

VISIT LOVELAND PR/SOCIAL MEDIA REPORT

November 2016

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

TOP PR PRIORITIES

1



Experience the Holidays in Loveland

November was a fun and exciting month for promotion of winter and holiday events and activities in Loveland. It was important to showcase Loveland as a winter and holiday travel destination for families and encourage visitors to spend holiday shopping at the shopping centers. There were many events featured at the Budweiser Events Center and Downtown Loveland to promote and showcase for winter; including the Colorado Eagles promotion nights, the Downtown Loveland Festival of Lights and the opening of the ice rink at the Promenade Shops at Centerra. The Visit Loveland PR team worked to create three separate blog posts featuring entertainment, family fun and shopping in Loveland during the holiday season. These were featured on the website and in a mini social media marketing campaign.

2



Valentine's Day Season Planning and Prepping

November is a great time to start planning for the 2017 Valentine's Day season and events. The Visit Loveland PR team worked on messaging and campaign planning, finalizing media lists and pitch angles for publications with long lead times. Due to these efforts, the team was able to secure two media hits in Colorado Hotel Magazine and Denver Life Magazine for future publications and editions. DRAFT Magazine is also willing to sample and review the Grimm Brothers Brewhouse Bleeding Heart Valentine's Day beer for the season. In addition, there was a focus on finalizing long-term calendar editorials for Valentine's Day events and activities. The PR team will continue to follow-up and secure media coverage for Loveland during Valentine's Day over the course of the next few months by reaching out to media and scheduling appointments with prospective media outlets and publications.

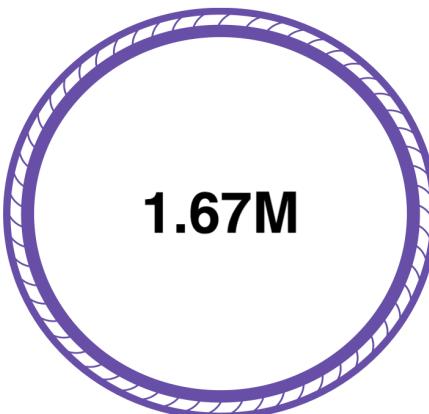
MEDIA HIGHLIGHTS:

Visit Loveland was featured in 5 stories for holiday events and activities, and Loveland food culture that resulted from media relations and community happenings. Loveland's signature holiday events, Downtown Festival of Lights, Santa's Workshop and Christmas Walk in the Woods were included in the Boulder Daily Camera's Holiday Entertainment Guide. The comedy show featuring Christopher Titus at the Rialto Theater and the Downtown Festival of Lights were featured in the Community print edition of the Loveland Reporter-Herald. The Greeley Tribune featured Mo' Betta Gumbo as a destination restaurant in their online coverage of Dining and Drinks section.

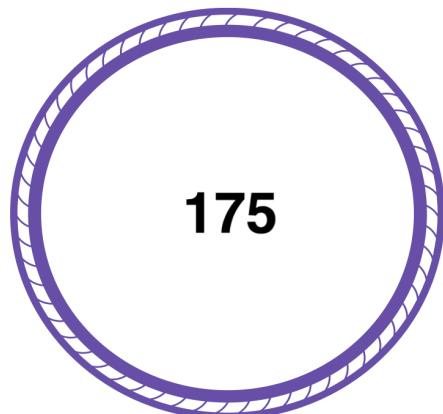
PR SUCCESS BY THE NUMBERS



PR Value



Impressions



Media Social Shares

TOP SOCIAL MEDIA PRIORITIES



88 new fans | 5,250 total fans | 245,944 impressions | 4,223 engagements

Priorities: A primary focus on the Visit Loveland Facebook page was Live social. The PR team conducted two live videos featuring the Veteran's Day Parade and the Downtown Loveland tree lighting. In addition to the two live videos, all three of the holiday blogs were promoted and boosted on the page right before the Thanksgiving holiday. Other posts included photos to promote Loveland as a holiday travel destination. Posts included: Benson Sculpture Garden, Embassy Suites gingerbread village, Chapungu Sculpture Park, Loveland breweries and brewery passport program, and outdoor scenery. Most engaging posts included holiday blogs, Devil's Backbone scenery, sunsets, beer passport program, outdoor activity spotlights and artwork/sculptures.



19 new followers | 1,427 total followers | 11,772 impressions | 265 engagements

Priorities: The primary focus for November was promoting the holidays in Loveland. Posts included: holidays events and decorations, beer passport program and holiday seasonals, Loveland scenery, outdoor activities, art and shopping. November saw an overall increase of follower percentage and engagements from the previous month due to the excitement of the holidays prompting mentions and retweets. Most engaging posts were the US 34 road opening for Thanksgiving weekend, Loveland sunsets, outdoor scenery, Loveland craft beer scene, outdoor activities, and sculpture photos.



144 new followers | 3,266 followers | 5,061 engagements

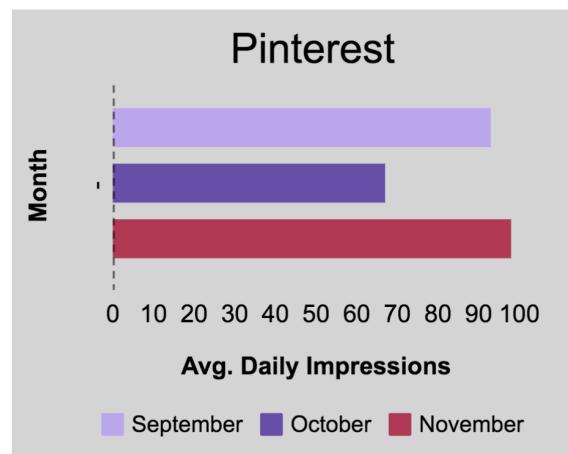
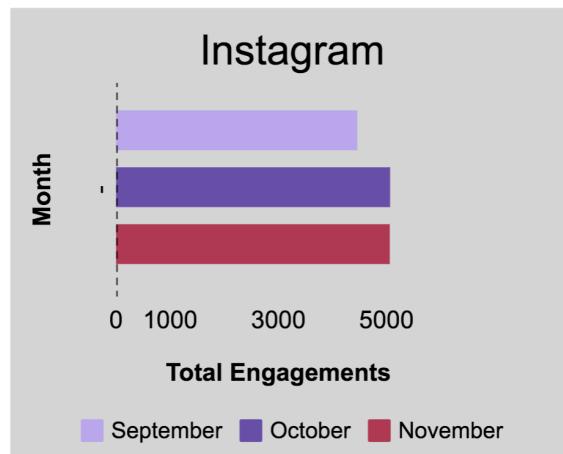
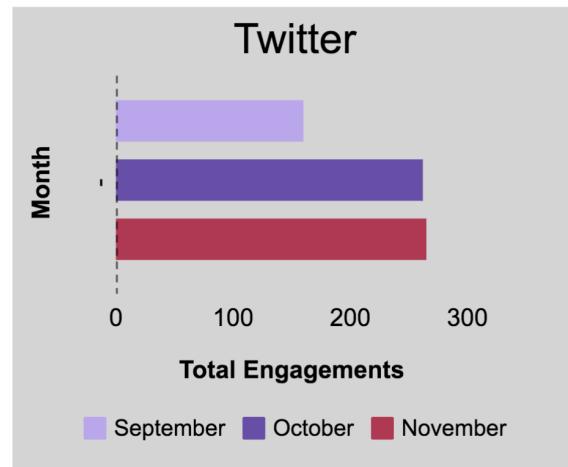
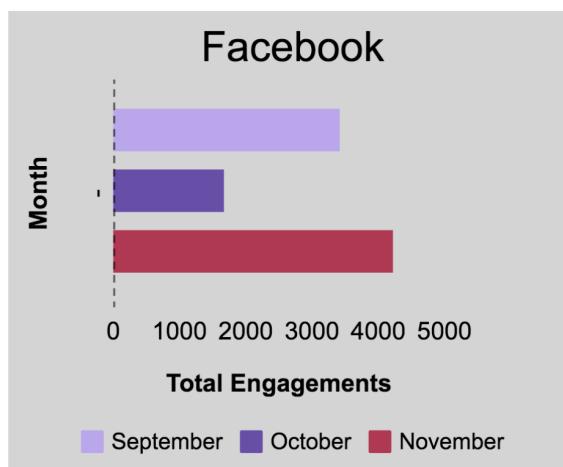
Priorities: Focus was on posting engaging photos that demonstrate the changing of the season and promotion of the holidays in Loveland. Posts included: sunsets, art culture, beer culture, outdoor scenery, and local restaurants and food. Most engaging photos: sunsets, outdoor scenery and sculptures. Most engaging hashtags: #VisitLoveland, #lovelandco, #coloradolive, #visitcolorado #visitlovelandco, #nature, #coloradosunset, #coloradogram, #loveland and #art



98 average daily impressions | 17 average daily viewers | 182 total followers

Priorities: Focus on promoting outdoor scenery photos of Loveland; which resulted in an increase in average daily impressions. Continued "favoriting" pins from accounts we follow to increase engagement to our profile. Update content monthly to maintain brand awareness. In November, our most engaging posts were the promotions of Creepy Walk in the Woods, American Made Justin Moore tour ticket release, Benson Sculpture Garden, Chapungu Sculpture Park, and Devil's Backbone. Due to the longevity of this social channel and Creepy Walk in the Woods taking place at the end of October for Halloween, impressions and engagement carried through the month of November. Our most engaging boards: What to do: Events and Festivals, Loveland: An Art Lover's Sanctuary, Outdoor Experience, Fall in Loveland and Eat, Drink, Loveland

SOCIAL MEDIA RESULTS



5

PIECES OF COVERAGE:

1.57M

ONLINE READERSHIP:

6.01K

ESTIMATED COVERAGE VIEWS:

175

SOCIAL SHARES:

67

AVERAGE DOMAIN AUTHORITY:



★ HIGHLIGHTS

VISIT LOVELAND NOVEMBER MEDIA HITS



Weather: Boulder, CO | Now: 12° | High: 12° | Low: -3° | 5-Day Forecast

Newsletters | Subscribe | Customer Care

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Daily Camera
ENTERTAINMENT

News ▾ Business ▾ Sports ▾ Entertainment ▾ Lifestyle ▾ Opinion ▾ Recreation ▾ Milestones ▾ Marketplace ▾ Tools ▾

HOT TOPICS: Rashaan Salam Snow in Boulder Co-op debate Drive-thru BBQ brewery Landmarking motel News tips

Home > Entertainment > Story

ENTERTAINMENT

Holiday guide: Events in Boulder, Longmont, Loveland, Fort Collins

'Nutcracker' shows, concerts, gifts, Santa visits, parades

By Michelle Vendegna and Aimee Heckel

Staff Writers

POSTED: 11/17/2016 05:28:23 PM MST | UPDATED: 7 DAYS AGO



Santa at last year's Holiday Tree Lighting event at the Broomfield City and County building. (David R. Jennings / File photo)

In the next few weeks there will be plenty of chances to celebrate the holidays along the Front Range with tree lightings, parades, chances to visit with Santa and much more.

Many of these events were months in the making. While most of us were still enjoying the end of summer and picking out Halloween costumes, organizers were already focused on snow and lights.

"It's about a two and a half, three month process," said Kevin Benes, social events coordinator for the town of Estes Park.

Each year, Estes Park is the home of the "Catch the Glow" parade. Benes said they see about 30,000 people for the event, sometimes up to 40,000 people.

The festivities start at noon on Friday, Nov. 25, in Bond Park, at Elkhorn Avenue and Virginia Drive. Get a photo with Santa, enjoy cookies and hot chocolate before the parade at 5:30 p.m.

"Everything is lit up and every single float is well lit," he said, making it a great nighttime show.

The parade is made up of town-sponsored floats that are created by artist Michael Young.

"Each float has the maximum life of two years, about half the floats each year are new," Benes said, guaranteeing viewers a new parade every year. Local non-profits' floats, marching bands and other local groups make up the rest of the line.

"It's more than you would expect from our little (6,000 person) town," he said.

Below are some of the other holiday activities to enjoy along the Front Range this winter.

Boulder Daily Camera - Holiday guide: Events in Boulder, Longmont, Loveland, Fort Collins

Nov 17 2016

(IMAGE 1 OF 7)

(EST.) MONTHLY VISITS:

1.18M

(EST.) COVERAGE VIEWS:

3.65K

DOMAIN AUTHORITY:

78

150 1

PR Value: \$8,865

LOCAL & NATIONAL VIDEO



MORE VIDEOS:



FYN
PR

BOULDER COUNTY

Boulder

Holiday Faire: Cocktails and Gift Market: 3-7 p.m. Saturday, Geek Spirits Distillery, 6880 Winchester Circle, Unit D, Boulder, free; sherial@geekspirits.com, 303-330-4781.

Young Artists at Work Holiday Camp:

Making Characters Come Alive! Youth

Program: 9 a.m.-5 p.m. Monday, Boulder Museum Of Contemporary Art, 1750 13th St., Boulder. Learn about character design through drawing, collage, movement, poetry and sewing, \$75-\$80 ages 6-12; bmoca.org.

Chris Isaak Holiday Tour 2016 in Boulder:

7 p.m. Monday, Boulder Theater, 2032 14th St., Boulder, \$55-\$75; bouldertheater.com.

Boulder County Audubon Society Holiday Sale:

5-9 p.m. Tuesday, Unitarian Universalist Church of Boulder, 5001 Pennsylvania Ave., Boulder. Presentations, nature-inspired gifts, nature books, live birds of prey, door prizes, field trips, award-winning artists, free entry; boulderaudubon.org.

St. Nick on the Bricks: starts Nov. 25, every Saturday until Dec. 24, Downtown Boulder Visitor Information Center, 1301 Pearl St., Boulder. Visits with Santa, free; boulderdowntown.com.

The Nutcracker Ballet: opens 2 p.m. Nov. 25 and runs for additional dates throughout the holidays, Macky Auditorium, 1595 Pleasant St., Boulder. The ballet is presented by Boulder Ballet and Boulder Philharmonic Orchestra, \$15-\$52; boulderballet.org.

Holiday Festival 2016: 7:30 p.m. Dec. 2; 4 and 7:30 p.m. Dec. 3; and 4 p.m. Dec. 4, Macky Auditorium, 1595 Pleasant St., Boulder. Seasonal music and holiday decorations, \$20-\$65; cupresents.org.

Holiday Alternative Gift Market: 10 a.m.-3 p.m. Dec. 3, Community United Church of Christ, 2650 Table Mesa Drive, Boulder. Holiday gift market with fair trade items from around the world, with profits going back to the artisan, free, laura.terpenningmd@gmail.com, 303-499-9119.

Lights of December Parade: 6 p.m. Dec. 3, downtown Boulder. Annual parade, including an appearance by Santa, free; boulderdowntown.com.

A John Waters Christmas, 8 p.m. Dec. 7, Boulder Theater, 2032 14th St., Boulder.

Filmmaker and raconteur John Waters's one-man show, "putting the X in X-mas," \$35-\$115; bouldertheater.com.



Boulder Children's Chorale members Luc Palacios, left, with Mala Penuel and Katie Hartwick sing holiday carols after the lights were turned on during the grand illumination of the Boulder County Courthouse and the Pearl Street Mall last year. (David R. Jennings / file photo)

Boulder Chorale Holiday Concert: A Thousand Beautiful Things: 7 p.m. Dec. 9 and 4 p.m. Dec. 11, First United Methodist Church, 1421 Spruce St., Boulder. Boulder Chorale and Boulder Chorale Children's Chorale sing seasonal songs, \$5-\$25; boulderchorale@gmail.com.

Making Merry by Stories on Stage: 2-4:30 p.m. Dec. 10, Chautauqua Community House, 301 Morning Glory Drive, Boulder. Traditional music, with various holiday-themed stories on stage, eric.fonseca.info@bouldercolorado.org

Boulder Local Guide

Featured Businesses

Schapell Jewelers, Inc.
Design Studio
Happy Hounds Dog Day Care Center
JJ Wells
Broadway Animal Hospital & Pet Center

Find Boulder Attractions

Search for a business

Search by keyword or Zip

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Paul Schäfer, of Niwot, plays with the Niwot Community Semi-Marching Free Grange Band, during the Niwot Holiday Parade in Niwot last year. (Jonathan Castner / file photo)



A winter princess waves to crowds of onlookers in the 2014 Estes Park Catch the Glow parade. (Courtesy photo)

MOST POPULAR

POPULAR HOUR NEWS SPORTS BIZ A&E LIFE

8 things to do in Boulder County today, Dec. 6, 2016

Hear it Here: Silent Bear's opposition to the Dakota Access Pipeline

Review: BDT Stage's 'Modern Millie' shines, despite stereotypes

'Heaven Sent,' Christmas film that highlights Pearl Street Mall, to screen in Boulder

Where to find holiday lights in Boulder, Longmont, Loveland and points in between

» More most-popular entertainment stories

Boulder Daily Camera - Holiday guide: Events in Boulder, Longmont, Loveland, Fort Collins

Nov 17 2016

(IMAGE 2 OF 7)

1.18M

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f
150
p
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PR Value: \$8,865

FYN
PR

Boulder Phil: A Wicked Good Christmas: 7:30-9:30 p.m. Dec. 10, Macky Auditorium, 1595 Pleasant St., Boulder. Boulder Philharmonic Orchestra and various musicians feature songs from "Wicked" and other Broadway shows, Christmas classics, carols and more, \$13-\$70; boulderphil.org.

Boulder Holiday Gift Festival: 11 a.m.-5 p.m. Dec. 11, YMCA of Boulder Valley, Mapleton Center, 2850 Mapleton Ave., Boulder. Eleventh-annual shopping festival with art, goods, fashion, free music and more, free to enter; coloradoevents@gmail.com, 720-272-7467.

Children's Christmas Village: Make Your Own Gifts: 1-4 p.m. Dec. 17, Silver Sage Village, 1650 Yellow Pine Ave., Boulder. Make different crafts, \$45; children 6-14; info@livingartsschool.com, 720-383-4406.

Biff Gore: Holiday Soul: 2-4:30 p.m. Dec. 17, Chautauqua Community House, 301 Morning Glory Drive, Boulder. Holiday concert by soul-singing blues and R&B songwriter, \$15-\$18; info@chautauqua.com.

Winter Fair and Holiday Bazaar: 6-8:30 p.m. Dec. 2, 9 a.m.-4 p.m. Dec. 3, Elks Lodge, 3975 28th St., with unique, quality hand crafts and gifts for all ages from more than 40 vendors, children's activities, and food and beverages available.

Annual St. Thomas Aquinas Alternative Holiday Gift Fair: 4-7 p.m. Dec. 3, 8 a.m.-1:30 p.m. Dec. 4, The University Parish, 898 14th St., featuring nonprofit and fair trade organizations such as Trading Hope and the Ladies Sewing Circle, with refreshments, free; 303-819-8175.

Longmont

The Nutcracker Ballet: 4 p.m. Dec. 3, 2 p.m. Dec. 4, Vance Brand Auditorium, 600 E. Mountain View Ave. Performed with Longmont Symphony Orchestra and The Boulder Ballet, with Robert Olson conducting; longmontsymphony.org.

Mollie McGee's 36th Annual Holiday Market: 9 a.m.-5 p.m. Saturday and 10 a.m.-4 p.m. Sunday, Boulder County Fairgrounds, 9595 Nelson Road, Longmont. High-quality handcrafted items, unique items not found in most malls and a juried craft show, \$4 for both days, kids under 12 free; mollie@molliemcgee.com, 303-772-0649.

Holiday Ball: 7:30-11:30 p.m. Saturday, Plaza Event Center, 1900 Ken Pratt Blvd., Longmont. Twin Peaks Rotary presents the semi-formal Holiday Ball (formerly The Mall Ball) benefiting HOPE (Homeless Outreach Providing Encouragement) in Longmont. Includes finger foods, desserts, cash bar, complimentary non-alcoholic beverages, singing, dancing and the Nacho Men, \$75; twinpeaksrotary.org.

Trace Bundy's eighth-annual Acoustic Holiday with guest Sungha Jung: 8-10 p.m. Saturday, Boulder Theater, 2032 14th St., Boulder. Live concert of intricate arrangements, known as the "acoustic ninja," \$18.50-\$24.50; tracebundy.com.

Nutcracker Storytime: 10:30 and 11:30 a.m. Tuesday, Longmont Public Library, 409 Fourth Ave., Longmont. Storytime featuring dancers from the Centennial State Ballet, free; 303-772-1335.

Sugar Plum Tea Party: 1-3 p.m. and 4-6 p.m. Nov. 26 (also 1-3 p.m. Nov. 27), Xilinx Retreat Center, 3100 Logic Drive, Longmont. Centennial State Ballet's 13th-annual fundraiser, tea with harp music, a mini-Nutcracker performance and photos, \$35; office@longmontdancetheatre.com, centennialstateballet.org.

Light-a-Candle to Support Your Library: 10 a.m. Nov. 28 (and additional dates through Dec. 2), 409 Fourth Ave., Longmont. The 32nd-annual holiday event where you can buy a book to add to the library collection; longmontcolorado.gov.

SCOPE: Holiday Party: 7 p.m. Nov. 28, 910 Longs Peak Ave., Longmont. Make crafts and enjoy holiday music, cookies and hot chocolate; \$5-\$6.25, ages 8 and up, 303-651-8404, longmontcolorado.gov.

Longmont Gift of Home Tour: 5 p.m. Dec. 1, 2 and 3, Longmont Senior Center, 910 Longs Peak Ave., Longmont. The longest-running Christmas home tour in the state, featuring four homes, decorated for the holidays with decorating ideas and items for sale; VIP on Dec. 1 for \$35, or general admission Dec. 2 and 3 for \$15; longmontcolorado.gov.

Scrooge: Bah Humbug!: 7:30 p.m. Dec. 2, 3, 9 and 10; and 2 p.m. Dec. 4, Jesters Dinner Theatre, 224 Main St., Longmont. "A Christmas Carol" with music, dancing, jokes and a full meal, \$12.50-\$20; jesterstheatre.com.

Cowboy Christmas Concert: 7-9 p.m. Dec. 3, Boulder County Fairgrounds, 9595 Nelson Road, Longmont. Live music, refreshments, Christmas crafts, food, country dancing and more, \$5-10, kids under 5 free, info@bouldercountyfair.org, 720-864-6460.

Longmont Lights: 5-9 p.m. Dec. 9, Roosevelt Park, 700 Longs Peak Ave., Longmont. Fire pits, hot cocoa, holiday parade, Santa's workshop, food trucks, ice skating show, fireworks and more,

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free; longmontcolorado.gov.

U.S. Air Force Academy Band Holiday Concert: 7 p.m. Vance Brand Auditorium, 600 E. Mountain View Ave., Longmont; 303-776-2244.

Ugly Sweaters & Barrel Aged Beer: 6-10 p.m. Dec. 16, Parry's Pizza, 1232 S. Hover Road, Longmont. The ugliest sweaters earn beer; free if you're in an ugly sweater; ksonley@parrys pizza.com, 303-651-1010.

Harps for the Holidays: 1 p.m. Dec. 17, Longmont Public Library, 409 Fourth Ave., Longmont. Holiday harp music by the Colorado Celtic Harp Society; free.

Second Annual Longmont Museum Holiday Festival: 3 p.m. reception, 4 p.m. concert, and 6:30 p.m. reception, 7:30 p.m. concert on Dec. 17, Longmont Museum, 400 Quail Road, Longmont. Holiday celebration with classic music, decorations, Jewish musical traditions, hot chocolate and cookies, Santa, historic winter photo exhibit and more, \$10-\$15; longmontmuseum.org.

Last Chance Gift Fest: 10 a.m.-5 p.m. Dec. 18, Boulder County Fairgrounds, 9595 Nelson Road, Longmont. Holiday shopping with art, crafts, toys, food and more than 140 Colorado vendors. Also live music and a kids' train; free admission, coloradoevents@gmail.com.

Santa Story Time and Pancake Breakfast: 9-11 a.m. Dec. 22, Longmont Museum, 400 Quail Road, Longmont. Breakfast and stories with Santa, \$10-\$15, museum@longmontcolorado.gov.

Louisville

Parade of Lights and First Friday Art Walk: 5:30-9 p.m. Dec. 2, downtown Louisville. Music, living nativity, petting zoo, Santa, parade at 7 p.m., art walk, choirs, carolers, ice skating and more, free; louisvillechamber.com.

Erie

Erie Chamber of Commerce Annual Country Christmas and Parade of Lights: 5-8 p.m. Dec. 2, downtown Erie. Hear Christmas carols, a living nativity scene, a free hay wagon ride, free s'mores over fire pits, shopping, Santa's Workshop, food, arts and crafts, free; eriechamber.org.

Nutcracker Storytime: 5-6 p.m. Nov. 28, Erie Community Library, 400 Powers St., Erie. Storytime featuring dancers from the Centennial State Ballet, free; 303-772-1335.

Holiday Bazaar: 10 a.m.-4 p.m. Dec. 3, Erie United Methodist Church, 604 Holbrook St., Erie. Holiday shopping, more than 20 vendors, free, erisumc@gmail.com, 303-828-3906.

Chamber Holiday Open House: 3-7 p.m. Dec. 7, Erie Chamber, 235 Wells St., Erie. Networking, refreshments and more; free.

Lafayette

December Holiday Networking Mixer 2016: 5-7 p.m. Dec. 13, Arts Hub/Art Underground, 420 Courtney Way, Lafayette. Food, drinks, networking, door prizes and raffles (bring a new, unwrapped children's toy, a family game or donation to enter), free before Dec. 9, \$5-\$10 at the door; artunder.org, lafayettecolorado.com.

Senior Center Holiday Reception: 5 p.m. Dec. 13, Senior Services Center, 103 S. Iowa Ave., Lafayette. Holiday meal and get-together with Senior Advisory Board, \$5; lafayettecolorado.com.

Lyons

Lyons Holiday Parade of Lights: 6:30 p.m. Dec. 5, followed by live music and entertainment around 7:15 p.m., Sandstone Park, 350 Broadway, Lyons. Parade, fireworks, float contest. See a light display in the park synchronized to music 6-8 p.m. Dec. 6-25, free; 303-823-8250, recreation@townoflyons.com.

Niwot

Enchanted Evening: 6-9 p.m. Nov. 25, Old Town and Cottonwood Square, downtown Niwot. Tree-lighting, carols, live music, Santa, shopping. Niwot's holiday parade and small business Saturday on Saturday, free; info@niwot.com, niwot.com/events/enchanted-evening.

WINC Holiday Craft Fayre: 10 a.m.-4 p.m. Dec. 3, Left Hand Grange, 195 Second Ave., Niwot. Santa, cider, handmade crafts and gifts, including British baked goods; free, info@niwot.com.

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The Nutcracker: 7-9 p.m. Dec. 16; 2 p.m. and 7 p.m. Dec. 17; and 1 p.m. Dec. 18, Niwot High School Auditorium, 8989 Niwot Road, Niwot. Centennial State Ballet features 16th-annual "Nutcracker" performance, \$17-\$22, centennialstateballet.org.

BROOMFIELD

Santa's Cellar Craft Fair: 8 a.m. Saturday, Broomfield Community Center, 280 Spader Way, Broomfield. Holiday craft fair with five rooms of local crafters; ci.broomfield.co.us, 303-460-6926.

Children — December Decorating Day: 10 a.m. Dec. 3, Mamie Doud Eisenhower Public Library, 3 Community Park Road, Broomfield. Make three holiday ornaments, free; ci.broomfield.co.us, 720-887-2345.

LARIMER COUNTY

Loveland

Operation Christmas Child Drop-off: 10 a.m.-noon, through Nov. 21, LifeSpring Covenant Church, 743 S. Dotsero, Loveland. Collecting shoeboxes filled with toys, school supplies and hygiene items for children around the world through Nov. 21. Call Elaine DeZeeuw at 226-3461 or visit samaritanspurse.org/occ.

Thanksgiving Day Dinner: 11 a.m.-3 p.m. Nov. 24, Associated Veterans of Loveland, 305 N. Cleveland Ave., Loveland. Open to all veterans, their families and anyone who is alone, in need or homebound. To donate food, money or to volunteer your time, call 970-663-2374.

Vi Wickam and Friends Christmas Show: 7 p.m. Nov. 26, The Rialto Theater, 228 E. Fourth St., Loveland, \$10-\$18; rialtotheatercenter.org.

Loveland's Annual Holiday Sing-A-Long: 2 p.m. Dec. 27, The Rialto Theater, 228 E. Fourth St., Loveland. Sharon Sheets leads the community in singing classic and contemporary holiday tunes, free; rialtotheatercenter.org.

Downtown Loveland's Festival of Lights: 5 p.m. Nov. 30, Fourth Street downtown. Tree located in front of the Rialto, 228 E. Fourth St., Loveland. Festival of lights countdown at 6 p.m. Carriage rides, carolers, visits with Santa; lovelandpartnership.org.

Dave Villano's annual Celtic Christmas: 7 p.m. Dec. 1, The Rialto Theater, 228 E. Fourth St., Loveland. An evening of traditional, Celtic, and contemporary holiday music, \$10-\$25; rialtotheatercenter.org.

2016 Jingle Bell Run: 8 a.m. Dec. 3, Thomas M. McKee building at the The Ranch, 5280 Arena Circle, Loveland. The run benefits The Arthritis Foundation, \$25-\$35; arthritis.org.

Big Band Holiday with Colorado Jazz Repertory Orchestra: 3 p.m. Dec. 1, The Rialto Theater, 228 E. Fourth St., Loveland. Colorado Jazz Repertory Orchestra performs holiday favorites, \$25-\$34; rialtotheatercenter.org.

Workshops with Santa and Mrs. Claus: 11 a.m.-3 p.m. Dec. 3, 10 and 17, The Group, Inc., 5401 Stone Creek Circle, Loveland. Photos with Santa, stories with Mrs. Claus, crafts and horse drawn wagon rides, free; centerra.com.

Sound of the Rockies: 7 p.m. Dec. 4, Thompson Valley High School 1669 Eagle Drive, Loveland, \$5-\$20; lovelandpaa.org.

Loveland Choral Society: Christmas in America: 7:30 p.m. Dec. 16; 3 p.m. and 7:30 p.m. Saturday, Dec. 17; and 3 p.m. Sunday, Dec. 18, The Rialto Theater, 228 E. Fourth St., Loveland, \$18; rialtotheatercenter.org.

Christmas Walk in the Woods: 5-8 p.m. Dec. 17-23, The Savage Woods, 1750 Savage Road, Loveland. Take a walk through decorated woods with carolers, vendors and other special events, \$8-\$12; christmaswalkinthewoods.com.

Holiday Film Series: 7 p.m. Dec. 19-21, The Rialto Theater, 228 E. Fourth St., Loveland. Screenings of "Scrooge," "Babes in Toyland," and "It's a Wonderful Life," \$6; rialtotheatercenter.org.

A Season of Dance: A Winter Open House Performance: 6:30 p.m. Thursday, Dec. 22, The Rialto Theater, 228 E. Fourth St., Loveland. The MacKinnon Royal Dance Institute performs, \$13-\$16; rialtotheatercenter.org.

Redemption Church Christmas Eve Service: 7 p.m. Dec. 24, The Rialto Theater, 228 E.

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Estes Park

Estes Park Tree Lighting Ceremony: 5-6 p.m. Nov. 19, George Hix Riverside Plaza, intersection of Rockwell Street and Riverside Drive. Write letters to Santa, enjoy family activities, and join the sing-a-long while waiting to count down to the lights, free; visitestespark.com.

Catch the Glow Christmas Parade & Celebration: Activities begin at noon, parade at 5:30 p.m. Friday, Nov. 25, Downtown Estes Park, Elkhorn Avenue; visitestespark.com.

The Estes Valley Library Friends and Foundation 2016 Holiday Used Book Sale: 10 a.m.-4 p.m. Dec. 2-3, Estes Valley Library, 335 W. Elkhorn, Estes Park. There will be gently used books, CDs and DVDs in excellent condition to make perfect gifts or for your own enjoyment; call 970-577-0998 or write rnieder@beyondbb.com.

Berthoud

Snowfest: Dec. 14-17, Fickel Park, N. Seventh Street and Mountain Avenue, Berthoud. Snow carving and artisans market; berthoudcolorado.com.

Snowfest Lighted Parade: 5 p.m. Dec. 17, the parade travels on Mountain Avenue from Second Street to Eighth Street, north on Eighth and over to Ninth Street on Franklin Avenue. The parade ends at Berthoud Living Center; berthoudcolorado.com.

Fort Collins

Brewery Lights: 5-10 p.m. Nov. 17-Nov. 20, Anheuser Busch Biergarten, 2351 Busch Drive, Fort Collins. Enjoy s'mores, food, digital light show, tree maze and lights, free-\$250; brewerylights.com.

Holiday 100: Noon-6 p.m. Tuesdays-Saturdays, Nov. 19-Dec. 31, Lincoln Gallery, 417 West Magnolia, Fort Collins. Unique Gifts for the holidays; lctix.com.

Holiday Craft Day for Kids at the Avery Carriage House: 1 p.m. and 2 p.m. Nov. 19, Avery Carriage House, 108 N. Meldrum St., Fort Collins. Ages 6-10 are invited to make holiday theme crafts, \$5; poudrelandmarks.org.

Holiday Lights at Front Range Village: 3-6 p.m. Nov. 19, Front Range Village, 2720 Council Tree Ave., Fort Collins, free; shopfrontrangevillage.com.

FACE Holiday Concert: 7 p.m. Nov. 25, Lincoln Center, 417 West Magnolia, Fort Collins; the a cappella group performs holiday favorites, \$26-\$36; lctix.com.

Parade of Lights preview: 6 p.m. Dec. 1, University Center for the Arts, 1400 Remington St., Fort Collins. Colorado State Marching Band previews their show for the 9NEWS Parade of Light on Dec. 2 in Denver; free.

Garden of Lights 2016: A Northern Colorado Holiday Tradition: 5-9 p.m. Dec. 2-Jan. 8, Gardens on Spring Creek, 2145 Centre Ave., Fort Collins. Decorated gardens, suggested \$5 donation; fcgov.com/gardens.

Winter Song Gala: 6 p.m. Dec. 2, Colorado State University Lory Student Center, 1101 Center Avenue Mall, Fort Collins. Opera Fort Collins present a gala to ring in the holiday season, \$75-\$140; operafortcollins.com.

Carolfest: 6:30 p.m. Dec. 2, Oak Street Plaza, 201 S. College Ave., Fort Collins. Community gathers to sing carols, free; choicecitysingers.com.

Create a Christmas Wreath: 10 a.m. and 1 p.m. Dec. 3, Garden on Spring Creek, 2145 S. Centre Ave., Fort Collins. Create your own natural holiday wreath from scratch, \$30; fcgov.com/gardens.

Holiday Open House at Avery House: 11 a.m. Dec. 3-4, Avery House, 328 W. Mountain Ave., Fort Collins, free; poudrelandmarks.org/avery-house.

Holiday Spectacular: 2 p.m. and 7 p.m. Dec. 3, University Center for the Arts, 1400 Remington St., Fort Collins. Performances from Colorado State University ensembles, \$10-\$22; cuartstickets.universitytickets.com.

Family Gingerbread House Decoration: 2 p.m. Dec. 4, The Farm at Lee Martinez Park, 600 N. Sherwood, Fort Collins. Decorate an old fashioned gingerbread house, \$40; fcgov.com/recreation/thefarm.php.

Boulder Daily Camera - Holiday guide: Events in Boulder, Longmont, Loveland, Fort Collins

Nov 17 2016

(IMAGE 6 OF 7)

(EST.) MONTHLY VISITS:

1.18M

(EST.) COVERAGE VIEWS:

3.65K

DOMAIN AUTHORITY:

78

 150
 1

 PR Value: \$8,865

FYN
PR

Winter Solstice Celebration: 7 p.m. Dec. 5-6, 1 p.m. Dec. 6, Lincoln Center, 417 W. Magnolia St., Fort Collins. Dance Express celebrate the winter solstice, \$7-\$15; lctix.com.

Holiday Teas at the Avery House: 10 a.m. Dec. 8, 9 and 10, Avery House, 328 W. Mountain Ave., Fort Collins. Enjoy a traditional tea in the decorated Avery House, \$25; poudrelandmarks.org.

36th Annual Nutcracker with Fort Collins Symphony: 7 p.m. Dec. 9-11; 2 p.m. Dec. 10-11, The Lincoln Center, 417 West Magnolia, Fort Collins, \$18-\$34; lctix.com.

The 2016 Sweaty Sweater Race: 9 a.m. Dec. 10, Anheuser Busch Brewery, 2351 Busch Drive, Fort Collins. Run or walk showing off your ugliest sweater, proceeds benefit Adopt-a-Family program through Timberline Church, \$10-\$30; frontrangefreeze.com/sweaty-sweater-race.

TUBA Christmas: 2 p.m. Dec. 10, Oak Street Plaza, 201 S. College Ave., Fort Collins. Traditional Christmas carols preformed on tubas and euphonium, free; tubachristmas.com.

Vi Wickam and Friends Christmas Show: 7 p.m. Dec. 10, Avogadro's Number, 605 S. Mason St., Fort Collins, \$15; avogadros.com.

Rocky Mountain High School: Holiday Stocking: 7 p.m. Dec. 12, 417 W. Magnolia St., Fort Collins. Choirs, bands, orchestras and small ensembles, percussion and jazz from Rocky Mountain High School perform holiday music, \$6-\$12; lctix.com.

Charles Dickens' A Christmas Carol: 7:30 p.m. Dec. 20, Lincoln Center, 417 W. Magnolia St., Fort Collins, \$15-\$39; lctix.com.

Windsor

2016 Pelican Lakes Turkey Trot: 9 a.m. Pelican Lakes Golf Course, 1620 Pelican Lakes Point, Windsor. Turkey Trot goes around Pelican Lakes, \$15-\$30; special kids Wild Turkey Egg Challange at 10 a.m., \$3-\$5; fivestartiming.com.

Timnath

Holiday Lighting Festival: 5:30-7:30 p.m. Dec. 2, Main Street, Timnath. Tree lighting at 5:35 p.m. followed by carriage rides, ornament crafts making, chili dinner, photos with Santa, singing and more; facebook.com/townoftimnath

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Four golden rules for great hair
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People Don't Know This Brilliant Way to Check If You Had PPI
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People Don't Know This Brilliant Way to Check If You... *The Claims Guys*

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Boulder Daily Camera - Holiday guide: Events in Boulder, Longmont, Loveland, Fort Collins

Nov 17 2016

(IMAGE 7 OF 7)

(EST.) MONTHLY VISITS:

1.18M

(EST.) COVERAGE VIEWS:

3.65K

DOMAIN AUTHORITY:

78

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150
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1

PR Value: \$8,865

FYN
PR

FILM | THEATER | MUSIC | DINING | FUN

11.18.16 | E

FRIDAY

MOVIES

Review: the Potter prequel makes magic Pg. 22



“ PR Value: \$8,865

**Boulder Daily Camera -
Holiday guide: Events in
Boulder, Longmont,
Loveland, Fort Collins**

Nov 18 2016

(IMAGE 1 OF 4)

dailycamera.com/entertainment




Holiday Festival
Dec. 2-4 at Macky Auditorium
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CU PRESENTS University of Colorado Boulder

HOLIDAY from Page 15

Lafayette

December Holiday Networking Mixer 2016: 5-7 p.m. Dec. 13, Arts Hub/Art Underground, 420 Courtney Way, Lafayette. Food, drinks, networking, door prizes and raffles (bring a new, unwrapped children's toy, a family game or donation to enter), free before Dec. 9, \$5-\$10 at the door; artunder.org, lafayettecolorado.com.

Senior Center Holiday

Reception: 5 p.m. Dec. 13, Senior Services Center, 103 S. Iowa Ave., Lafayette. Holiday

meal and get-together with Senior Advisory Board, \$5; lafayettecolorado.com.

Lyons

Lyons Holiday Parade of Lights: 6:30 p.m. Dec. 5, followed by live music and entertainment around 7:15 p.m., Sandstone Park, 350 Broadway, Lyons. Parade, fireworks, float contest. See a light display in the park synchronized to music 6-8 p.m. Dec. 6-25, free; 303-823-8250, recreation@townoflyons.com.

Niwot

Enchanted Evening: 6-9 p.m. Nov. 25, Old Town and Cottonwood Square, downtown Niwot. Tree-lighting, carols, live music, Santa, shopping. Niwot's holiday parade and small business Saturday on Saturday, free; info@niwot.com, niwot.com/events/enchanted-evening.

WINC Holiday Craft Fair: 10 a.m.-4 p.m. Dec. 3, Left Hand Grange, 195 Second

Ave., Niwot. Santa, cider, handmade crafts and gifts, including British baked goods; free, info@niwot.com.

The Nutcracker: 7-9 p.m. Dec. 16; 2 p.m. and 7 p.m. Dec. 17; and 1 p.m. Dec. 18, Niwot High School Auditorium, 8989 Niwot Road, Niwot. Centennial State Ballet features 16th-annual "Nutcracker" performance, \$17-\$22; centennialstateballet.org.

BROOMFIELD

Santa's Cellar Craft Fair: 8 a.m. Saturday, Broomfield Community Center, 280 Spader Way, Broomfield. Holiday craft fair with five rooms of local crafters; ci.broomfield.co.us, 303-460-6926.

Children – December Decorating Day: 10 a.m. Dec. 3, Mamie Doud Eisenhower Public Library, 3 Community Park Road, Broomfield. Make three holiday ornaments, free; ci.broomfield.co.us, 720-887-2315.



Jonathan Castner / File photo

Paul Schafer, of Niwot, plays with the Niwot Community Semi-Marching Free Grange Band, during the Niwot Holiday Parade in Niwot last year.

LARIMER COUNTY

Loveland

Operation Christmas Child Drop-off: 10 a.m.-noon, through Nov. 21, LifeSpring Covenant Church, 743 S. Dotsoro, Loveland. Collecting shoeboxes filled with toys, school supplies and hygiene items for children around the world through Nov. 21. Call Elaine DeZeeuw at 226-3461 or visit samaritanspurse.org/occ.

Thanksgiving Day Dinner:

11 a.m.-3 p.m. Nov. 24, Associated Veterans of Loveland, 305 N. Cleveland Ave., Loveland. Open to all veterans, their families and anyone who is alone, in need or homebound. To donate food, money or to volunteer your time, call 970-663-2374.

Vi Wickam and Friends Christmas Show: 7 p.m. Nov. 26, The Rialto Theater,

See HOLIDAY, 17

Boulder Daily Camera - Holiday guide: Events in Boulder, Longmont, Loveland, Fort Collins

Nov 18 2016

(IMAGE 3 OF 4)

PR Value: \$8,865

HOLIDAY from Page 16

228 E. Fourth St., Loveland, \$10-\$18; rialtotheatercenter.org.

Loveland's Annual Holiday Sing-A-Long: 2 p.m. Dec. 27, The Rialto Theater, 228 E. Fourth St., Loveland. Sharon Sheets leads the community in singing classic and contemporary holiday tunes, free; rialtotheatercenter.org.

Downtown Loveland's Festival of Lights: 5 p.m. Nov. 30, Fourth Street downtown. Tree located in front of the Rialto, 228 E. Fourth St., Loveland. Festival of lights countdown at 6 p.m. Carriage rides, carolers, visits with Santa; lovelandpartnership.org.

Dave Villano's annual Celtic Christmas: 7 p.m. Dec. 1, The Rialto Theater, 228 E. Fourth St., Loveland. An evening of traditional, Celtic, and contemporary holiday music, \$10-\$25; rialtotheatercenter.org.

2016 Jingle Bell Run: 8 a.m. Dec. 3, Thomas M. McKee building at the The Ranch, 5280 Arena Circle, Loveland. The run benefits The Arthritis Foundation, \$25-\$35; arthritis.org.

Big Band Holiday with Colorado Jazz Repertory Orchestra: 3 p.m. Dec. 1, The Rialto Theater, 228 E. Fourth St., Loveland. Colorado Jazz Repertory Orchestra performs holiday favorites, \$25-\$34; rialtotheatercenter.org.

Workshops with Santa and Mrs. Claus: 11 a.m.-3 p.m. Dec. 3, 10 and 17, The Group, Inc., 5401 Stone Creek Circle, Loveland. Photos with Santa, stories with Mrs. Claus, crafts and horse drawn wagon rides, free; centerra.com.

Loveland Choral Society: Christmas in America: 7:30 p.m. Dec. 16; 3 p.m. and

7:30 p.m. Saturday, Dec. 17; and 3 p.m. Sunday, Dec. 18, The Rialto Theater, 228 E. Fourth St., Loveland, \$18; rialtotheatercenter.org.

Christmas Walk in the Woods: 5-8 p.m. Dec. 17-23, The Savage Woods, 1750 Savage Road, Loveland. Take a walk through decorated woods with carolers, vendors and other special events, \$8-\$12; christmaswalkinthewoods.com.

Holiday Film Series: 7 p.m. Dec. 19-21, The Rialto Theater, 228 E. Fourth St., Loveland. Screenings of "Scrooge," "Babes in Toyland," and "It's a Wonderful Life," \$6; rialtotheatercenter.org.

A Season of Dance: A Winter Open House Performance: 6:30 p.m. Thursday, Dec. 22, The Rialto Theater, 228 E. Fourth St., Loveland.

See HOLIDAY, 24

Boulder Daily Camera - Holiday guide: Events in Boulder, Longmont, Loveland, Fort Collins

Nov 18 2016

(IMAGE 4 OF 4)

PR Value: \$8,865

Mark Your Calendar

SUNDAY

Christopher Titus: Stand-Up Comedy Show, 7 p.m., Ratio Theater Center, 223 E. Fourth St., Loveland. Star of "Titus," "ABC's Big Shots" and host of "Pawnography" on History Channel. \$25. Call 952-2120 or visit ratiotheatercenter.org.

"Love Worth Fighting For," 5:30 p.m., Foundations Church, 1380 N. Denver Ave., Loveland. A marriage event featuring teaching by Kirk Cameron and music by Warren Burfield designed to strengthen and encourage marriages. \$22.50. Call 800-965-9324 or visit loveworthfightingfor.com.

"Rock of Ages," 2 p.m., Harrington Arts Alliance, 575 N. Denver Ave., Loveland. The Tony Award-nominated Broadway musical looks at big bands with big egos playing big guitar solos and sporting even bigger hair. Rated PG-13. \$15 in advance or \$18 at the door. Call 569-8370 or visit harringtonartsalliance.org.

Applewood Arts Festival, 11 a.m.-4 p.m., First National Bank Building at The Ranch, 5280 Arena Circle, Loveland. Arts, crafts and gifts show with 125 booths. \$6. Call 303-297-9656 or visit applewoodartsandcrafts.com.

Northern Colorado Wood Carvers Show, Sale and Competition, 10 a.m.-4 p.m., Thomas McKee 4-H Building, 5260 Arena Circle, Loveland. Vendors will sell their carvings, and there will be demonstrations of how to carve, soap carving for kids and judging of competing carvings. Free admission. Call 669-8636.

Operation Christmas Child Drop-off, noon-3 p.m., LifeSpring Covenant Church, 743 S. Dobsem, Loveland. Collecting shoeboxes filled with toys, school supplies and hygiene items for children around the world through Nov. 21. Call Elaine DeZeeuw at 226-3461 or visit samaritanspurse.org/occ.

Bingo, 7 p.m., Bingo Planet, 281 E. 29th St., Loveland. Benefit for Foster and Adoptive Families of Larimer County. Call 481-9993.

Knights of Columbus Bingo, 2 p.m., Knights of Columbus Hall, 1730 W. 12th St., Loveland. Raffle prizes and jackpot weekly. Tickets are \$7 each or three for \$18. Call 669-3932.

iLearn Technology: Google Apps, 1:30 p.m., Loveland Public Library, 300 N. Adams Ave., Loveland. To register, call 962-2599.

Loveland Mountain Club Hike: Rabbit Mountain, 3.9 miles. Contact Carol at 665-4943 or Ruggmorg@aol.com for meeting time and place. Non-members welcome. Visit lovelandmountainclub.org.

Fort Collins Children's Theatre: "Beauty and the Beast," 2 p.m. and 7 p.m., Lincoln Center Performance Hall, 417 W. Magnolia, Fort Collins. The family-friendly performance features the characters and music of the Disney film. \$16 for adults and \$12 for ages 12 and under, available at the Lincoln Center box office, 221-6730, or kcts.com.

"Holies Off," 2 p.m., University Theatre, University Center for the Arts, 1400 Remington St., Fort Collins. A behind-the-scenes look at a theater production where everything that could possibly go wrong does go wrong. \$18 for adults, \$8 for under age 18 and free to CSU students. Call 491-2387 or visit cuartsdictets.com.

Maracujá Concert, 4-6 p.m., Global Village Museum, 200 W. Mountain Ave., Fort Collins. Latin American and Basque music concert. \$20 for the public, \$10 for museum members. Call 221-4600 or visit globalvagemuseum.org.

Marty Tharp Photo Show, noon-5 p.m., Art Lab, 239 Linden St., Fort Collins. The show to benefit Project Self-Sufficiency features photos of landscapes, flowers, buildings and people for sale. Call 884-7033 or email mtharp@hotmail.com.

Santa's Workshop, noon-6 p.m., near the Old Town Square stage, downtown Fort Collins. Festivities include Storytime with Santa, and photos with Santa through 6 p.m. Santa is bilingual and knows sign language. Call 484-6500 or visit downtownfortcollins.com.

UNC Performing Arts Series: "Oybourne Park," 2 p.m., Norton Theatre in Gray Hall at the University of Northern Colorado, Eighth Avenue and 19th Street, Greeley. A spin-off of Lorraine Hansberry's "A Raisin in the Sun," The 2011 Pulitzer Prize-winning play takes a jab at race and real estate in a fictional Chicago neighborhood. \$17-\$19. Call 351-2200 or visit bit.ly/200g0Y5.

Loveland Reporter Herald - Calendar Events

NOV 20 2016

(IMAGE 2 OF 2)

PR Value: \$6,090



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November 22, 2016

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Loveland's mo'Betta Gumbo: Real Authentic, Real Southern, Real Filling

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rs 25 flavors of Tender crawfish spills out of a Po'Boy sandwich — depending on the day. Photo: Emily Kemme

by Emily Kemme

There are a handful of cuisine categories, often granted celebrity status by the region that produced them, that are subjected to microscopic inspection. These are foods that get people hot under the collar. Deep dish and New York style pizza, barbecue — whether it's from Texas or the Carolinas, and pork green chile are a few. But Louisiana Cajun and Creole foods in general, and gumbo, specifically, seem to top the list of cuisines that inspire fierce loyalties and insistence on a dish's authenticity.

And whether a gumbo is the real deal is the subject of much discussion, opinion and taste.

[◀ PREV](#) | 1 of 4 images [NEXT ▶](#)

Where: 141 E. 4th Street, Loveland, CO

Hours: Monday – Thursday 11am to 9pm | Friday – Saturday 11am to 10pm | Sunday 11am – 8pm

Contact: Phone: (970) 685-4842 | Email: chef@mobettagumbo.com | <http://www.mobettagumbo.com>

Good to Know: Parking available on the street in front or in lot behind the building

The small storefront on the corner of 4th Street and Cleveland looks like someone opened a box of Mardi Gras paraphernalia and randomly flung it — everywhere. Multi-colored strands of shiny beads drape an oversized chandelier and adorn bar lights; they dangle from the air conditioner and decorate an orange window shutter suspended in midair. An enormous, bejeweled mask hangs perilously, hung up high on the back wall. In fact, every inch of flat wall space is covered in vibrant murals depicting the French Quarter and from behind rows of large Mason jars containing house-infused Moonshine, there is a vibrant glow of neon, alternating in blue, green, pink and purple. To say it's a bit heavy on visual stimulation is an understatement, but hey — the purpose is to make you feel like you're in NOLA, and it succeeds, although a bit dizzy.

Start with hush puppies, deep-fried balls of cornmeal batter dosed with onions, peppers and cheddar cheese. Don't miss the fried oysters, flown in fresh from the Pacific Northwest and gloriously encased in a crunchy coating that doesn't hide a briny, succulently tender mouthful. Remoulade for dipping both of these finger foods has good spice with a hint of salty capers. Wash down the appetizers with a pint of New Orleans' Al

Loveland's mo'Betta Gumbo:
Real Authentic, Real
Southern, Real Filling |
GreeleyTribune.com

Nov 22 2016

(IMAGE 1 OF 2)

(EST.) MONTHLY VISITS:

391K

(EST.) COVERAGE VIEWS:

2.36K

DOMAIN AUTHORITY:

57



28

PR Value: \$3,375

Moonshines, called Team Favorite. Then packed a wallop from running start, take Mason jars. My third Ester chaser, Kud...

Moving on to the m... and Po'Boys share crawfish and Andouille grits laced with tan with browned butter sweet and darkly browned sandwich piled with a slight at first but as

Even though we w... Bananas Foster Bi... explained.

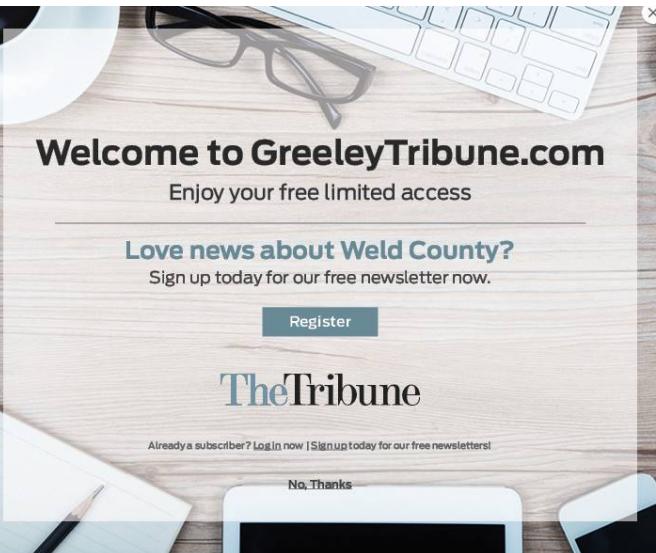
And the gumbo?

As I said, there is no... colonial days, other interpretation of the thickener. The sat... cookery. But in a dark roux, a mixture of flour and a distinctive nutty flavor, days when okra could only be obtained seasonally, usually in the summer time, variations abound, depending on locale, available meats and produce, family preference and long-held tradition.

According to General Manager David Mayhew, mo'Betta's gumbo is thickened with both a blonde roux — what a roux is called before it deepens to chocolate brown with longer cooking — and filé. A dark roux is added later, creating the rich, brownish-red coloring. And they don't use okra.

For me, the ultimate test is how leftover gumbo stands up the next morning. Ladled over fried eggs perched atop a warm wedge of cornbread, I'd have to say that it was without a doubt, mo'Betta than most gumbos I've tasted. In fact, it was downright heavenly. And that is plenty fine and good for me.

Award-winning author [Emily Kemme](#) writes about human nature, illuminating the everyday in a way that highlights its brilliance. Follow her on her blog, [Feeding the Famished](#), <https://www.facebook.com/EmilyKemme>, or on Twitter [@EmFeedsYou](#). Life inspired. Vodka tempered.



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TRENDING IN: RESTAURANTS

- Syntax Spirits Is Full of Pun in a Glass
- Farmer's Inn
- Loveland's mo'Betta Gumbo: Real Authentic, Real Southern, Real Filling
- Greek Pasta with Lamb, Butternut Squash and Feta
- Stuff Burger Bar: Have It Your Way, For Real

TRENDING SITEWIDE

- Three Greeley residents face felony charges in Wing Shack burglary
- Greeley Police Department to hold meeting about sexually violent predator moving into community
- Suspected DUI crash on Sunday northwest of Greeley sends three children, one adult to hospital
- Greeley Stampede gets Toby Keith, Clay Walker, LOCASH to headline 2017 concert series
- Windsor begins to heal from month of school district tragedies

TOP VIDEO HEADLINES

◀ 1 of 3 ▶



Lady Gaga Is The Picture of...



A Brief History of Beyoncé as Activist



President Obama's Powerful Message... TIME 2016 Person of the Year: Donald...

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Nov 22 2016

(IMAGE 2 OF 2)

(EST.) MONTHLY VISITS:

391K

(EST.) COVERAGE VIEWS:

2.36K

DOMAIN AUTHORITY:

57



28

PR Value: \$3,375



Mark Your Calendar

WEDNESDAY

Downtown Loveland Festival of Lights, 5-8 p.m., downtown Loveland. A countdown to the lighting of the tree in front of the Rialto Theater Center, 228 E. Fourth St., will begin at 6 p.m. With live music, a sing-along with carolers, a free Santa bag to pick-up treats, photo opportunities, free horse-drawn carriage rides and a petting zoo. Warming hut and holiday craft show at Artspace, 130 W. Third St. Website: facebook.com/events/568722169982676.

Holiday Craft and Bake Fair, 9 a.m.-5 p.m., Thompson R2-J School Transportation Service Center Training Room, 2500 E. 13th St., Loveland. With wood working, jewelry, jams, gift baskets, crocheting, framed photos, painted glassware and more. Benefit for the Sunshine Committee for the School Transportation Department. Call 292-8901.

Tatting Group, 10 a.m., Loveland Public Library, 300 N. Adams Ave., Loveland. Bring a shuttle or tatting needles and crochet thread and learn to make lace or drop in to observe. No registration or fee required. Call 962-2401.

iLearn Technology: Computer Basics 101, 9:30 a.m., Loveland Public Library, 300 N. Adams Ave., Loveland. To register, call 962-2599.

iLearn Technology: Gmail 201, 1 p.m., Loveland Public Library, 300 N. Adams Ave., Loveland. To register, call 962-2599.

Preschool Storytime, 11 a.m., Loveland Public Library, 300 N. Adams Ave., Loveland. For ages 4-7. Free. Call 962-2587.

Toddler Storytime, 10 a.m., Loveland Public Library, 300 N. Adams Ave., Loveland. For ages 2-3. Free. Call 962-2587.

Santa's Workshop, noon-6 p.m., near the Old Town Square stage, downtown Fort Collins. Festivities include Storytime with Santa, and photos with Santa through 6 p.m. Santa is bilingual and knows sign language. Call 484-6500 or visit downtownfortcollins.com.

Silver Bells Social for Seniors, 1-3 p.m., Union Colony Civic Center, 701 10th Ave., Greeley. Admission is \$1.50 for children age 1-12 and seniors age 60 and up, and \$2.50 for adults. Call 356-5000 or visit greeleyfestivaloftrees.com.

Nov 30 2016

(IMAGE 2 OF 2)

PR Value: \$6,090



Facebook Pages Report for **Visit Loveland Colorado**

Nov 01, 2016 - Nov 30, 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.



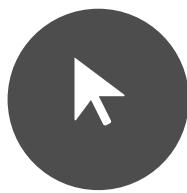
Facebook Activity Overview

**245,944**

IMPRESSIONS

**4,223**

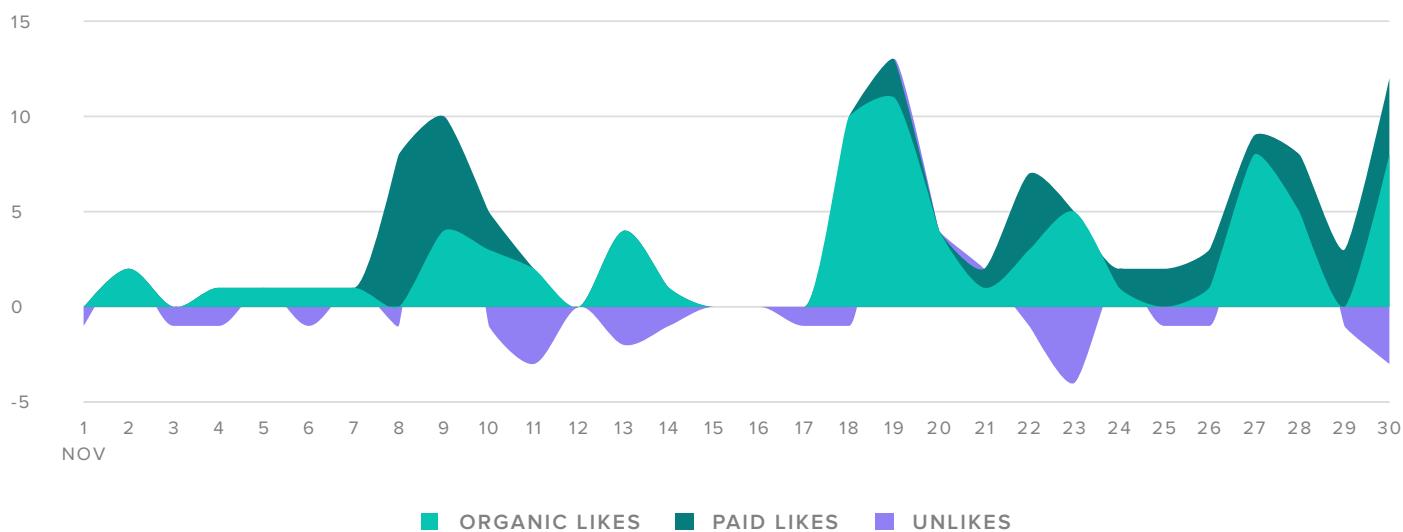
POST ENGAGEMENTS

**939**

LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS

TOTALS

Total Fans	5,250
Paid Likes	39
Organic Likes	77
Unlikes	25
Net Likes	91

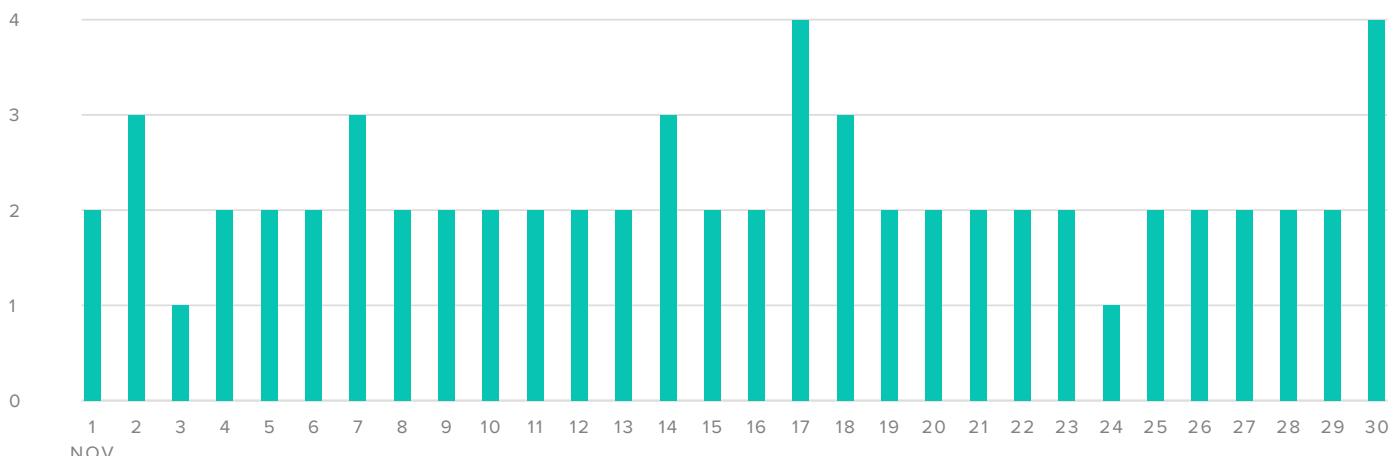
Total fans increased by

1.7%

since previous month

Publishing Behavior

POSTS, BY DAY



■ POSTS SENT

PUBLISHING METRICS

TOTALS

Photos	55
Videos	3
Posts	8
Total Posts	66

The number of posts you sent increased by

▲ **4.8%**

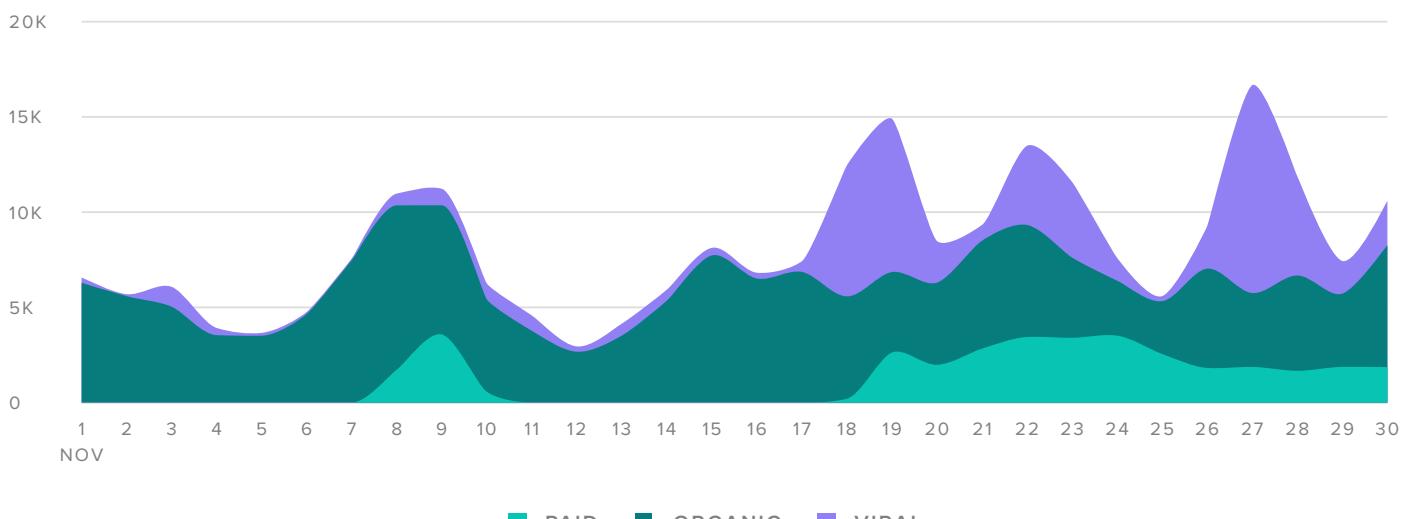
since previous month

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▾	Reach
Visit Loveland Colorado Loveland really knows how to put on quite the show at sunset. Photo: Dick's Photography #visitloveland #sunset	415	33	9.0%	5,383
				
(Post) November 22, 2016 5:18 pm				
Visit Loveland Colorado From holiday classics to The Beach Boys and Snoop Dogg, don't miss your chance to see some amazing entertainment in Loveland. It all starts this weekend. http://www.visitlovelandco.org/2016/11/love-holidays-loveland-entertainment-coming-town/	18	12	8.7%	2,093
				
↳ Love the Holidays in Loveland: Entertainment is Coming to Town! - Visit Loveland				
(Post) November 19, 2016 12:09 pm				
Visit Loveland Colorado Downtown Loveland Festival of Lights tree lighting 2016	268	17	8.7%	6,868
				
(Post) November 30, 2016 5:56 pm				
Visit Loveland Colorado Loveland always looks so pretty with a new blanket of snow. We are welcoming the winter weather in with open arms here in the Sweetheart City. Photo: Cindy with Colorado Beauty #visitloveland #firstsnow	452	32	8.3%	7,937
				
(Post) November 18, 2016 10:55 am				
Visit Loveland Colorado Welcome to the Loveland Veterans Day Parade. The largest parade in the state on Veterans Day! Thank you to all who have served. ☮	95	9	8.1%	1,535
				

Page Impressions

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS

TOTALS

Organic Impressions	152,408
Viral Impressions	57,995
Paid Impressions	35,541
Total Impressions	245,944
Users Reached	106,024

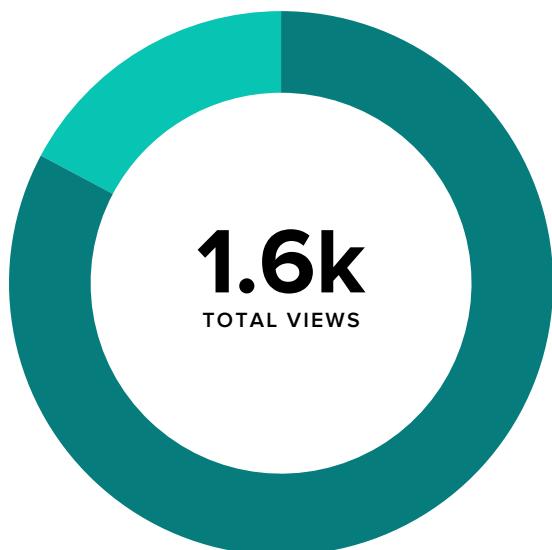
Total Impressions increased by

- **2.9%**

since previous month

Video Performance

VIEW METRICS



270

ORGANIC FULL

1.3k

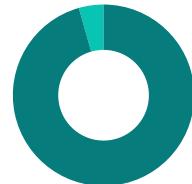
ORGANIC PARTIAL

VIEWING BREAKDOWN



100%
ORGANIC VIEWS

0%
PAID VIEWS

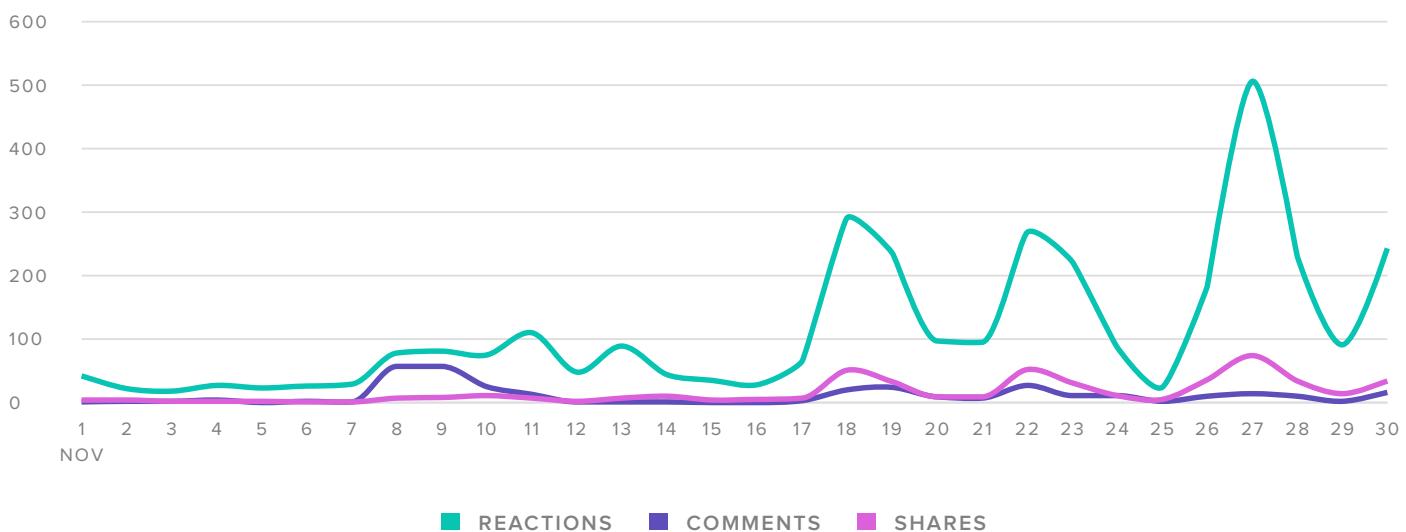


4%
CLICK PLAYS

96%
AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS

TOTALS

Reactions	3,413
Comments	333
Shares	477
Total Engagements	4,223

Total Engagements increased by **- 162.0%** since previous month

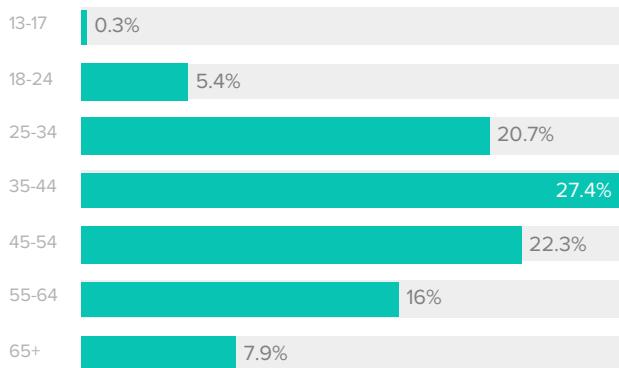
Demographics

PAGE FANS

PEOPLE REACHED

PEOPLE ENGAGED

BY AGE



BY GENDER



76.0%

FEMALE

24.0%

MALE

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

TOP COUNTRIES

	United States	5,109
	Mexico	13
	India	12
	Italy	8
	United Kingdom	7

TOP CITIES

Loveland, CO	1,936
Fort Collins, CO	543
Greeley, CO	227
Johnstown, CO	119
Denver, CO	95

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	5,250	1.74%	66	245,944	3,726	4,223	64.0	939



Twitter Profiles Report for **VisitLovelandCO**

Nov 01, 2016 - Nov 30, 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



11,772
ORGANIC IMPRESSIONS



265
TOTAL ENGAGEMENTS



23
LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

Total followers increased by

Total Followers

1,446

▲ 1.3%

New Follower alerts

34

since previous month

Actual Followers gained

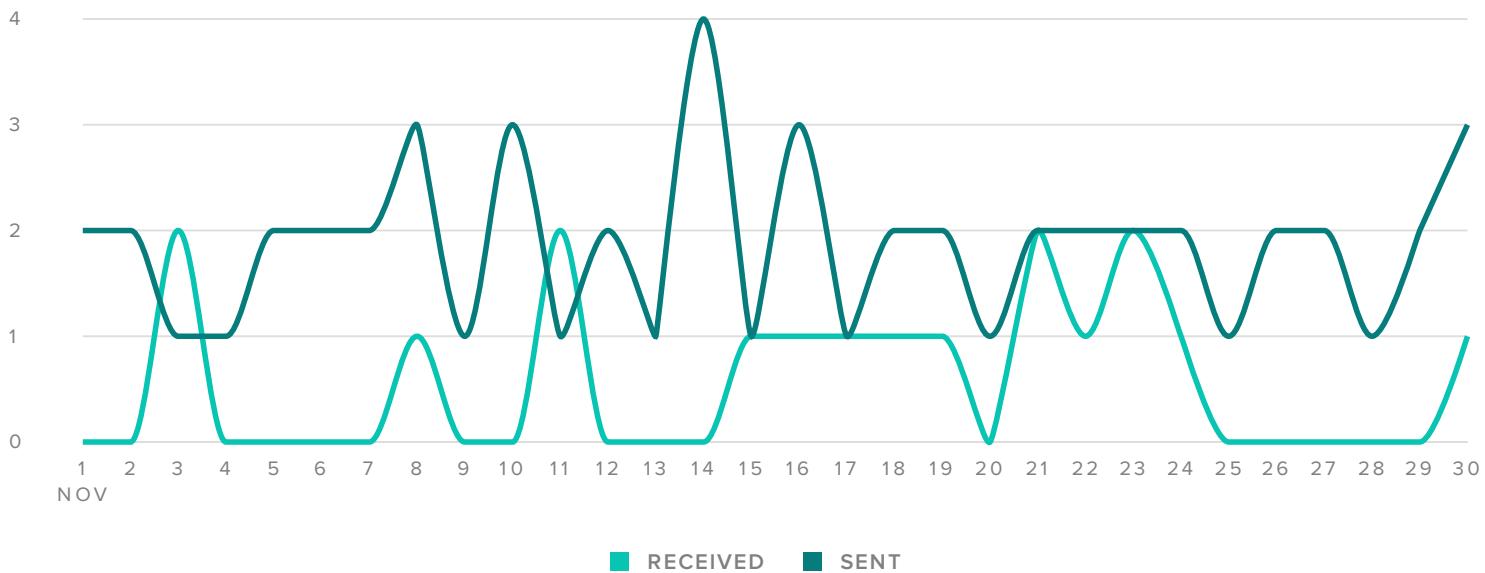
19

People that you followed

1

Posts & Conversations

MESSAGES PER DAY



■ RECEIVED ■ SENT

SENT/RECEIVED METRICS

TOTALS

Tweets sent	56
Direct Messages sent	-
Total Sent	56

The number of messages you sent decreased by

-11.1%

since previous month

Mentions received	17
Direct Messages received	-
Total Received	17

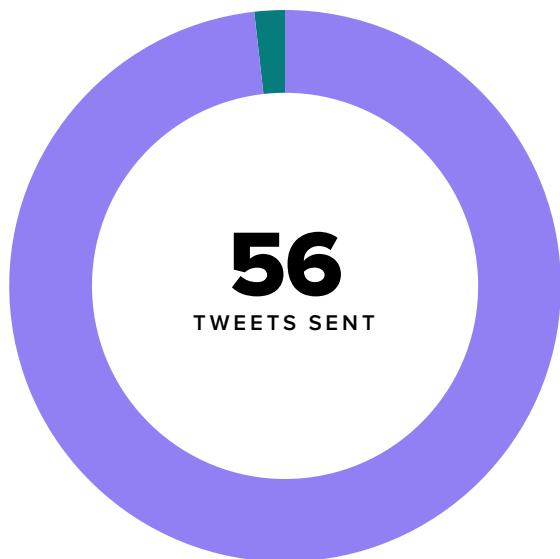
The number of messages you received increased by



since previous month

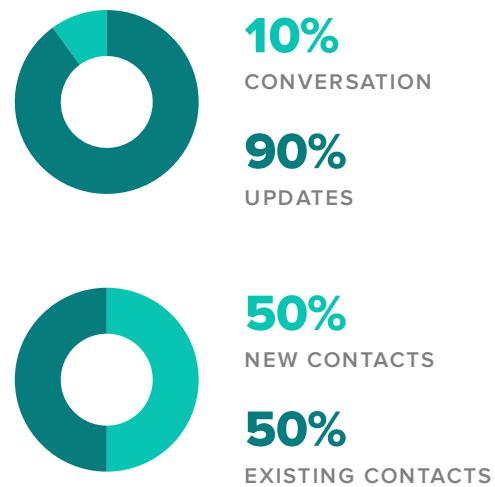
Your Content & Engagement Habits

SENT MESSAGE CONTENT



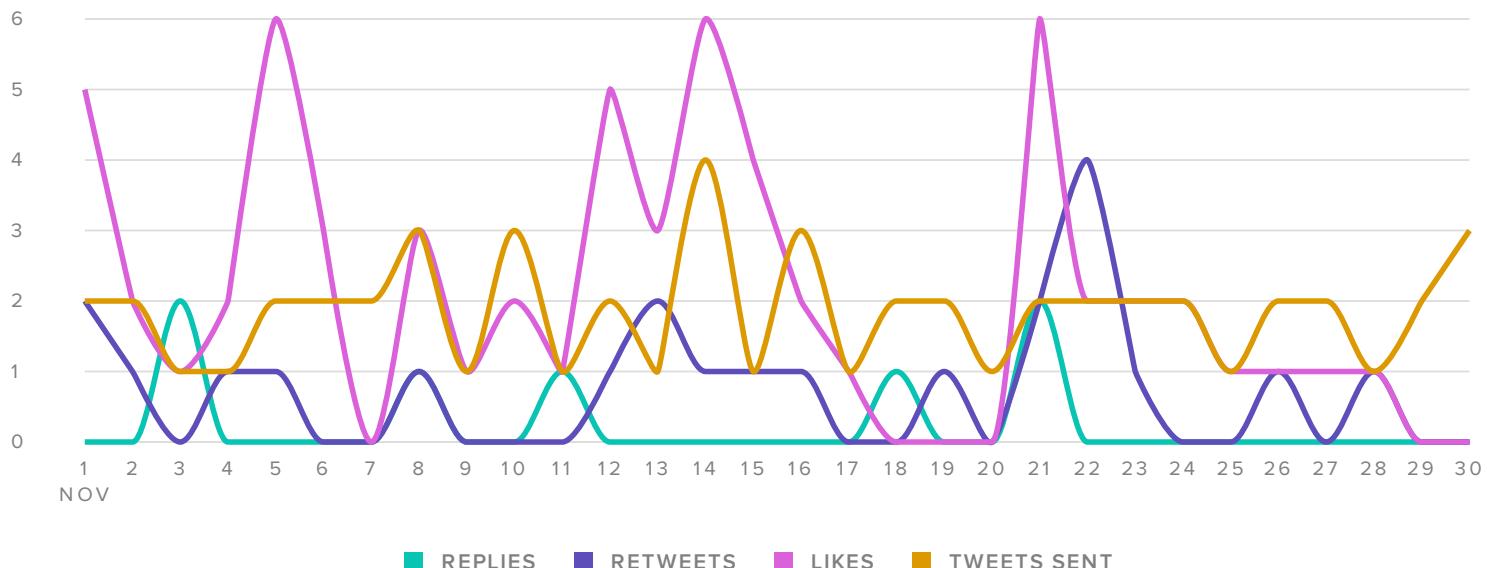
YOUR TWEETING BEHAVIOR

0
PLAIN TEXT
1
PAGE LINKS
55
PHOTO LINKS



Audience Engagement

ENGAGEMENT COUNT



REPLIES RETWEETS LIKES TWEETS SENT

ENGAGEMENT METRICS

TOTALS

Replies	7
Retweets	22
Retweets with Comments	7
Likes	63
Engagements per Follower	0.2
Impressions per Follower	8.1
Engagements per Tweet	4.7
Impressions per Tweet	210.2
Engagements per Impression	2.3%

The number of engagements increased by

▲ 3.5%

since previous month

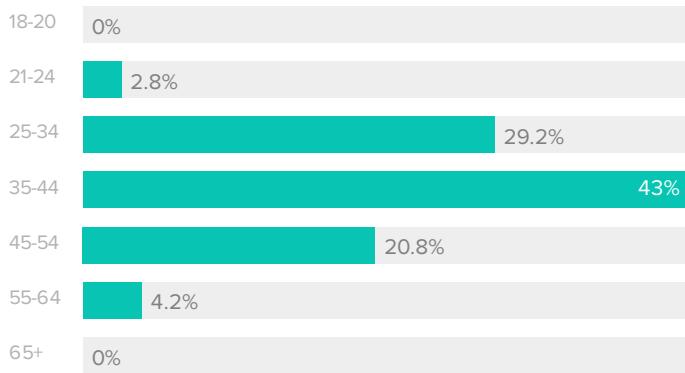
The number of impressions per Tweet increased by

▲ 3.0%

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		1,446	1.3%	56	11,772	8.14	265	0.18	22	23



Instagram Profiles Report for **visitlovelandco**

Nov 01, 2016 - Nov 30, 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

223 Engagements



@visitlovelandco

221 Engagements

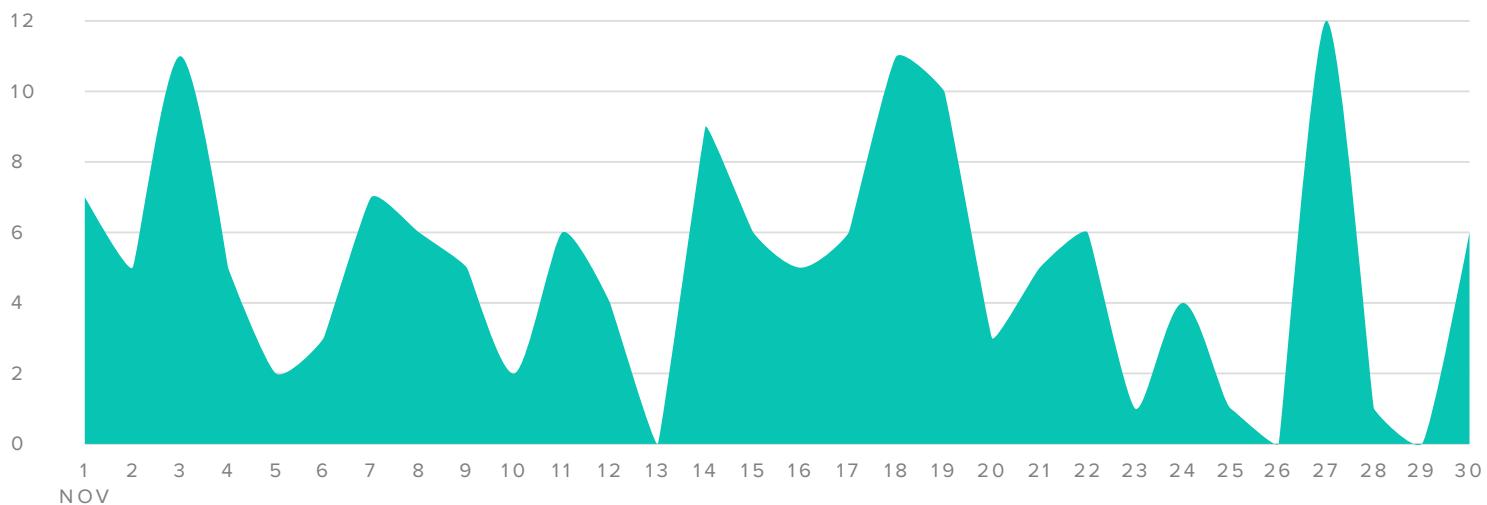


@visitlovelandco

160 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY



■ FOLLOWERS GAINED

FOLLOWER METRICS

TOTALS

Total Followers

3,410

Followers Gained

144

People that you Followed

6

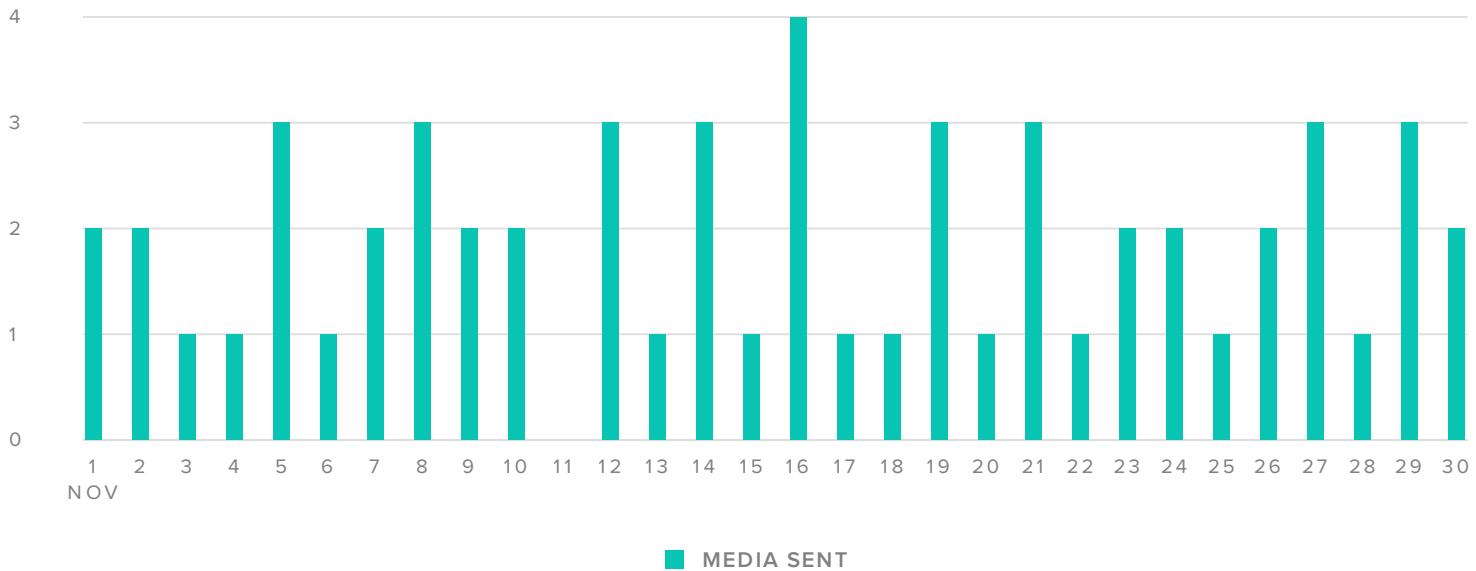
Total followers increased by

▲ 4.4%

since previous month

Publishing Behavior

MEDIA PER DAY



■ MEDIA SENT

PUBLISHING METRICS

TOTALS

Photos	55
Videos	2
Total Media	57

The number of media you sent decreased by

▼ **9.5%**

since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

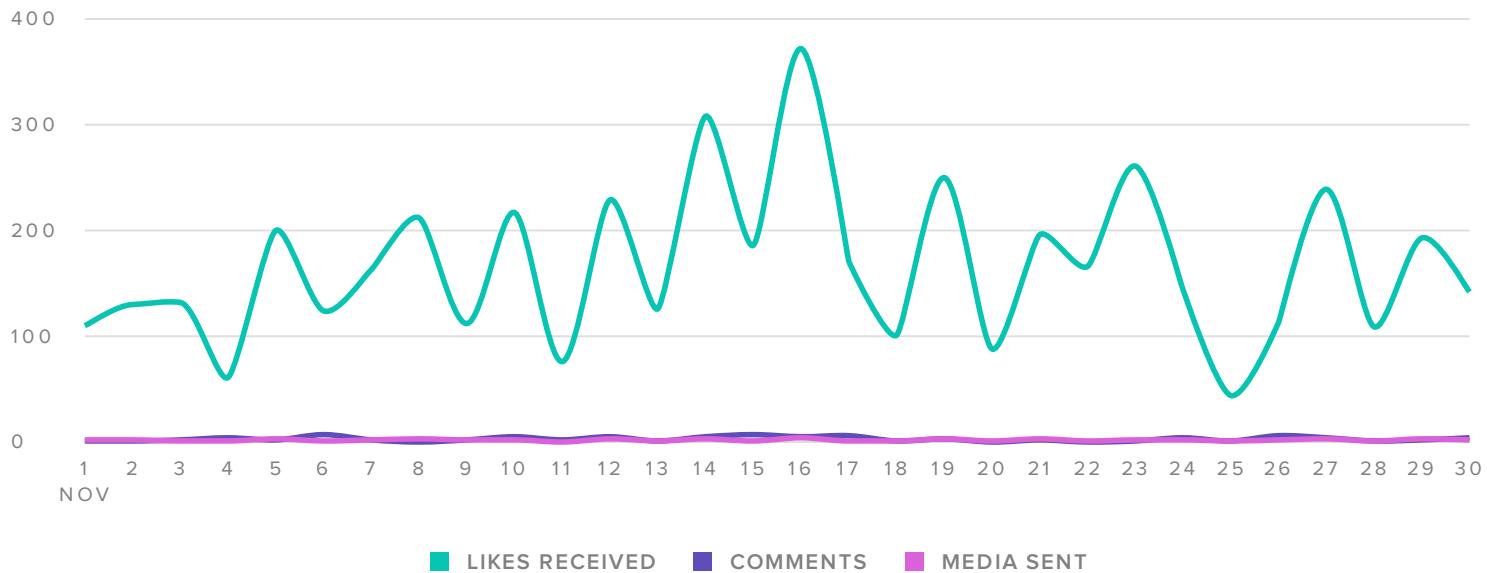
#visitloveland	57
#lovelandco	48
#coloradolive	27
#loveland	26
#nature	13
#coloradogram	13
#visitcolorado	12
#visitlovelandco	11
#colorado	11
#holidays	7

MOST ENGAGED HASHTAGS

#visitloveland	1,592
#lovelandco	1,496
#coloradolive	801
#visitcolorado	569
#visitlovelandco	521
#nature	508
#coloradosunset	485
#coloradogram	482
#loveland	467
#art	436

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



■ LIKES RECEIVED ■ COMMENTS ■ MEDIA SENT

ENGAGEMENT METRICS

TOTALS

Likes Received	4,975
Comments Received	86
Total Engagements	5,061

The number of engagements increased by

▲ 2.6%

since previous month

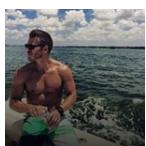
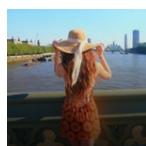
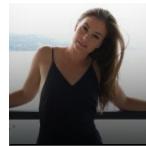
Engagements per Follower	1.5
Engagements per Media	88.8

The number of engagements per media increased by

▲ 13.4%

since previous month

Top Influencers Engaged



Instagram Stats by Profile

Instagram Profile	Total	Follower	Followers	Media	Comments	Total	Engagements	Engagements
	Followers	Increase	Gained	Sent	Sent	Engagements	per Media	per Follower
 visitlovelandco	3,410	4.4%	144	57	3	5,061	88.8	1.48