

## Diana Kelterborn

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**From:** Beth Erickson  
**Sent:** Tuesday, May 19, 2020 4:55 PM  
**To:** Diana Kelterborn  
**Subject:** FW: Visit Loudoun's Summer of Love Tour  
**Attachments:** a\_board\_SummerofLove.pptx; IMG\_8902.JPG

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Diana,

Below is my outreach to San Fran tourism for the Summer of Love. You'll see multiple points of outreach. Lynn is the VP of Marketing and I met her last year at DMAI, asked if she had seen the original email and sent it to her again. Joe, who was the recipient of the original email as well is the CEO. Please include this correspondence in some way to let the judges know that we did our due diligence.

Beth Erickson, CTA, CDME  
President & CEO  
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Leesburg, VA 20175  
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**From:** Beth Erickson  
**Sent:** Wednesday, July 31, 2019 1:09 PM  
**To:** [lynnb@sftravel.com](mailto:lynnb@sftravel.com)  
**Subject:** FW: Visit Loudoun's Summer of Love Tour

Lynn,

It was great meeting you briefly at the Miles party—which is always fabulous—and I wanted to bring my email below to the top of your inbox.

Let me know what you think and I'm happy to discuss any elements with you, including how we've been tracking so far. The good news is that the campaign has exceeded our expectations and has been a fabulous engagement tool for our community.

Best to you,

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**From:** Beth Erickson  
**Sent:** Thursday, May 16, 2019 5:32 PM  
**To:** [joe@sftravel.com](mailto:joe@sftravel.com); [lynnb@sftravel.com](mailto:lynnb@sftravel.com)  
**Subject:** Visit Loudoun's Summer of Love Tour

Joe and Lynn,

While our paths have crossed at various DMAI events, I don't believe we've actually met so please forgive this cold email. Visit Loudoun is partnering with Virginia Tourism Corporation to commemorate the 50<sup>th</sup> Anniversary of Virginia is for Lovers. We're launching a campaign called the "Summer of Love Tour" which features a 1969 VW bus traveling to 17 local events. The bus will serve as a mobile visitor center and, hopefully, an Instagram-worthy prop. The "Love" in our campaign supports Virginia is for Lovers as well as our branding, #LoveLoudoun.

It was brought to my attention by the fabulous Angie Briggs that you had a very successful Summer of Love campaign in 2017. Believing that ours is a small but deep pond, I think it's wise to reach out to colleagues to ensure that you see the elements of our campaign and let us know if you have any concerns. To that end, I've attached a description of our campaign as well as a photo of the bus.

As I review your campaign, I am incredibly impressed; it was creative and impactful. Ours is on a much smaller scale (we found out that we received a Virginia Tourism Grant in February) but I am incredibly proud of our team and their execution of a really fun concept. Please take a look and let me know if you have any questions or concerns.

With great thanks,

Beth Erickson, CTA, CDME  
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