

**CITY OF LOVELAND LODGING GRANT
POST PROJECT REPORT
ARTS AND SPECIAL EVENTS**

When you have completed this report please convert it into a pdf document and email it to Nikki Garshelis at garshn@ci.loveland.co.us by the required deadline.

- 1) **Project Name:** Sweetheart Balloon Rally.
2. **Event Date/Time:** August 26, 2011 – 5:30 am – 7:30 am
August 27, 2011 – 5:30 am – 7:30 am
August 27, 2011 – 6:45 pm – 8:00 pm
August 28, 2011 – 5:30 am – 7:30 am
3. **Project Location:** Old Fairgrounds Park – South Side
4. **Organization Name:** Engaging Loveland
 - a. Contact Name: Kristine Koschke
 - b. Address: 231 W 4th Street, Loveland, CO 80537
 - c. Phone Number: 970-980-4764
 - d. Fax Number: 970-663-0955
 - e. Email Address: Kristine@engagingloveland.org
 - f. Organization Website: www.engagingloveland.org
5. **Grant Amount Received:** \$5,000

NOTE: The CMC suggests using a survey during your event to obtain visitor information. The survey can be a representative of your attendees. Please include your tracking methodology with your report. Please use the following calculations:

DAY STAY - # of attendees from inside Larimer & Weld counties:

$$600 \times \$50 = \$30,000$$

of Attendees from outside Larimer & Weld counties:

$$300 \times \$50 = \$15,000$$

OVERNIGHT STAY #of total room nights x \$100:

$$50 \times \$100 = \$5,000$$

At each of the 4 events I asked 20 attendees the following questions:

- 1) Do they live in Loveland?
- 2) How did they hear about the Sweetheart Balloon Rally?
- 3) Are you spending the night in Loveland? What other things are you attending?

I was asked by numerous people where I would recommend eating establishments or shopping opportunities in Downtown and at the Centerra shopping center.

6. **Total Attendance Number:** 121 ppl – Friday, August 26 – 5:30 am
804 ppl – Saturday, August 27 – 5:30 am
200 ppl+ - Saturday, August 27 – 6:45 pm
117 ppl – Sunday, August 28 – 5:30 am

This does not count the large amount of people who watched the balloons from their own house, Downtown area or around Loveland each morning.

7. **Attendance Estimate/actual from outside Larimer and Weld Counties: Actual number of room nights consumed at Loveland lodging establishments: (include reports from hotels reflecting actual room pick up)**

30 nights – Spirit Hospitality Hotels – Balloonists

I estimate an additional **20 room nights** on Saturday night (August 27) after the Balloon Glow. I had quite a few people tell me they were spending the night, finding a great place for breakfast and then heading up to Estes Park for Sunday.

8. **Using the formulas above please calculate the estimated economic impact of your event on the community. \$50,000 minimal** – this event was held concurrently with the Old Fashion Corn Roast and the Community Pancake Breakfast. Over 15,000 people attended the Corn Roast on August 26th and 27th. Holding the Balloon Glow on Saturday night also brought additional people down to Fairgrounds Park. There was an increase in sales at the Corn Roast. Loveland was featured 5 times on Channel 31 on Friday, August 26th. Townsquare Media also gave tickets away to 2 radio listeners and did a live spot from their launching on Friday, August 26th. The billboards in Loveland, Fort Collins and I-25 and the screen promoting the rally on the Outlet's digital sign also helped bring people in from outside of Larimer and Weld counties.

9. **Please list your final marketing plan implementation including media and printed promotional materials, dollar values allocated to each, targeted markets and quantities produced and distributed:**
- a) 200 posters – distributed in Loveland (**Exhibit A**) – trade with Chamber
 - b) LED Sign – Outlets at Loveland - \$4,000 in Kind (**Exhibit B**)
 - c) Five billboards: Unsure of Value (**Exhibit C**)
 - 1) Fort Collins – I-25 Mile Marker 270 (also Cheyenne visitors)
 - 2) Loveland - US Highway 34 & Kelim
 - 3) Loveland - US Highway 287 & s/o 57th Street
 - 4) Fort Collins - US Highway 287 & W Crestridge
 - 5) Loveland – I-25 Mile Marker 254 (also Cheyenne visitors)
 - d) Ads in the Ft. Collins Coloradoan (circulation 24,000), Loveland Connection, Windsor Beacon, Coloradoan.com (on-line run-time – July 28-August 28) and Lovelandconnection.com (45,000 impressions) (**Exhibit D**) – received matching ads from the Coloradoan – value \$2,200/Spent \$1,128
 - e) Ads in the Reporter Herald (**Exhibit D**) – receiving matching ads from The Reporter Herald – value \$2,000/Spent \$1,000
 - f) Ads in Berthoud Surveyor (**Exhibit D**) – Look at Loveland – 5,200 distribution – 2 ads – August 11 and August 25 - \$270
 - g) Ad in Frontier Days Souvenir Edition – (**Exhibit E**) – handed out at Frontier Days – July 22 – July 31 - \$530
 - h) Ad in Colorado Official State Travel Guide – (**Exhibit F**) – Circulation - 650,000 \$4,217 total cost (Balloon Rally cost - \$500)
 - i) Promotional Items – Posters, Bug Spray, Drawstring Bags, Sun Screen - \$1,518
 - j) Balloon Rally Poster – (**Exhibit G**) – distributed to attendees - \$150
 - k) Townsquare Media – Radio Sponsorship - \$15,000 value – In Kind
 - l) Fox Channel 31 – On site Promotion/Story – Media Day
 - m) Comcast Cable (X-finity) – 50 spots (July 28 – August 28) – In Kind
 - n) Video Innovations Production created the video spot for ComCast Cable for the Balloon Rally - \$525.00
 - o) The Sweetheart Balloon Rally was promoted on HeidiTown - \$75.00
 - p) Summer Rack Cards - \$50.00 distributed to over 25,000 people during the summer (**Exhibit H**) through local newspapers (Reporter Herald, Coloradoan, Windsor, Berthoud, Longmont, Estes Park) and various businesses in Loveland.
 - q) Denver Post.com – promoted the event in their community forum.
 - r) KUNC Community Radio for Northern Colorado promoted the event during the weekend
 - s) An ice sculpture was created for SummerFest in the Rockies that promoted the Sweetheart Balloon Rally and Snow Sculpture in the Dark - \$350 (\$700 total) – (**Exhibit I**)

10. Please detail the publicity your event generated. List/include press articles, media coverage, interviews, magazine articles, and web blogs.

Engaging Loveland and the Colorado Balloon Club brought 7 balloons on Media Day (Friday) and fifteen balloons to the sky on Saturday and Sunday. Massive shapes took to the air and created many photographers' dream pictures for the weekend. Some of the volunteers who crewed with the balloons were able to ride in the balloons. In fact on Sunday, a couple riding the balloon got engaged up in the air, a perfect story to promote the *Sweetheart Balloon Rally*. **(Exhibit J)**

"Channel 31's Dan Daru gets to fly high above Loveland"

Fox 31 TV Station

"Hot air enthusiasts take to the skies at Loveland's Sweetheart Balloon Rally" Tweet
– India

It's a bird, it's a plane....it's Derek about to take off at the Loveland Sweetheart Balloon Rally – Derek 99.9 – The Point Radio Station

"Early morning Balloon Launch, SOOOOOO worth getting up for"

Engaging Loveland Facebook

"The lift, the calm, the air....it's outstanding"

Kelly Torrez, Coloradoan Employee quoted in the Reporter Herald

Attached please find the publicity from the event. There were stories in the following papers, media coverage and web blogs:

- a) Cheyenne Frontier Days – July 2011 – Register
- b) Colorado State Tourism Magazine – January 2011 – December 2011
- c) Coloradoan Ticket – 7/21/2011 and 7/28/2011
- d) Coloradoan/Loveland – Rich Media online – 7/28/2011 – 9/28/2011
- e) Pencil Ad-ROS Coloradoan/Loveland Connection – 7/28/2011 –
- f) Living in Loveland Magazine – The Coloradoan – 7/31/2011
- g) Berthoud Surveyor – 8/18/2011 & 8/25/2011 (A Look at Loveland)
- h) Loveland Connection – 8/24/2011
- i) The Coloradoan – GO Section – 8/26/2011
- j) Front Page of the GO Section – 8/26/2011
- k) 8/28/2011 The Coloradoan – 8/28/2011
- l) Reporter Herald – 8/28/2011
- m) Loveland Connection – 8/31/2011

Publicity included:

- n) Dan Daru – Channel 31 – 5 spots (3 Morning Spots/2 Afternoon Spots)
- o) 3 spots on You Tube
- p) Twitter – The event was tweeted to India
- q) Various local and regional photographers
- r) Reporter Herald
- s) Northern Colorado Real Estate
- t) Real Estate for Real Life
- u) Loveland Connection
- v) Coloradoan.com
- w) Engaging Loveland website
- x) Denver Post.com
- y) Townsquare Media – 99.9 Point, Tri 102.5
- z) Reporter Herald – News by You
- aa) Weekend Events
- bb) Various Blogs (Plum Shabby, Macaroni Kid, Courtney Holden
- cc) Community Radio for Northern Colorado
- dd) HeidiTown Blog and Website

11. Provide additional comments such as what was successful, what changes in the future would you make to your project that would improve tourism for the City of Loveland.

The event is relatively new event but the only event of its kind in Northern Colorado. In the next 2 years we hope to have multiple launches and landings, balloon races and other activities at the rally. Although the Corn Roast is the primary event, the Balloon Rally has brought balloonists, their families and followers to Loveland – leading to an increase in food and vendor sales, as well as sales tax dollars in Loveland. Some of the successes for the event were:

- a) Five times the amount of people attended than in previous years
- b) The Photographers in Loveland added the event to their portfolios
- c) Definitely a family event – many children playing in the park watching the balloons at 5:30 am, getting ready for the parade and enjoying pancakes at the breakfast!!
- d) Collaboration with the Corn Roast/Chamber for advertising – Billboards, Newspapers, Outlet Sign and Radio
- e) Balloon Glow gave tourists the opportunity to see the balloons later in the day – brought additional families to the Corn Roast Event in Loveland on Saturday night.

Some possible changes:

- f) Affordable tethered balloon rides for the community
- g) A couple different launch sites (i.e. Outlets – off I-25 would bring additional tourists to Loveland.
- h) Target group tourism/promote during the year
- i) Possibly add an Airstream convention or other convention to the event

Financial Report – SweetHeart Balloon Rally – Marketing Budget

Revenue:	Projected	Actual
Sponsorships**	\$2,000	\$4,000
CMC Grant	\$5,000	\$5,000
In Kind Marketing	\$2,000	
LED Sign		\$4,000
Coloradoan		\$1,100
Reporter Herald		\$1,000
Townsquare Media		\$15,000
5 Billboards (shared with Corn Roast)		\$2,500
In kind Graphics		\$1,000
Total	\$9000	\$33,600

Expenses:	Projected	Actual
Local Print Advertising	\$750	
Coloradoan		\$1,128
Reporter Herald		\$1,000
Berthoud Surveyor		\$270
Summer Rack Cards		\$50
Local Radio Advertising	\$750	\$0.00
Regional Advertising	\$700	
Frontier Days		\$530
Colorado Official State Guide		\$500
HeidiTown		\$75
Printing/Graphic Design	\$1,000	\$1,000
Banners/Signage	\$500	
Ice Sculpture promoting Balloon/Snow		\$350
Magazine Pitch Story	\$1,000	
Video Innovations		\$525
In Kind Marketing/Graphics	\$2,000	\$24,600
Total		\$30,028

**This is only sponsorship dollars that were used towards marketing the event:

- (a) Comcast (Xfinity) gave additional sponsorship dollars towards the event along with their in-kind commercial spots.
- (b) Additional sponsorships dollars were used from other sponsors to market this event.

Comfort Inn – Friday - Sunday

* Colin Graham -

Holiday Inn Express-Thursday- Sunday

- Alan Luksik 65598433

- Ken Tadolina 65597128

- Chris Liberti 65598425

Candlewood Suites- Thursday- Sunday

- Jim Pansa 65629206

- Marilyn Pickthall 65629889

Holiday Inn Express –Friday – Sunday

- Curt Godlevsky 65599547

Candlewood Suites Friday- Sunday

- Doug Gantt 65630916

- Toby Brown 65631361 (2 beds)

- Steve Scheer 5631899

Exhibit A

AUGUST 26-28, 2011

OLD FAIRGROUNDS PARK
DOWNTOWN LOVELAND

2011 Old-Fashioned

**CORN ROAST
FESTIVAL★**

SWEETHEART

&

BALLOON

RALLY



LOVELAND
CHAMBER OF COMMERCE



HIGHLAND PARK

LED sign

Outlets at Loveland

August 1 - August 28

Exhibit B



NEXTMEDIA OUTDOOR, INC.

Northern Colorado

2649 E. Mulberry St. Fort Collins, CO 80524

Tel: 970-493-4411 / Fax: 970-493-4595

Fax:

Completion Report / Proof of Performance

Proof of Performance

Face ID:	CO-75013
Client Name:	Loveland Chamber of Commerce
Contract Number:	841100580
Scheduled Posting Date:	2011-07-25
Market:	Fort Collins
Location Description:	I 25 W/S, n/o US Hwy 14 @ MP 270.16

We certify that your outdoor advertising panel(s) have been posted per contractual agreement for the named client and display period. Location description, contract number and photograph serve as proof of performance to that fact.

Exhibit C



Northern Colorado

2649 E. Mulberry St. Fort Collins, CO 80524

Tel: 970-493-4411 / Fax: 970-493-4595

Fax:

Completion Report / Proof of Performance



Proof of Performance

Face ID:	CO-73123
Client Name:	Loveland Chamber of Commerce
Contract Number:	841100580
Scheduled Posting Date:	2011-07-25
Market:	Loveland
Location Description:	US Hwy 34 S/S, Kelim @ MP 98.83

We certify that your outdoor advertising panel(s) have been posted per contractual agreement for the named client and display period. Location description, contract number and photograph serve as proof of performance to that fact.



NEXTMEDIA OUTDOOR, INC.

Northern Colorado

2649 E. Mulberry St. Fort Collins, CO 80524

Tel: 970-493-4411 / Fax: 970-493-4595

Fax:

Completion Report / Proof of Performance



Proof of Performance

Face ID:	CO-71442
Client Name:	Loveland Chamber of Commerce
Contract Number:	841100580
Scheduled Posting Date:	2011-07-25
Market:	Loveland
Location Description:	US Hwy 287 E/S, s/o 57th St @ MP 337

We certify that your outdoor advertising panel(s) have been posted per contractual agreement for the named client and display period. Location description, contract number and photograph serve as proof of performance to that fact.



Northern Colorado

2649 E. Mulberry St. Fort Collins, CO 80524
Tel: 970-493-4411 / Fax: 970-493-4595 Fax:

Completion Report / Proof of Performance



Proof of Performance

Face ID:	CO-73164
Client Name:	Loveland Chamber of Commerce
Contract Number:	841100580
Scheduled Posting Date:	2011-07-25
Market:	Fort Collins
Location Description:	US Hwy 287 W/S, at W Crestridge Dr @ MP 340.80

We certify that your outdoor advertising panel(s) have been posted per contractual agreement for the named client and display period. Location description, contract number and photograph serve as proof of performance to that fact.



NEXTMEDIA OUTDOOR, INC.

Northern Colorado

2649 E. Mulberry St. Fort Collins, CO 80524

Tel: 970-493-4411 / Fax: 970-493-4595

Fax:

Completion Report / Proof of Performance



Proof of Performance

Face ID:	CO-83006
Client Name:	Loveland Chamber of Commerce
Contract Number:	841100580
Scheduled Posting Date:	2011-07-25
Market:	Loveland
Location Description:	I 25 E/S, at MP 254.76

We certify that your outdoor advertising panel(s) have been posted per contractual agreement for the named client and display period. Location description, contract number and photograph serve as proof of performance to that fact.

APPROVAL / 6'6"x15'



AUGUST 26-28, 2011

**OLD FAIRGROUNDS PARK
DOWNTOWN LOVELAND**

SWEETHEART

**BALLOON
RALLY**



NEXTMEDIA

THIS OUTDOOR DESIGN HAS BEEN CREATED BY NEXTMEDIA OUTDOOR. REPRODUCTION OF THIS DISPLAY IN WHOLE OR PART WITHOUT PERMISSION, IS PROHIBITED

• DESIGN NOTES •

Client: Loveland Chamber

AE: Karen Hunt

Date: 7/21/11

Board #: _____ Date: _____

Contract #: _____ Exp Date: _____

The design, specifications and conditions as shown above are satisfactory and hereby accepted. NextMedia Outdoor, Inc., accepts no responsibility for the misuse of any copyright, trademark or other proprietary materials provided by the customer for use in the above advertisement, I agree to indemnify, defend, and hold harmless NextMedia Outdoor, Inc. from any copyright infringement claims arising out of the use of the materials being used at my request.

PLEASE REVIEW BEFORE SIGNING:

ALL info is correct, including logos, names, addresses, phone numbers, dates and spelling.

Approved by: _____

Date: _____

NEXTMEDIA

2649 E. Mulberry, Unit A20 • Fort Collins, CO 80524
P. (970) 493-4411 • F. (970) 493-4595 • www.GottaGetOutdoor.com

SUMMER FUN



2011 Old-Fashioned

CORN ROAST FESTIVAL★

LOVELAND.ORG/THECORNROASTFESTIVAL

AUGUST 26-27, 2011
KICKS OFF AT 5 PM
OLD FAIRGROUNDS PARK,
LOVELAND



Banner Health
McKee Medical Center



MEDICAL CENTER
OF THE ROCKIES
FOURDE MOLEN HEALTH SYSTEM



engagingloveland
MAKING OUR COMMUNITY A BETTER PLACE

2011

SWEETHEART

BALLOON

RALLY

AUGUST 26-28, 2011
FAIRGROUNDS PARK, LOVELAND

ENGAGINGLOVELAND.ORG

970.980.4764

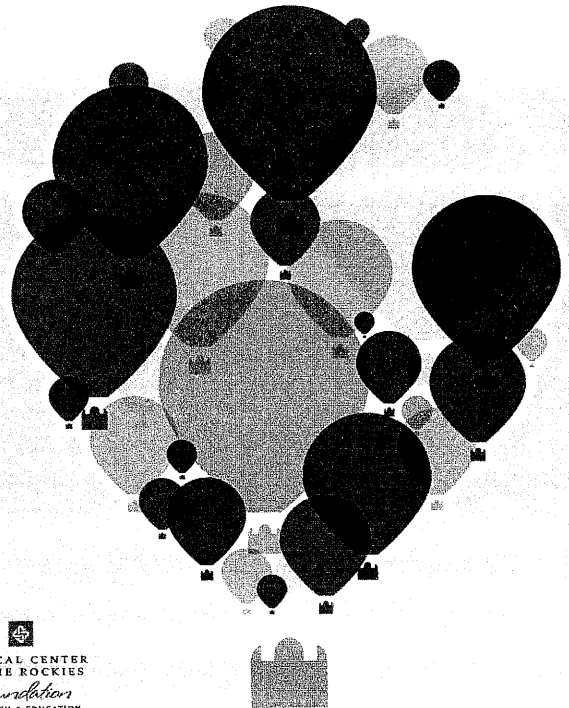
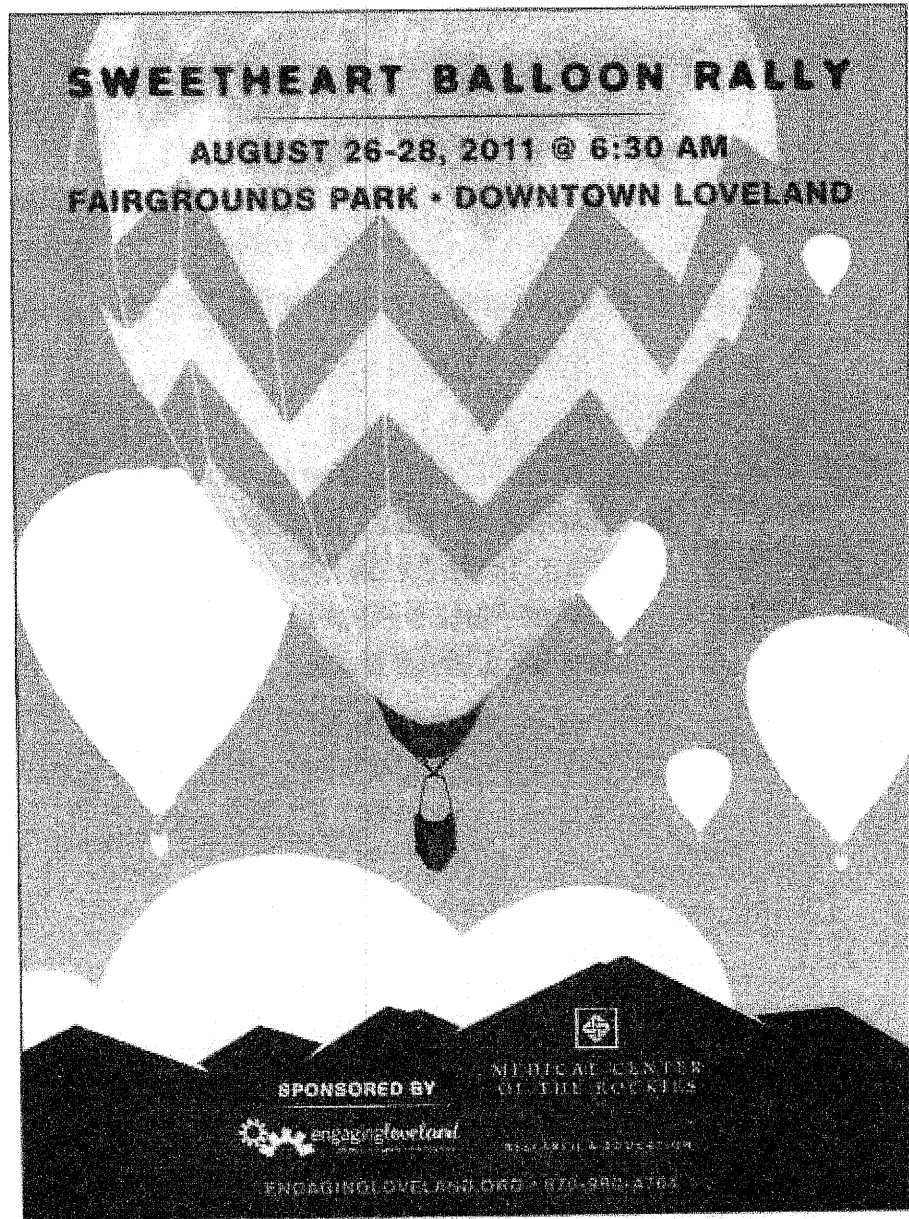


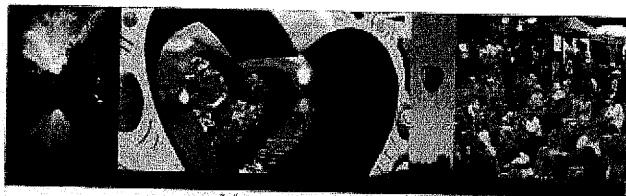
Exhibit D



Wyoming Tribune Eagle Frontier Days Souvenir Edition 37

Exhibit E

WyomingTribuneEagle Souvenir Edition
Frontier Days



July 4 Celebration	July 4
Sounds of Centerra	Fridays in July/August
SummerFest in the Rockies	July 8 - 10
Cherry Pie Festival	July 23
Lanmer County Fair	August 5 - 9
Art in the Park/Sculpture in the Park/ Loveland Sculpture Invitational	August 12 - 14
Corn Roast Festival	August 26 - 27
Sweetheart Balloon Rally	August 26 - 28
Wine Down at Centerra	September 9
Snow Sculpture in the Dark	December 9 - 11

To find up to date information on these events and other great times in Loveland go to www.engangingloveland.org or call 970-980-4764

TURN TO THE FOLD-OUT MAP ON PAGE 32A FOR CITY LOCATIONS

A MILE HIGH GETAWAY

DENVER HAS A FULL LINE-UP OF EVENTS THAT YOU WON'T WANT TO MISS.

Denver Restaurant Week: February 2011

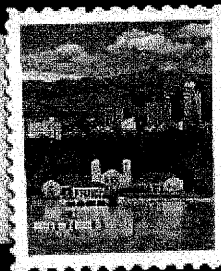
Cherry Creek Arts Festival: July 2-4, 2011

Denver Beer Fest: September 2011

Denver Arts Week: November 2011

Mile High Holidays: November 2011 - January 2012

FOR A COMPLETE LIST OF EVENTS, GO TO VISITDENVER.COM AND CLICK ON EVENTS.



Colorado

63

Exhibit F

2011
SWEETHEART
.....
BALLOON
.....
RALLY

AUGUST 26-28, 2011
FAIRGROUNDS PARK, LOVELAND

August 26, 6:30 a.m. Media Launch

*August 27, 6:30 a.m. Sponsor Rides/
Balloon Rides*

August 27, 7:45 p.m. Balloon Glow

*August 28, 6:30 a.m. Sponsor Rides/
Balloon Rides*

FOR MORE INFORMATION, VISIT
WWW.SWEETHEARTBALLOONRALLY.COM

PREMIER SPONSOR

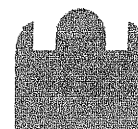


**MEDICAL CENTER
OF THE ROCKIES**
Foundation
RESEARCH & EDUCATION

PRESENTING SPONSORS

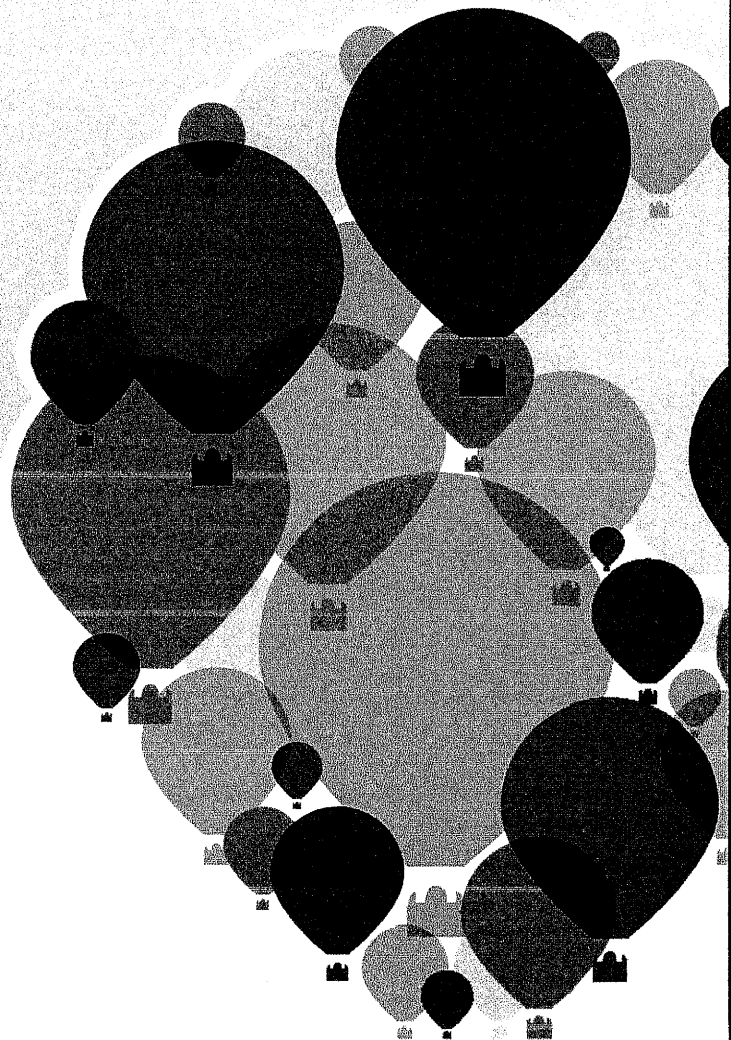


BY CHOICE HOTELS



EXHIBITING

WEATHER PERMITTING



Loveland, Colorado

2011

Summer

**Your
Guide to
Summer
Fun in
Loveland!**

presented by

*Banner Health
Centerra*

Downtown Loveland Association

Engaging Loveland

Loveland Museum/Gallery

Loveland Parks & Recreation

Loveland Public Library

Poudre Valley Health Systems

The Promenade Shops at Centerra

Rialto Theater

The Ranch

August

- ◆ Tue 8-2 **Promenade Kid Day**
Promenade Shops at Centerra, 11 am-2 pm
- * Thu 8-4 **Teen Battle of the Bands Showcase**
Foote Lagoon, 5-9 pm
- ◆ Fri 8-5 – Tue 8-9 **Larimer County Fair & PRCA Rodeo**
The Ranch
- Fri 8-5 **Sounds of Centerra**
Woodie Procell & the Snowy River Band
Chapungu Sculpture Park, 7-9 pm
- ◆ Sat 8-6 **Gnarly Barley Brew Festival**
The Ranch
- ♥ Sun 8-7 **Farmer's Market**
Fairgrounds Park, 9 am-1 pm
- Tue 8-9 **Tuesday Theater for Kids**
Manitou Art Theatre
Rialto Theater, 10 am & 2 pm
- Fri 8-12 **Sounds of Centerra**
Stray Grass
Chapungu Sculpture Park, 7-9 pm
- * Fri 8-12 **Night on the Town**
Downtown Loveland, 6-9 pm
- ♥ Sun 8-14 **Farmer's Market**
Fairgrounds Park, 9 am-1 pm
- ◆ Sun 8-16 **Promenade Kid Day**
Promenade Shops at Centerra, 11 am-2 pm
- ◆ Thu 8-18 **Birdies on the Green**
The Olde Course
- Fri 8-19 **Sounds of Centerra**
The Kingpins
Chapungu Sculpture Park, 7-9 pm
- ♥ Fri 8-19 **Valley 5000 Road Race**
Fairgrounds Park, 7 pm
- ♥ Sun 8-21 **Farmer's Market**
Fairgrounds Park, 9 am-1 pm
- Fri 8-26 **Old Fashion Corn Roast Festival**
Old Fairgrounds Park, 3 pm-10 pm
- Sat 8-27 **Old Fashion Corn Roast Festival**
Old Fairgrounds Park, 10 am-10 pm
- Fri 8-26 – Sun 8-28 **Sweetheart Balloon Rally**
Old Fairgrounds Park, 6 am
- Fri 8-26 – Sat 8-27 **Loveland's Got Talent**
Old Fairgrounds Park
- ♥ Sun 8-28 **Farmer's Market**
Fairgrounds Park, 9 am-1 pm

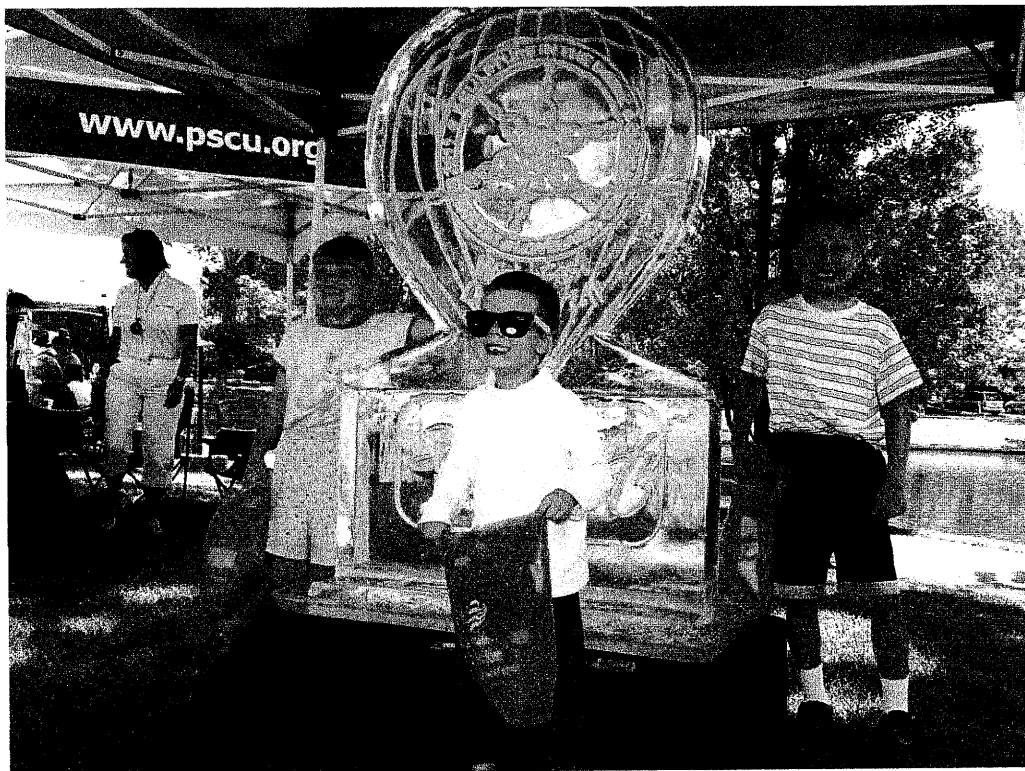
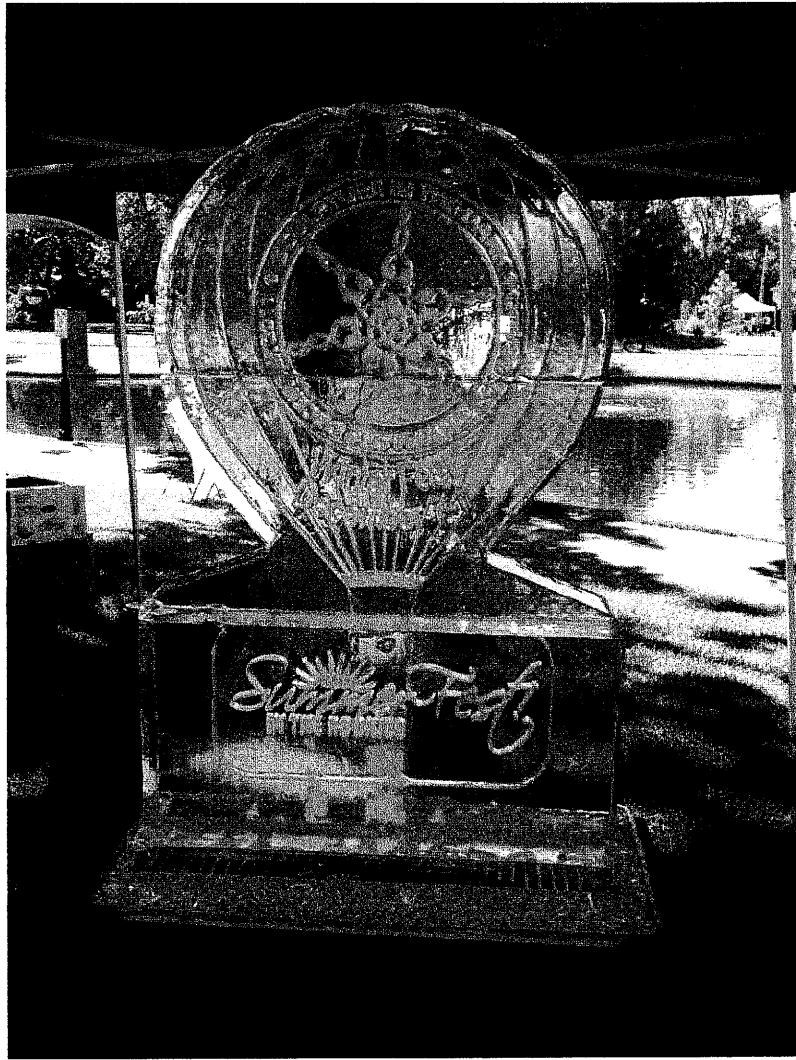


EXHIBIT I



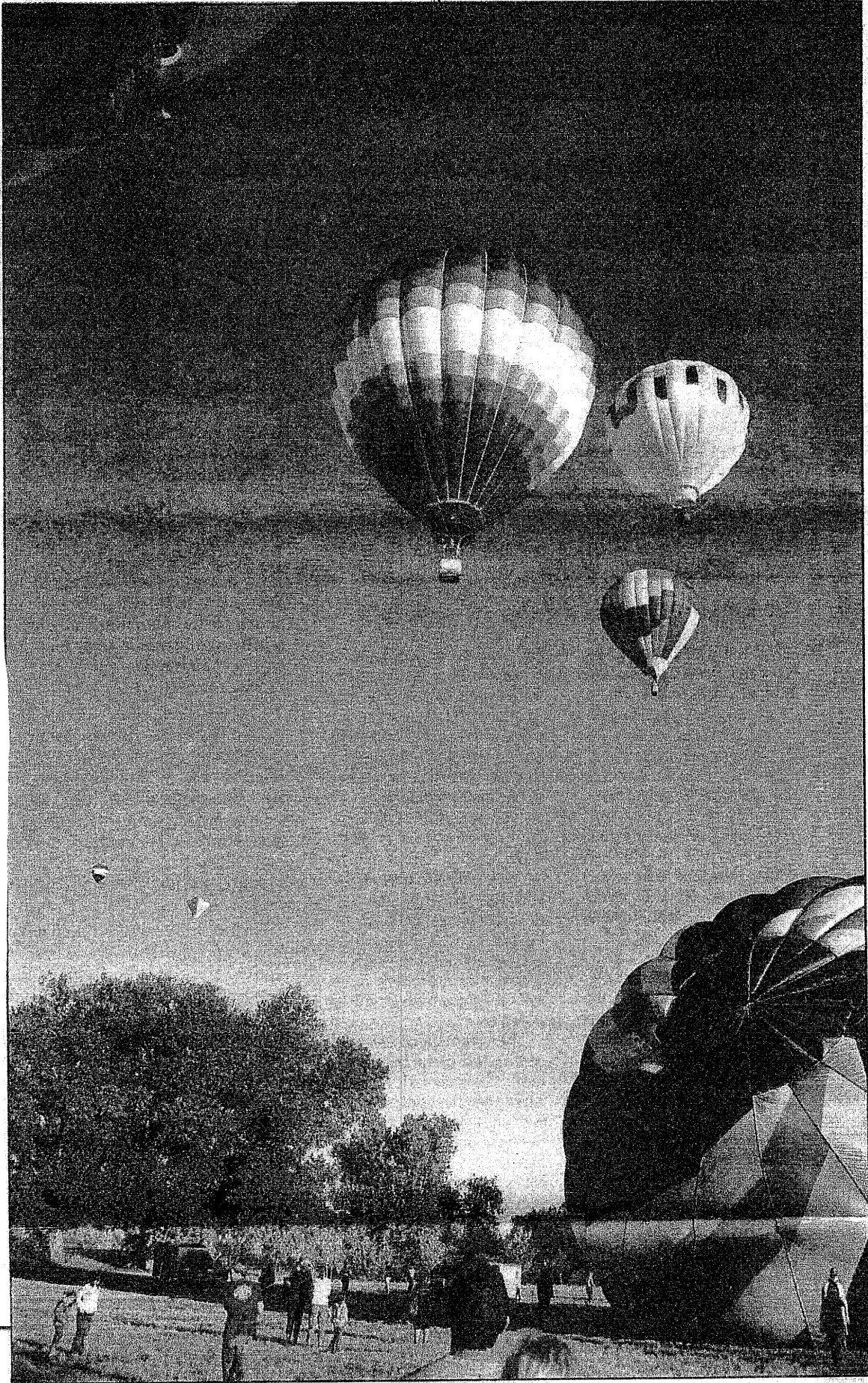
PUBLICITY

SWEETHEART BALLOON RALLY

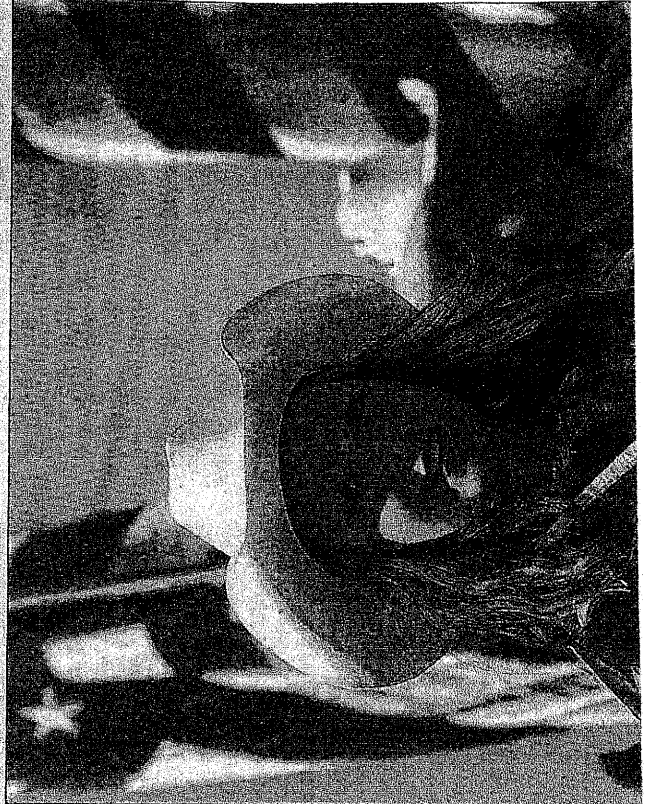
EXHIBIT “J”

A SKY FULL OF COLORS

Reporter Herald 8/28/2011



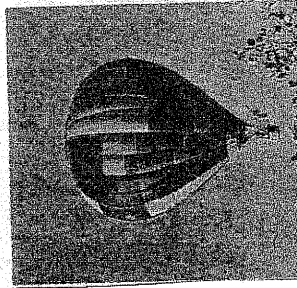
Loveland
Connection
8/31/2011



At top, Rachell Brown Thompson, 9, participates in the Loveland Corn Roast Festival's parade Saturday through downtown Loveland. Above, hot air balloons are launched Saturday during the Sweetheart Balloon Rally hot air balloon launch during the Corn Roast Festival at Fairgrounds Park. PHOTOS BY RICH ABRAHAMSON/FOR LOVELAND CONNECTION

THE COLORADOAN, SUNDAY, AUGUST 28, 2011

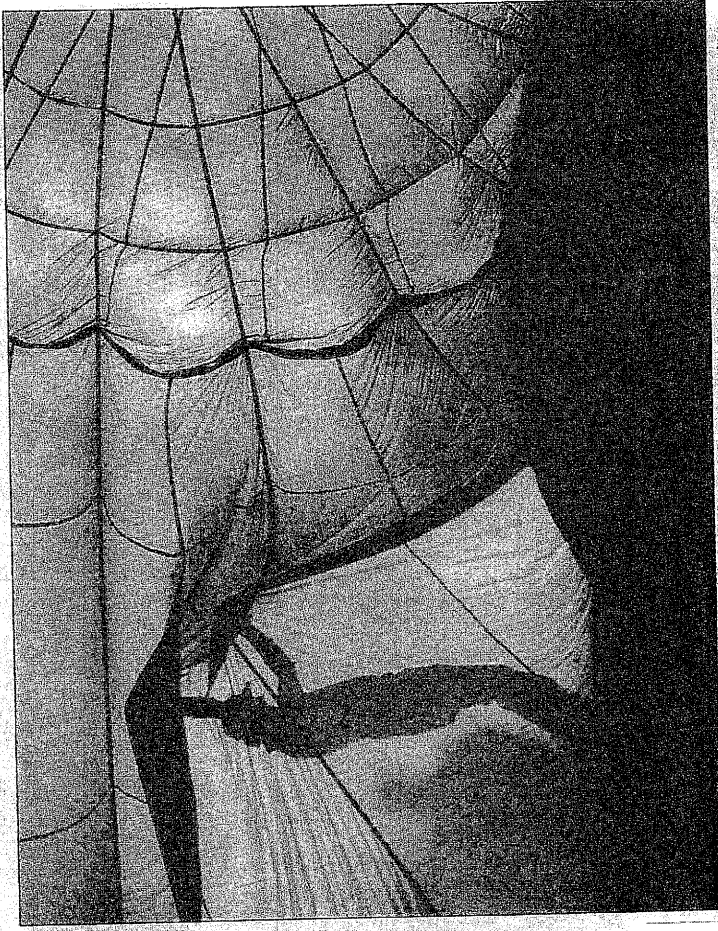
Rally takes beauty up and away



View a gallery of photos from the Corn Roast Festival and Sweetheart Balloon event at www.coloradoan.com



Claire Bunnett's hair flies as she assists with the inflation of a balloon during the Sweetheart Balloon Rally launch during Loveland's Corn Roast Festival at Fairgrounds Park in Loveland.



Hot air balloons are inflated before launch Saturday at the Sweetheart Balloon Rally hot air balloon event in Loveland. Festival events continue today. PHOTOS BY RICH ABRAHAMSON/ THE COLORADOAN

Coloradoan
8/28/2011

auditions

community

site to purchase tickets in advance. Seating is limited. \$15 in advance, \$20 at the door. Call 290-9236. Email info@bridgetohealing.com. Website: www.bridgetohealing.com.

Old-Fashioned Corn Roast Festival, 5-10 p.m., Fairgrounds Park, 700 S. Railroad Ave., Loveland. Corn-shucking contest, beer garden, food and roasted corn, vendors and amusements, Loveland's Got Talent and music, pancake breakfast and parade. Call 667-6311. Website: www.Loveland.org/TheCornRoastFestival.

Colorado
8/26/2011
GO
Section

Reporter Herald

GO- 8/26/2011

the reporter-herald's guide to area entertainment

aug. 26-sept. 1, 2

Reporter Herald

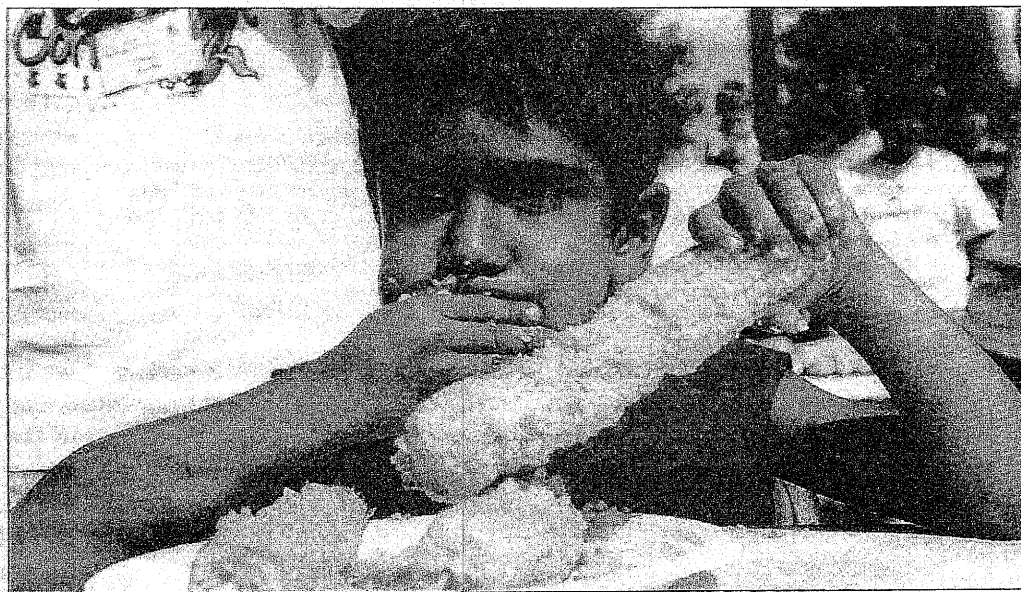
loveland's got corn

corn roast festival cooks up fun festivities



Colo. gears up for Corn Roast Festival

z Powell
entertainment lineup is
are lumbering
turn shucking corn
food-eating contest
room in their
kinds of sweet corn.
the hoopla at the
red Corn Roast
all boils down to one
one ingredient has
lumbered for cooks
city and Northern
who have been exper-
imenting with re-
cipes that have
a first-place finish
recipe contest.
Hammond is a
contest winner who
her whole family
experimenting with
got us thinking
ing) old family
breathing new life
she said.
Hammond's
Feta Corn Salsa won
Relish category,
daughter's TexMex
recipe took first
junior Corn
category.
taco soup recipe,
Hammond, 12, thought to
different types of
existing recipe.
saying that there are
types of corn is the
ing a family trying to
recipe contest learns.
Hammonds learned that
a particular, white
corn is a family
and they learned that
recipe is a winner at
sometimes you try and
work out," Marybeth
said. "We definitely
more (corn) than we
be.
Hammonds won't be
this year, but
will be a judge. On
two finalists from
gory — corn chow-
breads, relishes,
s and ethnic — will
dishes to the festi-
giving. The winner in
gory will be decided
cipe contest is just
veral activities at the
ent celebrating



Steven Chacon, 6, tries to hold down his corn during the corn eating contest at the Corn Roast Festival in Loveland in 2008. LOVELAND CONNECTION LIBRARY

CORN ROAST FESTIVAL

- » **When:** 5 to 10 p.m. Friday and 6 a.m. to 10 p.m. Saturday
- » **Where:** Fairgrounds Park, 700 S. Railroad Ave., Loveland
- » **Cost:** Admission is free.
- » **Information:** www.loveland.org/TheCornRoastFestival

SCHEDULE

FRIDAY

- » **3-5 p.m.:** Loveland's Got Talent auditions (main stage)
- » **5 p.m.:** 2011 Corn Roast Festival kickoff featuring grand marshal **Betsey Hale**, Loveland Economic Development Director
- » **5:30 p.m.:** Corn shucking contest
- » **8-10 p.m.:** That Eighties Band (main stage)
- » **5-10 p.m.:** Beer garden, food, vendors, amusements and roasted corn for sale

SATURDAY

- » Roasted and boiled corn for sale
- » **6 a.m.:** Sweetheart Balloon Rally, Hot Air Balloon Launch, Kiwanis Pancake Breakfast
- » **9:30 a.m.:** Parade (Railroad Avenue to Sixth Street to Cleveland Avenue)
- » **10 a.m. to 6 p.m.:** Vendors and amusements (some vendors open until 9)
- » **10 a.m. to 9 p.m.:** Food vendors and roasted/boiled corn
- » **11 to 11:30 a.m.:** Loveland High School Band

Loveland's agricultural roots.

Highlights include the corn shucking contest, the parade and a corn eating contest, plus roasted and boiled corn to eat.

The Sweetheart Balloon Rally kicks off Saturday's events with a show of hot air balloons.

Entertainment includes a

(main stage)

- » **11:30 to 11:45 a.m.:** Candlelight Dinner Playhouse, preview of "Annie Warbucks" (main stage)
- » **11:30 a.m.:** Corn recipe contest begins (grand stands)
- » **11:45 a.m. to noon:** Choice City Breakerz (main stage)
- » **12:15 to 1:45 p.m.:** Loveland's Got Talent Contest (main stage)
- » **1:45 p.m.:** Parade winners and corn recipe winners announced
- » **11 a.m. to 10 p.m.:** Beer garden
- » **2:15 to 2:45 p.m.:** Candlelight Dinner Playhouse to preview of "Annie Warbucks" (main stage)
- » **3:15 to 4:15 p.m.:** Live music of **Michaela Rae** (main stage)
- » **3 p.m.:** Rotary rubber duck race
- » **3 to 4 p.m.:** Corn eating contest
- » **4:45 to 5:45 p.m.:** Live music of Harley and the V Twins (main stage)
- » **6:15 to 7:15 p.m.:** Live music of Plumb Loco (main stage)
- » **8 to 10 p.m.:** Free concert, HAZMAT (main stage)

PARKING

- » Access to Fairgrounds Park will be closed along Railroad Avenue between Colorado Highway 402 and First Street beginning at 5:30 a.m. Saturday.
- » Corn Roast Festival and balloon rally event parking can be found at the Daniel Lee Road parking lot, and vendor and parade participants must park in the Barnes parking lot just northwest of Fairgrounds Park.

mostly local lineup — including 16-year-old **Michaela Rae**, who sings blues. And new this year is the Loveland's Got Talent Competition.

GETTING THERE

SHUTTLE SERVICE

The COLT Orange shuttle route and a special Corn Roast Festival route have been set up. COLT shuttles will be available every 25 minutes from downtown from 4:55 p.m. to 10 p.m. Friday and 7:25 a.m. to 10 p.m. Saturday. Cost is \$1 one way; youths 18 and younger ride one way for 50 cents, children younger than 5 ride for free, and seniors and those with disabilities ride one way for 60 cents. Shuttle riders must have exact cash fare. Shuttle service will be available the following parking lots:

» **Orchards Shopping Center:** Departing at 25 and 55 minutes past the hour

» **Fifth Street and Railroad I stop (north side of depot):** Departing on the hour and 30 minutes past the hour

» **Fourth Street and Railroad bus stop (between Fourth and Fifth):** Departing on the hour and 30 minutes past the hour

» **Third Street bus stop (Between Railroad and Cleveland):** Departing on the hour and 30 minutes past the hour

» **Barnes Park bus stop:** Departing at 10 minutes and 4 minutes past the hour

» **Third Street bus stop:** Departing 12 minutes and 42 minutes past the hour

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» **Fifth and Railroad bus stop:** Departing 12 minutes and 42 minutes past the hour

» **Orchard Shopping Center arrival:** Departing 20 minutes and 50 minutes past the hour

Parade spectators are encouraged to ride the shuttles from downtown after the parade. Regularly scheduled bus service will not be interrupted with the exception of minor route deviations due to the parade on Saturday morning. For more information on bus routes, call (970) 962-2700.

Bethoud Surveyor 8/25/2011

A Look at Loveland...

SUMMER FUN

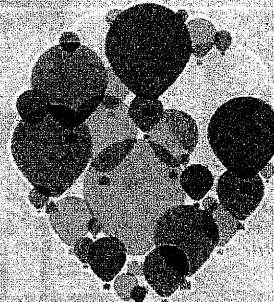
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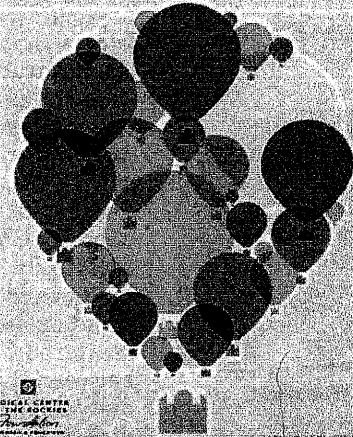
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2011

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AUGUST 26-28, 2011
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August 26, 6:30 a.m. Media Lunch
August 27, 6:30 a.m. Sponsor Rides/
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August 28, 6:30 a.m. Sponsor Rides/
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Dan Daru takes to the air at the **Sweetheart Balloon Rally** News video on One News Page on Saturday, 27 August 2011.

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SweetHeart Balloon Rally


SweetHeart Balloon Rally. August 26-28 Fairgrounds Park, Loveland. Come Join in the fun. For information and launch times visit www ...
by VInnovationProLLC 3 weeks ago 119 views



1:32

Sweetheart Balloon Rally

Hot air balloons launch Friday morning during the kick-off to the Sweetheart Balloon Rally at Fairgrounds Park in Loveland.
by ReporterHerald 6 days ago 142 views




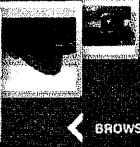

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Riding in a Hot Air Balloon part of the Sweetheart Balloon Rally

Had a lot of fun in the hot air balloon!
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► KUNC.org: Photo Show: **Sweetheart Balloon Rally**
ow.ly/1eszEE
29 Aug

Indiabyballoon India By Balloons
Hot air enthusiasts take to the skies at Loveland's **Sweetheart Balloon Rally** - Loveland Reporter-Her fb.me/16CcJDfrg
29 Aug

AMphotoJ Adriane Matkovich
Enjoyed getting a few #photo of the #hotairballoons in #loveland this morning. adrianematkovich.com/blog/2011/08/s... #photography #photo #photojournalism
29 Aug

alexandrarand Alexandra Rand
Pic of a **balloon** in the air from the #Sweetheart **Balloon Rally** in #Loveland this morning. lockerz.com/s/133788574
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Pic from the #Sweetheart **Balloon Rally** this morning in #Loveland. lockerz.com/s/133788174
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talaaugustmeek Talia August
Hot air enthusiasts take to the skies at Loveland's **Sweetheart Balloon Rally** - ReporterHerald.com bit.ly/oSGv54
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LovelandLens The Loveland Lens
Went to the **sweetheart balloon rally** in #Loveland this morning. My back is still not feeling %100 but still got a few pics anyway :) #fb
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ScottElias Scott Elias
At the **Sweetheart Balloon Rally** - glow time! twitpic.com/6cbfaa
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It's a bird, it's a plane....it's Derek! he is about to take off in a **balloon** at the Loveland **Sweetheart Balloon Rally** with EngageLoveland
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The Loveland Lens

*A photo blog about the people, places
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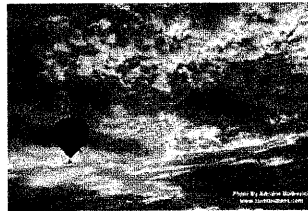
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Sweetheart Balloon Rally

Posted on [August 29, 2011](#) by [Adriane](#)

This year's [Sweetheart Balloon Rally](#) took place August 26th through 28th in conjunction with the [Corn Roast Festival](#). The launch Sunday morning was the last of three launches during the rally.

Keep scrolling down to see more images from the balloon launch Sunday, August 28, 2011.



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Balloons fire up for weekend event in Loveland

Posted: 08/26/2011 08:04:12 AM MDT



Balloonists took a test ride this morning in preparation for this weekend's Sweetheart Balloon Rally.

The rally lifts off 6-8 a.m. Saturday and Sunday at Fairgrounds Park, 700 S. Railroad Ave. A balloon glow also will take place in conjunction with the Corn Roast Festival at 7:45 p.m. Saturday.

The Reporter-Herald will post a complete story later today online and in print Saturday morning.



Crews inflate the first of the balloons at Loveland's 2011 Sweetheart Balloon Rally this morning near the Fairgrounds grandstand. Madeline Novey photo

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Balloonists make a practice run for this weekend's Sweetheart Balloon Rally. The rally lifts off 6-8 a.m. Saturday and Sunday at Fairgrounds Park, 700 S. Railroad Ave. A balloon glow also will take place in conjunction with the Corn Roast Festival at 7:45 p.m. Saturday. (Reporter-Herald/Jenny Sparks)

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[Jules Silver](#) · 6 days ago

Must see Event! We went last year and the Balloons are awesome. Take the kids they will love seeing all the different Balloons in the air.

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FUN THINGS TO DO IN AUGUST!

August 2, 2010, 8:38 pm
Filed under: Fun Things To Do

Fun Things To Do This Month!

It's happening in Northern Colorado! Visitors, residents and guests, here are a few fun things to do in August...

Sweetheart Balloon Rally & Corn Roast Festival ~ Loveland



August 27-28, 2010

The Loveland Sweetheart Balloon Rally will take place the weekend of the Old-Fashioned Corn Roast Festival, August 27-28, 2010.

We will have a media launch Friday Morning along with balloon launches Saturday morning and possibly into Sunday. These amazing views will be the morning of the Corn Roast parade and drew a great crowd last year as its first year at the same location as the Corn Roast.

Bring the whole family and enjoy the amazing sites of the Hot Air Balloons!

Saturday: Come enjoy the Balloon Launch and enjoy a Pancake Breakfast before heading to the Corn Roast Parade!

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<http://realestatenortherncolorado.wordpress.com/2010/08/02/fun-things-to-do-in-august/>

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Corn means community at annual Old Fashioned Corn Roast Festival

12:01 AM, Aug. 26, 2011 |

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WRITTEN BY

Rebecca Powell
 Loveland Connection

FILED UNDER

 Loveland Connection
 Loveland News

The entertainment lineup is in place, teams are limbering up for the corn shucking competition and food-eating contestants are making room in their bellies for loads of sweet corn.

But all of the hoopla at the Old Fashioned Corn Roast Festival still boils down to one ingredient.

And that one ingredient has been top of mind for cooks throughout Northern Colorado who have been experimenting to find the recipe that will take first-place the corn recipe contest.

Two-time contest winner Marybeth Hammond has gotten her whole family involved in experimenting with recipes. "It got us thinking about (taking) old family recipes and breathing new life into them," she said.

CORN ROAST FESTIVAL

When: 5 to 10 p.m. today and 8 a.m. to 10 p.m.

Saturday

Where: Fairgrounds Park, 700 S. Railroad Ave., Loveland

Cost: Admission is free.

Information: www.Loveland.org/TheCornRoastFestival

CORN ROAST FESTIVAL SCHEDULE

Today

- » 3-5 p.m.: Loveland's Got Talent auditions
- » 5:30 p.m.: Corn shucking contest
- » 8-10 p.m.: Live music — That Eighties Band
- » 5-10 p.m.: Beer garden, food, vendors, amusements and roasted corn for sale

Saturday

- » 8 a.m.: Sweetheart Balloon Rally Hot Air Balloon

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Loveland Old Fashioned Corn Roast Festival

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Last year, Hammond's recipe for Feta Corn Salsa won in the Corn Relish category, and her daughter's TexMex Taco Soup recipe took first place in the junior Corn Chowder category.

For the taco soup recipe, Brea Hammond, 12, thought to add four different types of corn to an existing recipe.

Yes, knowing that there are different types of corn is the kind of thing a family trying to win a corn recipe contest learns.

The Hammonds learned one type in particular, white shoepeg corn, is a family favorite. They also learned not every recipe is a winner at home. "Sometimes you try and it doesn't work out," Marybeth Hammond said. "We definitely are eating more (corn) than we would have.

The Hammonds won't be competing this year, but Marybeth will be a judge. On Saturday, two finalists from each category - corn chowder/soups, breads, relishes, casseroles and ethnic - will bring their dishes to the festival for judging.

The recipe contest is just one of several activities at the annual event celebrating Loveland's agricultural roots.

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Highlights include the corn shucking contest, the parade and a corn eating contest.

The Sweetheart Balloon Rally kicks off Saturday's events with a show of hot air balloons. Throughout the festival, there also will be live entertainment featuring a mostly local lineup - including 16-year-old Michaela Rae, who sings blues.

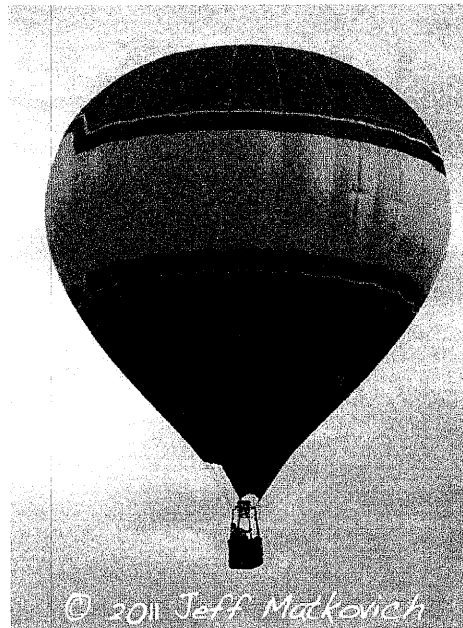
<http://www.coloradoan.com/article/20110826/LOVELAND01/308260002/Corn-means-community-annual-Old-Fashioned-Corn-Roast-Festival>

Sweetheart Balloon Rally

★ SWEETHEART BALLOON RALLY

WRITTEN BY JEFF
MONDAY, 29 AUGUST 2011 09:00
NO COMMENTS

0
tweets













August 26-28th was the Annual Corn Roast Festival of Loveland, Colorado, which also hosted the Sweetheart Balloon Rally. My wife and I got up early to photograph the last day of the Rally. It was cool because you could get really close to the set up of the balloons before their launch. You can check out other great photos of this event at [Photo Nomad](#) and [Loveland Lens](#).

<http://jeffmatkovich.com/2011/08/sweetheart-balloon-rally/>



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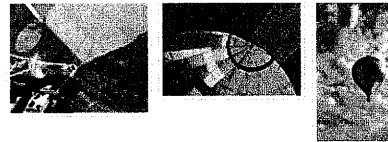


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What's on your mind?



Engaging Loveland was tagged in John Metcalf's album.



2011 Sweetheart Balloon Rally

11 new photos

Tuesday at 12:06pm



Engaging Loveland was tagged in Sean McCarthy's photo. — at Fairgrounds Park.



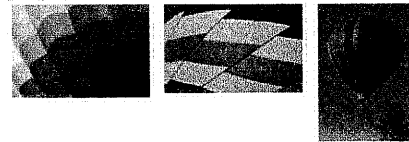
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Balloon Rally Sat. Morning sponsored by Engaging Loveland.

Monday at 9:53am



Engaging Loveland was tagged in Karen Bowen's album. — at Loveland Colorado.



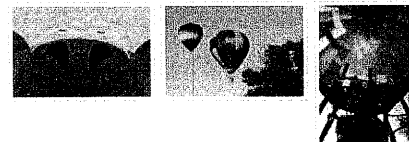
2011 Sweetheart Balloon Festival

15 new photos

August 28 at 11:29pm



Engaging Loveland was tagged in Janell Freeman Osborn's album.



Balloon Launch: Corn Roast Festival 2011

25 new photos

Early morning Balloon Launch. SOOOO Worth getting up for!!!

August 28 at 9:25pm

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RSVP: Yes · No · Maybe

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Engaging Loveland

Great photos from our Sweetheart Balloon Rally! Did you take some of your own?
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Balloon Launch August 28, 2011

What a great way to start a day!

By: Deborah Davis Alles

Photos: 54

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Chris Dostal likes this.

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Engaging Loveland was tagged in Brandy Renee's album.



Loveland Balloon Fest

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FORUMS

Balloons fire up for weekend event in Loveland

Neighbors » Forums » General Discussion » Article Talk

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Article Discussion: Balloons fire up for weekend event in Loveland

Dby admin on August 26th, 2011, 10:41 am

“

Balloonists took a test ride this morning in preparation for this weekend's *Sweetheart Balloon*™ *Rally*.

The rally lifts off 6-8 a.m. Saturday and Sunday at Fairgrounds Park, 700 S. Railroad Ave. A balloon glow also will take place in conjunction with the Corn Roast Festival at 7:45 p.m. Saturday.

Get more Loveland news at *ReporterHerald*...

Post your comments on the Denver Post article, [Balloons fire up for weekend event in Loveland](#) (click that link to go back and read the article).

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<http://neighbors.denverpost.com/viewtopic.php?f=16&t=18764222>

Hot air enthusiasts take to the skies at Loveland's Sweetheart Balloon Rally

Posted on August 27, 2011 in Hot News | by admin

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LOVELAND — When Stan White sits down to his sewing machine, he needs ample space, a lot of fabric and a considerable chunk of time.

Patching together the panels of a hot air balloon is no easy task.

Patching together the panels of a hot air balloon is no easy task.

In all, the Longmont resident estimates he invested 350 hours to build his one-man, 49,000-cubic-foot envelope (or "gas bag") and the basket for his own balloon.

"I just wanted something a little different," White said of his balloon's smaller size and elongated racer shape. "They're quicker, they're faster."

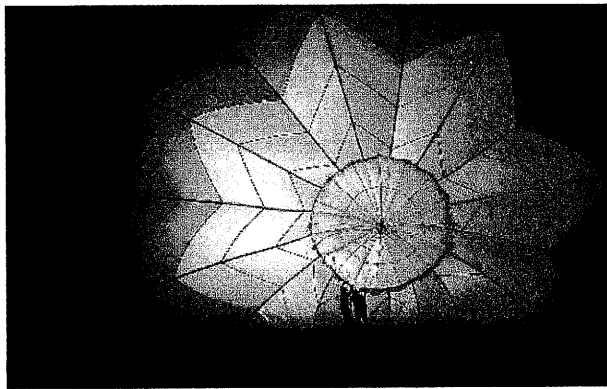
Not that fast is a term typically associated with the graceful glide of a hot air balloon, but compared with the 180,000- to 250,000-cubic-foot giants whose baskets hold 10 to 15 people, White's balloon is downright spry.

White began ballooning in the 1970s when there were fewer than 2,000 balloon pilots in the country, and the sport was just getting started. He owned the 20th balloon in Colorado, and in 2005, when he and a fellow balloonist invested in a commercial, double-needle sewing machine, he became one of very few "home-builder" balloonists.

"You sew them together, and hopefully it turns out the way you want it to," White said.

White's balloon was one of seven gathered Friday at Loveland's Fairgrounds Park for the first launch of the three-day Sweetheart Balloon Rally.

The



event is hosted by Engaging Loveland, a nonprofit committed to developing community and enhancing tourism in the area.

Like all hot air balloons, those taking part in the Sweetheart Balloon Rally operate on a heat differential. First, the balloon is unloaded from its large storage sack and laid out on the ground, and the crew uses a fan to inflate the envelope nearly to its capacity with cold air.

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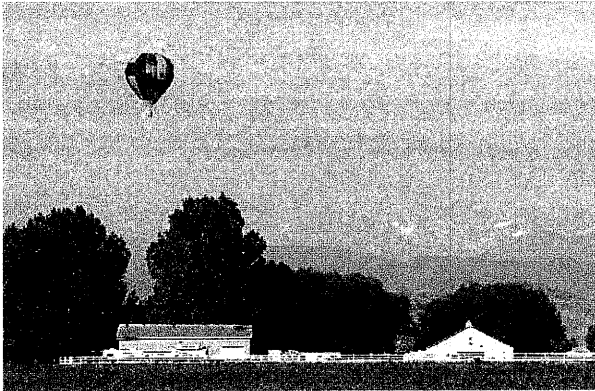
[SweetEscapeBallooning.com](#)



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Then the pilot fires up the burners to heat up the air inside. The burners maintain a temperature within the envelope's walls that's higher than that outside, which keeps the balloon – and the people riding under it – aloft.

The envelope's fabric, called sailcloth, is the same nylon or polyester material used in sport parachutes.



For smaller balloons, it can weigh less than 2 ounces per square yard, even with the coating that makes it nonporous and protects it from the sun it flies beneath and the ground it lies on before and after flight.

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Despite the fabric's lightness, the weight of such a large amount of material adds up, and it takes considerable strength to muscle the envelope back into its storage sack – unless the pilot enlists the aid of friends and family. Many hands make light work, and it helps if the owners of those hands enjoy the early morning.

Balloons in Colorado typically launch around 6 or 8:30 in the morning and land 30 minutes to an hour and a half later.

"The pilot has to make friends who are willing to get up at some ungodly hour," Dawna Telles of Wheat Ridge said. She got into the sport 10 years ago, earned her license in 2006 and while she loves to fly, it was the community that kept her hooked.

"It's social," she said. "It's social at 8 a.m., but it's very social."

Balloon pilots in the area must start and end early because of the likelihood for afternoon thunderstorms.

"We like calm weather," Telles said. "No excitement."

But it's hard to believe Telles, who regularly flies 2,000 to 3,000 feet above the ground in something most people associate with a 3-year-old's birthday party, doesn't hold some love for adventure.

For Chris Liberti the sport has always been thrilling.

"I was just waiting to turn 16," he said, describing the 11-year time span from when he first saw, rode in and fell in love with a hot air balloon to the minimum age for balloon pilot licensure.

He took a week to get his license (in many cases it takes pilots a year), owned his first balloon at the age of 18 and continues to fly regularly with wife Anna and her 11-year-old son, Micah McPeck.

"It's basically just getting into the balloon for half an hour or an hour and chilling out," Micah said. "And (then) helping Chris look for power lines when we land."

First-time rider Kelly Torrez similarly enjoyed the peacefulness of the experience.

"The lift. The calm. The air. . . It's outstanding," she said.

The Sweetheart Balloon Rally pilots launch today and Sunday at 6 a.m. at Fairgrounds Park, 700 S. Railroad Ave. south of downtown Loveland. Rides are available for \$200 per person.

Article source: http://www.reporterherald.com/news/loveland-local-news/cl_18767073



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Win A Balloon Ride For Two At This Weekend's Sweetheart Balloon Rally

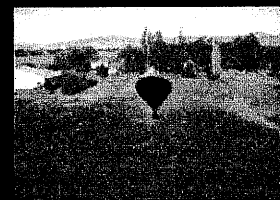
by [Lynne](#) 11/12/2011 2 weeks ago

The [Sweetheart Balloon Rally](#) is happening this weekend at [Old Fairgrounds Park](#) (weather permitting). There will be 15 balloons taking off at sunrise on Friday, Saturday and Sunday morning and a Balloon Glow on Saturday night.

What could make this year's launch even better? How about you and a guest taking off in one of those balloons? Read more to find out how you can win!

Just tune in to 99.9 The Point Wednesday morning in the 9am hour and I will be giving away a balloon ride for two for Friday morning's launch.

Believe me, if you have never been in a hot air balloon, it is a breathtaking experience. I was lucky enough to ride in one of these balloons last year and I'm fairly certain the photos speak for themselves. Check out gallery below to see some of the pictures I took last year. And don't forget to tune in Wednesday morning (8:24) for your chance to win!



Beano, 99.9 The Point

If you want to purchase the experience, you can buy a Sunday Morning ride. The cost is \$200 per person. Call Engaging Loveland for details at 970-930-4764.

**Balloon ride winners may not have had recent surgeries, cannot be pregnant, must be able to stand for one hour, must be able to climb in and out of the basket without help, and cannot be on oxygen or heavy medication.*

With 15 balloons taking off at sunrise, the 2011 Sweetheart Balloon Rally is sure to be a breathtaking experience.

The event takes place at Old Fairgrounds Park (700 S. Railroad Ave) in Loveland, Colorado on both Saturday and Sunday, August 27-28. There will be a total of three launches, including 15 balloons at 6 a.m. on Saturday, and 15 balloons again on Sunday at 6 a.m.

Aside from the balloon launches, there will be a Balloon Glow on Saturday evening at 7:45 p.m. during Loveland's



Picture: [Lynne](#)



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THE LATEST FROM 99.9 THE POINT

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Sweetheart Balloon Rally

August 26-28, 2011, Fairgrounds Park, Loveland, CO

Friday, August 26

6 a.m. - 8 a.m. - Media Launch

Saturday, August 27

6 a.m. - 8 a.m. - Balloon Launch

7:45 p.m. - Balloon Glow

Sunday, August 28

6 a.m. - 8 a.m. Balloon Launch

Weather permitting

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Loveland Sweetheart Balloon Rally

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Start: August 26, 2011
End: August 28, 2011
Cost: Varies

Venue: Old Fairgrounds Park
Phone: (970) 980-4764
Address: 700 S. RAILROAD AVE., Loveland, CO, United States, 80537
[Google Map](#)



The Loveland Sweetheart Balloon Rally will take place the weekend of the Old-Fashioned Corn Roast Festival, August 27-28, 2010. We will have a media launch Friday Morning along with balloon launches Saturday morning and possibly into Sunday. These amazing views will be the morning of the Corn Roast parade and drew a great crowd last year as it's first year at the same location as the Corn Roast.

Bring the whole family and enjoy the amazing sites of the Hot Air Balloons!



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Switch back to Engaging Loveland to use this social plugin.

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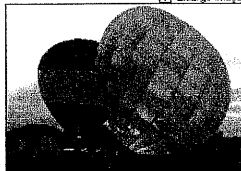
Longsight air. Karen Bowen

2011 Loveland Sweetheart Balloon Rally

Enjoying the Saturday morning hot air balloon launch at the Corn Roast Festival.

Submitted by Karen Bowen
Johnstown, Colorado
8/28/2011 10:42 PM

[Enlarge image](#)



Balloon Glow

I took photos along with other members of the Loveland Photographic Society of the Balloon launch in the morning as well as the Balloon Glow in the evening. We found it much harder to time good photographs in the evening!

Submitted by Julie Nelson
Loveland, CO
8/28/2011 9:44 AM

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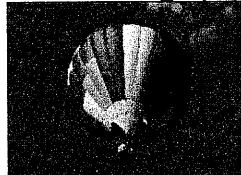


Longs Peak Landing

My friend's balloon, "No Worries" looked like it was going to land on Longs Peak!

Submitted by Julie Nelson
Loveland, CO
8/28/2011 9:42 AM

[Enlarge image](#)

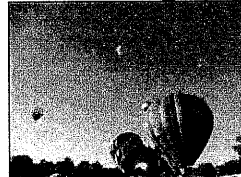


Loveland Balloon Fest 2011

Up, Up, and Away!

Submitted by Roman Rangel
Loveland, Colorado
8/28/2011 8:07 AM

[Enlarge image](#)



Balloon Fest in Loveland

Early Morning Balloon launch in Loveland

Submitted by Michael Irvine
Loveland, Co
8/27/2011 5:14 PM

[Enlarge image](#)



Hot Air Balloons

hot air balloon

Submitted by Patti
Loveland, Co
8/27/2011 11:20 AM



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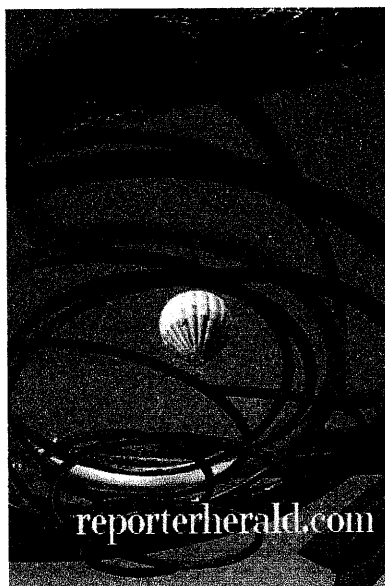
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Caption: Hot air balloons prepare to launch Friday during the Sweetheart Balloon Rally. Album ID: 1297090 Photo ID: 37405841

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Caption: A hot air balloon is framed by a sculpture at Fairgrounds Park Friday. Album ID: 1297090 Photo ID: 37405838

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Caption: A hot air balloon lifts of the ground during the Sweetheart Balloon Rally. Album ID: 1297090 Photo ID: 37405830

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Caption: Remax hot air balloon crew members Mark Koentopp, left, and Russ Batz prepare to inflate the balloon Friday morning. Album ID: 1297090 Photo ID: 37405824

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Caption: A hot air balloon flies over a farm in Loveland Friday morning during the kick-off to the Sweetheart Balloon Rally. Album ID: 1297090 Photo ID: 37405817

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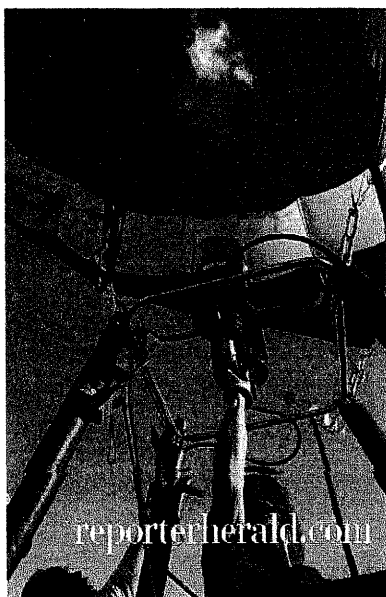
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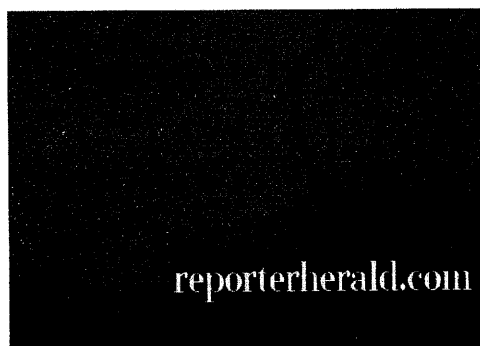
Caption: Balloon pilot Ken Tadolini ignites the burner to heat the air in his balloon before launching Friday during the Sweetheart Balloon Rally in Loveland. Crew member Mark Koentopp, left, helps with the launch. Album ID: 1297090 Photo ID: 37405811

« Photo 51 of 199 »



Caption: Hot air balloon crew member Shari Vines of Loveland, left, works to help inflate a hot air balloon as photographer Patrick Brennan of Denver, right, takes pictures of her Friday at dawn during the Sweetheart Balloon Rally at Fairgrounds Park in Loveland. Photo by Jenny Sparks Album ID: 1297090 Photo ID: 37405754

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Caption: Hot air balloon pilot Ken Tadolini's shadow is cast on the balloon he pilots Friday while inflating and preparing to launch. Album ID: 1297090 Photo ID: 37405739



Home

SATURDAY, AUGUST 27, 2011

Ballooning 101

AHHHHH!!!! Best morning ever!!!!!! We set the alarm super early this morning to make it to the Sweetheart Balloon Rally.

I took so many photos that my camera and cell phone ran out of power. It was absolutely beautiful once they all started to get going. We were there by 6 AM but there wasn't much action until around 6:45. We walked around and watched all of the dogs play together in the dog park and then mingled with some people.

We met a couple from Nebraska that said they attended an Auburn football game in 1963. After researching the game I figured out it was the Orange Bowl and there were two records set (at the time) for OB history that game. The first was the longest field goal, 31 yards, and the second a 68 yard run for a touchdown.



The man said Auburn almost made a comeback to win but a guy from his hometown stopped Auburn player Jimmy Sidle from a fourth and four pass from the goal line with less than two minutes to play. Sadly Auburn lost 13-7.

Enough about football I know you are bugging out to see photos of the balloons---



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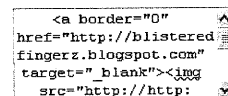


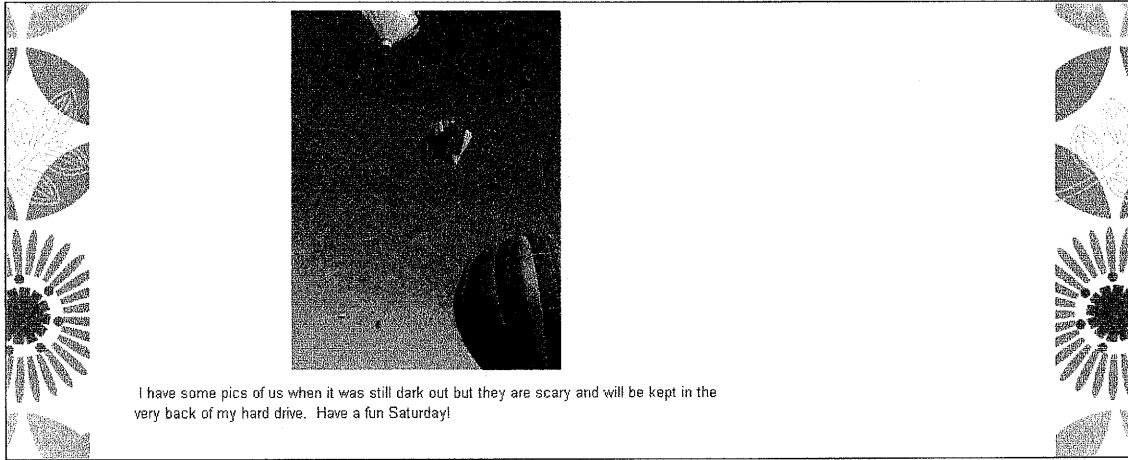
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Loveland - Sweetheart Balloon Rally

Thursday, August 25 through Saturday, August 27

The Loveland Sweetheart Balloon Rally will take place the weekend of the Old-Fashioned Corn Roast Festival. We will have a media launch Friday Morning along with balloon launches Saturday and Sunday morning. These amazing views will be the morning of the Corn Roast parade and drew a great crowd last year as it's first year at the same location as the Corn Roast. Bring the whole family and enjoy the amazing sites of the Hot Air Balloons! Media Launch on Friday/Saturday: Come enjoy the Balloon Launch and enjoy a Pancake Breakfast before heading to the Corn Roast Parade!

Where: Fairgrounds Park, Loveland

When: 6:00 AM - 8:00 AM Balloon Glow @ 7:45 pm on Saturday

Who: Families

How: Just show up

Cost: Free to attend, \$200 to ride in a balloon

For more info: 970.980.4764, kristine@engagingloveland.org

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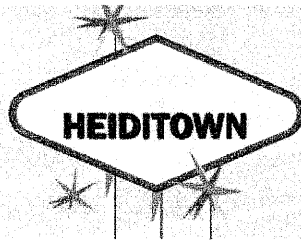
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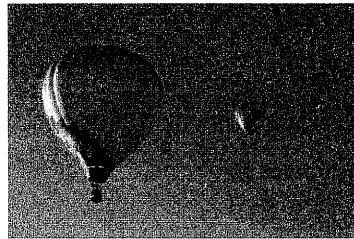
<http://fortcollins.macaronikid.com/calendar/event/c89242/>



Colorado in review

Sweetheart Balloon Rally (Loveland, CO – August 27-28, 2011)

Aug 8th, 2011 by The Mayor



Floating quietly, and almost magically, hot air balloons always take my breath away.

With 15 balloons taking off at sunrise, the **2011 Sweetheart Balloon Rally** is sure to be a breathtaking experience.

The event takes place at **Old Fairgrounds Park** (700

S. Railroad Ave) in **Loveland, Colorado** on both Saturday and Sunday, **August 27-28**. There will be a total of three launches, including 15 balloons at 6 a.m. on Saturday, and 15 balloons again on Sunday at 6 a.m.

Balloon Glow will occur on Saturday evening at 7:45 p.m. during Loveland's **Old Fashion Corn Roast Festival**.

If you'd like to take ride in a hot air balloon, you can purchase the experience for \$200/person. Call **Engaging Loveland** at (970) 980-4764 for details on purchasing a ride. Rides will take place on Sunday, August 28.

Be sure to bring your lawn chair, bug spray and definitely pack your camera. The **Sweetheart Balloon Rally** is sure to provide many photography opportunities.

If you forget the bug spray, don't despair! There will be all sorts of Sweetheart Balloon Rally memorabilia to purchase, including mosquito repellent, sunscreen, t-shirts, and more.

There's also a chance to get in on the action. Volunteers are needed to help the pilots with their launches. Call (970) 980-4764 if you'd like to be involved.

After Saturday's launch, stick around for all the fun and "corny" **Old Fashion Corn Roast Festival** activities including an early morning pancake breakfast followed by the parade.



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<http://www.heiditown.com/colorado-festivals/northern-colorado/sweetheart-balloon-rally-loveland-co-august-27-28-2011/>



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Corn Shucking Contest in Louisiana



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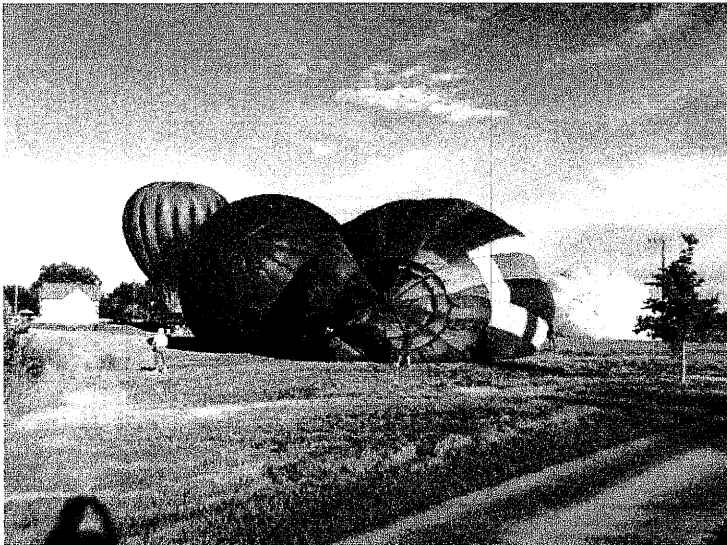
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Balloons fire up for weekend event in Loveland

By Reporter-Herald staff

 POSTED: 08/26/2011 11:02:23 AM MDT
 UPDATED: 08/26/2011 11:27:30 AM MDT


Balloonists make a practice run for this weekend's Sweetheart Balloon Rally. (REPORTER-HERALD | Jenny Sparks)

Balloonists took a test ride this morning in preparation for this weekend's Sweetheart Balloon Rally.

The rally lifts off 6-8 a.m. Saturday and Sunday at Fairgrounds Park, 700 S. Railroad Ave. A balloon glow also will take place in conjunction with the Corn Roast Festival at 7:45 p.m. Saturday.

 Get more Loveland news at ReporterHeralds.com.

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COURTNEY HOLDEN

Freelance Journalist

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« The forces of evil are against me ...

Stupid move »

Quotemaster

August 27, 2011 by courtneyholden

So yesterday I played journalist and wrote an article about the ~~Sweetheart~~ ~~Balloon Rally~~ that's going on up in Loveland this weekend.

After talking with a bunch of different people, I decided that this was, hands down, my best quote. It's from a girl who had just gotten off of her first balloon ride.

"It was so amazing! It *literally* felt like you were floating!"

Yup, I'd give her some genius points for that one.

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I'm writing about quilts ...
and I'm excited about it!
~~Sounds like this is going to~~

<http://courtneyholden.wordpress.com/tag/sweetheart-balloon-rally/>



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sweetheart balloon rally



Derek up in the air

Derek Takes A Ride In A Hot Air Balloon For The Sweetheart Balloon Rally (VIDEO)

By Kristine Brown

I was fortunate enough to take a ride in a hot air balloon for the Sweetheart Balloon Rally and it was amazing! Our balloon was "Mountain Breeze" and I would like to thank our pilot, Shannon and the great crew that made this an awesome experience.

[Watch the video...](#)

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A Sweet Ride: The Sweetheart Balloon Rally

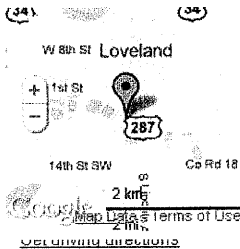
By Fran Farris, Neighborhood Contributor



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0



I love Colorado's big skies and views of the mountains and prairies for miles around us. Ever wondered what that view would look like from above? You could take a hot air balloon ride and find out!

Or, you could stay close to the earth and watch 30 balloonists fill the sky over Loveland at the annual [Sweetheart Balloon Rally](#) slated for 6:00 a.m. on Friday, Saturday and Sunday August 26-28. The event takes place the same weekend as Loveland's [Old Fashioned Corn Roast Festival](#).

So, get up early and get out to Fairgrounds Park because the balloon launches only last about two hours.

Oh, yeah ... balloon rides are available for \$200.

[Sweetheart Balloon Rally](#)

Fairgrounds Park
Loveland, CO 80537

Posted on 8.22.2011 / Erwin / 0 Comments

Tags: [Erwin](#), [City of Loveland](#), [Loveland Old Fashioned Corn Roast Festival](#), [Loveland Sweetheart Balloon Rally](#)



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Erwin

Erwin features three subdivisions, nestled among the NoCo foothills, and is home to a diverse community of singles, first-time homeowners, families and retirees. Spacious lots, shared areas, mature landscaping, sweeping views and miles of trails enhance the active, close-to-nature

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8z Erwin Broker



<http://8z.com/articles/a-sweet-ride-the-sweetheart-balloon-rally>



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PICTURES

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Photo Show: Sweetheart Balloon Rally

By Jim Hill



Jim Hill

Enlarge image

The Sweetheart Balloon Rally was August 26-28, 2011 at Fairgrounds Park in Loveland, CO. The rally started in the 80s and was resurrected in 2007 to celebrate the sweetheart city. If you missed it, don't worry, the Photo Show snapped some pics of this colorful event that drew plenty of screams of delight from children and some 'oohs' & 'aahs' from some of the bigger kids.

Sweetheart Balloon Rally 2011

from KUNC91.5 on Flickr



Comments are welcome below. If you have any suggestions for future Photo Shows, we welcome those as well!

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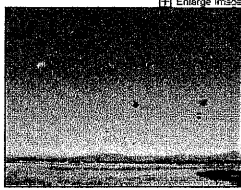
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<http://kunc.org/post/photo-show-sweetheart-balloon-rally>



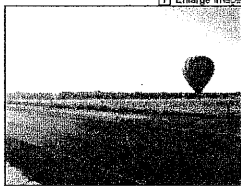
I heard a whooshing noise in my backyard...

Hot air balloons from the Loveland Corn Roast Festival, Saturday morning around 8:00am.

Many more pictures at:

<http://s381.photobucket.com/albums/oo259/JBROWN7840/Hot%20Air%20Balloons/#!cpZZ1QQtpZ16>

*Submitted by Jeff Brown
Loveland, CO
8/27/2011 9:37 AM*



Sweetheart Balloon Rally comes to us!

We got a nice Saturday morning surprise when the Sweetheart Balloon Rally came to us. One balloon landed in the pasture behind our house, near Cattail Pond, while about a dozen more were descending nearby.

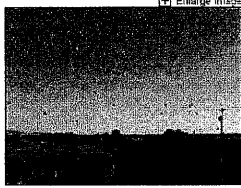
*Submitted by Paul VanderBorg
Loveland, CO
8/27/2011 8:12 AM*



Balloon Takes a dip...

I thought this was a neat picture...

*Submitted by Kris Distel
Loveland, Colorado
8/27/2011 7:28 AM*



View from my deck Sat 0750

Hot air balloonists from Fairgrounds Park (Corn Roast Festival) 2011

*Submitted by Holly Valenti
Loveland, CO
8/27/2011 7:13 AM*

<http://www.colorado-news.com/submittedContent/indexrh.asp?Publication=&topic=1&offset=10>



Press Release
September 13, 2011
Contact: Kristine Koschke
970-980-4764

FOR IMMEDIATE RELEASE

Couple Gets Engaged at 2011 Sweetheart Balloon Rally

LOVELAND, Colo. – This year's 3-day hot air balloon rally brought over a thousand people to the Old Fairgrounds Park in Loveland, before 7 a.m.

Whether you came out for great photo opportunities, the Kiwani's Pancake Breakfast, or just so happened to be passing through; one cannot deny the awe inspiring scenes. For one young couple in particular, the memories from the 2011 Sweetheart Balloon Rally will last a lifetime.

High school sweethearts Jose and Jaqueline Hernandez showed up early Sunday, August 27th from Greeley for the last day of the balloon rally. Jose purchased a ride for both his girlfriend and himself; the couple signed their releases and waited anxiously to fly two thousand feet up in the sky.

Little did Jaqueline know, Jose had every intention to propose to her on their flight together. The balloon ride was Jaqueline's idea after she heard about it on the radio. She had no idea a proposal was coming and luckily for Jose, her answer was yes!

The Sweetheart Balloon Rally is an annual event held in conjunction with the Old-Fashioned Corn Roast Festival at the Old Fairgrounds Park in downtown Loveland. Be sure wrap up summer the right way and stop by next year.

###

About Engaging Loveland, Inc.

Engaging Loveland is a non-profit organization whose mission is to enhance and support the development of community-wide events and celebrations; and enhance tourism and attendance. Engaging Loveland produces the Sweetheart Balloon Rally, The Art of Dining, Loveland: A City with HeART project, SummerFest in the Rockies, Snow Sculpture in the Dark, Loveland Art Studio Tour, manages the WineDown the Summer At Centerra, Sounds of Centerra, Halloween Hullabaloo, and Santa's Workshop events, and partners with the Loveland Chamber of Commerce to produce the annual Old-Fashioned Corn Roast Festival.