

Destination Loveland campaign begins

Loveland, Colorado—Everything You Love.

That's the slogan/tagline/catchphrase—the brand—that was officially launched last month to promote Loveland as a tourism destination. The effort began about a year-and-a-half ago with the work of

a research and analysis firm to determine the character of Loveland and how to best promote the city to attract visitors. Financed by visitors' money from the lodging tax passed in 2009, the program aims to benefit Loveland economically from money spent by visitors and tourists here in Loveland. A celebration and tour of the newly revamped Loveland Visitors Center marked the launch of the brand and implementation of the overall strategy to bring visitors to town. The initial research posed some interesting questions and nailed down some realities.

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[More about the Destination Loveland campaign inside](#)

President Lincoln coming to town

The national touring exhibition, *Lincoln: The Constitution and the Civil War* will be held at the Library Aug. 18 through Sept. 27. The exhibit examines how President Lincoln used the Constitution to confront the three intertwined crises of the Civil War—the secession of the Southern states, slavery, and wartime civil liberties.

The Library and Friends of the Library will be presenting many entertaining and educational activities in conjunction with the exhibit.

Sat., Aug. 18: Exhibit Grand opening

- 1-4 p.m.** – The 1st Colorado Volunteer Infantry will set up an authentic Civil War camp outside the library.
- 3 p.m.** – Children can make stovepipe hats in Mrs. Runschmunkel's Reading Room.
- 4 p.m.** – CSU professor Robert Gudmestad will present Lincoln and Secession in the library's Gertrude Scott meeting room.
- 6-8 p.m., Fri., Aug. 24** – Historical dance instructor Sharon Guli will present an evening of Civil War era dancing in the library Galleria after the library closes. The dance is open to all ages and period dress is encouraged.
- 4 p.m., Wed., Aug 29** – Teens can participate in a Lincoln trivia contest. At the end of the contest copies of the book *Abraham Lincoln: Vampire Hunter* will be distributed to teens who want to read and discuss it at the Readers Anonymous teen book group meeting Sept. 26.



6:30 p.m., Thurs., Aug. 30 – Susan Schulten, a University of Denver professor, will present Lincoln and Civil Liberties in Wartime in the Gertrude Scott room.

Thurs., Sept. 6 – Jeananne Wright will discuss Civil War era quilts.

Thurs., Sept. 13 – There will be a special Adult Book Discussion on Geraldine Brooks' book *March*.

Mon., Sept. 17 – Colorado State Historian William Convery will discuss the Civil War in the West.

Sat., Sept. 22 – Former President Abe Lincoln will pay a visit.

Thurs., Sept. 27 – A community panel will discuss why the Civil War is still relevant today.

Throughout the exhibit there will be a Lincoln portrait photo booth and scavenger hunt in the children's area. Teens can also guess the number of Lincoln pennies in a jar.

For more information call 962-2548.



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PWP is a free program that helps manage the high demand for electricity during summer months. For more information call 962-3000 or visit www.cityofloveland.org/PWP

Shred confidential documents Sept. 29

Residents are invited to completely shred sensitive, confidential documents 10 a.m.-2 p.m., Sat., Sept. 29 at the Loveland Recycling Center, 400 N. Wilson Ave.

This service is free with a current yard debris permit, \$5 without a permit. All shredded documents will be recycled. Please limit quantities to three bags or boxes per household.

As a reminder, residents who have shredders at home can bring shredded paper to the recycling center any time throughout the year and place it in the container for office paper.

For more information call 962-2529 or go to the Recycling and Solid Waste Division webpages at www.cityofloveland.org.

Destination Loveland campaign begins (continued from page 1)

Loveland, at least in the minds of the many individuals that were interviewed during the research phase, has a split personality when it comes to providing a message describing itself. Is Loveland the:

- Sweetheart City?
- Where Art and Science Meet?
- City with a Heart?
- Loveland, A Work of Art?
- Gateway to Rocky Mountain National Park?

Depending on special interests, the city has been promoted in a variety of

It's circular: Visitors' tax pays to attract visitors

So where does the money come from for this new program to market Loveland to future visitors and tourists? Actually, it all began in 2009 with voter approval of establishing a three percent lodging tax paid by visitors staying in Loveland's hotels. The entire marketing campaign is funded by the lodging tax dollars, which can only be used to promote tourism and support local events for the community.

This year's kick-off budget totals \$500,000, leaving an additional \$750,000 "in the bank." Since passage of the lodging tax, the anticipated \$400,000 annual revenue has been exceeded each year, with greater revenue likely due to the success of the marketing program.

ways. It was determined that a single brand should be created, a brand that could be molded to fit a variety of Loveland's main elements while remaining consistent for every use.

And what are Loveland's main elements that best attract visitors?

- Arts and culture
- Sweetheart City - weddings and Valentine's holiday
- Sports and outdoor recreation
- Route to Rocky Mountain National Park
- Northern Colorado hub location
- Destination festivals and attractions

The "Loveland, Colorado—Everything You Love" brand encompasses it all.

It's aimed at people who love art, love golf, love dining, love shopping, love hiking, love fishing, love parades and special events, and of course, love each other as demonstrated at weddings and with valentines.

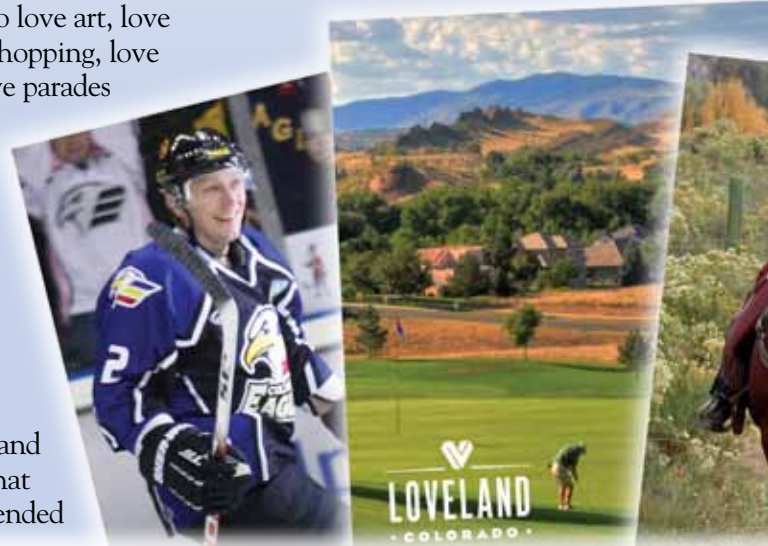
Not a replacement

It's important to understand that the "Loveland, Colorado—Everything You Love" brand and its L-shaped logo that resembles a heart is intended solely as the visitor-attracting image. It doesn't replace the long-standing rectangular blue-

and-green city government logo.

With the new brand, Loveland's Visitor Services Office begins the process of working with professional marketing firms to establish the identity of Loveland as a visitor and destination location. Folks coming to Loveland for the day or evening, or passing through and stopping to enjoy a meal or spend some time in a park are considered visitors. Families staying for a few days are considered destination tourists.

The marketing campaign will consist of a wide variety of advertising and multi-media exposure. A new, tourist-oriented website, www.VisitLovelandCO.com, is being created. Videos showcasing Loveland and its



Sharing the info on loving Loveland

Loveland residents know the many things they love about Loveland, but there's never been a broad and strong effort to share that information widely. With the new branding and promotional program, reasons to visit Loveland will be trumpeted far and wide. What are some of the facets

and assets of Loveland that will be marketed to prospective visitors and tourists?

- Golf courses
- Shows at the Rialto
- Events at Budweiser arena
- Shopping aplenty
- Recreation opportunities

Hazardous waste pick-up for seniors and disabled

Loveland seniors and disabled can sign up for a door-to-door pick up of household hazardous waste products to be picked up Tues., Oct. 2. Scheduled pickups will be limited to the first 40 residents who sign up.

To sign up, call Waste Management Curbside At Your Door Special Collection, 1-800-HHW-PKUP (449-7587). Leave a brief message including name, address and phone number.

Items for pick-up include adhesives, old batteries, cleaners with ammonia or bleach, liquid drain openers, house paint, old nail polish and polish remover, lawn and garden pesticides, and automotive products such as antifreeze and brake/transmission fluid.

This special collection helps seniors and disabled residents dispose of these items in an environmentally-responsible way. Items for collection should be set out by the garage or front door by 7 a.m., Oct. 2.

For more information call 962-2772.



Family Safety Expo is Sept. 15

September is National Preparedness Month. To help local families be better prepared for emergencies, the Loveland Fire Rescue Authority is hosting its third annual Emergency Preparedness and Family Safety Expo,

10 a.m.-2p.m. at JAX Mercantile, 950 E. Eisenhower Blvd. Numerous vendors and organizations will be on hand to demonstrate emergency response equipment and provide free information on a wide variety of safety and preparedness topics.

This kid-friendly event can help community members learn ways to better prepare and protect their families from potential accidents and disasters. Door prizes will be given away and free food will be provided by JAX.



surroundings will be displayed on the website, YouTube and elsewhere. Billboards—both stationery and electronic—will encourage people traveling along I-25 and on highways elsewhere to visit the city. Ads, brochures and videos will be aimed at potential visitors with a special interest; golf, weddings, the arts, music of all kinds, etc.

Advertisements in travel magazines in neighboring states and beyond will encourage destination travel. The largest numbers of out-of-state visitors to Loveland are from Texas.

The Visitor Services Office is looking forward to working with the Loveland airport's commercial airline to encourage more travel to Loveland from its

destinations of Las Vegas and the Phoenix area.

Hockey highlighted

A major promotional effort will involve the popular Eagles pro hockey team and league. Videos promoting Loveland will be shown on the giant scoreboard at Eagles home games next year, with its sold-out crowds that include about 25 percent from outside Northern Colorado.

This will include showings at next year's Eagles East Coast Hockey League (ECHL) all-star game, with fans expected to attend from throughout the nation. And in addition to home games, the visit-Loveland video will be shown during games at all 23 ECHL stadiums from Alaska to Georgia.

Long-term approach

The visitor office staff stressed that the promotional effort and its results are a marathon, not a sprint. The strategy is a long-term plan to increase visitation and its economic benefits to the city during the years ahead.

The entire marketing campaign will promote consistent "Loveland, Colorado—Everything You Love" messages and images, all furthering instant recognition of the invitation to visit the Sweetheart City.

Concierge services; live and virtual

Not to be confused with the main website of City of Loveland government at www.cityofloveland.org, a new website aimed at becoming a 24/7 virtual concierge for visitors to Loveland is in the works. Coming soon from a local professional website development firm is www.VisitLovelandCO.com. (There's a Loveland in Ohio near Cincinnati; population: 12,000.)

The new website will feature photos, art, videos and more showcasing Loveland to prospective tourists. It will eventually include interactive features enabling website visitors to book hotels, book day trips, learn of nearby attractions, get help with wedding plans and more.

In-person assistance

Live, daytime concierge assistance is available from the recently revamped Visitors Center, 5400 Stone Creek Circle, just off US34 near the entrance to Centerra Marketplace.

A team of volunteers will help visitors learn about what Loveland has to offer, guide them through the city, answer questions and offer recommendations. A variety of Loveland-oriented merchandise is also available at the center.

Whether in person or online, creating a first-class first impression is especially important for first-time visitors.



- Festivals
 - Cherry Pie Celebration
 - Sculpture Shows
 - Corn Roast Festival
 - Balloon Rallies
 - BBQ/Music fest
- Galleries galore
- Public art
- Wedding sites
- Valentine HQ
- 31 City Parks
- Natural areas and lakes
- Hiking and biking
- Proximity to RMNP

What Loveland residents see and enjoy on a regular basis makes a long and attractive list for future visitors to Loveland.

Direct impact, no. Cost, yes to Loveland from wildfires

Compared to the foothills wildfires near Fort Collins and Colorado Springs, the Loveland area was very fortunate. Although the High Park Fire threatened Loveland's rural fire-response district, it didn't spread quite that far south.

Within the Loveland Fire Rescue Authority (LFRA) jurisdiction there was no fire, no damage and no injuries. There was some expense.

During the course of both the High Park Fire and Waldo Canyon Fire, LFRA sent personnel, trucks, supplies and equipment to assist. Total cost to Loveland's budget is about \$115,000, with about \$40,000 to be reimbursed by the State of Colorado because the fire was declared a state disaster.

Why did Loveland participate and incur expenses if the fire didn't reach Loveland's jurisdiction? Because help was needed, it was the right thing to do and because all the area fire departments have agreements to aid one another.

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Loveland sparkled on July 4th

Fireworks-wise, it was a good July, on both the professional and personal levels.

For more than 30 years, Loveland's giant professional fireworks display over Lake Loveland has been a success. Once again all went smoothly for the pyrotechnics firm that engineered and launched the 2,000 or so shells that brought thousands of "oohs" and "aahs" last month.

It seemed that this year's show had a larger-than-normal audience, possibly due to visitors from other communities where professional shows had been canceled. As usual, the shells were launched over Lake Loveland from the swim beach at North Lake Park.

Park staff was pleased to note that cleanup the next day went significantly faster and easier than in prior years due to not having to deal with the remnants of personal fireworks.

As for personal fireworks use, the news was good there, too. With this year's ban on igniting any personal fireworks,

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Farmers Market open Sundays

Cool shopping for cool stuff

The expanded City of Loveland Farmers Market, located at Fairgrounds Park, is open 9 a.m.-1 p.m. every Sunday through Sept. 30.

The market, which started with just six vendors in its first year, now has 30 vendors who offer a variety of the freshest, locally-grown produce, dairy products and natural meats around, but that's just the beginning of what this market has to offer.

This year, among the more eclectic offerings are:

- Fine teas and gourmet, fair-trade chocolate
- Local artisan cheeses
- Locally produced fine wines
- Gourmet sauces including salsa, hot sauce and pasta sauce
- Locally hand-roasted coffee
- Water color paintings
- Home-made tortillas and tamales
- Artisan breads and pastries
- Local honey



Music, face painting and other entertainment add to the fun for young and old alike.

The City's Farmers Market accepts credit cards, cash and checks. For more information visit www.CityofLoveland.org/FarmersMarket or follow the farmers market on Twitter at [NoCOFarmersMrkt](https://twitter.com/NoCOFarmersMrkt).

Take a few MINS to find easy ways to make a difference on your utilities

Maintain your equipment:

- Maintain your air conditioner- Use less energy, keep your home cooler and avoid repairs. Remove dust and grass clippings from the outside condenser and change or clean the filters monthly during the cooling season.
- Check for damaged sprinkler heads regularly.

Install and replace with newer more efficient products:

- Install a low flow toilet- It uses only 1.6 gallons per flush.
- Install energy saving light bulbs- ENERGY STAR LEDs or CFLs use about 75 percent less energy and last much longer.

Use only what you need:

- Water your lawn only when it needs it, adjusting for rain and other conditions.
- Run dishwashers and clothes washers only when full.

Shift usage to avoid the peak:

- Shift energy use to before 4 p.m. or after 8 p.m.- Loveland uses the most energy during summer evenings. Reduce peak use by doing laundry later or by cooking on the grill.
- Eliminate watering between 10 a.m. and 6 p.m. to reduce evaporation due to sun and wind.

For more tips, go to www.cityofloveland.org/Conservation or call 962-3000.

Loveland sparkled on July 4th (continued from page 3)

Loveland's communications center received only 30 fireworks complaints and the fire department wasn't dispatched to put out any fireworks-related flames. By contrast, 102 complaints were received last year.

North Lake Park visitors also benefitted from greater safety due to the personal fireworks ban.

The community received a pat-on-the-back from Loveland Fire Marshall Merlin Green: "We are pleased that the residents of Loveland followed the

advice and recommendation not to use fireworks and adhered to the burn restrictions that were in-place during the extremely dry conditions," Green said.

The City of Loveland's wallet did suffer a bit this year, however. Because of the ban, Loveland didn't collect the \$1,500 permit fee from each of about a dozen fireworks stands nor the sales tax revenues from the sales of normally-permissible fireworks. But the fire and injury free holiday was beneficial for all.

Biz appreciation event highlights tech, innovation

The exciting developments in tech transfer and innovation taking place in Colorado and especially in Loveland headline the City's annual Business Appreciation Breakfast, 7:30 a.m., Sept. 5 at the Embassy Suites Hotel on Crossroads Blvd.

Ray Lugo, director of the National Aeronautics and Space Administration's John H. Glenn Research Center in Cleveland, is the keynote speaker for this event. NASA Glenn does research in systems development and technology relating to space propulsion, space communication and other space-related technologies.

In addition to the breakfast Sept. 5, the City will also be presenting an Innovation and Technology Showcase later that day. Technology displays from NASA, Colorado State University, the Innosphere and Loveland high-tech companies will be set up at the hotel. The City's Tech Transfer Initiative will also be highlighted.

Crafts, produce at Harvest Bazaar

The Senior Center presents its annual Harvest Bazaar, 9 a.m.-1:30 p.m., Fri. Sept. 21.

Browse through crafter booths and the produce sale while enjoying delicious soups, pies and chili, served 10:30 a.m.-1 p.m. Cost is \$5 for the meal deal in advance or \$6 at the door. Pie and coffee served 9-11 a.m. for \$2.

Crafters are wanted. Garden produce donations will be accepted starting Sept. 19.

For more info call 962-2783.

Direct impact, no. Cost, yes to Loveland from wildfires

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Total cost to fight the High Park Fire exceeds \$39 million. That doesn't include the anticipated many millions of dollars in damages to the properties, structures and possessions of residents impacted by the fire.

With a bolt of lightning, a careless camper, train derailment or another incident, the next problem could be Loveland's. That would bring help to Loveland by outside agencies. LFRA hopes there's no need for them to return the favor.

City Update is a monthly publication of the City of Loveland. Residents receive *City Update* according to their utility billing cycle. Timeliness of the information may be affected by recipients' billing schedule. *City Update* is also available around the first of every month on the City's website at www.cityofloveland.org. Your comments are encouraged and welcomed at 962-2302, Andy.Hiller@cityofloveland.org.