



Recommendations on the Outcomes of the Lodging Tax Exploration Task Force

VISIT ESTES PARK BOARD OF DIRECTORS



Visit Estes Park Board of Directors

After taking into consideration the recommendations of the Task Force, discussions with community members and a significant amount of research, the Visit Estes Park Board of Directors recommends the following:

- To pursue an increase of 3.5 percentage points over the current lodging tax by administering a ballot initiative for the voters of the marketing district in November 2022.
- To use funds for both workforce housing and childcare and that the allocation of funds should be administered by the Town of Estes Park.

Additionally, the Board acknowledges that the Town of Estes Park is in the process of developing a strategic plan as part of the 2022 housing needs assessment and supports their intent to use it to build a plan for the use of these funds.

Thank you,

Deborah Gibson

Board Chair, Visit Estes Park

Sean Jurgens

Vice Chair

Scott Webermeier

Treasurer, Mayor Pro Tem

McShan Walker

Secretary

Pat Murphy

Director

Rich Chiappe

Director

Jerusha Rice

Director

A scenic view of a mountain town, likely in Colorado, with a large crowd gathered in a park area. The town is nestled at the base of a large, forested mountain range. In the foreground, a large crowd of people is gathered in a grassy park area, with several white tents and a gazebo visible. The town itself is built on a hillside, with many houses and buildings visible. The background features a range of mountains, with the highest peaks covered in snow and partially obscured by clouds. A blue text box is overlaid on the top half of the image, containing the title in white, bold, sans-serif capital letters.

LODGING TAX EXPLORATION TASK FORCE FINDINGS

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TASK FORCE MEMBER QUOTES

“ I appreciate the thoughtful public process the Visit Estes Park Board developed and the formation of a community-based task force. This group has met over several weeks and engaged in honest, robust discussion. These discussions will help decision-makers better understand the opportunities and challenges facing the community in the Estes Valley.”

JODY SHADDUCK-MCNALLY
LARIMER COUNTY COMMISSIONER, DISTRICT 3

“ This is the time for greatness. This is not the time to sacrifice for mediocrity. We have a rare opportunity, given the bill, to do something great. We can make a difference in this town, on the level of F.O. Stanley. We have the chance to define who we are as a community and how we support each other.”

JOHN CULLEN
THE STANLEY HOTEL, GRAND HERITAGE MANAGEMENT LLC AND GRAND HOLDINGS



Estes Park is now on the path of many other resort destinations which have become too expensive for working families to afford. Already we have seen an exodus of working families and professionals who can no longer afford housing here. Added to this, available child care represents only a small fraction of the need for working parents who staff our local businesses, health care, public services and other critical services.

Our town has an ever growing number of our workforce commuting from surrounding communities. Even if this was sustainable, it will become far more expensive to recruit necessary workers this way. The lifestyle costs to those families are likely too high for them to sustain long commutes for long. Labor costs are becoming prohibitive for local businesses to maintain services and remain open regular hours. This is for business that is already here. The lack of an available and affordable workforce deters new business and services in the community. The lack of available and affordable housing and childcare prevents new workers from moving into the community and we are losing more and more of our current workers daily.

As we have more and more commuters serving the community's needs in the healthcare, public services and education sectors, we lose our historical sense of community, where the mature nurture the young and the young care for and provide services to their elders. The bond of community in Estes Park has seen us through over one hundred years of life's challenges and blessings including wildfires, floods and pandemics. So much would be lost if we as a community do not step in to retain our workforce by addressing the now severe housing and childcare needs of these working families.

Through the state legislature, we have been offered the opportunity to reverse or curtail this destructive direction by raising funding for affordable housing and childcare through visitor lodging taxes (HB22-1117). This allows us to generate funds needed to address critical needs from the very tourism industry that generates much of the demand for a sustainable workforce. With exploding costs and extremely limited private real estate available, this opportunity could not be more timely, for a need so urgent. As a community, I hope that we can act now to use this once in a lifetime opportunity to preserve our community's workforce.

DEBORAH GIBSON
CHAIR OF THE VISIT ESTES PARK BOARD OF DIRECTORS
RAMS HORN VILLAGE RESORT

“ The Estes Park EDC has been intricately involved in developing solutions related to workforce housing issues since 2015, most recently in an advisory role to the Visit Estes Park Lodging Tax Exploration Task Force. With combined challenges like Covid, the great resignation, the great migration and the continued loss of our 25 to 45 year old workforce combined with a lack of housing inventory, rising property values and lack of childcare options, our workforce is being squeezed out. This puts the quality of life and the economic sustainability of the Estes Valley at risk. Visit Estes Park's possible ability to collect additional lodging taxes for workforce housing and childcare through the passage of HB 22-1117, offers yet another opportunity to help mitigate our current workforce housing challenges and the Estes Park EDC is proud to be a part of this process.”

ADAM SHAKE

ESTES PARK ECONOMIC DEVELOPMENT CORPORATION

“ I am passionately aware that we must expand our thinking to protect the economic foundation of Estes Park so it can thrive both now and in the future. We've spent phenomenal energy studying the needs of our community, and now we must take action. It is critical that employees and their families live, work and play right here in this beautiful Rocky Mountain Valley. Their energy, commitment and love of nature will give us the stability necessary to address the challenges this Valley faces over the next 20 years. We are bringing forth solutions, and I stand in support of making it possible for businesses, public institutions and the Park to be able to attract and retain the staff they need here in the Valley, by providing access to quality housing and childcare.”

DAN CENTURIONE, ESTES PARK HOUSING AUTHORITY

“ There is solid agreement in the Estes Park community that we have had a long-term problem with available and affordable workforce housing and with early childhood education capacity. I have found no one that questions the need. The new state legislation (HB 22-1117) provides a robust tool to address those needs by permitting a local marketing district such as Visit Estes Park to obtain voter approval of a ballot initiative to address the problem. What was most surprising and encouraging about the task force was the consensus amongst most lodging owners to impose a significant new lodging tax on guests to finally provide funds to address these issues in a meaningful way while still supporting the important destination marketing function of Visit Estes Park.”

BILL BROWN

**LODGING TAX EXPLORATION TASK FORCE
CONTRACT MANAGER**

INTRODUCTION & PURPOSE

In March of 2022, Colorado Governor Jared Polis signed House Bill 22-1117 into law, allowing for the expanded use of local lodging tax revenue to address gaps in the need for workforce housing and childcare. For the legislation to be applicable to the local community, a ballot initiative must be introduced asking voters in the local marketing district to decide whether to authorize the use of lodging tax revenue for investments in workforce housing and childcare.

To help determine if a ballot measure should be introduced, and if so, what it should propose, Visit Estes Park with support from the Town of Estes Park and Larimer County, created the Lodging Tax Exploration Task Force made up of community members and business owners. The Task Force facilitated the exchange of information, sharing of expertise and representation of the interests of the residents and businesses inside the local marketing district boundaries to provide a forum to identify and collectively endorse solutions to regional workforce housing and childcare initiatives.

The purpose of the Lodging Tax Exploration Task Force was to:

- Provide an organizational framework to ensure effective communication and coordination among representatives of Larimer County, the Town of Estes Park, Visit Estes Park, lodging partners, workforce housing and childcare advocates and other local leaders in the district.
- Serve as a vehicle for the collection and exchange of information and expertise and representation of the interests of the residents and businesses inside the local marketing district boundaries.
- Provide a forum to identify, discuss, study and collectively endorse solutions to regional workforce housing and childcare initiatives for consideration by the Board of County Commissioners, Town of Estes Park Board of Trustees and Visit Estes Park Board of Directors.
- Present recommendations to Visit Estes Park Board members, Town of Estes Park Board of Trustees, and the Board of County Commissioners for consideration.

Over the course of six meetings, the group discussed questions set by the County, Town and Visit Estes Park in advance, to determine core recommendations on the issue of increasing the lodging tax. The following report outlines the discussions, conclusions and recommendations of the Lodging Tax Exploration Task Force. Task Force members voted to make the following recommendations to the Board of County Commissioners, the Town of Estes Park Trustees and the Visit Estes Park Board of Directors:

- To pursue an increase in the lodging tax.
- To use funds for both workforce housing and childcare without allocating a specific percentage to each.
- That the percentage breakdown should be decided by the organization responsible for allocation of the funds.
- To recommend an increase in lodging tax of 3.5 percentage points over the current lodging tax (with robust discussion on various caveats, which are detailed in the report).
- To request clear and transparent communication among all parties on all decisions that are made, and to request that decision makers take all the time needed for thorough planning and preparation for election success and project effectiveness in addressing our community's workforce housing and childcare needs.

TASK FORCE MEMBERS

CONTRACT MANAGER

Bill Brown, *Attorney, mediator and Estes Park resident*

ADVISORY MEMBERS

Jody Shadduck-McNally, *Larimer County Commissioner, District 3*

Laura Walker, *Larimer County*

Alea Rodriguez, *Larimer County*

Scott Webermeier, *Town of Estes Park Trustee*

Cindy Younglund, *Town of Estes Park Trustee*

Jason Damweber, *Town of Estes Park*

Adam Shake, *Estes Park Economic Development Corporation*

Visit Estes Park Board of Directors

Deborah Gibson, *Board Chair*

Sean Jurgens, *Vice Chair*

Scott Webermeier, *Treasurer & Mayor Pro Tem*

McShan Walker, *Secretary*

Pat Murphy, *Director*

Rich Chiappe, *Director*

Jerusha Rice, *Director*

VOTING MEMBERS

Michael Andrzejek, *Elk Meadow And Spruce Lake RV Parks*

David Batey, *Estes Park Health Board of Directors, Estes Park*

EDC Strategic Planning Committee, Historic Stanley Home

Foundation Board, Estes Park Trail Gazette Editorial Board

Austen Bierl, *Estes Park Resort, Mountain Village*

Management and Voyago Vacation Rentals

Dan Centurione, *Estes Park Housing Authority*

Teresa Commerford, *Stonebrook Resort*

John Cullen, *The Stanley Hotel, Grand Heritage Management LLC and Grand Holdings*

Pep Dekker, *EstesPark.com*

Richard James, *Mountain Rendezvous Vacation Rental*

Dzidra Junior, *YMCA of the Rockies*

Laurie Dale Marshall, *EVICS Family Resource Center*

Trevor Scott McGuire, *Elkhorn Law Office*

Michael Romero, *Estes Park Trail Gazette*

Greg Rosener, *SkyRun Estes Park*

Suzanne Smikahl, *WorldMark Estes Park*

Seth Smith, *Ponderosa Realty & Management*

Scott Thompson, *Thompson Group/Keller Williams*

COMMUNITY CONSULTATION COMMITTEE

Maria Brownell, *Vacation home owner*

Bob Fixter, *Fall River Lodge*

Marvin R Hart, *Vacation home owner*

Gerald Mayo, *Estes Park Team Realty*

Lowell Richardson, *PMI Estes Park*

Becky Robbins, *Vacation home owner*

Meeting #1 – May 18, 2022

Do we want to pursue an increase to the lodging tax levied by the local marketing district for the purposes of workforce housing and/or childcare?

MATERIALS REVIEWED

- [Workforce Housing and Childcare Ad-Hoc Task Force Final Report](#)
- [Estes Valley Childcare Needs Assessment](#)
- [Estes Park Area Housing Needs Assessment](#)

HIGHLIGHTS

- The group agreed that there is a need for a significant, consistent funding source supported by a thorough, executable plan. They stated that while a lodging tax increase alone will not solve Estes Park's workforce housing and childcare issues, it is a step forward.
- A general sales tax increase, as an alternative to a lodging tax increase, was a popular suggestion bolstered by an argument stating that because everyone pays sales tax, overnight visitors, day trip visitors and residents alike would contribute to these important issues.
- A funding solution was proposed by Task Force member John Cullen that would involve a bond financing solution through Stifel Public Finance.

MOTION

Do we want to pursue an increase to the lodging tax levied by the local marketing district for the purposes of workforce housing and/or childcare?

VOTE

- 14 are in favor, 1 is opposed, 1 is not present to vote.
- Teresa Commerford is opposed. She stated that she would rather see this problem solved with sales tax.

Meeting #1 Minutes



TOWN OF
ESTES PARK
COLORADO



**Lodging Tax Extension Task Force
Meeting #1
Wednesday, May 18, 2022
12:00p.m., Via Zoom**

Advisory Members Attending:

Jody Shadduck-McNally, Cindy Younglund, Scott Webermeier, Deborah Gibson, Sean Jurgens, Jason Damweber, Adam Shake

Voting Members Attending:

Michael Andrzejek, David Batey, Austen Bierl, Dan Centurione, Teresa Commerford, John Cullen, Pep Dekker, Richard James, Dzidra Junior, Laurie Dale Marshall, Trevor Scott McGuire, Michael Romero, Greg Rosener, Suzanne Smikahl, Seth Smith, Scott Thompson

Visit Estes Park Staff Attending:

Kara Franker, Michael Zumbaugh, Rebecca Domenico-Gelsinger, Josh Harms, Rachel Ward Oppermann

Meeting is called to order at 12:00 p.m.

PUBLIC COMMENT

None.

WELCOME & OVERVIEW

Bill Brown introduces himself and states he has been engaged by Visit Estes Park to manage the task force. His role is to moderate discussions so the group can reach conclusions and consensus. This is a public meeting. Meetings will be recorded and published. This is an advisory task force. The goal is to ultimately arrive at a consensus as to the advisability of a ballot measure and what a ballot measure looks like. The group will vote on final recommendations and issue a final report. Should a ballot measure be pursued, the group will determine an appropriate tax increase percentage to propose to voters.

INTRODUCTIONS

Bill Brown introduces the advisory task force members and asks each voting member to introduce themselves.

MEETING QUESTION

Do we want to pursue an increase to the lodging tax levied by the local marketing district for the purposes of workforce housing and/or childcare?

DISCUSSION

Bill Brown starts by listing alternative funding mechanisms and some of the pros and cons of each. He opens the floor for comments on the appropriateness of the lodging tax used to fund workforce housing and childcare.

The group discusses the need for a significant, consistent funding source supported by a thorough, executable plan. Many comment that the lodging tax alone will not solve workforce housing and childcare issues and stress that a lodging tax increase will be only part of the solution. There is a larger quality of life issue here.

Other solutions, such as a general sales tax and a property tax increase targeted to non-resident owners are debated. The group discusses using Visit Estes Park's budget now. Bill Brown states that the statute requires voter approval to change the use of the lodging tax. In the 1980's the State cut the marketing budget and it had adverse economic impacts.

Austen Bierl states that Estes Park's lodging tax is low compared to other destinations. Bill Brown states that lodging tax increases have a larger impact on conventions because meeting planners evaluate costs. Many Colorado mountain destinations are having the same problems as Estes Park and may also raise taxes. It's not a static tax environment.

Several mention that the ballot measure should not be introduced this November. There is only one chance to do this right.

John Cullen has had conversations with the Colorado Housing and Finance Authority (CHFA) and Stifel about solutions to improve workforce housing inventory without inflating real estate market rents. With a 5% lodging tax the Stifel/CHFA model works. Stifel and CHFA will present at the May 25 meeting.

David Batey and Laurie Dale Marshall urge that the same thought goes into childcare.

There is a community of nonprofits working on housing and childcare that have systems in place and capacity, with consistent funding, to do this work.

The group agrees there is consensus that there is a problem that needs to be addressed and funded.

ACTION ITEM:

Do we want to pursue an increase to the lodging tax levied by the local marketing district for the purposes of workforce housing and/or childcare? 14 vote yes, 1 votes no, 1 is not present to vote.

ADJOURN:

Meeting is adjourned at 1:53 p.m.

Rachel Ward Oppermann

Rachel Ward Oppermann,
Recording Secretary

Signature: *Rachel Ward Oppermann*

Email: rachel@visitestespark.com

DATE: 5/26/2022

Meeting #2 – May 25, 2022

What should the funds be designated for (i.e. workforce housing, childcare, both)?

- If both, a specific percentage to each?
- If both, would the breakdown be decided by the voters or by the organization responsible for oversight and prioritization/allocation of the funds?

MATERIALS REVIEWED

- [Consolidated sales and lodging tax rates in Colorado](#)
- [2016 Housing Needs Assessment Recommendations](#)
- [The effect of lodging tax increases on US destinations study](#)
- [Housing Authority Possible Use for Fees letter to Town Trustees](#)
- [Top 150 urban center lodging tax rates](#)

HIGHLIGHTS

- In response to a suggestion by John Cullen, Stifel Public Finance presented debt financing scenarios that, if adopted, would provide equity toward projects to reduce the cost of housing for the Estes Park workforce.
- The majority of Task Force members stated that lodging tax funds should be designated for both workforce housing and childcare and that the two issues are intertwined.
- A minority opinion stated that funds should be used for workforce housing only, citing a lack of data demonstrating need.
- It was argued that without childcare a ballot measure is unlikely to pass.

MOTION

To designate the lodging tax funds for both workforce housing and childcare without identifying how the funds should be split. The breakdown will be decided by the organization responsible for allocation of the funds.

VOTE

- 15 are in favor, zero are opposed, 1 is not present to vote.

Meeting #2 Minutes



TOWN OF
ESTES PARK
COLORADO



**Lodging Tax Extension Task Force
Meeting #2
Wednesday, May 25, 2022,
12:00 p.m. Via Zoom**

Advisory Members Attending

Jody Shadduck-McNally, Cindy Younglund, Scott Webermeier, Deborah Gibson, Sean Jurgens, Jason Damweber, Adam Shake

Voting Members Attending

Michael Andrzejek, David Batey, Austen Bierl, Dan Centurione, Teresa Commerford, John Cullen, Pep Dekker, Richard James, Dzidra Junior, Laurie Dale Marshall, Trevor Scott McGuire, Michael Romero, Greg Rosener, Suzanne Smikahl, Seth Smith

Visit Estes Park Staff Attending

Kara Franker, Michael Zumbaugh, Rebecca Domenico-Gelsinger, Josh Harms, Rachel Ward Oppermann

Meeting is called to order at 12:00 p.m.

PUBLIC COMMENT

None.

MEETING QUESTION

What should the funds be designated for (i.e. workforce housing, childcare, both)?

- If both, a specific percentage to each?
- If both, would the breakdown be decided by the voters or by the organization responsible for oversight and prioritization/allocation of the funds?

DISCUSSION

John Cullen and representatives from Stifel present their funding solution. Stifel is doing a \$64 million capital stack with John Cullen on The Stanley Film Center. Stifel is a full-service broker/dealer that specializes in public finance. Stifel reviews types of financing structures that have been used statewide. They describe sources of capital versus uses of capital. Stifel led the broadband financing for the Town of Estes Park and worked with the Estes Park Parks & Recreation District. They are currently working with the Town of Breckenridge. Aspen, Vail, Summit County and Telluride have worked or are working on solutions for workforce housing.

Stifel presents potential revenue streams. Prospective financing amounts assuming a base revenue collection of \$3 million dollars growing at 4% annually with different interest rate scenarios at 20- and 30-year financing terms are shown. This would be similar to their work with the Town on the broadband project including getting a revenue stream approved by voters

and issuing bonds. Stifel states \$3 million is sufficient to bond this project. The group asks questions of Stifel. Stifel presents the total cost for each scenario.

Bill Brown summarizes that Stifel is presenting debt financing scenarios to provide equity towards projects to reduce the cost of housing and debt financing associated with actual construction where the lodging tax is providing equity participation. John Cullen states the lodging tax contributes a 30% subsidy and the Stifel tables show how a half-billion dollars is reached. A \$350,000 unit leveraged at 70% at 4% interest comes out to a \$10,000 per year mortgage or \$800 per month. Stifel states the aggregate expected costs of the bonding as a percentage of the gross bond amount is between one and two percent, which is inclusive of everything included in the project. Some costs are fixed.

Stifel states childcare is far more labor intensive than capital. From a policy perspective, proceeds can be used toward childcare physical assets. Subsidization for labor force availability may decrease the size of bonding capacity.

Data provided to the task force is reviewed and discussed including consolidated sales and lodging tax rates in Colorado, the top 150 urban centers total lodging tax rates, 2016 housing needs assessment recommendations, possible use of housing fees and a study on the effect of an increase of lodging tax on demand for lodging.

The group discusses the meeting's question. The majority state that lodging tax funds should be designated for both workforce housing and childcare, that the two issues are intertwined. Families cannot thrive in Estes Park without both. A minority opinion states that funds should be used for workforce housing only, citing a lack of data demonstrating need. Greg Rosener argues without childcare the measure is unlikely to pass.

ACTION ITEM

Greg Rosener moves to approve the minutes from the May 18, 2022 meeting. David Batey seconds. Minutes are approved.

ACTION ITEM

Dan Centurione moves to designate the lodging tax funds for both workforce housing and childcare without identifying how the funds should be split. The breakdown will be decided by the organization responsible for allocation of the funds. Michael Romero seconds. Motion passes 15 – 0.

ADJOURN: 1:59 p.m.

Rachel Ward Oppermann

Rachel Ward Oppermann,
Recording Secretary

Signature: *Rachel Ward Oppermann*

Email: rachel@visitestespark.com

DATE: 6/1/22

Meeting #3 – June 1, 2022

What percent increase should be pursued?

MATERIALS REVIEWED

- [Stifel Public Finance presentation](#)
- [The Rise and Fall of Colorado Tourism study](#)
- [Visit Estes Park's 2021 Annual Report](#)

HIGHLIGHTS

- The Rise and Fall of Colorado Tourism study by Longwoods International was presented and discussed. It stated that market share plunged 30% within two years after the State of Colorado eliminated its tourism marketing budget in 1993. The cut resulted in a loss of over \$1.4 billion in tourism revenue annually. Over time, the revenue loss increased to well over \$2 billion yearly. The budget was reinstated in 2000. Lost market share wasn't regained until 2015, which was more than 20 years after the marketing budget was cut.
- Stifel Public Finance's presentation was revisited. Their solution would help fund equity for people who do not have the equity to buy a house.
- A comparison of 13 Colorado destinations was shared. All 13 have increased their lodging tax within the last five years. The increases were approved by voters, and in many cases implemented, prior to the introduction of HB22-1117. (See the new taxes tab of the [Consolidated Sales Tax and Lodging Tax rates - CO spreadsheet](#) for details.)
- When asked what percent increase is appropriate about half of the group stated that there is not enough information to make a decision or supported other solutions. The other half gave answers that ranged from two to four percent. No consensus was reached.

MOTION

No motion was made.

VOTE

A vote was not taken.

Meeting #3 Minutes



TOWN OF
ESTES PARK
COLORADO



**Lodging Tax Exploration Task Force
Meeting #3
Wednesday, June 1, 2022
12:00 p.m. Via Zoom**

Advisory Members Attending:

Jody Shadduck-McNally, Cindy Younglund, Scott Webermeier, Deborah Gibson, Rich Chiappe, Jerusha Rice, Jason Damweber, Adam Shake, Laura Walker, Alea Rodriguez

Voting Members Attending:

Michael Andrzejek, David Batey, Austen Bierl, Dan Centurione, Teresa Commerford, John Cullen, Richard James, Dzidra Junior, Laurie Dale Marshall, Trevor Scott McGuire, Michael Romero, Greg Rosener, Suzanne Smikahl, Seth Smith, Scott Thompson

Visit Estes Park Staff Attending:

Kara Franker, Michael Zumbaugh, Rebecca Domenico-Gelsinger, Josh Harms, Rachel Ward Oppermann

Meeting is called to order at 12:00 p.m.

PUBLIC COMMENT:

None.

MEETING QUESTION:

What percent increase should be pursued?

DISCUSSION:

The group reviews the reference materials distributed prior to the meeting including a study, The Rise and Fall of Colorado Tourism, and Visit Estes Park's 2021 Annual Report. The study shows that market share plunged 30% within two years after the State of Colorado eliminated its tourism marketing budget in 1993. The budget was reinstated in 2000. Lost market share wasn't regained until 2015. There is a function for Visit Estes Park in Estes Park.

Bill Brown summarizes the Stifel Public Finance presentation from May 25th's meeting. Stifel has a two-tier approach. Tier one bonds the revenue produced by an increased lodging tax. Assuming a \$3 million secured revenue stream it would bond between \$50 and \$100 million to fund workforce housing down payment assistance up to 30% of the purchase price. It would be a loan with a subordinated second lien position on the real estate. This solution would help fund the equity for people who do not have the equity to buy a house. The second-tier bonding is first mortgage funding on the remaining 70% of the purchase price. Colorado Housing and Finance Authority can sell mortgage bonds up to 70% of the purchase price. The two tiers combined finance up to \$400 million of real estate purchases. The revenue stream for the second tier is payments on the mortgages financed through the Colorado Housing and Finance

Authority. David Batey comments that some fundamental questions remain, including how many units would be supported with this level of funding and how many units will fit in the Estes Valley. John Cullen states there is an opportunity for faith or employer-based partner organizations to help applicants in this process. Dzidra Junior asks how participation within this program will be distributed given that limited homes would be available. David Batey states that rentals were an important component of the last housing needs assessment. Bill Brown reminds the group that this is just one funding mechanism option.

The group reviews a list of Colorado destinations that have changed their lodging tax within the last five years to understand how Estes Park would compare to other destinations after a lodging tax increase. All destinations shown have increased or added a lodging tax within the past five years except for Crested Butte, which added a short-term rental fee only. David Batey asks what each destination plans to do with funds raised. Plans for the funds vary across destinations. All increases were voter approved. Trustee Webermeier emphasizes that the destinations shown voted to increase lodging taxes prior to the passage of HB22-1117.

The group discusses housing affordability targets and costs of and mitigation strategies for workforce housing and childcare.

Bill Brown asks the group what percent increase they think is appropriate. About half of the group states there is not enough information to make a decision or support other solutions. The other half gives answers that range from two to four percent. A consensus is not reached. The question will be revisited at the June 8, 2022 meeting.

ACTION ITEM: Richard James moves to approve the minutes from the May 25, 2022 meeting. David Batey seconds. Minutes are approved.

ADJOURN: 2:00 p.m.

Rachel Ward Oppermann

Rachel Ward Oppermann,
Recording Secretary

DATE: 6/8/2022

Signature: *Rachel Ward Oppermann*

Email: rachel@visitestespark.com

Meeting #4 – June 8, 2022

Who should be responsible for oversight and prioritization/allocation of the funds?

MATERIALS REVIEWED

- [Changes in Lodging Taxes over the Past 5 Years table](#)
- [Housing Needs vs Construction table from the Housing Authority](#)
- [Estes Park Research Questions](#) and [video interview](#)
- [The Rise and Fall of Colorado Tourism study](#)
- [Summary of What Could be Created at Varying Bed Tax Increase Via Leverage thru Bonding Different Bed Tax Income Streams](#)
- [Using HB22-1117 Funding for Workforce Housing and Childcare, A Draft Model of Plans for Discussion](#)

HIGHLIGHTS

- After a consensus was not reached at the prior meeting, the group found a majority opinion in the recommendation of a 3.5% lodging tax increase. Three members were absent.
- The group discussed recommending Larimer County, the Town of Estes Park, or the Colorado Housing and Finance Authority (CHFA) oversee, prioritize and allocate the funds with oversight from an advisory committee, a local representative or the local Housing Authority.

MOTION

- Lodging tax increase percentage (withdrawn): To recommend a 6% lodging tax increase, based on what the market will tolerate, with the proviso that with additional information that percentage may be reconsidered.
- Lodging tax increase percentage (passed): To recommend a 3.5% lodging tax increase, over the current lodging tax, based on what the market will tolerate, possibly changed by additional information and to be affected by the discussion on what to do with the short-term rental fee.

VOTE

- 9 are in favor, 4 are opposed. Three members are absent.
- Opposed votes: Teresa Commerford, Richard James, Dzidra Junior, Seth Smith.
- Opposed votes were explained at the June 15 meeting.
- Absent members were given the chance to vote at the June 15 meeting.

Meeting #4 Minutes



TOWN OF
ESTES PARK
COLORADO



**Lodging Tax Extension Task Force
Meeting #4
Wednesday, June 8, 2022
12:00 p.m. Via Zoom**

Advisory Members Attending

Jody Shadduck-McNally, Cindy Younglund, Scott Webermeier, Deborah Gibson, Sean Jurgens, Rich Chiappe, Jason Damweber, Adam Shake, Alea Rodriguez

Voting Members Attending

David Batey, Austen Bierl, Teresa Commerford, John Cullen, Richard James, Dzidra Junior, Laurie Dale Marshall, Trevor Scott McGuire, Michael Romero, Greg Rosener, Suzanne Smikahl, Seth Smith, Scott Thompson

Visit Estes Park Staff Attending

Kara Franker, Michael Zumbaugh, Josh Harms, Rachel Ward Oppermann

Meeting is called to order at 12:05 p.m.

PUBLIC COMMENT

None.

MEETING QUESTION

Who should be responsible for oversight and prioritization/allocation of the funds?

DISCUSSION

Bill Brown reviews reference materials distributed prior to the meeting, including a chart detailing housing needs versus construction and a table showing changes in lodging taxes in the past five years. The housing needs versus construction chart demonstrates that construction has not kept up with needs since 2006. The changes in lodging taxes in the past five years chart gives insight into the competitive lodging tax environment.

Bill Brown summarizes the decisions made by the Task Force to date.

A discussion on what percent lodging tax increase to pursue is initiated by quantifying the housing need as defined by the last housing needs assessment. Greg Rosener presents a summary of the type of housing units that could be created at varying lodging tax rate increases by leveraging bonding income streams based off Stifel Public Finance's recommendations to help the group visualize how much of an increase may be needed. He emphasizes this is not a plan but a rough estimate. Childcare is included in this analysis. John Cullen clarifies this is a subsidy for the equity normally required to purchase a house.

David Batey makes a motion to recommend a six percent lodging tax increase, based on what the market will tolerate, with the proviso that with additional information that percentage may be reconsidered. Greg Rosener seconds the motion. Dzidra Junior cannot support a six percent increase. The YMCA's mission is to offer affordable vacations. If forced she may be able to consider a two percent increase but is hesitant to commit due to too many unknowns around how the money will be used. John Cullen cannot support a six percent increase. Combined with the sales tax and convention tax it is not competitive. The Stanley Hotel's clientele are not luxury travelers, they're aspirational and are frugal. He would support a two – four percent increase. Teresa Commerford cannot support any increase citing inflation, gas prices, demographics of Estes Park visitors and diversity, equity and inclusion. Richard James might support a two percent increase but it will be challenging to get short-term rental owners to support an increase.

Members agree that a six percent increase cannot be justified and most suggest between two and four percent. Three percent is a commonly proposed. It will be important to gain the support of short-term vacation rental owners. David Batey withdraws his motion and proposes a substitute motion. He proposes that a 3.5% lodging tax increase, over the current lodging tax, is recommended based on what the market will tolerate, possibly changed by additional information and to be affected by the discussion on what to do with the short-term rental fee. Bill Brown takes the motion directly to a vote. Motion passes nine to four with three members not present.

Bill Brown asks members who were opposed to the motion to think about what changes, such as a change to the short-term rental fee, may allow them to be in favor of the motion. He would like greater consensus. A final vote, that includes the three absent members, will take place June 15.

The group addresses this week's question by brainstorming entities that could be responsible for oversight and prioritization/allocation of the funds. The group recommends considering Larimer County, the Town of Estes Park, or the Colorado Housing and Finance Authority (CHFA) with oversight from an advisory committee, a local representative or the local Housing Authority.

Alea Rodriguez does not foresee the County taking on a half-billion dollar program but supports the idea of a community advisory board to help guide the funds. Jason Damweber is not sure the Town is the right entity to administer these funds. He also supports a local advisory committee. Trustee Younglund supports the idea of CHFA administering the funds guided by a local advisory committee. Both organizations will be involved in the appropriate capacity.

Naomi Hawf, Executive Director of the Estes Park Housing Authority and an attendee of the meeting, is asked to speak on behalf of the Housing Authority. The Housing Authority has been involved in several housing projects and could be involved in administering the funds and providing oversight. She is not sure if CHFA would have the interest in administering the funds.

Bill Brown reports Visit Estes Park can be a fiscal agent of the funds but desires to otherwise stick to their mission. Visit Estes Park is not the right entity to administer the funds. The Estes Park Housing Authority and Visit Estes Park are not directly accountable to voters.

Bill Brown spoke with Jamie Gomez from CHFA and learned that administration of the funds is within the scope of CHFA but they need to determine if they have statutory authority to do so. Regarding childcare, a portion of the funds could be split off for investment in it.

John Cullen recommends that the Housing Authority's role is to make sure that units stay workforce housing. Naomi Hawf cautions that oversight given to entities outside Estes Park could decrease flexibility and increase restrictions in proposed uses of the funds. Greg Rosener states the Housing Authority understands the housing market better than any other entity and should be involved.

The level of programmatic detail necessary for voters to assess a ballot measure and possible modifications to the motion to increase the lodging tax 3.5%, to gain greater consensus, will be discussed.

ACTION ITEM: Approval of minutes

Greg Rosener moves to approve the minutes from the June 1, 2022 meeting. Austen Bierl seconds. Motion passes 13-0.

ACTION ITEM: Lodging tax increase percentage (withdrawn)

David Batey makes a motion to recommend a six percent lodging tax increase. Greg Rosener seconds the motion. David Batey withdraws the motion. Greg Rosener withdraws his second of the motion.

ACTION ITEM: Lodging tax increase percentage

David Batey makes a motion to recommend a 3.5% lodging tax increase, over the current lodging tax. Greg Rosener seconds the motion. Motion passes 9-4. Teresa Commerford, Richard James, Dzidra Junior and Seth Smith opposed the motion.

ADJOURN: 1:56 p.m.

Rachel Ward Oppermann

Rachel Ward Oppermann,
Recording Secretary

DATE: Jun 15, 2022

Signature: *Rachel Ward Oppermann*

Email: rachel@visitestespark.com

Meeting #5 – June 15, 2022

What is needed in terms of governance, administration and disbursement of the new lodging tax revenues?

MATERIALS REVIEWED

- [Colorado Housing and Finance Authority overview](#)
- [Census Profile for 80517 zip code](#)
- [Registered vacation homes in town limits](#)
- [Room tax collections with annual analysis](#)
- [Visit Estes Park Lodging Tax Collections Since 2015](#)
- [Using HB22-1117 Funding for Workforce Housing and Childcare, A Draft Model of Plans for Discussion](#)

HIGHLIGHTS

- Members who were absent at the June 8 meeting were asked to submit their vote on whether they would support a 3.5% increase to the lodging tax.
 - Dan Centurione voted in favor, Michael Andrzejek was opposed. Pep Dekker was not present.
 - Final votes for the June 8 motion were 10 in favor, 5 opposed.
- Members who were opposed to the motion were asked to state why:
 - Michael Andrzejek – The RV industry is not putting stress on the system. RV customers should not have to pay these extra taxes.
 - Teresa Commerford – The workforce housing shortage is not driven solely by overnight visitors. A sales tax would capture day trippers and second homeowners.
 - Dzidra Junior – The YMCA's mission is to offer affordable vacations. The type of influence the YMCA will have as one of the larger contributors is not clear. The YMCA would support a 2% increase, but not 3.5%.
 - Richard James – He would support the 3.5% increase if the Town Trustees would move to defer the implementation of the short-term rental fee until the outcome of the election and if the ballot initiative is approved, to repeal the short-term rental fee.
 - Seth Smith – He would support a 3.5% increase if language was included that would strongly suggest that the local short-term rental fee be repealed as part of this ballot initiative.
- Regarding a potential structure for the oversight, prioritization and allocation of the funds: VEP CEO Kara Franker stated VEP could disburse the funds, but it is strongly preferred that another government entity does so. The County reported they disburse funds for other taxing districts and that they have the knowledge and the capacity to disburse the funds. The Town is willing to be a partner or the administrator of the funds.

MOTION

No motion was made.

VOTE

A vote was not taken, other than clarifying the votes from the previous meeting.

Meeting #5 Minutes



TOWN OF
ESTES PARK
COLORADO



**Lodging Tax Extension Task Force
Meeting #5
Wednesday, June 15, 2022
12:00 p.m. Via Zoom**

Advisory Members Attending

Cindy Younglund, Scott Webermeier, Deborah Gibson, Sean Jurgens, Rich Chiappe, Jason Damweber, Laura Walker

Voting Members Attending

Michael Andrzejek, David Batey, Austen Bierl, Dan Centurione, Teresa Commerford, John Cullen, Richard James, Dzidra Junior, Trevor Scott McGuire, Michael Romero, Greg Rosener, Suzanne Smikahl, Seth Smith, Scott Thompson

Visit Estes Park Staff Attending

Kara Franker, Michael Zumbaugh, Rebecca Domenico-Gelsinger, Rachel Ward Oppermann

Meeting is called to order at 12:04 p.m.

PUBLIC COMMENT

None.

MEETING QUESTION

What is needed in terms of governance, administration and disbursement of the new lodging tax revenues?

DISCUSSION

Bill Brown starts the meeting by revisiting the June 8th motion. Members who were absent are asked to submit their vote. Dan Centurione votes in favor, Michael Andrzejek is opposed. Votes for the June 8 motion are now 10 in favor, five opposed. Pep Dekker is the only member not present to vote.

Materials distributed prior to the meeting are reviewed, including a census profile of the 80517 zip code, information on the Colorado Housing and Finance Authority, registered vacation homes in town limits, room tax collections with annual analysis, changes in sources of funding of lodging tax from 2015 to 2021 and David Batey's outline of a plan.

Members who are opposed to the motion are asked to state why. Michael Andrzejek: the RV industry has land to house their employees. Their customers bring their own rooms. The RV industry is not putting stress on the system. RV customers should not have to pay these extra taxes. Teresa Commerford: a sales tax would be more representative of all the parties. She is not in support of asking visitors to pay a tax they did not vote for. The workforce housing shortage is not driven solely by overnight visitors. A sales tax would capture day trippers and

second homeowners. Dzidra Junior: the YMCA's mission to offer affordable vacations, their operational costs are going up. They don't know what type of influence they'll have as one of the larger contributors to determine how their staff will be affected. Richard James: it puts the short-term rental industry at a competitive disadvantage. It would be a 6.1% increase on just short-term rental properties when you include the short-term rental fee. He would support the 3.5% increase if the Trustees would move to defer the implementation of the short-term rental fee until the outcome of this election and if the ballot initiative is approved, to repeal the short-term rental fee. Seth Smith: language that would strongly suggest that the local short-term rental fee be repealed as part of this ballot initiative should be included.

John Cullen states the motion on the screen is different from what was voted on. It was much more conditional. What is shown is a shortened version of the June 8 motion. Rachel Ward Oppermann reads the motion from the June 8 meeting minutes.

Bill Brown summarizes the decisions of the Task Force so far, including the passed motion that funds raised would be invested in workforce housing and childcare.

Kara Franker suggests a potential structure for the oversight, prioritization and allocation of the funds. The flow of lodging tax revenues goes from the guests to the lodgers to the Colorado Department of Revenue to Visit Estes Park (VEP). That flow cannot be changed. It must be decided how the money will be disbursed by VEP. The County, the Town and VEP are the governmental entities that legally can collect these funds and disburse them. It could happen at the County level or at the Town level. The County is supportive but has not stated whether they would disburse the funds. The Town is willing to disburse the funds. VEP could disburse the funds but it is strongly preferred that another government entity disburses them.

If it were VEP, Kara Franker proposes this structure: an executive committee or an advisory board is formed under the VEP Board of Directors. It is appointed by the Town and County, similar to how VEP's board is currently appointed. This new group would come up with an annual operating plan, based on an annual analysis, outlining how to disburse the funds. The operating plan would be vetted by the Town and the County, following the same accountability framework as VEP.

The Board of County Commissioners disburses funds for other taxing districts, the County has the knowledge and the capacity to disburse the funds. Housing has become a major focus for the current Board. Laura Walker is pursuing what involvement would look like and how it could function to present an informed question to her board to determine if there is interest in having the County consider disbursing the funds.

The Town is willing to be a partner or the administrator of the funds. The Town would have to hire staff to acquire the expertise to facilitate this type of program.

The Task Force discusses the proposal. The proposed group would be made up of individuals with expertise directly related to the issues. VEP would hire a staff member with pertinent

experience to staff the committee or advisory board. Determining the structure precedes determining a plan. Governance, accountability and transparency need to be present in the disbursement of the funds. An advisory board is a technical competence group. Whatever process is used to seat the board would need to ensure the technical competence needed is present rather than simple political appointments.

John Cullen states governance of the funds requires technical expertise. With a decade of controversy in its history, the money should not be disbursed by VEP. Greg Rosener has faith in the current VEP Board and leadership but acknowledges past governance issues. Kara Franker restates that VEP is not advocating to disburse the funds. Her proposal describes how VEP would do it if necessary.

VEP does an audit every year that follows the Town audit. The budget is included in the operating plan which must be approved by the County, the Town and the VEP Board. No matter which entity disburses the funds, the same level of oversight will be necessary.

Trustee Webermeier is not sure this is a subcommittee that should sit under the VEP Board of Directors. The Town is the better entity for the funds to flow to. The idea of a subcommittee under the Town of Estes Park (the Town) Board of Trustees is something to consider. Trustee Younglund thinks the funds should be disbursed by the Town.

Bill Brown states the Task Force may not be equipped to determine structure, members are not government experts. The government entities involved will need to determine the structure. The Task Force can urge that the structure is clear to the electorate, that there is adequate transparency and accountability.

David Batey reviews his plan that outlines what is necessary to move forward. It's an example of what the elements of a plan would be and could be improved with input from subject matter experts. This kind of detail would give voters confidence.

The group discusses what the voters need to pass a ballot measure. This is a highly educated electorate. A plan is needed. The benefit to the electorate must be clear. This will be a topic of conversation at the next meeting.

The group discusses when a ballot initiative can occur if not November 2022. VEP attorney John Chmil states November elections are the most obvious legal choice. VEP does not hold biennial elections. There is general discomfort in tacking on to a separate election that is not part of the entity that is referring the measure to the electorate, such as adding a Visit Estes Park ballot measure to a Town of Estes Park election.

Bill Brown asks the government actors present to talk to each other to see if they can come to a consensus on structure.

ACTION ITEM:

Greg Rosener moves to approve the minutes from the June 8, 2022 meeting. Austen Bierl seconds. Motion passes 14-0.

ADJOURN: 2:00 p.m.

Rachel Ward Oppermann

Rachel Ward Oppermann,
Recording Secretary

DATE: Jun 23, 2022

Signature: *Rachel Ward Oppermann*

Email: rachel@visitestepark.com

Meeting #6 – June 22, 2022

What level of programmatic detail is needed to justify a proposed lodging tax increase to the voters?

MATERIALS REVIEWED

- [Organizational Plan for the Use and Management of HB22-1117 Funds by Eric Blackhurst](#)
- [Early Care and Education in Estes Park Proposal and Data by Laurie Dale Marshall](#)

HIGHLIGHTS

- Bill Brown stated that it is beyond the scope of this Task Force to devise the structure for how the funds will be allocated and managed and that it will be devised through discussion between the boards of Visit Estes Park, the Town of Estes Park and Larimer County.
- Eric Blackhurst presented an organizational plan for the use and management of HB22-1117 funds. He recommended that the Town of Estes Park act as the administrator of the funds and stated that The Estes Park Housing Authority could manage the funds.
- Laurie Dale Marshall presented data and a planning template for early childhood care and education. She reported that with better childcare options, students would be better prepared when entering the elementary school. She discussed multifaceted solutions including a childcare center, home-based care, subsidies and renovations. Issues mentioned include affordability, the need for emergency care, seasonality and compensation.
- The Task Force discussed the following next steps to suggest to the governmental entities:
 - Resolve the project organizational structure.
 - Establish a working group.
 - Determine when to go to election.
 - Establish an issue committee to work on the details of an effective campaign.
 - Develop plans for years zero to five.
 - Determine if the short-term rental fee should be reconsidered.
 - Determine if the Fish Hatchery workforce housing project should be put on hold.

MOTION

To request clear and transparent communication among all parties on all decisions that are made and requests that decision makers take all the time needed for thorough planning and preparation for election success and project effectiveness in addressing our community's workforce housing and childcare needs.

VOTE

- 13 are in favor, 1 is opposed, two are not present to vote.

Meeting #6 Minutes



TOWN OF
ESTES PARK
COLORADO



**Lodging Tax Extension Task Force
Meeting #6
Wednesday, June 22, 2022
12:00 p.m. Via Zoom**

Advisory Members Attending

Jody Shadduck-McNally, Scott Webermeier, Deborah Gibson, Sean Jurgens, Jerusha Rice, Laura Walker, Alea Rodriguez, Travis Machalek, Adam Shake

Voting Members Attending

Michael Andrzejek, David Batey, Austen Bierl, Dan Centurione, Teresa Commerford, John Cullen, Richard James, Dzidra Junior, Laurie Dale Marshall, Trevor Scott McGuire, Michael Romero, Greg Rosener, Suzanne Smikahl, Scott Thompson

Visit Estes Park Staff Attending

Kara Franker, Rebecca Domenico-Gelsinger, Rachel Ward Oppermann

Meeting is called to order at 12:05 p.m.

PUBLIC COMMENT

None.

MEETING QUESTION

What level of programmatic detail is needed to justify a proposed lodging tax increase to the voters?

DISCUSSION

Kara Franker addresses the group. The final report will reflect all viewpoints of and the details discussed throughout this Task Force. The time and effort this group gave is invaluable. The work is not over. Recommendations made by the Task Force to date are reviewed.

Bill Brown addresses the group. It is beyond the scope of this Task Force to devise the structure for how the funds will be allocated and managed. It will be devised through discussion between the boards of Visit Estes Park, the Town of Estes Park and the County. The group achieved its goal. The group is interested in how a ballot measure will be presented to the community and what the voter needs to see on it.

Eric Blackhurst presents an organizational plan for the use and management of HB22-1117 funds. He is speaking on behalf of himself, not the Housing Authority. His plan attempts to address concerns regarding available time to create a plan to present to voters for a November 2022 election. A history of workforce housing need and development is given. The Housing Authority has a 22-year history of managing, purchasing, developing and subdividing workforce

and low-to-moderate income housing. They have experience working with the Colorado Housing and Finance Authority (CHFA).

The Town of Estes Park should act as the fiscal agent. The mechanism for a local entity to deal with housing is in place. There is local, qualified, experienced staff. The Housing Authority is a quasi-governmental organization that does not need to make a profit. They would need to expand their staff. The Housing Authority is not going to build 1700 units, it will be the private sector. Funds to reduce the costs to builders could flow through the Housing Authority. He addresses how to include childcare.

Scott Moulton, Naomi Hawf and Eric Blackhurst speak to their experience with CHFA. CHFA's involvement requires them to have a product that can be leveraged and it may take them awhile to develop one that is right for the Estes Valley.

A goal of the Housing Authority is to keep the properties they have livable, to upgrade and renovate them when necessary and to make sure they have the budget to do so. They are adept at making sure their properties are financially stable. Properties start with a solid reserve balance. There are projects they could start working on today if the Housing Authority received funds.

Preservation of existing inventory is very important. If the Housing Authority had the funds, they probably could have saved the Graves Avenue apartments. Part of the problem with rehabbing units is where to house the current tenants while the work is taking place.

Laurie Dale Marshall presents data and a plan for early care and education in Estes Park. The entire school system can be more efficient if children have early care and education opportunities. There are economic benefits. There is a shortage of quality, affordable care. The solutions are multifaceted including a childcare center, homebased care, subsidies and renovations. There are a variety of issues: affordability, the need for emergency care, seasonality, compensation is not at a living wage. Wages should match what school districts are able to offer so workforce is not lost to school districts.

Bennet Preschool at the YMCA is used as an example to demonstrate costs of care at full capacity, including the number of children that could be served and the number of teachers needed. It does not include infant care, which is more expensive and is the greatest need in Estes Park.

There is not one solution for childcare issues. Existing platforms, such as base funding through the Town, could be used to distribute the funds. Keep it simple.

Dzidra Junior lists additional costs associated with the Bennet Preschool example that weren't included in Laurie Dale Marshall's example.

David Batey presents thoughts on next steps after the Task Force sunsets. Resolve the project organizational structure. Establish a working group. Determine when to go to election. Establish an issue committee to work on the details of an effective campaign. Develop plans for years 1-5. Determine if the short-term rental fee should be reconsidered. Determine if the Fish Hatchery project should be put on hold. Going to election in November 2022 will be challenging. If there is not a plan at the time of the election, a description of how the plan will be developed, with oversight, is recommended to increase voter trust. The group discusses David Batey's thoughts, generally agreeing that a plan is needed. The staff members of the Town, the County and Visit Estes Park are going to meet to develop recommendations on structure for their boards to consider. A split election is proposed.

Deborah Gibson states there is another constituency that needs to be considered: the people living and working here and trying to raise families. Their needs are urgent. Hard decisions must be made on a week-to-week basis. The sooner work on solutions is started, the cheaper they will be. A remote workforce is not sustainable. This group is not talking about servicing growth, but the business that is already here.

Travis Machalek does not advocate for a split election. Identifying the structure and an organizational leader is important.

ACTION ITEM:

Dan Centurione moves to approve the minutes from the June 15, 2022 meeting. Greg Rosener seconds. Motion passes 14-0.

ACTION ITEM:

David Batey moves to request clear and transparent communication among all parties on all decisions that are made and requests that decision makers take all the time needed for thorough planning and preparation for election success and project effectiveness in addressing our community's workforce housing and childcare needs. Dan Centurione seconds. Motion passes, 13 in favor, 1 opposed.

ADJOURN: 2:17 p.m.

Rachel Ward Oppermann

Rachel Ward Oppermann,
Recording Secretary

DATE: Jul 8, 2022

Signature: *Rachel Ward Oppermann*

Email: rachel@visitestespark.com

CONCLUSION

The majority of the Task Force is in favor of pursuing a 3.5% lodging tax increase for use in investments in workforce housing and childcare, without allocating a specific percentage to each, agreeing that the breakdown should be decided by the organization responsible for allocation of the funds. A formal motion recommending who should be responsible for oversight and prioritization/allocation of the funds was not made. Some members of the Task Force have said that in order for voters to adequately assess the merits of a ballot measure, the electorate would need to be presented with a thorough and executable plan.

NEXT STEPS

The boards of Visit Estes Park, Town of Estes Park and Larimer County will meet to discuss next steps on:

August 1, 2022

APPENDIX

2016 Housing Needs Assessment Recommendations

A

B

C

Census Profile for 80517 zip code

Changes in Lodging Taxes over the Past 5 Years table

Colorado Housing and Finance Authority overview

Consolidated sales and lodging tax rates in Colorado

D

E

Early Care and Education in Estes Park Proposal and Data by Laurie Dale Marshall

Estes Park Area Housing Needs Assessment

Estes Park Research Questions and video interview

Estes Valley Childcare Needs Assessment

F

G

H

Housing Authority Possible Use for Fees letter to Town Trustees

Housing Needs vs Construction table from the Housing Authority

I

J

K

L

M

N

O

Organizational Plan for the Use and Management of HB22-1117 Funds by Eric Blackhurst

Q

R

Registered vacation homes in town limits

Room tax collections with annual analysis

S

Stifel Public Finance presentation

Summary of What Could be Created at Varying Bed Tax Increase Via Leverage thru Bonding Different Bed Tax Income Streams

T

The effect of lodging tax increases on US destinations study

The Rise and Fall of Colorado Tourism study

Top 150 urban center lodging tax rates

U

Using HB22-1117 Funding for Workforce Housing and Childcare, A Draft Model of Plans for Discussion

V

Visit Estes Park's 2021 Annual Report

Visit Estes Park Lodging Tax Collections Since 2015

W

Workforce Housing and Childcare Ad-Hoc Task Force Final Report

X

Y

Z