



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Regular Meeting Agenda

Tuesday, August 4, 2020, 6:00 p.m.
Via: Go To Meeting

PUBLIC COMMENT.

Please state your name & address. We allow 3 minutes for each public comment.

REPORTS.

1. RMNP Update – PIO Kyle Patterson
2. Town Board Updates

CHAIRPERSON'S MESSAGE.

1. Overview of Agenda
2. Approve Agenda

PRESIDENT & CEO.

1. Highlights of written report
2. Updates

PROGRAM REVIEW.

1. Operational Updates

POLICY DEVELOPMENT.

CONSENT AGENDA.

1. Approval of minutes from the July 2, 2020 meeting.

BOARD COMMENTS.

ADJOURN.

Upcoming Meetings: September 1, 2020, October 6, 2020, November 3, 2020 December 1, 2020

Visit Estes Park

NOTE: Visit Estes Park reserves the right to consider other appropriate items not available at the time the agenda was prepared.
All board meetings are recorded per state regulation.



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To: Deb Gibson, Chairman & Board of Directors

From: Eric Lund, President/CEO

Date: 7/30/2020

RE: CEO – July, 2020 Board Report

I. Ends Policy Compliance Report

Destination Product Development:

- The CEO attended a number of Town Meetings, met with the Town Administrator and EDC Board Meeting, Chamber of Commerce Board Meeting, and Colorado Tourism Office including with reporters referred by CTO for travel stories
- Overall, the CEO attended 35 stakeholder, staff and industry meetings in July
- The CEO attended a number of meetings related to the Covid-19 crisis to assist with collaboration, planning and coordination including work on the Accelerated Recovery Task Force and notified stakeholders regarding new updates for Larimer County guidelines, discussions included how to maintain the Larimer County Variance for our businesses
- We are looking at incorporating a management dashboard which will show most of the metrics we track for each team to determine effectiveness and trends. This includes dashboards that Marketing, Group Sales and Stakeholder Services will be able to utilize for managing their marketing results. The Dashboards will also be designed for the CEO and Board Members for real time access to relevant metrics for tracking activities of Visit Estes Park and discerning trends. In addition, we plan to have a dashboard on our public transparency page as well.
- We have implemented a new summer marketing program designed to push more demand to Estes Park while also being very adaptable to adjustment if needed, this program is far in excess of what we have done in past summers. The results for June and July are improving for business with Book Direct room night bookings seeing steep accelerations
- Office move is complete. We have done all improvements ourselves including painting, upgrading the floor, updating counters and sink, updating board room. Total costs for the updates have been kept to a minimum of approximately \$3,000 not counting the plumber for attaching the sink which is still to be done.

II. Stakeholder Support and Education:

- We are carefully monitoring marketing demand results and watching pace reports from various hotels and things do appear to be improving for overnight stays and visitors in Estes Park. We are communicating to visitors how to be responsible through our website, social media and blogs; *See stories A and B attached.*

- We are communicating via newsletter and transparency page updates regarding coronavirus and how businesses are recommended to respond
- We are also updating our website to include Covid-19 standards information regarding each business for visitors to view, this will show visitors what businesses are practicing safety, including wearing masks, sanitation, cleaning and a number of other services related to visitor safety intended to give peace of mind for visitors

III. Partnerships and Collaborations:

- Covid-19 Updates: Things are changing daily and we are adapting and doing our best to anticipate those changes in our planning and as they impact us. We are waiting for the next phase or to see if Larimer County reverses the variance and adjusts guidelines.
 - We are working with the EDC, Chamber and Town to develop programs and initiatives to assist stakeholders in Estes Park. The CEO and PR Manager are engaged with Town Teams working on recovery including developing a new “Kindness” campaign that will start at the local resident level
 - We are working closely with the town, EDC and the Chamber to support our local businesses into the future

IV. Community Engagement:

- We have ordered an additional 3000 face masks which will bring our order to 5000 total face masks to enable businesses to sell them to visitors. We have also arranged with the Visitor Center to sell them when they reopen and will likely order additional masks to meet demand. We are simply looking to recover our cost at \$2.50 apiece. We are recommending that businesses offer them at a higher cost and include a charitable beneficiary for the difference
- There has been a large increase in visitation in county and state parks in our area and communicating social distancing, mask wearing, trail etiquette and such is a priority for Visit Estes Park. Likewise, we are working with the Chamber and the EDC to further communicate effective guidelines for visitors to help keep our community safer, more responsible and kinder
- Board Meetings are announced on the Transparency Page and we are including Board Meeting alerts in our Newsletter to better enable guests to participate in the meetings if they are interested. We can accommodate up to 250 people at one time through our GoTo Meeting gateway. In addition, all meetings are video recorded and posted on our transparency page for records and public viewing.

End Report

(Story A)

Estes Park Preparing As Rocky Mountain National Park Readies To Reopen

By Jeff Todd May 12, 2020 at 11:58 pm Filed Under: Colorado News, Coronavirus, Estes Park News, Rocky Mountain National Park

ESTES PARK, Colo. (CBS4) – It was welcomed news, but not a complete shock, to many businesses in Estes Park as Rocky Mountain National Park announced a phased reopening on May 27. The two-week notice allows businesses to prepare as they hope Coloradans will come visit.

“It’s very important we have an economic recovery, but at the same time we have to maintain and have to have a very health local community,” said Eric Lund the President and CEO of Visit Estes Park.

In the downtown shopping district, face masks are even required outdoors. A slow reopening is preferred to see what an influx into town will do to infection numbers.

The town has been working with the visitor’s bureau, chamber of commerce, and economic development team to for a lengthy set of guidelines for what reopening the town would look like.

“It goes a bit beyond the state and county guidelines because we really want to ensure the safety of our visitors when they come up,” Lund said. “Hotels are really going to do a lot of extra clearing and do other precautions to make sure people feel secure when they come up.”

Right now, outdoor recreation is only encouraged by the state of Colorado within 10 miles of your home. The expectation of many businesses in Estes Park is that the safer-at-home order will be relaxed somewhat. Front Range residents are becoming the target market for the town’s tourist-focused businesses.

“Being in the great outdoors is a good, healthy thing for people. As long as they respect social distancing and do the precautions. We hope that our visitors, when they come up, will also be responsible and respect the community’s health and the visitor’s health and be prepared that way,” Lund said.

(Story B)

Coronavirus has led to record crowds on Colorado’s public lands and plenty of “knucklehead” situations

Don't be that guy: Put out fires, know the rules, have backup plans and be prepared.

Jason Blevins @jasonblevins

The Colorado Sun — jason@coloradosun.com JUL 2, 2020 6:00AM MDT

There is something called the “knucklehead factor” in the algorithm of public land management.

While never spoken of publicly, federal land managers talk among themselves about the challenges of dealing not just with visitors who maybe are not aware of rules, but also with the ones who are irresponsible and dangerous.

And lately, as record-setting numbers of Coloradans flood public lands, the “knucklehead factor” has grown exponentially. That means coals abandoned in fresh fire pits. Shooting in the dark. Pushing OHVs beyond trails. Walking on that log at Hanging Lake. Breaking down gates and just a general disregard for rules, signs and other humans.

They are in the minority, those knuckleheads. But they are stressing public lands already feeling the pressure of masses urged to look to the “vast, great outdoors” as an escape from the monotony of quarantine and the stress of pandemic.

“We are seeing normal use patterns multiplied, so we if had bad apples out there they are multiplied now,” says Aaron Mayville, the deputy forest supervisor for the Arapaho-Roosevelt National Forest.

A couple weekends ago, Mayville's rangers visited popular Maxwell Falls near Evergreen, which regularly ranks on Front Range listicles of close-in waterfall hikes. The parking lot at the trailhead holds about 40 cars. There were 900 on that Saturday, spilling every which way.

"Every trailhead is seeing that kind of traffic. It's record use. Fourth of July numbers in April and May," Mayville says.

So, what will the actual Fourth of July be like? The answer to that has Colorado Forest Service, Bureau of Land Management and Parks and Wildlife managers fretting and offering a long list of advice.

First and foremost: Just about the entire state is under fire restrictions that limit all open flames to fire pits in established campgrounds (which, by the way, are 100% booked this weekend). So stir a few extra gallons of water into any fire pit before walking away.

"Your campfire is not out until you can touch the coals with your bare hand. That requires water, stirring and then more water," says BLM spokeswoman Maribeth Pecotte, who is seeing campers pushing well beyond established campsites as crowds fill campgrounds. ("Record fees" collected from the BLM's put-ins and take-outs on the Upper Colorado River, as well, she says.)

Second: Have a backup plan for when the remote campground no one ever goes to is full.

"Not just a Plan B, but maybe a Plan C, D and E," says Bill Jackson, the Dillon District ranger for the White River National Forest. "The popular spots are going to be packed. That's a guarantee. Exploring new places off the beaten track is the name of the game this summer."

Jackson suggests everyone who plans on visiting public lands this summer — and especially this weekend — should do their homework and craft a malleable plan for the getaway.

Which brings us to the third critical piece of advice offered by the experts: Be prepared.

The Boy Scouts motto is in full effect in Colorado's high country. When the campground is full, travelers will need their own source of water. They will need to be able to pack out their waste should the pit toilets still be closed to limit the spread of COVID-19. They will need to have maps, food and proper gear if they are adventuring. They will need to be self-sufficient.

"We just really need people to be aware and cognizant of where they are parking and how they may be affecting other people," says Marcia Gilles, the acting district ranger for the Vail area's Holy Cross District of the White River National Forest, which, by the way, is the most trafficked forest in the country. "There are definitely some creative campsites popping up out there. I think people are ready to get out right now and they are maybe not thinking through the full plan they might need for getting out there."

Gilles says recent weekends have seen cars spilling from the Cross Creek and Holy Cross trailheads. Her team recently increased the number of reservations available to hikers wanting to climb up to Hanging Lake in Glenwood Canyon. The White River last year installed a reservation system that capped the number of daily visitors to the wildly popular trail at 615 per day. The coronavirus and a scuttled shuttle system pushed that down to 128 a day and by late April, Hanging Lake was booked every day through August.

This week the forest upped the daily cap to 240 through August, with forest officials tracking the spread of COVID-19 in Garfield County before opening up additional slots in September and October.

That unique reservation model has drawn the eyes of managers of popular public destinations across the country, Gilles says.

“There are some great opportunities people have with these extremely limited numbers,” Gilles says. “They feel like they have it to themselves and they are having a really more primitive experience than people have had at Hanging Lake in the last decade.”

Colorado Parks and Wildlife is helping visitors to Lake Pueblo State Park prepare for anything but a primitive experience. The agency this week told Lake Pueblo visitors that all the park’s 400-plus campsites were booked and warned that the park would reach capacity at some point on weekend days, which could come as early as 10 a.m. That it can take an hour or longer to get into the park and possibly a two-hour wait to launch a boat. On Memorial Day, the agency temporarily shut the park’s gates for the first time to deter crowds and noted that Lake Pueblo was on track to set a visitation record.

“Be prepared to walk long distances to get to and from your vehicle,” reads the agency’s Lake Pueblo website. The White River’s quiet Blanco Ranger District in Meeker includes the Flat Tops Wilderness. Typically, a wilderness ranger can spend entire days in the Flat Tops and not see a single hiker.

“This year he is seeing several groups of people every day,” Blanco District Ranger Curtis Keetch said. “He’s a local resident who’s lived up here a very long time and he was telling me yesterday he’s never seen it so busy in the wilderness.”



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To: Visit Estes Park Board Of Directors

From: Kevin Benes, Finance Officer

Date: 08/04/2020

RE: Finance Officer Update

Lodging Tax/Income:

June 2020 (stays in May 2020) - \$49,233.43

June 2020 Budget - \$198,000

June 2019 (stays in May 2019) - \$153,035.22

YTD lodging tax collected - \$472,491.47

YTD lodging tax budget - \$806,000.00

YTD lodging tax shortfall - (\$333,508.53)

YTD Budget Net Income - (\$472,951.87)

YTD Actual Net Income - (\$777,242.68)

YTD Net Income shortfall - (\$304,290.81)

June Financials:

June 2020 financial statements are attached for your review.

June continues the discretionary spending freeze for future commitments June saw a rather large ad buy that was agreed upon internally to jump start overnight tourism in Estes Park; Josh and Eric can both provide more detail about how these advertising dollars was utilized.

The only expense that we are continuing during these uncertain times, especially in the lodging industry, is the VEP mask program.

The mask program has put nearly 5,000 business owners, employees, residents and guests in the VEP branded face masks with nearly all of these free of charge.

2019 Audit:

A physical copy of the completed audit is on it's way. I will provide a physical copy to each board member. We also have the completed report available digitally on our transparency page.

<https://www.visitestspark.com/transparency/>

Visit Estes Park
Balance Sheet
As of June 30, 2020

	Jun 30, 20
ASSETS	
Current Assets	
Checking/Savings	
1200 · Checking/Savings	
1210 · FNB Estes Park	-5,711.74
1220 · Bank of Colorado	
1220-1 · Bank of CO Stakeholder Check...	62,585.70
1220-2 · Bank of CO MMA	800,000.00
Total 1220 · Bank of Colorado	862,585.70
1290 · Petty Cash	100.00
Total 1200 · Checking/Savings	856,973.96
Total Checking/Savings	856,973.96
Accounts Receivable	
1100 · Accounts Receivable	131,418.62
Total Accounts Receivable	131,418.62
Other Current Assets	
1300 · LMD Taxes Rec-CO Dept Revenue	168,064.00
1390 · Prepaid Expenses	5,361.00
Total Other Current Assets	173,425.00
Total Current Assets	1,161,817.58
Fixed Assets	
1400 · Fixed Assets	
1415 · Office Equipment	31,566.88
Total 1400 · Fixed Assets	31,566.88
Total Fixed Assets	31,566.88
Other Assets	
2702 · Deferred Inflows of Resources	-6,787.00
Total Other Assets	-6,787.00
TOTAL ASSETS	1,186,597.46
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	-17,681.39
Total Accounts Payable	-17,681.39
Other Current Liabilities	
2400 · Accrued Payroll	47,773.55
Total Other Current Liabilities	47,773.55
Total Current Liabilities	30,092.16
Long Term Liabilities	
1501 · Deferred Outflows of Reso PERA	-234,560.00
1502 · Deferred Outflows of Resources	-8,765.00
2801 · Net Pension Liability	732,265.00
2802 · Net OPEB Liability	61,453.00
Total Long Term Liabilities	550,393.00
Total Liabilities	580,485.16
Equity	
2600 · Equity	

**Visit Estes Park
Balance Sheet
As of June 30, 2020**

	<u>Jun 30, 20</u>
2620 · 2009 (Net) District Tax Revenue	<u>1,175,436.06</u>
Total 2600 · Equity	1,175,436.06
2900 · Retained Earnings	207,918.92
Net Income	<u>-777,242.68</u>
Total Equity	<u>606,112.30</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,186,597.46</u></u>

Visit Estes Park Profit & Loss Budget Performance - Entire Organization

June 2020

	Jun 20	Budget	Jan - Jun 20	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
3000 · District Tax Fund	49,233.43	198,000.00	472,491.47	806,000.00	2,472,000.00
3300 · Visitor Guide	-6,234.54	10,000.00	-648.54	100,000.00	280,000.00
3400 · Advertising Fees-Stakeholder	-2,183.47	50,166.00	134,978.47	300,996.00	602,000.00
3510 · Larimer County PILT	0.00	0.00	0.00	0.00	5,412.66
3800 · Grants & Awards	0.00	0.00	25,000.00	25,000.00	25,000.00
3999 · Other Income	1,230.00	159.00	4,730.13	954.00	1,900.00
9875 · Bad Debt	-3,185.25		-3,185.25		
Total Income	38,860.17	258,325.00	633,366.28	1,232,950.00	3,386,312.66
Gross Profit	38,860.17	258,325.00	633,366.28	1,232,950.00	3,386,312.66
Expense					
4300 · Special Adv & Mktg-Contingency					
4303 · CTO	0.00	25,000.00	0.00	25,000.00	25,000.00
4300 · Special Adv & Mktg-Contingency -...	0.00		25,000.00		
Total 4300 · Special Adv & Mktg-Continge...	0.00	25,000.00	25,000.00	25,000.00	25,000.00
4470 · Search Engine Optimization	2,000.00	2,000.00	10,000.00	12,000.00	24,000.00
4500 · Advertising					
4510 · Media Placement - Traditional					
4511 · Print - Newspaper	902.00	720.00	1,137.00	3,520.00	6,500.00
4512 · Print - Magazines	0.00	34,000.00	12,301.35	55,700.00	90,000.00
4513 · Broadcast - TV & Radio	0.00	5,000.00	8,000.00	25,500.00	55,000.00
4514 · Out of Home	1,040.00	6,541.67	27,140.00	39,249.98	78,500.00
4515 · Events - Traditional	0.00	0.00	0.00	15,000.00	30,000.00
4516 · Collateral Inspiration Brochure	0.00	0.00	0.00	0.00	0.00
4517 · Out of Home - In Market	1,040.00	3,333.33	1,040.00	20,000.02	40,000.00
Total 4510 · Media Placement - Traditional	2,982.00	49,595.00	49,618.35	158,970.00	300,000.00
4520 · Media Placement - Digital					
4521 · Digital	64,050.02	60,000.00	151,766.83	74,577.98	150,000.00
4522 · Social	7,508.71	64,756.34	46,794.84	136,837.70	230,500.00
4523 · Pay-Per-Click	9,993.34	8,280.08	21,393.34	48,280.08	200,000.00
4524 · Events - Digital	0.00	0.00	0.00	500.00	9,500.00
Total 4520 · Media Placement - Digital	81,552.07	133,036.42	219,955.01	260,195.76	590,000.00
4530 · Media Planning & Buying					
4532 · Media Buying	8,124.34	10,000.00	28,352.34	22,590.94	68,000.00
4533 · Media Expenses	0.00	400.00	0.00	1,674.24	2,000.00
4534 · Regional Sponsorships	0.00	200.00	0.00	5,800.00	10,000.00
4535 · Local Sponsorships	5,692.00	500.00	11,733.34	7,700.00	20,000.00
Total 4530 · Media Planning & Buying	13,816.34	11,100.00	40,085.68	37,765.18	100,000.00
4540 · Creative Development - Trad'l					
4541 · Print - Newspaper	0.00		235.00		
Total 4540 · Creative Development - Trad'l	0.00		235.00		
4560 · Creative Assets - Outside Fees	0.00	0.00	0.00	2,500.00	5,000.00
4565 · Creative Assets - Agency Fees	0.00	416.67	0.00	2,499.98	5,000.00
4575 · Agency Planning & Management	14,200.00	13,275.00	95,550.00	59,410.83	140,000.00
Total 4500 · Advertising	112,550.41	207,423.09	405,444.04	521,341.75	1,140,000.00
4700 · Research	0.00	0.00	350.00	35,260.00	50,000.00
4750 · Website	29,772.66	5,416.67	60,522.96	32,499.98	65,000.00
4840 · Economic Development	0.00	0.00	17,500.00	20,000.00	20,000.00
5500 · International Promotion					
5510 · Int'l Content & Collateral	0.00	250.00	400.00	1,500.00	3,000.00
5530 · Int'l Tradeshows & Events	0.00		75.00		

**Visit Estes Park
Profit & Loss Budget Performance - Entire Organization**

June 2020

	Jun 20	Budget	Jan - Jun 20	YTD Budget	Annual Budget
5540 · Int'l Trade FAMs	0.00	625.00	0.00	3,750.00	7,500.00
5550 · Int'l Press FAMs	-619.17	333.33	-430.48	2,000.02	4,000.00
Total 5500 · International Promotion	-619.17	1,208.33	44.52	7,250.02	14,500.00
6000 · Audit	0.00	0.00	5,500.00	19,000.00	19,000.00
6200 · Bookkeeping	0.00	208.33	2,197.31	1,250.02	2,500.00
6400 · Contingencies (Gen Op)	0.00	208.33	0.00	1,250.02	2,500.00
6600 · Personnel	73,532.25	101,083.33	543,317.02	606,500.02	1,215,000.00
66900 · Reconciliation Discrepancies	0.00		-0.03		
6700 · Payroll Processing & HR					
6710 · Payroll/Benefits Processing	0.00	250.00	0.00	1,500.00	3,000.00
6750 · MSEC/HR Services	0.00	125.00	87.93	750.00	1,500.00
Total 6700 · Payroll Processing & HR	0.00	375.00	87.93	2,250.00	4,500.00
6800 · Legal	806.30	1,666.67	1,211.30	9,999.98	20,000.00
7000 · Office Sup,Postage,Printing	3,598.27	1,833.33	18,218.81	11,000.02	22,000.00
7200 · Office Equipment & Upgrades	300.38	2,083.33	8,291.81	12,500.02	25,000.00
7400 · Rent & Utilities	6,457.48	6,250.00	50,307.87	37,500.00	75,000.00
7500 · Insurance	0.00	1,250.00	0.00	7,500.00	15,000.00
8000 · Cell Phone & Mileage					
8010 · Cell Phone & Mileage-Adv	220.00	250.00	1,669.75	1,500.00	3,000.00
8020 · Cell Phone & Mileage-Groups	25.00		275.00		
8030 · Cell Phone & Mileage-Pres	55.00	83.33	365.08	500.02	1,000.00
8040 · Cell Phone & Mileage-Digital	40.00	83.33	240.00	500.02	1,000.00
8050 · Cell Phone & Mileage-SS/PGD	0.00	125.00	79.58	750.00	1,500.00
8060 · Cell Phone & Mileage-Gen Ops	0.00	166.67	206.24	999.98	2,000.00
8080 · Cell Phone & Mileage-Content Co	0.00	166.67	0.00	999.98	2,000.00
8090 · Cell Phone & Mileage-Office Mngr	0.00	41.67	0.00	249.98	500.00
Total 8000 · Cell Phone & Mileage	340.00	916.67	2,835.65	5,499.98	11,000.00
8100 · Education & Conferences					
8120 · CO Governors Tourism Conference					
8122 · Colorado Gov Conf-Pres	0.00	0.00	18.00	1,000.00	1,000.00
8124 · Colorado Gov Conf-PR	0.00	0.00	0.00	1,000.00	1,000.00
Total 8120 · CO Governors Tourism Conf...	0.00	0.00	18.00	2,000.00	2,000.00
8140 · Destination Mktg Assoc Int DMAI					
8142 · DMAI-Digital	0.00	0.00	0.00	1,500.00	1,500.00
8143 · DMAI-Pres	0.00	0.00	0.00	3,000.00	3,000.00
8145 · DMAI-Advertising	0.00	0.00	0.00	4,000.00	4,000.00
Total 8140 · Destination Mktg Assoc Int ...	0.00	0.00	0.00	8,500.00	8,500.00
8190 · Training & Education					
8191 · Simpleview Summit	0.00	0.00	0.00	5,000.00	5,000.00
8192 · MSEC	0.00	0.00	434.47	750.00	750.00
8199 · Training & Education - Other					
8199-10 · ESTO	0.00	0.00	0.00	3,500.00	3,500.00
8199-4 · Denver Int'l Pw Wow 2018	0.00	0.00	217.96	6,750.00	6,750.00
8199-6 · Media Training	0.00	0.00	8.99	1,500.00	1,500.00
8199-8 · CADMO	0.00	0.00	0.00	1,500.00	1,500.00
8199 · Training & Education - Other - ...	0.00	1,625.00	2,289.54	9,750.00	19,500.00
Total 8199 · Training & Education - Other	0.00	1,625.00	2,516.49	23,000.00	32,750.00
8190 · Training & Education - Other	0.00	0.00	0.00	0.00	0.00
Total 8190 · Training & Education	0.00	1,625.00	2,950.96	28,750.00	38,500.00

Visit Estes Park Profit & Loss Budget Performance - Entire Organization

June 2020

	Jun 20	Budget	Jan - Jun 20	YTD Budget	Annual Budget
Total 8100 · Education & Conferences	0.00	1,625.00	2,968.96	39,250.00	49,000.00
8300 · Meals & Incidentals					
8310 · Meals & Incidentals-Adv	0.00	41.67	17.00	249.98	500.00
8330 · Meals & Incidentals-Groups	0.00	83.33	0.00	500.02	1,000.00
8340 · Meals & Incidentals-Pres	0.00	250.00	567.34	1,500.00	3,000.00
8350 · Meals & Incidentals-Digital	0.00	83.33	0.00	500.02	1,000.00
8360 · Meals & Incidentals-SS/PGD	0.00	125.00	553.86	750.00	1,500.00
8370 · Meals & Incidentals-Other/Brd	0.00	83.33	0.00	500.02	1,000.00
8390 · Meals & Incidentals - Gen Ops	0.00	83.33	434.52	500.02	1,000.00
Total 8300 · Meals & Incidentals	0.00	749.99	1,572.72	4,500.06	9,000.00
8400 · Membership					
8451 · Colorado Assoc. of DMOs	0.00	0.00	0.00	1,200.00	1,200.00
8452 · DMAI	0.00	0.00	0.00	3,000.00	3,000.00
8453 · Travel Industry Assoc of CO	0.00	0.00	595.00	3,500.00	3,500.00
8454 · VISIT DENVER - Denver CVB	0.00	0.00	0.00	500.00	500.00
8455 · Local Memberships	0.00	50.00	100.00	300.00	500.00
8456 · Non-Local Memberships	0.00	500.00	160.00	3,000.00	6,000.00
8457 · GFOA	0.00	800.00	0.00	800.00	800.00
8459 · Mtgs, Conf's, Groups, Assoc's	0.00	0.00	0.00	2,500.00	2,500.00
Total 8400 · Membership	0.00	1,350.00	855.00	14,800.00	18,000.00
8600 · Media Fam Tours					
8610 · Media Fam Tours	0.00	3,250.00	1,668.53	19,500.00	39,000.00
8620 · Influencer Expenses	0.00	666.67	0.00	3,999.98	8,000.00
8630 · Influencer Contracts	0.00	1,333.33	0.00	8,000.02	16,000.00
8600 · Media Fam Tours - Other	0.00	83.33	0.00	500.02	1,000.00
Total 8600 · Media Fam Tours	0.00	5,333.33	1,668.53	32,000.02	64,000.00
8650 · PR Firm	6,667.00	6,666.67	40,002.00	39,999.98	80,000.00
8700 · PR Promotions					
8720 · Promotions					
8722 · Qtrly CO Tourism Press Briefing	0.00	45.83	106.65	275.02	550.00
8723 · Deskside Tours	0.00	625.00	4,422.06	3,750.00	7,500.00
8724 · Promotional Items	237.09	829.17	1,523.24	4,974.98	9,950.00
Total 8720 · Promotions	237.09	1,500.00	6,051.95	9,000.00	18,000.00
Total 8700 · PR Promotions	237.09	1,500.00	6,051.95	9,000.00	18,000.00
8800 · eMail Marketing					
8810 · eNewsletter Annual Fee	399.00	750.00	1,197.00	4,500.00	9,000.00
Total 8800 · eMail Marketing	399.00	750.00	1,197.00	4,500.00	9,000.00
8900 · Group Marketing	9,080.00	9,166.67	48,472.78	54,999.98	110,000.00
9000 · Social Media					
9020 · Social Media Promotional Prizes	0.00	125.00	0.00	750.00	1,500.00
9030 · Social Media Apps	0.00	500.00	0.00	3,000.00	6,000.00
Total 9000 · Social Media	0.00	625.00	0.00	3,750.00	7,500.00
9100 · Stakeholder Communications					
9110 · Stakeholder Educational Mtgs	0.00	583.33	0.00	3,500.02	7,000.00
9140 · Stakeholder Survey	0.00	250.00	0.00	1,500.00	3,000.00
Total 9100 · Stakeholder Communications	0.00	833.33	0.00	5,000.02	10,000.00
9600 · Official Visitor Guide (OVG)					
9620 · Postage & Fulfillment	1,648.76	5,250.00	25,850.02	31,500.00	63,000.00
9625 · Production	0.00	49,500.00	100,000.00	99,000.00	198,000.00
Total 9600 · Official Visitor Guide (OVG)	1,648.76	54,750.00	125,850.02	130,500.00	261,000.00
9990000 · Payroll Expenses	0.00		0.00		

**Visit Estes Park
Profit & Loss Budget Performance - Entire Organization**

June 2020

	Jun 20	Budget	Jan - Jun 20	YTD Budget	Annual Budget
9999 - Covid-19 Stakeholder Credits	0.00		31,159.08		
Total Expense	246,770.43	440,273.07	1,410,627.23	1,705,901.87	3,385,500.00
Net Ordinary Income	-207,910.26	-181,948.07	-777,260.95	-472,951.87	812.66
Other Income/Expense					
Other Income					
3700 - Interest Income	1.09		18.27		
Total Other Income	1.09		18.27		
Net Other Income	1.09		18.27		
Net Income	-207,909.17	-181,948.07	-777,242.68	-472,951.87	812.66

July VEP.com YOY Metrics (Through 7/29)

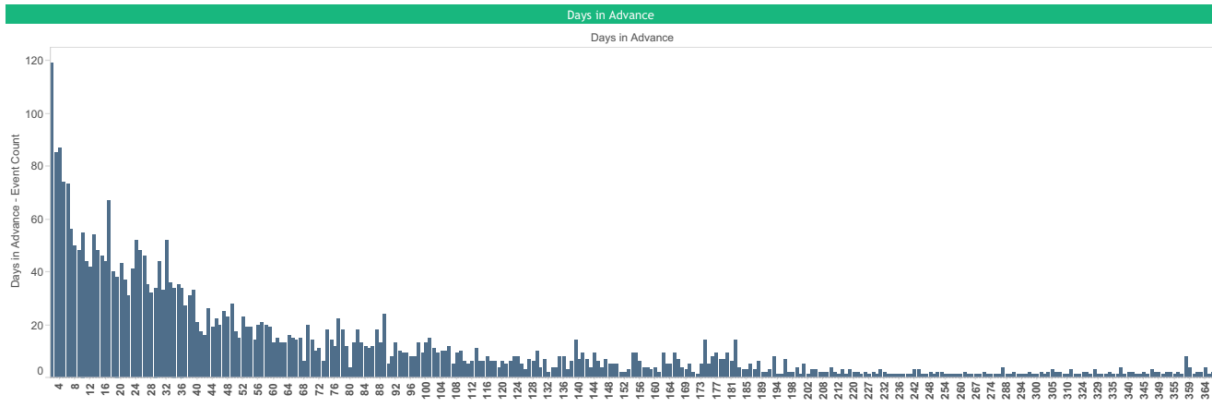
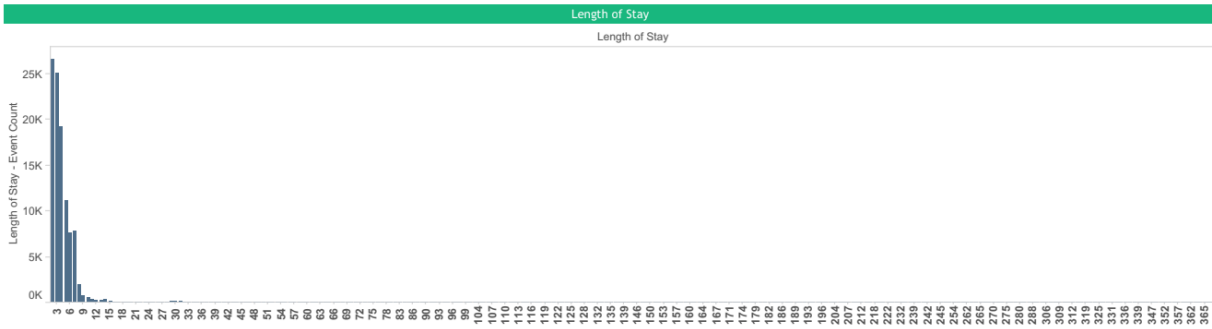
Users: 236,172 (up 34%)

Sessions: 315,343 (up 34%)

Pageviews: 628,957 (up 24%)

Session Duration: 2:34 (flat)

*Note: Year-over-year growth comes from organic search (meaning people are actively seeking Estes info themselves), sponsored content as part of the summer campaign, and paid search as part of the summer campaign.





Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

To: Visit Estes Park Board Of Directors
From: Abi Huebner, Director of Stakeholder Services
Date: 07/30/2020
RE: Stakeholder Services Update

Stakeholder Services Update

04.30.2020-05.28.2020

Team


Abi Huebner, *Director of Stakeholder Services*
Claire Molle, *Stakeholder Services Coordinator*

Website Sales Update:

Web Sales are fully underway. As expected with the COVID-19 crisis, web sales are not yet completed, but we are getting closer each day. Finished web sales include 85 Featured Listings sold, 56 Enhanced Listings sold, and 22 Display Ads sold, with 45 in the confirmation process. These numbers account for about 1/3 of all website sales expected to be complete by August 31, 2020.

Services Update:

We understand the importance of high quality photography and the impact stunning scenes have on the overall guest experience. Unfortunately a free two hour photography service will not be available during this time. We will attempt to accommodate requests if possible but stakeholders ought to be aware that current staff with no professional training will be taking the photos. In order to maintain high quality photography, we will be offering this full service when we are able to work with a professional photographer.



Due to the closure of the Town of Estes Park Visitor Park, the brochure distribution service is no longer available. In order to ensure our advertisers are receiving a service, we will be offering all current advertisers Spotlight placements on VEP.com. Although brochures remain a popular material for guests and advertisers alike, this action will create a more robust website presence for advertisers. This will aid in our efforts to transfer advertisers to the website.



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Board of Directors Regular Meeting Minutes

July 7, 2020 at 6:02pm

Via: Go To Meeting

Board Members Attending: Deborah Gibson, Marie Cenac, Pat Murphy, and Sean Jurgens

Board Members Absent: Tonya Humiston, Camden Birkeland and Wendy Koenig

Also Attending:

Eric Lund, President & CEO,
Visit Estes Park
Kevin Benes Vice President &
CFO, Visit Estes Park
Rebecca Pena, Group Sales
Manager, Visit Estes Park
Josh Harms Marketing
Manager, Visit Estes Park
Kyle Patterson, RMNP
Adam Shake, EDC
Aaron Hoyt

PUBLIC COMMENT.

No public comment

REPORTS.

Kyle Patterson updated the group and reported that Fall River road has opened up and they are seeing a lot of visitation. July has been busier than June. There has been a lot of sold out dates with the timed entry system. Shuttle buses are still only at 50% capacity and there is no hikers shuttle this year. Every Thursday they are distributing the inventory for the next two weeks. June they were seeing last minute reservations through the timed entry system, but July they are seeing more people planning ahead. Still some availability for August. Road construction will be starting in a few weeks. Sunday through Thursday 7am-7pm. Parking: regardless of where you are parking, a RMNP pass is still required. RMNP is remaining at 60% capacity. Last minute timed entry spots are released 48 hours prior. Not sure what time of day those are actually released. Timed entry system will run through October.

Marie Cenac updated the group on the Town and said they are keeping their focus on

Covid-19 and staying aligned with the state and county regulations. Just started meetings with development projects that have been put off. Switched to Zoom meetings for public input. It's easier to have public speak at. She informed the group that Ken Zornes has stepped down from the Town Board.

CHAIRPERSON'S MESSAGE.

Pat motioned to approve the agenda

Sean seconded the motion

No comments

Marie, Pat, Sean and Deb all passed the motion

PRESIDENT & CEO.

Eric continues to attend a number of Town Meetings, EDC, Chamber and CTO office. Meeting with each team to build 2021 budget. New summer marketing plan is ongoing and focusing on pushing demand to Estes Park while being adaptable and adjusting as needed. Office move will be complete July 15 and so far, only cost has been about \$2000. Working with Simpleview to build personalized dashboards for each person. We are waiting on the next recovery phase to come out and it will most likely be the "Protect your neighbor" phase. Banners have been put up to parking structure. Current banners are welcome back and July 4th. All updates still going out via email to keep stakeholders updated on Covid-19. Another order of masks have been placed and looking forward to getting those and disbursing them through out the community.

PROGRAM REVIEW.

Kevin started off with reviewing the May budget. May was the last month where we spent any money due to Covid-19. There will be some spending with Marketing that was planned pre-Covid-19. Massive difference in lodging tax is due to no one staying in Estes due to Covid-19. Numbers are following true to what we expected. Kevin covered balance sheet and financial highlights.

Aaron Hoyt covered the 2019 audit and noted that there is no concern regarding the audit. Full audit attached with board packet.

Josh gave a marketing report and said that website YOY numbers are up. Growth attributed to organic search. PR performance tracking well. AIR have begun or completed posting their stories. Video is close to being done.

CONSENT AGENDA.

Pat motioned to approve the June 2, 2020 minutes

Sean seconded the motion

No comments

Pat, Sean and Deb voted

Marie abstained due to not being present to the June 2, 2020 meeting

Tabling until next month: Pat, Sean, Marie and Deb

BOARD COMMENTS.

No comments

ADJOURN.

Deb adjourned the meeting at 7:31

Upcoming Meetings: August 4, 2020, September 1, 2020, October 6, 2020 and November 3, 2020.

Rebecca Pena, Recording Secretary

Deborah Gibson, Chari Person

Date: _____

Date: _____