

VISIT LOVELAND

JANUARY 2017 CMC REPORT



SUCCESS SUMMARY

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

Visit Loveland was featured in 16 pieces of coverage resulting in 118 million online readership views and 12.6 million print impressions. A majority of the coverage came from international media outlets resulting from FAM trips at the end of last year. From unique events like Cirque du Soleil to the booming food and drink scene, Loveland was featured as a travel destination in publications across the world. Additionally, the upcoming valentine season resulted in many media hits to be featured in a separate report post-valentine season.

TOP PR/SOCIAL MEDIA PRIORITIES

The Visit Loveland PR team primarily focused on prepping for the upcoming valentine season that will be featured in a separate report. The results listed in this report do not include any Valentine's Day coverage also secured in January.

PRIORITY #1 - VALENTINE'S DAY

- Finalized all media lists and contacts for promotion of Valentine's Day in Loveland
- Coordinated media interviews and secured coverage throughout the month
- Managed promotion of events and activities through social media, local media and national outlets

PRIORITY #2 - LIVE SOCIAL MEDIA

- Launch of the Visit Loveland Colorado Snachat channel
- Covered three events, Loveland Chamber of Commerce valentine press conference, Colorado Eagles fireworks game and Brewworthy coffee brewing, through the use of Facebook Live, Instagram Stories and Snapchat
- Invited and encouraged followers to connect with Visit Loveland on all channels to prep for the upcoming valentine season.



LE COLORADO HAUT EN COULEUR

Paradis blanc en hiver, les Rocheuses offrent aussi des paysages époustouflants le reste de l'année. Plongée nature de canyons en sommets, au cœur de l'État américain le plus élevé.

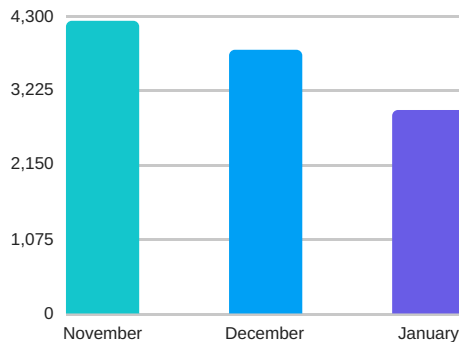
VOYAGE
L'été Colorado est souvent synonyme de chaleur. C'est le moment idéal pour se baigner dans les rivières et les lacs. Mais en hiver, le Colorado offre une autre face à son public. Les sommets enneigés et les canyons profonds offrent des paysages époustouflants. Le Colorado est un État américain unique, avec une diversité de paysages et de cultures. Les sommets enneigés et les canyons profonds offrent des paysages époustouflants. Le Colorado est un État américain unique, avec une diversité de paysages et de cultures.

Photo de Loveland



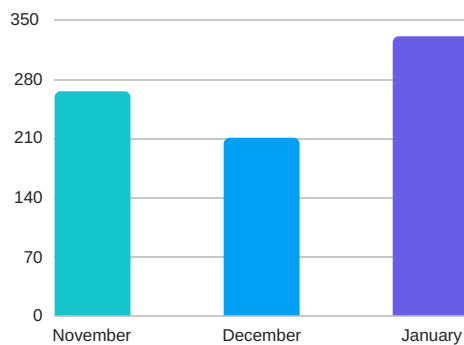
RESULTS

SOCIAL MEDIA GROWTH



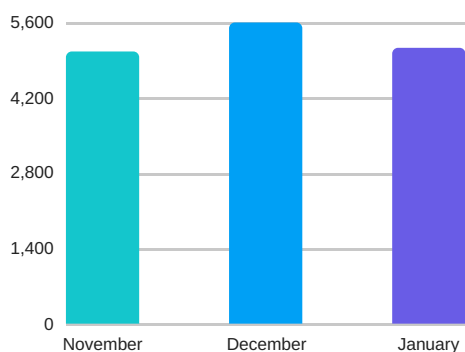
197 new followers | 5,570 total fans
365,958 impressions | 2,936 engagements

- Focus: Valentine season preview of events, winter activities, and the booming art scene.
- Most engaging posts: Travel Tuesday Loveland road sign, Valentine's press conference video, winter scenery, and Throwback Thursday of Miss Loveland Valentine 1958.
- Live social has increased views while engagement has dipped. The PR team will incorporate views into the next report.



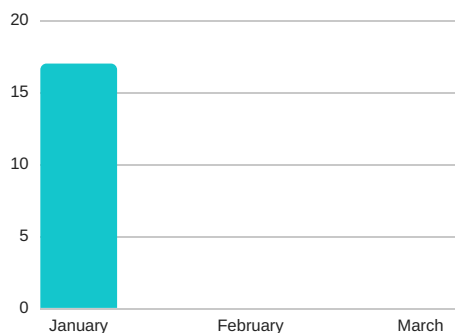
55 new followers | 1,482 followers
16,314 impressions | 330 engagements

- Focus: Winter events (Colorado Eagles, fireworks, re-mailing program), preview of valentine season, and Loveland nature scenes.
- Top Tweets: Mr. Moose Visitors Center photo-opp, 1958 Miss Valentine, #SculptureSaturday at Benson Sculpture Garden, Loveland Sweetheart Classic, and sunsets.



159 new followers | 3,693 followers
5,129 engagements

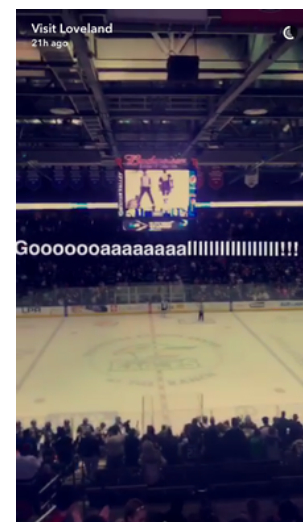
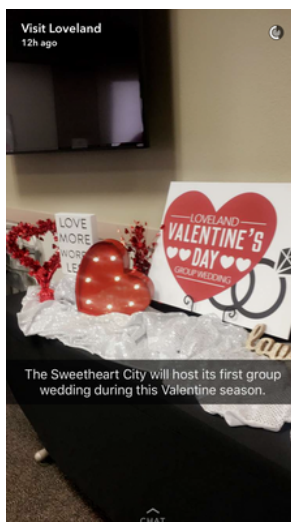
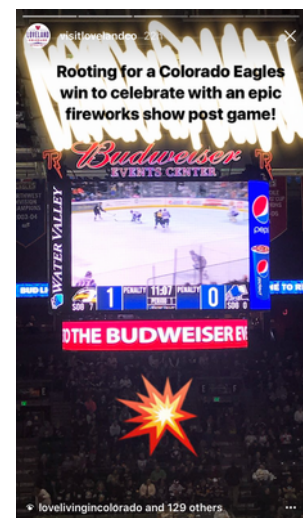
- Focus: Sunsets, art culture, beer culture, Valentine's Day preview, outdoor scenery and local restaurants and food.
- Most engaging photos: Valentine hearts on lampposts, dessert from Origins Wine Bar, and Loveland Colorado road sign.
- Most engaging hashtags: #visitloveland, #coloradolive, #lovelandco, #lovelivingincolorado, #viewsfromcolorado, #coloradogram, and #outsidecolorado.



17 Snaps | 23 followers

- Focus: Loveland Chamber of Commerce Valentine's Day press conference, Brewsworthy coffee brewing day, Colorado Eagles fireworks show, hearts on lampposts.
- Screenshot Snaps: None for the month of January.

LIVE SOCIAL MEDIA SNAPSHOTS



RESULTS

MEDIA RESULTS



- **LeMonde.fr Online:** Le Colorado et ses chipmunks, ses bières, son Frisco...
- **LeMonde.fr:** Le Colorado et ses chipmunks, ses bières, son Frisco...
- **GoodCall:** 2017 Best Cities for New Grads
- **Marina Orsini:** Loveland
- **Wyoming Tribune Eagle:** Cirque du Soleil to perform "Ovo" in Loveland
- **Westword:** Five Colorado Breweries to Watch in 2017 From Big Beers Fest in Breckenridge
- **Reporter-Herald Online:** Mo' Betta Gumbo's owner has big plans in downtown Loveland
- **Tri 102.5:** What are They Building at North Lake Park in Loveland?
- **Coloradoan Online:** Mo' Betta owner opening BBQ joint, taphouse in Loveland
- **Interweave Yarn Fest Travel Guide:** Loveland and Fort Collins
- **Interweave Yarn Fest Instagram:** Loveland
- **Reporter-Herald Online:** New restaurant to feature fresh fish, barbecue
- **gNews Online:** An 85-year-old sculptor found art after retirement
- **NEXT with Kyle Clark:** An 85-year-old sculptor found art after retirement
- **The Denver Channel Online:** Denver7 list of the 7 best things to do in Denver this weekend, January 27-29, 2017

PR NUMBERS

\$765,839

PR VALUE

130.6M

IMPRESSIONS

10.7K

MEDIA SOCIAL SHARES



Visit Loveland January Media Hits 2017

Visit Loveland

16

PIECES OF COVERAGE:

118M

ONLINE READERSHIP:

211K

ESTIMATED COVERAGE VIEWS:

10.7K

SOCIAL SHARES:

61

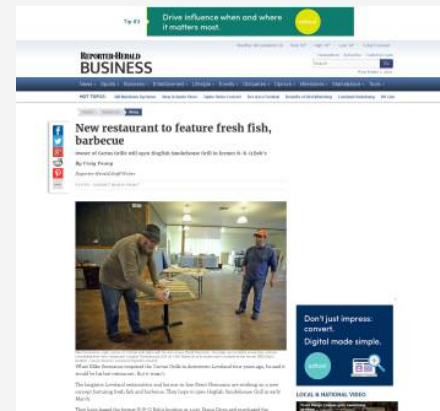
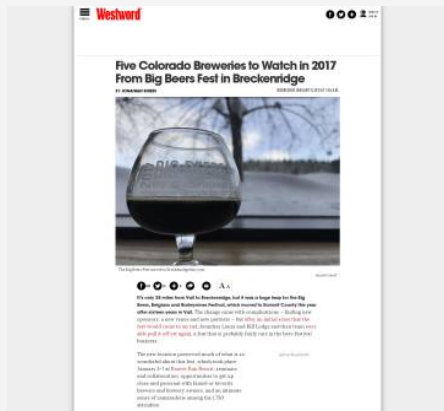
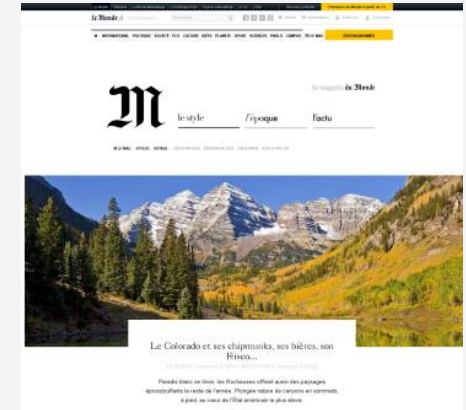
AVERAGE DOMAIN AUTHORITY:

12.6M

IMPRESSIONS:



★ HIGHLIGHTS



M

le style

l'époque

l'actu

M LE MAG , STYLES , VOYAGE , DESTINATIONS PERSONNALITÉS DANS PARIS SUR LA ROUTE



Le Colorado et ses chipmunks, ses bières, son Frisco...

LE MONDE | 02.01.2017 À 15H21 • MIS À JOUR LE 02.01.2017 À 17H19

Paradis blanc en hiver, les Rocheuses offrent aussi des paysages époustouffants le reste de l'année. Plongée nature de canyons en sommets, à pied, au cœur de l'État américain le plus élevé.

Par François Bostnavaron

Abonnez vous à partir de 1 €

Réagir

Ajouter

f Partager (886)

Tweeter

Le Colorado est surtout connu des skieurs : il suffit d'évoquer les Rocheuses ou les très chics stations d'Aspen ou de Snowmass pour créer une lueur d'envie chez les amateurs

Le Monde.fr

JAN 2 2017

(EST.) MONTHLY VISITS: 107M

(EST.) COVERAGE VIEWS: 153K

DOMAIN AUTHORITY: 90

f

890

in

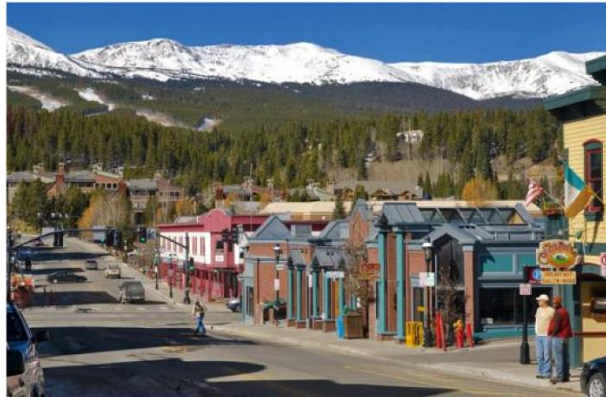
2

PR Value: \$343,764



JAN 2 2017

Breckenridge, ancienne ville minière fondée par des chercheurs d'or en 1859.
JON ARNOLD IMAGES/HEMIS/FR



Les Maroon Bells, deux des 53 sommets du Colorado atteignant 4 200 mètres.
HAL WILLIAMS



LE COLORADO HAUT EN COULEUR

Paradis blanc en hiver, les Rocheuses offrent aussi des paysages époustouflants le reste de l'année. Plongée nature de canyons en sommets, au cœur de l'Etat américain le plus élevé

VOYAGE

Le Colorado est surtout connu des skieurs : il suffit d'évoquer les Rocheuses ou les très chics stations d'Aspen ou de Snowmass pour créer une lueur d'envie chez les amateurs de glisse et de randonnée parfaite. Ceux qui fréquentent la région en hiver l'apprécient aussi au printemps ou à l'automne pour tout ce qu'elle a à offrir : balades à pied, excursions à cheval, pique-niques entre deux rivières. Alors, comme un voyage réussi se prépare très en amont, voici quelques idées pour alimenter un itinéraire nature dans cette région pleine de surprises.

Fondus de Loveland
Le quotidien américain USA Today a classé Loveland comme la ville la plus pittoresque du Colorado. Cette localité de 75 000 âmes nichée dans le confret des montagnes Rocheuses est en fait la porte d'entrée idéale pour le Rocky Mountain National Park et l' Estes Park. Beaucoup d'artistes, notamment des sculpteurs, ont élu domicile à Loveland. Conséquence

logique, la ville a attiré plusieurs fonderies d'art, qui se visitent. La plus complète est l'Art Castings Bronze Foundry, qui vous expliquera tout le processus de la cire perdue. La visite, comme souvent, s'achève par un passage dans une boutique où l'on trouve des reproductions en bronze de toutes tailles. Il ne faut pas quitter Loveland sans avoir arpenté les paisibles allées du Benson Sculpture Garden qui, comme son nom l'indique, sert d'écrin à plus de 150 bronzes réalisés par des artistes locaux. Tous les ans, le deuxième week-end d'août, une vaste foire aux statues s'y tient. Plutôt que de choisir le Sylvan Dale Guest Ranch, à une vingtaine de minutes du centre. Pour trois raisons : l'hébergement dans un chalet très Far West, la chevauchée à travers la montagne – rencontre avec des animaux sauvages garantie – et, enfin, le dîner en plein air, version barbecue et cowboys. Si vous avez de la chance, Susan Jessup, la propriétaire, prendra sa guitare et vous chantera quelques classiques de la musique western.

Brassage culturel à Fort Collins
On parle peu de Fort Collins. Si vous êtes accro à l'actualité, peut-être vous souviendrez-vous qu'au mois d'octobre 2016, l'entreprise américaine Uber avait fait rouler un camion sans chauffeur entre Fort Collins et Colorado Springs. Anecdote, pensez-vous... Mais ce camion était rempli de caisses de bière. Fort Collins est connu non seulement pour sa rue principale, qui a servi de modèle à la célèbre Main Street de Disneyland, mais aussi pour ses brasseries. Du géant international Anheuser-Busch aux microbrasseries, y sont produites 75 % des bières du Colorado. Nombre de ces sites se visitent, mais notre choix s'est porté sur la New Belgium Brewing Company, fondée en 1991, devenue aujourd'hui la troisième brasserie artisanale aux États-Unis. Pour éliminer la bière, ne pas hésiter à louer un vélo et pourquoi pas filer jusqu'au Horseshoe Reservoir, à une vingtaine de minutes de la ville, pour s'essayer au kayak ou au paddle dans un cadre sauvage.

La bonne attitude face aux ours
Les Rocheuses : un endroit mythique, sauvage et, donc, incontrou-



Pas une excursion dans les Rocheuses sans voir un « chipmunk », inoffensif cousin de l'écureuil.
ROCKY MOUNTAIN NATIONAL PARK



Ambiance pittoresque à Fort Collins, où sont produites 75 % des bières de l'Etat.
RYAN BURKE/FORT COLLINS

nable. Troisième parc le plus visité aux États-Unis, le Rocky Mountain National Park a accueilli plus de 4,1 millions de visiteurs en 2015. Pour 18 euros par voiture, la Trail Ridge Road – route la plus haute des États-Unis, culminant à 3 733 mètres – vous appartient. Pour s'arrêter et profiter d'une vue toujours à couper le souffle, la route est bordée de parkings ainsi que d'aires de pique-nique. L'ouverture des poubelles nécessite un sacré coup de main, tout simplement parce qu'elles sont conçues pour dissuader les ours d'y fouiller... Côté vie sauvage et faune, il y a donc des ours – une grosse vingtaine – davantage de wapitis – près de 600 –, des élan, des cerfs, des coyotes et des mouffons. Les animaux que vous croisez forcément restent le chipmunk et son cousin l'écureuil. Aucun danger, donc. La Trail Ridge Road ne fait que 77 km de long, mais que les randonneurs se rassurent : il y a près de 600 km de chemins de randonnée balisés. Bon à savoir : pour camper dans le

parc, il faut s'y prendre au moins six mois à l'avance.

L'autre Frisco

A ne surtout pas confondre avec... Frisco. Enfin, San Francisco! Selon les habitants, l'origine du nom de cette ville tient à un acronyme. Un employé des chemins de fer qui travaillait sur le tracé de la ligne San Francisco-Saint-Louis (Missouri), en 1876, aurait simplement pris le « fr » de Francisco, le « is » de Saint-Louis et le « co » de « company » pour en faire « Frisco ». Si la rue principale ressemble à toutes celles des États-Unis, large et vaste, la ville met en valeur sa richesse patrimoniale au Frisco Historic Park and Museum, où l'on retrouve plusieurs maisons sauvées de la destruction. Outre ses chemins de randonnée et autres pistes cyclables, Frisco dispose d'une très agréable marina, d'où l'on peut, au choix, partir en kayak, en paddle ou en bateau à moteur.

Rue vers Fort à Breckenridge
Cette ancienne ville minière que les locaux appellent « Breck » a été fondée en 1859 par des chercheurs d'or. C'est d'ailleurs à proximité de cette ville qu'a été trouvée, en 1887, la plus grosse pépite jamais découverte au Colorado. Ce trésor, aujourd'hui visible au Musée d'histoire naturelle de Denver, répond au doux nom de « Tom's Baby ». L'histoire raconte que Tom Groves trouva la pépite et l'enveloppa dans une couverture, comme il l'aurait fait d'un enfant, avant de parcourir



CARNET DE ROUTE

Y ALLER

Air France-KLM, American Airlines, Air Canada, entre autres, desservent l'aéroport de Denver avec escale au départ de la France. British Airways et Lufthansa opèrent un vol direct vers Denver au départ de Londres et Francfort, à partir de 600 euros.

AVANT DE PARTIR

On surfe sur colorado.com. Et on lit Le Guide du routard, *Parcs nationaux de l'Ouest américain* 2016, Ed. Hachette, 680 pages, 14,95 euros.

SE LOGER

A Fort Collins, The Armstrong Hotel, un établissement familial et classé des années 1920. A partir de 102 euros la nuit, thearmstronghotel.com. A Loveland, le Sylvan Dale Guest Ranch. A partir de 260 euros la nuit tout compris, même le cheval! sylvandale.com. A Frisco, le Frisco Inn on Galea, un boutique-hôtel avec un délicieux breakfast. A partir de 150 euros, friscoinnongalea.com.

DÉJEUNER, DÎNER

A Fort Collins, le Farmhouse met en avant les produits locaux et durables au sein d'une ferme restaurée (Jesseup Farm Artisan Village), farmhouseef.com. A Frisco, le restaurant Bagalis pour sa cuisine d'inspiration italienne, bagalisfrisco.com.

les rues de Breck. Si le monde des chercheurs d'or vous passionne, une visite s'impose à la Country Boy Mine. Pour environ 30 euros, on pénètre dans la mine et on s'initie à l'orpaillage.

Les sommets fous d'Aspen

De Breckenridge à Snowmass et Aspen, la route et l'environnement changent, alternant des canyons bruns et une herbe très verte. Tantôt un le bord de cornifères, tantôt un nouveau canyon, ocre cette fois. Les deux stations de ski voisines sont connues pour leur clientèle plutôt haut de gamme. A Aspen, les marques de luxe européennes se disputent le moindre mètre carré. Bon à savoir, l'endroit est plus paisible à l'automne. Snowmass et Aspen sont devenues en quelques années le paradis des adeptes de free riding à VTT. C'est aussi une Mecque pour les randonneurs de tous niveaux, tant le domaine est varié. Plusieurs endroits sont même accessibles par téléski ou téléphérique, qui déposent les touristes à plus de 3 000 mètres d'altitude. De là-haut, la vue est imprenable sur les Rocheuses et les célèbres Maroon Bells, deux fourteeners (les sommets atteignant plus de 14 000 pieds de hauteur, soit 4 267 mètres) parmi les 53 que compte le Colorado. Un site tellement incroyable qu'il est le plus photographié de l'Etat. La plus belle image reste peut-être celle des Maroon Bells vue de l'autre côté du lac Maroon. ■

FRANÇOIS BOSTMANARON

IMPRESSIONS:

6.92M

PR Value: \$343,764

2017 Best Cities for New Grads

BY GOODCALL POSTED ON JANUARY 4, 2017 AT 4:34 PM CATEGORIES: GOODCALL ANALYSIS, GOODCALL REPORTS NO COMMENTS YET



Roanoke, Va., came in at No. 1 on the GoodCall list of Best Cities for New Grads.

Mid-sized cities dominate the list of top cities for recent graduates

New grads might find it harder to land that first job if they aren't willing to consider moving to a new place. But moving blindly, without considering how well the new city will fit with one's lifestyle and preferences, could lead to months or years of unhappiness.

GoodCall analysts crunched data from 589 cities and towns across the country to determine the best places for new graduates. Most of the cities at the top – more than half of the top 30 – were mid-sized, with less than 100,000 people. While the best places were generally scattered across the country, there were few Northeastern cities at the top.

Factors considered include affordability, relative salary, entry-level jobs available, and local amenities.

The U.S. Department of Housing and Urban Development defines housing costs as affordable when they account for less than 30% of family income, and all but one of the cities in the top 10 are better than that.

GoodCall DataCenter

JAN 4 2017

(EST.) MONTHLY VISITS: **134K**

(EST.) COVERAGE VIEWS: **639**

DOMAIN AUTHORITY: **66**

3.2K
2
2
230

“ PR Value: N/A



Marina Orsini

JAN 5 2017

IMPRESSIONS:

2.5M

“ PR Value: \$15,525

Denver Drops From Number One to Fifty-One — That's Cold!

BY PATRICIA CALHOUN

FRIDAY, JANUARY 6, 2017 AT 6:50 A.M.



Ah, 2011: When you could wear flannel for irony — or practicality.

Westword



Remember the good old days when Denver ranked as the number-one city for millennials? You can kiss those days goodbye. GoodCall just released its 2017 Best Cities for New Grads, after crunching data from 589 cities and towns across the country and considering affordability, relative salary, entry-level jobs available and local amenities.

RELATED STORIES

15 Reasons Denver is the Coolest City

Twelve Reasons Why Denver Is the Best Place to Live in the U.S.

What just passed Denver as the number one cool city for millennials?

Back in 2011, when William Frey, senior fellow of the Metropolitan Policy program at the Brookings Institution, parsed numbers from the U.S. Census Bureau's American Community Survey, he determined that Denver was the number-one destination in the country, a haven for millennials escaping the woes of the recession still shaking the country from 2008 through 2010. "To the extent they are moving at all," wrote Frey, "young adults are headed to metro areas which are known to have a certain vibe — college towns, high-tech centers, and so-called 'cool cities.'"

Five years later, how does GoodCall rank Denver? At 51. After being the "coolest city" in the country, that's cold.

There is some consolation. Right ahead of Denver at 50 is prestigious Palo Alto. And here in Colorado, Loveland snagged the number 40 spot — the only town in this state to make the top fifty.

Read more about the GoodCall project here. And for a blast from the past, catch our 2011 slideshow of the 15 Reasons Why Denver Is the Coolest City.



Patricia Calhoun co-founded Westword, Denver's News and Arts weekly, in 1977; she's been the editor there ever since. She's a regular on the weekly Colorado Public Television roundtable Colorado Inside Out, the former president of the Association of Alternative Newsweeklies -- a nod that out her an unexpected interview with former President Bill Clinton in front of a

Westword

JAN 6 2017

(EST.) MONTHLY VISITS: 1.78M

(EST.) COVERAGE VIEWS: 7.24K

DOMAIN AUTHORITY: 71



1.3K



1

PR Value: \$17,305.20

Tuesday, February 7, 2017

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Cirque du Soleil to perform "Ovo" in Loveland

By Ellen Fike, Wyoming Tribune Eagle Jan 7, 2017 Comments



Touring performance troupe Cirque du Soleil will perform "Ovo" in Loveland, Colorado. Courtesy

If You Go

What: Touring performance troupe Cirque du Soleil will perform "Ovo"

When: Jan. 11-15, see website for times

Where: Budweiser Events Center, 5290 Arena Circle, Loveland, Colorado

Cost: \$43-\$125 for adults, with discounts for seniors, students, children and military

Performing in Cirque du Soleil was a dream of Catherine Audy's from the day she began attending the Circus School of Quebec nearly a decade ago.

After meeting classmate Alexis Trudel, the two began partnering on aerial straps, working to fly through the air while making it look as easy as possible. They both had the same goal: being featured in a Cirque tour. They managed to do that in 2013 and have been a part of the troupe ever since.



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JAN 7 2017

(EST.) MONTHLY VISITS:

318K

(EST.) COVERAGE VIEWS:

1.83K

DOMAIN AUTHORITY:

59



4

PR Value: \$8,910



Five Colorado Breweries to Watch in 2017

From Big Beers Fest in Breckenridge

BY JONATHAN SHIKES

WEDNESDAY, JANUARY 11, 2017 AT 7:56 A.M.



The Big Beers Fest moved to Breckenridge this year.

Sarah Cowell

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It's only 38 miles from Vail to Breckenridge, but it was a huge leap for the Big Beers, Belgians and Barleywines Festival, which moved to Summit County this year after sixteen years in Vail. The change came with complications – finding new sponsors, a new venue and new partners – but after an initial scare that the fest would come to an end, founders Laura and Bill Lodge and their team were able pull it off yet again, a feat that is probably fairly rare in the beer-festival business.

The new location preserved much of what is so wonderful about this fest, which took place January 5-7 at Beaver Run Resort: seminars and collaboration, opportunities to get up close and personal with famed or favorite brewers and brewery owners, and an intimate sense of camaraderie among the 1,750 attendees.

Breck is also a better town for eating, drinking and making merry than Vail. But with that sprawling feel and more venues, there seemed to be slightly less intensity to the festival.



(EST.) MONTHLY VISITS:

1.78M

(EST.) COVERAGE VIEWS:

7.24K

DOMAIN AUTHORITY:

71

f

610

in

1

“

PR Value: \$17,305.20



Weather: ☀ Loveland, CO | Now: 63° | High: 63° | Low: 39° | 5-Day Forecast

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Home Business: Top Stories Story



Mo' Betta Gumbo's owner has big plans in downtown Loveland

Clay Caldwell to expand restaurant and open a tap house and barbecue and blues joint

By Craig Young

Reporter-Herald Staff Writer

POSTED: 01/17/2017 05:35:24 PM MST



Clay Caldwell, owner of Mo' Betta Gumbo, talks Monday about his plans for the former Scotty O'Brian's building at 237 E. Fourth St. in downtown Loveland. He intends to open the Loveland TapHouse this spring at this location. (Jenny Sparks / Loveland Reporter-Herald)

LOVELAND -- Clay Caldwell, who has found success with his Mo' Betta Gumbo restaurant in downtown Loveland, is expanding his reach in three directions.

Caldwell and his business partners are working to bring to downtown a new Colorado-only tap house, a barbecue and blues joint and an expanded Mo' Betta Gumbo.

Loveland TapHouse

The first of the three projects scheduled to open is the Loveland TapHouse, which will move into the building at 237 E. Fourth St. formerly occupied by Scotty O'Brian's bar, which closed New Year's Eve.

Caldwell said he plans to close Thursday on the purchase of the business and its 117-year-old building and start work immediately. He hopes to open in March.

Loveland, Northern Colorado and the entire state are bubbling over with breweries, cideries, distilleries and wineries, and Caldwell aims to aggregate the best of their beverages.

"We're going to do all Colorado beer, wine and spirits," he said. "We'll always start local and definitely have everything from the Western Slope on over."

The Loveland TapHouse will have 32 taps and an ever-rotating lineup of brews, including craft root beer, he said.

"We're really going to highlight knowledge of each product served and how it's distilled or brewed or grown," Caldwell said.

The establishment also will have a catering kitchen to serve food from Caldwell's other

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Reporter-Herald

JAN 17 2017

(EST.) MONTHLY VISITS:

390K

(EST.) COVERAGE VIEWS:

2.51K

DOMAIN AUTHORITY:

54



2.4K

PR Value: \$6,090





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What are They Building at North Lake Park in Loveland?



By Dave Jensen January 18, 2017 11:43 AM



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'What are those things going to be?' I said to myself recently, as I drove by North Lake Park in Loveland. They don't seem to be a part of the park, but they aren't street lights either. I thought a lot of other people might be curious too, so I called around, and got the answer!



Dave Jensen, TSM

I can see where you might drive right past them, but they sure caught MY eye. Over at North Lake Park in Loveland, there are these two 'pedestals' being constructed. They're pretty big, so I figure they must be going to hold something up. But 'what?' was the question.

I got a hold of **Cindy Mackin** at the City of Loveland. Cindy is the **Visitors Services Manager** for the city, and she gave me the scoop! Those two pedestals are going to be 2 of 14 new 'way-finder' signs that are going up around Loveland. Some will be smaller, some will be big- like the ones by North Lake Park. The ones there will be large ones, helping folks find their way to **Benson Sculpture Garden**. In the end, these two signs will have brick around them, and possibly lights!

LISTEN LIVE

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MEET THE DJs



Susan Moore



Justin Tyler



John Tesh



Connie Sallacqua



Dave Jensen



Alana Lynn

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TRI-102.5 Northern Colorado's Classic Hits

JAN 18 2017

(EST.) MONTHLY VISITS:

36.7K

(EST.) COVERAGE VIEWS:

6.15K

DOMAIN AUTHORITY:

30



8

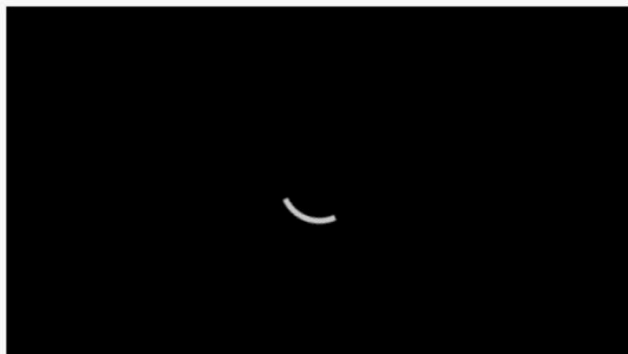
PR Value: \$1,200



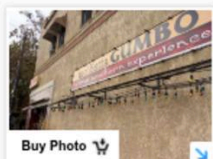
Mo' Betta owner opening BBQ joint, taphouse in Loveland

Jacob Laxen, jlaxen@coloradoan.com

Published 7:03 p.m. MT Jan. 18, 2017 | Updated 7:48 p.m. MT Jan. 18, 2017



Craving barbecue? Head to these top five cities in the Barbecue Belt for every version of the saucy, smoky meat imaginable. Time



(Photo: Jacob Laxen/The Coloradoan)

f 970 **TWEET** **LINKEDIN** **COMMENT** **EMAIL** **MORE**

Clay Caldwell brought Cajun-style cooking to the burgeoning downtown Loveland restaurant scene four years ago.

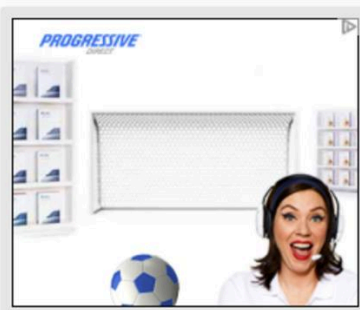
The Arkansas native now has announced plans to add a barbecue restaurant, a taphouse and expand his existing Mo' Betta Gumbo in 2017.

"When we moved here I really saw an opportunity with downtown Loveland," Caldwell said. "The economy is strong here and growing. We are pretty excited to grow our influence."

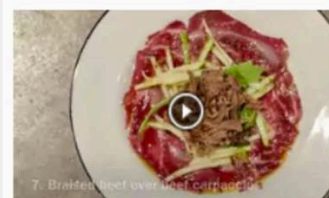
Miss Daisy's BBQ and Blues will operate out of the old Heritage Lutherie building at 129 E. Fifth St.

Caldwell, a Culinary Institute of America graduate who has a long fine dining resume, is teaming up with Texas-born friend, pitmaster and blues musician Mike Babbs on the project.

[The phenomenon of pho in Fort Collins](#)



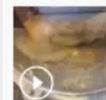
TOP VIDEOS



The 12 courses of New Years



5 last minute gifts for FoCo foodies
0:59



How to make Santa sugar cookies
1:48

The dish on Santa's Menu

Coloradoan

JAN 18 2017

(EST.) MONTHLY VISITS:

923K

(EST.) COVERAGE VIEWS:

4.02K

DOMAIN AUTHORITY:

69



970

PR Value: \$11,976



Instagram

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Yarn Fest Instagram

JAN 19 2017



interweaveyarnfest

Follow

40 likes

2w

interweaveyarnfest Did you know Loveland, CO is called 'The Sweetheart City'? We love that #YarnFest17 is being held in such a great place! On our blog this week, we've put together a travel guide for those of you who want to spend some extra time in Loveland (and Fort Collins) before or after @interweaveyarnfest! 📖➡️ We hope you'll enjoy some of our top picks! >>Link in bio<< 📖 via @visitlovelandco. #visitlovelandco #visitfortcollins #visitcolorado #yarnfest #fiberart #knittersofinstagram #crochetersofinstagram #weaversofinstagram #spinnersofinstagram meaboy77 Red dawn

Log in to like or comment.

...

“ PR Value: N/A



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X



Loveland and Fort Collins –
Yarn Fest Blog

JAN 19 2017



Interweave Yarn Fest Travel Guide
LOVELAND AND FORT COLLINS



Interweave Yarn Fest is just a little over 2 months away, which means you will (hopefully) be packing up your bags and heading to Loveland, Colorado to join in the fiber art fun!

Loveland is a scenic city with plenty of outdoor activities, delicious food and art-based attractions. If you're new to Loveland, and need honest advice on where to eat and explore after your Interweave Yarn Fest experience wraps up, look no further.

We have compiled a list of our top Loveland picks. Locals and visitors alike can't stop raving about these restaurants and attractions! Fort Collins, one of Loveland's neighboring cities, is bustling with a booming brewery scene, trendy shops and outdoor fun for the whole family. Extend your stay after Interweave Yarn Fest, and take a few days to explore Loveland and Fort Collins!

Loveland Museum/Gallery

Founded in 1937, this art and history museum is home to a variety of exhibits showcasing the best in artistic excellence, youth classes and unique events including poetry readings. Keep your inspiration going after Interweave Yarn Fest ends, and make a stop at this must-see museum.

[LEARN MORE](#)



ABOUT YARN FEST BLOG

Interweave Yarn Fest Blog is your destination for instructor Q&As, event updates, seasonal inspiration and much more. Use this platform to share ideas, ask questions, and grow your passion for the fiber arts. Enjoy freshly launched posts every Thursday at 2:00 p.m. EST.

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FACEBOOK

(EST.) MONTHLY VISITS: 85

(EST.) COVERAGE VIEWS: 16

DOMAIN AUTHORITY: 28



12

PR Value: N/A



Tip #3

Drive influence when and where it matters most.

adtaxi

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Weather: ☀ Loveland, CO | Now: 63° | High: 63° | Low: 39° | 5-Day Forecast

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HOT TOPICS: Bill Markham Ag Honor New Scheels Store Taylor Hicks Concert Fire & Ice Festival Benefits of Bird Watching Loveland Swimming RH Line

Home Business Story



New restaurant to feature fresh fish, barbecue

Owner of Cactus Grille will open Hogfish Smokehouse Grill in former B-B-Q Bob's

By Craig Young

Reporter-Herald Staff Writer

POSTED: 01/22/2017 08:04:02 PM MST



Mike Severance, right, owner of Cactus Grille, talks with his son-in-law, Brent Neumann, Thursday as he stains wood they will use remodeling their new restaurant, Hogfish Smokehouse Grill, at 1440 Diana Drive in southwest Loveland at the former BBQ Bob's location. (Jenny Sparks / Loveland Reporter-Herald)

When Mike Severance reopened the Cactus Grille in downtown Loveland four years ago, he said it would be his last restaurant. But it wasn't.

The longtime Loveland restaurateur and his son-in-law Brent Neumann are working on a new concept featuring fresh fish and barbecue. They hope to open Hogfish Smokehouse Grill in early March.

They have leased the former B-B-Q Bob's location at 1440 Diana Drive and purchased the barbecue restaurant's large smoker.

"We're doing ribs, pork loins, prime rib," Severance said, "and teriyaki smoked salmon, smoked escolar."

Hogfish Smokehouse's menu will consist of about one-third seafood, one-third barbecue and one-third American fare such as burgers, he said.

Severance, who helped open and managed Baja Fish Co. in downtown Loveland during its 11-month run in 2010, said the city doesn't have many options for seafood lovers.

Neumann is a native of Florida, and his brother is a commercial fisherman out of St. Petersburg, which will provide connections for fresh fish, Severance said. The partners also have fish suppliers that truck the product directly to Colorado, and they plan to have some fish flown in to Denver International Airport.

The partners are aiming for a comfortable "bait shop" ambience — "a Tampa-St. Pete-Clearwater feel," Severance said.

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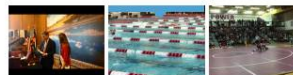
adtaxi



LOCAL & NATIONAL VIDEO



MORE VIDEOS:



Reporter-Herald

JAN 22 2017

(EST.) MONTHLY VISITS:

390K

(EST.) COVERAGE VIEWS:

2.51K

DOMAIN AUTHORITY:

54



480

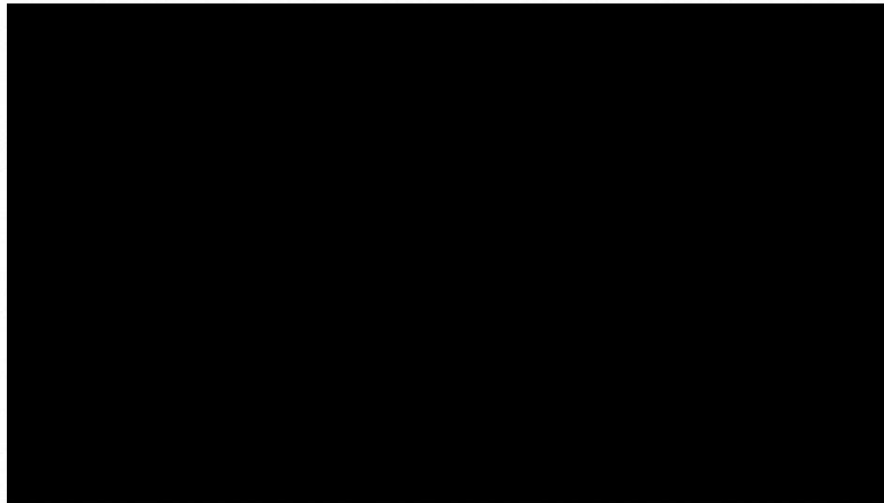


3

PR Value: \$6,090

FYN
PR

An 85-year-old sculptor found art after retirement



Next with Kyle Clark: 9NEWS @ 6. 1/24/2017

Mike Grady, KUSA @ 6:06 PM, MST January 24, 2017



KUSA - If you've ever gone through Loveland, Colorado, you may have noticed the beautiful sculptures that fill the town.

"I've got lots of room for improvement," Stuart McDonald says humbly while designing a sculpture of his own, after finding inspiration in his town.

McDonald's been working on his "Liberty in Action" piece for about six weeks. It's a combination of the Statue of Liberty and the Heisman Trophy. Today's political climate makes this combination feel appropriate to the 85-year-old artist.



TRENDING VIDEOS



Flight attendants fighting human trafficking

(EST.) MONTHLY VISITS:

4.51M

(EST.) COVERAGE VIEWS:

14.6K

DOMAIN AUTHORITY:

77



260

PR Value: \$10,500



Next with Kyle Clark

JAN 24 2017

IMPRESSIONS:

3.15M

“ PR Value: \$10,500



Denver7 list of the 7 best things to do in Denver this weekend, January 27-29, 2017

BY: Carrie Ripes

TAG: colorado eagles | new year | sesame street | 7 best things to do this weekend | community events



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+SHOW CAPTION

DENVER - Every weekend, Denver7 compiles a list of some family friendly events you might enjoy. Here are our picks for the 7 best things to do in Denver this weekend.

Thursday – Saturday

Hammond's Candy Factory Tour

What: Did you know that you can take a free tour of Colorado's very own Hammond's Candy Factory? Tours run every half-hour Monday through Saturday. Watch candy makers as they hand-pull and twist oversize candy canes, ribbon candy, lollipops and chocolate. It's educational fun for candy lovers of all ages. And bonus, every tour guest gets a free candy sample.

Where: Hammond's Candies, 5735 N. Washington Street, Denver, Colo.

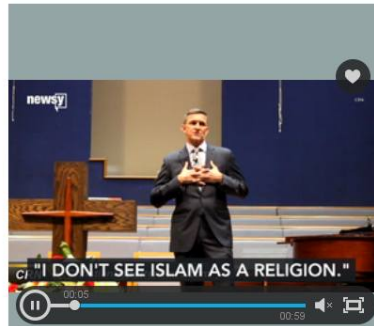
When: Mondays – Fridays: 9 a.m.-3 p.m.; and Saturdays: 10 a.m.-3 p.m. (Closed Sundays)

Admission: Free

More Information: hammondscandies.com

Friday - Sunday

Northern Colorado Home Improvement Show



(EST.) MONTHLY VISITS:

2.78M

(EST.) COVERAGE VIEWS:

11K

DOMAIN AUTHORITY:

72



330



2

PR Value: \$9,000





Facebook Pages Report for **Visit Loveland Colorado**

Jan 01, 2017 - Jan 31, 2017

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.



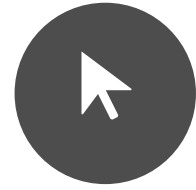
Facebook Activity Overview

**365,958**

IMPRESSIONS

**2,936**

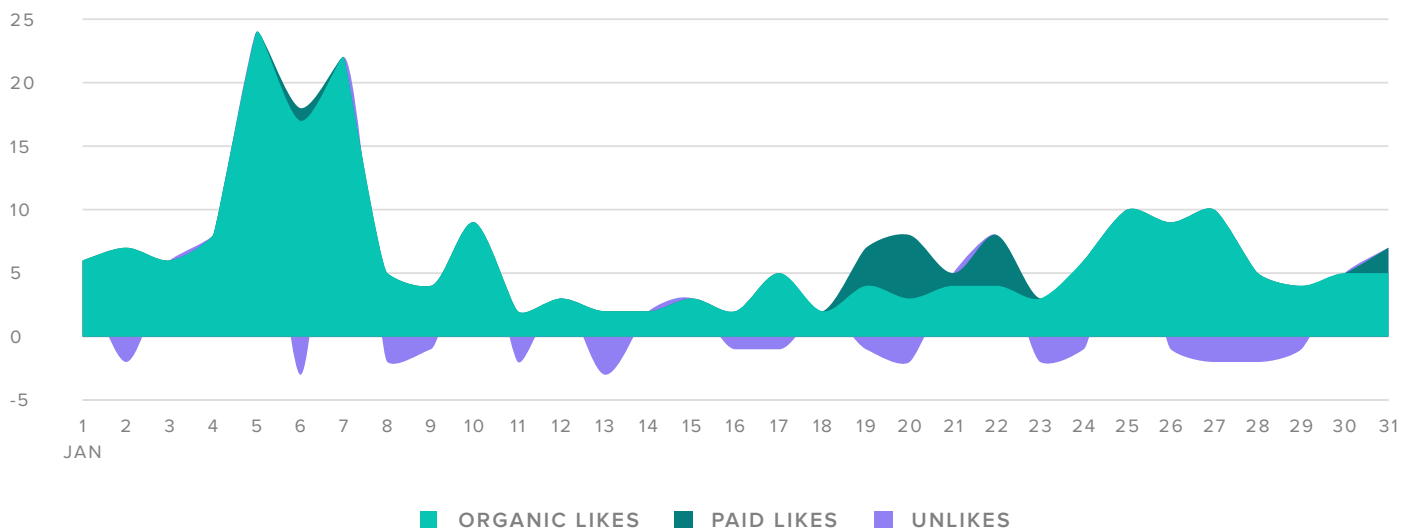
POST ENGAGEMENTS

**525**

LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS

TOTALS

Total Fans	5,570
Paid Likes	16
Organic Likes	201
Unlikes	27
Net Likes	190

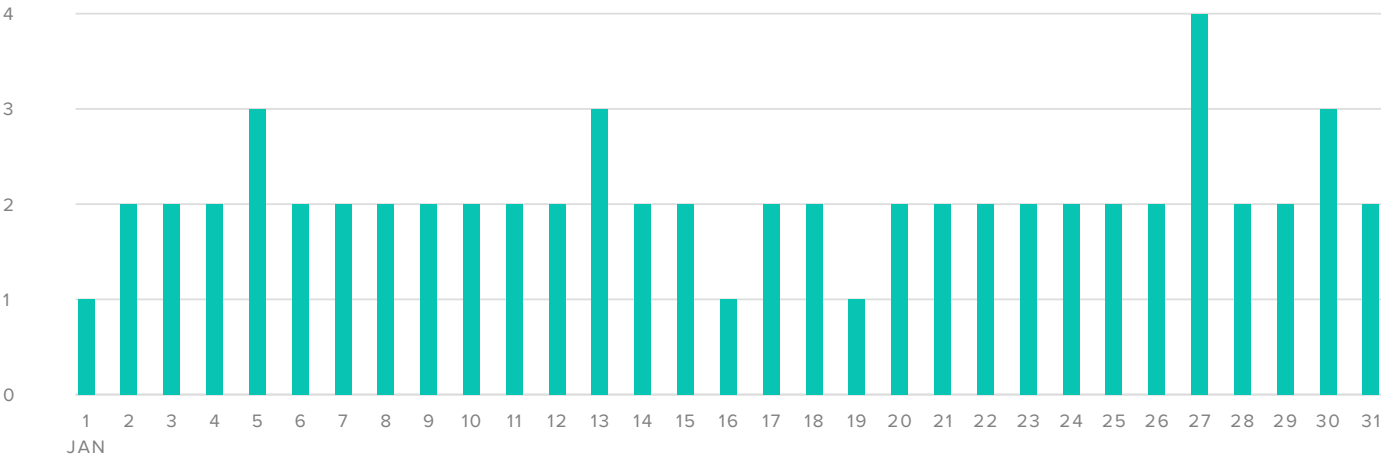
Total fans increased by

3.7%

since previous month

Publishing Behavior

POSTS, BY DAY



POSTS SENT









PUBLISHING METRICS	TOTALS
Photos	53
Videos	2
Posts	9
Total Posts	64

The number of posts you sent increased by

▲ **16.4%**

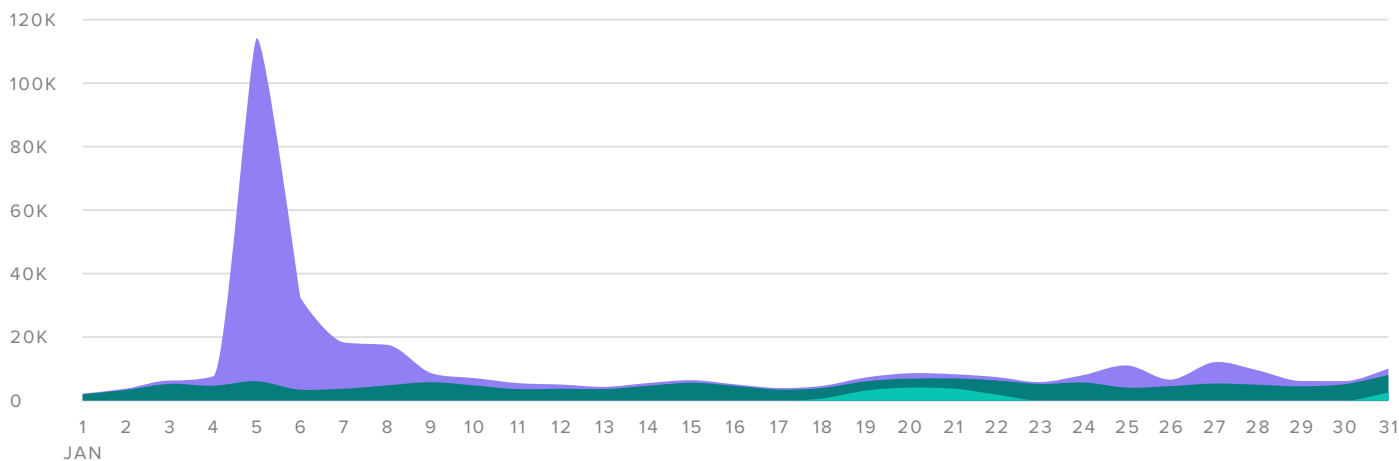
since previous month

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p>Visit Loveland Colorado</p> <p>Travel Tuesday! However far away you are, loving smiles welcome you in the Sweetheart City. Can anyone guess where this photo was taken? #visitloveland #traveltuesday http://www.visitlovelandco.org/plan-your-trip/</p>   <p>(Post) January 24, 2017 11:55 am</p>	102	46	13.8%	7,242
<p>Visit Loveland Colorado</p> <p>Today is a very special day for Loveland - the nation's Sweetheart City. We are officially kicking off the 2017 Valentine season! Find out what is in store. #visitLoveland #ValentinesDay</p>   <p>(Post) January 03, 2017 10:02 am</p>	27	—	8.0%	1,211
<p>Visit Loveland Colorado</p> <p>Loveland's beauty inspires us daily. From the gorgeous sunsets to the icy lake views - we love everything about our homeland. What is your favorite part about Loveland? Photo: SunOverTheCity #visitloveland #nature</p>   <p>(Post) January 31, 2017 4:10 pm</p>	134	24	6.7%	2,570
<p>Visit Loveland Colorado</p> <p>Throwback Thursday! In Loveland, our mind is always on Valentine's Day - which is less than 3 weeks away! We are throwing back to the 1958 Miss Loveland Valentine, Jean Simmons, and celebrating the 71st Annual Valentine Re-mailing Program presented by Loveland's Official "Sweetheart City" Valentine Program. Have you mailed your Valentine's yet this year? #visitloveland #tbt #throwbackthursday http://www.loveland.org/ValentineRe-MailingProgram/</p>   <p>(Post) January 24, 2017 11:55 am</p>	264	13	6.2%	7,984

Page Impressions

PAGE IMPRESSIONS, BY DAY



■ PAID ■ ORGANIC ■ VIRAL

IMPRESSIONS METRICS	TOTALS
Organic Impressions	135,129
Viral Impressions	214,726
Paid Impressions	16,103
Total Impressions	365,958
Users Reached	202,520

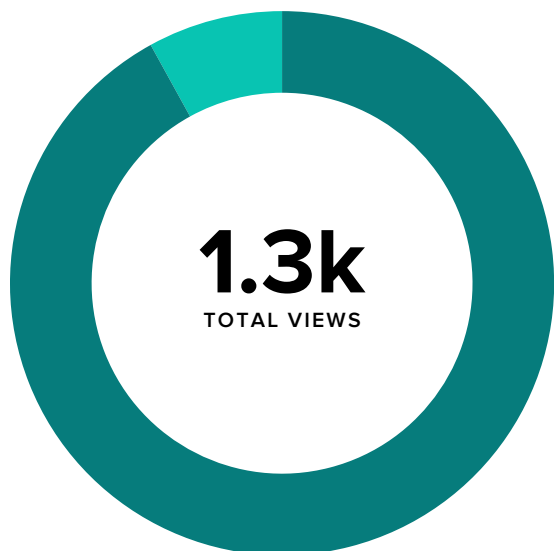
Total Impressions increased by

▲ **79.3%**

since previous month

Video Performance

VIEW METRICS

**104**

ORGANIC FULL

1.2k

ORGANIC PARTIAL

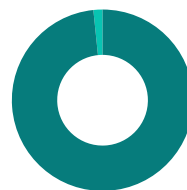
VIEWING BREAKDOWN

**100%**

ORGANIC VIEWS

0%

PAID VIEWS

**2%**

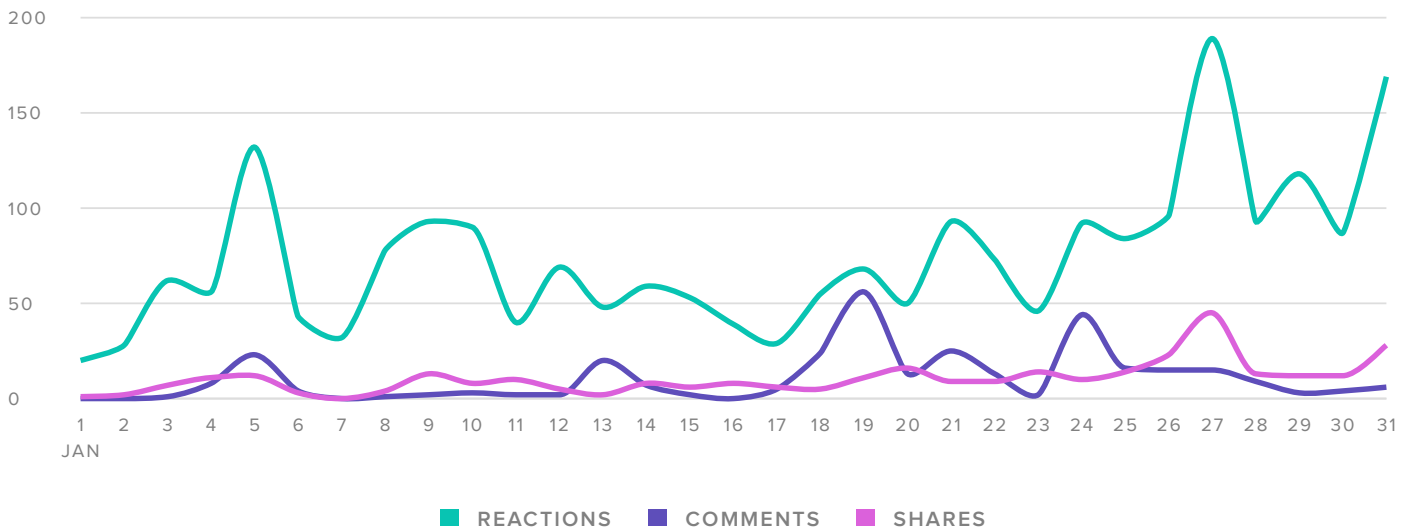
CLICK PLAYS

98%

AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS	TOTALS
Reactions	2,284
Comments	325
Shares	327
Total Engagements	2,936

Total Engagements decreased
by
22.8%
since previous month

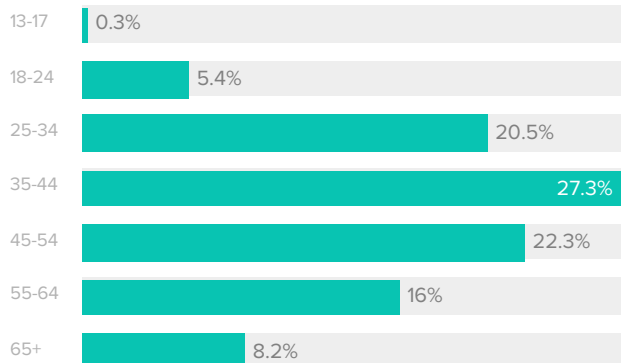
Demographics

PAGE FANS

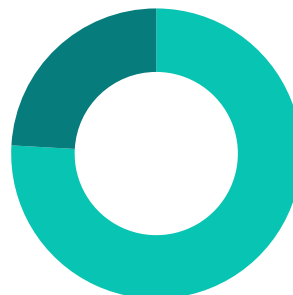
PEOPLE REACHED

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	5,409
	Mexico	15
	India	12
	United Kingdom	10
	Italy	9

TOP CITIES

Loveland, CO	2,013
Fort Collins, CO	558
Greeley, CO	239
Johnstown, CO	125
Denver, CO	103



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	5,570	3.67%	64	365,958	5,718	2,936	45.9	525



Twitter Profiles Report

for **VisitLovelandCO**

Jan 01, 2017 - Jan 31, 2017

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

**16,314**

ORGANIC IMPRESSIONS

**330**

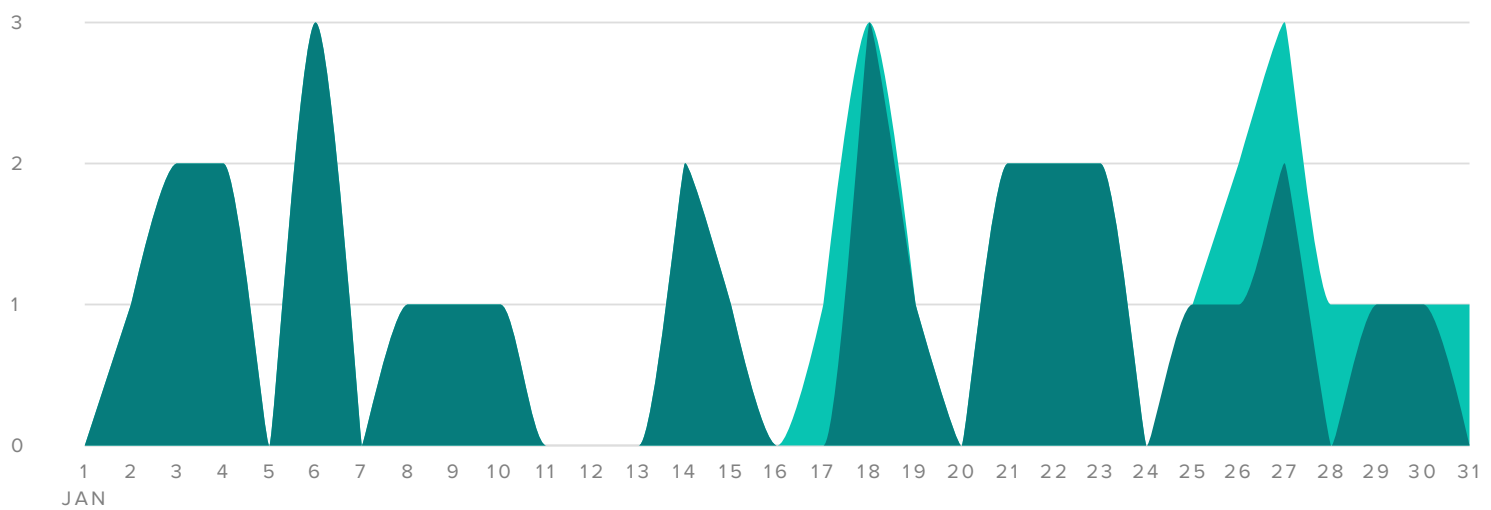
TOTAL ENGAGEMENTS

**14**

LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY

■ NEW FOLLOWER ALERTS ■ ACTUAL FOLLOWERS GAINED

FOLLOWER METRICS

TOTALS

Total Followers

1,482

New Follower alerts

35

Actual Followers gained

25

People that you followed

1

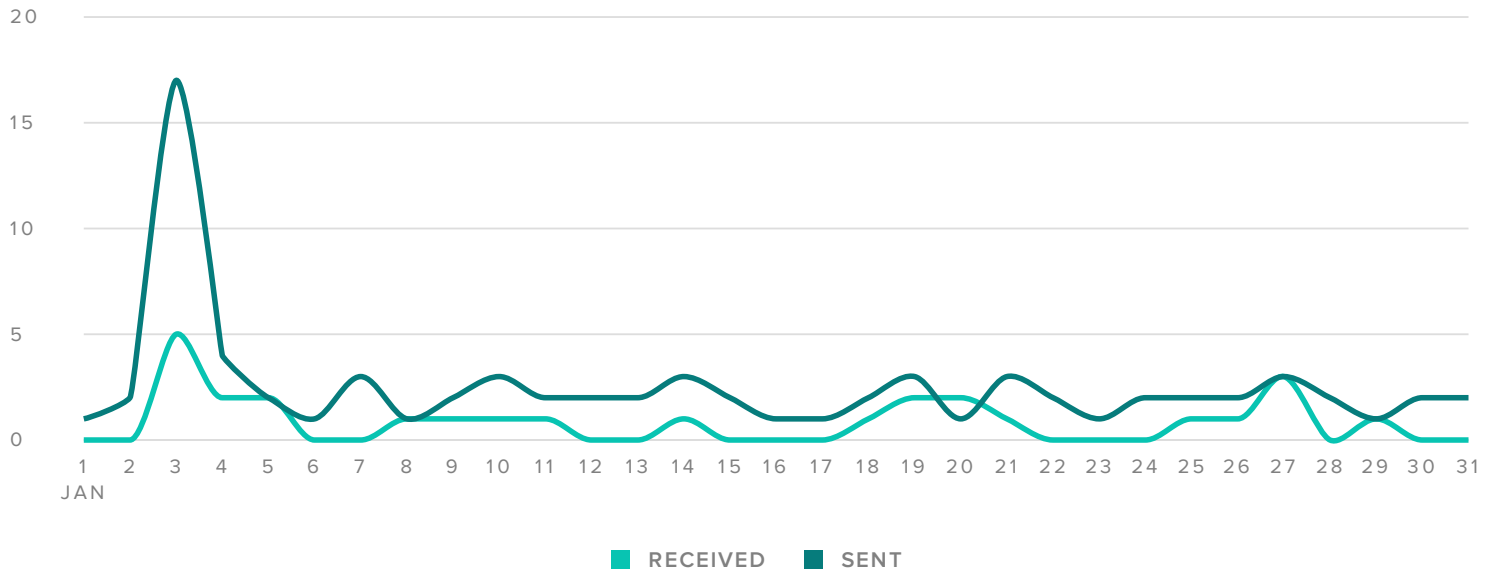
Total followers increased by

▲1.7%

since previous month

Posts & Conversations

MESSAGES PER DAY



SENT/RECEIVED METRICS		TOTALS
Tweets sent		77
Direct Messages sent		-
Total Sent		77
Mentions received		26
Direct Messages received		-
Total Received		26

The number of messages you sent increased by

▲ **40.0%**

since previous month

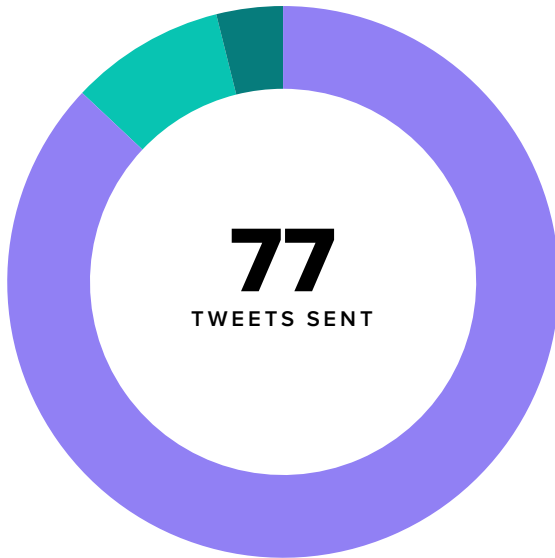
The number of messages you received increased by

▲ **52.9%**

since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT

**7**

PLAIN TEXT

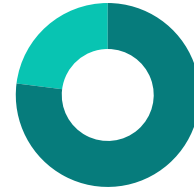
3

PAGE LINKS

67

PHOTO LINKS

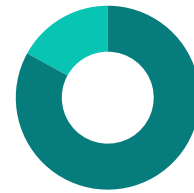
YOUR TWEETING BEHAVIOR

**23%**

CONVERSATION

77%

UPDATES

**17%**

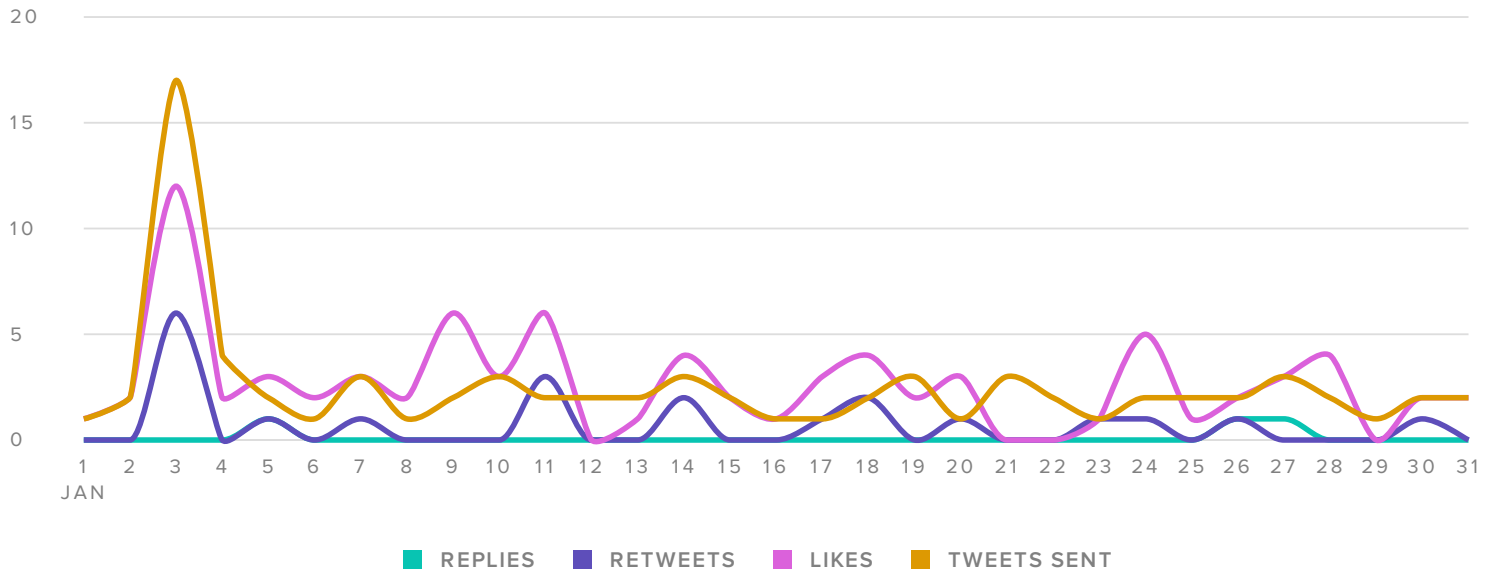
NEW CONTACTS

83%

EXISTING CONTACTS

Audience Engagement

ENGAGEMENT COUNT



ENGAGEMENT METRICS

TOTALS

Replies	3
Retweets	21
Retweets with Comments	5
Likes	82

Engagements per Follower	0.2
Impressions per Follower	11.0
Engagements per Tweet	4.3
Impressions per Tweet	211.9
Engagements per Impression	2.0%

The number of engagements increased by

▲ **56.4%**






since previous month

The number of impressions per Tweet increased by

▲ **3.0%**

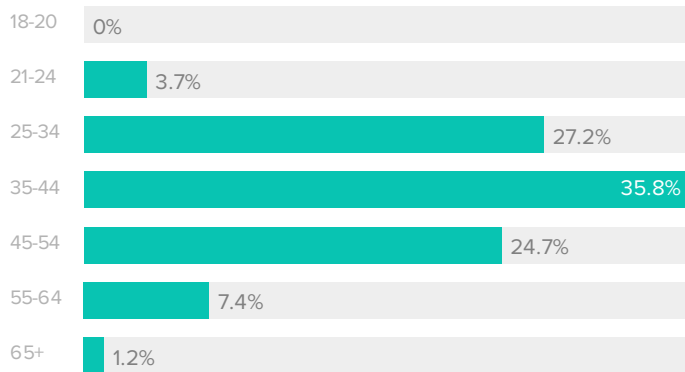
since previous month

Top Tweets, by Responses

Tweet	Reach	Responses ▼	Clicks	Retweets
<p>VisitLovelandCO</p>  <p>Mr. Moose is on the loose at the Loveland Visitor's Center. Where else have you spotted him around town? #visitloveland #wherelovelives https://t.co/vecYjXBQef</p> <p>(Tweet) by Nicole Y. January 10, 2017 4:51 pm</p>	2,540	3	—	3
<p>VisitLovelandCO</p>  <p>Beginning in 1947, Loveland's re-mailing program has sent valentines to 110 different countries. Send yours through the program this year.</p> <p>(Tweet) by Nicole Y. January 03, 2017 10:09 am</p>	3,074	3	—	4
<p>VisitLovelandCO</p>  <p>Spend your #SculptureSaturday with unique views at the famous Benson Sculpture Garden. #visitloveland #sculpture https://t.co/BBrpZOACdR https://t.co/3iIWYjKrHd</p> <p>(Tweet) by Nicole Y. January 14, 2017 1:10 pm</p>	2,859	2	—	2
<p>VisitLovelandCO</p>  <p>Grab your sweetheart for an awesome Valentine's Day activity at the Loveland Sweetheart Classic. #visitloveland https://t.co/nlkTFOJUTV https://t.co/mBHzuuuUL6</p> <p>(Tweet) by Nicole Y. January 31, 2017 9:14 am</p>	1,513	1	1	1
<p>VisitLovelandCO</p>  <p>Sunset views and beautiful reflections. #visitloveland #coloradosunset https://t.co/2IIY4smO6i</p> <p>(Tweet) by Nicole Y. January 29, 2017 6:00 pm</p>	1,597	1	—	1

Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



52%


FEMALE FOLLOWERS

48%

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	1,482	1.7%	77	16,314	11.01	330	0.22	21	14



Instagram Profiles Report

for **visitlovelandco**

Jan 01, 2017 - Jan 31, 2017

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

179 Engagements



@visitlovelandco

148 Engagements

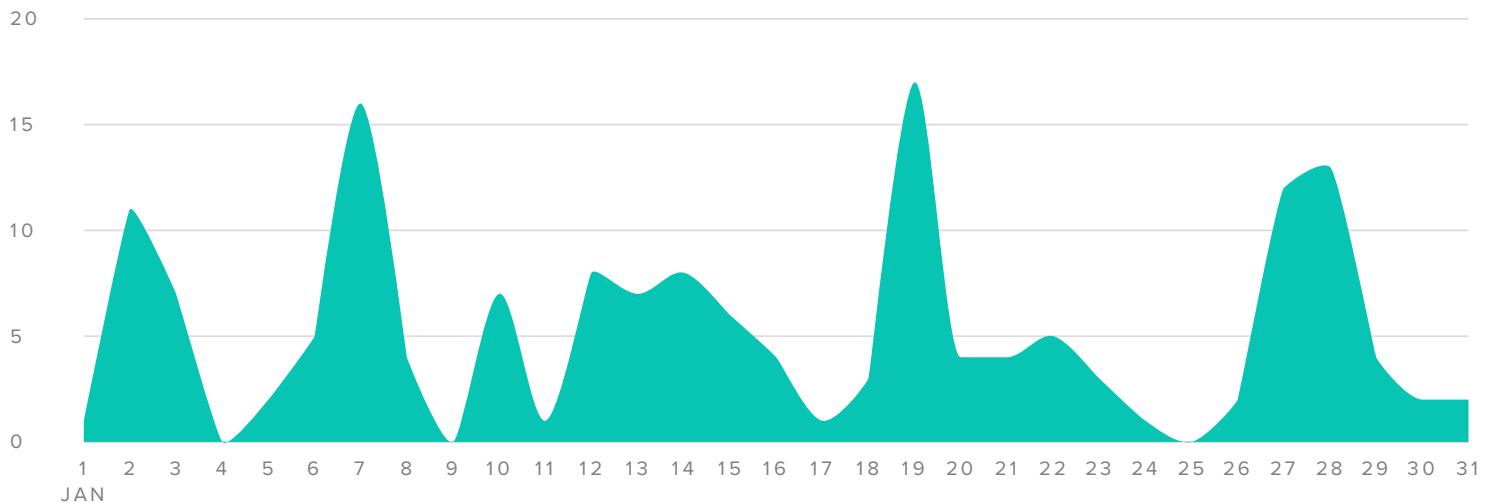


@visitlovelandco

146 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWERS GAINED

FOLLOWER METRICS

TOTALS

Total Followers	3,693
Followers Gained	159
People that you Followed	1

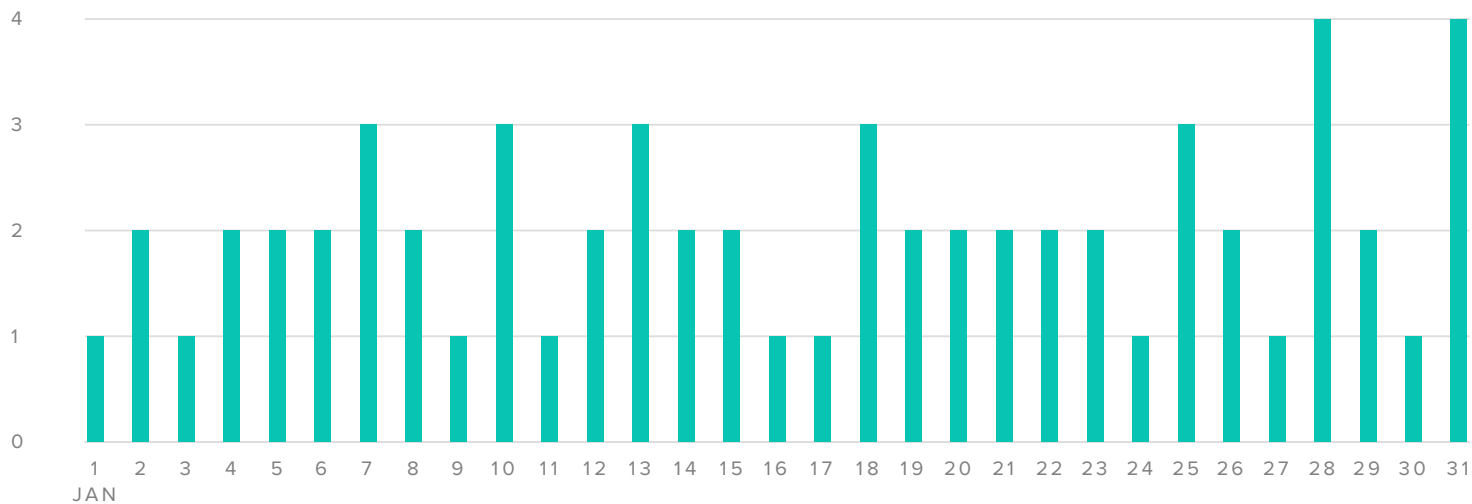
Total followers increased by

▲ 4.5%

since previous month

Publishing Behavior

MEDIA PER DAY



MEDIA SENT

PUBLISHING METRICS	TOTALS
Photos	60
Videos	2
Total Media	62

The number of media you sent increased by

▲ **6.9%**

since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

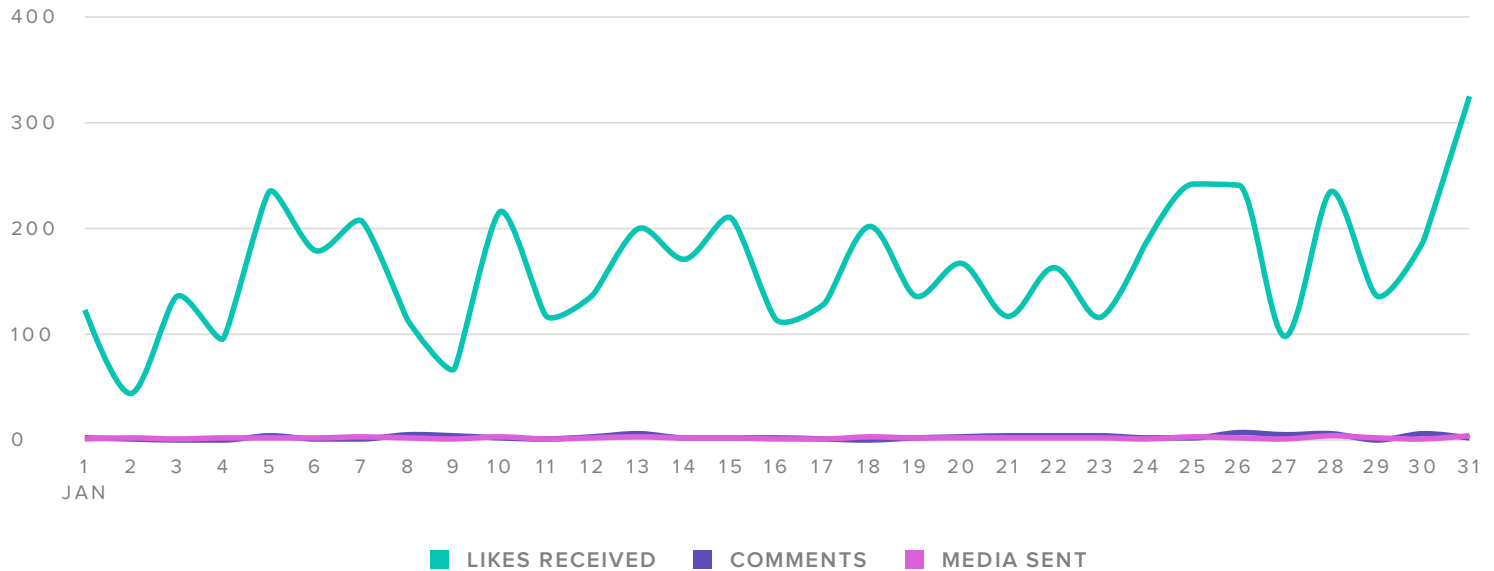
#visitloveland	61
#lovelandco	42
#coloradolive	38
#lovelivingincolorado	35
#viewsfromcolorado	23
#coloradogram	22
#outsidecolorado	19
#valentinesday	11
#arttravel	10
#sweetheartcity	9

MOST ENGAGED HASHTAGS

#visitloveland	1,935
#lovelandco	1,243
#coloradolive	1,029
#lovelivingincolorado	990
#viewsfromcolorado	820
#outsidecolorado	395
#coloradogram	383
#visitcolorado	345
#arttravel	332
#5280	304

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS

TOTALS

Likes Received

5,045

Comments Received

84

Total Engagements

5,129

Engagements per Follower

1.4

Engagements per Media

82.7

The number of engagements decreased by

▼ 8.4%

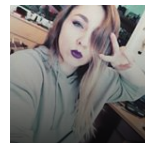
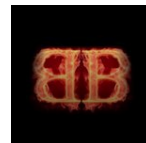
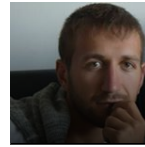
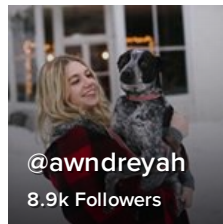
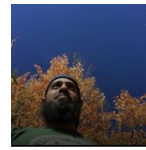
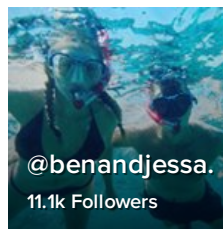
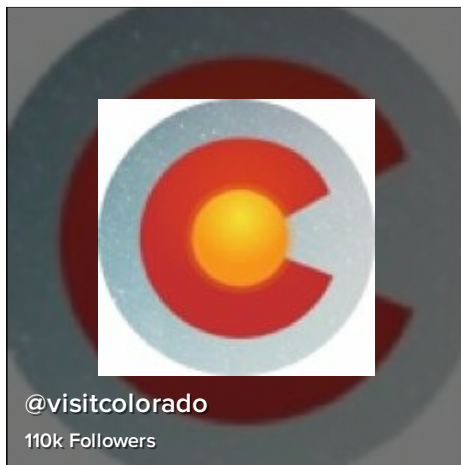
since previous month

The number of engagements per media decreased by


▼ 14.3%

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	3,693	4.5%	159	62	4	5,129	82.7	1.39