

Actions speak louder than words!

It's time for the Downtown Loveland Association to act! Working with the newly formed Downtown Partnership (LDP), we have an unprecedented opportunity to shape Downtown marketing and events for 2015 and beyond. The City has kicked off this process by sponsoring "Fire and Ice," an expanded Snow Sculpture event scheduled for February 13-15. This event includes spectacular snow sculptures as well as lighting, fireworks, and musical entertainment.

The DLA not only has an opportunity to participate in the "Fire and Ice" event but to become a key player in an ongoing marketing partnership for the Downtown. If we hope to influence marketing priorities and leverage LDP marketing dollars, we have to demonstrate a strong and immediate commitment to carry our fair share of responsibility.

Here's how you can become involved:

- Contact the "Fire and Ice" coordinating team (allison@blazenlights.com) to indicate your interest in participating in the February 13-15 events by...
 - ✓ Highlighting special "fun" activities at your business
 - ✓ Offering special prizes or discounts to "Fire and Ice" participants
 - ✓ Providing food or beverages for sculptors and event volunteers
- Volunteer to work as a guide/ambassador during the event.
 - ✓ Loveland High students will be providing student guides and ambassadors, but we also need 10-15 adult volunteers
 - ✓ Work 4 hour shifts on Friday (3:00 p.m.—9:00 p.m.) or Saturday (10:00 a.m.—9:00 p.m.)
- Become an active member of the DLA
 - ✓ Dues schedule attached
 - ✓ Membership breakfast invitation attached
- Become a DLA Board member—we expect to hold elections to form a new DLA Board in April or May