Project Location:** Loveland Colorado/Front Range Travel Region
4. **Organization Name: Engaging Loveland**
 - a. Contact Name: Kristine Koschke
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 - c. Phone Number: 970-980-4764
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 - e. Email Address: kristine@engagingloveland.org
 - f. Organization Website: www.engagingloveland.org
5. **Grant Amount Received - \$2,250**
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.**

Engaging Loveland represented the City of Loveland and partnered with one of the oldest functioning co-ops in the state to help leverage marketing dollars to promote Loveland as a partner within the Front Range Travel Region. Those communities include: Loveland, Golden, Boulder, Black Hawk/Central City, Estes Park, Fort Collins, Greeley and Longmont. Please note in 2012 Black Hawk/Central City has removed their region from the co-op marketing effort.

The goal of the Front Range Travel Region is to position the region and its communities as a premier destination for travelers. The participating communities have organized to promote and increase public awareness of tourism/visitor opportunities and enhance the experience of the traveler through the region and state of Colorado through cooperative marketing programming.

Each of the cities participating in the marketing co-op advertising presented dollars to be used as matching funding for the Colorado Tourism Grant. Loveland's portion of the matching funding was \$2,250. Loveland was included in all marketing/promotions for the co-op advertising through the state and across the United States.

- a) Loveland is listed on the Colorado state winery and brewery brochures
- b) Loveland is listed on the full page ad in the public art/museum brochure

- c) Loveland received leads generated through the Madden Pre-Print Sunday ads and Welcome Leads program – which allowed us to promote events and attractions. Engaging Loveland forwarded those leads to all the Loveland hotels to follow-up with.
- d) Travel writers visited Loveland during the Governor’s Conference on Tourism. We currently have a pitch into *Better Homes & Garden Magazine* for the Snow Sculpture event next year.
- e) Colorado.com advertising

TV/Radio: markets and penetration – Not Applicable

Publicity: Coverage Garnered – Available end of February

Website: Tracking of website activity results - Available end of February

Social Media: Available end of February

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

The City of Boulder submitted the 2011 and 2012 Colorado Tourism Office matching grant. They will not have their final report until the end of February. Engaging Loveland will submit any additional information in an addendum by March 15, 2011. Some preliminary information includes:

- a) **Over 14,200 new leads** were distributed to each partner. Engaging Loveland distributed the leads to all Loveland hotels.
- b) Madden Pre-Print Sunday Advertisement Leads generated over **6,000 leads for each partner**.
- c) Reprint of the **Front Range Brewery Brochure – 50,000 brochures** were distributed to each partner collectively. Engaging Loveland distributes those brochures at special events as well to area restaurants, hotels and businesses.
- d) Reprint of the **Peak to Peak and other Front Range Scenic Byways Brochure – 20,000 brochures** were distributed to each partner collectively.
- e) **Madden-Sunday Colorado Magazine Supplement** – brochure style ad-lead generator including Oprah Magazine leads.
- f) **Colorado.com** – Welcome program – lead generator.

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.

The estimated potential economic impact on Loveland is positive as we were able to leverage a small amount of marketing dollars to reach thousands of potential visitors to the area. We capitalize on our location as well as Loveland’s proximity to Rocky Mountain National Park and Denver bringing additional visitors and tourists to Loveland.

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.

Funding Sources/Revenues

Other Community Contributions	\$11,800
Loveland Contribution	\$ 2,250
Colorado Tourism Grant	<u>\$13,300</u>
Total	\$27,350

Funding Expenses

Print/Outdoor (newspaper/magazines)	\$ 3,300
Online	\$ 5,000
Brochure-Leads Program	\$16,000
Public Relations	\$ 2,550
Website Improvements	<u>\$ 500</u>
Total	\$27,350

Budget Narrative – the funding is critical to the success of the project as it helps to include Loveland in a state and national marketing effort with surrounding communities.