

VISIT LOVELAND PR/SOCIAL MEDIA REPORT

August 2016

August was a great month for Visit Loveland PR/social media. Below are the highlights and results.

TOP PR PRIORITIES

1



Visit Colorado Instagram Takeover

Visit Loveland secured a week-long Instagram takeover on the Visit Colorado Instagram account for subtle promotion of the Art Show. The week of posts consisted of a variety of Loveland activities, scenery and culture; with heavy promotion of the Art Show weekend to follow. More information about the Visit Colorado Instagram takeover is highlighted below.

2



Loveland Events & Festivals Promotion

With the world-renown Art Show weekend featuring three different shows and festivals and other Loveland end-of-summer events, the focus was on promoting and bringing awareness to the Loveland area. The Larimer County Fair & Rodeo and Gnarly Barley Brew Festival kicked off the events and ended with Corn Roast Festival and further promotion of the Fall season in Loveland. We secured event calendars and

3



Cindy DMAI Designation

Compiled a press release and media list for campaign launch announcing Cindy's accomplishments and highlighting the CDME award. Planned and researched for launch of campaign for the first week of September by creating pitch angles for local and national media.

4



Northern Colorado Regional Airport Marketing

Finalized all marketing efforts through the end of August for contract reevaluations. Created social media copy for Tri 102.5 blog and added TSM blog post links to the Elite Airways marketing plan. Organized and reports all marketing and advertising campaign results and updated the marketing plan to include screenshots and results.

5



Art App Launch

Continued working towards the launch of the Loveland Art App. Worked with Cindy and City of Loveland team to finishing mapping out locations and updated the media list for pitching the story to national and local influencers. Launch is has been postponed and is expected to happen in September.

MEDIA HIGHLIGHTS:

August was an incredibly successful month for social media and the promotion of end -of-summer events; including the Art Show weekend, Corn Roast Festival, Larimer County Rodeo and Gnarly Barley Brew Festival. With the opportunity to do a Visit Colorado Instagram takeover, we secured an abundance of followers and added promotion and awareness to events. August was spent planning for fall and September campaign launches.

PR SUCCESS BY THE NUMBERS

\$39,995

PR Value

11.5 million

Impressions

702

Media Social Shares

TOP SOCIAL MEDIA PRIORITIES



103 new fans | 5,011 total fans | 292,701 impressions

Priorities: Post photos to promote Loveland events such as: Art Show weekend, Larimer County Fair & Rodeo and Corn Roast festival. Continued promotion of the beer passport program, Loveland nature and scenery, and local arts and entertainment. Most engaging posts included events and festivals promotion, scenery, colorful sunsets, beer passport program, outdoor activity spotlights and artwork/sculptures.



17 new followers | 1,407 total followers | 16,968 impressions | 346 engagements

Priorities: The primary focus for August was promoting Loveland events and festivals, Loveland beer passport program, Loveland scenery, outdoor activities and arts and entertainment. Most engaging posts were Devil's Backbone activities, Sylvan Dale Ranch promotion, National Dog Day, Larimer County fair, outdoor activities, Loveland scenery and sculpture photos.



249 new followers | 2,912 followers | 4,461 engagements

Priorities: Posting engaging photos that demonstrate Loveland events and festivals, art culture, beer culture, outdoor scenery, and local restaurants and food. Most engaging photos: Outdoor scenery, sunsets, and sculptures. Most engaging hashtags: #VisitLoveland, #lovelandco, #colorado, #loveland, #sunset, #beauty, #sculpture, #art, #lake and #outdoors

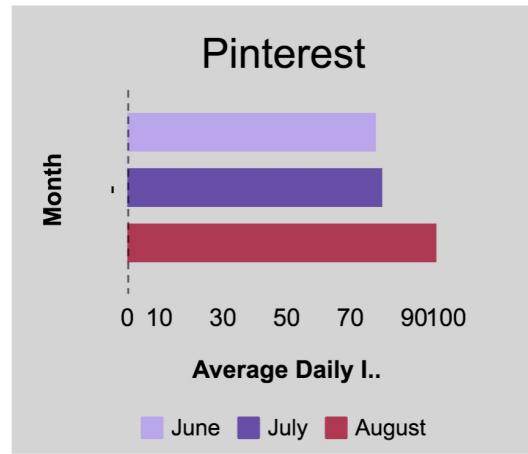
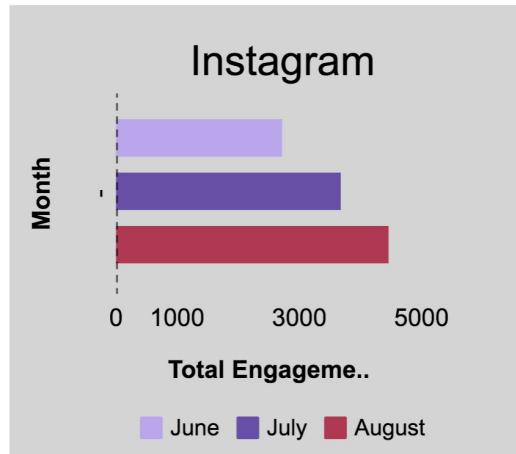
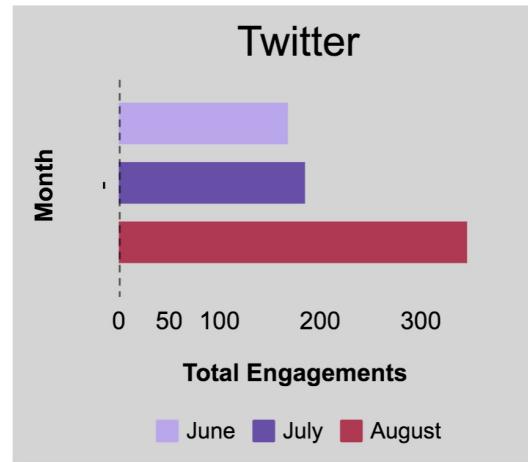
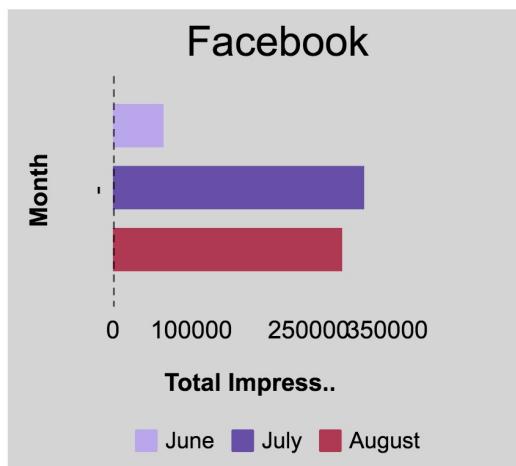


97 average daily impressions | 20 average daily viewers | 168 total followers

Priorities: Focus on following new accounts that might drive traffic to our profile and update content consistently to gain more interaction. In August, our most engaging posts were the promotions of outdoor activities, Devil's Backbone, nature, art and local food. Our most engaging boards: Summer in Loveland, Loveland: An Art Lover's Sanctuary, Eat and Drink, Outdoor Experience.

*Fyn PR is working on a plan to include Snapchat as one of Visit Loveland's social channels

Social Media Results



Visit Loveland PR/Social Media Report

August 2016

VISIT COLORADO INSTAGRAM TAKEOVER



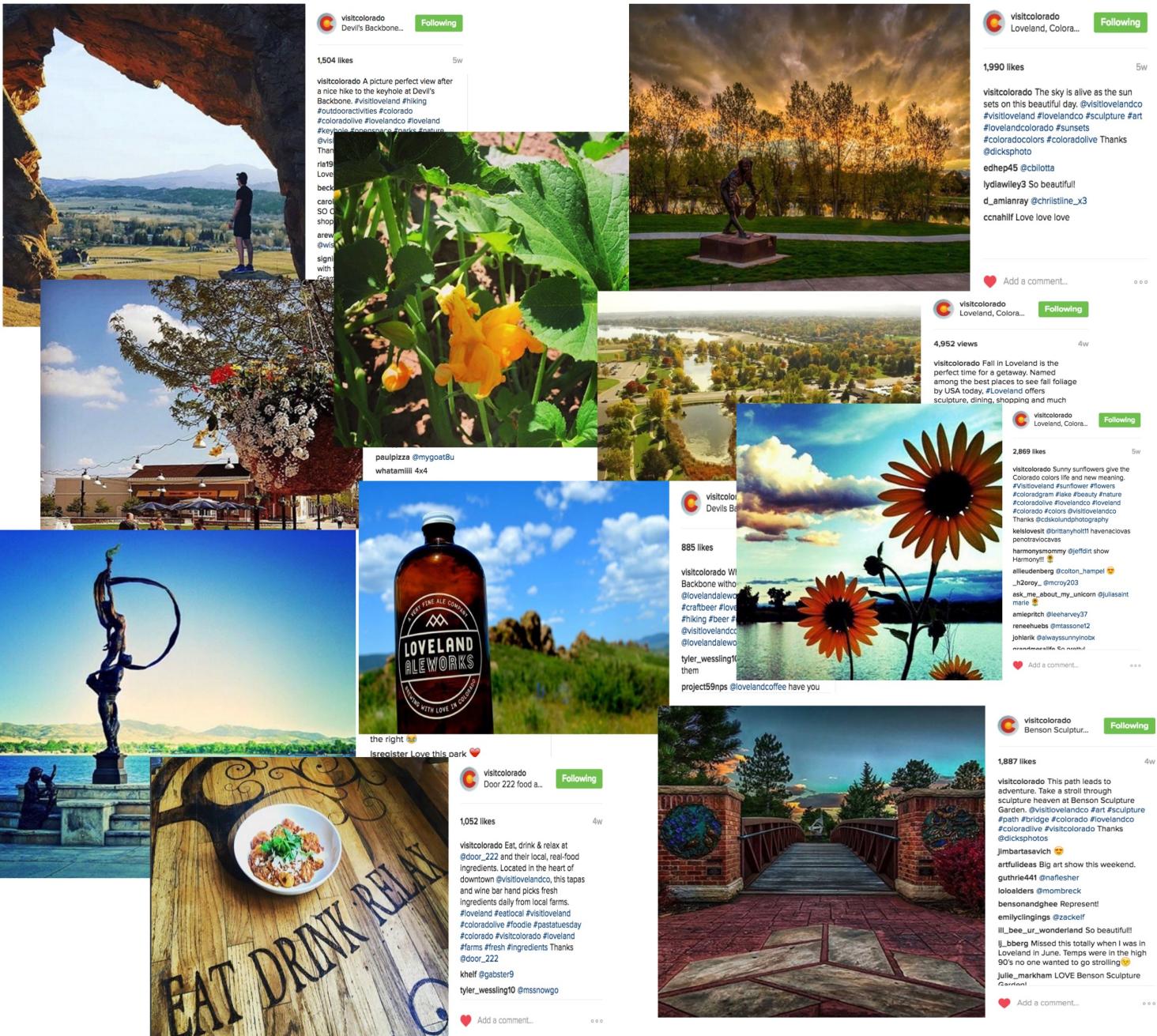
HIGHLIGHTS

Visit Colorado



22 Instagram posts | 40,677 likes | 265 comments

Visit Loveland was the featured city during an Instagram takeover for the week leading up to the art show weekend. With 22 posts, Visit Loveland saw great engagement and an increase of followers to the personal page from tagging @visitlovelandco in all posts. Posts included sculptures, downtown art, Centerra shopping, Loveland fall video, Door 222 eat local pasta, Osborn Farm blooms, sunsets, Loveland Aleworks, beautiful landscapes, and hiking & biking to Devil's Backbone. The post with the most engagement was the Loveland fall video with 4,952 views and 18 comments. Hashtags included: #visitloveland #lovelandco #coloradolive #visitcolorado #loveland #visitlovelandco #sculpture #coloradogram #sunset #colorado #art #outdoors #craftbeer #summertravel #lovelandcolorado #nature





Facebook Pages Report for Visit Loveland Colorado

Aug 01, 2016 - Aug 31, 2016

The Facebook Report gives you insight on all social activity across your Facebook accounts using a blend of Facebook Insights and proprietary metrics of our own.

Facebook Activity Overview



292,701

IMPRESSIONS



3,484

POST ENGAGEMENTS



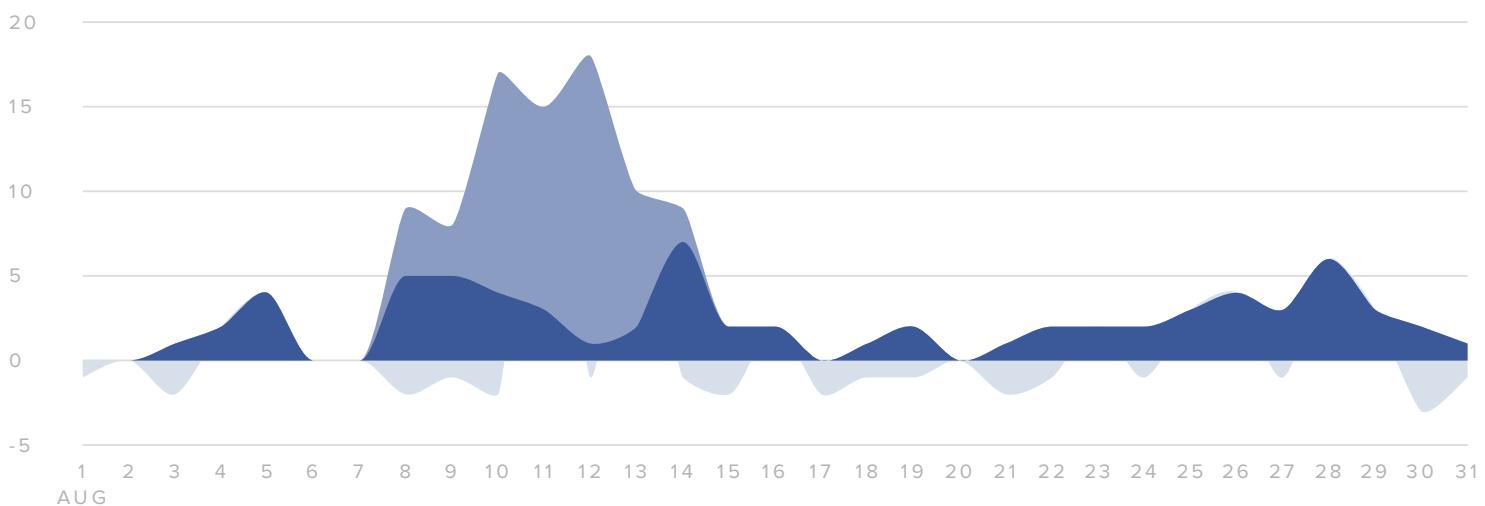
856

LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY

■ ORGANIC LIKES ■ PAID LIKES ■ UNLIKES



AUDIENCE GROWTH METRICS

TOTALS

Total fans increased by

▲ 2.1%

since previous month

Total Fans

5,011

Paid Likes

59

Organic Likes

70

Unlikes

25

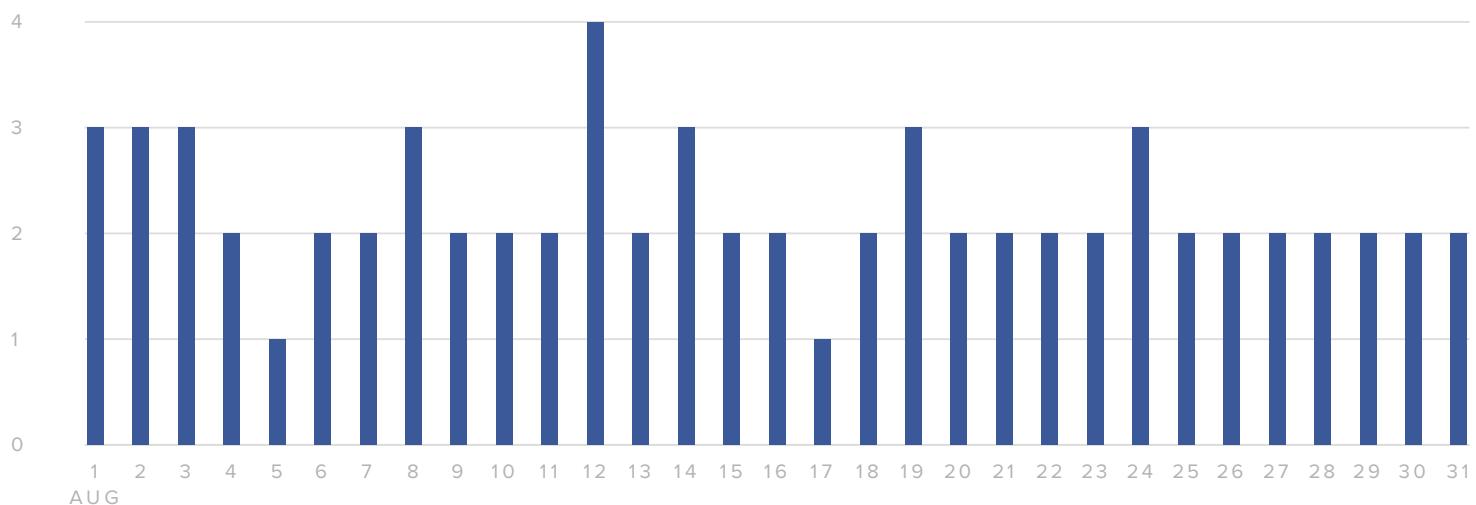
Net Likes

104



Publishing Behavior

POSTS, BY DAY



PUBLISHING METRICS

TOTALS

Photos	59
Videos	-
Posts	10
Total Posts	69

The number of posts you sent increased by

▲ 15.0%

since previous month

Top Posts, by Engagement

Post

Reactions Comments Engagement ▼ Reach



Visit Loveland Colorado

21

1

10.3%

302



(Post) August 24, 2016 8:15 pm



Visit Loveland Colorado

44

2

7.2%

983

Loveland's nationally-recognized Art Show weekend is just around the corner. With Sculpture in the Park, Loveland Fine Arts & Wine Festival and Art In The Park bringing in world renown artists and a series of entertainers, there is a lot to be excited for! For more information about the Art Show weekend, check out www.heiditown.com's take on Loveland's August Art Scene.

<http://www.visitlovelandco.org/2016/08/lovelands-august-art-scene/>

 Visit Loveland Colorado

(Post) August 03, 2016 10:34 am



Visit Loveland Colorado

98

3

6.6%

1,796

What a sunset with a picturesque Loveland silhouette. Just another reason to fall in with Colorado. Photo: Marybeth Sharp #VisitLoveland #sunset

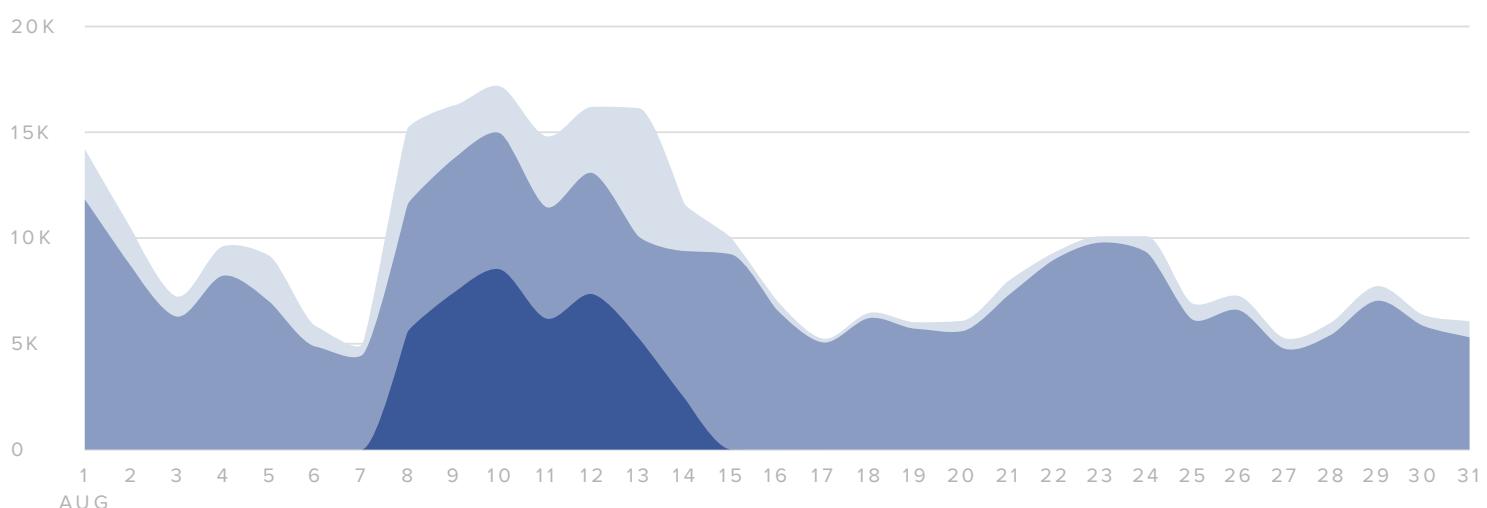


(Post) August 30, 2016 6:44 pm



Page Impressions

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS

TOTALS

Total Impressions decreased by

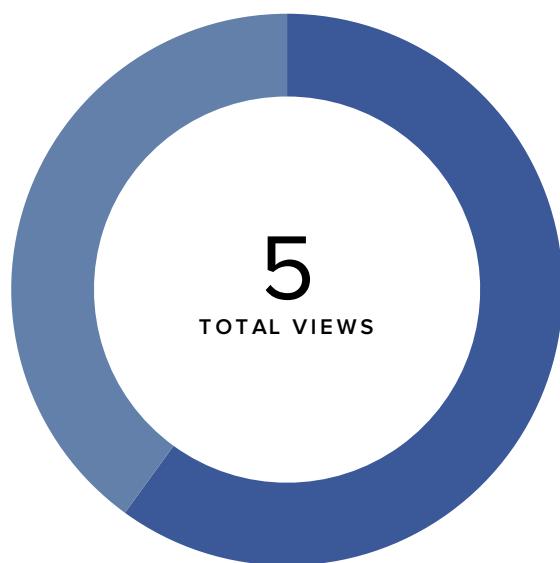
▼ 8.8%

since previous month

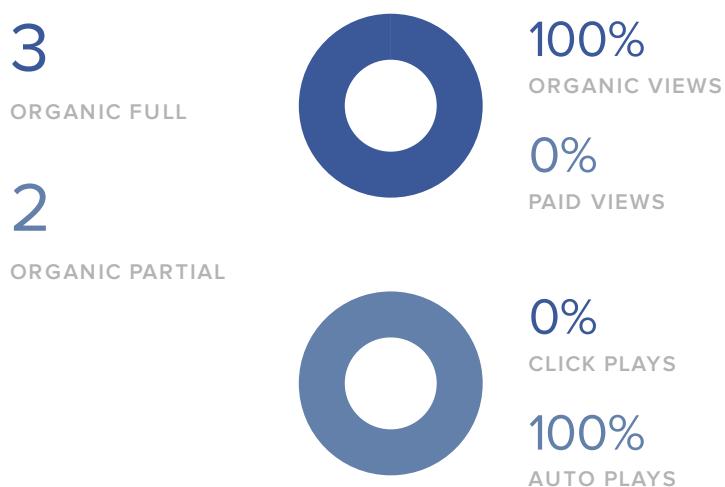
Organic Impressions	207,715
Viral Impressions	42,259
Paid Impressions	42,727
Total Impressions	292,701
Users Reached	132,629

Video Performance

VIEW METRICS



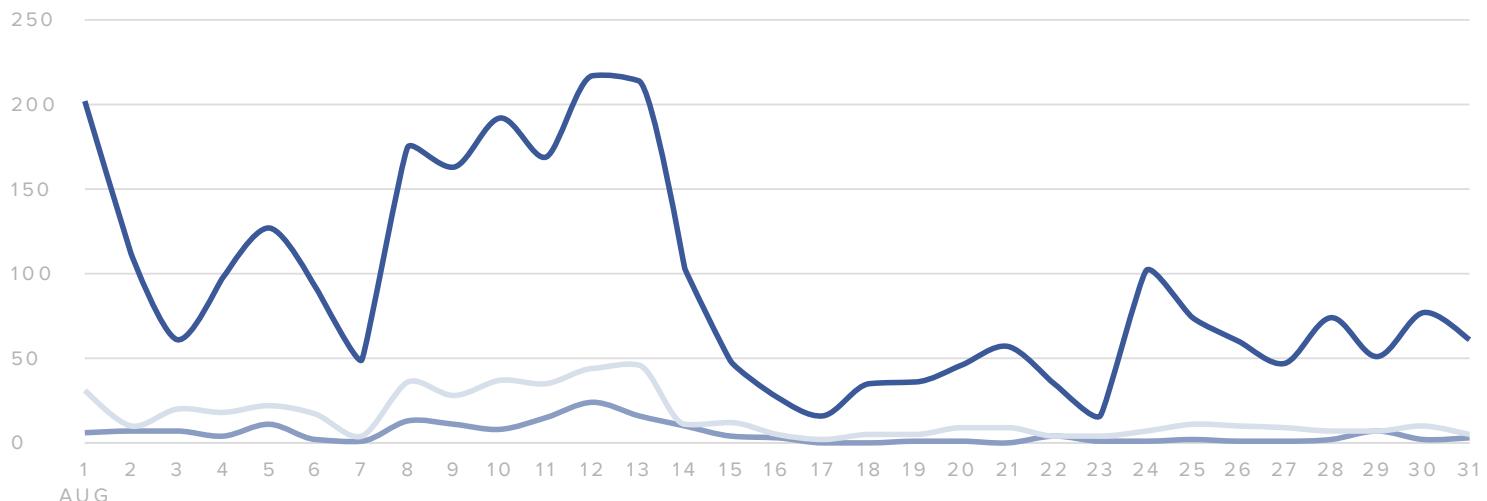
VIEWING BREAKDOWN



Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY

REACTIONS COMMENTS SHARES



ACTION METRICS

TOTALS

Reactions	2,836
Comments	168
Shares	480
Total Engagements	3,484

Total Engagements increased by

▲ 43.6%

since previous month

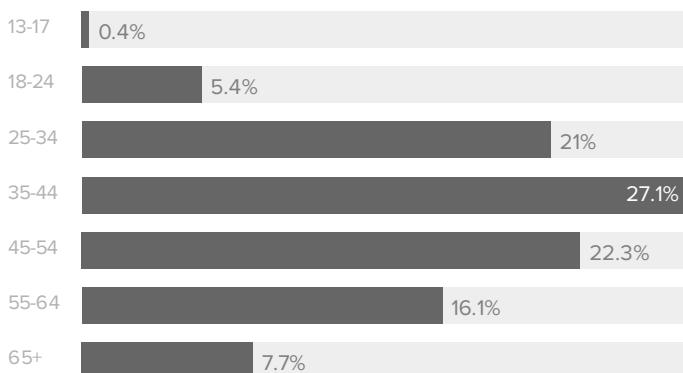
Demographics

PAGE FANS

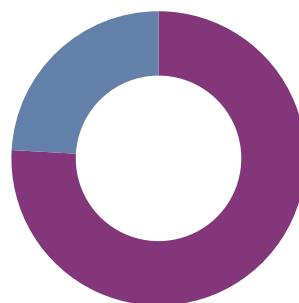
PEOPLE REACHED

PEOPLE ENGAGED

BY AGE



BY GENDER



75.9%

FEMALE

24.1%

MALE

Women between the ages of 35-44 appear to be the leading force among your fans.

TOP COUNTRIES

United States

4,889 Loveland, CO

1,869

Mexico

12 Fort Collins, CO

497

India

10 Greeley, CO

215

Italy

8 Johnstown, CO

110

United Kingdom

6 Denver, CO

103

TOP CITIES



Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Visit Loveland Colorado	5,011	2.10%	69	292,701	4,242	3,484	50.5	856



Twitter Profiles Report for @VisitLovelandCO

Aug 01, 2016 - Aug 31, 2016

The Twitter Profiles Report gives you insight on all social activity across your Twitter accounts using a blend of Twitter's metrics and proprietary metrics of our own.

Twitter Activity Overview



16,968

ORGANIC IMPRESSIONS



346

TOTAL ENGAGEMENTS



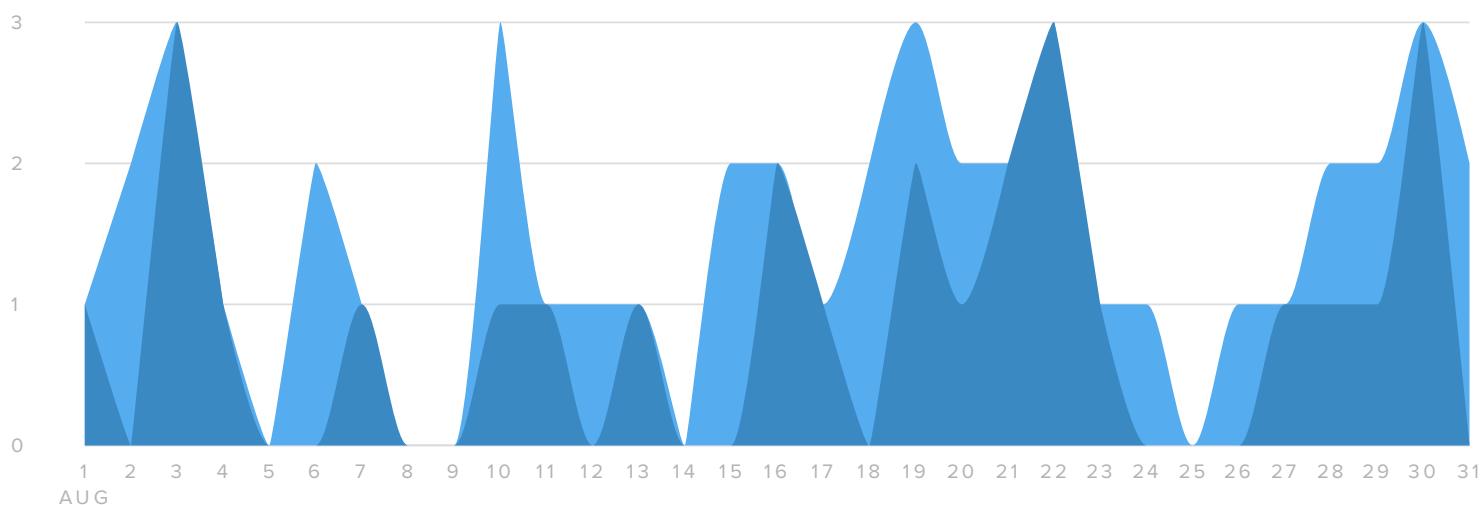
29

LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY

■ NEW FOLLOWER ALERTS
■ ACTUAL FOLLOWERS GAINED



FOLLOWER METRICS

TOTALS

Total followers increased by

Total Followers

1,407

▲ 1.2%

New Follower alerts

36

Actual Followers gained

17

People that you followed

4

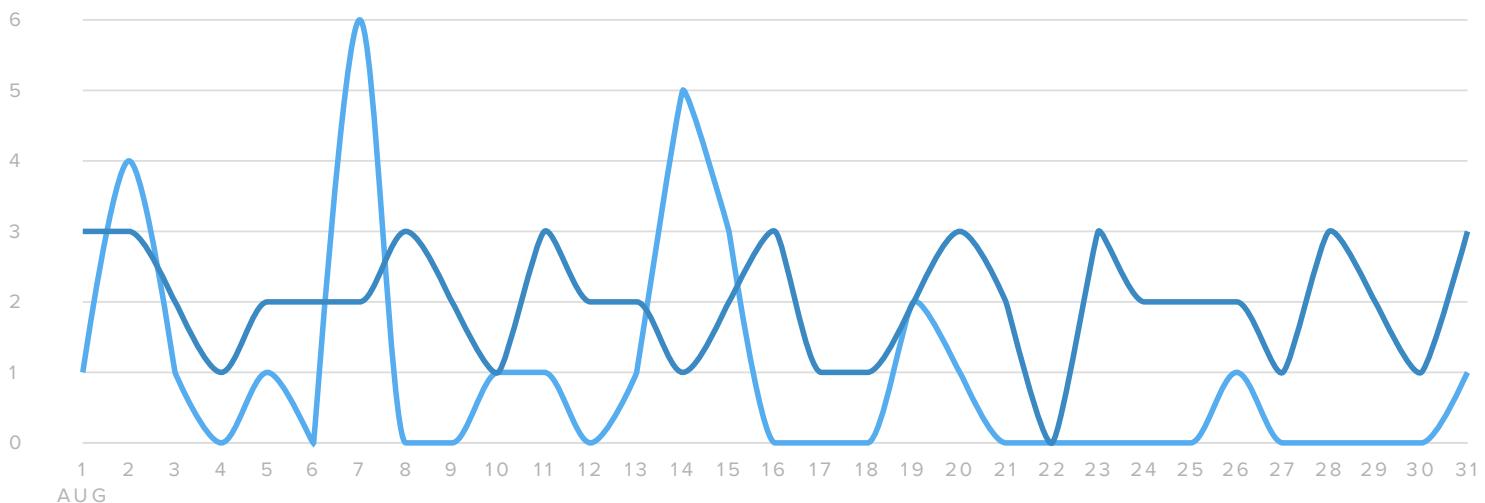
since previous month



Posts & Conversations

MESSAGES PER DAY

RECEIVED SENT



SENT/RECEIVED METRICS

TOTALS

Tweets sent	62
Direct Messages sent	-
Total Sent	62

The number of messages you sent increased by

▲ 17.0%

since previous month

Mentions received	29
Direct Messages received	-
Total Received	29

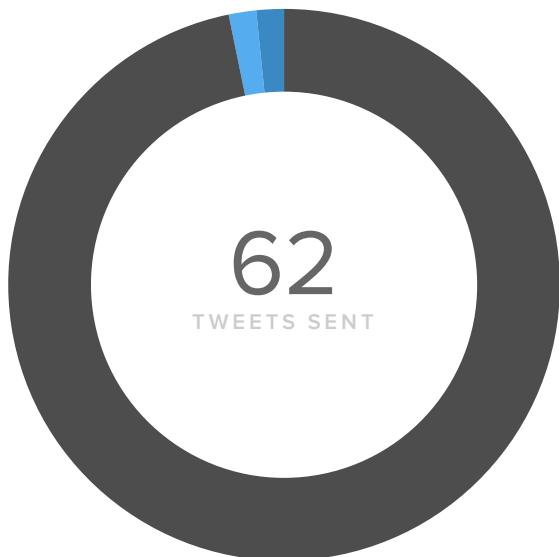
The number of messages you received increased by

▲ 141.7%

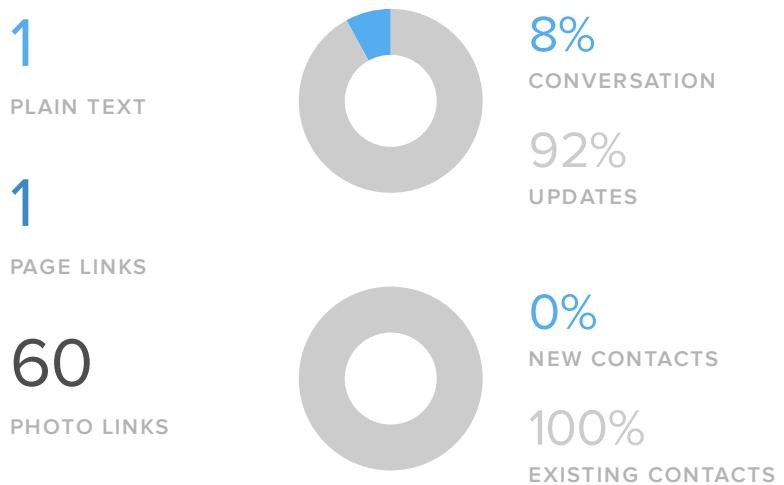
since previous month

Your Content & Engagement Habits

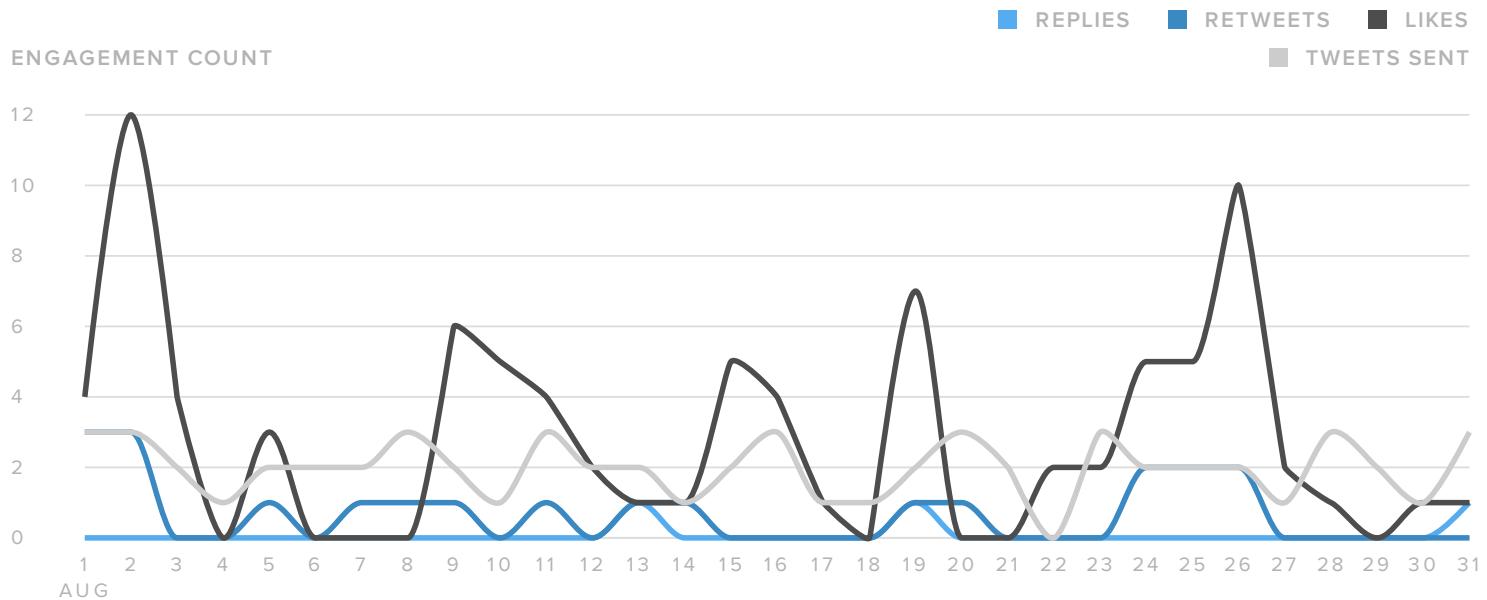
SENT MESSAGE CONTENT



YOUR TWEETING BEHAVIOR



Audience Engagement



ENGAGEMENT METRICS

TOTALS

Replies	3
Retweets	21
Retweets with Comments	7
Likes	88

The number of engagements increased by

▲ 87.0%

since previous month

Engagements per Follower	0.2
Impressions per Follower	12.1
Engagements per Tweet	5.6
Impressions per Tweet	273.7
Engagements per Impression	2.0%

The number of impressions per Tweet increased by

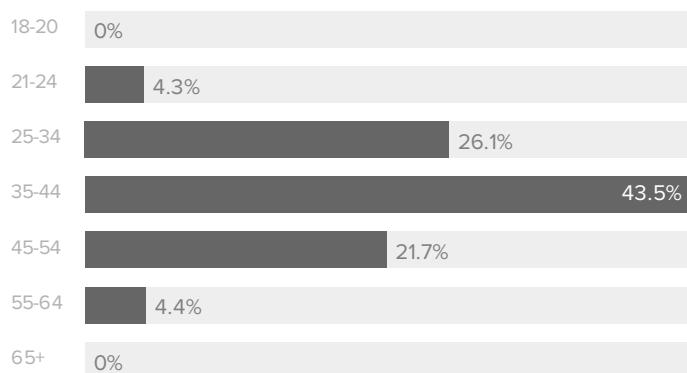
▲ 35.1%

since previous month

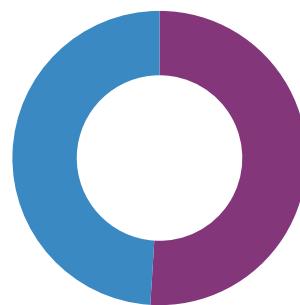


Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



51%

FEMALE FOLLOWERS

49%

MALE FOLLOWERS

Women between ages of 35-44 appear to be the leading force among your recent followers.

Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Tweets Sent	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @VisitLovelandCO	1,407	1.2%	62	16,968	12.06	346	0.25	21	29



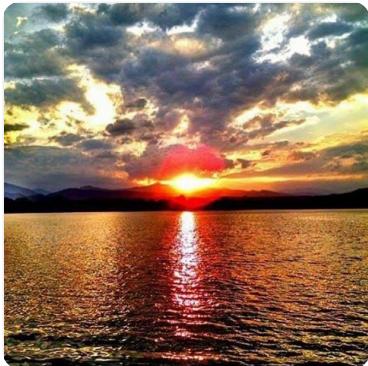


Instagram Profiles Report for visitlovelandco

Aug 01, 2016 - Aug 31, 2016

The Instagram Profiles Report gives you insight on all social activity across your Instagram accounts using a blend of Instagram metrics and proprietary metrics of our own.

Top Instagram Posts



@visitlovelandco

188 Engagements



@visitlovelandco

154 Engagements



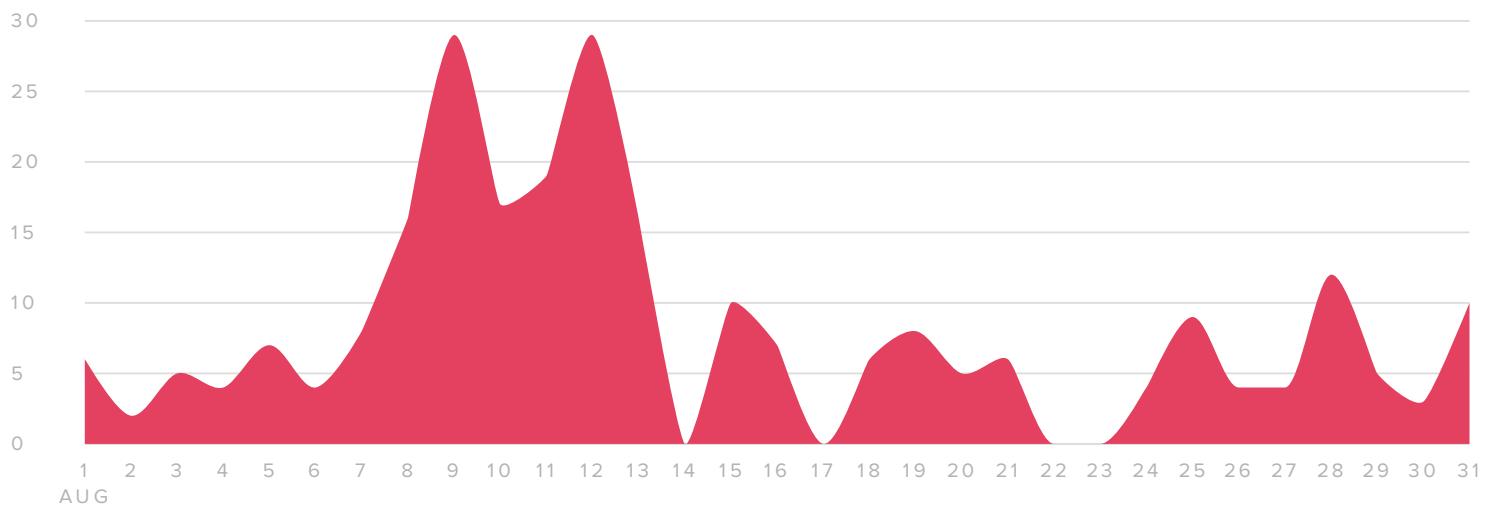
@visitlovelandco

111 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY

■ FOLLOWERS GAINED



FOLLOWER METRICS

TOTALS

Total Followers 2,911

Followers Gained 249

People that you Followed 6

Total followers increased by

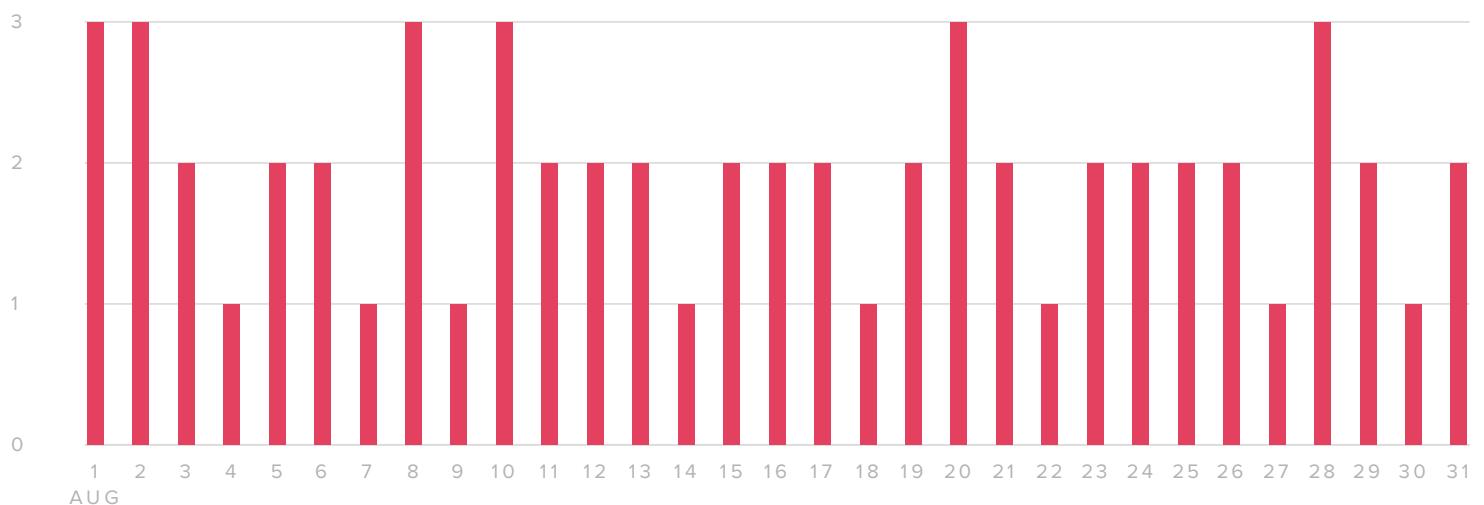
▲ 9.4%

since previous month



Publishing Behavior

MEDIA PER DAY



PUBLISHING METRICS

TOTALS

Photos	60
Videos	-
Total Media	60

The number of media you sent increased by

▲ 15.4%

since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

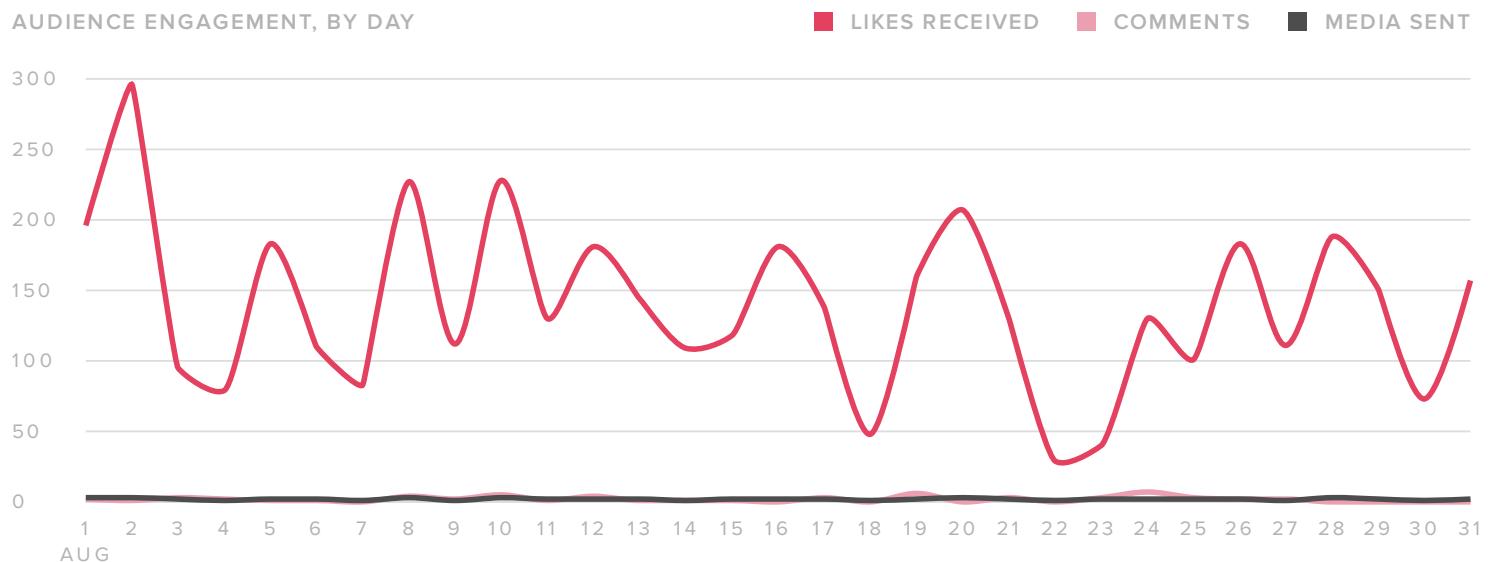
#visitloveland	56
#lovelandco	26
#colorado	23
#loveland	16
#nature	10
#art	6
#sunset	6
#hiking	5
#visitcolorado	4
#lovebeerculture	4

MOST ENGAGED HASHTAGS

#visitloveland	1,904
#lovelandco	1,091
#colorado	530
#sunset	465
#loveland	457
#beauty	452
#art	369
#sculpture	352
#lake	322
#outdoors	282

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS

TOTALS

Likes Received	4,318
Comments Received	58
Total Engagements	4,376

The number of engagements increased by

▲ 14.8%

since previous month

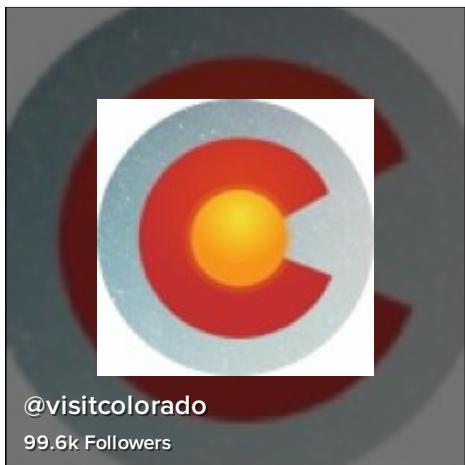
Engagements per Follower	1.5
Engagements per Media	72.9

The number of engagements per media decreased by

▼ 0.5%

since previous month

Top Influencers Engaged

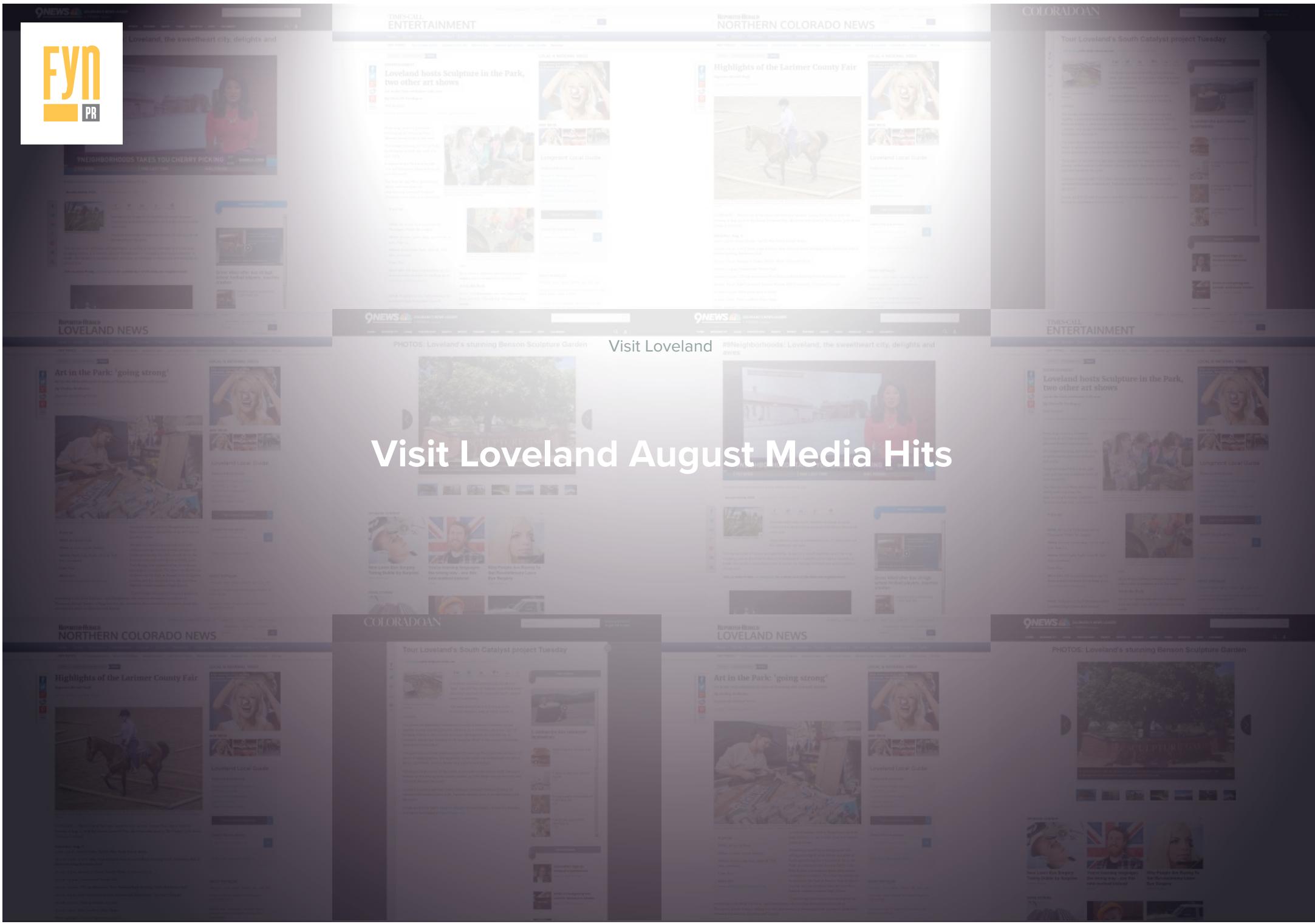


Instagram Stats by Profile

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 visitlovelandco	2,911	9.4%	249	60	4	4,376	72.9	1.50



Visit Loveland August Media Hits



6

PIECES OF COVERAGE:

11.5M

ONLINE READERSHIP:

36K

ESTIMATED COVERAGE VIEWS:

702

SOCIAL SHARES:



★ HIGHLIGHTS

VISIT LOVELAND AUGUST MEDIA HITS



The Coloradoan website features a prominent 'South Catalyst' project page. The page includes a large image of a construction site, a video player, and several text boxes detailing the project's goals and progress. A sidebar on the right provides additional information and links related to the project.

REPORTER-HERALD

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Highlights of the Larimer County Fair

Reporter-Herald Staff

POSTED: 08/03/2016 06:40:46 PM MDT



Anna Starks of Berthoud guides her quarter horse Cisco through the Working Ranch Horse competition Tuesday afternoon at the Budweiser Events Center during 4-H activities for the Larimer County Fair and Rodeo in Loveland. (Michael Brian / Loveland Reporter-Herald)

LOVELAND -- Here's a list of the main events for the Larimer County Fair, which ends the evening of Aug. 10 with the Junior Livestock Fair. All events take place at The Ranch, 5280 Arena Circle, in Loveland.

Saturday, Aug. 6

9 a.m.-3 p.m. Junior Rodeo, Ranch-Way Feeds Indoor Arena

10 a.m.-9 p.m. 4-H & Open Class Exhibits, First National Bank Building South Exhibition Hall & McKee Building Exhibition Hall

10 a.m.-8 p.m. Antique & Classic Tractor Show, Courtyard Circle

10 a.m.-10 p.m. Commercial Vendor Hall

10 a.m.-10 p.m. CSU Ag Adventure, First National Bank Building North Exhibition Hall

10 a.m.-8 p.m. Kids Ranchland Bounce Houses, Kids Ranchland, Courtyard Triangle

10 a.m.-10 p.m. Main gates open to public

11 a.m.-1 p.m. Dixie Leadfoot, Main Stage

Noon-midnight. Carnival Americana, Lot G

1:30 p.m.-2 p.m. Aerial Assault

1:30-3:30 p.m. Archie Funker Band, Main Stage

2 p.m. - 3:30 p.m. Colorado Regulators, Round-Up Outdoor Arena

4:30-6:30 p.m. Von Stomper, Main Stage

7-9 p.m. Dog & Pony Show, Ranch-Way Feeds Indoor Arena

7:30-9:30 p.m. Ryan Chrys and the Rough Cuts, Main Stage

9:30-10 p.m. Fireworks

LOCAL & NATIONAL VIDEO



MORE VIDEOS:



Loveland Local Guide

Featured Businesses

Columbine Health Systems
SHE SHE Lounge
Green Tree Medicinals
Larimer County
Viegut Funeral Home

Find Loveland Attractions

Search for a business

Search by keyword or Zip

Add your business here +

MOST POPULAR

[POPULAR](#) [HOUR](#) [NEWS](#) [SPORTS](#) [BIZ](#) [A&E](#) [LIFE](#)

Snow sculpting heads to Berthoud in December 2016

Mobile Web - Northern Colorado News - Sexually violent predator moves into community

Loveland residents may see changes to abandoned vehicle policy

RH Line calls printed Sept. 12, 2016

Former Loveland police officer appeals lawsuit dismissal

See the full most-popular-of-the-day list

Highlights of the Larimer County Fair - Loveland Reporter-Herald

AUG 3 2016

(EST.) MONTHLY VISITS:

271K

(EST.) COVERAGE VIEWS:

1.71K

DOMAIN AUTHORITY:

55



16

PR Value: \$6,090



TIMES-CALL

ENTERTAINMENT

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HOT TOPICS: Fire at sugar factory Gunfight on U.S. 287 Matthew Barz Longmont golf courses Weigh and Win News tips

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ENTERTAINMENT

Loveland hosts Sculpture in the Park, two other art shows

Art in the Park celebrates 50th year

By Michelle Vendegna

A&E Spotlight

POSTED: 08/04/2016 07:24:31 PM MDT | UPDATED: ABOUT A MONTH AGO

From Aug. 12 to 14, Loveland becomes an art mecca as three different shows come to one area.

The longest running, Art in the Park, is celebrating its 50th year with arts and crafts.

Sculpture in the Park is in its 34th year and features sculptures from all over the world.

The Fine Art and Wine Invitational, which took over from the long-running Loveland Sculpture Invitational last year, is in its second



Claudia Roulier, left, talks about her sculptures with Elisabeth Comeau and Patty Gilbert during Sculpture in the Park on Saturday, Aug. 9, 2014, at the Benson Park Sculpture Garden. (Photo by Steve Stoner/Loveland Reporter-Herald) (Steve Stoner / Loveland Reporter-Herald)

If you go

What: Art in the Park presented by Thompson Valley Art League

When: 10 a.m.-5 p.m. Aug. 13, 10 a.m.-4 p.m. Aug. 14

Where: North Lake Park, 2800 N. Taft Ave., Loveland

Cost: Free

More info: For more information on the show and shuttle stops for parking, go to artintheparkloveland.com



Lucas Williams of Loveland checks out a peacock sculpture at the Rock Art tent during the 2014 Art in the Park event in Loveland. (Luke Whittaker / Loveland Reporter-Herald)

year.

Each offers a different selection for visitors to make a day or weekend out of the event.

Art in the Park

Art in Park showcases arts and crafts vendors from not only Colorado but the surrounding states.

"On Saturday, that's going to be our celebration day," said Carolyn Pearce, of Art in the Park. The show is the Thompson Valley Art League's only fundraiser for year.

"We are arts and crafts, we have a lot of art and a little bit of sculpture," she said. The show features art vendors that include photographers, painters, crafters and potters. It is one of the oldest and largest arts and crafts festivals in the United States.

LOCAL & NATIONAL VIDEO



MORE VIDEOS:



Longmont Local Guide

Featured Businesses

M and M Heating & Air Conditioning

The Lincoln Center

Loveland Choral Society

Smile Designers Family & Cosmetic Dentistry

Green Tree Medicinals of Longmont

Find Longmont Attractions

Search for a business

Search by keyword or Zip

Add your business here +

MOST POPULAR

POPULAR HOUR NEWS SPORTS BIZ A&E LIFE

Longmont's old sugar factory catches fire, but crews douse blaze quickly

Suspect shot by Boulder deputy in U.S. 287 gunfight in 'critical, grave condition'

Longmont golf courses, in disrepair, pose puzzle for city

Johnnie St. Vrain: Sunset Street traffic light turns motorist cranky

TC Line: National anthem protests

See the full most-popular-of-the-hour list

Loveland hosts Sculpture in the Park, two other art shows - Longmont Times-Call

AUG 4 2016

(EST.) MONTHLY VISITS:

261K

(EST.) COVERAGE VIEWS:

1.39K

DOMAIN AUTHORITY:

62



86

PR Value: \$2,657



#9Neighborhoods: Loveland, the sweetheart city, delights and awes



9Neighborhoods takes you cherry picking. 9NEWS at 6 a.m. 8/12/16.

Amanda Kesting, KUSA 5:02 PM MDT August 12, 2016



CONNECT      Internationally known for its Valentine exchange program, Loveland is a vibrant and growing city that attracts thousands every year.

About 46 miles north of downtown Denver, 75,000 people call the sweetheart city home.

The city has a mix of houses and apartments, as well as a vibrant downtown and a few large shopping centers. It is home to about 675 businesses — everything from big-box retailers, to health care facilities, to boutiques and, of course, no shortage of restaurants and brewpubs to choose from.

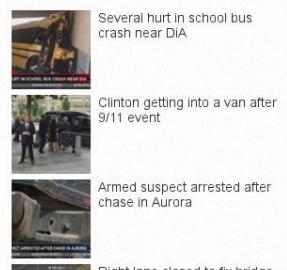
Join us every Friday, on Instagram for a photo tour of the featured neighborhood!



TRENDING VIDEOS



Driver killed after bus of high school football players, coaches crashes



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80

  
470 2 4

PR Value: \$10,500

Art in the Park: 'going strong'

Art in the Park celebrates 50 years of featuring arts and craft vendors

By Shelley Widhalm

Reporter-Herald Staff Writer

POSTED: 08/13/2016 07:38:15 PM MDT



Denise Miraz, from Las Vegas, Nev., works on a new creation at her License Plate Posse booth Saturday morning during Art in the Park at North Lake Park in Loveland. (Michael Brian / Loveland Reporter-Herald)

If you go

What: Art in the Park

When: 10 a.m.-4 p.m. Sunday

Where: North Lake Park, 2800 N. Taft Ave., Loveland

Cost: Free

More info:
www.artintheparkloveland.com

"I just brought my paints because it gives me something to do while I'm here," said Mergelman, who teaches elementary school art at Thompson School District, adding that she also wanted to demonstrate her process to those who attended the show on Saturday and Sunday.

Mergelman paints in acrylics and oil and was using oil Saturday to paint an image of several horses in a corral during her first year at the art show.

"I like the challenge of it. I treat it like a puzzle," Mergelman said, adding that she figures out what to put in and leave out and what will read as a shadow and as a shape. "I'm trying really hard not to be realistic. That's what makes it fun. ... You don't know how it will end. I really like to be surprised by the process, the path I go down."

Art in the Park's Beginnings

Art in the Park, sponsored by the Thompson Valley Art League, was started in 1966 by a small group of artists who set up a few tables at Dwayne Webster Veteran's Park. The art show soon outgrew the park and moved to North Lake Park in the 1980s, where about 200 artisans show and

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AUG 13 2016

(EST.) MONTHLY VISITS:

271K

(EST.) COVERAGE VIEWS:

1.71K

DOMAIN AUTHORITY:

55



1

PR Value: \$6,090

Tour Loveland's South Catalyst project Tuesday

Pat Ferrier, pafferrier@coloradoan.com 3:27 p.m. MDT August 19, 2016



(Photo: Courtesy of Brinkman Partners)

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A Northern Colorado marketing group will host Taste, Talk and Tour on Tuesday, featuring a panel discussion and tours of Loveland's South Catalyst project in downtown.

The event will be from 4 to 6:30 p.m. in the third-floor MadWire Suite at 228 E. Fourth St., Loveland.

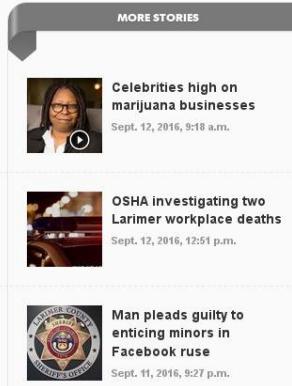
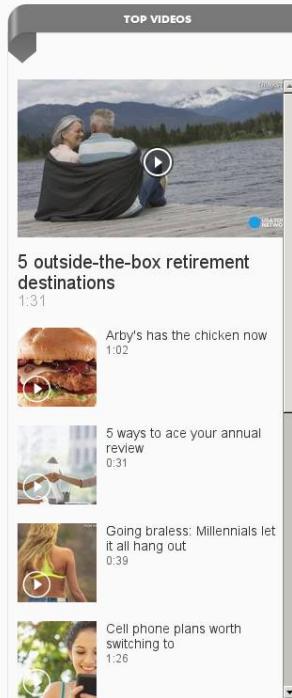
The Society for Marketing Professional Services of Northern Colorado has put together a panel including Eduardo Ibanez of Oz Architecture, Jay Hardy, CEO of Brinkman Partners, Mike School, economic development office for the city of Loveland, and Jacque Wedding-Scott, executive officer of the Loveland Downtown Development Association.

The panel discussion will detail plans and the vision for the project that will turn 2 1/2 blocks of empty business and vacant lots on the south end of downtown into offices, stores, apartments, a movie theater and a grand central plaza.

The project, in the works for two years, is bordered on the west by North Cleveland Avenue, on the east by North Lincoln Avenue, by Back Stage Alley on the north and East First Street on the south.

Loveland is working with Fort Collins developer Brinkman Partners to bring the estimated \$60 million project to life. Panelists will lead tours of the site following the discussion.

Tickets are \$35 for SMPS members and \$45 for nonmembers. Tickets are available and can be purchased at smpscolorado.org.



Tour Loveland's South Catalyst project Tuesday - Coloradoan

AUG 19 2016

(EST.) MONTHLY VISITS:

894K

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3.4K

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PR Value: \$4,428

PHOTOS: Loveland's stunning Benson Sculpture Garden



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Photos: Loveland's
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(EST.) MONTHLY VISITS:

13.9K

(EST.) COVERAGE VIEWS:

80

DOMAIN AUTHORITY:



96

“ PR Value: \$10,200