

A scenic view of a snow-capped mountain peak, likely in the Rocky Mountains, with evergreen trees in the foreground. The mountain has a prominent snowfield on its lower slopes and a rocky, snow-dusted peak. The sky is a clear, pale blue.

VISIT ESTES PARK

APRIL 27, 2023

BOARD MEETING

AGENDA

APRIL 27, 2023



- Call to Order by Chairperson Sean Jurgens
- Moment of Silence in Honor of Scott
- Approval of Agenda and Minutes
- Town Board Comments
- Call for Board Member Updates
- Public Comments
- Reports by Ex Officio Board Members
- Report by CEO Kara Franker
- FDGD Recap
- Visit Estes Park Annual Report
- Visit Estes Park Staff Updates
- Acceptance of Financial Statements
- VEP Board Treasurer Discussion
- Additional Items & Discussion
- Adjourn

Remembering Scott Webermeier



Call to Order by Board Chair

- 1. Motion to approve agenda.**
- 2. Motion to approve minutes.**
- 3. Call for Town Board updates.**
- 4. Call for Board Member updates.**
- 5. Call for public comment.**

BOARD VOTING ROSTER

Chair Sean Jurgens

Vice Chair Deborah Gibson

Secretary McShan Walker

Director Pat Murphy

Director Rich Chiappe

Director Jerusha Rice

Ex Officio Board Member Updates



Kyle Patterson



Adam Shake



Colleen DePasquale



RMNP Hiker Shuttle

- 7-day service will operate May 26 through September 4. Beginning on September 9, Saturday and Sunday only service will continue through October 22.
- The Hiker Shuttle provides bus service to passengers departing the Estes Park Visitor Center and going to RMNP's Park & Ride Transit Hub, located on Bear Lake Road.
 - This bus does not provide service to any other stops. At Park & Ride, Hiker Shuttle riders will transfer to the Bear Lake or Moraine Park shuttles to reach destinations and trailheads located along the Bear Lake Road Corridor.
- All shuttle riders will need two things:
 - a reservation for Hiker Shuttle Tickets
 - a park entrance pass.
- Reservations for Hiker Shuttle Tickets will be available online at Recreation.gov beginning on May 1 at 8 a.m. MDT for the dates of May 26-June 30.
- Rolling windows for future months begin at 8 a.m. MDT on June 1. Individuals may reserve one Hiker Shuttle reservation per day and a reservation is good for 1 to 4 Hiker Shuttle Tickets.
- Additional reservations will be available online at Recreation.gov beginning at 5 p.m. the night before a chosen arrival date.



Kara Franker

Frozen Dead Guy Days Recap





FROZEN
DEAD GUY
DAYS



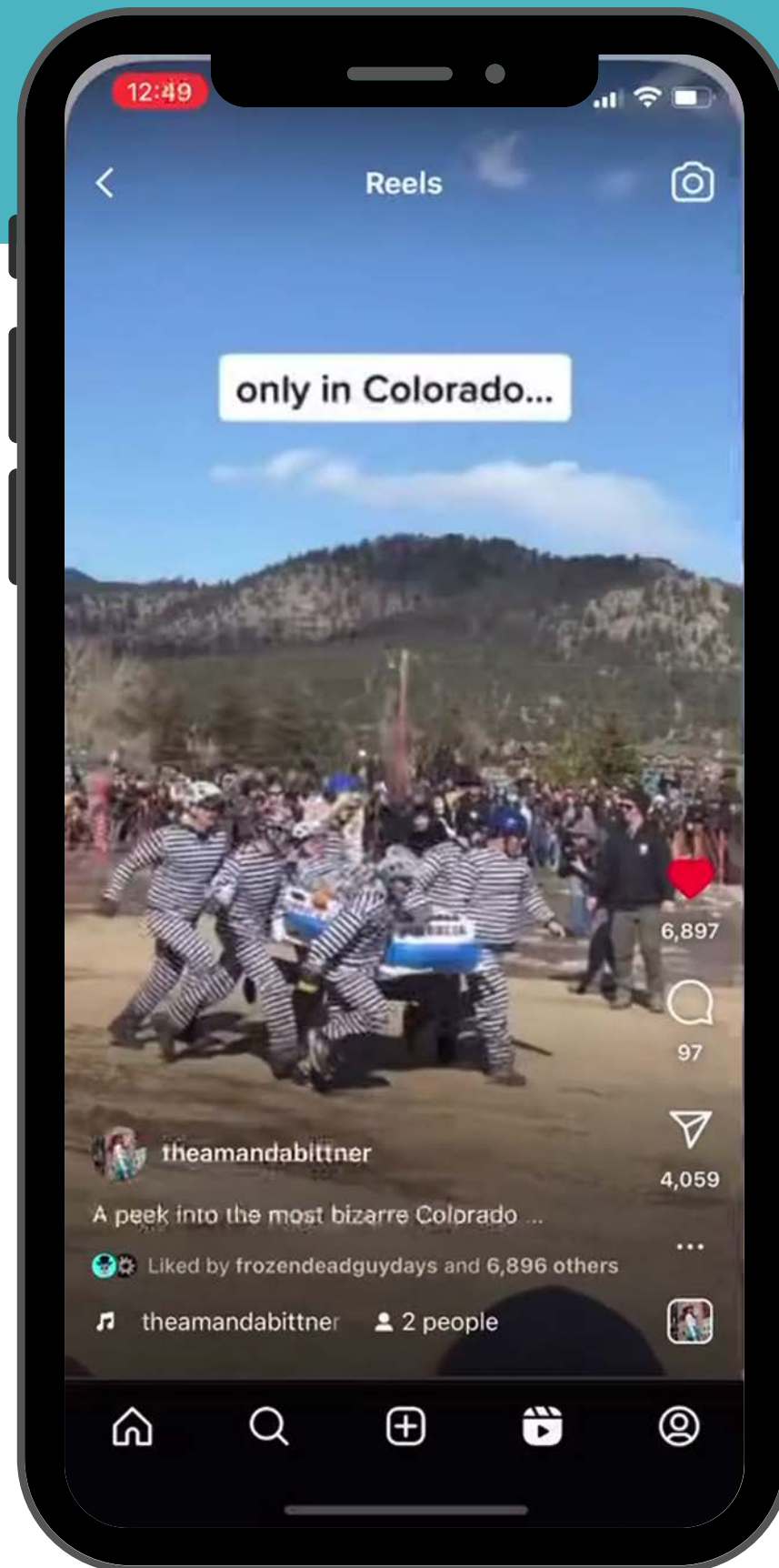
Frozen Dead Guy Days Recap



Frozen Dead Guy Days Coffin Races



Influencers



theamandabittner

Following

Message



1,469 posts

77.8K followers

1,727 following

Amanda she/her

Digital creator

city explorer | experience collector | weekend traveler

life is short & the world is wide

denver & beyond | hello@theamandabittner.com



colorado_kristin

Follow

Message



1,419 posts

55.9K followers

514 following

Kristin | Adventure & Travel

Local & travel website

Probably outside or thinking about it

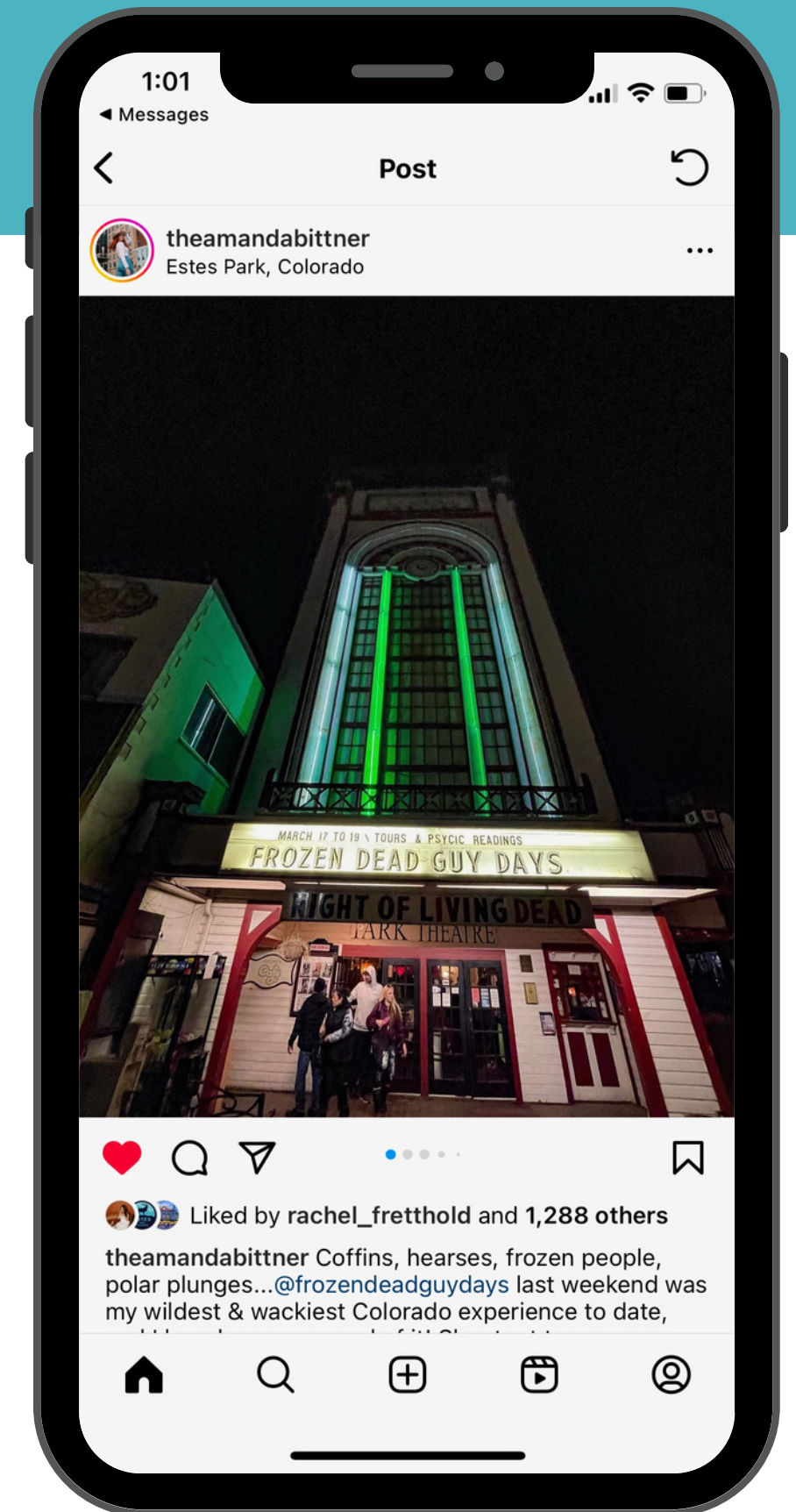
Colorado

Solo Hiking | Weird Places | Weekend Warrior

kristinhikescolorado@gmail.com



hoo.be/colorado_kristin



Kurt and Karen Lichtfuss

“

I am writing to convey a hearty “thank you” from my wife and myself. Your treatment of Frozen Dead Guy Days was absolutely fantastic. The Blue Ball was unbelievable.

We live in Nederland and were the winners of the last Ice Queen and Uncle Bredo contest in Nederland (2022) and my wife was the Ice Queen this year (2023 - I was a finalist but did not win - all good).

But we both agree that the move from Nederland to Estes is a quantum leap forward in the festival overall - thank you.

We plan on being back next year and are actively looking for the dates of the contest so we can book immediately at the Stanley Hotel (we are looking for a suite this year!). Your hotel and restaurants were fantastic, the food was great, and it was all made perfect by your staff, again thank you.



Jenna MacGregor, Historic Park Theatre

“

FDGD was great for the Historic Park Theatre it brought our kind of crowd to Estes Park for fun activities during a time that is normally slower.

We had more than 250 people enjoy, shopping, psychic readings, tours, ghost hunts, and the classic movie Night of the Living Dead from 1968. This was a great turnout over the three day event and was a wonderful way to include so many businesses from our community to make this a complete community festival. Way to go Visit Estes Park for doing this festival right and getting as many in town involved and informed as possible. We appreciate the ability to join in the festivities and be able to offer alternative events and different fun ways to celebrate Frozen Dead Guys!!!! The publicity, website, connection to businesses, number of people and the effort with bands, events, merchandise and fun showed through all the people who really had a grand time.



Elizabeth Hoogland, Blue Door Inn

“ I don't think Frozen Dead Guy Days could have gone any better. We were completely sold out! It was amazing! I am ready for next year! I would like to be a little more involved as you know, I am still fairly new to the General Manager position. We actually opened up our other wing which is normally closed until May, so I am ready and looking forward to it.



Nonprofit Funds Raised



Projected Amount for Workforce
Housing & Childcare Fund: \$30,000

High School Band
Parking
\$9,500

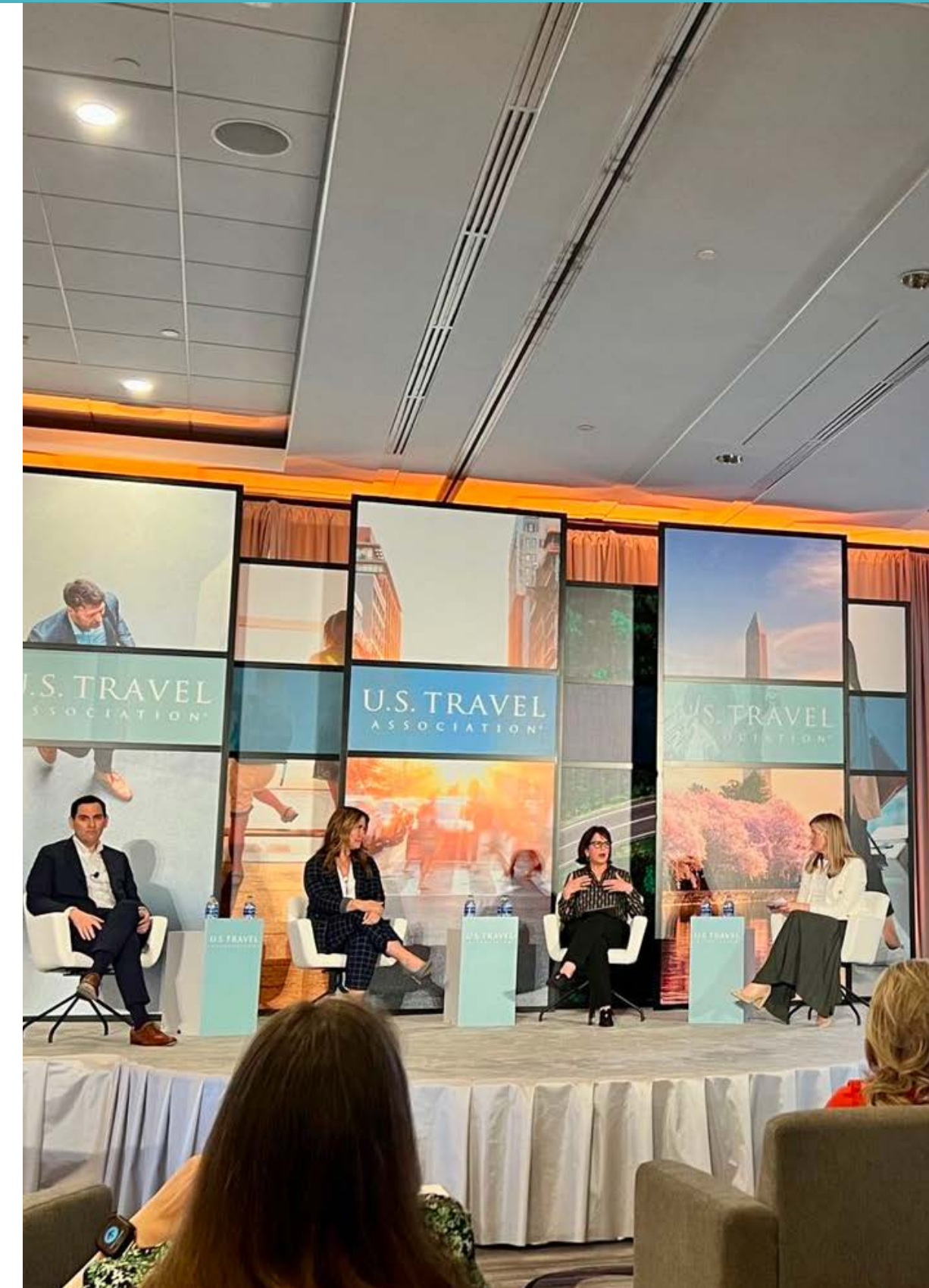
Western Heritage
Friday Beer Sales
\$2,700

EPNRC
Polar Plunge
\$670

High School Prom
Val's Pie Toss Game
\$160

U.S. Travel Association Update

- 400+ travel leaders joined U.S. Travel Association for Spring Meetings Week in D.C.
- A recurring theme: optimism.
- Kara is on the board and at those meetings, U.S. Travel's Chairman, Chris Nassetta (CEO of Hilton), offered this viewpoint, cautioning the hurdles we must still overcome.
- Travel leaders also shared updates supporting progress against their association priorities—including an outlook for international travel that is rich in demand, but fraught with global competition, a plan to reimagine an air travel system that is more seamless and secure and work to ensure our industry is seen as indispensable.
- Visa-related issues are the top deterrent for travelers from non-visa waiver countries, even ahead of cost, and a topic of continued concern.
- There is a critical need to grow our seasonal workforce by increasing the current cap on H-2B visas from 66,000 to 150,000 and establishing a cap exemption for returning workers, asks we reinforced this week on Capitol Hill.



Inflation

“We expect inflation to gradually cool but remain high through the rest of this year,” Oxford Economics chief economist Ryan Sweet told Reuters. “Therefore, the Fed is likely to keep rates elevated through the rest of this year, bucking market expectations for rate cuts.”



Consumer Insights from the U.S. Travel Association

- Younger generations, particularly Millennials who are entering their 40's are more likely to spend on experiences than consumer goods—particularly for personal wellness.
- With health concerns largely behind us, travelers are stepping out of their comfort zones. Sticking with what is most familiar and revisiting places they've previously traveled is less appealing today than during the pandemic when many Americans preferred familiar destinations.

Key Highlights from the U.S. Travel Association



TRAVEL SPENDING

+5%

Travel spending continues to steadily increase and was **5% above 2019 levels in February.**

Source: Tourism Economics



AIR TRAVEL

+0.4%

While still above 2019 levels, **air demand declined slightly in February** from January's +3% reading.

Source: TSA



GROUP BOOKINGS

+12%

Contracted DMO/CVB group room nights registered **12% growth in February**, its first positive reading since November 2022.

Source: Simpleview



OVERSEAS ARRIVALS

-31%

Overseas arrivals improved slightly in February to **31% below 2019 levels** after receding in January.

Source: NTTO



EARNINGS

+27%

Average hourly earnings for L&H workers continues to outperform the private sector and were **up 27% from 2019 levels in February.**

Source: BLS



JOBS OPENINGS

+9.2%

Easing slightly but still elevated, L&H job openings fell to 1.7 million from 1.9 million as of the latest January data, resulting in a **9.2% job openings rate.**

Source: BLS

Lodging Tax Extension Documentary



Visit Estes Park Annual Report

ANNUAL REPORT



VISIT ESTES PARK

1692 Big Thompson Ave.
Estes Park, CO 80517
[VisitEstesPark.com](https://www.VisitEstesPark.com)

INTRODUCTION

As we look back on the past year, Visit Estes Park is proud to share the 2022 edition of our annual report. This report summarizes our efforts for the past year and everything the organization has done to support Estes Park's tourism economy, enhance our guest experience and improve the quality of life for our workforce and residents.

This year, Estes Park emerged into a post-pandemic era with visitation returning to pre-pandemic levels and exceeding them. This shift came after two years of heightened interest in outdoor destinations which resulted in unprecedented visitation levels. As those numbers began to level off, we set our sights on stabilizing visitation by extending the season to boost a robust year-round economy through always-on, year-round marketing efforts.

We achieved this by placing a greater emphasis on diversifying visitor markets and seasonality while continuing to support our busy season. This included the expansion of Estes Park's signature winter events into month-long celebrations and festivals. The year started with positioning the destination as the ultimate place to snowshoe in Colorado and concluded with Visit Estes Park advocating for Frozen Dead Guy Days, an iconic Colorado winter music festival, to come to Estes Park.

To encourage those visitors to get out into the community and into local businesses, we teamed up with the Estes Chamber of Commerce and Town of Estes Park to launch the "Beyond" initiative, showcasing themed offers available throughout the community during special events. We're excited to continue and grow this initiative in 2023.

In this past year, we also responded to the needs of our community with an enhanced focus on creative messaging that aligns with the values of our community, attracts visitors who will care for our destination, and educates them on responsible ways to enjoy our beautiful environment. This included our Do Estes Right campaign with local filmmaker Nick Molle. Messaging centered around the importance of planning ahead and how to minimize visitor impact while being good stewards of the environment. Elements included digital advertising, social media posts and blogs, as well as stakeholder education and toolkit materials, all with a sustainability focus.

We also confirmed that the value of tourism in Estes Park continues to grow, with new data from Dean Runyan Associates showing that tourism-related spending in Estes Park has generated 3,100 jobs and contributes \$3,270 per resident household in local tax receipts. This further strengthened our commitment to attracting responsible visitation, as well as improving local quality of life and conserving area natural resources.

Striking the right balance between enhancing visitor experience, promoting economic vitality, and preserving resident quality of life is critical to Estes Park's future. We value your support and encourage your engagement.

Kara Franker
CEO, Visit Estes Park



Heidi Barfels





eTourism Summit

- The conference had a strong focus on showing off a destination's appeal through authenticity and focusing on the things that make it what it truly is at its core. This theme popped up all throughout the conference from new marketing campaigns and social media content.
- Travelers are starting to highly consider cultural experiences when choosing destinations.



Luxury Travel

“Luxury travelers want to go deeper in the destinations they’re visiting, according to an industry roundtable discussion published by Luxury Travel Advisor. And they’re looking for authenticity over exclusivity. “Authenticity for us has been key,” says Mina Agnos of Travelive. “So, a lot of focus is on really getting local and getting to know how people live and work within the destinations we’re visiting. We’re seeing a lot more interest in off-the-radar destinations.”

Read more: <https://www.luxurytraveladvisor.com/your-business/will-authentic-replace-exclusive>

Luxury Travel

“Luxury travel is shifting, too. A new MLIV Pulse survey suggests that high-end travelers are cutting back on vacation spending. “Revenge travel may also be tapering off,” reports TravelPulse. “The survey found just 7 percent of people are spending a great deal on a trip in 2023, while about one-quarter said they ‘might upgrade things a notch,’ according to Bloomberg. Meanwhile, 18 percent said they may even reduce spending.”

Read more: <https://www.travelpulse.com/News/Features/Rich-Travelers-Are-Cutting-Back-on-Their-Spending>

TRAVEL+ LEISURE

Travel + Leisure's audience is actively booking travel across America:

- 95% are planning leisure travel within the U.S. in 2022
- 85% travelled domestically over the past 12 months
- 75% are booking domestic air travel, while 70% are planning a road trip

Travel + Leisure reaches the world's most passionate and curious travelers, attracting more millennials and families than ever: Audience: 9.4MM (+9% YOY)

- Average HHI: \$137,033
- Average Age: 48
- 2.4MM Millennials (+35% YOY)
- 4.6MM Families (more than Afar and Conde Nast Traveler combined)

TRAVEL+ LEISURE

- Summer Escapes
issue
- On newsstands
in May 2023



The view from here is...
Awe inspiring

Whether you're young or young at heart, visiting Estes Park, Colorado in the summer will leave you speechless. Enjoy hiking, wildlife watching and adventures around town, but please do so respectfully. Because if we all take a step back together, we can continue to take it all in.



ADVERTISEMENT

Local Getaways

CHOOSE YOUR ADVENTURE

The base camp for Rocky Mountain National Park, the charming mountain town of **Estes Park** is an exceptional launching point for all kinds of amazing adventures in the Colorado Rockies.

FOR ADRENALINE JUNKIES
A year-round natural playground, Estes Park ranks among the country's top destinations for outdoor adventure. In addition to offering immediate access to hiking, mountain biking, and fly-fishing, Estes Park boasts a variety of unique adventures. Led by experienced guides from Kent Mountain Adventure Center, climb a Via Ferrata—a system of metal cables and ladders that allows climbers of all levels to ascend, in this case, a 600-foot-tall cliff, enjoying stunning vistas of Rocky Mountain National Park along the way. Or try cliff camping, spending a night on a sheer rock face, hundreds of feet off the ground—it's an adventure that should be on everyone's bucket list!

FOR FAMILIES
There's no shortage of family fun in Estes Park. In addition to visiting Rocky Mountain National Park, families can explore Lake Estes, where activities include fishing, kayaking, and stand-up paddleboarding as well as biking on shady paved paths. See wildlife like elk and bighorn sheep along scenic drives like Trail Ridge Road (the highest continuously paved road in the United States), or experience the thrill of Mustang Mountain Coaster, an open-air track that relies on gravity and the natural elevation of the terrain to send you flying down the mountainside.

FOR LOVEBIRDS
The solitude and beauty of the Rockies makes Estes Park an ideal romantic getaway. After a day of adventure, unwind at the new Qi Lounge Wellness Spa at the Estes Park Resort or sip a glass of chardonnay at the swanky 217 Wine Bar, set in the beautiful historic Music Room at the Stanley Hotel. The luxury cabins at Rams Horn Village Resort and the beautiful Windcliff Vacation Homes are great options for cozy mountain retreats, with the perfect mix of natural beauty and upscale amenities.



Femme Trek guided hike



Via Ferrata




Rams Horn Village Resort


Start planning your Estes Park adventure today! Go to [visitestespark.com](https://www.visitestespark.com) to learn more.

[View on the Web](#)

TRAVEL+
LEISURE



Dear Travel + Leisure subscriber:
We're always searching for special offers to benefit Travel + Leisure subscribers. Here's an offer from one of our partners that we thought might interest you.



Summer is Calling


It's time to plan your summer getaway and Estes Park, Colorado should be at the top of your list. This charming mountain town is the basecamp to Rocky Mountain National Park, where panoramic vistas extend in nearly every direction, rugged peaks pierce the sky and alpine lakes provide perfect spots for a picnic or to cast a line. The available adventures cover all kinds of terrain: paved roads for bicyclists, notched cliffs for rock climbers, streams and lakes for fly fishers, gentle paths for young kids, steeper trails for hikers and trail runners. So what are you waiting for? Let's get to planning.


PLAN NOW

Patio Season Awaits

When the sun is shining and the warm weather hits, you'll see Estes locals looking for a sunny patio to even out their well-earned goggle tans. After all, what's better than enjoying a crisp, citrusy beer or a salt-lined margarita al fresco after a long day of hiking? Find out for yourself!

EXPLORE NOW





Your Estes Park Bucket List


After you get a taste of Estes Park in the summer, you'll want to come back year after year, season after season. Do everything on this bucket list and we'll give you the unofficial title of the ultimate Estes Park traveler.


EXPLORE NOW

Stay Awhile

From luxurious resorts to rustic cabins, Estes Park has your home away from home covered. Pick your perfect stay here.

BOOK NOW





Add These Events to Your Calendar

Estes Park has an exciting lineup of summer events! Groove to the tunes at Friends of Folk and Snowygrass Music Festivals, or check out the country's highest elevation rodeo, the Rooftop Rodeo. Feeling ambitious? Get your runners high at new heights with a marathon through the Rocky Mountains.

EXPLORE NOW

TRAVEL+ LEISURE

- Cobranded email
 - 6 emails reaching the T+L at different times of the year to showcase Estes Park in all seasons.

FDGD Media Coverage

BizWest



Estes coming alive for Frozen Dead Guy Days



Dallas Heltzell



ESTES PARK — Estes Park this week is bracing for something it hasn't seen before: an influx of tens of thousands of people at a time of year when the town usually is — and there's no other way to say it — pretty dead.

Visit Estes Park and the iconic Stanley Hotel, which has profited from the macabre for decades because of its reported ghost sightings and its role in Stanley Kubrick's 1980 psychological horror film "The Shining," teamed up in December to rescue the festival that had been staged since 2002 in Nederland, a month after its owners and organizers there announced that they were canceling it. John Cullen, the Stanley's owner, leaped in to [purchase the festival](#) and move it — and then he and Visit Estes Park realized they had three months to make it work.

FDGD Media Coverage

Westword®

| EVENTS |

We Went to the "New" Frozen Dead Guy Days, and It Was Hot!

HELEN XU | MARCH 21, 2023 | 5:52AM

For longtime Frozen Dead Guy Day devotees, this past weekend was a test. Could the quirky, weird festival inspired by a cryogenically frozen dead guy maintain its scrappy spirit after its move to Estes Park?

For many longtime participants, the crowds were nothing compared to those of previous years, and everyone we spoke with complimented Estes Park on the organization and professionalism it brought to the proceedings. “You know what? I have to say, I came up here with a bit of an attitude. [But] I love it so much. It’s been the best year yet,” said Kendra Slater, a member of the **Denver Hearse Association** who brought one of her hearses to the festival. “Look at all the space we have for these [hearses]. We didn’t have a hearse parade this year, but next year I’m sure they’ll make it happen.”

Tasting Table.

14 Best Places To Eat And Drink In Estes Park, Colorado

BY MATT KIROUAC (direct result from hosting a FAM)

- Rocky Mountain National Park
- The Stanley Hotel
- Cascades Restaurant & Lounge
- Bird & Jim
- Kind Coffee
- Brunch & Co
- Lumpy Ridge Brewing Co
- Inkwell & Brew
- Elevations Eatery & Bar
- The Bird's Nest
- The Post Chicken & Beer
- Mountain Home Café
- Mama Rose's
- Coffee on the Rocks
- The Wapiti Colorado Pub





7 Best Things to Do in Estes Park in Winter

BY KEITH LANGSTON (direct result from hosting a FAM)

Summer might be the busy season for Estes Park, but with so much to do (and no crowds), winter is actually the best time to visit the mountain town.

While it doesn't have the ski resorts of Breckenridge or the upmarket shopping of Aspen, Estes Park is one of the most famous and **popular mountain towns in Colorado**. It's the gateway into Rocky Mountain National Park, has an emerging brewery scene, and is home to one very infamous hotel...

- Rocky Mountain National Park
- Kirk's Fly Shop
- The Stanley Hotel
- 217 Wine Bar
- Frozen Dead Guy Days
- YMCA of the Rockies
- Earthwood Artisans
- Mountain Blown Glass
- Rocky Mountain SereniTEA
- Mama Rose's
- Wildside 4x4

Media Coverage

9NEWS 

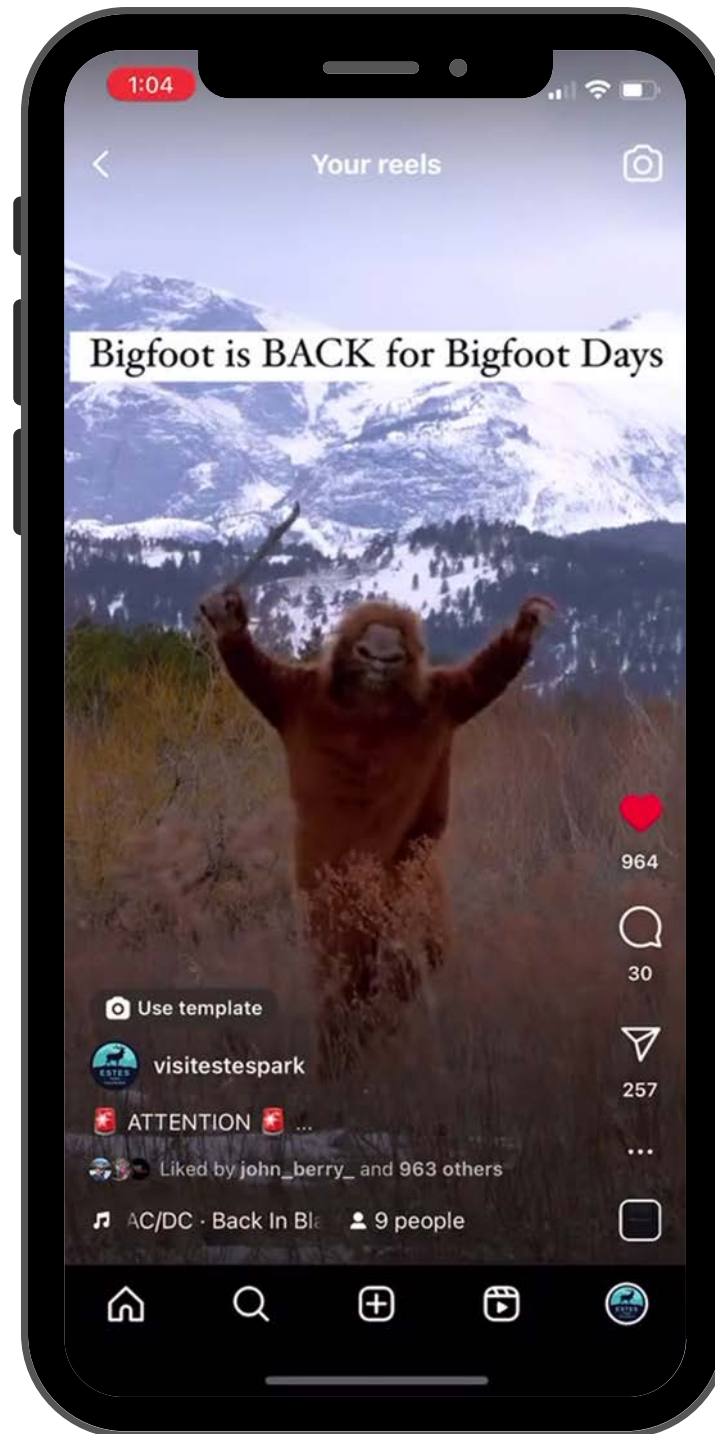


Sponsored by Visit Estes Park

Bigfoot Days

VisitEstesPark.com

Social Media Highlights



Bigfoot Days Festival

26K views
964 likes



217 Wine Bar

1,157 likes

Earth Day

CELEBRATE EARTH DAY IN ESTES PARK

By Rachel Ward Oppermann on Apr. 05, 2023

Earth Day reminds us to take a moment to reflect on the threats our planet faces as well as actions we can take in our daily lives to mitigate them.

Surrounded by forests and wildlife, the need to respect and commit to conserving nature is evident in Estes Park. And it's inspiring. Spend Earth Day weekend in Estes Park this year reflecting, acting and enjoying being surrounded by nature. Here's how.

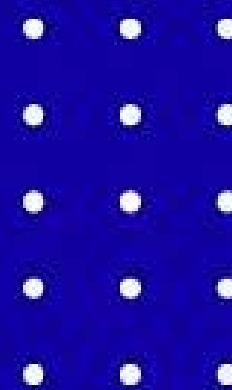
STAY AT THE RIDGELINE HOTEL

The Ridgeline Hotel has made sustainability a priority since it first opened its doors in 2017. Parent company Delaware North's [GreenPath program](#) carefully manages the hotel's environmental impacts through water conservation, reduced energy consumption, solid waste diversion and continually seeking ways to improve



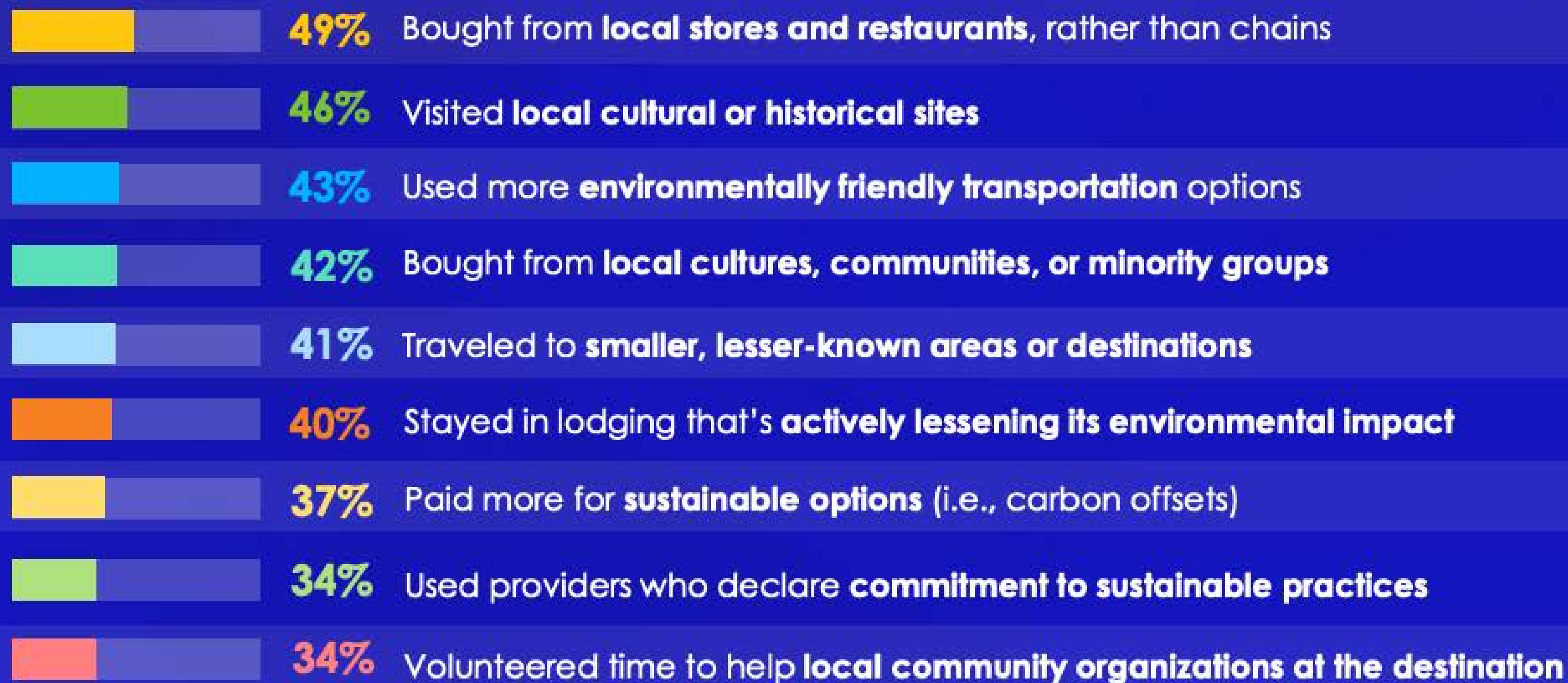
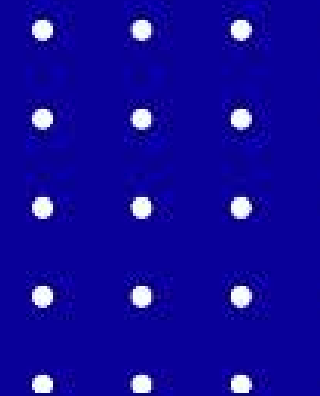


Types of sustainable travel information consumers want to see during the trip planning process





Consumers are already trying to make **meaningful decisions when traveling**



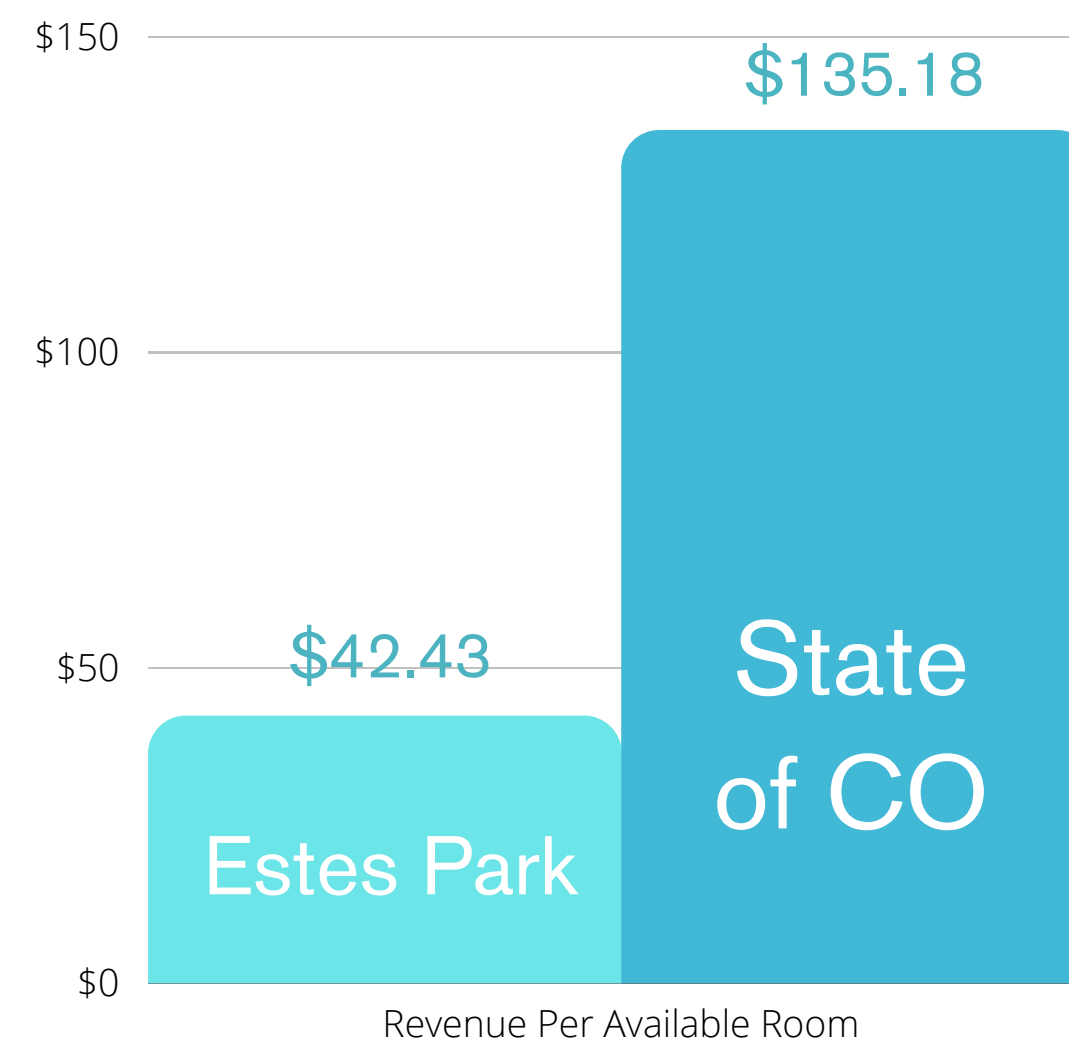
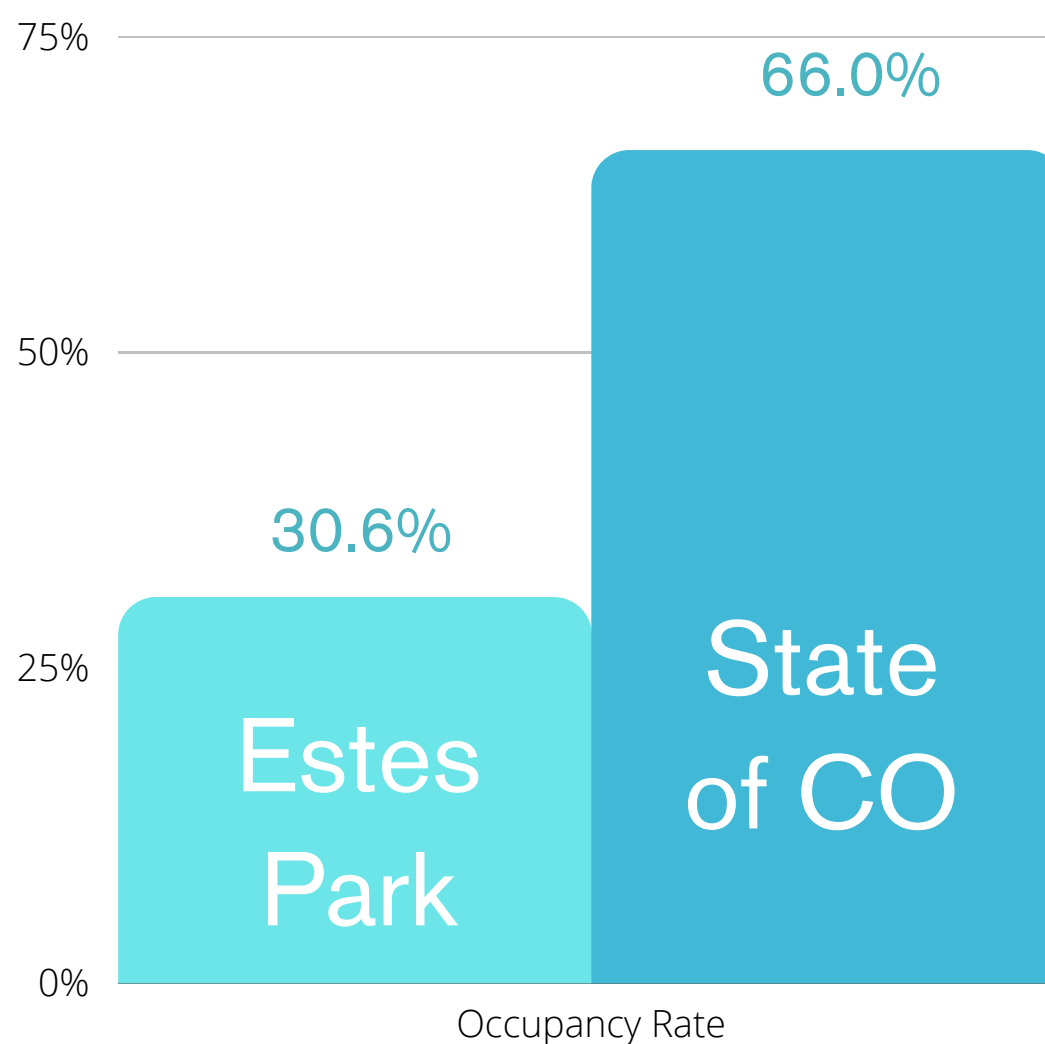
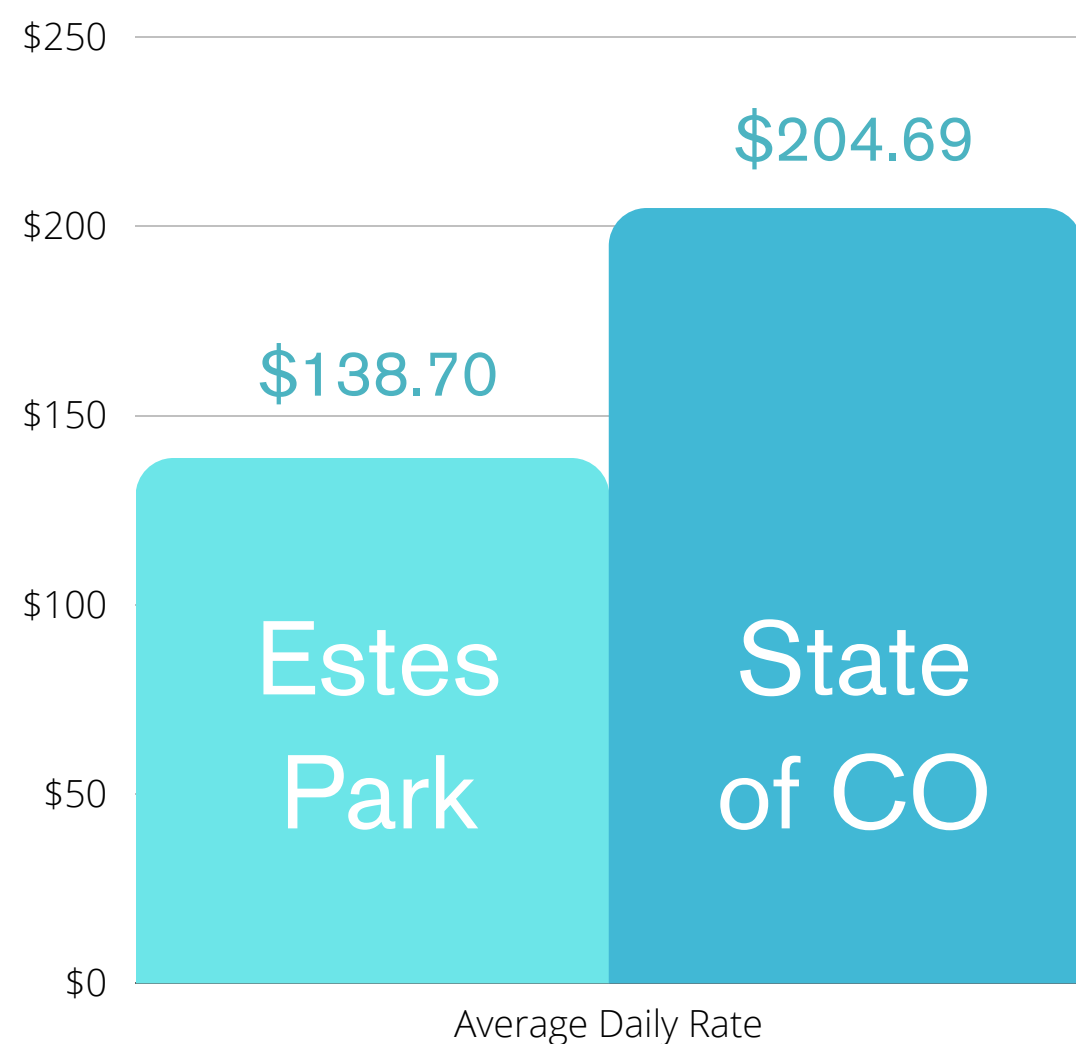


And more want to make **meaningful decisions** when traveling in the future



Rocky Mountain Lodging Report

March 2023



Reminder: Low reporting rate for Estes Park (25 properties)



Rebecca D. Gelsinger



Connecting with Partners in March

- Events Meeting with Town of Estes Park Events Team, Chamber and Visitor Center
- Estes Park Wedding Association
- EPNRC Board Meeting
- Monthly Meetings with: Visitor Center, Simpleview Laurie EVICS & EPNRC
- Chamber Board Meeting
- Solitude Cabins - Restoration Ranch/Valor Vacations
- Business After Hours at You Need Pie
- Coffee Connections at Park Flooring
- Estes Next at Town Hall
- Women of Impact Celebration
- Workforce Solutions, Community Roundtable
- Estes Rentals
- Vert CoWorking
- Belle Morris / Estes Park Marathon
- Rocky Mountain Hiking Co.



Community Support

Isabella Bird:

Working with Melissa and Ross from Bird and Jim to create events at their location and also cater the ball at The Stanley Hotel. Ten different events or programs have been confirmed to celebrate Isabella Bird throughout Estes Park.

Extend the Season:

A group of local business owners, nonprofits and community members met to discuss how we can Extend the Season in Estes Park. A few ideas include incentivizing existing events to become multiple day events to increase lodging stays, build itineraries or trails to make it easy for guests to enjoy existing experiences, create a snow experience with a tubing hill, ice skating, nordic skiing and encourage businesses to create more experiences at their location. We also discussed how to use Frozen Dead Guy Days as a template for future events.



Community Support

Transportation:

Working with CDOT to build contacts in Estes Park. They confirmed Bustang is changing the name to Elkstang. Elkstang will be a \$15 round-trip from Union Station to Estes Park. The shuttle will run from May 27- October 1, 2023. A seat on Elkstang means a timed entry reservation is not needed for Rocky Mountain National Park.

Dana and Kendall created a presentation highlighting Estes Park that they presented at the Visit Denver Spotlight.

Kendall attended a Visit Denver industry update where they highlighted upcoming marketing campaigns, their approach to marketing to the Hispanic demographic and sustainability practices





You're Invited

ESTES EXPERIENCES

May 6 - 14, 2023

A Workforce Appreciation & Destination Education Event

In celebration of National Travel & Tourism Week, we're inviting you to experience Estes firsthand with free and discounted experiences all over town!

When the week's over, you'll be able to authentically answer visitor's questions about what to do and where to eat while in town. And have a ton of fun in order to do it!

Workforce Appreciation Happy Hour
Tuesday, May 9, 2023
4-7 p.m. at The Bull Pin

Beyond Program

We focused heavily on promoting Frozen Dead Guy Day offers in March, especially lodging packages. All lodging packages that were submitted were also added to our BookDirect site.

Here are our special offer metrics for March:

- Total offers active in March: 170
- Total click-thrus in March: 4,104
- Top performing offers in March:
 - Kep Expeditions, “Dead Guy” Tour
 - The Ridgeline Hotel, 2 Night Frozen Dead Guy Days Package
 - Mustang Mountain Coaster, \$20 Off Mustang Mountain Coaster



Tradeshows

Colleen attended the following industry events in March:

- Meeting Industry Council, (MIC)
- Destinations International Sales & Services Summit

Colleen, Kendall & Kara attended Simpleview Summit this week in Houston! Kara is on Simpleview's Advisory Board.

Upcoming industry events that we will be attending:

- Destination West – May 11-13



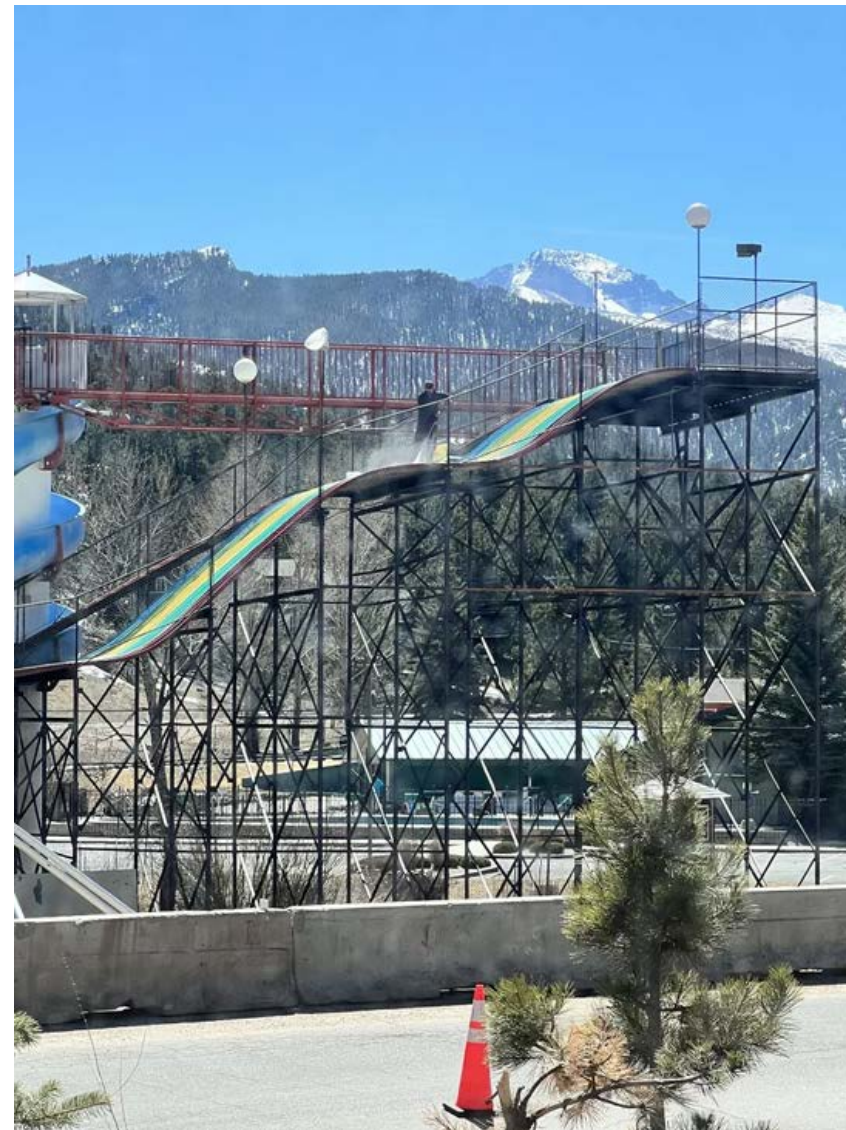
Fun City

BUSINESS

Historic slide readied for 54th season

ESTES PARK
Trail Gazette

Fun City will be open the weekends of May 6-7 and May 13-14, and then be open daily for the season beginning May 20 -



Trendz

BUSINESS

Trendz first business to “round up” for nonprofits

ESTES PARK
Trail Gazette

They will allow guests to “round up” when they check out.



Raven's Roast

ESTES PARK
Trail Gazette

BUSINESS

Raven's Roast reopens at Riverside Plaza



New Businesses

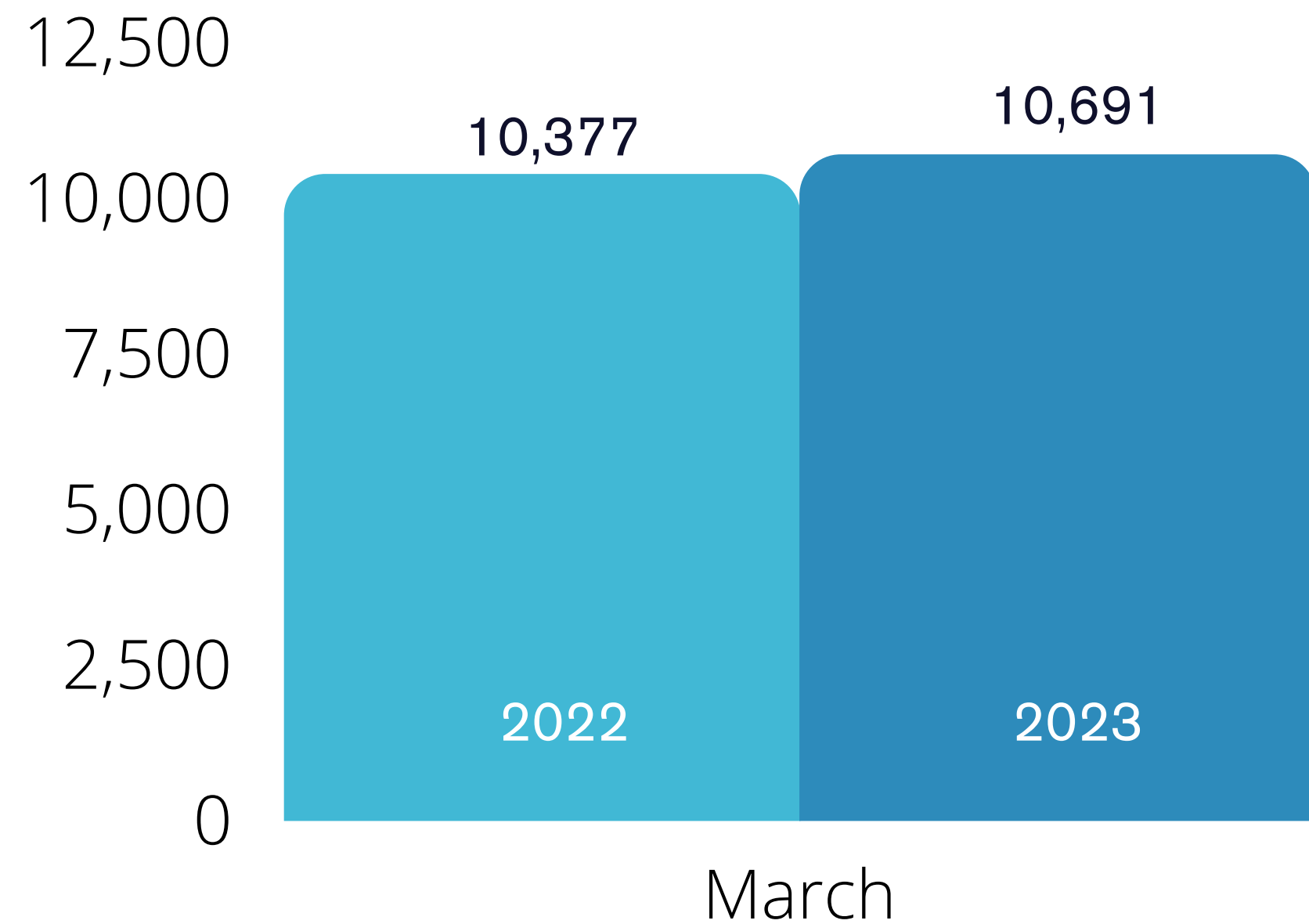
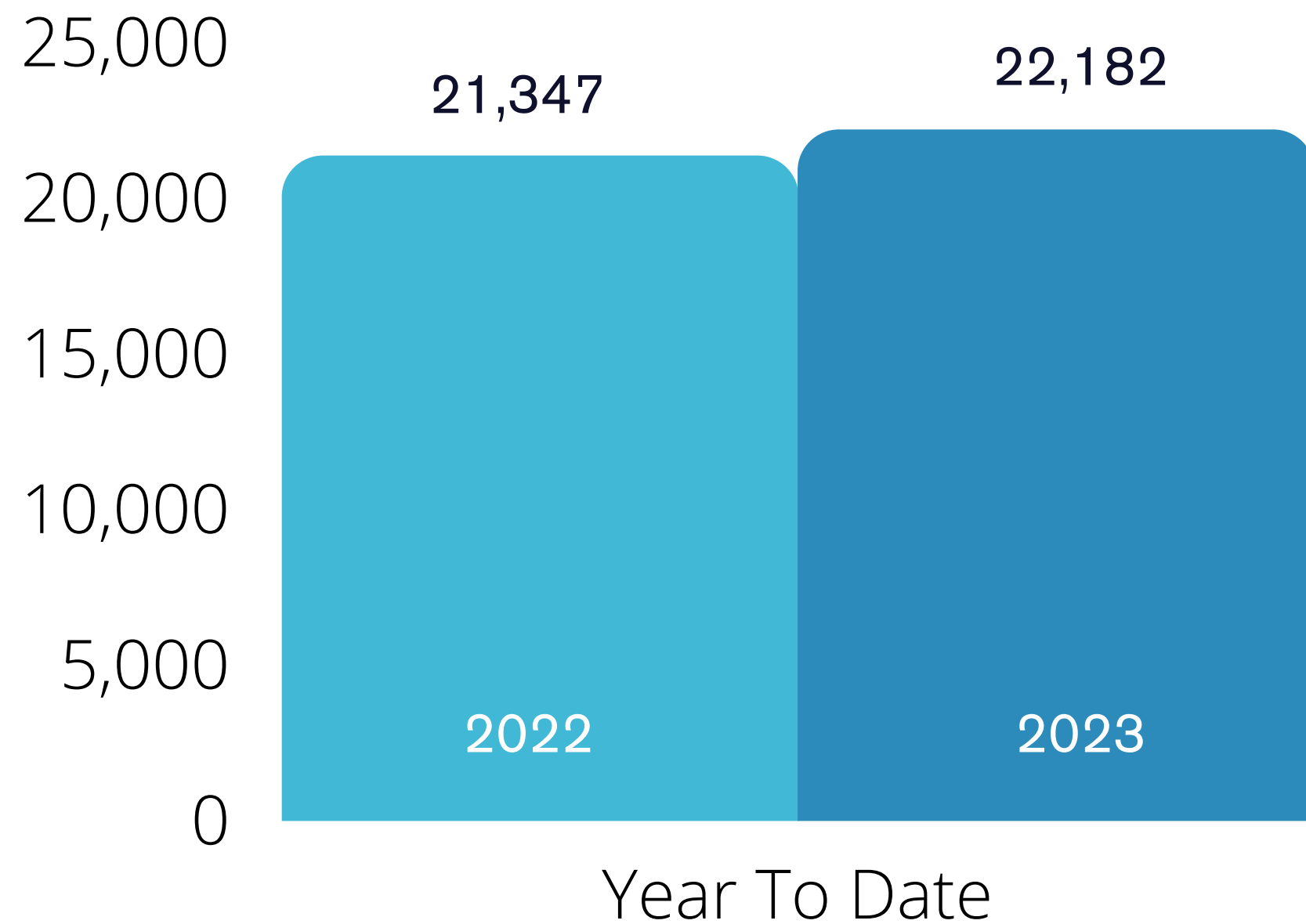


Bandit's Bikes (870 Moraine Ave, Unit 2) -
Provides e-bike and mountain bike rentals,
along with professional bike repairs,
services and sales



Bear & Bee (541 Big Thompson Ave, Ste
201) - Maker's studio and boutique
hosting art classes & events

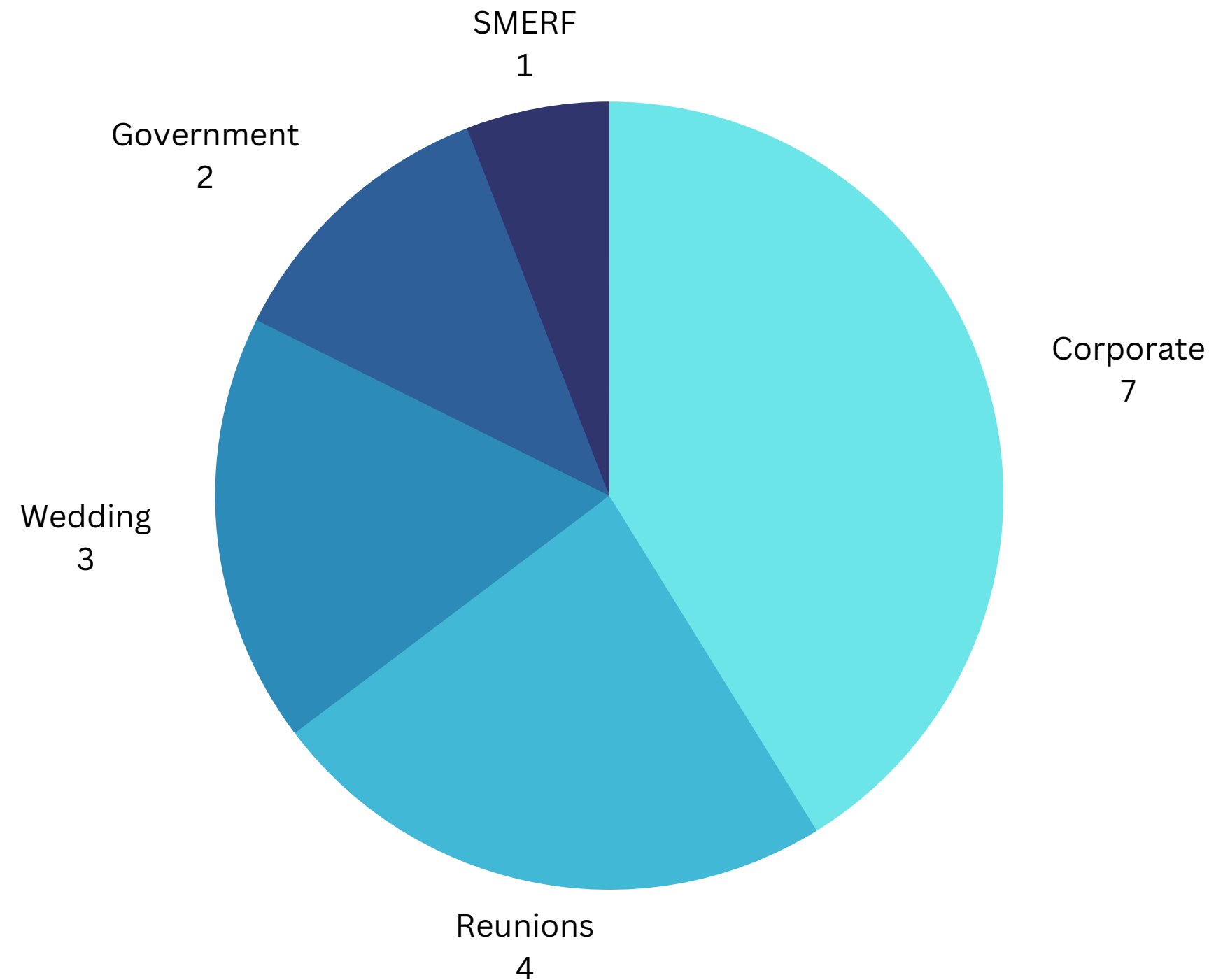
Estes Park Visitor Center: Guest Count



Group Sales: March 2023 Leads

17 leads were received in
March equating to 6,196
requested room nights with an
estimated economic value of

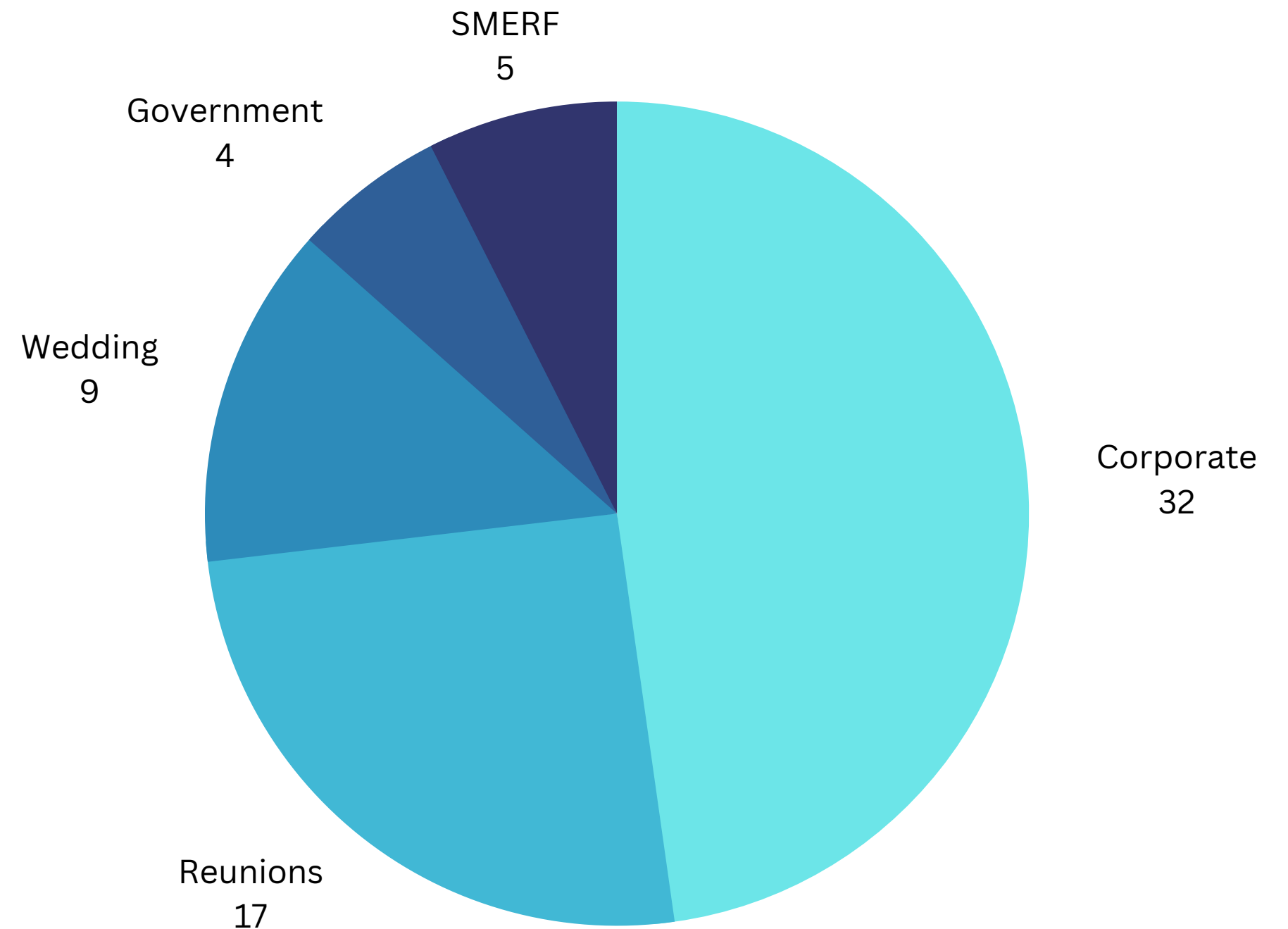
\$937,720



Group Sales: YTD Leads

67 leads were received January-March equating to 15,687 requested room nights with an estimated economic value of

\$2,499,800



The image is a vertical composition. The top half shows a clear night sky filled with stars and the Milky Way galaxy. The bottom half shows a landscape with a large, light-colored rock formation in the center, which has a face-like shape carved into it. The rock formation is surrounded by dark evergreen trees. The sky above the landscape also shows stars and the Milky Way.

Mike Zumbaugh

FEBRUARY & YTD

Total Tax Revenues*

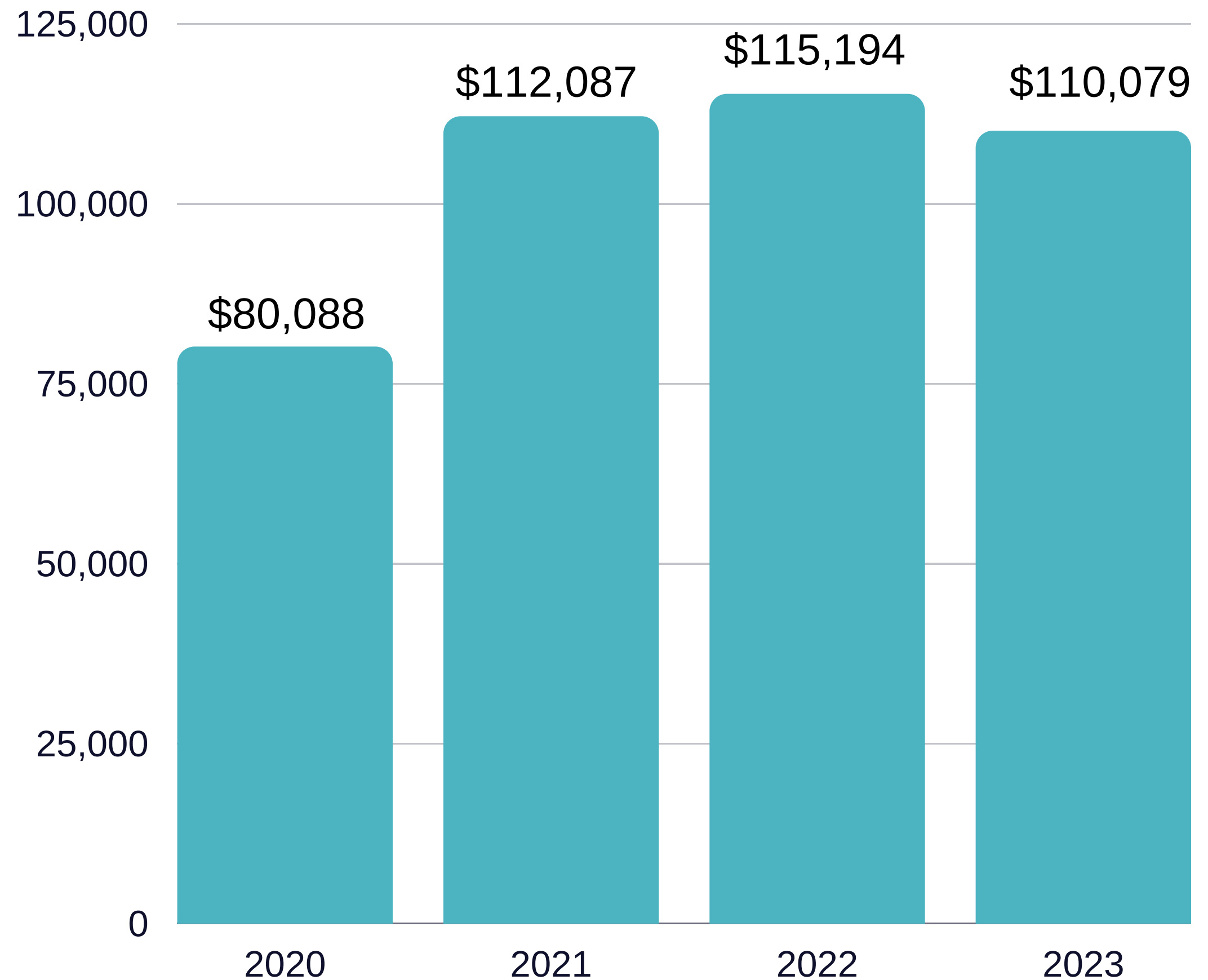
* based on receipts from
the State of Colorado

	Current	YTD
LMD 2%	\$110,523	\$225,582
10% of 3.5%	19,678	39,407
3.5% Passthrough	<u>177,102</u>	<u>354,664</u>
Total Received	\$307,303	\$619,654

FEBRUARY

Lodging Tax Revenues*

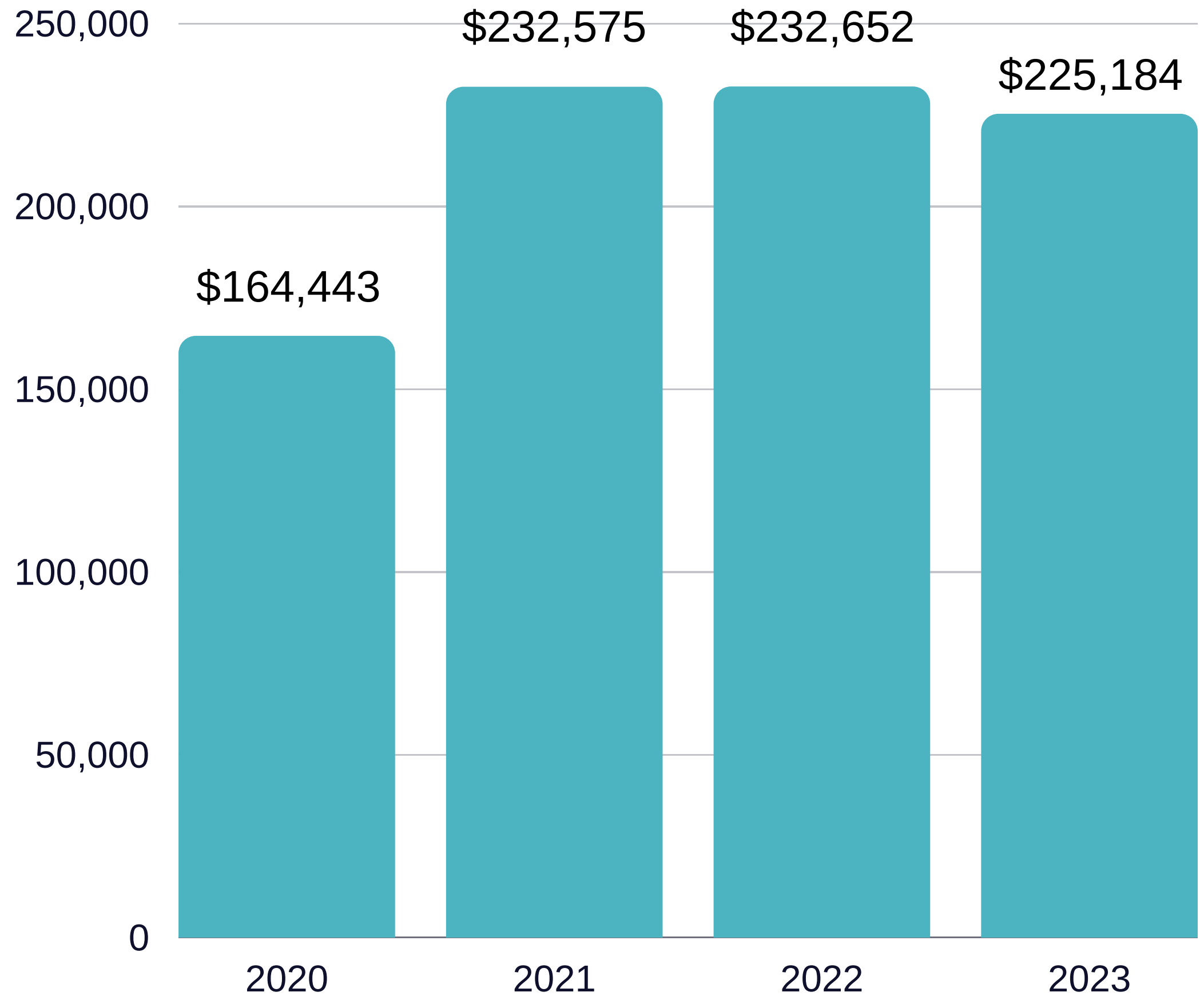
***2% LMD collections,
based on actual
month of stay**



FEBRUARY YEAR-TO-DATE

Lodging Tax Revenues*

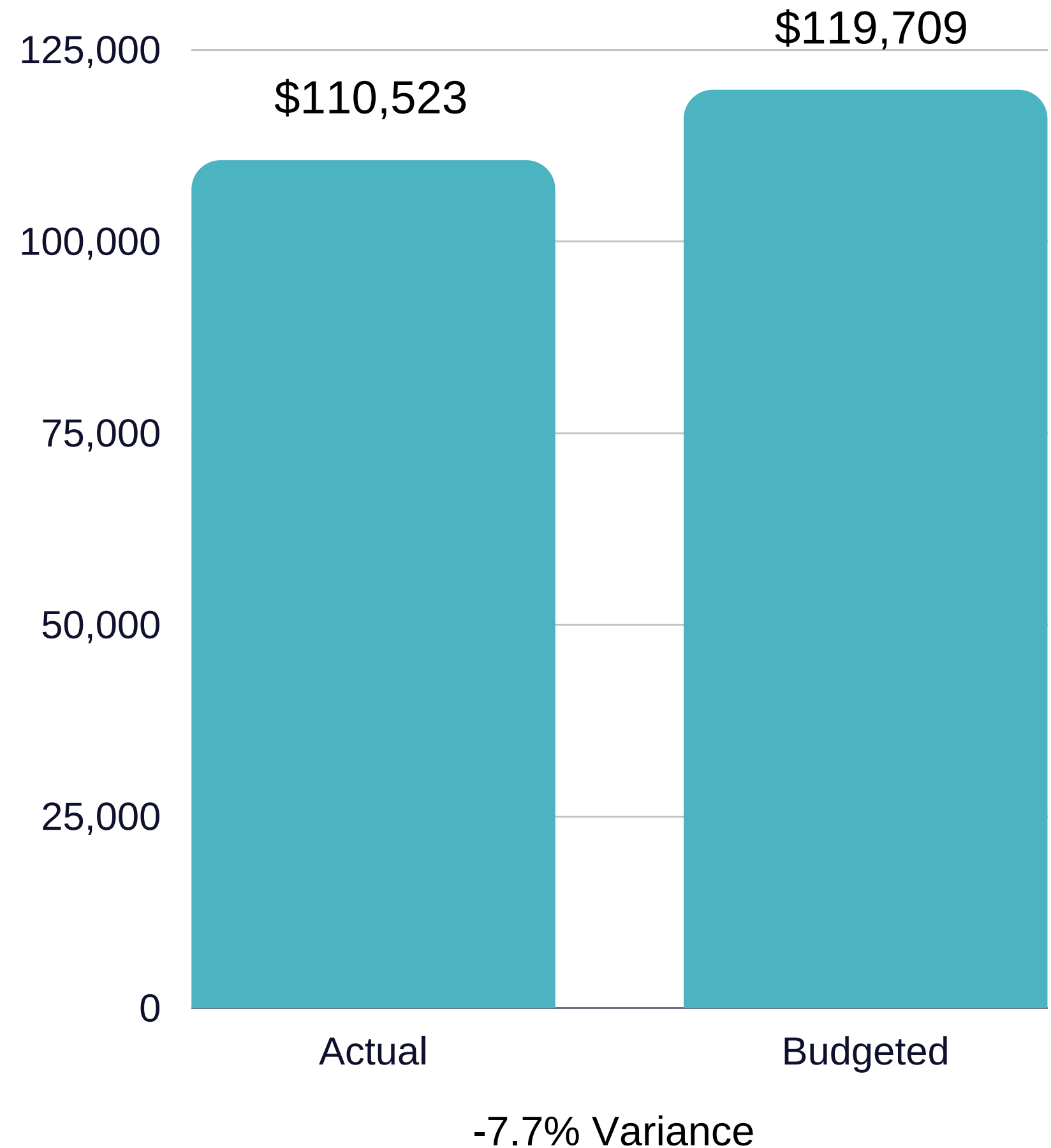
***2% LMD collections,
based on actual
month of stay**



FEBRUARY

Lodging Tax Revenues*

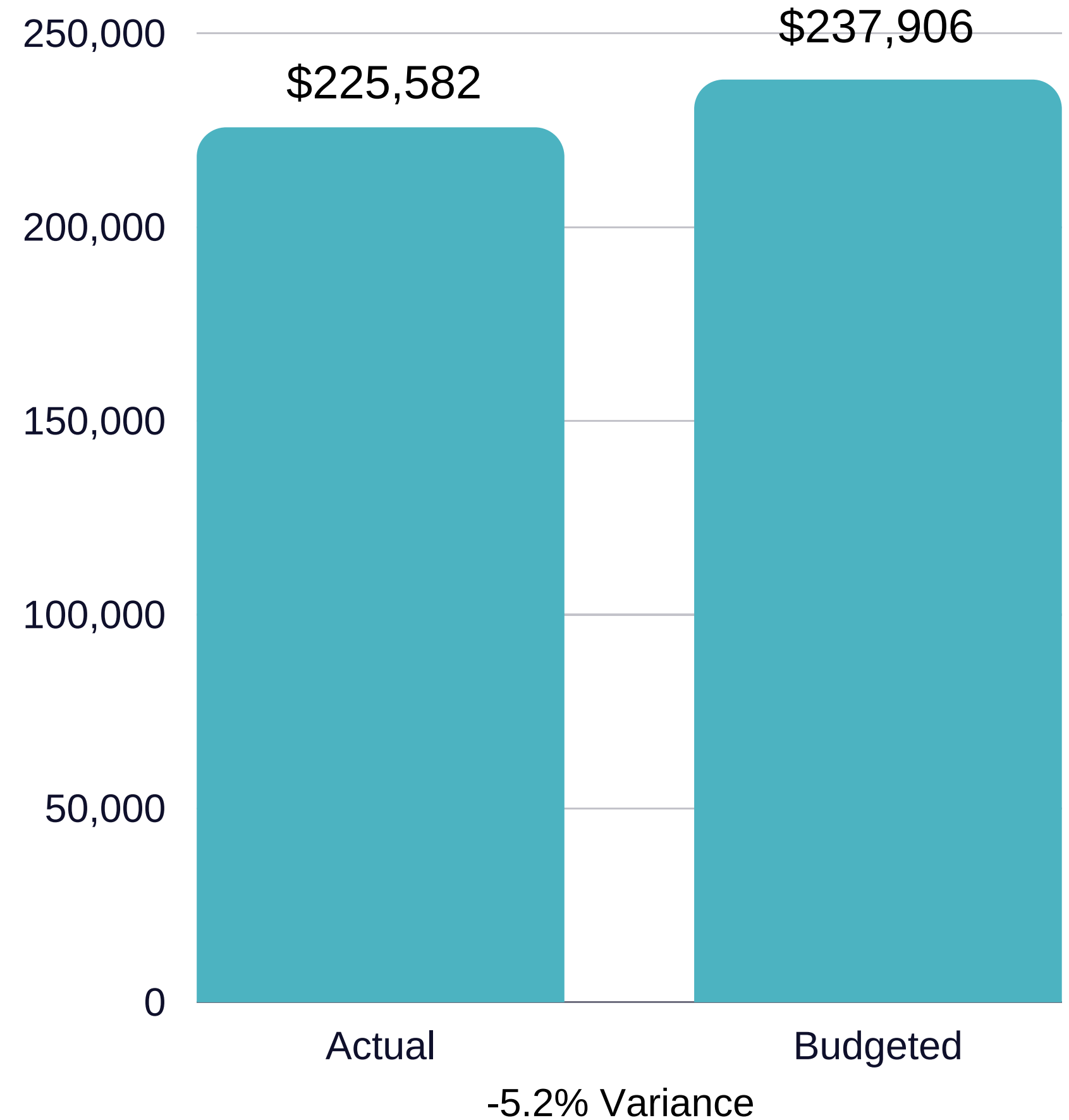
***2% LMD collections,
based on receipts from
the State of Colorado**



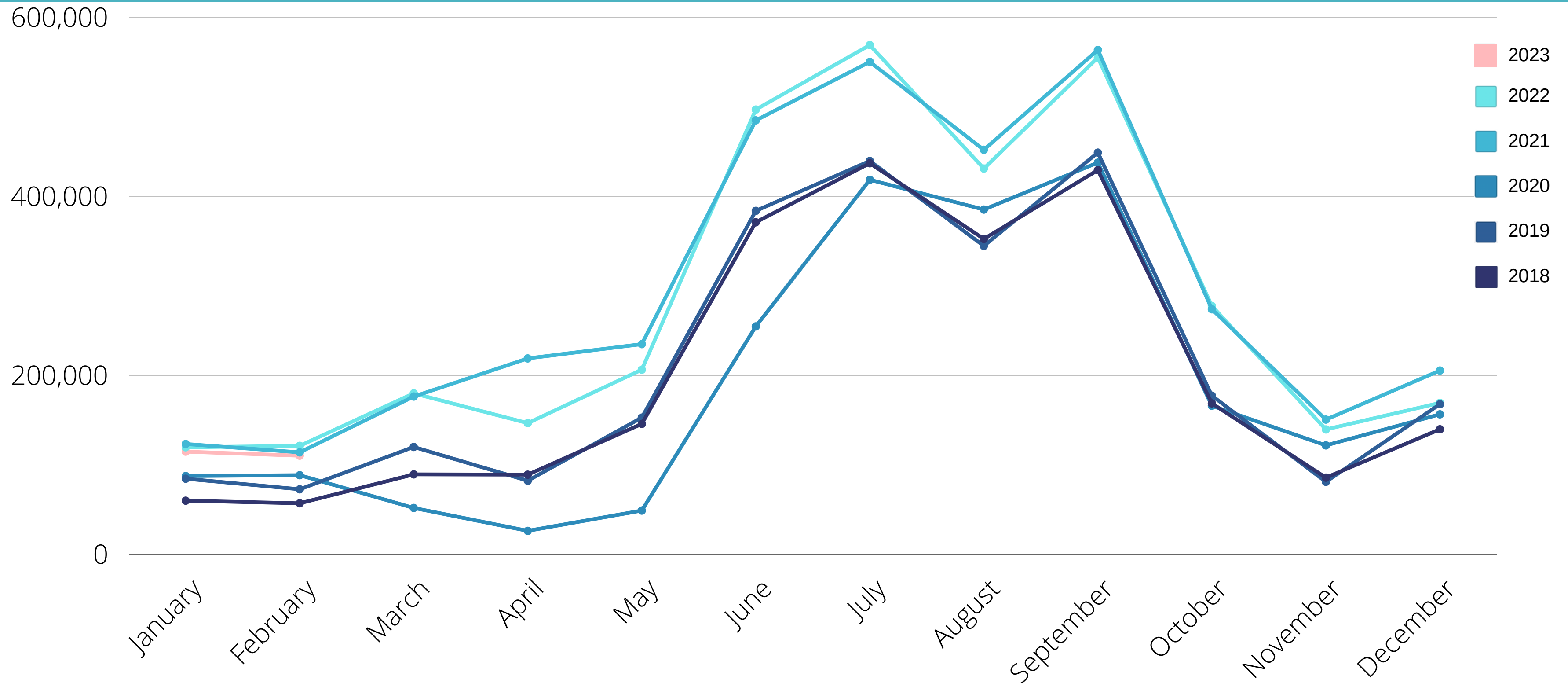
**FEBRUARY
YEAR-TO-DATE**

Lodging Tax Revenues*

***2% LMD collections,
based on receipts from
the State of Colorado**

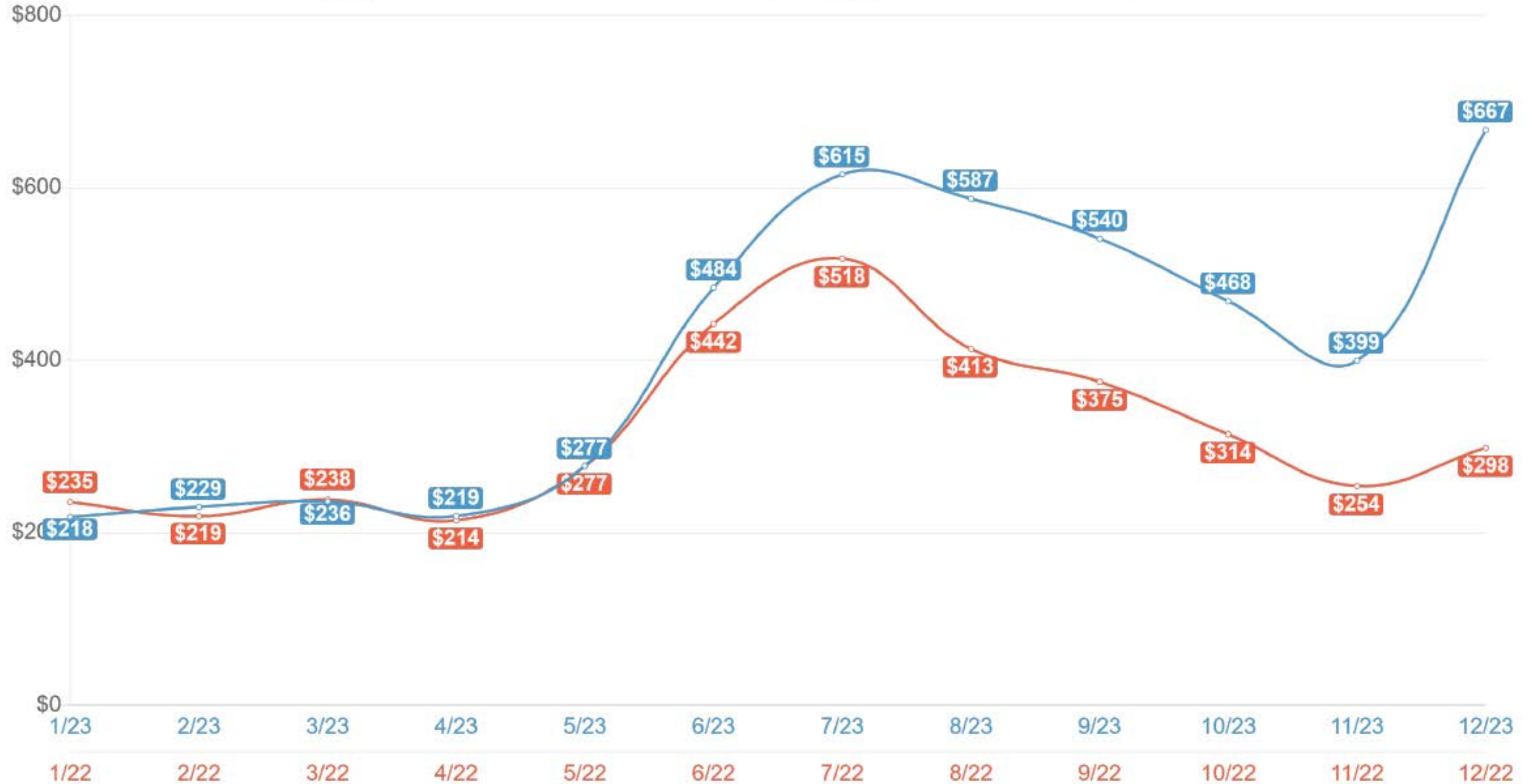


Lodging Tax Revenues



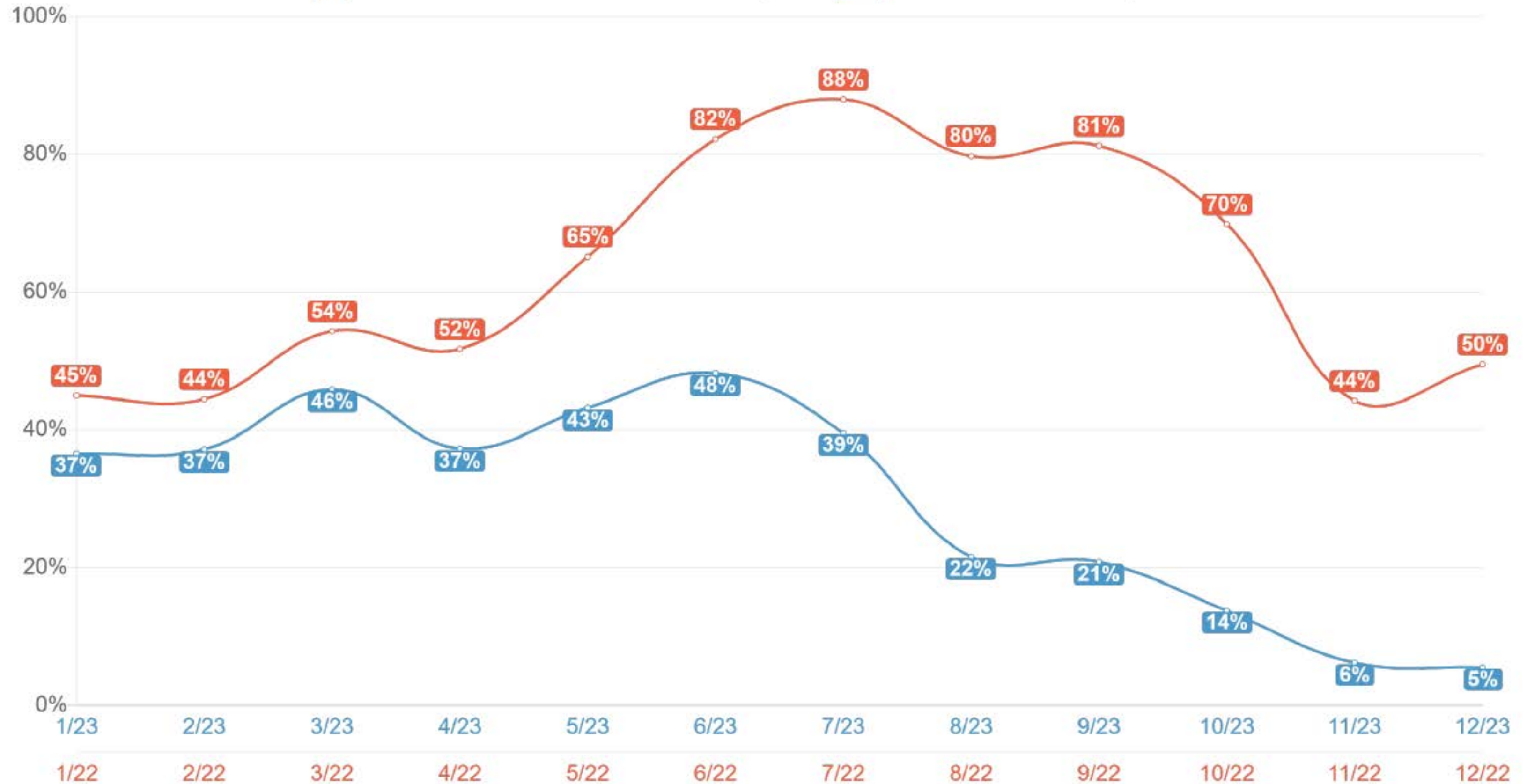
ADR

1/1/2023 to 12/31/2023 as of 4/24/2023 | \$368 1/1/2022 to 12/31/2022 | \$347



Adjusted Paid & Owner Occupancy

1/1/2023 to 12/31/2023 as of 4/24/2023 | 29.4% 1/1/2022 to 12/31/2022 | 63.4%



Call to Action by Board Chair

**Motion to Accept financial
statements as presented**

BOARD VOTING ROSTER

Chair Sean Jurgens

Vice Chair Deborah Gibson

Secretary McShan Walker

Director Pat Murphy

Director Rich Chiappe

Director Jerusha Rice

Treasurer Position Discussion

Board Comments & Closing

1. Requests for future agenda items
2. Any additional items for discussion?
3. Next Board Meeting: May 25, 2023 at 2 p.m.
4. Adjourn

BOARD VOTING ROSTER

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Director Jerusha Rice