



VISIT ESTES PARK

FEB 23, 2023

BOARD MEETING

AGENDA

FEBRUARY 23, 2023



- Call to Order by Chairperson Sean Jurgens
- Approval of Agenda and Minutes
- Town Board Comments
- Call for Board Member Updates
- Public Comments
- Reports by Ex Officio Board Members
- Report by CEO Kara Franker
- Frozen Dead Guy Days Update
- Visit Estes Park Staff Updates
- Acceptance of Financial Statements
- Strategic Plan Review
- Additional Items & Discussion
- Adjourn

Call to Order by Board Chair

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

BOARD VOTING ROSTER

Chair Sean Jurgens

Vice Chair Deborah Gibson

Treasurer & Town Trustee Scott Webermeier

Secretary McShan Walker

Director Pat Murphy

Director Rich Chiappe

Director Jerusha Rice

Ex Officio Board Member Updates



Kyle Patterson



Adam Shake



Colleen DePasquale





Kara Franker

Official Festival Poster

Listen to lineup here:



eNewsletters



Start listening to the [Official Frozen Dead Guy Days playlist](#).

FRIDAY, MARCH 17

Icebreaker Kickoff Event

Bond Park
Live music from Chain Station, A-Mac & The Height
Food trucks and drinks
4pm-7pm
Free

Irish Wake

Cousin Pat's Pub & Grill
Live music
7pm-11pm
Free

The Barrel

Live music 6pm-9pm from Say Uncle
Games and competitions. WesTex BBQ Food Truck
7pm-11pm
Free

Royal Blue Ball

The Stanley Hotel
Live music, Grandpa Bredo and Ice Queen costume contest
Music Lineup: The Polish Ambassador, Eddie Roberts & Friends, Evanoff
7pm-11pm
\$100

[Buy Tickets](#)

St. Patty's Day Beer Mile

Avant Garde & Lumpy Ridge Brewing will host the 2nd annual Beer Mile along Highway 71
More details and tickets coming soon.
Post-race entertainment by Good Time Johnny 6-8pm

More Friday night events will be added in the coming weeks, keep an eye out for updates!

SATURDAY, MARCH 18

Frozen Dead Guy Days at the Estes Park Event Center.

Live music all day long
Coffin Races, Brain Freeze Ice Cream Eating Contest, Newly Dead Game, Frozen T-shirt Contest, New Deadman Fashion Show with prizes. More to be announced.
12pm-9pm
\$39

[Buy Tickets](#)

SUNDAY, MARCH 19

Bands & Bloody's Sunday Brunch

Locations and bands to be announced soon!
Times will vary by location
Free live music
Food and beverage available for purchase

Free Transportation

Transportation will be provided locally between hotels and events. A free shuttle from Nederland to Estes Park will drop festival goers in Estes on Friday and return them to Nederland on Sunday. Stay tuned for more information on the free shuttles.

Lineup Announcement

- 41.5% open rate

Event Highlights

- 32.6% open rate

Industry Average Open Rate:

- 21.33%



Are you ready to experience the ultimate weekend of icy fun, wild activities, and killer music? We're gearing up for the biggest Frozen Dead Guy Days yet! In addition to a jam-packed [lineup of incredible music](#), we've got some seriously crazy activities in store that will leave you breathless.

[Buy Tickets](#)



Get ready to witness the Coffin Races, a thrilling competition where teams of "palibearers" race head-to-head through a challenging course full of obstacles, mud, snow, and drills.



The Frostbite Fashion show is the perfect opportunity to show off your most creative and undead-inspired outfits, with exciting prizes up for grabs.



If you really want to take the plunge into the wild side, then don't miss out on the Polar Plunge, a daring challenge that will push you to the limits as you take the leap into icy waters.

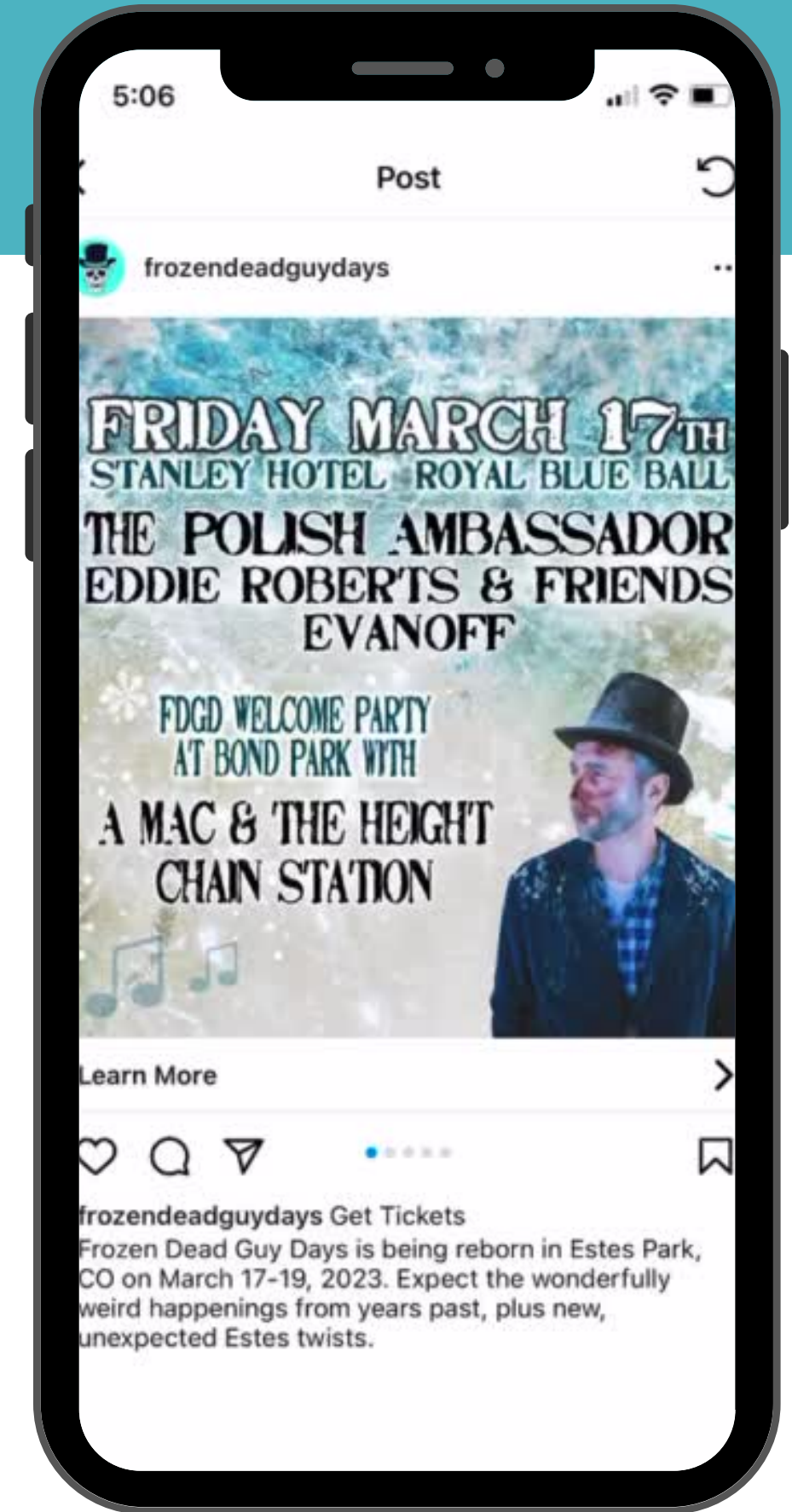
And this is just the tip of the iceberg when it comes to what's awaiting you at Frozen Dead Guy Days! So what are you waiting for? Get your tickets now and prepare for the ultimate weekend of icy thrills and unforgettable memories.

[Buy Tickets](#)

Frozen Dead Guy Days Paid Media



JUST ANNOUNCED
Kyle Hollingsworth Band
March 17-19 | Estes Park, CO
FrozenDeadGuyDays.com



Local Media Sponsorship

JUST ADDED: Kyle Hollingsworth Band

ESTES PARK COLORADO

FROZEN
ESTES PARK
DEAD GUY DAYS

MAR 17-19 2023

FRIDAY MARCH 17TH
STANLEY HOTEL • ROYAL BLUE BALL

THE POLISH AMBASSADOR
EDDIE ROBERTS & FRIENDS • EVANOFF
FDGD WELCOME PARTY AT BOND PARK WITH A-MAC & THE HEIGHT • CHAIN STATION

SATURDAY MARCH 18TH
ESTES PARK EVENTS COMPLEX

BREAK SCIENCE • KYLE HOLLINGSWORTH BAND
WITH ALVIN TORO JR.

MAGIC BEANS • BILL & JILLIAN NEEDHAM
FEATURING JA

A-MAC & THE HEIGHT • CYCLES • TENTH MO • DRUNKEN HEARTS • SH • TEJON STREET CORNER THIEVES • BANSI • FLASH MOUNTAIN FLOOD • THE PAMLICO

SUNDAY MARCH 19TH • BANDS & DRINKS BRUNCH

ESTES PARK Trail

Frozen Dead Guy Days
entertainment

COFFIN RACES • SKULL BOWLING
BRAIN FREEZE CONTEST • POLAR PLUNGE • & MORE

FROZENDEADGUYDAYS.COM

The logo for epnews.com is an oval shape with a blue background. Inside the oval, the word "epnews" is written in a white, stylized, lowercase font. Below "epnews", the suffix ".com" is written in a smaller, white, sans-serif font. A white mountain range silhouette is visible in the background of the oval.

Who's Playing Dead? Live Music Lineup Revealed For Inaugural Frozen Dead Guy Days Festival In Estes Park

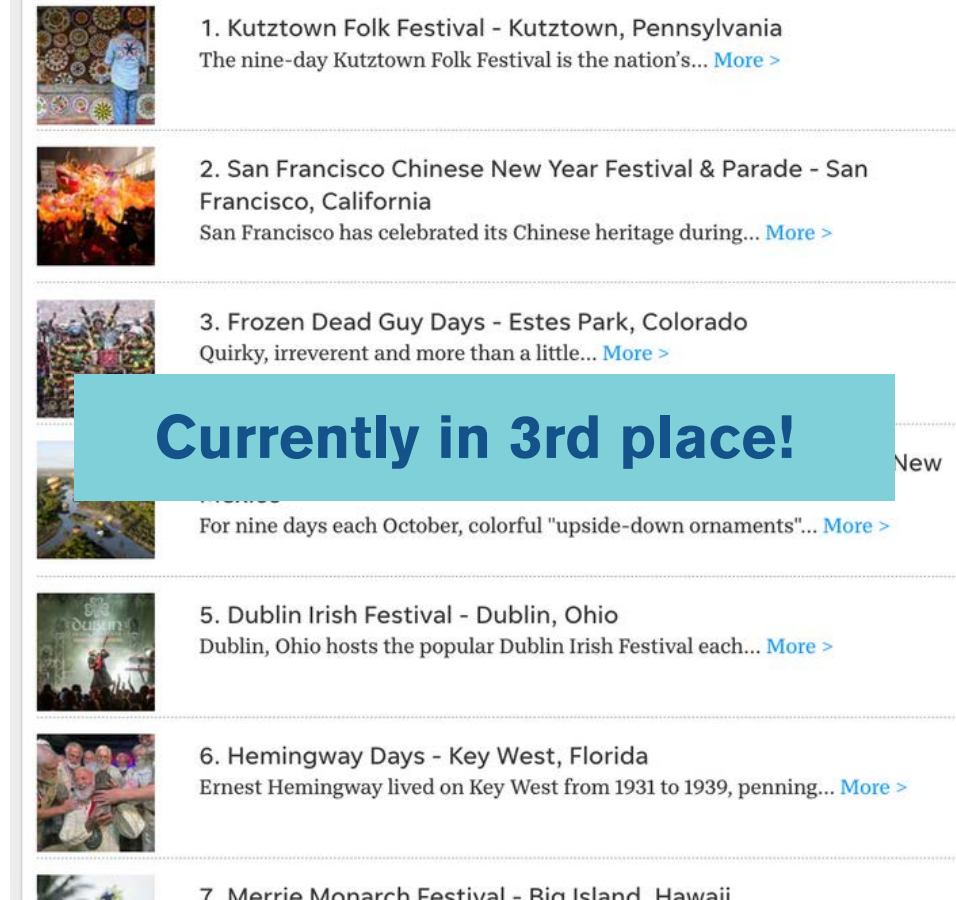
[illegible]



Vote for Frozen Dead Guy Days

Best Cultural Festival

Quirky, irreverent and more than a little macabre, Frozen Dead Guy Days in Estes Park, Colorado centers around the cryogenically frozen corpse of Bredo Morstoel, a Norwegian patiently awaiting reanimation in the town of Nederland. Events include coffin races, frozen T-shirt contests, a Blue Ball held at Stanley Hotel, and a deadman fashion show.

A screenshot of the USA TODAY 10Best Readers' Choice 2023 list for the Best Cultural Festival category. The list shows seven entries, with Frozen Dead Guy Days in 3rd place. A blue banner highlights the 3rd place ranking.

1. Kutztown Folk Festival - Kutztown, Pennsylvania
The nine-day Kutztown Folk Festival is the nation's... [More >](#)
2. San Francisco Chinese New Year Festival & Parade - San Francisco, California
San Francisco has celebrated its Chinese heritage during... [More >](#)
3. Frozen Dead Guy Days - Estes Park, Colorado
Quirky, irreverent and more than a little... [More >](#)
4. New Orleans Jazz & Heritage Festival - New Orleans, Louisiana
For nine days each October, colorful "upside-down ornaments"... [More >](#)
5. Dublin Irish Festival - Dublin, Ohio
Dublin, Ohio hosts the popular Dublin Irish Festival each... [More >](#)
6. Hemingway Days - Key West, Florida
Ernest Hemingway lived on Key West from 1931 to 1939, penning... [More >](#)
7. Merrie Monarch Festival - Big Island, Hawaii



Media Coverage



Spin Right Round Into Spring with These Travel Ideas

From Pi Day to St. Patrick's Day, plus one frozen dead guy.

Party with the cryogenically frozen in Colorado

Seems they'll celebrate anything in Colorado—including the cryogenically frozen Grandpa Bredo Morstoel, who died of a heart attack in Norway (so the story goes) in 1989. He was transported to a cryonics facility in California by his daughter and grandson, both advocates of cryogenics, where he was stored in liquid nitrogen. He was then brought to stay with them in Colorado, and is now the reason it's illegal in Nederland to store a dead guy on your property.

The son was deported, the daughter evicted (details get murky here), but Grandpa Bredo was grandfathered in, as it were, and is currently kept inside a Tuff shed on a bed of dry ice replenished every so often by an iceman named Brad. And since 2002, the community has honored him with the Frozen Dead Guy Days festival (March 17–19), a morbidly rambunctious weekend of coffin races (BYOC), a hearse parade, frozen t-shirt contest, costumed polar plunge, human foosball, bands, and a brain freeze contest where you slurp down icy slushies. This year, in the festival's new location of Estes Park, they've also added roaming circus acts and a deadman fashion show. Might we suggest some frozen hairstyles?



TV Commercials

Date	Air Time	Show	Time Period
2/21/23	11:54:34 AM	Today Show 4th Hour	11a-12p
2/21/23	12:14:10 PM	9News at Noon	12-1230p
2/21/23	2:01:04 PM	NBC News Daily	1-2p
2/21/23	2:20:32 PM	Dateline	2-3p
2/22/23	11:31:19 AM	Today Show 4th Hour	11a-12p
2/22/23	1:55:04 PM	NBC News Daily	1-2p
2/22/23	2:30:31 PM	Dateline	2-3p
2/22/23	4:25:06 PM	Local News @ 4p M-F	4-5p
2/22/23	4:44:45 PM	Local News @ 4p M-F	4-5p
2/23/23	10:38:40 AM	Colorado & Company	10-11a
2/23/23	12:13:40 PM	9News at Noon	12-1230p
2/23/23	2:49:44 PM	Dateline	2-3p
2/23/23	3:24:50 PM	Daily Blast Live 3-4p	3-4p
2/24/23	10:19:52 AM	Colorado & Company	10-11a
2/24/23	10:58:00 AM	Today Show 4th Hour	11a-12p
2/24/23	12:59:15 PM	NBC News Daily	1-2p
2/24/23	3:12:00 PM	Daily Blast Live 3-4p	3-4p



FOMO Campaign for Lodgers

Dear Lodging Partners,

We need your help. We want to be able to demonstrate that bringing in new and exciting events during the off season, like Frozen Dead Guy Days, will have a direct correlation to heads in beds at your property.

We are executing a marketing campaign to promote the festival and we are targeting folks in the Front Range. We're using paid social media, programmatic digital ads, billboards and more.

However, we also want to specifically target loyalists that have already been to YOUR property. With that said, those guests may not fully get the whole Frozen Dead Guy Days vibe and the quirkiness of it. It is all kinda weird! And that's totally fine. So we have a specific campaign for them saying that they will miss out, if they don't come to town to be a part of the festive and fun atmosphere. We're playing up the FOMO aspect. And that this is the first of what we hope will be more fun events to come.

Here's my ask of you:

1. Would you send out our FOMO campaign email blast to your list for your property?
2. If you don't have the time or resources for that, can my team send it out to your list for you?

The email for you to cut and paste is below. Or, [here is a PDF](#) that you can use to drop into your email system, along with a few [photos](#), if you'd like to use them.

And would you mind letting me know if you send it out, when and how many are on your list? We'd love to help keep track of the community's efforts!

Thank you!
Kara

You do not want to miss St. Patrick's Day weekend in Estes Park this year or you will have serious FOMO.

You've heard about that quirky Frozen Dead Guy Days music festival, right? The one revolving around the Norwegian guy in Nederland who asked his family to cryogenically freeze his body in the mountains back in the 90s? Only in Colorado folks!

Well, after being canceled in Ned, the festival is now happening in Estes Park and this first year is going to kick off a brand new era in our beloved mountain town. You don't want to miss this and you should come stay with us.

9 Reasons To Come Back to Estes Park on this Crazy + Fun Weekend

- 1 It's the dawning of a new era for festivals and musical events in Estes Park. And you need to be part of that history or you will have serious FOMO.
- 2 Where else in the world can you celebrate St. Patrick's Day weekend AND a music festival as quirky as Frozen Dead Guy Days? Estes Park, of course.
- 3 Music lovers unite! Festival organizers have produced a line-up of really great local and regional bands for the big Saturday event. There is something for everyone, especially if you love Colorado jam bands.
- 4 Music, food and beer, oh my! Our home grown Lumpy Ridge Brewery and others around town are crafting specialty beers, cocktails, packages and all kinds of quirky stuff.
- 5 Live like a local. Whether you attend the music festival at the Estes Park Events Complex or not, imagine all of the people watching you can do around town because this festival draws an interesting crowd!
- 6 Have you ever tried a polar plunge!? One of those is happening! Here's your chance to join the fun at Coffee on the Rocks and show your friends how brave you are.
- 7 Get ready to throw a pint back at Cousin Pat's on Friday where they'll have bands and their own twist on an Irish Wake.
- 8 Brunch with a twist! Yep, restaurants all around town are hosting a Sunday event called Bands and Bloodys to cap off a fun-filled weekend.
- 9 Free shuttles! Get around town all weekend for free.
- 10 We have a killer lodging package for you, so make sure you book before we're sold out!

For more info about everything that's happening Friday March 17 through Sunday March 19, go to frozendeadguydays.com.

See you on St. Patrick's Day Weekend!



Partner Shoutouts!



Bird & Jim

Windcliff



FROZEN DEAD GUY DAYS

ONE OF COLORADO'S MOST BELOVED ANNUAL EVENTS FOR MORE THAN 20 YEARS

Taking place over St. Patrick's Day weekend on March 17-19, 2023, the reborn **Frozen Dead Guy Days** will feature live music and entertainment all weekend long, and will be held at the **Estes Park Events Complex** and The Stanley Hotel, with satellite events occurring around town.

Book a reservation with us staying over one or more of these dates to receive two complementary tickets to Frozen Dead Guy Days Festival!

BOOK NOW - GET TWO COMPLEMENTARY TICKETS

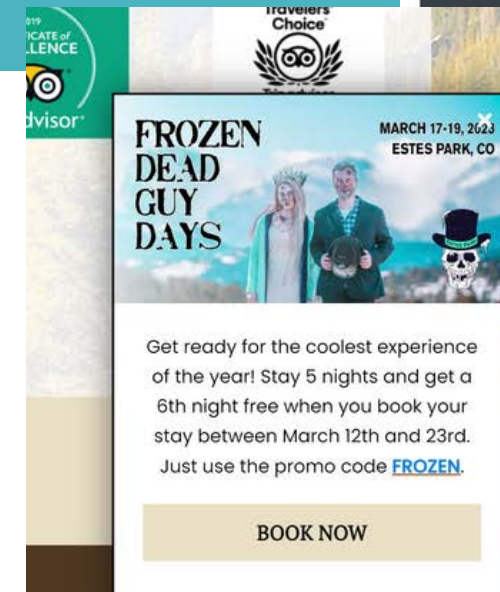
Rocky Mountain Hotel



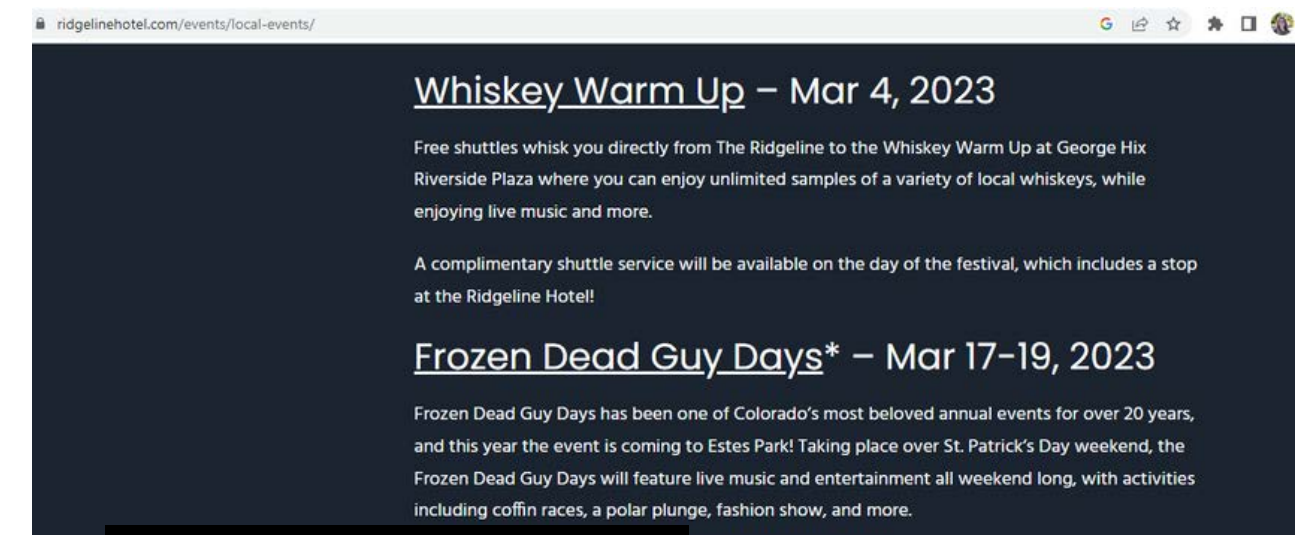
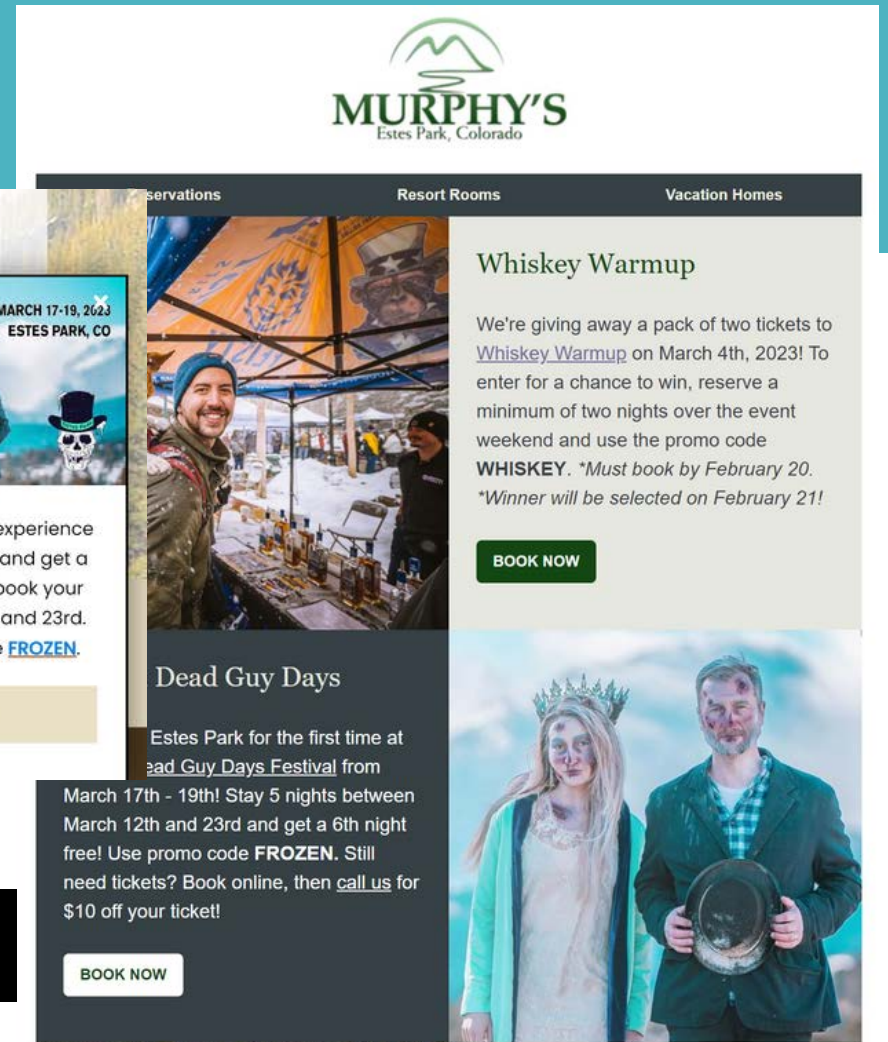
Ram's Horn



***Join is for the First Ever
Frozen Dead Guy Days
in Estes Park!***

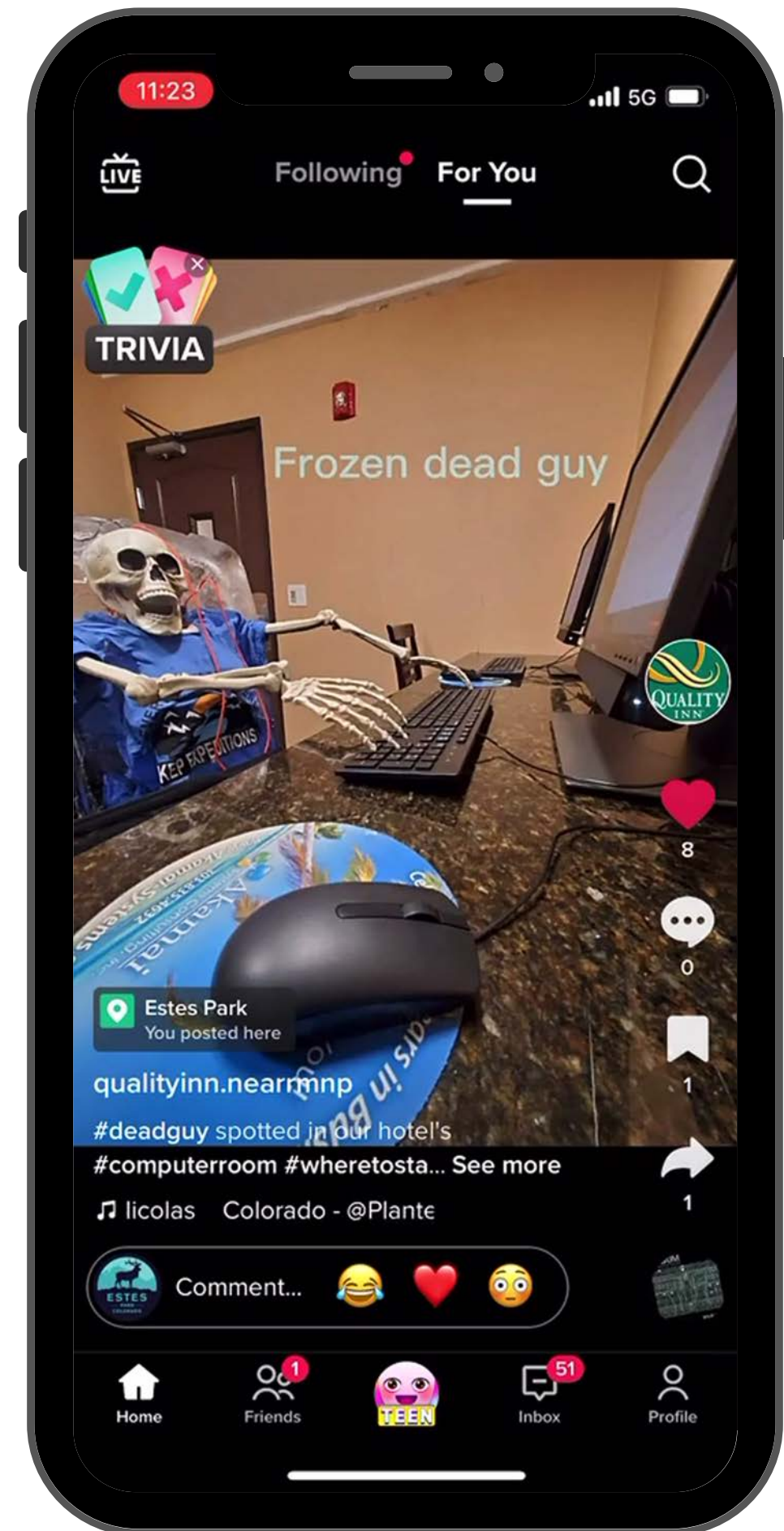


Murphy's



Ridgeline Hotel

Special Shoutout to Quality Inn...



& to Estes Park
Ride A Kart!





Plan Your Trip

BookDirect Widget

Top Packages Receiving Referrals to Lodger Websites

PROPERTY	PACKAGE
YMCA of the Rockies - Estes Park Center	\$89 Lodging Festival Special
The Ridgeline Hotel Estes Park	2 Night Frozen Dead Guy Days Package
Cabins at Rams Horn Village Resort	Don't Wake the Dead Two Night Special
Quality Inn - Estes Park	FDGD Package
Quality Inn - Estes Park	FDGD Package
Mountain Village at Lake Estes	Frozen Dead Guy Days
Fall River Village Resort	Frozen Dead Guy Days Nederland Resident Discount
Colorado Cottages	Frozen Dead Guy Days Special!
Estes Lake Lodge	Frozen Dead Guy Days Special!
The Stanley Hotel	Frozen Dead Guy Room Package
Windcliff Luxury Vacation Rental Homes	Two Free Tickets with Luxury Home Rental
The Rustic Acre	Two free tickets with stay at The Rustic Acre

Amount of Referrals to Stakeholder Websites

TOTAL	ALL LODGING	CABINS & COTTAGES	PET FRIENDLY
444	436	2	6

Amount of Lodging Searches on FDGD.com

TOTAL	ALL LODGING
1329	1329

Phase II of Website

SCHEDULE OF EVENTS: SUNDAY, 3.19.23

BANDS & BLOODYS SUNDAY BRUNCH

VARIOUS LOCATIONS

Free music | Food and beverages for purchase

POLAR PLUNGE

Coffee on the Rocks | 12pm

TAKE THE PLUNGE

MUSIC LINEUP

Cousin Pats Sincerely Dead Band 11:30-1:30pm	Brunch & Co The Pearl Street Stompers Avant Garde Stephen Castle 1-3pm More.
Bull Pin Good Time Johnny 9:30am – 11:30am	Lumpy Ridge The Abear Brothers
Bird & Jim Cory Simmons More.	The Dunraven 10:30am-3pm More.
The Barrel Sasha Stone Band 2 – 5pm More.	Latitude 105 Alehouse Peak2Peak

FREE SHUTTLES

Free shuttles will be available to take you to all the frosty festivities around town. Stay tuned for a full schedule and route information.

Find the full town of Estes Park parking map [here.](#)

SCHEDULE OF EVENTS: SATURDAY, 3.18.23

FROZEN DEAD GUY DAYS

ESTES PARK EVENTS COMPLEX 12PM-9:30PM

Live music, Coffin Races, Frostbite Fashion Show, Brain Freeze Contest, Frozen T-Shirt Contest, Newly Dead Game and more.

PURCHASE TICKETS >

EXPERIENCES

COFFIN RACES

32 teams of "pallbearers" will race head-to-head, through a course full of obstacles, mud, snow, & drills on an all-new racetrack.

FROSTBITE FASHION SHOW

Come dressed in your finest "dead guy" duds to win prizes and mingle with your fellow attendees.

BRAIN FREEZE CONTEST

FROZEN T-SHIRT CONTEST

NEARLY DEAD GAME

MUSIC LINEUP

Break Science	Shadedown Street
Kyle Hollingsworth Band	Chain Station
Magic Beans	Tejon Street Corner Thieves
Bill & Jilian Nershi w/ Jason Hann	Banshee Tree
A-Mac & The Height	Brothers of Brass
Toubab Krewe	Flash Mountain Flood
Cycles	The Pamlico Sound
Tenth Mountain Division	Living Room Band
Drunken Hearts	Listen Here

Lodging Tax Extension

DENVER BUSINESS JOURNAL

Can workforce housing boost Colorado's tourism economy? Estes Park is about to find out.

The town diverted lodgers' tax revenues away from marketing to housing in November.



A LITTLE MISLEADING

What is unique about Estes Park's action, however, was that rather than just asking if it could divert a portion of its existing tax-revenue stream for these new purposes, it convinced voters to add onto that tax to help with the housing shortage. That is why many eyes in Colorado's sprawling tourism industry are on the 5,900-person Larimer County town to see how much of a difference its efforts can make toward boosting its tourism industry — not by bringing in visitors, but by helping the workers who welcome those visitors.



U.S. Travel Association

“ After perhaps experiencing revenge-travel fueled pandemonium in 2022, there appears some wariness of the travel industry among traveling consumers. Further price gouging (25%), labor shortages (24%) and an increasingly frustrating domestic travel experience overall (22%) are among the top scenarios we tested that Americans feel are likeliest to occur in 2023.

Skift Take

Pandemic Tourism Boost to Less-Crowded Locations Is Slowing Down

Rural and outdoor destinations were banking on the brand awareness they built during the years that major urban destinations were out of the competition. But return-to-normal may be eroding the visitor numbers from the pandemic years as tourists return to more crowded locations. Still, out-of-the-way places are confident travelers will still seek that breath of fresh air.

— *Dawit Habtemariam*

Expedia Traveler Insights Report

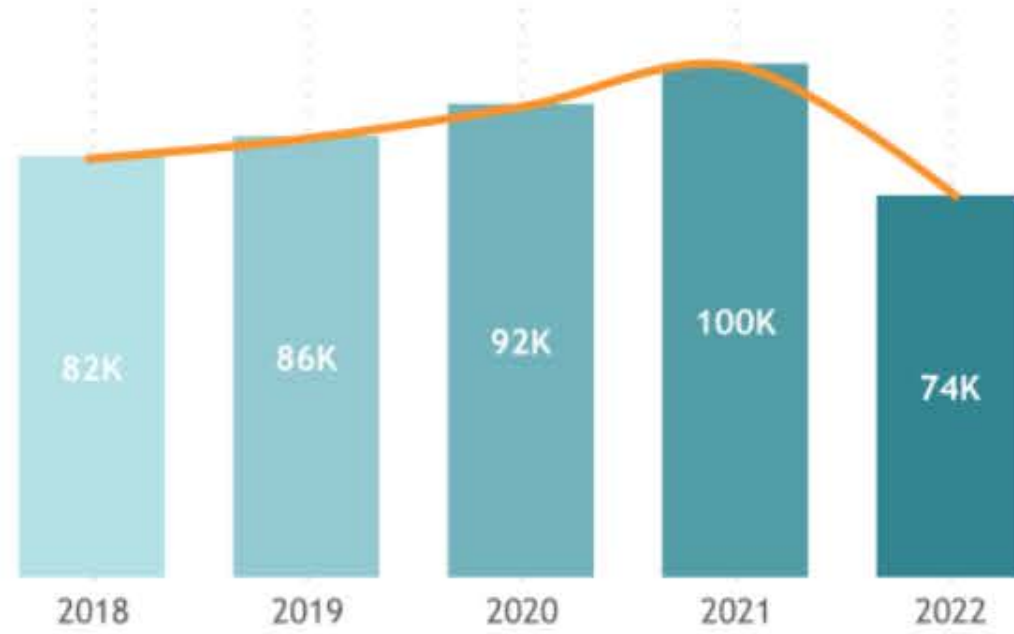
“ Usage of the Expedia.com and Hotels.com “business-friendly” accommodation filter in Q4 2022 increased by triple digits year-over-year.

KEY FINDINGS

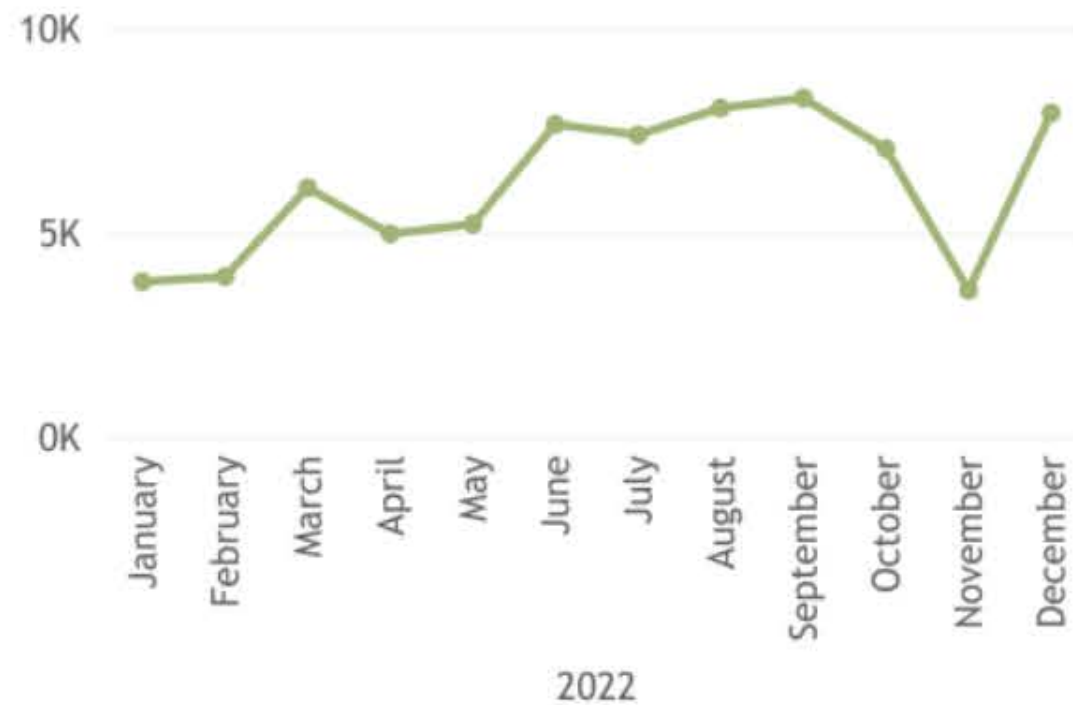
- Although device trip counts are not any estimation regarding volume, 2022 as a year reported the least amount of devices recorded since 2018.
 - In regards to device trips across the 12 months, an overall positive trend arose as the year progressed. With a slight dip in November, trip counts climbed back to this trend in December.
- Length of stay reached the highest since recording began this year. 2022 estimated a mean of 2.4 days spent in-destination, and this metric steadily grew since 2018.
- The amount of trips touching a hotel POI stays within the 70-80 percent range throughout recorded years, but the proportion of trips that touched an airport POI decreased by -31% from 2021 reporting.
 - 17.4 percent of trips in 2022 touched an airport, which is similar to 2018-2020's approximate 19 percent.
 - 2021 stood out with 25.2 percent of trips visiting an airport POI.
- 43.1 percent of all trip devices originated in-state in 2022, which is the highest recorded in-state origins for a year since reporting began.
 - When compared to prior years, 2018-2021 reported around 31 percent of devices sourced from Colorado.
 - Denver and Colorado Springs-Pueblo were the top in-state, and overall, markets recorded.
 - Top out-of-state origins for Estes Park include Texas, Nebraska and Kansas.
 - The out-of-state markets of Dallas-Ft. Worth, Kansas City and Omaha are in the top five source metros for Estes Park.
- In regards to time spent in destination touching any POI, the time spent at attraction POIs is similar to prior years. However, time spent at hotels/lodging POIs has risen since 2020.
- An interesting note is the decrease in average attraction and region POIs visited. Trips visited a mean of 3.6 attractions and 3.0 regions while in Estes Park this year.
 - This metric has declined slightly quarter by quarter since 2022 began, for 2022 began in Q1 with a reported 6.9 average attractions and 6.5 regions which decreased slightly then on.

VISIT ESTES PARK 2022 Year End

TRIP COUNTS



MOST VISITED MONTHS (ROLLING YEAR)



LENGTH OF STAY

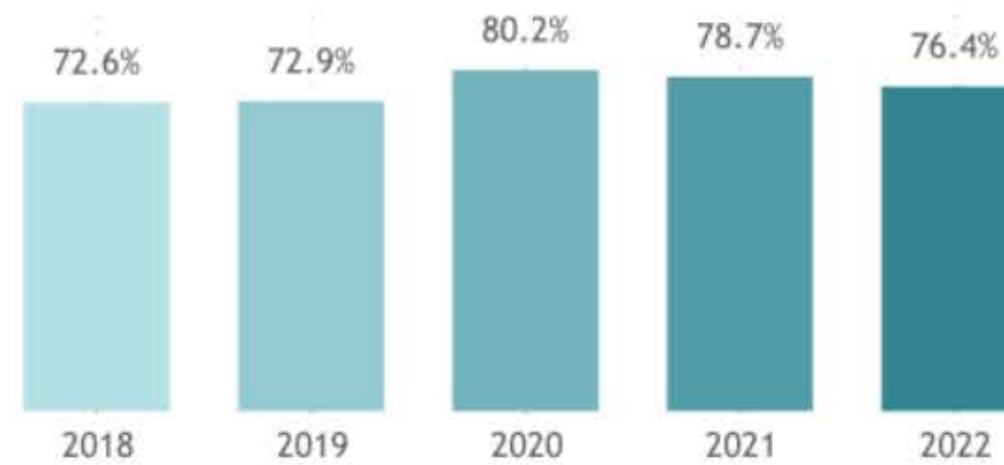


2.4

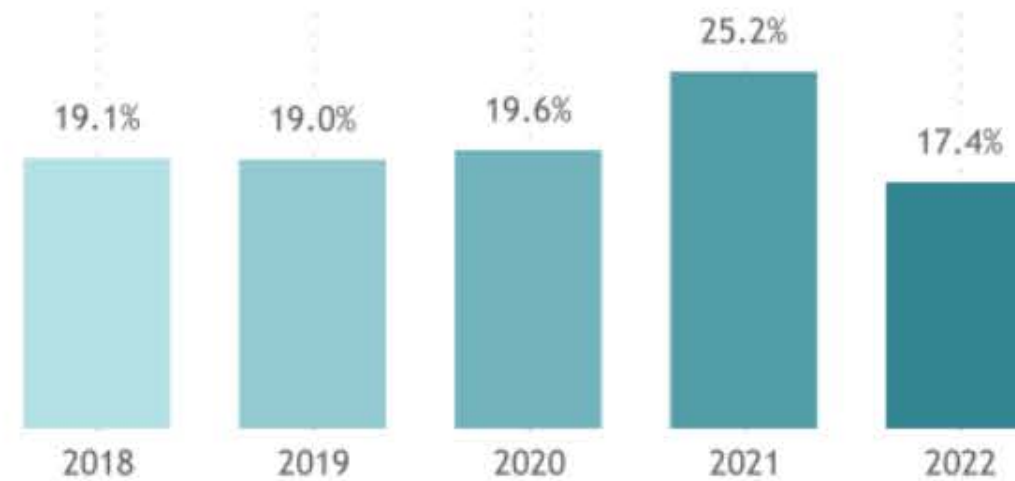
2022

2021	2.1
2020	2.0
2019	1.8
2018	1.6

HOTEL VISITOR



AIRPORT VISITOR



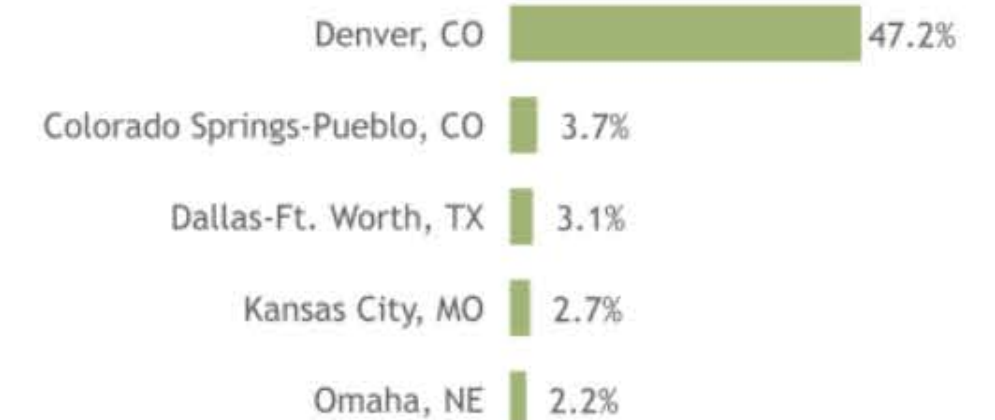
TOP ORIGIN STATES (2022)



IN-STATE TRIP ORIGINS



TOP ORIGIN MARKETS (2022)

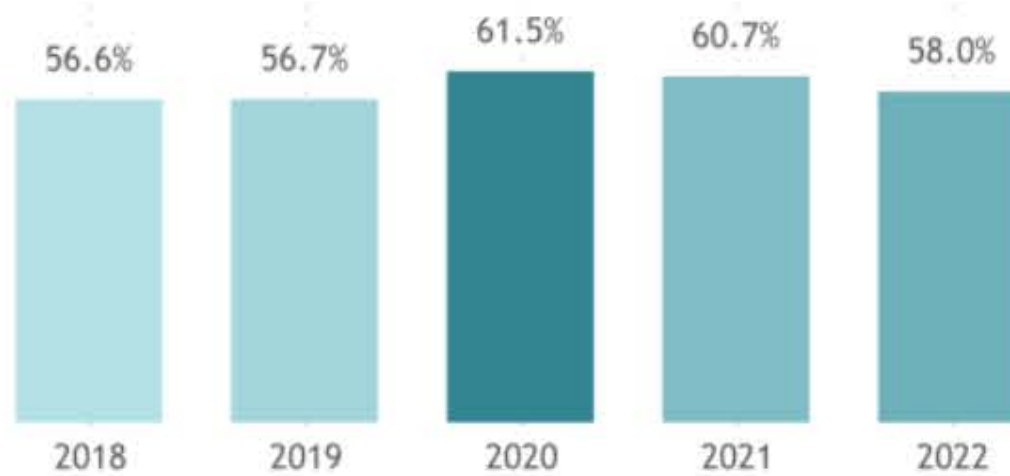


VISIT ESTES PARK 2022 Year End

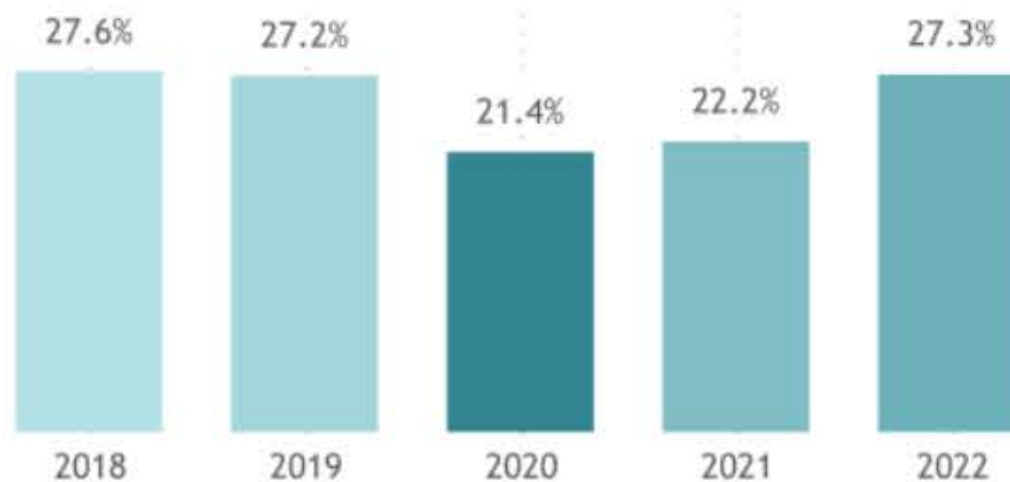
TIME SPENT AT EACH PO



TIME SPENT AT ATTRACTIONS



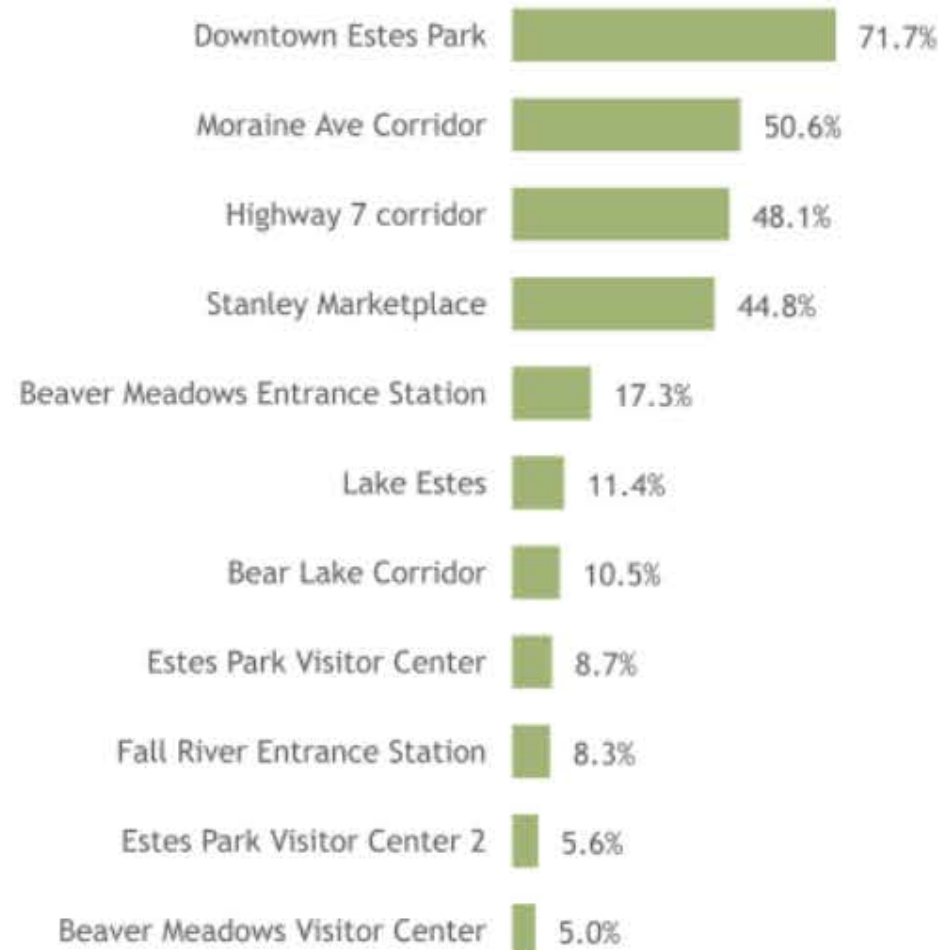
TIME SPENT AT HOTELS/LODGING



AVERAGE ATTRACTIONS VISITED



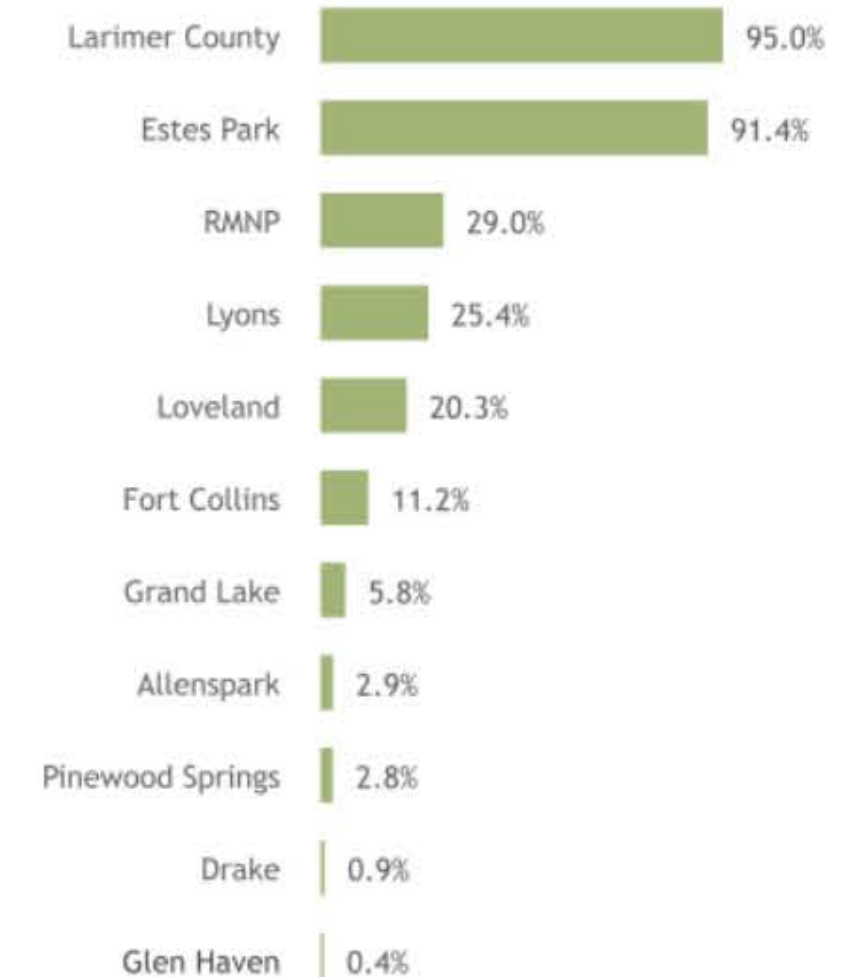
TOP ATTRACTIONS (2022)



AVERAGE REGIONS VISITED



TOP REGIONS (2022)



Visitor Intercept Surveys

RRC Associates (based in Boulder) will conduct intercept surveys during 4 seasonal periods:

- March 15 – April 15
- July 1 – July 31
- September 1 – October 1
- November 24 – December 23

Visitor Intercept Surveys

The research program includes the following components:

- Focus on visitor experience & behavior in Estes Park
 - Three to four additional questions customized for the following events:
Frozen Dead Guy Days, Rooftop Rodeo, Elk Fest, ScotFest, Catch the Glow
- Post-visit surveys sent to intercept respondents who provide a valid email address
- Seasonal reporting following each 30-day period
- Final report and presentation to VEP stakeholders
- All survey comments will be received in a formatted excel spreadsheet
- Goal is to complete 1,300 surveys over the 4 seasonal periods



Rebecca D. Gelsinger



Connecting with Partners

- Chamber Events
 - Business After Hours
 - Coffee Connections
 - Estes Next
 - Food for Thought
- EPNRC Queen's Ball



Community Support

Isabella Bird:

Save the Date: November 10, 2023 at The Stanley Hotel

Community Picnic:

MacGregor Ranch is turning 150 this year and they've reached out to us and the Chamber to help plan a Community Picnic to celebrate. Hope to see you on August 23!

Restoration Ranch and Valor Vacations:

Providing support to dispatchers, first responders, emergency department personnel, members of the judiciary and their families by providing access to opportunities for relaxation, reflection, recreation, health and wellness.



Transportation

Dana has begun connecting with local and regional partners to learn how we can support transportation efforts to help provide a better visitor experience and reduce greenhouse gas emissions. Dana met with the Colorado Tourism Office (CTO) and Bustang to see how we can help support this initiative. Due to our interest in this program a marketing committee has been created. Dana is also working with the Town of Estes Park Public Works Department, Vanessa Solesbee and Dana Klein in ways to help support the transportation needs in Estes Park.



Community Roundtable

Topic: The Workforce

Speakers from:

- Larimer County Workforce and Development
- CSU Career Center
- Adecco Recruitment Agency
- Larimer County Work-Based Learning
- CSB International
- Estes Chamber of Commerce

WHEN?

March 1, 2023, 3pm - 5pm

WHERE?

Estes Valley Community Center
660 Community Dr, Estes Park, CO 80517

RSVP to colleen@visitestepark.com by February 24.

Beyond Winter

Our focus for January was snowshoeing and other outdoor recreation activities. We also started collecting Frozen Dead Guy Days offers, in addition to other winter/event-related offers. Here are our special offer metrics for January:

- Total Number of Special Offers: 122
- Total Number of Website Click-throughs: 1,823
- Top Performing Specials:
 - The Stanley Hotel's Frozen Dead Guy Days Room Package - 140
 - Kent Mountain Adventure Center's Half-Day and Full-Day Snowshoe Packages - 118
 - Backbone Adventures Jeep Special - 108
 - Kirks Fly Shop & Mountain Adventures Guided Snowshoe Hikes - 102
 - Yellow Wood Guiding Guided Snowshoe Tours - 101



DEC 16

HALF-DAY AND FULL-DAY SNOWSHOE ADVENTURES

 Kent Mountain Adventure Center

Valid: December 16, 2022 - March 31, 2023

Tradeshows

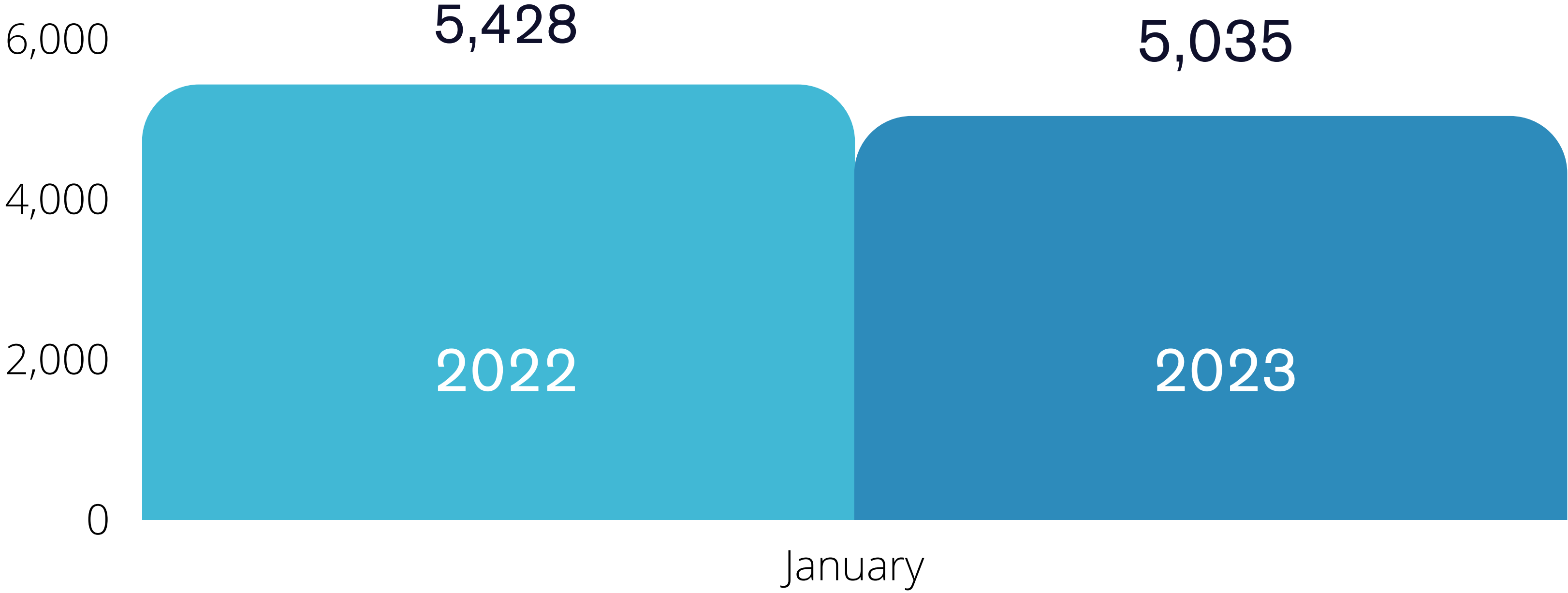
- Colleen attended the Rocky Mountain Bridal Show on January 29 and Estes Park Wedding Association on February 5.

Upcoming industry events that Visit Estes Park is attending:

- March 2-3 – MIC Educational Conference & Trade Show – Denver
- March 9 – Destinations International Sales & Services Summit – National Harbor, Maryland



Estes Park Visitor Center: Guest Count



Group Sales: January 2023 Leads

23 leads were received in January equating to 5,784 requested room nights with an estimated economic value of

\$1,021,040



SMERF stands for social, military, educational, religious and fraternal groups



Heidi Barfels



Destinations International

Marketing & Communications Summit - Norfolk, VA

Key Takeaway

- Visit Estes Park is ahead of the curve. Many of the key communications recommendations made are things we are already doing, including:
 - Incorporating advocacy work into communications positions
 - Taking on "non-traditional" projects or contributing to projects that benefit the community as a way to build relationships and earn a seat at the table for important conversations
 - Sending a regular e-newsletter to stakeholders
 - Advocating for issues that are related to the tourism economy
 - Creating an internal task force or committee to work on issues of equity, diversity and inclusion
 - Creating a resource bank for partners
 - Facilitating community sounding boards/fireside chats to understand the current situation and how to plan for the future
 - Becoming involved in community organizations
 - Using data to make strategic decisions



January Stakeholder eNews



News to Know from Visit Estes Park

The Rundown: January Video Digest

Watch this short video from Visit Estes Park CEO Kara Franker to hear marketing, organizational and financial updates.

Highlights include updates on Frozen Dead Guy Days, VEP's Q1 media strategy and an overview of community initiatives.



Click here to watch Visit Estes Park CEO Kara Franker's updates from the January 26, 2023 Visit Estes Park Board meeting.

Frozen Dead Guy Days Marketing Toolkit

ICYMI: Utilize our Frozen Dead Guy Days marketing toolkit in your promotions

Find photos, logo variations, social captions and the official press release announcing the event in our marketing toolkit. A FAQ sheet that answers the who, what, when and where of the event is located there as well. **Access the toolkit [here](#).**

Digital Marketing Consultations



Schedule a free digital marketing consultation with DTN

DTN, Visit Estes Park's partner for paid content opportunities on VisitEstesPark.com, is currently offering free digital marketing consultations. Consultations include a surface audit of your website, SEO, reviews and the consistency of your brand.

If any of these thoughts resonate with you:

- Are budget conscious but know your digital marketing strategy needs some love,
- Have limited digital marketing expertise and don't have the time to become an expert,
- Are not connecting with customers in the way they want to connect (instantly and in real-time),
- Have a website but aren't able to transact with your customer online,
- Are not managing your reviews, good or bad, which means you're missing out on opportunities to cultivate advocates for your business,
- Or want to have confirmation that you are doing the things you need to do digitally,

Schedule your free 60-minute meeting [here](#).

Now You Know Videos

A partnership with Nick Mollé Productions will produce short videos to educate guests

Visit Estes Park is working with Nick Mollé to create short "Now You Know" videos. The goal is to share his wealth of knowledge with Visit Estes Park social followers and blog readers as a way to help guests learn about the history, culture and natural environment of the area. Please feel free to share them with your guests as well.



Watch the first Now You Know video produced for Visit Estes Park by Nick Mollé, where he discusses the early days of Estes Park and how it contributed to the creation of Rocky Mountain National Park.

Resources

Upcoming events to help you plan

Use this list when planning staffing, promotions, entertainment or inventory for the next few months.

Event	Upcoming Events: February 1 - March 31, 2023		Estimated Attendees
	Date	Location	
Wine & Chocolate Festival	February 4, 2023	Estes Park Events Complex	1,000
Whiskey Warm Up	March 4, 2023	George Hix Riverside Plaza	550
Frozen Dead Guy Days	March 17-19, 2023	Estes Park Events Complex, The Stanley Hotel, and other locations around town.	4,000

Partner Events & Happenings

Opportunities to attend educational, informational or professional development events around town

Check out these upcoming events from the Estes Chamber of Commerce.



Food for Thought: Exchange Visitors and High School Interns

When: February 15, 5:30 - 7 p.m.
Where: Mama Rose's Restaurant

Enjoy a delicious meal as speakers discuss staffing options in Estes Park including high school interns and J1 visa students.

Find more information [here](#).



Estes Next: The Arts

When: February 22, 5 - 7 p.m.
Where: The Arts Center of Estes Park

Learn about the Arts in Estes Park at Estes Next, an event giving the community's workforce a place to learn and meet peers in a casual environment.

Find more information [here](#).


Open Rate: 48.5%
Avg Industry Open Rate: 21.33%

Paid Media: Travel + Leisure


TRAVEL+
LEISURE

[View on the Web](#)

TRAVEL+
LEISURE



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



Explore Estes Park, Colorado

A mountain getaway to Estes Park offers endless options for outdoor adventure and the opportunity to spot wildlife wandering through a pristine white landscape. Whether you're seeking a picturesque main street or simply want to enjoy crisp fresh air infused with the smell of pines, you can have it all and more with a winter trip to Estes Park. Here are nine reasons why this snowy wonderland makes for the perfect getaway.

EXPLORE NOW

Stay Awhile

When choosing your home away from home, you can't go wrong when mountain views are included in every stay. Looking for a romantic riverside cabin? A place that will entertain your kids for days? Estes Park has a place for everyone.

BOOK NOW



Explore Downtown

Everything you need to know about where to eat, drink, shop and play in idyllic downtown Estes Park.

EXPLORE NOW



Get Outside

While most of the country is gearing up for spring, we still have a couple months left of playing in the snow. From snowshoeing to sledding to cross country skiing, the backcountry is waiting for you.

EXPLORE NOW



Paid Media: Expedia Launch




← → ↻ expedia.com/lp/b/ms-b-dmo-exp-us-estes-park ⬆ ⭐ 🗖 👤 ⋮

Escape to Estes Park, Colorado

The view from here is... Whoa.


It's hard to put into words the feeling you get when you visit Estes Park. This picturesque town is the basecamp for Rocky Mountain National Park and is home to endless adventure, awe-inspiring views and your cozy home away from home.



Adventure

From snowshoeing to sledding to backcountry skiing, explore the endless ways to experience the outdoors in Estes Park.


[Learn more](#)



Dining

The eclectic mix of locally owned restaurants in Estes Park offers unique, authentic dining experiences that go beyond just a great meal.


[Learn more](#)



Sightseeing

Estes Park is the perfect basecamp for adventure, boasting more than 300 shops ranging from handmade goods to outdoor gear. It has become a destination for art-lovers, foodies & craft-beverage enthusiasts alike.

[Learn more](#)



Activities

Pack your itinerary with snowmobiles, massages and other fun activities to complement your outdoor adventures.

[Learn more](#)

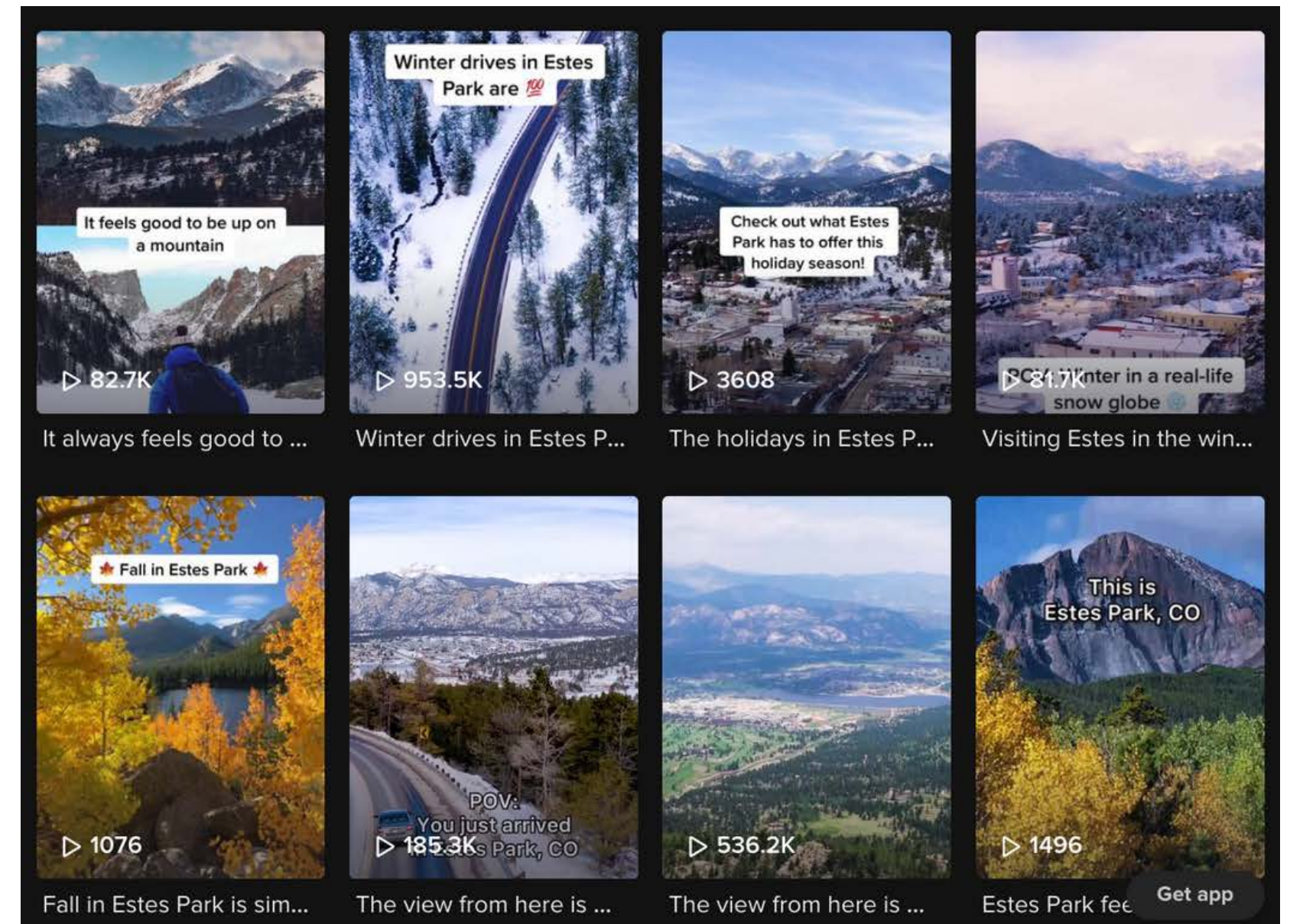
Paid Social Media: TikTok

Campaigns delivered:

- 1,160,588 impressions (+34% MoM)
- 8,804 clicks (+42% MoM)

Top Engaged Markets

- California
- Texas
- Florida
- 18-24 age demographic was top engaged



KMAC Guest Blog



[Blog Home](#) [Downtown Estes](#) [Outdoor Adventure](#) [Estes Park News](#) [Events & Festivals](#) [Family Fun](#) [More](#) ▾

PREVIOUS

FIVE REASONS YOU SHOULD TAKE AN AVALANCHE COURSE

By Dominic Rickicki on Feb. 06, 2023

Author

DOMINIC RICKICKI

Dominic is the Head Guide at Kent Mountain Adventure Center in Estes Park, Colorado. Climbing, coupled with a sense of adventure led Dominic around the country before landing in Estes in 2014 where he has worked as an environmental educator for the Nature Conservancy as well as a rock climbing guide.



Sweet Tooth's Guide

A SWEET TOOTH'S GUIDE TO ESTES PARK

By Claire Molle on Feb. 06, 2023

It's February and love is in the air, and it just wouldn't be complete without a little bit of sugar. With cozy venues set against stunning mountain views, Estes Park is an ideal place for a romantic getaway, but perhaps the sweetest part of all, its array of sweet shops offering unique goodies that are sure to spread the love. Specializing in ice cream, fudge and of course, taffy, sweet shops are an icon of Estes Park. Check out our local sugar-stops below and take your sweetheart on a sweet-tooth-shopping-spree.

ICE CREAM & FUDGE



Winter Dining Specials Promotions

visitestespark.com/blog/post/how-to-do-estes-on-a-budget/

PREVIOUS

HOW TO DO ESTES ON A BUDGET

By Claire Molle on Jan. 24, 2023

Nothing gets you out of the winter blues like a trip to a Rocky Mountain winter wonderland, and doing that affordably is a win-win.

Businesses all throughout Estes Park are working to do just that, giving you a trip with all the awe of the mountains, that won't break the bank.

LODGING

First you'll need somewhere to lay your weary head.

Indulge in some luxury at [Taharaa Mountain Lodge](#) where you can [book for a Wednesday and Thursday night and receive Thursday night for half-off](#). At [River Stone Resorts & Bear Paw Suites](#), get [20-dollars off per night](#) when you stay two or more nights. Ready to get cozy? Warm-up after a day of playing in the snow at [McGregor Mountain Lodge](#) or [Castle Mountain Lodge](#) in a comfy hot tub cabin for a discounted price.

Check out our [Winter Events](#) page for a full list of winter lodging specials in Estes Park.

SIP IN THE HOLIDAY CHEER WITH THESE FESTIVE DRINKS

And this is just the first sip into the holidays in Estes Park. Explore other ways Estes Park is celebrating the holidays in its [breweries](#), [shops](#), [restaurants](#) and more. Toast with us all winter long at these local happy hours:

[Elevations Eatery](#) – Happy Hour all day every day – 2 for 1 selected drinks









[You Need Pie](#) – Weekdays 3-5pm – ½ price Apps, ½ price alcoholic drinks, Pie Flight – 3 slices for \$13.50

[Cousin Pat's](#) – 4-6 pm daily – Multiple well drink, house wine and draft beer specials

[Lonigan's](#) – Every Day 4-7pm - \$6 chef apps, \$1 off draft beer & well drinks, \$6 wine, margs, mimosa, bloody mary. Or – 10% off food when mentioning Visit Estes Park ad.

[Bull Pin](#) – Weekdays 4-6 pm and 8-10 pm. \$2 off all apps and bar drinks

[Smokin' Dave's BBQ](#) – Weds & Thurs 2-5pm Drink & App specials - \$2 off apps & draft beers, \$5 of pitchers, \$1 off bottled beers, wells and wines, \$6 double shot margs (need coupon found in EP News)

 <p>DEC 05</p> <p>\$2 OFF PBR AND RANCHO LAGER</p> <p>The Bull Pin</p> <p>Valid: Starting December 5, 2022</p>	 <p>DEC 05</p> <p>15% OFF TOTAL BILL</p> <p>Smokin' Dave's BBQ & Brew</p> <p>Valid: Starting December 5, 2022</p>	 <p>DEC 05</p> <p>75 CENT WINGS AND \$1 DRAFTS</p> <p>Smokin' Dave's BBQ & Brew</p> <p>Valid: Starting December 5, 2022</p>	 <p>JAN 03</p> <p>ALL YOU CAN EAT BREAKFAST BRUNCH BUFFET</p> <p>You Need Pie Diner & Bakery of Estes Park</p> <p>Valid: January 3, 2023 - May 19, 2023</p>	 <p>JAN 03</p> <p>ALL YOU CAN EAT TACO BAR</p> <p>You Need Pie Diner & Bakery of Estes Park</p> <p>Valid: January 3, 2023 - May 19, 2023</p>	 <p>DEC 05</p> <p>ALMOND CHICKEN WITH FETTUCCINI POMODORO SPECIAL</p> <p>Mama Rose's Restaurant</p> <p>Valid: Starting December 5, 2022</p>	 <p>DEC 05</p> <p>BLOODY MARY SPECIAL</p> <p>The Bull Pin</p> <p>Valid: Starting December 5, 2022</p>	 <p>DEC 05</p> <p>BOGO 1/2 OFF BBQ SANDWICH</p> <p>Smokin' Dave's BBQ & Brew</p> <p>Valid: Starting December 5, 2022</p>
---	---	--	--	---	--	--	---

Social Media Highlights

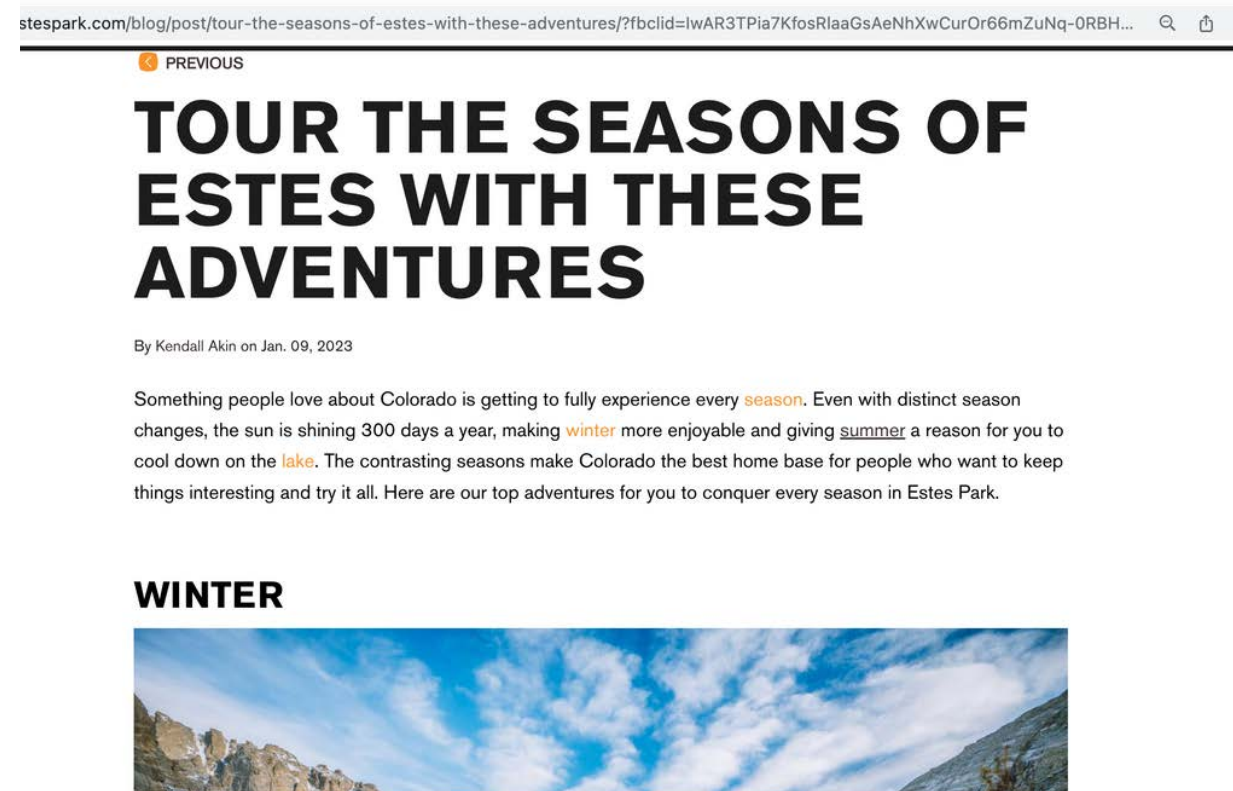
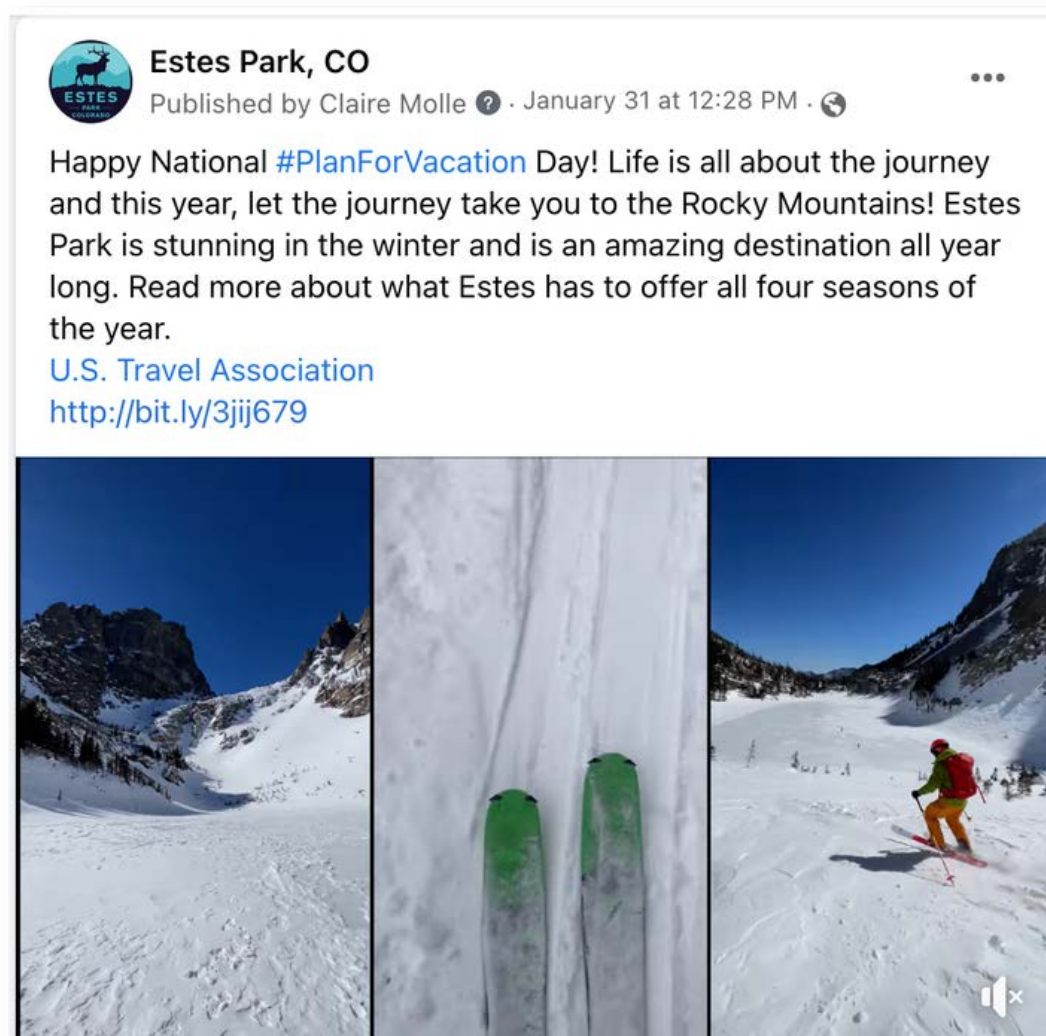


Hot Tub Windcliff

34K views
1,490 likes



National Plan for Vacation Day



30K views
2,403 likes

Media Coverage



From exploring ice caves in Iceland to fly- fishing in North Carolina– Spring Break trip options abound

by: Maggie Rodriguez

- Result from hosting journalist Terry Ward



Media Coverage



8 national parks that are spectacular in winter

Wildlife, scenery, and adventures made for snowy splendor.



By Kathryn Romeyn • Feb 15, 2023 • 5 minutes read

Rocky Mountain National Park

Dramatic, majestic, and rugged are all fitting descriptors for this 415-square-mile stretch which spans the Continental Divide. There are areas of the [Rocky Mountain National Park](#) that cars can't reach in winter, but you can still experience the stunning scenery via snowshoe, even if you're a beginner ([Kirks Flyshop & Mountain Adventures](#) offers tours based on skill level). For sporty types, [Kent Mountain Adventure Center](#) offers classes in splitboarding, which combines elements of snowboarding and cross-country skiing for remote backcountry escapades. Learn to ice climb at Jewel Lake with [Colorado Mountain School](#), sled at Hidden Valley, or simply stroll (and elk-spot) along the Colorado River. Nearby accommodations in Estes Park include the [YMCA of the Rockies](#), perfect for families with miles of trails onsite, as well as activities such as ice skating and sledding. For those traveling without kids, try the [Della Terra Mountain Chateau](#), which features 14 suites with private hot tubs and unspoiled views, plus a spa.

Media Coverage



The Estes Park Resort

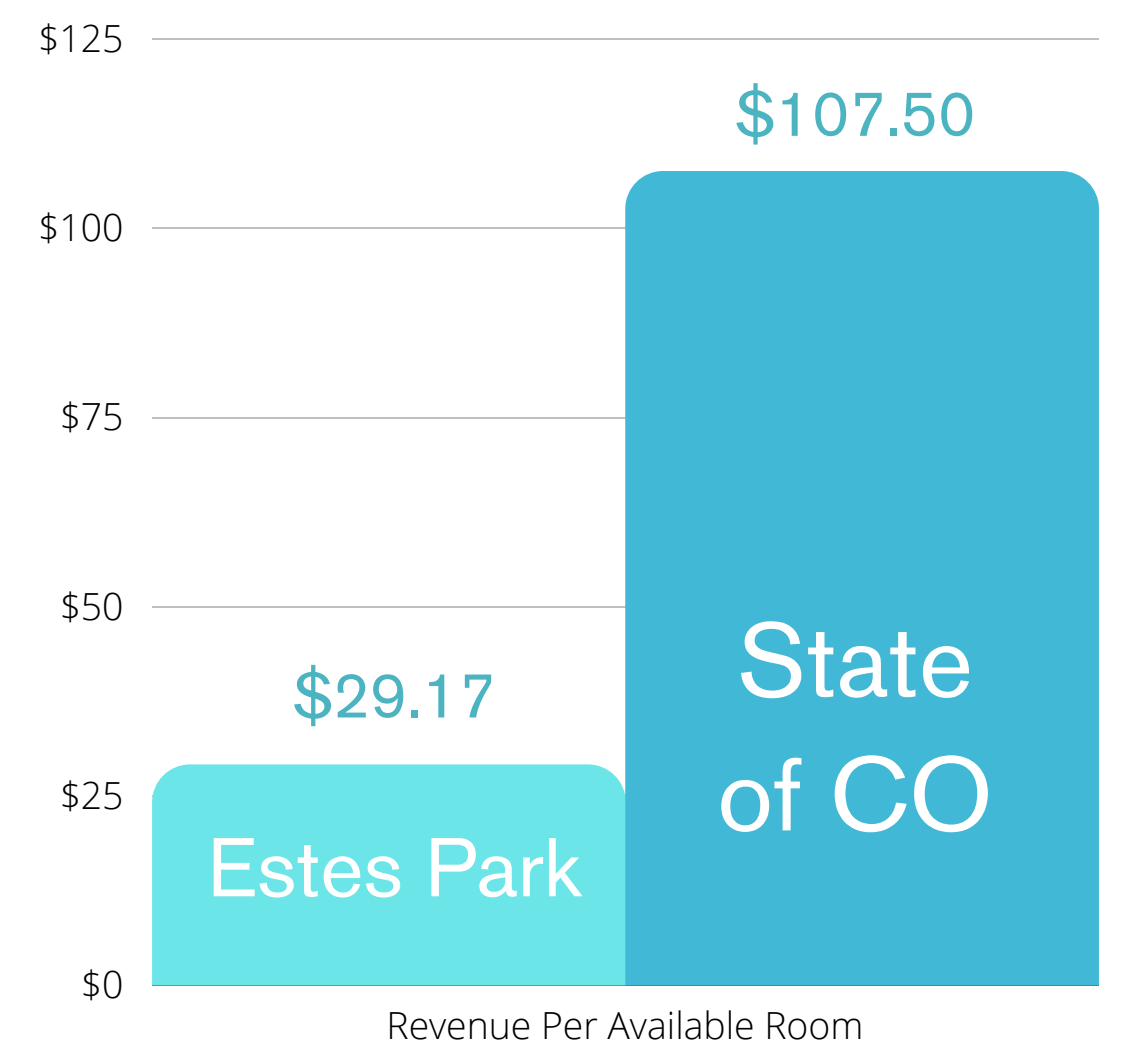
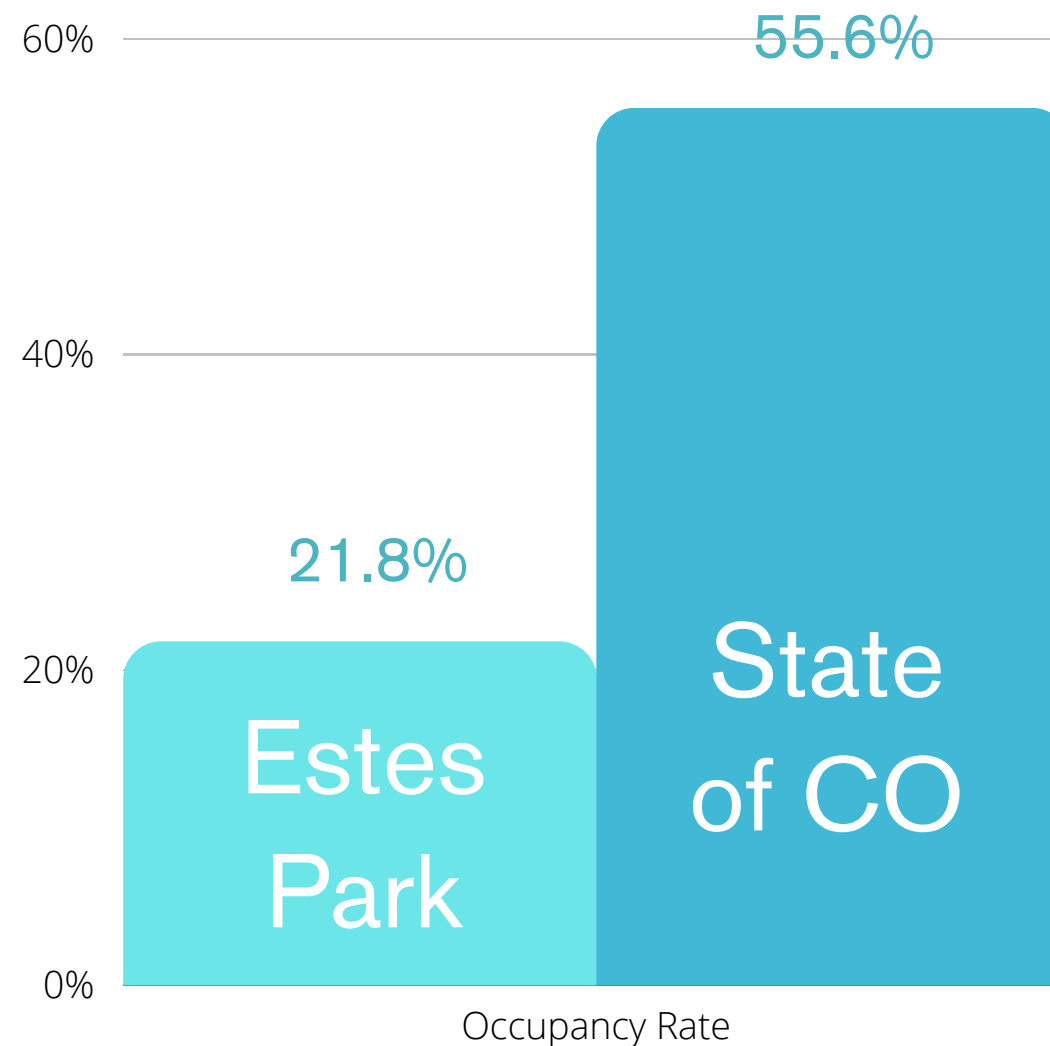
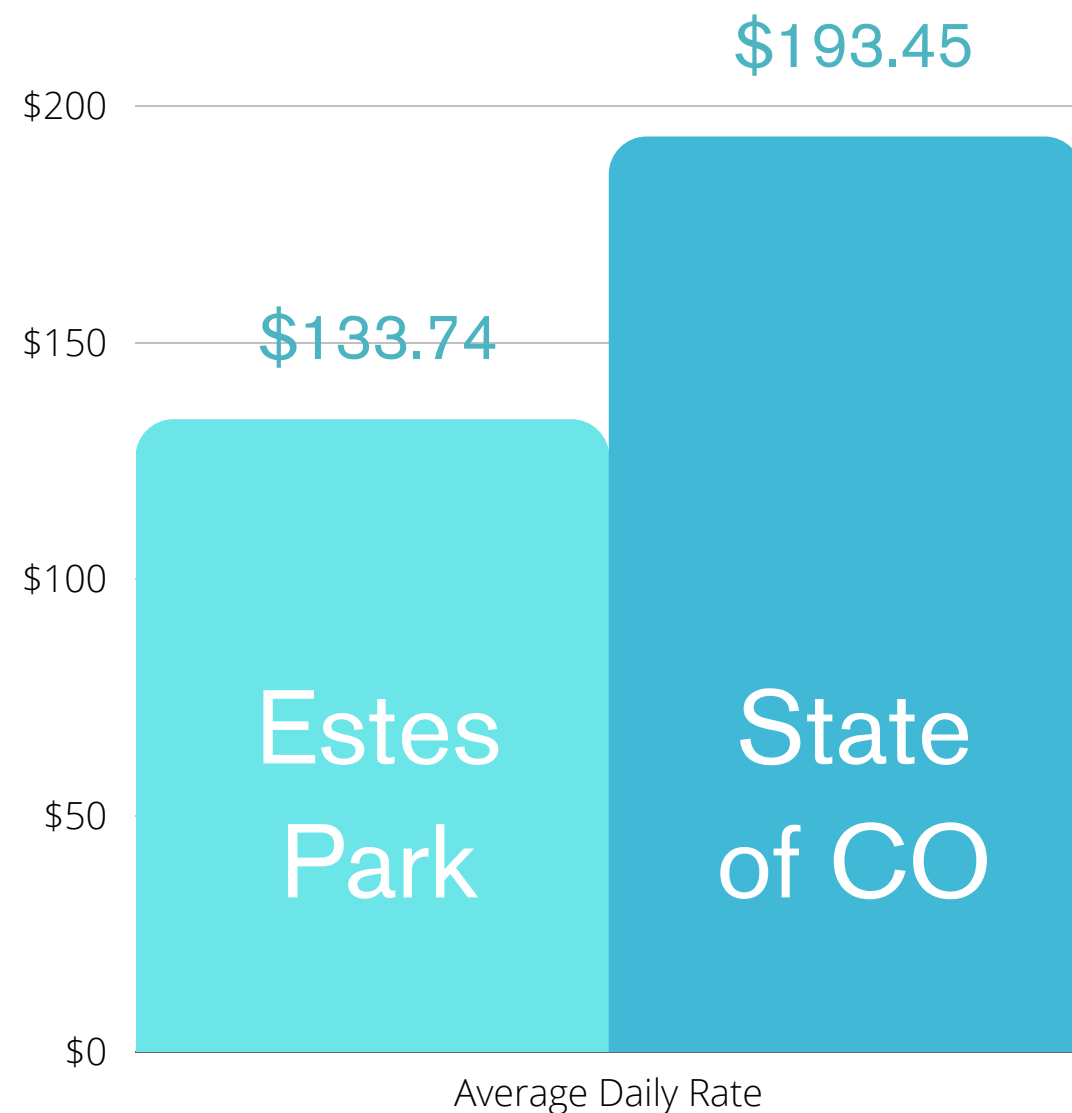


Estes Park, Colo.

Colorado — maybe not the first place one imagines when thinking of a waterside retreat. But at the Estes Park Resort you'll breathe in crisp Colorado air, take in breathtaking views of the larger-than-life Rocky Mountains and stroll by the glittering waters of Lake Estes lapping at the grassy shoreline. The resort puts you right in the middle of the beauty and serenity of the mountains and provides rentable paddleboards in the summer months, as well as barbecue pits and fire pits for s'more making and relaxation. Rent a hotel room, suite or cabin to enjoy days filled with hiking around the property and nights of gazing at the western stars above.

Rocky Mountain Lodging Report

January 2023



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

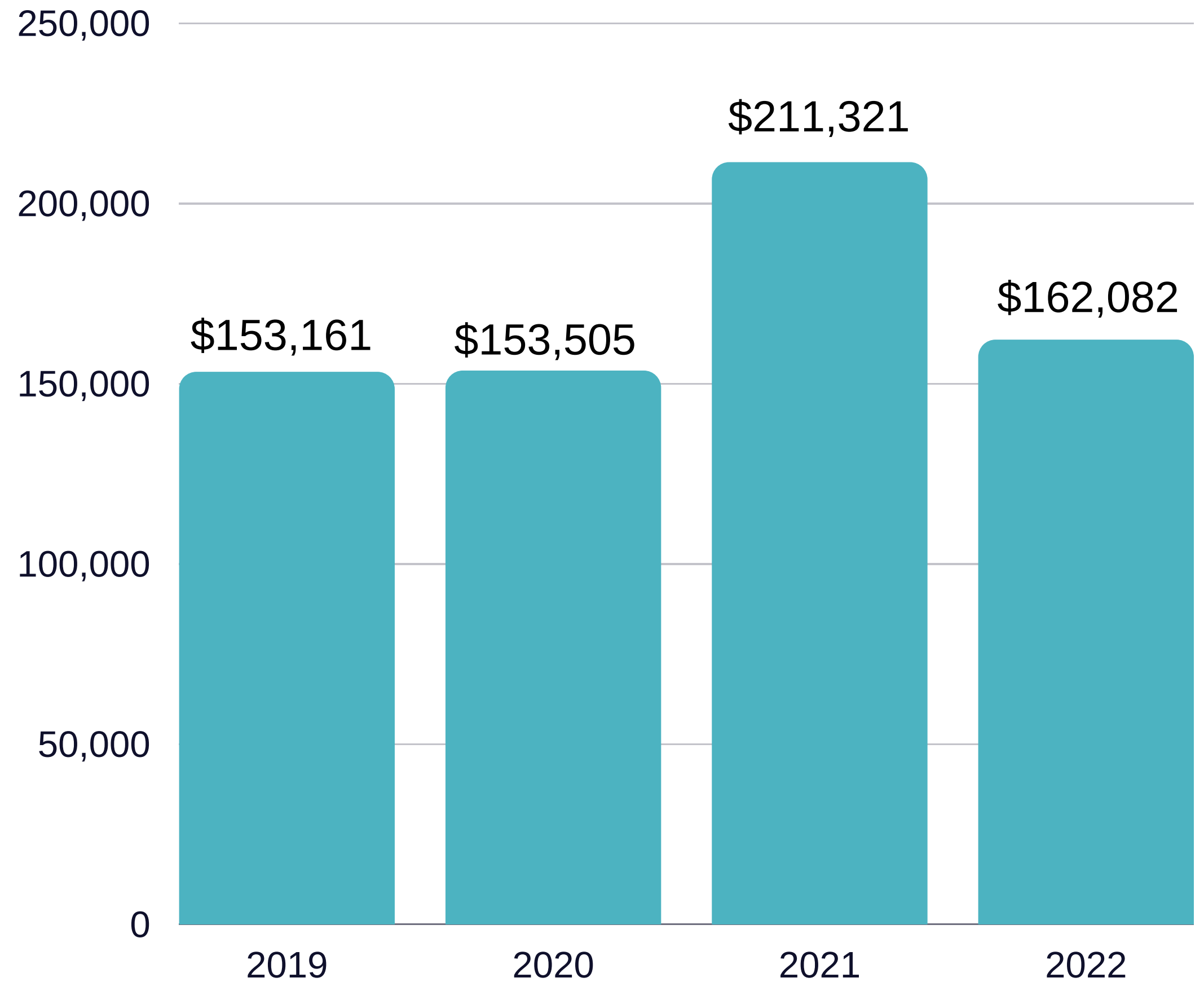
The image is a vertical composition. The top half shows a deep blue night sky filled with numerous stars and a faint, glowing band of the Milky Way galaxy. The bottom half shows a landscape at night. In the foreground, there is a dark, silty or sandy area. Behind it, a dense forest of dark evergreen trees covers a hillside. In the center of the image, a large, light-colored rock formation or mountain face is visible, partially covered by snow or ice. The sky above the landscape is also dark with visible stars and the Milky Way.

Mike Zumbaugh

DECEMBER

Lodging Tax Revenues*

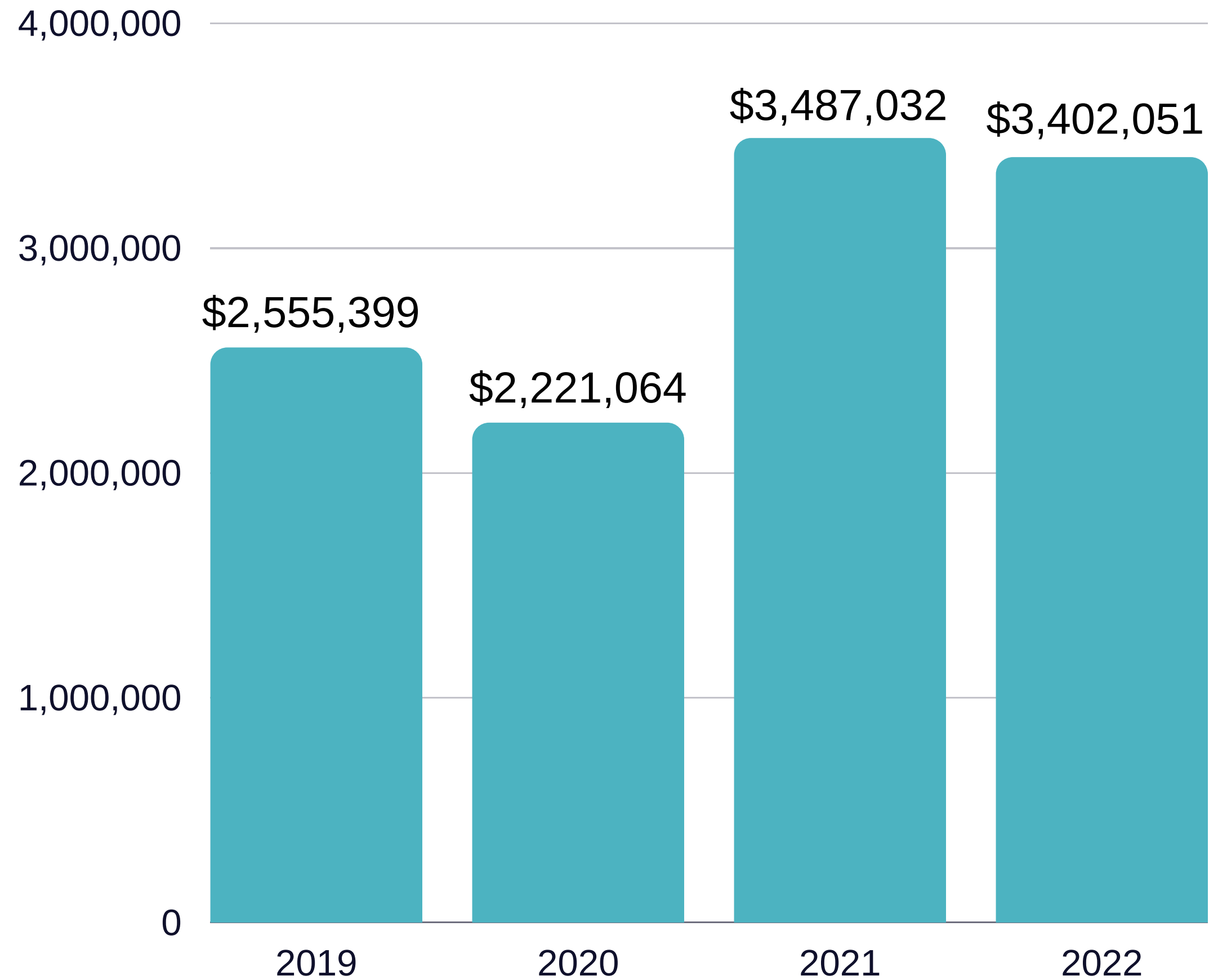
***based on actual
month of stay**



DECEMBER YEAR-TO-DATE

Lodging Tax Revenues*

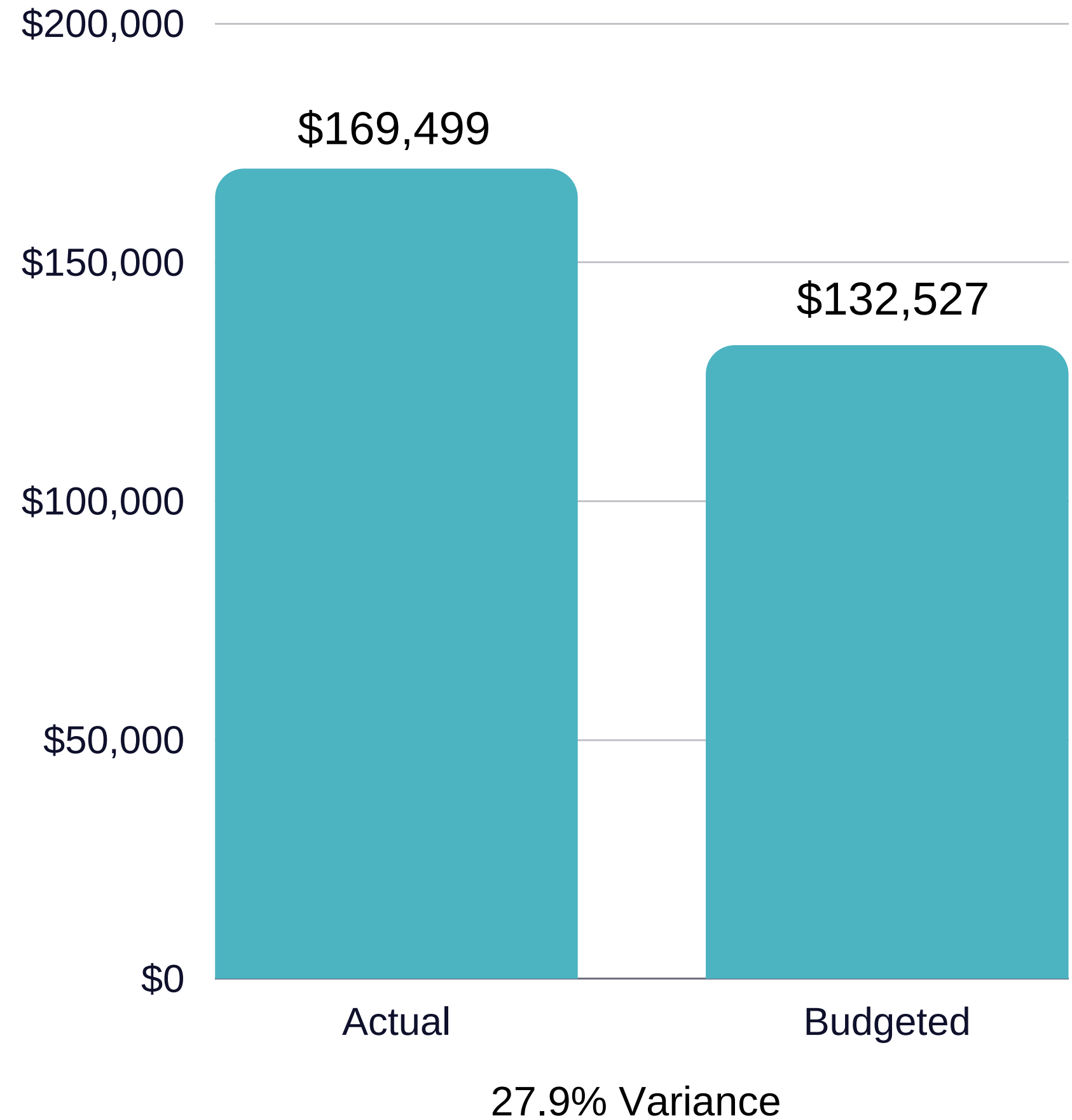
***based on actual
month of stay**



DECEMBER

Lodging Tax Revenues*

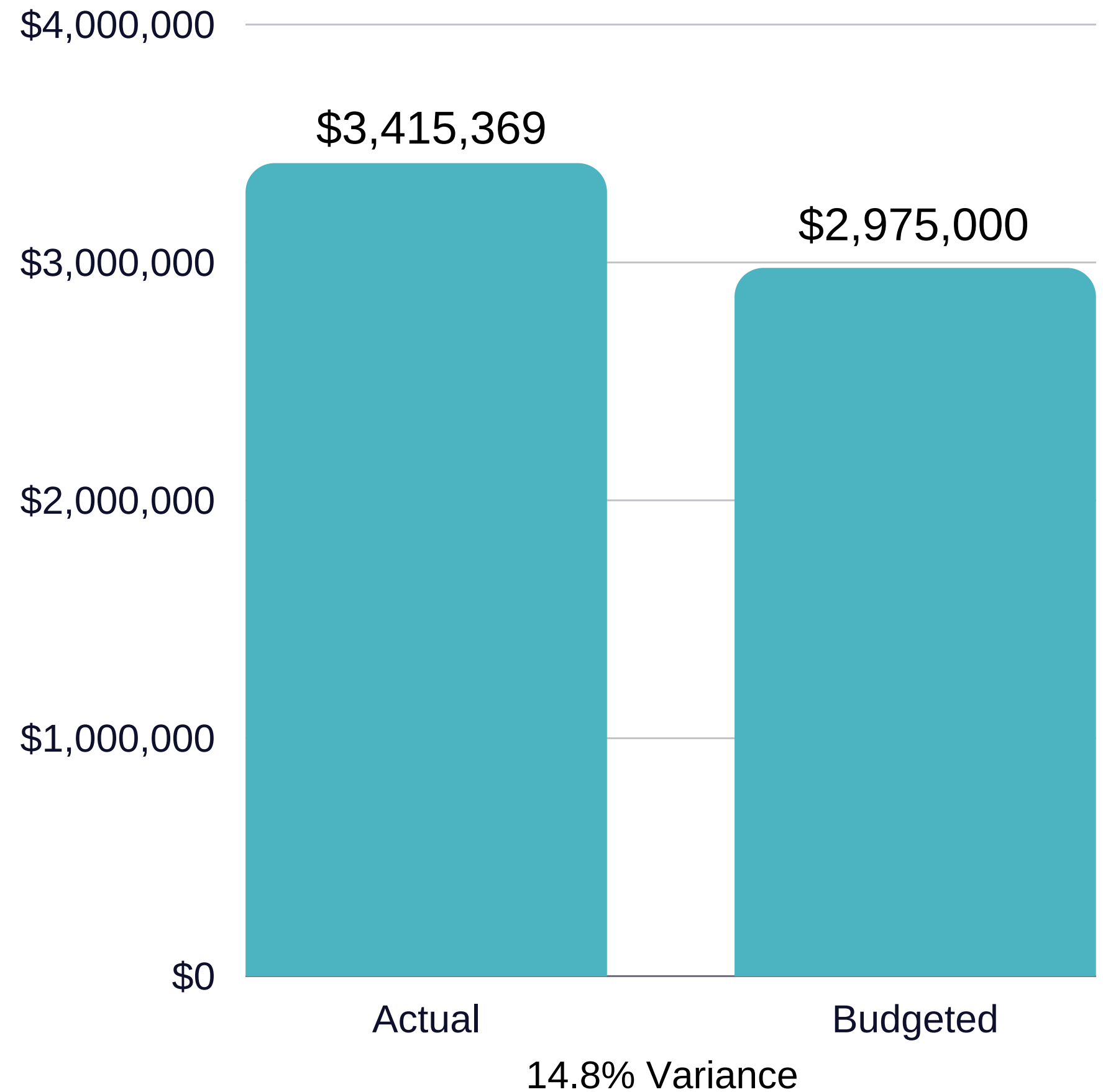
*based on receipts from
the State of Colorado



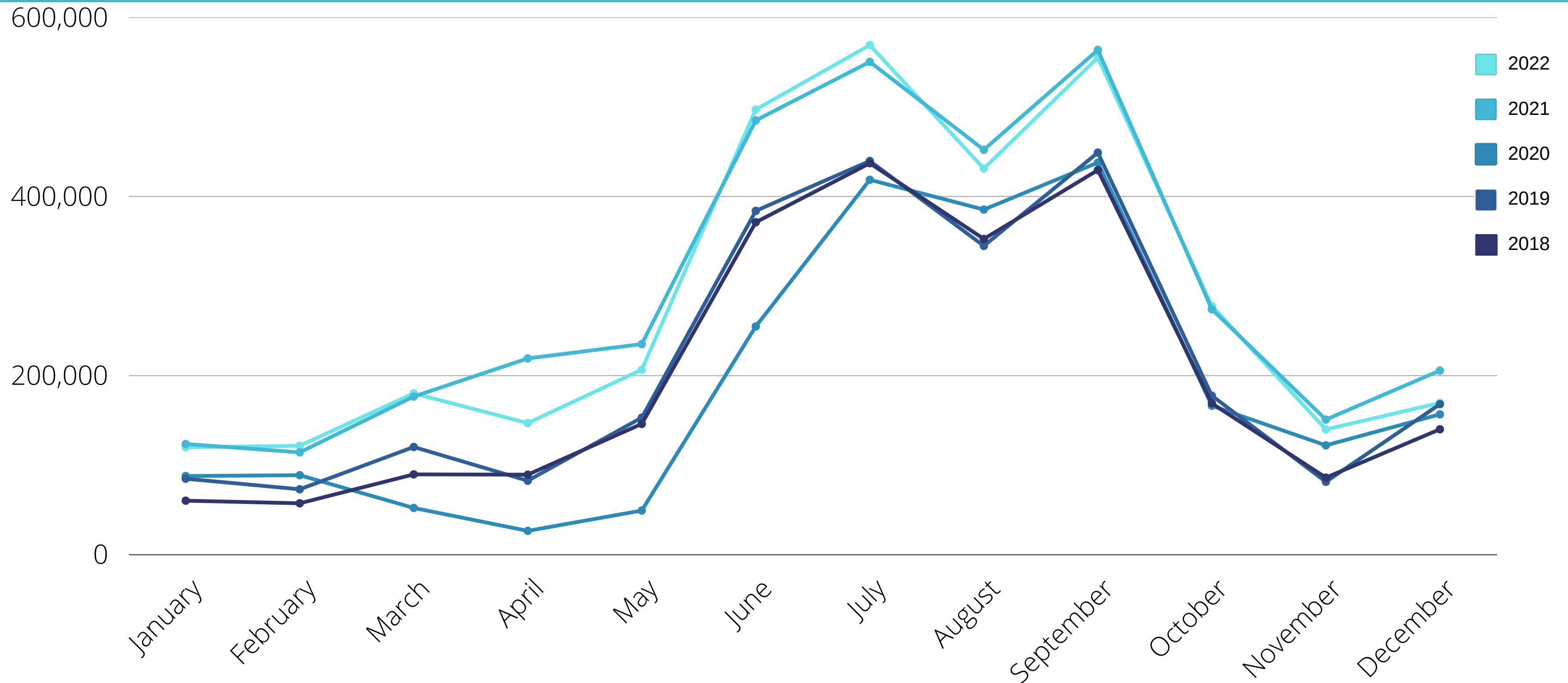
**DECEMBER
YEAR-TO-DATE**

Lodging Tax Revenues*

***based on receipts from
the State of Colorado**



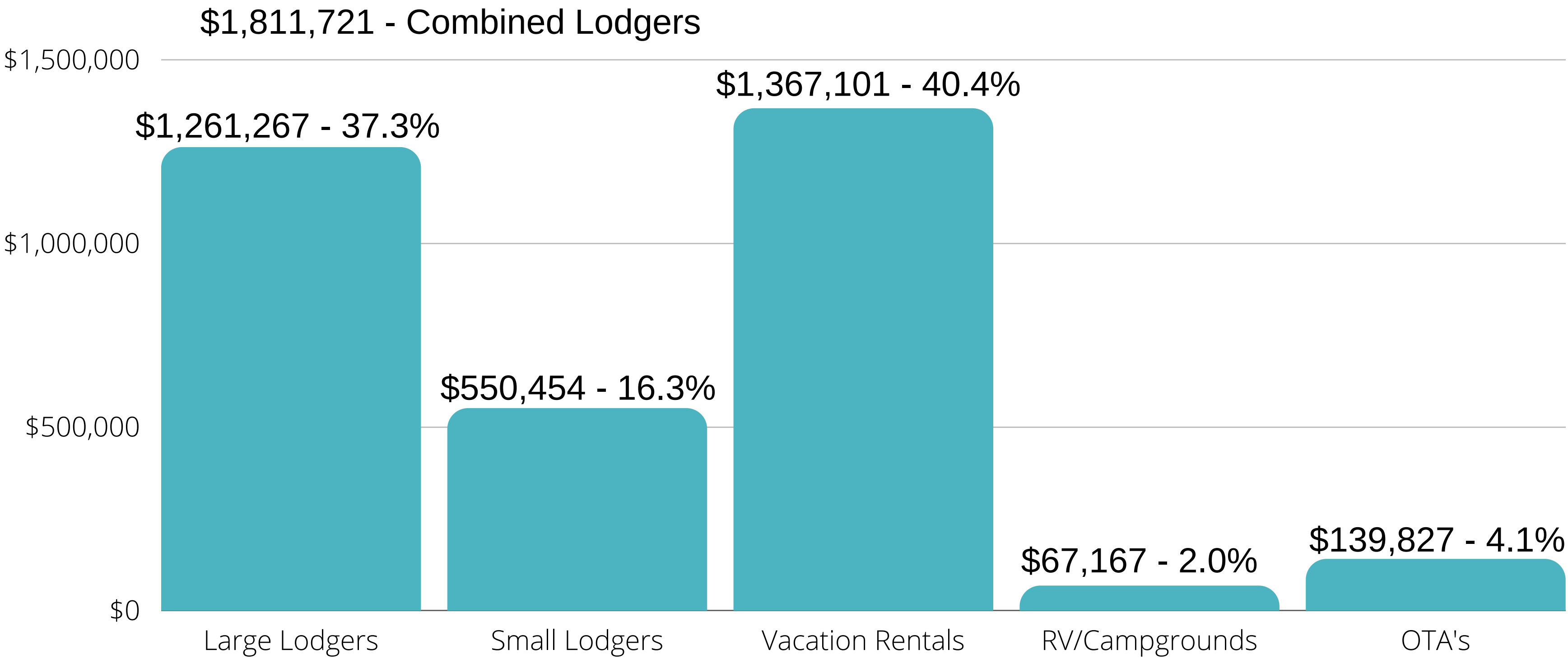
Lodging Tax Revenues



Historical Percentages of Total LMD Taxes

	2015	2016	2017	2018	2019	2020	2021	2022
Large Lodger	54.7%	53.6%	54.8%	53.0%	48.2%	35.6%	36.7%	37.3%
Small Lodger	18.7%	19.2%	19.4%	19.2%	19.6%	18.2%	16.6%	16.3%
Vacation Rentals	23.3%	23.1%	21.7%	24.3%	28.1%	38.3%	38.9%	40.4%
RV/Campgrounds	3.3%	4.1%	4.1%	3.4%	3.3%	4.2%	3.1%	2.0%
OTA's	0.0%	0.0%	0.0%	0.0%	0.7%	3.7%	4.7%	4.1%

2022 Lodging Tax Collections by Category



Large Lodgers are greater than 25 rooms

Call to Action by Board Chair

**Motion to Accept financial
statements as presented**

BOARD VOTING ROSTER

Chair Sean Jurgens

Vice Chair Deborah Gibson

Treasurer & Town Trustee Scott Webermeier

Secretary McShan Walker

Director Pat Murphy

Director Rich Chiappe

Director Jerusha Rice

Strategic Plan Review



BOARD VOTING ROSTER

Chair Sean Jurgens

Vice Chair Deborah Gibson

Treasurer & Town Trustee Scott Webermeier

Secretary McShan Walker

Director Pat Murphy

Director Rich Chiappe

Director Jerusha Rice

Board Comments & Closing

1. Requests for future agenda items
2. Any additional items for discussion?
3. In Person Board Meeting: March 16th, 2023 at the Ridgeline Hotel; 2-4pm
 - a. Zoom option available
4. Frozen Dead Guy Days Kick-Off: March 16th, 2023 at the Ridgeline Hotel; 4pm;
Invitation Pending
5. Adjourn

BOARD VOTING ROSTER

Chair Sean Jurgens

Vice Chair Deborah Gibson

Treasurer & Town Trustee Scott Webermeier

Secretary McShan Walker

Director Pat Murphy

Director Rich Chiappe

Director Jerusha Rice