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Marketing Organization  
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## Policy #1

**Title:** Coupon & Catalog Distribution at the Visitor Center  
**Adopted:** January 5, 2005  
**Nullified:** July 9, 2013

### Private Enterprise:

1. Each company requesting to distribute their catalogs or coupon books must be located within the Estes Park Marketing District boundaries.
2. All businesses listed in the publications should be located within the LMD District. Businesses displaying catalogs or coupon books will pay a brochure rack fee.



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## **Policy #2**

|                   |                          |
|-------------------|--------------------------|
| <b>Title:</b>     | <b>Museum Membership</b> |
| <b>Adopted:</b>   | <b>January 5, 2005</b>   |
| <b>Nullified:</b> | <b>July 9, 2013</b>      |

To take advantage of Visit Estes Park services, museums inside the town limits of Estes Park are required to purchase a business license; those within the unincorporated section of the Estes Park Marketing District boundaries are required to pay a membership fee of \$200 and contribute 2% of counter sales to Visit Estes Park.



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## Policy #3

**Title:** Book Now (Lodging) Use  
**Adopted:** May 2, 2005  
**Nullified:** July 9, 2013

To include a booking website field link, the following entries will be allowed:

Semi-Automated: The potential visitor fills out a Request Availability form and completes at least the following fields: Name, email, Arrival Date, Departure Date (or # of nights), # of persons. The property then checks availability and emails or calls the user with the information in a reasonable amount of time, typically within 24 hours.

Fully Automated: A true on-line booking engine where the potential visitor completes the booking and payment process on-line.



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## **Policy #4: Governance**

**Title: Stakeholder Association Services Policy**  
**Adopted: December 6, 2005**  
**Updated: November 6, 2012**

Local business associations are eligible for Visit Estes Park's advertising services provided they comply with the following:

1. At least 75% of the local association businesses are physically located within the Estes Park Local Marketing District boundaries
2. The Association must comply with the terms of Visit Estes Park policies, as well as all applicable local, state and federal laws and regulations
3. The association must pay an annual fee (currently \$200) for participating in Visit Estes Park services
4. The fee for participating in Visit Estes Park advertising services includes:
  - a. A free [VisitEstesPark.com](http://VisitEstesPark.com) website listing in the appropriate category of the business directory
  - b. The option to annually purchase brochure racks in the lobby of the Visitors Center
5. Associations may not purchase Visit Estes Park leads or referrals for the organization or any additional services offered except for those listed above.



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## **Policy #5**

**Title: Reciprocal Distribution of Regional Travel Partners' Visitors Guides**  
**Adopted: December 6, 2005**  
**Nullified: July 9, 2013**

The Estes Park Convention and Visitors Bureau has entered into an agreement with our regional travel partners (Colorado's Front Range Region) to share in distributing each others Convention & Visitors Bureaus' visitors guides. It will be the policy of Visit Estes Park to distribute through the visitors center the primary travel piece for the towns of Fort Collins, Greeley, Loveland, Longmont, Boulder, plus Grand Lake. The following criteria have been established to qualify for the free distribution program.

1. Each of the above CVBs will supply the single primary piece that is produced to market their community as a tourism destination.
2. Each of the CVBs listed above have agreed to distribute, at no charge, the Visitor Guide produced by Visit Estes Park in their visitors centers.
3. The Estes Park Visitor Center will designate a shelf in the visitors center for the distribution of the regional travel partner's materials.
4. The Visit Estes Park Board of Directors has the right to change or amend this policy as needed.



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## **Policy #6**

**Title: Youth Camp Members**  
**Adopted: March 7, 2006**  
**Nullified: July 9, 2013**

Youth camps are defined as those organizations who primarily sell youth camp experiences. These types of businesses would be considered non-accommodations businesses. To join Visit Estes Park a youth camp within the Estes Park Marketing District boundaries would be subject to the \$495.00 per year Visit Estes Park membership fee.



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## Policy #7

**Title:** Distribution of non-profit/community events and information

**Adopted:** March 8, 2006

**Nullified:** July 9, 2013

This policy addresses the method by which Visit Estes Park will deliver services to organizations in the region that define themselves as non profits or community organizations. There are two types of non profits.

1. Those that represent a group of people to promote the betterment of the community
2. A business association that represents a group of businesses that promote their individual businesses.

1. A community organization presiding within the Estes Park Marketing District boundaries that serves the betterment of the community or a (National 501-c-3) may have a listing on VisitEstesPark.com under the non-profits category at no charge. These organizations are not required to purchase a Visit Estes Park membership based on their mission. A community organization may consist of churches, fraternal organizations, service clubs, civic groups, and common interest groups. If these organizations wish to display their information in the Visitor Center on a year round basis, they will purchase a lobby brochure rack price. If they have an event or once-a- year offering to benefit the .

2. A business association comprised of local businesses from the area that complies with the association policy can purchase services from Visit Estes Park by paying the membership fee or purchasing the appropriate business license and purchasing the services. Examples of a business association would be the Estes Park Area Lodging Association, restaurant association, Board of Realtors, CACEP, Art Center, Wedding Association, etc. If these organizations wish to display their brochures then they will either have an appropriate business license or pay the association membership fee. They will then be able to purchase services from Visit Estes Park and share in the defined association benefits (see association policy).



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## **Policy #8: Operational**

**Title: Visitor Guide Distribution to Stakeholders**  
**Adopted: April 6, 2007**  
**Revised: June 28, 2013**

Quantities of the Official Visitor Guide are determined annually and advertising sales are based on those quantities being distributed as described in the sales material. The Official Estes Park Visitor Guide can be distributed by Visitor Services to advertisers upon request, but the quantity is limited to one box per pick up, with a maximum of 3 boxes per year. This distribution is not transferable. Visitor Guide quantities on hand will be evaluated during the June/July period to determine if there will be additional copies available to be released to stakeholders at which time stakeholders will be notified.





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## **Policy #9: Operational**

### **Title: Web Linking to the Visit Estes Park Website** **Adopted: February 5, 2008**

- By downloading or using the Visit Estes Park logo, Stakeholders agree to adhere to the following guidelines: You may only display the Web logo on your Web site, and not in any other manner. It must always be an active link to <http://www.visitestespark.com>
- The Web logo must appear by itself, with a minimum spacing (the height of the Web logo) between each side of the Web logo and any other graphic or textual elements on your Web page.
- You may not alter the Web logo in any manner, including size, proportions, colors, elements, etc., or animate, morph, or otherwise distort its perspective or appearance.
- Use of the Visit Estes Park logo may not be obscene or pornographic, and may not be disparaging, defamatory, or libelous. You may not link to the Visit Estes Park website from a Web site that is obscene or pornographic, or disparaging, defamatory, or libelous.
- Your use of the Visit Estes Park logo may not directly or indirectly imply Visit Estes Park sponsorship, affiliation, or endorsement of your product or service.
- Use of the Visit Estes Park logo must not infringe any Visit Estes Park intellectual property or other rights, may not violate any state or federal laws, and must comply with international IP laws.
- The Visit Estes Park logo display shall adhere to established design standards.
- Visit Estes Park content shall not be replicated. You may not present false misleading information about Visit Estes Park products or services.
- Your reference to Visit Estes Park, its products, and its Web site must comply with general trademark guidelines.

This use policy does not grant permission to use any other Visit Estes Park logo or trademarks. Visit Estes Park reserves the right to terminate or modify permission to display the logo at any time.

If use meets the above criteria, no further written permission is required and you may download the image below for use in accordance with the guidelines above.



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## **Policy #10: Operations**

**Title: Complaint Policy**  
**Adopted: April 1, 2008**

When a written complaint is received by the Town of Estes Park, the Convention and Visitors Bureau (CVB) will:

- 1) Send a letter personally signed by the Mayor acknowledging their complaint;
- 2) Notify the business involved in writing with a letter from the CVB, under the Executive Director's signature, along with a copy of the complaint and the Mayor's letter;
- 3) Ask the business to respond to the customer within 14 days with a copy of the response coming to the CVB. If no response is made within that timeframe, the CVB will attempt to contact the business to find out how the business plans to respond to the complainant. The CVB will forward what information is learned from the business to the individual who made the complaint. In cases where the complainant is not satisfied with the response from the business, or when there is no response, the CVB will direct him or her to contact the Mountain States Better Business Bureau in Ft. Collins directly with their complaint. All steps in this process will be recorded by the CVB.

When any complaint involves health and safety issues, CVB staff are directed to refer the issue without delay to the Estes Park Code Enforcement Officer or other appropriate entity. These complaints will also be submitted to the process defined above.

When a single business receives three complaints regarding a similar nature in a twelve month period, the business owner will be invited to come before the CVB Policy Board to discuss the issues surrounding the complaints. The board will determine the appropriate action(s) to take, based on the specific circumstances related to the issues and what is learned in that meeting.

Business owners may be required to take corrective action as recommended by the CVB Policy Board. Recommendations by the board may include, but are not limited to the following:

Adoption of new business procedures

Refunding charges made to the customer

Repair and/or correction of physical business facilities

Recommendations made by the board must be completed in a time-frame to be determined by the board, and will be based upon the specific circumstances and issues surrounding the complaints. When a business owner chooses not to respond to the invitation to come before the board to discuss the complaints, the board will be forced to make recommendations without the business's input into this process.

Under certain circumstances (i.e. when repair and/or correction of the physical business facilities is required by the board), a physical inspection of the business may be necessary and will be conducted by a group of business peers, designated by the CVB Policy Board. Businesses will be given at least a 24 hour notice of the impending inspection.

The CVB Policy Board has the option to suspend CVB services based on the nature and severity of the offenses and has the discretion to reinstate CVB Stakeholder services based on corrective action and advisory board review.

No refunds will be given to Stakeholders for CVB services based on suspension by the CVB Policy Board or for the discontinuance of services during a calendar year.



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## **Policy #11: Operations**

**Title: Events Calendar Procedure**  
**Adopted: July 1, 2008**  
**Revised: November 28, 2018**

- I. In order to be listed in Visit Estes Park Calendar of Events or Happenings:
- Must directly support Estes Park Tourism and/or attract out-of-town guests.
    - A. Supporting Estes Park Tourism and/or attraction of out-of-town guests is determined by:
      - Historically proven attendance by Estes Park guests, or
      - Showing reasonable promise to attract guests to Estes Park, or
      - Providing event content compelling to guests currently in Estes Park.
  - Must be open to the public and be of a professional caliber.
  - Must be located in Estes Park or within the Local Marketing District boundaries.
  - Must have a specific start and end date and start time.
  - Must have professional contact info (web site and/or phone number; business phone at minimum – no home phone numbers).
    - A. Non-qualifying events\* for the Events Calendar (online) or Happenings include (but may not be limited to):
      - Summer camp schedules
      - Business sales events; announcements of openings, closings, change of hours; in-store promotions, etc.
      - Civic club and community meetings
      - Graduations
      - Invitation-only, membership-only, family or class events/reunions/meetings
      - Events requiring patronage to, or purchase from, a specific business, lodging property or restaurant in order to participate
      - Conference dates
      - Exceedingly localized events, such as fundraising events, recitals, general events or community services that tend to be focused on local attendance or do not meet requirements from Section I as determined at the discretion of Visit Estes Park staff.
    - \*Some of these events may be posted as Community Events.

II. In addition, an Exhibit:

- Has a specific start and end date, and is generally at least 1 week apart.
- Will typically be listed online as Exhibits, On-Going Events, and/or Community Events (Examples: Arts in the Park, Museum temporary exhibits)
- Will be included in the Happenings as space allows.

III. In addition, educational classes, workshops, retreats, lectures and seminar listings:

- Are generally meetings of small groups of individuals engaged in study, intensive learning experiences, and/or the demonstration and application of techniques or skills where learning is the primary purpose of the gathering.
- May only be listed in the Community Events section of the website calendar.
- May be included in Happenings if appropriate (see I. above) and as space allows.
- Long-term events in this category will be assessed on a one-off basis.

IV. In addition, Music:

- Are performance-based, live music offerings in Estes Park or LMD boundaries, regardless of the secondary business function of drawing traffic.
- Take place in a venue that is open to the public, not requiring purchase of goods or services (with the exception of admission or ticket sales).

V. Movies and Movie Theater Listings

Movie theater listings, encompassing those films occurring in commercial theaters, will not be posted. Exceptions may include special screenings, film festivals, local non-profit screenings (Community Events), etc. and will be considered on a case-by-case basis.

VI. Additional Procedural Guidelines:

- All events on Happenings must also be posted on the web calendar
- Events that do not meet the criteria (See I. above), will be rejected and returned to the submitter with instructions on how to rectify the listing in order to meet the criteria OR with an explanation as to why the event does not qualify for a listing.
- On-going Events include anything that occurs more than 7 consecutive days AND is not a major festival.
- Events are submitted by event planners/promoters using the "Submit Your Event" form OR through an OLIVE account as appropriate. Events submitted any other way will be directed to the above submittal options.
- Event determinations (See I. – V. above) are at the discretion of Visit Estes Park staff.
- These procedures are to be used as guidelines. Visit Estes Park reserves the right to make exceptions to these guidelines, and to include or omit events at any time for any reason.



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## **Policy #12: Operations**

|                 |   |
|-----------------|---|
| <b>Title:</b>   | <b>Stakeholder / Industry Partner Services Policy</b> |
| <b>Adopted:</b> | <b>September 2, 2008</b>                              |
| <b>Updated:</b> | <b>November 6, 2012</b>                               |
| <b>Updated:</b> | <b>February 18, 2013</b>                              |
| <b>Updated:</b> | <b>March 21, 2017</b>                                 |
| <b>Updated:</b> | <b>September 6, 2017</b>                              |
| <b>Updated:</b> | <b>June 27, 2018</b>                                  |

Visit Estes Park offers free and fee-based advertising services to individual tourism business stakeholders. To be eligible to participate in Visit Estes Park advertising and promotion services, the individual business must:

- Be a tourism business: Primary customer base is from the tourism industry - Lodging (Accommodations/Camping), Dining (Food & Beverage), Things to Do (Activities/Attractions), Shopping (Retail), Transportation and selected services.
- Operate at a single physical location located within the Estes Park Local Marketing District boundaries (Postal Boxes or storage locations do not qualify). Exceptions as follows:
  - River Rafting: Because river rafting is not physically located within district boundaries, and, there is a demand for this activity by guests, rafting companies without an in-District physical location can participate in Visit Estes Park services by paying advertising fees as determined by the VEP Staff.
  - Birding Tours: Because there are currently no companies located within District boundaries who offer a tour specifically for birding, and there is a demand from guests for birding tours; companies offering this activity without an in-District physical location can participate in Visit Estes Park services by paying advertising fees as determined by the VEP Staff.
  - Commercial print publications that promote the Estes Park destination and include advertising from Visit Estes Park stakeholder businesses: These print publications will be permitted to display their advertising / promotional

print publication in the Visitor Center provided all advertisers are located within the Estes Park Local Marketing District boundaries. Such publication businesses can display by paying advertising fees as determined by VEP Staff.

- Baby Supply Rental Services: Because there are currently no companies located within the District boundaries who offer these services, and there is a demand for it from guests; companies offering this service without an in-District physical location can participate in Visit Estes Park services by paying advertising fees as determined by the VEP Staff.
- If other businesses offering an in-demand out of District guest experience request participation, requests will be evaluated on a case-by-case basis and will require approval by the Visit Estes Park Board of Directors.
- Comply with the terms of Visit Estes Park policies, as well as all applicable local, state and federal laws and regulations.
- Non-profit/community organizations and associations with a physical location within Estes Park Local Marketing District boundaries. Policy 4 (Stakeholder Association Services Policy) provides further detail.
- Be open for business, unless approved by Visit Estes Park.

### **Current Visit Estes Park Advertising Products Offered**

VEP Staff manages the website services which are offered and the associated fees. Both content and fees may change as the website continues to evolve.

### **Web Listings**

All tourism businesses located within the Estes Park Local Marketing District boundaries can opt in to receive a free basic (Standard) listing. Qualified Businesses can upgrade their website presence for additional fees.

Estes Park destination websites which contain information and listings/web links of many different Estes Park businesses, and features of the destination (such as lodging, restaurants, things to do and retail), do not qualify to participate in Visit Estes Park advertising and promotion services.

### **General (Visitor Guide request) Leads**

Visitor Guide leads are for the exclusive use of the stakeholder purchasing such leads and cannot be sold or transferred. Leads are permitted for one-use-only, as such, consumer contact info including email address, may not be added to an individual business' database.

### **Website and Leads**

Stakeholders are permitted to be listed only in those categories and subcategories which are aligned with their business, as determined by VEP Staff.

### **Visitor Guide Advertising**

Stakeholders are permitted to be listed only in those categories which are aligned with their business, as determined by VEP Staff.

### **Visitor Center Menu Rack**

Only restaurant/dining stakeholders may purchase a menu rack space and only their menu may be displayed. Restaurant owners are responsible for providing an updated menu meeting the Menu Requirements as outlined on [www.visitestespark.com](http://www.visitestespark.com) to VEP.

### **Visitor Center Brochure Rack Space**

- Only eligible Visit Estes Park stakeholders may display material in the Visitor Center
- Only one space per Stakeholder can be purchased for the same brochure posted in the same rack category. If a Lodging property offers several different lodging types, they may purchase additional rack spaces as space allows and is determined by VEP Staff.
- Advertising businesses may only display their material if all of the advertised businesses in their display piece are located within the Estes Park Local Marketing District boundaries
- Stakeholders may not display material in categories which are not aligned with their business. However, advertising business printed materials can be displayed in the Services category, or the category that represents the majority of the businesses represented in the piece
- Associations may display their brochure in the Services category

### **Printed Material Restrictions**

- Printed material wider than 4 inches results in the larger magazine display price
- Rack cards or brochures measuring 9 inches or more in height results in the larger magazine display price
- Display materials cannot exceed 8 ½ inches wide or 11 inches tall without permission from Visit Estes Park staff. Current exceptions are: Trail Gazette publications, Estes Park News
- If display materials exceed 8 ½ inches wide or 11 inches tall, they must be approved on a case by case basis and an additional fee may be assessed as determined by VEP Staff.
- Display materials must be printed on paper stock heavy enough to remain upright

### **Stakeholder Definitions**

Visit Estes Park Stakeholders are generally defined as:

- Town of Estes Park Government Officials
- Town of Estes Park Staff and Volunteers
- Larimer County Officials
- Rocky Mountain National Park Leadership
- Estes Valley Residents
- Local Businesses



- Nonprofits
- Local Governmental Agencies
- Visitors / Guests

**Visit Estes Park Industry Partners are generally defined as**

Local businesses located within the Estes Park Local Marketing District boundaries whose primary customer base is from the tourism industry: Lodging (Accommodations/Camping), Dining (Food & Beverage), Activities/Attractions, Retail/Shopping, Transportation and selected services. They are businesses benefiting most from Visit Estes Park Marketing and the tourism industry. They are typically actively engaged in, and supportive of, Visit Estes Park's efforts. They typically purchase advertising services from Visit Estes Park, thereby enhancing their own business impact as well as Visit Estes Park's marketing and promotion efforts.



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## **Policy #13: Operations**

**Title: Photo Policy**  
**Adopted: November 16, 2011**

Given the critical nature of needing high-quality, high resolution photography of Estes Park and Rocky Mountain National Park for publicity and advertising purposes, and because all photos and videography of people used as models or subjects in the photos must carry a model release the following is the photography and videography use policy:

All photography and videography purchased for use by Visit Estes Park-the Destination Marketing Organization, must be of professional quality, high resolution, model released, and purchased with rights in perpetuity. Preference will be given to photographers who provide all imagery taken during a specific shoot. At Visit Estes Park's discretion, bids for creative assets may be sought through competitive bidding process, and while cost will be considered, that is not a determining factor in awarding final bids. Portfolio examples, experience working with agency art directors and contract terms are of utmost importance. Occasionally there may be a need for a specific photograph that will be licensed for use with licensing fees per photo.



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## **Policy #14: Operations**

**Title: Visit Estes Park Social Media Policy**  
**Adopted: July 9, 2013**

Our guidelines for communicating in the digital world are guided by the values, ethics and confidentiality policies Estes Park team members are expected to live every day, whether you're Tweeting, blogging, talking with stakeholders or chatting over the neighbor's fence.

### **Why Have a Policy?**

The line between work and personal life can become blurred. In general, what you do on your own time is a personal decision. However, activities in or outside of work that affect your job performance, the performance of others, or Estes Park business interests are an appropriate focus for the Visit Estes Park policy.

### **What exactly is Social Media?**

Social media includes, but is not limited to, Blogs, Podcasts, Discussion Forums, Information and Publishing systems that are accessible to internal and external audiences including Wikis, RSS feeds, Video or Photo Sharing, and Social Media networks such as Facebook, Twitter, YouTube and LinkedIn.

1. **Nothing is Private:** While Visit Estes Park respects the rights of employees to use blogs or other forms of social media as a medium of self-expression and conversation, employees should be mindful of the type of content posted publicly. Even if your settings are on private, once published, information is considered public. If Visit Estes Park is listed as an employer on any of your social media profiles (including but not limited to Facebook, LinkedIn, Twitter or YouTube), realize that you are representing the company with everything you do, say, and post online. Think about the type of content you post, and how that reflects upon yourself, the organization and Estes Park as a destination.
2. **Personal v. Organizational Communication:** Unless authorized to speak on behalf of Visit Estes Park, when commenting on anything pertaining to Estes Park or Visit Estes Park, you must state that the views expressed are your own.

3. **Be Honest:** Do not post any fake or fraudulent reviews, comments, or information online, (including on review sites). We believe in transparency and honesty; we also want to make sure you know this is an illegal action that can result in serious consequences.
4. **Full Disclosure:** If instructed to post about Visit Estes Park related matters online from a personal account, employees must disclose their affiliation with Visit Estes Park. This isn't just our organization's policy, it's now Federal Law.
5. **Images & Videos:** Employees of Visit Estes Park are not permitted to upload, post or publish any photos or videos in uniform, or with branded Estes Park or Visit Estes Park logos in the picture to personal social networks. If posting to an official Visit Estes Park social networking page, employees must appear professional and may not be partaking in any activities which include substance use. Employees must also refrain from posting any photos of guests online, without prior permission from the guest.
6. **Press Relations:** If contacted by the media or press about a post that relates to company business, employees are required to speak with Peggy Campbell or Brooke Burnham for proper response protocol.
7. **Confidentiality:** It's perfectly acceptable to talk about your work and have a dialogue with the community, but it's not okay to publish confidential information. Confidential information includes things such as unpublished details about our destination or programming, financial information, research, and anything related to personal guest information. We must be mindful of the competitiveness of our industry, and the privacy all our guests expect.
8. **Be Professional:** Speak respectfully about the destination and Visit Estes Park, as well as our current and potential employees, customers and competitors. Do not engage in behavior that will reflect negatively on the organization's or destination's reputations. Note that the use of copyrighted materials, unfounded or derogatory statements, or misrepresentation can result in disciplinary action up to and including employment termination.
9. **Logo Use:** You may not include or post the Estes Park logo outside of work-related matters, and only with proper approval.
10. **Making Mistakes:** If you make a mistake, admit it. If something happens, own it and let Peggy Campbell or Brooke Burnham know. They will give next steps to correct it and move on.
11. **Do Not Respond:** Social media, when boiled down, is one big giant forum. With sites like Facebook and Twitter, feedback on these public channels is inevitable. Some responses will be great, others will be not-so-great, and there's bound to be the occasional tirade thrown in. If you see a mean, malicious, or potentially fraudulent post, do not respond. The Estes Park PR and Social Media teams are consistently monitoring these sites, and will develop the best way to respond on a case by case basis. While it may be tempting to give a snotty commenter a piece of your mind, take a step back, brush it

off, and move forward. If you have insight to a specific occurrence referenced, please let Peggy Campbell or Brooke Burnham know the additional information so they may engage accordingly.

12. When in Doubt, Ask: Navigating the landscape of social media can be challenging, and knowing when and where to draw the line between personal and professional is not always black & white. If you are met with a challenging situation, or are unsure if what you want to post or say is appropriate, err on the safe side. Bring your questions to Peggy Campbell or Brooke Burnham for advice.

## **Facebook Policy**

The Visit Estes Park Facebook page is intended to provide a place for fans of Estes Park to discuss Estes Park and promotions.

All posts are monitored and will be removed if they:

1. Do not relate to Estes Park or solicit or advertise specific businesses or events and activities outside the Estes Park market area.
2. Are hateful in language targeting race/ethnicity, religion, gender, nationality or political beliefs. Include any defamatory infringing, obscene, indecent, misleading or unlawful material or information.
3. Defame, abuse, harass, stalk, threaten or otherwise violate the legal rights (such as rights of privacy and publicity) of others.
4. Upload files that contain photos and/or video protected by intellectual property laws (or by rights of privacy or publicity) unless the individual posting the material owns or controls the rights or has received all necessary consents.
5. Upload or attach files that contain viruses, corrupted files or any other similar files that may damage the operation of another's computer.
6. Delete any author attributions, legal notices or proprietary designations or labels in any file that is uploaded, or falsify the origin or source of files or other material contained in a file that is uploaded.
7. Troll or deliberately disrupt discussion.
8. Are spam in nature.
9. Suggest or encourage illegal activity.
10. Consist of too many posts that clutter the site.
11. Are from competitive websites or Facebook pages that may confuse the user.

The above guidelines have been set in place to help you navigate social media as an Estes Park employee, and assist you to make decisions as it pertains to the real-time web. If you have any additional questions, please do not hesitate to contact Suzy Blackhurst for further clarification.



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## Policy #15

**Title: Accounting Procedures**  
**Adopted: January 5, 2005**  
**Nullified: July 9, 2013**

1. Each staff person receives and approves their own invoices.
2. In the case of a credit card invoice, staff members are expected to attach all related receipts to the credit card invoice along with a Credit Card Detail sheet that details the items listed on the credit card invoice, the applicable account number, and amount due. The staff person then signs and dates the Detail Sheet front page and delivers the invoice material to the administrative assistant (AA).
3. For a non-credit expense report, the staff person attaches all receipts to an Expense Report sheet that lists the receipt items, category of expenditure and account numbers, and amounts spent. The staff person then signs and dates the expense report cover sheet and delivers the material to the AA.
4. Staff must include receipts for every expense. For any missing receipts, a Missing Receipts Form must be submitted. This form asks for card number (if applicable), cardholder name, transaction date, account, vendor, description of service or good purchased, cardholder signature, and president's signature (or admin assistant signature for a presidential expense).
5. For invoices from service providers, the staff person stamps the front page and, in the stamped area, lists the category, account number and dollar amount and signs and dates it. This is then passed on to the AA. If the invoice is for general office items not initiated by other staff people the AA stamps the invoice, lists the category, account number and dollar amount and signs and dates it.
6. The AA takes all of the invoices, expense reports, and credit card invoices and records them in the Invoice Excel file. The AA will ensure that all back up receipts are attached to credit card and expense account invoices. The AA maintains a Master Invoice file as a series of labeled notebooks and also the Invoice Excel worksheet that lists: creditor, invoice number, date of invoice, amount of invoice, category and account number, date sent to CPA, date back from CPA, check number, date of check, and dates mailed out to creditor.



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## **Policy #16: Operations**

**Title: Finance Policies & Procedures**  
**Adopted: February 19, 2013**

Note: Compiled from:

- Bookkeeping Policy and Procedures, April 2011
- Credit Card Policy, January 28, 2011 - Draft
- Bylaws of the Estes Park Destination Marketing Organization DBA Visit Estes Park, adopted October, 2011
- Intergovernmental Agreement between the Town of Estes Park, Colorado and Larimer County, Colorado, governmental jurisdictions authorizing formation of the Local Marketing District, DBA Visit Estes Park. August 26, 2008
- Visit Estes Park Personnel Handbook, revised August, 2012

The following compiled fiscal policies and procedures have been used to adhere to best practices, procedures, and recommendations from certified public account auditors who review the accounting reports of Visit Estes Park on an annual basis.

The fiscal year of Visit Estes Park is from January 1 – December 31. The Board of Directors will make lawful and adequate provisions for sound fiscal policies and practices of Visit Estes Park, including the preparation of an annual audit by a certified public accountant, the preparation of an annual budget, and ample fidelity bonding of the officers and employees entrusted with the handling of funds or property of Visit Estes Park in accordance with state laws.

### **Visit Estes Park Assets**

Primary funds available for Visit Estes Park's use in promoting Estes Park as a vacation destination are derived by the levying of a two percent (2%) marketing and promotion tax pursuant to the Colorado Revised Statute, Section 29-25-112. Other resources result from the collection of Stakeholder Services fees associated with website services, rack space allocation in the Estes Park Visitor Center, Estes Park Visitor Guide advertising income and any other allowable sources that may become available.

## **Fiscal Responsibilities**

Visit Estes Park is a Colorado Statutory Special Marketing District, and as such, shall abide by all applicable provisions of the Colorado State Statute, Title 29, Article 25.

## **Powers and Duties of the Treasurer**

- The Treasurer will ensure that all funds, property, and securities of Visit Estes Park are properly kept, subject to any regulations imposed by the Board of Directors.
- The Treasurer will ensure that all checks, notes and other obligations to Visit Estes Park are collected, and then properly deposited at whatever banks or depository the Board of Directors may designate.
- The Treasurer and 2 other Board members designated by the Board of Directors are empowered to sign Visit Estes Park checks issued by Visit Estes Park.
- The Treasurer will ensure that necessary and proper payments from the funds of Visit Estes Park are made. He or she will ensure that the books of Visit Estes Park are kept and that full and accurate accounts of all monies and obligations received, paid, or incurred by Visit Estes Park are entered in them on a regular basis.
- The Treasurer, or, in his or her absence, a Director or employee designated by the Treasurer, will make regular reports on the state of Visit Estes Park finances at all regular Board of Director meetings.
- The Treasurer will supply quarterly reporting on all Visit Estes Park and Town Sales Tax collections to the Chairman and President.

## **Budget Control**

An annual budget is prepared by the President and CEO of Visit Estes Park and subsequently adopted by the Board of Directors in accordance with state law.

## **Reserve Account**

In accordance with the Colorado Taxpayer Bill of Rights (TABOR), Visit Estes Park will set aside emergency revenue funds equal to three percent of the fiscal year's operating expenses. This reserve can only be spent in a declared emergency. The amendment defines "emergency" to not include economic or fiscal crises.

Budgets for Visit Estes Park shall maintain an annual strategic reserve fund of \$500,000.

## **Responsibility for Finances**

Board members are jointly responsible for:

- Approving the annual operating budget and monitoring the finances of Visit Estes Park.
- Advising and consenting to levels of fees charged for Visit Estes Park / Stakeholder membership and the fees for advertising and marketing services offered to members.
- Ensuring that Visit Estes Park practices good financial stewardship such that sufficient funds are available for Visit Estes Park to meet its objectives.



- Authorizing a financial audit.
- Ensuring that Visit Estes Park is operating in compliance with the fiscal policy developed and approved by the board.
- Reviewing and assuming responsibility for all expenditures necessary for the operation of Visit Estes Park outside the scope of the annual budget, which shall be administered by the President and CEO.

#### **The Treasurer of the Board:**

- Ensures that Visit Estes Park maintains accurate financial records and presents these to the Board at each meeting, maintaining comprehensive knowledge of the financial analysis and reporting processes.
- Participates as signatory on Visit Estes Park accounts
- Ensures that provisions are made for an independent annual audit of Visit Estes Park finances.
- Serves as chair of the Finance Committee

#### **Signing Authority for Incurred Expenses**

- All invoices must be reviewed and signed by the President / CEO of Visit Estes Park, plus the staff person incurring the expense. If the staff person is not available, the invoice shall be reviewed and signed by another staff person. Staff is permitted to approve only budgeted expenses. The Director of Operations and Finance is authorized to review and sign the invoice if the President / CEO is unavailable.

#### **Reimbursement of Funds**

The President and CEO must approve travel in advance. Expenses incurred by employees on behalf of Visit Estes Park will be reimbursed so long as the request for reimbursement is accompanied by receipts detailing the expenditures. In cases of parking fees and tips paid the employee may complete a “missing receipt” form detailing the expense. Mileage will be reimbursed at the standard IRS rate. Those who are authorized for occasional business usage of personal mobile phones will be reimbursed at the rate of \$45 per month so long as the expense is claimed on a proper expense report form, with a copy of the bill attached.

#### **Credit Card Use**

Credit cards for expenses incurred on behalf of Visit Estes Park may be issued upon the approval of the President and CEO who also is responsible for determining the level of credit to be issued. Credit cards will be issued to Visit Estes Park in care of the individual who is issued the card.

Visit Estes Park credit cards may be used only for purchases for Visit Estes Park. Under no circumstances is the credit card to be used for personal purchases. The credit card may not be used to obtain cash.

Individual receipts detailing all of the materials or services purchased with the credit card must be submitted with a formal, signed request for invoice payment. Employees are responsible for submitting documentation for payment of the invoice in a timely manner so that payments can be processed and finance charges/late fees are not incurred. The Visit Estes Park President and CEO shall be responsible for approving the credit card receipts.

The employee is responsible for immediately reporting a lost or stolen card to the Visit Estes Park Finance Director no later than the following business day. Should the notification not be within the time period specified, the employee may be responsible for any unauthorized charges.

Use of the Visit Estes Park credit card will be monitored. Use of the card is considered a public record and subject to the Colorado Open Records Act. There is no expectation of privacy regarding use of this card.

Any employee responsible for unauthorized purchases will reimburse Visit Estes Park the amount charged. Unfavorable management of a credit card account as determined by the Visit Estes Park President / CEO or the Treasurer of the Visit Estes Park Board of Directors will result in suspension of the affected card until such time as an investigation is performed and steps are taken to address the unsatisfactory situation. Inappropriate use of a Visit Estes Park-issued credit card will be subject to administrative and/or disciplinary action including possible termination of employment. Visit Estes Park may also recover damages, including attorney's fees, for misuse of the credit card.



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## **Policy #17: Operations**

**Title: Internet and Email Usage Policy**  
**Adopted: February 19, 2013**

Visit Estes Park employees are expected to use common sense and exercise good judgment when using the destination marketing organization's computer systems.

### **Nothing is Private**

Because Visit Estes Park is a governmental agency, keep in mind that nothing you create, save, or access on your computer is private. The Freedom of Information Act applies to Visit Estes Park activities and anyone can request information about browsing history, or ask to see files stored on our computers.

You also need to remember that no e-mail created or received on your Visit Estes Park computer is confidential. Any emails that are delivered or sent through the Visit Estes Park server are public information. Freedom of Information requests require that Visit Estes Park share all emails related to the request. We can never guarantee that your messages will be eliminated from public review. Further, there is no guarantee that the person who receives your messages will maintain confidentiality of the transmission.

### **Accessing the Internet**

Accessing the internet for anything inconsistent with our mission is unacceptable. Surfing the net for personal purposes is a misuse of Visit Estes Park resources. Please remember, internet access from a Visit Estes Park computer should be used for business purposes only.

If you decide to use your Visit Estes Park computer to store personal or private information such as credit card numbers, personal logins need to be aware that you do this at your own risk. Visit Estes Park is not responsible for any loss of information.

**Representation**

Please keep in mind that when you use Visit Estes Park computers to access the internet, it is automatically assumed that you are representing the destination marketing organization. It is important that nothing you do or say will negatively affect Visit Estes Park's reputation.

Do not post any Visit Estes Park material (examples: memos, press releases, documentation, etc.) on any mailing list, public news group, or such service unless specifically instructed to do so by the individual authorized to provide that information.

**Email Use**

Using a reasonable amount of time for personal emails is acceptable but don't send any chain letters or joke emails from a Visit Estes Park email account.

**Further Information**

If you need clarification on any use of the internet using Visit Estes Park equipment, contact the Director of Operations.



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## **Policy # 18: Governance**

**Title: Misuse of Funds**  
**Adopted: February 19, 2013**

Visit Estes Park has zero tolerance for the commission or concealment of fraud or abuse of fiduciary responsibilities inherent in operations of Visit Estes Park. Allegations of such acts will be investigated and pursued to their legal conclusion. Any employee found to have committed a dishonest or fraudulent act in relation to Visit Estes Park's financial affairs is subject to disciplinary action by Visit Estes Park and law enforcement agencies when warranted. All involved in Visit Estes Park operations are responsible for reporting suspected instances of fraud or abuse in accordance with this policy.

### **Definitions**

**Fraud** is a type of illegal act involving the obtaining of something of value through willful misrepresentation, or theft of Visit Estes Park property.

**Abuse** is a Visit Estes Park employee soliciting, or willfully accepting, or agreeing to accept any benefit illegally.

Fraud and abuse does NOT refer to honest errors or omissions by employees performing legitimate functions in the performance of their jobs.

Examples of fraudulent or dishonest acts include, but are not limited to:

- Forgery or fraudulent alteration of documents (checks, promissory notes, time sheets, personnel records, independent contractor agreements, budgets, etc.).
- Willful misrepresentation of information or documents (time sheets, leave records, travel reimbursement requests, financial records, etc.).
- Misappropriation of funds, supplies, or any other Visit Estes Park asset (including furniture or equipment).
- Improprieties in the handling or reporting of financial transactions.
- Willfully authorizing or receiving payments for goods not received or services not performed.
- Knowingly authorizing or receiving payments for hours not worked.
- Any violation of Federal or State law concerning financial fraud or abuse.
- Bribes and kickbacks from vendors.

- Willful misrepresentation of business expenses.
- Stealing, embezzling or willfully misapplying funds, supplies or other assets of Visit Estes Park.
- Manipulation, falsification or fraudulent alteration of accounting records or supporting documents from which financial statements are prepared.
- Intentional damage or unauthorized use of Visit Estes Park property.
- Conspiracy between two or more persons to defraud.
- Concealment of any fraudulent scheme by a false statement.
- Knowledge of fraud without making such information known to appropriate authorities.

When suspected fraudulent activity or abuse is observed by, or made known to, an employee, the employee shall immediately report the activity to the Visit Estes Park President and CEO. If the employee believes the President and CEO is involved with the activity, the employee shall contact the chairperson of the Visit Estes Park Board of Directors. If the employee believes that the President and CEO and/or the chair of the Visit Estes Park Board of Directors may be involved with the activity, the employee shall contact the vice-chair of the Visit Estes Park Board of Directors.

The employee shall not make any attempt to investigate the suspected activity prior to reporting it.

An investigation team comprised of the President and CEO of Visit Estes Park, the chair of the Visit Estes Park Board of Directors, the Visit Estes Park Certified Public Accountant and the attorney for Visit Estes Park will be called together immediately to review information and determine what investigative actions are necessary and appropriate. In the event that the focus of the investigation includes a member of the investigation team, the individual will not be part of the investigation team. Investigations will be initiated only upon sufficient evidence and with the objectives of determining the existence of fraud or abuse, identifying individuals accountable for violations, protecting the reputation and integrity of Visit Estes Park employees, and supporting remedial actions by Visit Estes Park in cases of actual violations. The Town of Estes Park Police Department will be responsible for criminal investigations when warranted.



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## **Policy #19: Governance**

**Title: Supporting Destination Enhancements**  
**Adopted: August 20, 2013**  
**Amended: April 21, 2015**

The Visit Estes Park Board of Directors will consider endorsing the concept of a destination development/enhancement project if:

1. That concept will enhance or improve the guest and resident experience in Estes Park;
2. It diversifies the guest and resident experience in Estes Park through new and unique experiences.
3. It aligns with the Visit Estes Park **\*mission**, **\*vision** and community Brand Strategy.
4. Grant request endorsements may be considered by the Advocacy Committee who could ask to have it moved to an agenda, if the committee desires further input.

**\*Mission:** Attract guests to the District through effective and efficient destination marketing and management in order to drive year-round economic growth.

**\*Vision:** To be a year-round tourism, group and event destination that supports our healthy mountain village with a balance of financial success, positive and memorable experiences for guests and quality of life for our community.



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## **Policy #20: Operations**

**Title: Delinquent Payment of 2% Lodging Tax**  
**Adopted: November 1, 2011**  
**Amended: July 15, 2014**  
**Amended: August 5, 2014**  
**Nullified: October 24, 2018**

Any lodging property located inside the Local Marketing District boundaries that is required to collect and submit the 2% Visit Estes Park lodging tax as required by the State of Colorado but does not submit said tax by the required date will be denied marketing services provided by the Estes Park Local Marketing District. This includes but is not limited to website listings on [VisitEstesPark.com](http://VisitEstesPark.com), Visit Estes Park sponsored print advertising, leads and referrals, and brochure rack space in the Visitor Center; as the Visit Estes Park tax revenues do provide support for all Visit Estes Park marketing services named.

Based upon information received from the Colorado Department of Revenue, the Director of Operations and Finance may provide notice to any lodging property that appears to be in arrears that the Delinquent Payment Policy will be applied to their property if the immediately subsequent State of Colorado Revenue Department report does not show the payment has been remitted.

Once Visit Estes Park receives proof that the 2% lodging tax submission by said property is current, and payment for all other Visit Estes Park services purchased by said property are also current, the Visit Estes Park will reinstate Visit advertising services in a timeframe at its discretion.





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## **Policy # 21: Governance**

**Title: Public Comment Rules of Order and Procedures**  
**Adopted: May 16, 2017**  
**Updated: September 6, 2017**  
**Updated: December 20, 2017**

The following are the Rules and Procedures for Public Comment.

1. Speakers must sign in, giving their full name and the topic about which they seek to address the Board.
2. The purpose of Public Comment is to provide input to the Visit Estes Park Board on issues relevant to Visit Estes Park strategy. The floor is open to general public comment at the open of the meeting. Additionally, the public is given time to provide comment specific to each action item after board comment.
3. Public comments and questions shall be:
  - a. Limited to three minutes or as adjusted by the Chair.
  - b. Directed to the Board as a whole and not to individual members.
  - c. Presented in a courteous and professional demeanor and not in a threatening, profane, vulgar, insulting or abusive manner.
  - d. Limited to topics pertaining to the Visit Estes Park Board and about which the Visit Estes Park Board has authority.
4. Speakers, when recognized by the chair, will provide their name and address prior to addressing the Board.
5. Individuals who engage in repetitive comments or questions or who otherwise violate the provisions of Rule # 2 above will be asked to refrain and/or yield the floor.
6. Failure to abide by these requirements after a first warning may result in the Board requiring that the speaker, in lieu of speaking, submit his/her statements in writing during future public comment periods.
7. The Board Chair is responsible for administration and enforcement of these rules in his/her sole discretion.



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**Policy # 22: Governance**

**Title: Board Email Communications Policy**

**Adopted: May 16, 2017**

**Amended: February 14, 2018**

Visit Estes Park Board emails will be uploaded and available for public viewing via a link located at [www.visitestespark.com/partners/board](http://www.visitestespark.com/partners/board). Emails containing private, confidential, personnel or personal in the subject line or the Visit Estes Park Attorney's email address anywhere in the message will not be publicly posted. Any emails which are not public record or are not allowed to be publicly inspected pursuant to the Colorado Open Records Act or any other State or Federal legislation or regulation, will not be posted. Posted email may be removed by Visit Estes Park under the following circumstances: posted email is found to not be allowed to be physically inspected under the Colorado Open Records Act or any other State or Federal legislation or regulation, email contains obscene, libelous or false information, or any member of the public may request removal of posted emails if they expected the email to be confidential or the email contains a personal or private matter. Emails posted to the site are not monitored in real-time. Visit Estes Park is not responsible for the content of the emails sent by users.



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## **Policy # 23**

**Title: Official Media Spokesperson for Visit Estes Park**

**Adopted: May 16, 2017**

**Revised: December 20, 2017**

**Revised: October 24, 2018**

The President & CEO, Chief Financial Officer, PR Coordinator and the Board of Visit Estes Park are authorized to act as the official media spokesperson(s) to speak on behalf of Visit Estes Park to the media. No other person(s) are authorized to speak on behalf of Visit Estes Park to the media, in any capacity, without prior approval of the President & CEO.



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## **Policy # 24**

## **Governance**

**Title:**

**Board of Directors Regular Meetings**

**Adopted:**

**May 16, 2017**

The Visit Estes Park Board of Directors shall meet once a month, subject to the availability of members and the attendance of enough members to form a quorum.



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## **Policy #25: Operations**

**Title: Travel & Entertainment**

**Adopted: June 27, 2018**

At times, official Travel and Business Entertainment is a business function undertaken by Visit Estes Park staff and members of the Board of Directors. Reimbursement for official expenditures related to travel and business entertainment must be approved in advance by the President & CEO and will be based on the following precepts.

### **1.) BUSINESS TRAVEL (Day Trips)**

Mileage: The cost of traveling using personal vehicles will be reimbursed at the rate established annually by the Internal Revenue Service in accordance with provisions outlined in the Estes Park Local Marketing District Employee Handbook.

Business Meals: Visit Estes Park will reimburse employees for necessary and verifiable business meal expenses. Itemized receipts are required for all expenses. All receipts must be itemized and imprinted with the name of the establishment. The date and amount of the expense must appear, but do not necessarily need to be imprinted. Alcoholic beverages are not reimbursable outside of customer entertainment or business meals with external guests. For a business meal to be considered reimbursable, a business discussion must take place during, directly proceeding, or directly following the event.

Business Meals also can include a one-day trip that takes the employee outside their normal work location. This would include breakfast if the employee is required to leave home more than two hours earlier than normal, lunch and/or dinner when an employee cannot reasonably return home until two hours or more after normal working hours.

### **2.) BUSINESS TRAVEL (that includes overnight stays)**

While on official travel, Visit Estes Park will pay for all ticketed travel and will reimburse the traveler for other incidental costs incurred during the course of travel. Plane tickets, public transit, rental cars, tolls, gas and parking are expenses that will be reimbursed. See sections dealing with air travel, car rentals, transportation to and from the airport, airport parking, taxi services and travel meals.

In addition to travel and lodging costs, employees are paid a Meals and Incidentals Per Diem (meaning 'per day' in Latin) to cover additional expenses while on overnight travel. The M&I is designed to cover the cost of breakfast, lunch and dinner and other miscellaneous charges one might incur while on travel. M&I Per Diem will be paid at a pro-rated rate if the employee is on travel for part of a day. Employees are allowed to keep the entire M&I Per Diem regardless of whether they spend all of it that day.

Visit Estes Park will reimburse overnight and conference attendees using the current maximum Federal M&I per diem rate schedule established by the IRS for multiple-day travel. Receipts are not required for per diem meals and incidentals. Anyone desiring advance per diem must contact the President & CEO two weeks prior to departure. One day prior to and one day following is allowed for out-of-state travel and conferences. Half day prior to and half day following is allowed for in-state.

Should the business travel not include a prearranged conference or negotiated business rate at the host hotel, the maximum per diem lodging rate shall apply. Hotel cancellations must be made per the hotel's cancellation policy to avoid "No Show" charges. "No Show" charges incurred due to employee's negligence will not be reimbursed.

### **3.) AIR TRAVEL**

To control Visit Estes Park's travel expenses, employees are expected to fly in coach class at the lowest logical airfare when traveling. "Lowest logical fare" is defined as the fare which:

- Requires no more than one interim stop each way for domestic travel.
- Does not increase the one-way total elapsed trip time (end point to end point) by more than two hours for domestic travel.
- Provides savings of 20% or more (minimum \$100 for domestic travel) off the cost of the round trip air ticket.

NOTE: Travel via aircraft charter is not reimbursable.

**The following ancillary fees are not reimbursable:**

- Early Boarding
- Seat Assignments or Upgrades/Preferred Seating
- Business Travel Accident Insurance

### **4.) FREQUENT TRAVELER PROGRAMS**

Any fees for using frequent flyer miles for upgrade are not reimbursable and upgrade requests must be made directly with the airlines.

### **5.) PERSONAL TRAVEL**

Staff members are responsible for payment of any additional costs that may be incurred with the addition of personal travel. Those costs must be paid by the traveler's personal credit card. If the fare cannot be issued on a separate ticket, the employee must reimburse Visit Estes Park by personal check (made payable to Visit Estes Park). In addition, a scanned copy of the check must be attached to the expense report.

## **6.) CANCELLED RESERVATIONS AND CHANGES**

If a trip has been ticketed and is then changed or cancelled, it is the responsibility of the staff member to make arrangements for any travel refunds or additional charges.

## **7.) GROUND TRANSPORTATION**

The most cost-effective means of transportation must be used while on Visit Estes Park business. The employee should investigate the use of alternative transportation (i.e., airport shuttle, taxi, etc.) before deciding to rent a car.

## **8.) CAR RENTALS**

- If business requires a car rental, the most economical rental must be booked. Employees are asked to decline all insurance coverage when renting a car using Visit Estes Park-issued credit cards to secure the booking, as the cards provide auto rental collision damage waivers.
- All employees are expected to rent intermediate size cars or smaller. A list of travelers must be submitted with expense report.
- Insurance is not included for any personal/leisure rentals. It is important that employees check with their own insurance carrier regarding car rental and other additional coverage.
- In the event an employee has an accident, the following procedures should be followed:
  - Contact local police authorities immediately and file an accident report.
  - If another party is involved, obtain the appropriate information such as driver's license number, vehicle registration number, and insurance information.
  - Notify the local car rental office from which the car was rented and fill out a car rental accident form.
- Fines incurred due to parking, speeding or other violations of the law are NOT reimbursable and must be paid on or before the due date.
- Employees are to decline all fuel option purchases and return the car with a full tank of gas. If circumstances prevent the refueling of the car, a detailed explanation must be included on the expense report.
- To receive proper reimbursement, an original copy of the Rental Agreement must be attached to the Expense Report.

## **8.) TRANSPORTATION FROM HOME TO THE AIRPORT**

Shuttle service (e.g. Estes Park Shuttle) may be used for round trip transportation from the employee's home to Denver International Airport, if the cost of airport parking plus mileage allowance equals a greater amount than the round trip shuttle service.

## **9.) AIRPORT PARKING**

Employees must use long-term parking while traveling on Visit Estes Park business.

## **10.) USE OF TAXI SERVICE**

The daily expense for using a taxi must not exceed the cost of a car rental and parking fees.

## 11. ENTERTAINMENT

**Entertainment expenses** are those expenses incurred while entertaining guests of Visit Estes Park and include expenditures for items such as social and recreational activities, and in the case of travel writers or travel trade, lodging. Entertainment expenses also can occur when a business discussion takes place immediately before, during or after a meeting or event. Expenses in such cases may be direct billed to Visit Estes Park, paid via Visit Estes Park-issued credit card or reimbursed to the employee. In all cases itemized receipts are required for all expenses. All receipts must be itemized and imprinted with the name of the establishment. The date and amount of the expense must appear, but do not necessarily need to be imprinted. Individual names of those involved with the expenditures must be provided, along with the purpose of the business conducted. Alcoholic beverages are not reimbursable outside of customer entertainment or business meals with external guests.

## 12) NON-REIMBURSABLE EXPENSES (not an inclusive list)

- Alcoholic Beverages outside of customer entertainment or business meals
- Laptop Bags/Cases
- Boarding fees for pets
- Baby-sitting fees
- Corporate card late fees
- Registered-Traveler Identification Programs
- Airline preferred seat assignments/upgrades
- Airline preferred boarding
- Airline early boarding
- Flight insurance
- Transportation between home and office on regular workdays
- Traffic or parking tickets
- Frequent Traveler Program fees
- Additional travel or car rental insurance costs
- GPS systems, satellite radio, prepaid fuel or fuel option (FPO) in rental cars
- In-room movies
- Any personal items lost, stolen or damaged while traveling on Visit Estes Park business.
- Medications and Recurring Prescriptions (See your Health Coverage Plan for reimbursement.)





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## **Policy #26      Operations**

**Title:                      Account Receivables Processing**  
**Adopted:                September 12, 2018**

### **Policy Statement**

Revenue generated by Visit Estes Park (VEP) will be collected and recognized in one of two ways: cash basis or accrual basis. The cash basis will be used whenever payment for services is to be received in advance of their provision. If payment is due anytime during or after the provision of services, the accrual basis will be employed.

### **Definitions**

|                     |   |
|---------------------|---|
| Accounts Receivable | A current asset representing funds due for services performed   |
| Accrual basis       | The basis of accounting wherein revenue and expenses are recorded in the period in which they are earned or incurred regardless of whether cash is received or disbursed in that period |
| Bad debt            | An open account balance that has proven to be uncollectible and is written off  |
| Billing             | The request for payment of a debt   |
| Stakeholder         | An individual, group, corporation or government entity that uses VEP services with shared benefits  |
| Cash basis          | The accounting basis in which revenue and expenses are recorded in the period they are actually received or expended in cash  |
| Invoice             | A detailed list of services rendered, with an account of all costs; an itemized bill  |
| Sales Activity      | Any activity in which VEP provides services, goods or materials for which compensation is required  |

# **Standards and Procedures**

## **1.0 Revenue Recognition**

Under the cash basis, revenues are recognized only when cash is received and deposited into a revenue account.

Under the accrual method, revenues are recognized and credited to a revenue account when invoices are processed through the accounts receivable system. To ensure that charges for services rendered are accurately recorded on a timely basis, invoices will be prepared by the CFO no later than the end of the month in which the sales activity occurs.

## **2.0 Billing**

### **2.1 Sales Reporting**

Each VEP staff member conducting sales activity will prepare sales orders, leases, contracts, agreements, etc. to be submitted to the CFO on at least a weekly basis, at a minimum, sales records must provide the name, complete address, and phone number for each customer, the goods or services provided to each, and the amount(s) owed by each.

Each staff member is responsible for the accuracy of the sales records and will be responsible for initiating Invoice Adjustment Forms when necessary to correct inaccurate invoices.

### **2.2 Invoice Preparation**

Once a sale has been reported, the CFO will prepare an invoice. Invoices will be entered into the Accounts Receivable Ledger, printed, reviewed for accuracy and completeness. Invoices will be mailed and emailed to the customer. Emailed invoices will be sent to the customer and the staff member responsible for the sale will be copied. Copies of the invoices and supporting documents will be filed digitally on the server.

## **3.0 Customer Accounts**

### **3.1 Customer Information**

To facilitate VEP's ability to collect on customer accounts receivable, the following information will be required of all customers recorded in the accounting database:

- Full Legal Name
- Street Address
- City, State and Zip Code
- Contact Phone Number and Email Address

These are the minimum information requirements for ALL customer types. Additional information may be required based upon the type of customer, the services being purchased, etc.

All customer information whether stored in paper or electronic form will be regarded as confidential information as allowed by the Colorado Open Records Act.

### **3.2 Customer Account Adjustments**

Adjustments to customer account balances will only be achieved through the posting of properly authorized credit or debit memos. Credit and debit memos may only be authorized by both the CFO and CEO.

### **3.3 Credit Balances**

Accounts Receivable credit balances will be analyzed on a quarterly basis to determine the underlying cause. The CFO will review this analysis with the CEO and attempt to clear the balances accordingly, either through customer refunds or offsetting debit memos where warranted.

## **4.0 Credit**

VEP does not currently extend credit beyond a standard of net 30 to all customers and stakeholders.

Accounts receivable balances will be aged regularly to identify overdue accounts and guide credit adjustment decisions. Based upon the delinquency of amounts due the CFO will suspend credit to customers/stakeholders with extended overdue balances. Customers and stakeholders who have an outstanding balance from a previous year will be ineligible to participate in a current year offering until the past due balance is cleared.

## **5.0 Payment**

Payment for a service rendered on a cash basis will be required before the provision or release of goods and services. Invoices produced through the accounting system will carry payment terms of net 30.

Receipt of payments must be rendered through the online payment portal provided by QuickBooks or by check. Payments made by credit card may be done by the customer directly through the payment portal provided on their emailed receipt or they may call to provide their credit card information over the phone. Under no circumstance should a VEP employee write down or keep a copy of any customer/stakeholder credit card information.

## **6.0 Collections**

The CFO will carry out collection procedures according to the following schedule:

### **6.1 Visitor's Guide**

|                           |  |
|---------------------------|--|
| 30 days past invoice due  | Reminder Letter/Second Notice                    |
| 60 days past invoice due  | Termination of Services for following year guide |
| 120 days past invoice due | Account submitted to collection agency           |

### **6.2 Advertising Services**

|                           |  |
|---------------------------|--|
| 30 days past invoice due  | Reminder Letter/Second Notice          |
| 60 days past invoice due  | Suspension of services                 |
| 90 days past invoice due  | Termination of Services                |
| 120 days past invoice due | Account submitted to collection agency |

### **6.3 Exceptions to Collection Procedures**

Exceptions to the above collection schedules may be made whenever it is determined that an extension of the payment deadline is warranted by both the CEO and CFO approval. Possible justifications for an exception include untimely invoice delivery, lost or misplaced invoices, incorrect customer information, or efforts to promote customer/stakeholder satisfaction, particularly with attention to customers/stakeholders with a proven record on timely payment. Exceptions outside of those listed may only be granted with the written approval of the CEO or as a Board Directive.

### **6.4 Alternative Payment Arrangements**

Services may continue for a delinquent customer only if an alternative payment plan has been submitted to and approved by the CFO. Only the CEO or CFO may authorize an alternative payment arrangement. Approved payment plans must meet the following criteria:

- The customer/stakeholder remains current on all subsequent amounts due, while
- Making reasonable progress toward the elimination of the past due debt, where
- "Reasonable progress" is defined as sufficient progress to eliminate the past due debt with six months from the date the debt was originally incurred.

Failure to meet any of these criteria will result in the termination of an alternative payment arrangement and consequently the termination of all provisions of services. The amount remaining unpaid will be treated according to the above collection procedures.

### **6.5 Returned Checks**

Accounts paid with checks that are later returned for insufficient funds will be considered unpaid and will be subject to collection procedures. In addition, the offending customer will be assessed a \$30 fee to offset bank charges.

Customers with more than one returned check in a fiscal year will be required to make all future payments by credit card or cashier's check.

### **7.0 Waivers of Fees and Charges**

It is the policy of VEP to charge all customers for goods and services rendered according to a fair and equitable pricing structure developed by the sales staff. Nonetheless some occasions may warrant that certain fees and charges be waived, either as a result of inadequate service or in an effort to promote or restore customer/stakeholder satisfaction.

Fees and charges accrued through the accounts receivable system will only be waived through the issuance of a credit memo. In each case, the staff member originating the charges must prepare an Invoice Adjustment Form, providing justification for the waiver.

### **8.0 Barter Arrangements**

No member of VEP will enter into a barter (or trade off) arrangement for the payment of goods and services rendered.

The CFO is responsible for the administration, revision, interpretation and application of this policy. The policy will be reviewed no less than every five years and revised as needed, unless earlier revisions are necessitated by changes in Generally Accepted Accounting Principles (GAAP), the provisions of the Government Accounting Standards Board (GASB), or regulations put in place by the State of Colorado.



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## **Policy #27**

## **Operations**

**Title:**

**Hiring Policy**

**Adopted:**

**September 26, 2018**

### **Objective**

Visit Estes Park believes that hiring highly qualified, independent-thinking, inspired, and energetic individuals to fill positions contributes to the overall success of the organization and thereby our community. Each employee is hired to make a significant impact on Visit Estes Park's mission. In attracting, evaluating, and hiring the best candidates, the following process should be followed.

## **Hiring Process and Procedures**

### ***Hiring Needs***

The CEO and CFO will determine the organizations staffing needs based on the Operating Plan and direction from the Board of Directors. When a need is determined, a job description will either be drafted or updated.

### ***Job postings***

The hiring manager will create job postings that briefly describe the job opening and communicate the Visit Estes Park brand and mission. All job openings will be posted concurrently on Visit Estes Park's website and externally with sources appropriate for the position being filled. Job listings will remain posted until the position is filled. All jobs will be posted a minimum of 2 weeks before making selections on interview candidates.

The hiring manager will be responsible for tracking all applicants and retaining applications and resumes as required.

### ***Internal applicants***

Current employees with a satisfactory employment status may apply for internal job openings. The consents of the employee's manager and the CEO may be necessary for employees with less than one year of service with Visit Estes Park. All applicants for a posted vacancy will be considered based on their qualifications and ability to perform the job successfully. Internal candidates not selected will be notified by the CEO.

***Interview process***

A panel will be assembled to conduct interviews based on the nature of the position. All interviews will include the CEO and CFO with at least one additional member from the department most relevant to the position. A single board member may elect to observe the interview process. Candidate evaluation forms will be completed after each interview and retained with application materials.

The hiring manager will notify interviewed applicants who are not selected for positions at Visit Estes Park.

***Reference checks***

The hiring manager will conduct professional reference checks and employment verification on the top candidates based on the results of the candidate evaluation forms completed by the interviewers.

***Job offers***

After a decision has been made to hire a candidate, an offer will be made contingent on the satisfactory completion of a required background check. Background checks will vary depending on the position and may include criminal history, credit history, driving record and any other relevant information for the job.

Internal applicants must complete required background checks or tests not previously completed.

Once the HR department receives satisfactory results from all required background checks, candidates will be provided with a final job offer. If a candidate fails to accept an offer of employment within seven calendar days, the offer may be rescinded by the organization.