

A wide-angle photograph of a mountainous landscape in winter. The foreground shows a snow-covered valley with several buildings, including a large, light-colored hotel-like structure on the left and smaller houses and buildings scattered across the middle ground. The background is dominated by steep, rocky mountains covered in snow and patches of evergreen trees. The sky is a clear, pale blue.

VISIT ESTES PARK

JANUARY 25, 2024

BOARD MEETING

AGENDA



JANUARY 25 , 2024

- Call to Order by Chairperson
- New Board Member Swearing In: Nick Smith
- Discussion on Officer Positions of Chair, Vice Chair, Treasurer and Secretary
- Vote on Officer Positions
- Approval of Agenda and Minutes
- Approval of Notice of Meeting Posting Location
- Attorney Review of Board Policies
- Town Board Comments
- Call for Board Member Updates
- Public Comments
- Reports by Ex Officio Board Members
- Report by CEO Kara Franker
- Visit Estes Park Staff Updates
- Report by Steve Lane About Revitalization of 116 E. Elkhorn Ave.
- Bill C Short-Term Rental Discussion
- Additional Items & Discussion
- Adjourn

Call to Order by Board Chair

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4. Vote on Officer Positions
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7. Call for Town Board updates.
8. Call for Board Member updates.
9. Call for public comment.

BOARD VOTING ROSTER

Chair Sean Jurgens

Vice Chair Deborah Gibson

Director Pat Murphy

Director Rich Chiappe

Director Jerusha Rice

Director & Town Trustee Frank Lancaster

Swearing in Nick Smith

I, Nick Smith, will faithfully support the Constitution of the United States and of the State of Colorado, and the laws made pursuant thereto, and will faithfully perform the duties of the office of Director of the Estes Park Local Marketing District, upon which I am about to enter.

Discussion on Officer Positions of:

Chair

Vice Chair

Treasurer

Secretary

Vote on Officer Positions

BOARD VOTING ROSTER

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Director Nick Smith

Attorney Review of Board Policies

John Chmil

Lyons-Gaddis Attorney & Counselors

Ex Officio Board Member Updates



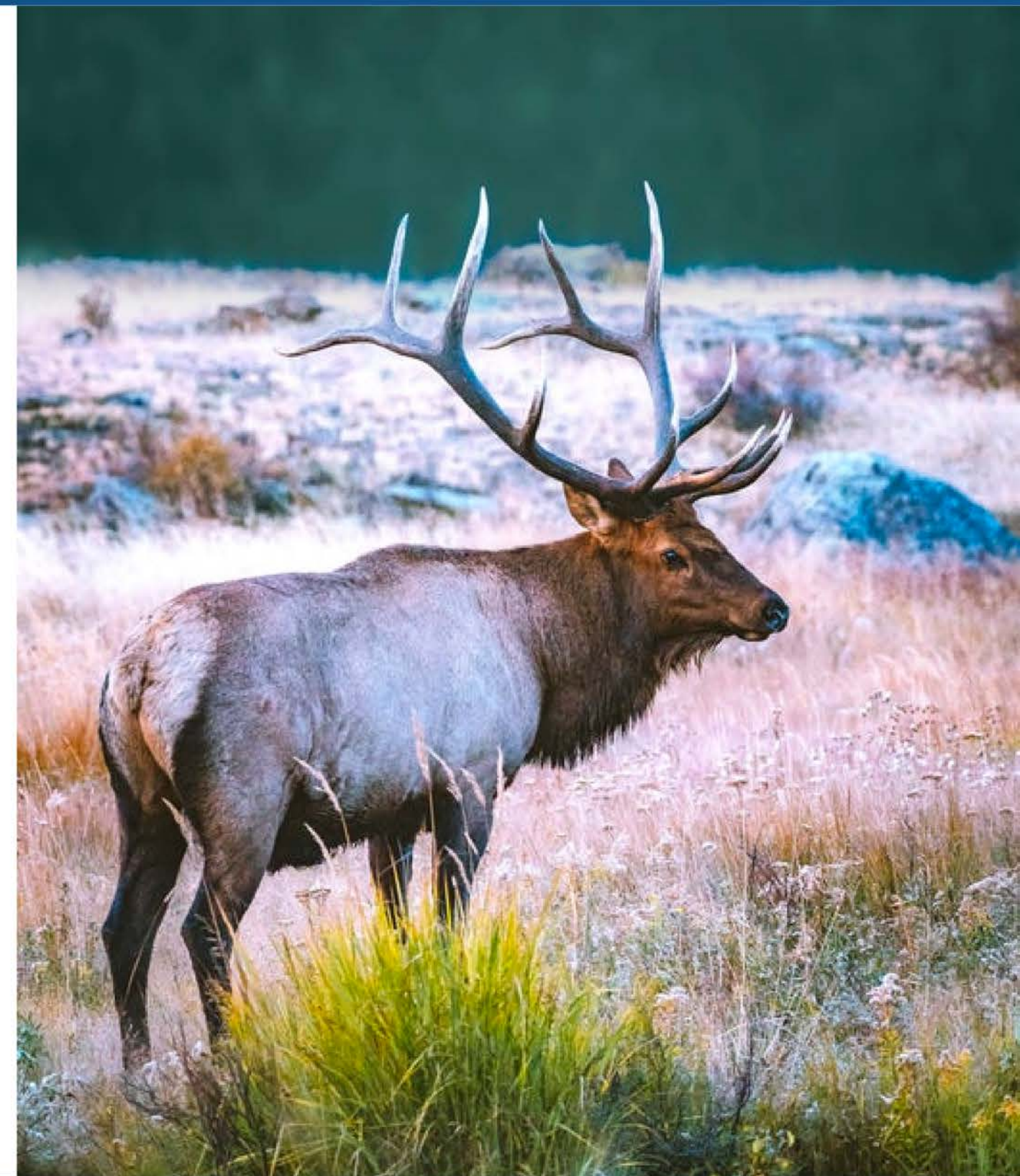
Kyle Patterson



John Schnipkoweit



Colleen DePasquale



Kara Franker



1200+ Tickets Sold!



MAR 2024

15-
17

ESTES PARK, COLORADO

FROZEN DEAD GUY DAYS

Three days of frigidly fun happenings spread across Estes Park, CO.

Scroll down for our exciting music lineup!

[CLICK HERE TO BUY
TICKETS](#)

[📍 VIEW LOCATION](#)

Freeze The Date

56
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21
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47
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42
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[Visit Estes Park](#)

Frozen Dead Guy Days on CBS



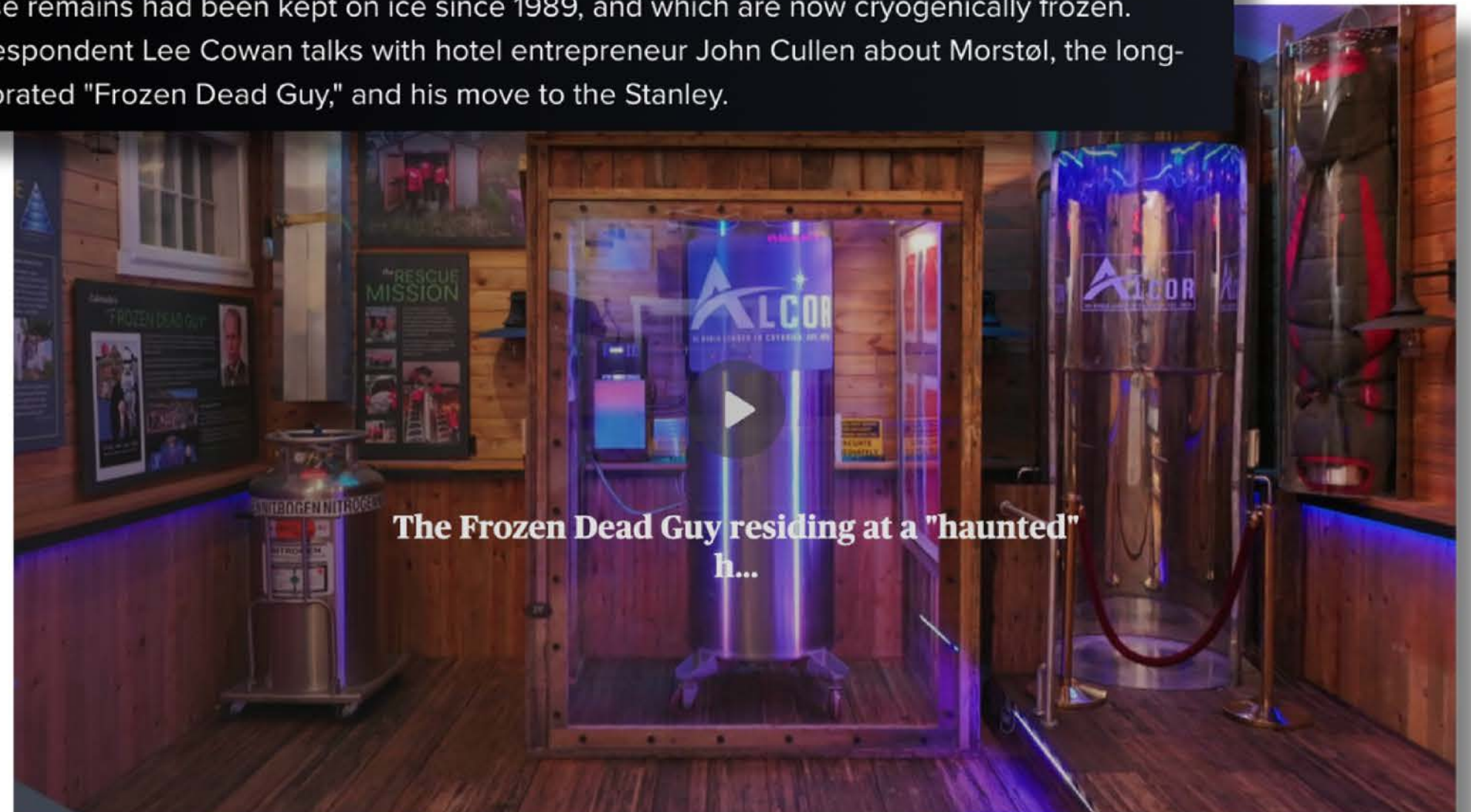
Broadcast Audience: 5,377,300
Unique Monthly Visitors: 36,939,436
Ad values:

- Broadcast: \$462,429
- Online: \$69,400



The Frozen Dead Guy residing at a "haunted" hotel

The Stanley Hotel, in Estes Park, Colorado, is renowned for its history, its isolation (it inspired Stephen King's "The Shining"), and now as the home for Bredo Morstøl, a deceased Norwegian whose remains had been kept on ice since 1989, and which are now cryogenically frozen. Correspondent Lee Cowan talks with hotel entrepreneur John Cullen about Morstøl, the long-celebrated "Frozen Dead Guy," and his move to the Stanley.



The Frozen Dead Guy residing at a "haunted" h...

Frozen Dead Guy Days Documentary on PBS



**Watch: February 11
at 5pm**



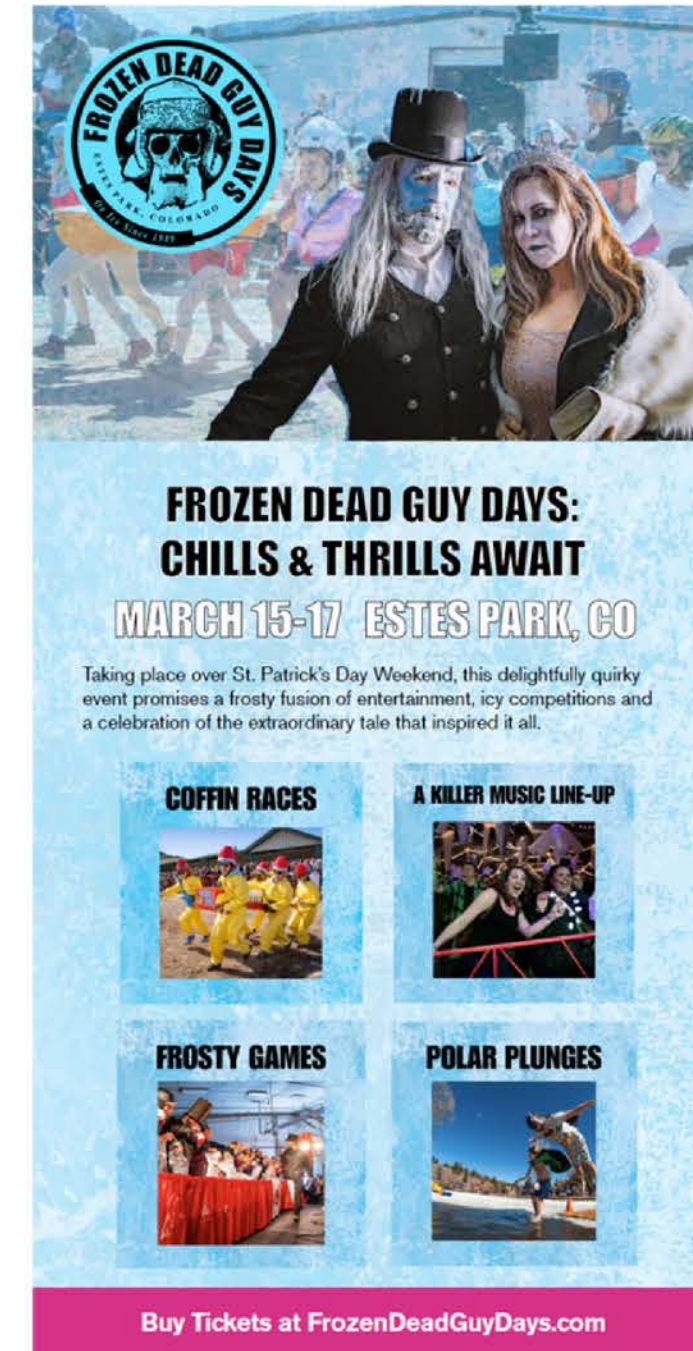
Advertising



EP News



Billboards:
Interstates & highways spanning
from Denver to Fort Collins

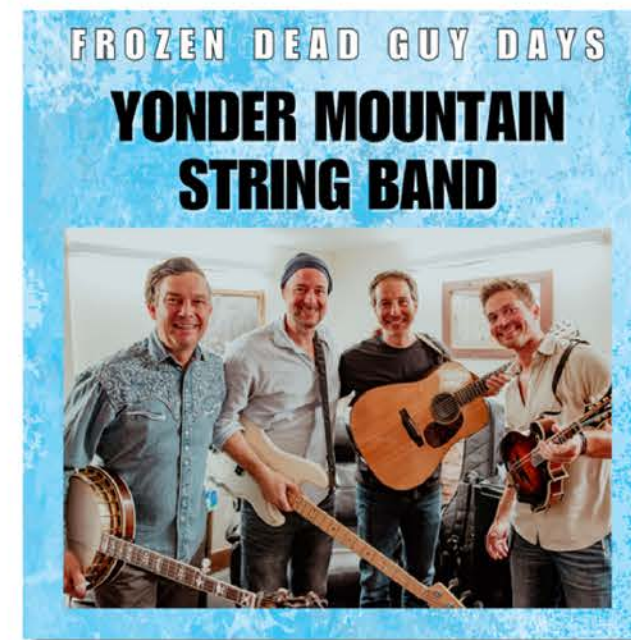
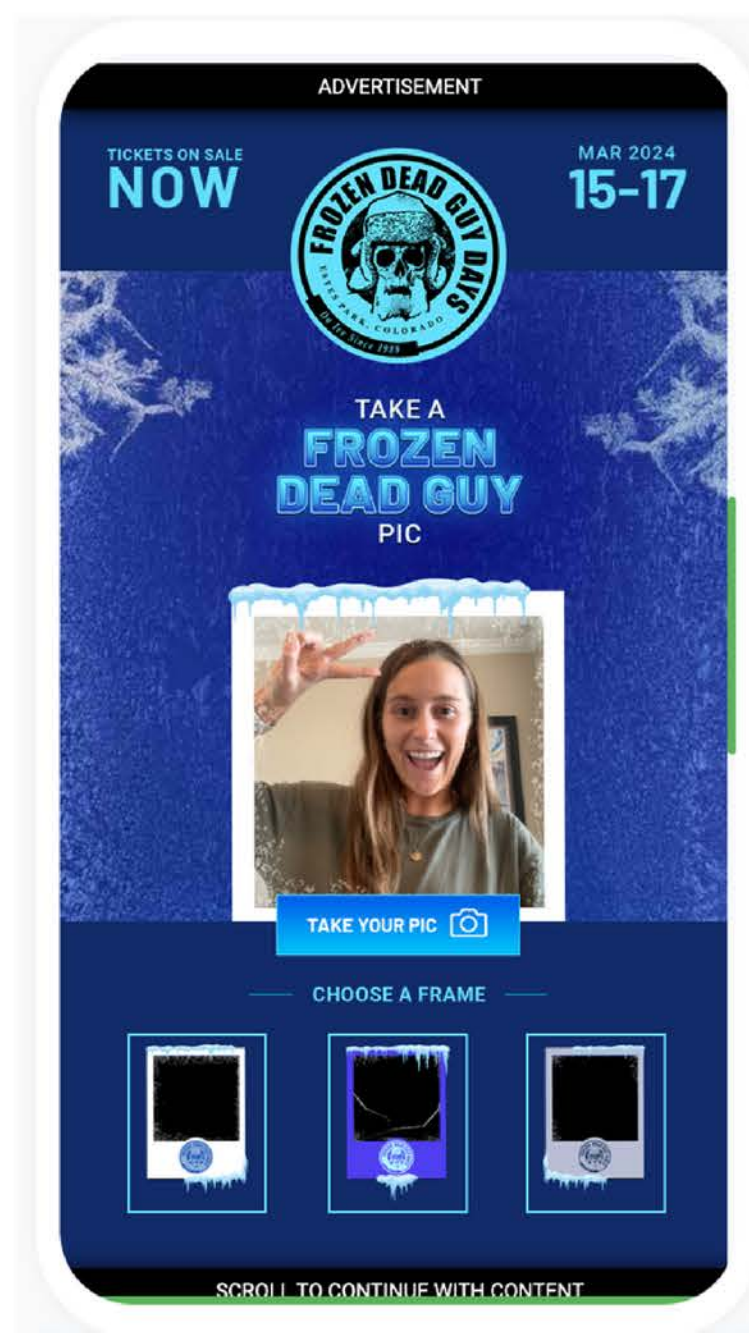


Trail Gazette



Lineup Poster

Digital Advertising



Digital banner example

Facebook carousel featuring the lineup

Email Campaign



It's time to gather your bravest, quirkiest and most adventurous friends to compete in the **COFFIN RACE** through the frosty obstacle course! Decide your team of seven in the most outrageous decorations and compete for the coveted title of Coffin Race Champions. Spots are limited and melting FAST!

[SIGN UP FOR THE COFFIN RACE](#)

Here's what you need to know:

- 7 racers per team
- Festival entrance and access to activities is included for the whole team
- Arrive in your most creative costume

Compete for one of these acclaimed titles:

- Overall Winner by Time
- Runner-Up by Time
- Best Theme
- Most Notable Wipeout



Rather cheer on the races from the crowd? Be sure to get your Frozen Dead Guy Days tickets now, before early bird prices increase soon!

[BUY TICKETS TO FROZEN DEAD GUY DAYS](#)



THE NEW HOME OF GRANDPA BREDO

TUNE IN:

SUNDAY MORNING

CBS Sunday Morning

[Segment on Frozen Dead Guy Days in Estes Park](#)

January 14 at 8AM

Streams on Paramount+, live tv (CBS) and will be available online on [CBSSunday.com](#) following the real-time airing

Are you curious to learn how Grandpa Bredo ended up in Estes Park? The upcoming segment chronicles Grandpa Bredo's move to his new home, the Ice House at The Stanley Hotel in Estes Park, featuring interviews with Stanley's President, John Cullen; ALCOR's Co-CEO, James Arrowood; Grandpa Bredo's former Ice Man, Brad Wickham.

The [Frozen Dead Guy Days Festival](#) will take place in Estes Park from March 15-17, 2024.

[WATCH THIS SUNDAY](#)



International Cryonics Museum

Immerse yourself in the world's only International Cryonics Museum. Explore the history and science of cryonics and uncover artifacts, pioneering stories, and the future of this intriguing field.

At the heart of the museum is "The Frozen Dead Guy," Bredo Morstol, a prized exhibit intimately connected to Estes Park's famous Frozen Dead Guy Days festival. Discover the chilling link between cryonics and the storied legacy of this legendary event, with Bredo Morstol as the centerpiece of it all.

[SAY HI TO BREDO](#)

[Get Your Tickets](#)

Have you bought your tickets to Frozen Dead Guy Days yet? Happening over St Patrick's Day weekend, March 15-17, you don't want to miss your chance to be part of the excitement! There are a limited number of early-bird tickets available, and they're sure to disappear faster than frost on a sunny day.



YOUR 2024 MUSIC LINEUP IS HERE

With an eclectic range of artists — from the "newgrass" stylings of Yonder Mountain String Band to genre-defying Spafford — there's something for everyone. Because we're SO excited about this lineup, we are extending **FIRST SNOW** prices! But not for long, so grab your discounted tickets while you can!

[BUY TICKETS](#)



YONDER MOUNTAIN STRING BAND
With their edgy popular blend of bluegrass, rock, and improvisational prowess, Yonder Mountain String Band effortlessly transcends traditional genre boundaries.
[Listen Now](#)



SPAFFORD
Rock, funk, jazz, reggae, electro-pop, Spafford can do it all, bringing an improvisational flair to every moment onstage.
[Listen Now](#)

[BUY TICKETS](#)

A Rocky Mountain favorite for over two decades, we are back in Estes Park on St. Patrick's Day weekend with even more chills and thrills! Picture this: live music and entertainment heating up the Estes Park Events Complex and the Stanley Hotel, with satellite events sprinkled all over town. And here's the cherry on top — the grand opening of the International Cryonics Museum, the cool new home of the festival's muse, Grandpa Bredo Morstol.

Here's a quick rundown of what your weekend looks like:

THURSDAY, MARCH 14

ZOMBIE BAR CRAWL

FROZEN BALL DROP

FRIDAY, MARCH 15

THE FROZEN SWEETS STROLL

ICEBREAKER

ROYAL BLUE BALL

SATURDAY, MARCH 16

THE FESTIVAL

Live music, coffin races, frosty games & more!

SUNDAY, MARCH 17

POLAR PLUNGE

BANDS & BLOODYS BRUNCH



Only two weeks left until prices go up \$10.
February 9th is your last day!

[BUY NOW](#)

Prices will never be this low again, so now is *the* time to ensure your spot at one of the most anticipated events of the year. Don't miss out on the one-of-a-kind fun and camaraderie that await you at Frozen Dead Guy Days.

YOUR TICKET INCLUDES:

30 COFFIN RACE TEAMS



18 BANDS



& SO MANY GAMES



[BUY TICKETS](#)

Visit Estes Park

Expedia Listicle

 **Expedia** More travel 

 English [List your property](#) [Support](#) [Trips](#) [Sign in](#)



[Explore Now](#)

Five reasons to come to Estes Park's Frozen Dead Guy Days

The unique and quirky mountain town festival returns March 15th

Frozen Dead Guy Days celebrates the unusual turn of events that brought the frozen body of a deceased Norwegian man to a Tuff Shed in Colorado. This annual festival promises a frosty fusion of entertainment and music, icy competitions, and more.

01.



Compete in the Coffin Races, a polar plunge, and other games

Yes, you read that right. Adding a dose of fun to the bizarre, the infamous Coffin Races provide a perfect platform for attendees to embrace their competitive spirits and carry a coffin around a snowy track through obstacles. Other games like the brain freeze ice cream eating contests and a frostbite fashion show, add to the festival's spirited amusement. But that's not all Experience the ultimate adrenaline rush with the festival's Polar Plunge. Brave the icy waters, dress in your wackiest suit and show off your best cannonball.

[Visit Estes Park](#)

25 FDGD Lodging Packages



River Stone & Bear Paw Suites
Murphy's River Lodge
Murphy's Resort
Solitude Cabins
The Stanley Hotel
Quality Inn
YMCA of the Rockies
Best Western Plus Silver Saddle Inn
Rams Horn Village Resort
Rocky Mountain Hotel & Conference Center



Mountain Village at Lake Estes
The Rustic Acre
Colorado Cottages
Estes Lake Lodge
Windcliff Luxury Vacation Rental Homes
Fall River Village
The Ridgeline Hotel
Blue Door Inn
Valhalla Resort
Taharaa Mountain Lodge

Holiday Team Fun



Glow in the Park Events

Frosty Beer Fest: 907 RSVPS
Family Day: 2,592 RSVPS



State of the American Traveler: December

“Use of AI as a travel planning tool continues to grow with 17% of American travelers saying they have used AI tools to specifically plan or prepare for trips in the last 12 months (up from 15.8% who said the same last month).”

Future Partners

AI for Business Travel Planning

“Nearly three out of four business travelers (73%) say they use artificial intelligence to research or plan travel, or intend to do so in the future.”

From a recent survey by travel publisher Matador Network, creator of the personal AI travel assistant GuideGeek. (Our partner for Rocky Mountain Roamer!)

U.S. Travel Association Study

Overall U.S. Competitiveness Score

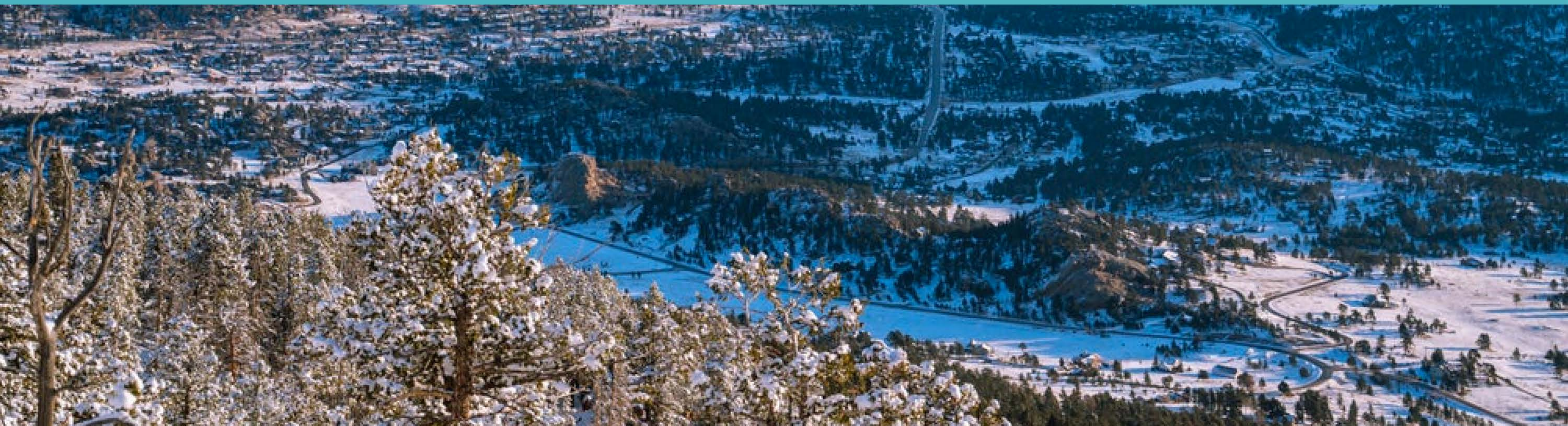
Rank	Country	Score	Rank	Country	Score
1	United Kingdom	72/100	10	Thailand	52/100
2	France	66/100	11	Australia	51/100
3	Turkey	65/100	12	Brazil	50/100
4	Italy	61/100	13	Saudi Arabia	50/100
5	Canada	59/100	14	South Africa	49/100
6	UAE	59/100	15	Mexico	49/100
7	Spain	58/100	16	Singapore	47/100
8	Germany	54/100	17	USA	47/100
9	Greece	52/100	18	China	47/100

“While the U.S. is still the most desired destination for global travelers, it slid to third in total visitation (behind Spain and France). In 2023, it is estimated that the United States welcomed nearly 67 million international visitors—down from 79 million visitors in 2019 and only 84% recovered from pre-pandemic levels, which is far behind other competitors’ recovery rates.

U.S. global market share for long-haul travel declined from 5.4% in 2019 to 5.3% in 2023.”



Heidi Barfels



Travel Mom & Tommy DiDario Cover Estes Park



TV personalities and social media influencers Emily Kaufman and Tommy DiDario returned to Estes Park to gather footage to promote winter travel to Estes Park and Frozen Dead Guy Days.

They visited:

- Fall River Village Resort
- Egg of Estes
- Sweet Basilico
- And more!

2023 Facebook Event Marketing



2023 Stats:

- Reached 1,089,454 unique people on social
- Delivered 4,482,423 impressions
- 254,670 clicks at a combined CTR of 5.68%
 - 6.3xs higher than the industry average.

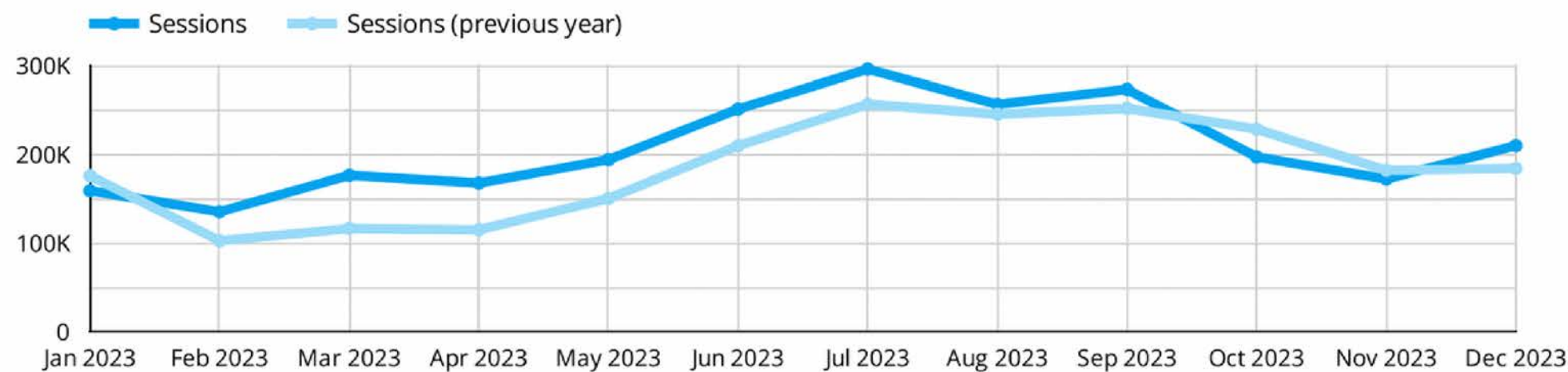
Digital Marketing Update: VEP.com

OVERALL TRAFFIC SUMMARY

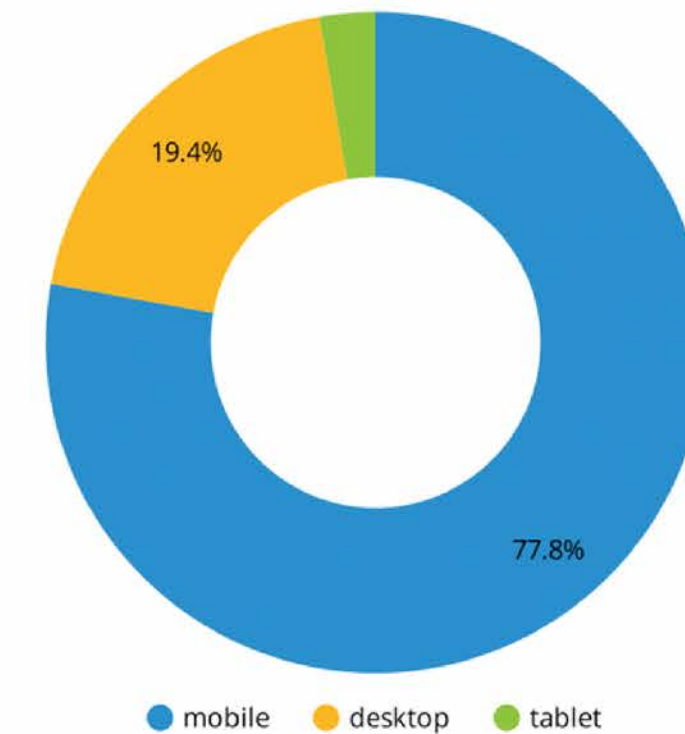
Dec 1, 2023 - Dec 31, 2023

Active Users	Sessions	Engaged Sessions	Engagement Rate	Avg. Engagement Time	Conversions
171,338	213,803	128,460	60.08%	00:00:53	96,636
↑ 13.6%	↑ 11.5%	↑ 33.8%	↑ 19.9%	↑ 16.8%	↑ N/A

Engaged Sessions over time (Last 12 months YoY)



Device Category (Users)

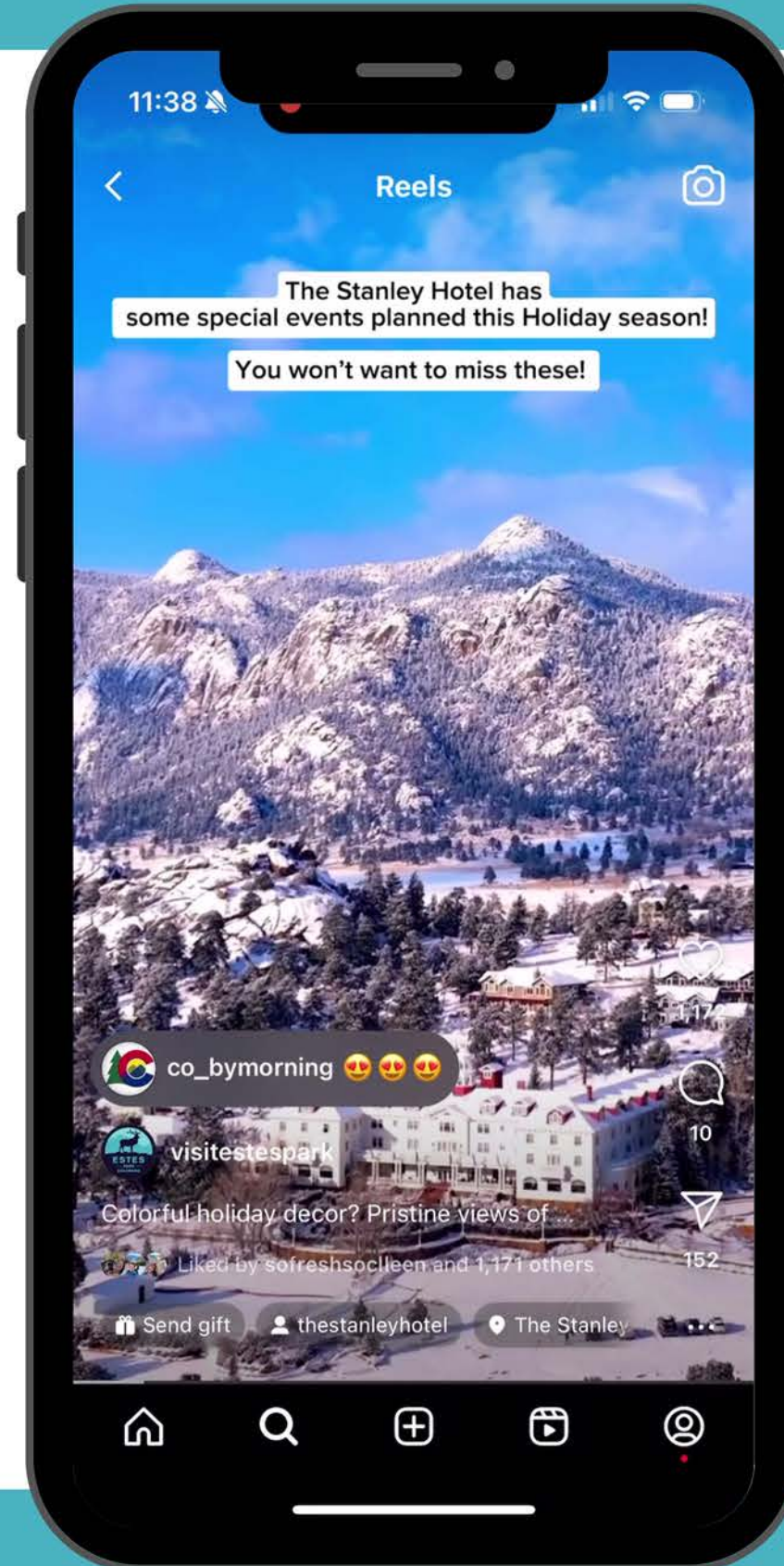


Overall traffic sessions have increased by 14.1% compared to December 2022 (210,985 vs. 184,904 sessions).

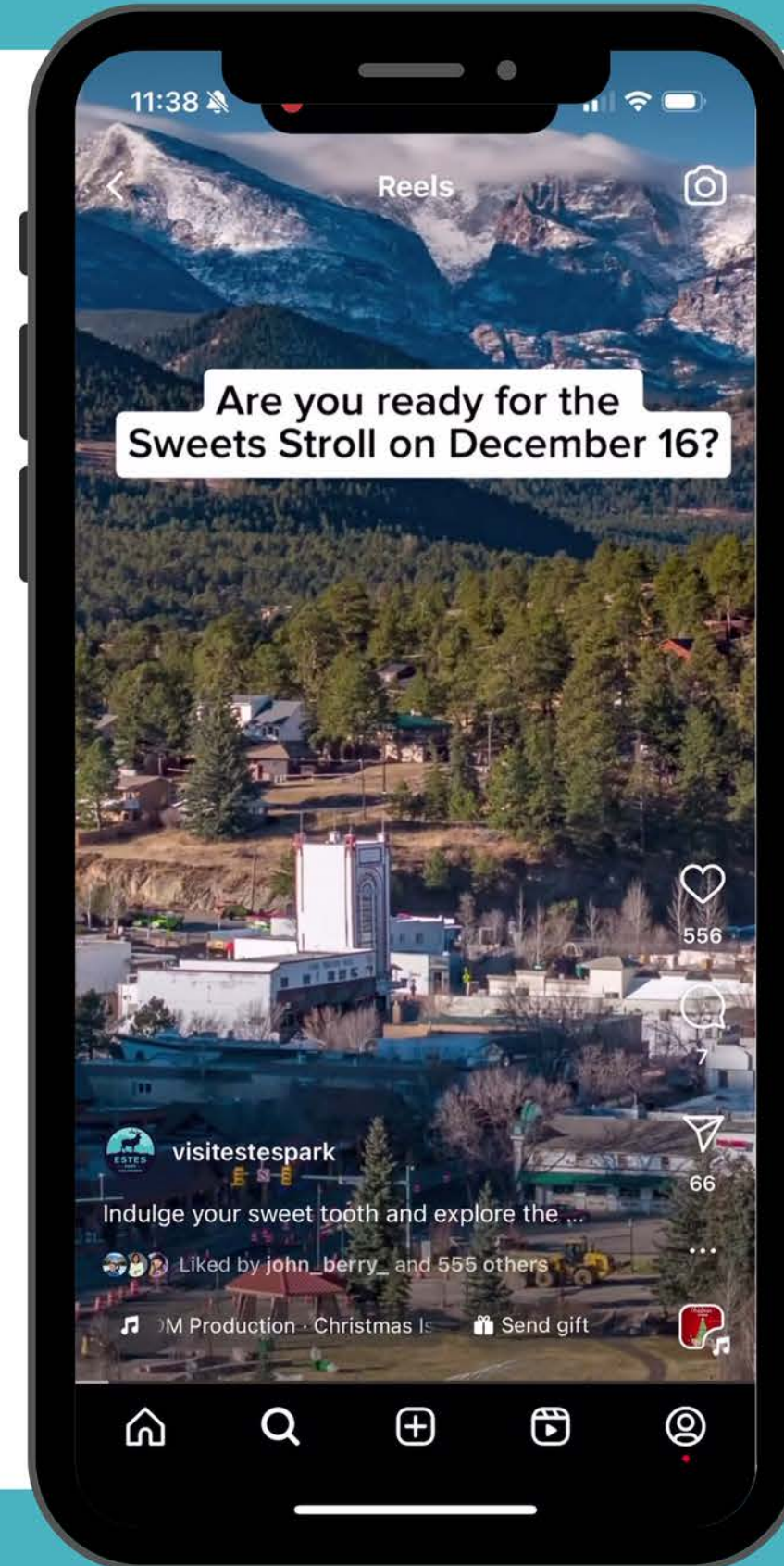
- Compared to this time last year, all metrics have seen substantial increases.
- Active Users have increased by 13.9%, Engaged Sessions by 33.85%, and Average Engagement Time by 16.8%.
- The fact that Engaged Sessions have almost tripled when compared to Active Users and Sessions shows great site health considering user journey and experience.

Social Media Highlights

Family Day
20.7K views

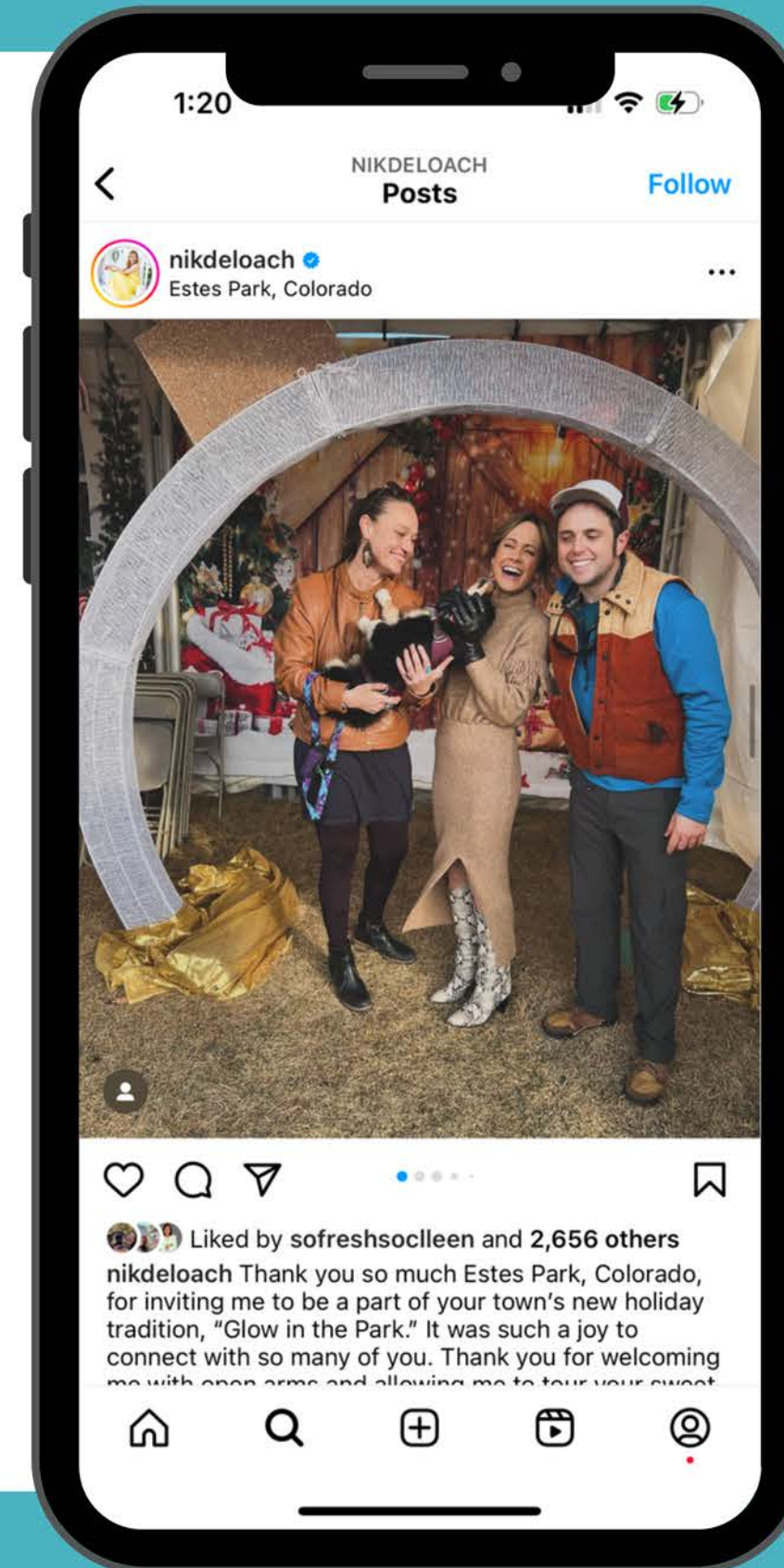
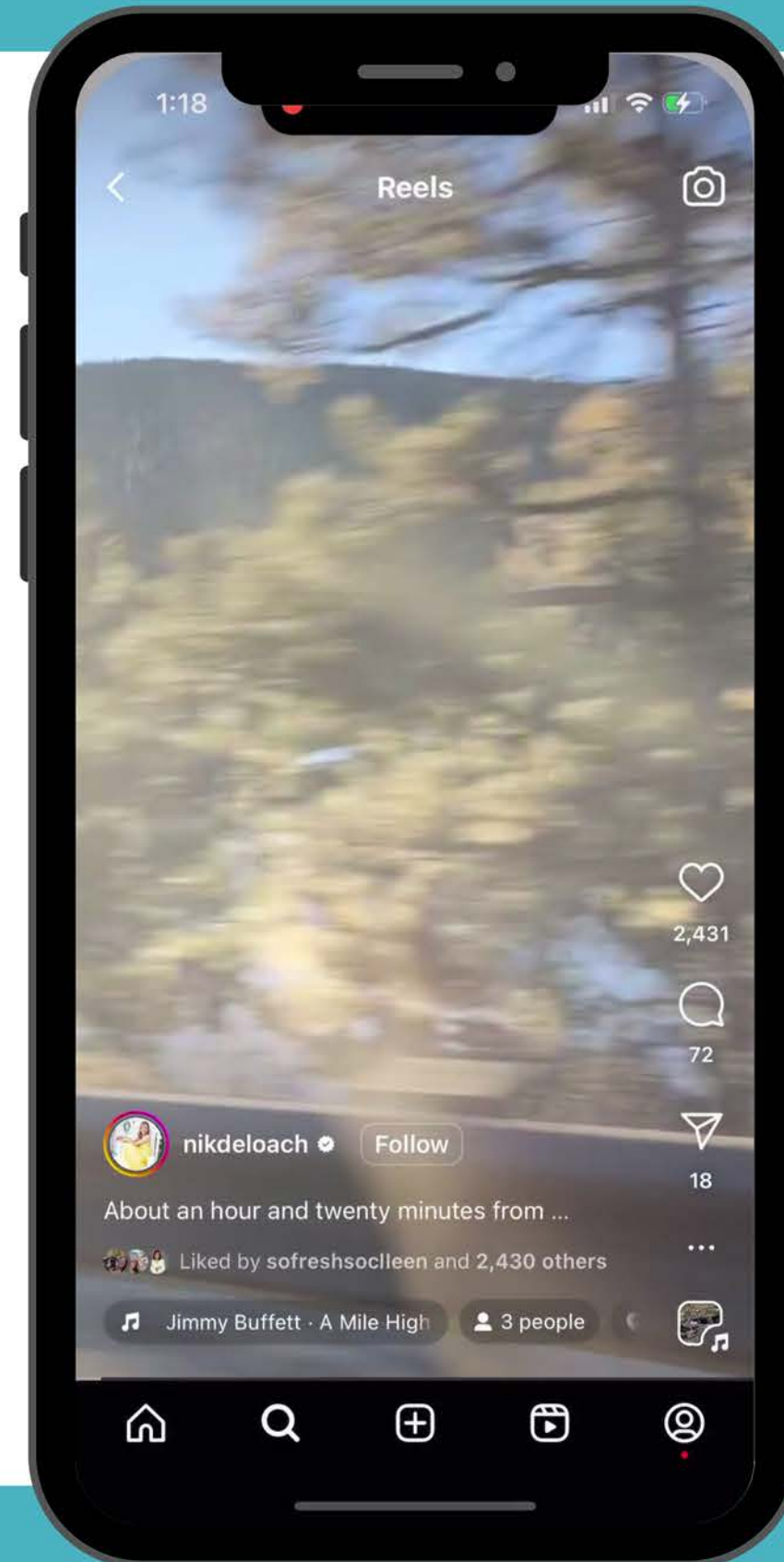


Sweets Stroll
17.9K views



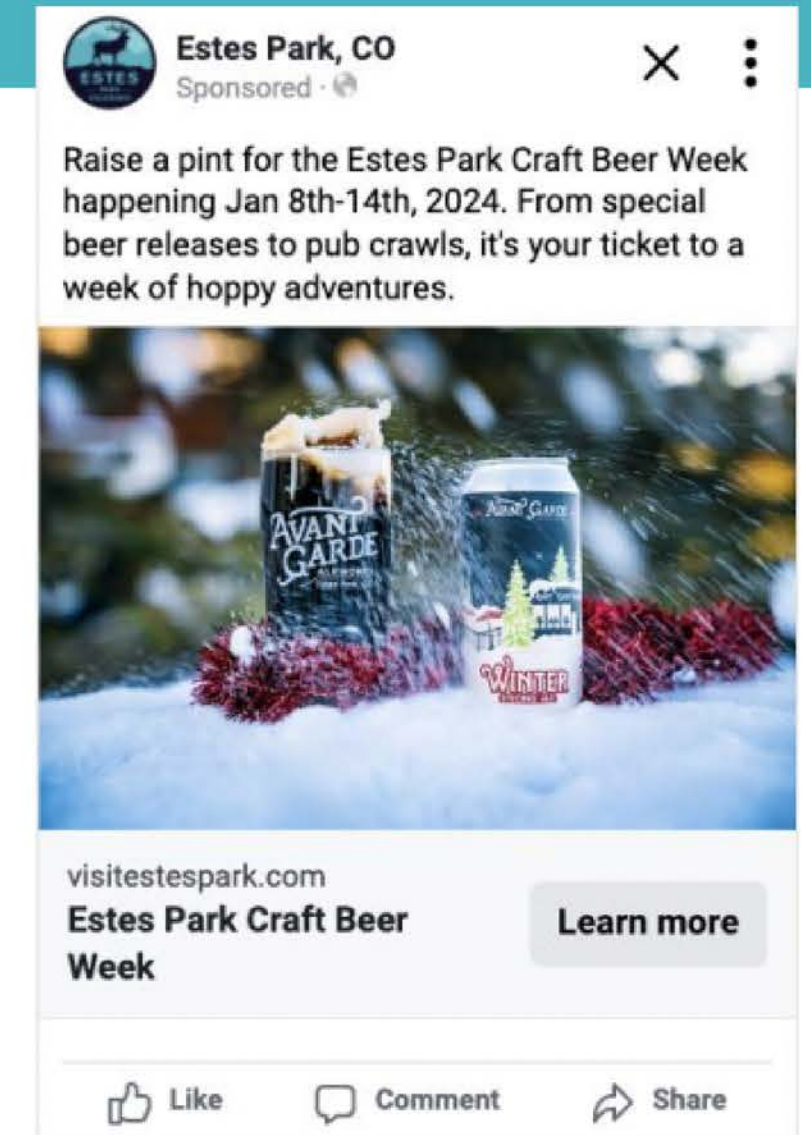
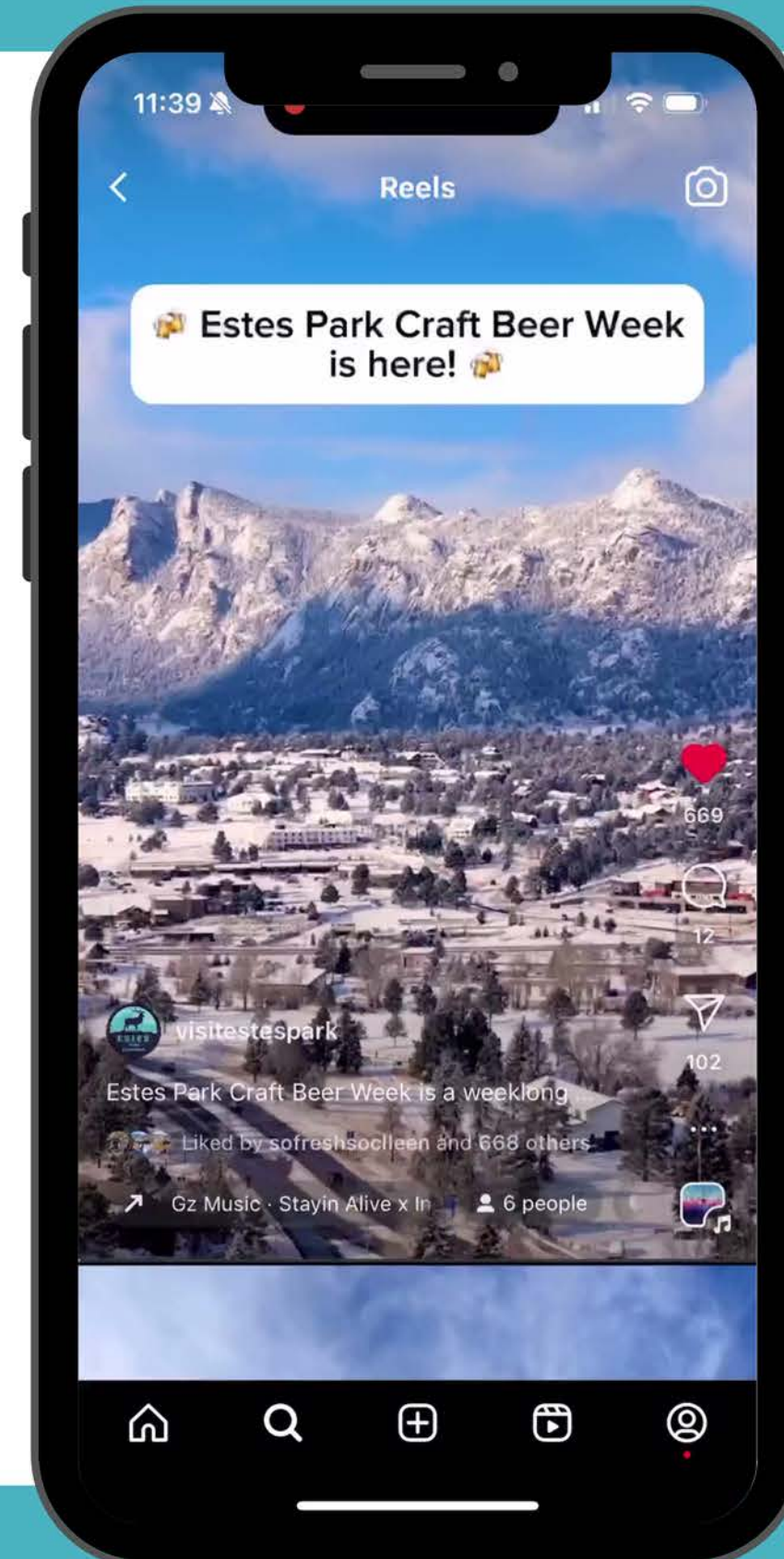
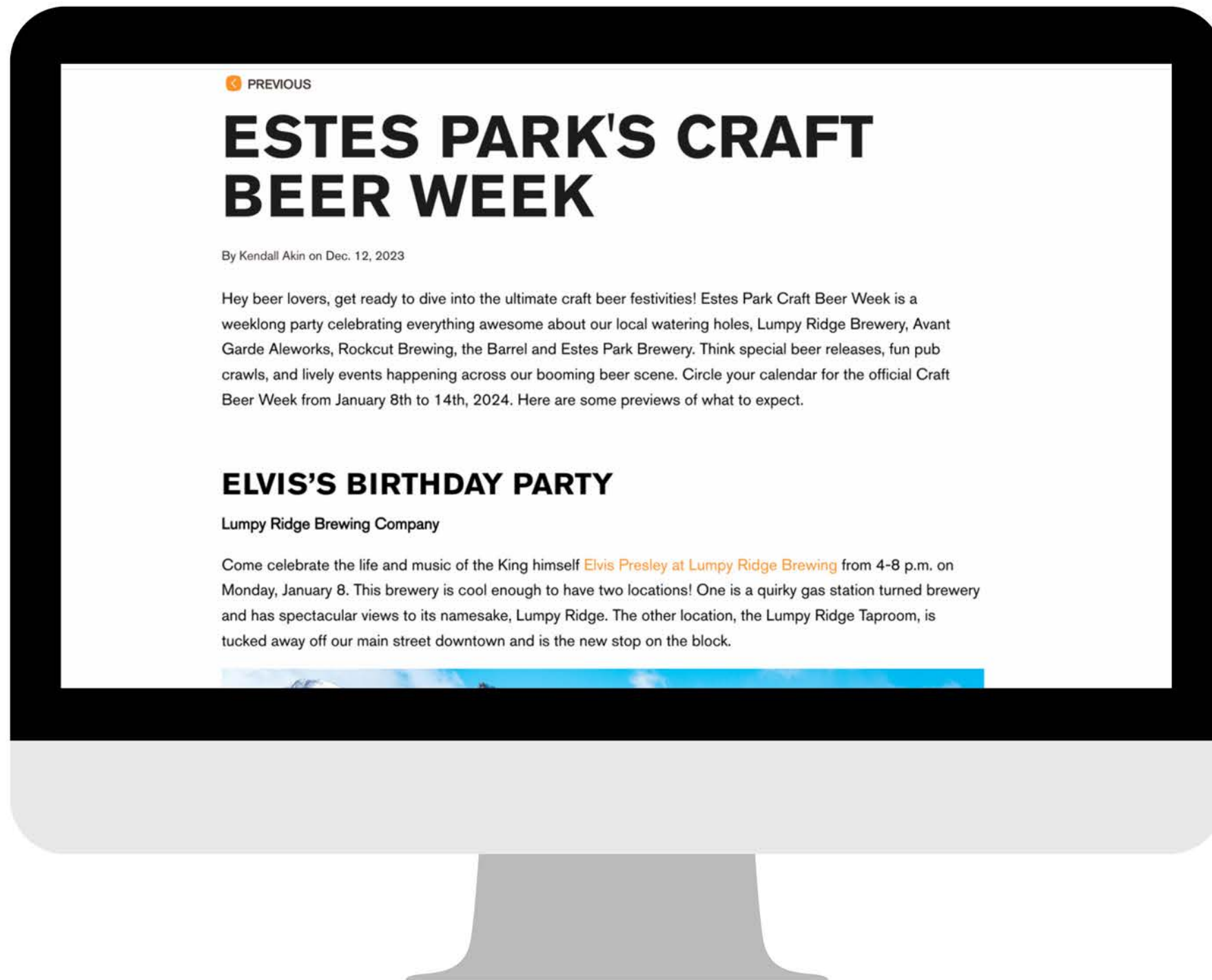
Nikki DeLoach - Hallmark

**Family Day
coverage
198K
followers**



Visit Estes Park

Craft Beer Week Support



- Reached: 20,580
- Impressions: 36,324
- Clicks: 3,871 clicks
- CTR: 10.66, 11.8xs higher than industry average.

Visit Estes Park

2023 vs. 2022 PR Results

2023 PR RESULTS

TURNER



YEAR-TO-DATE: JAN 1 - DECEMBER 31, 2022



YEAR TO DATE: JAN 1 - DECEMBER 31, 2023

*Total advertising equivalency to date divided by dollar investment, into TURNER's agency representation fee to date (\$6,267 per month).

2023 COVERAGE HIGHLIGHTS

©CBS NEWS
COLORADO

Fodor'sTravel

IMPRESSIONS
43,092,355

IMPRESSIONS
1,881,985

Press Releases



ESTES PARK INVITES VISITORS TO WARM UP THEIR WINTERS IN 2024 WITH UNFORGETTABLE EVENTS & EXPERIENCE

on Dec. 20, 2023

Media Contact: Claire Molle claire@visitestespark.com
Heidi Barfels Heidi@visitestespark.com ESTES PARK INVITES VISITORS TO WARM UP THEIR WINTERS IN 2024 WITH UNFORGETTABLE EVENTS & EXPERIENCES...

[Continue Reading →](#)



FREEZE THE DATE: ESTES PARK ANNOUNCES SECOND ANNUAL FROZEN DEAD GUY DAYS FESTIVAL FOR 2024

on Dec. 06, 2023

Media Contacts: Heidi Barfels
Heidi@visitestespark.com Claire Molle
Claire@visitestespark.com FREEZE THE DATE: ESTES PARK ANNOUNCES SECOND ANNUAL FROZEN DEAD GUY DAYS FESTIVAL FROM MARCH...

[Continue Reading →](#)



FIRST PUBLIC MUSEUM DEVOTED TO THE SCIENCE OF CRYONICS OPENS ITS DOORS AT ESTES PARK'S STANLEY HOTEL

on Dec. 06, 2023

Media Contacts: Heidi Barfels
Heidi@visitestespark.com Claire Molle
Claire@visitestespark.com FIRST PUBLIC MUSEUM DEVOTED TO THE SCIENCE OF CRYONICS OPENS ITS DOORS AT ESTES PARK'S HISTORIC...

[Continue Reading →](#)

Media Coverage for Frozen Dead Guy Days



Tickets on sale for festival celebrating 'frozen dead guy' in Colorado

By Piper Russell Jan 15, 2024 Updated Jan 15, 2024



Westword

Frozen Dead Guy Days Returns to Estes Park With Killer Music Lineup

Granda Bredo will be in residence, at the new International Cryonics Museum in the Stanley hotel's icehouse.

By Westword Staff January 10, 2024



FDGD Media Coverage: FOX31 Denver



LOCAL NEWS

Frozen Dead Guy Days 2024 schedule of events released

by: [Maddie Rhodes](#)

Posted: Jan 10, 2024 / 09:28 AM MST

Updated: Jan 10, 2024 / 09:28 AM MST



A video player interface showing a close-up of a human skull wearing a grey knit beanie. A blue play button is centered over the skull. The video player has a red and blue header bar with the text 'HAPPENING NOW' and 'TICKETS ON SALE NOW' in white. Below this, it says 'FROZEN DEAD GUY DAYS'. In the bottom right corner of the video player, there is a FOX 31 logo with the text '11:39 33°' and 'KDVR.com'. At the very bottom of the video player, there is a weather forecast bar with the text 'FORT COLLINS 3PM WINDY 39° 6PM PARTLY CLOUDY 31° FORECASTS'.

National Audience

14.9k

National Publicity

\$6,021

Media Coverage: Hotels Above Par

FAMILY-FRIENDLY TRAVEL

8 Family-Friendly Boutique Hotels to Visit This Winter



Trailborn Rocky Mountains (Estes Park, CO)

Key Points:

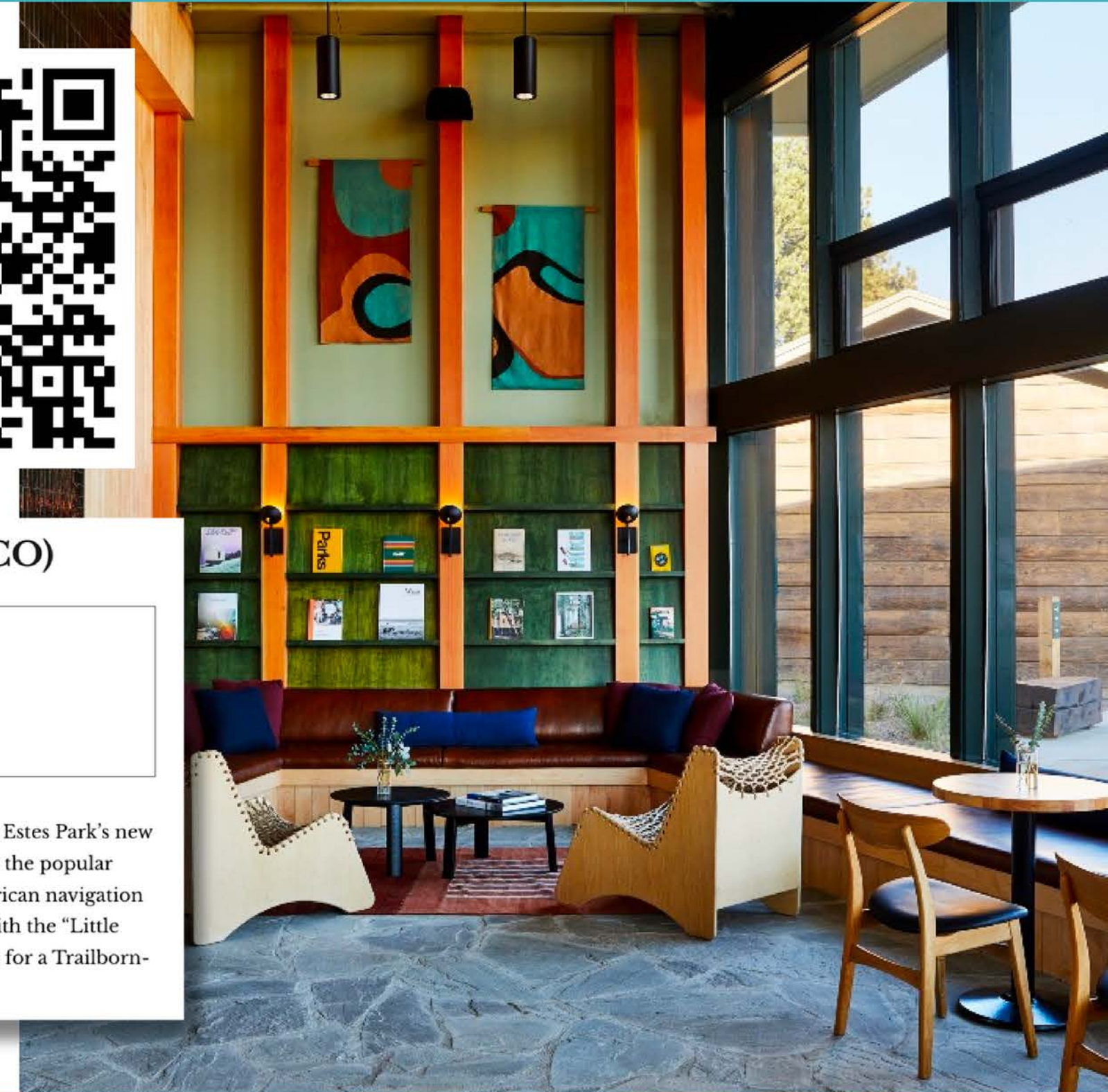
- Website
- 4 Stars
- Rooms: 40
- Airport: Denver International Airport

Amenities:

- Outdoor swimming pools
- Outdoor seating
- Free WiFi
- 1 Bar & Restaurant

Nestled minutes away from Rocky Mountain National Park, Trailborn Rocky Mountains is Estes Park's new 40-key mountain lodge with a design-forward approach. During the day, kids can join the popular "Trailborn Kids Wilderness Class," delving into outdoor exploration through Native American navigation tools, fire safety, outdoor gear, and survival skills. At night, the excitement continues with the "Little Explorers In-Room Camping" package, featuring cozy tents and special treats like s'mores for a Trailborn-style slumber party experience.

**HOTELS
ABOVE
PAR**



Media Coverage: 5280

14 Fun Things To Do in the Mountains This January

From a competition featuring ski-clad cowboys to an international snow showdown, here are the best events in Summit County, Estes Park, and Vail this month.



First Peoples Festival

Before European settlers came to Estes Park, the area was inhabited by members of the Arapaho tribe. This inaugural festival aims to educate Estes Valley residents and visitors about the region's Indigenous history, through events like workshops (learn about [quillwork with Oglala Lakota elder Cecelia Bull Bear](#)) and a two-day-long market with Indigenous-artist-crafted treasures, like Navajo jewelry, Iroquois quillwork and beadwork, and Acoma pottery. *Jan. 12–14; workshops require reservations, call for availability; market is free*

Estes Park Craft Beer Week

Dry January holdouts can imbibe with like-minded brew aficionados during Estes Park's annual celebration of barley and hops. Linger over a pint at locations such as [Lumpy Ridge Brewing Co.](#), [Estes Park Brewery](#), and [Avant Garde Aleworks](#) (which is hosting boozy bingo and vinyl night during which those who bring a record to play receive 50 percent off their first beer). On Jan. 12, attend the brewery crawl to sample all the suds Estes Park has to offer—your ticket comes with free shuttle rides, so you don't have to ask your Dry-January-participating friend to DD. *Jan. 8–14; event times vary; some events ticketed, reserve spot for brewery crawl [here](#)*

Media Coverage: CNN Underscored



Bird & Jim

The 10 tastiest nonalcoholic beers we've tried for Dry January

By Emily Pennington, CNN Underscored

Published 10:15 AM EST, Wed January 3, 2024



I recently stumbled upon Bitburger's 0% Premium Pils while enjoying an elk steak at [Bird & Jim](#) in Estes Park, Colorado, when my mixologist partner and I were both blown away by how close it tasted to the original. Not only did the light, refreshing pilsner create a perfect pre-dinner sip but it paired perfectly with our evening's red meat and mountain-town vibes.

Upcoming PR Hits

- Territory Supply (Keith Langston) - YMCA of the Rockies
- Territory Supply (Emily Pennington) - Romantic Getaways





Rebecca D. Gelsinger



Visit Estes Park *Community Roundtable*

When: January 30, 2024 2pm-4pm

Where: Estes Valley Community Center

How to get involved with Visit Estes Park's initiatives

- Frozen Dead Guy Days
- Earth Week
- Event Sponsorships
- Beyond Program
- Your OLIVE account
- DTN & Website Placement

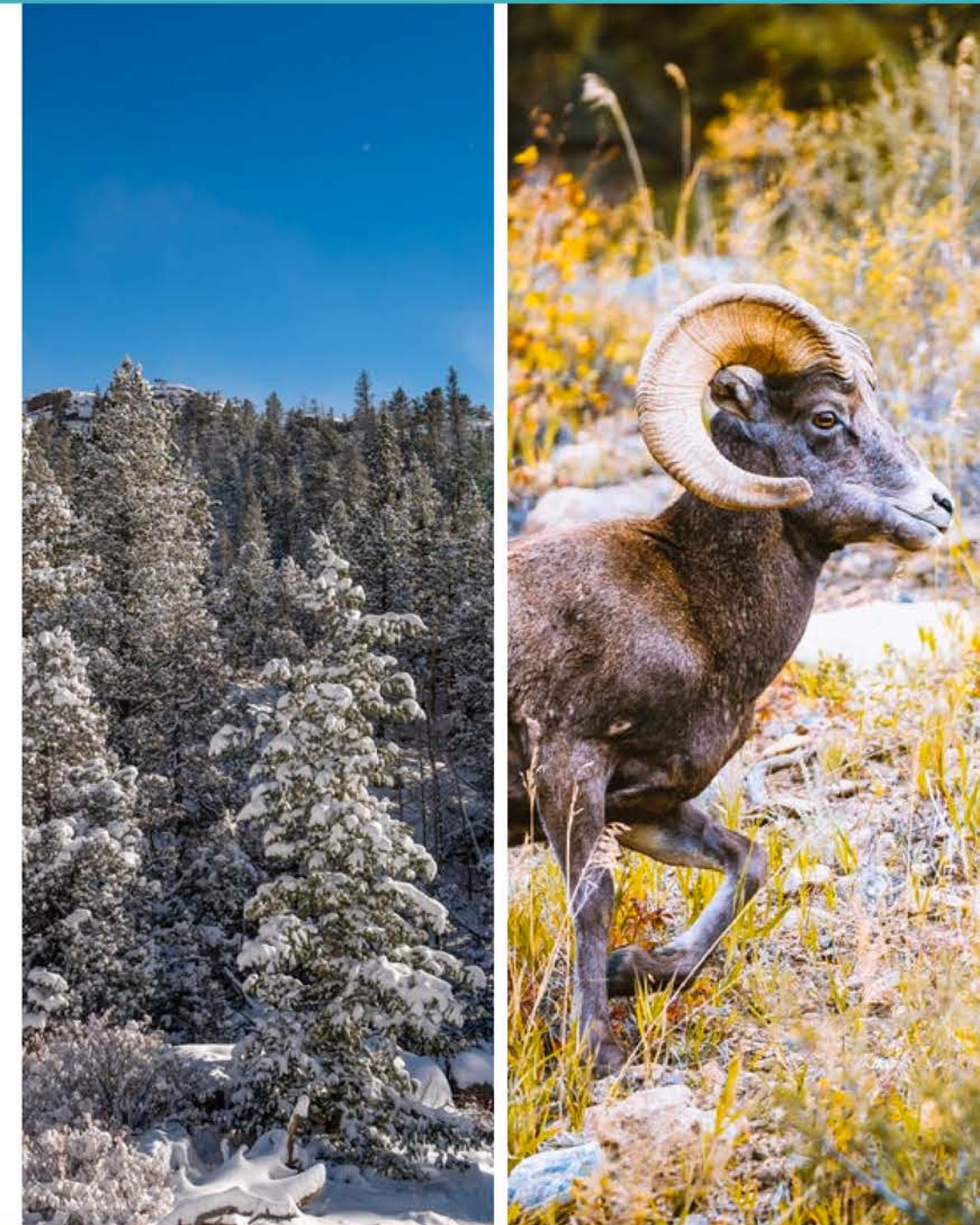


Earth Week: April 22-28

Goal: Educate and inspire visitors and residents who are environmentally-conscious while providing events around sustainability for them to enjoy

Events:

- Environmental Film Festival with Nick Molle Productions/Rocky Mountain Channel & The Estes Valley Watershed Coalition
- Student-led film Environmental Film festival: Estes Park High School & Estes Valley Land Trust.
- Sustainable Storytelling Event with the Fine Arts Guild
- Clean Up Day with the Rotary
- EV Car Show
- Leave No Trace Event
- Observatory hosting a speaker
- Visit Estes Park Sustainability Roundtable



wheel the world

Partners in the process of scheduling site visits with Wheel the World:

- Kep Expeditions
- Bull Pin Bowling Alley
- You Need Pie
- The Mountain Coaster
- The Estes Park Mountain Shop
- Trailborn
- Rocky Mountain Hotel



Event Sponsorship



Story Slam

First People's Festival Support

EVERYTHING YOU NEED TO KNOW ABOUT THE FIRST PEOPLE'S FESTIVAL

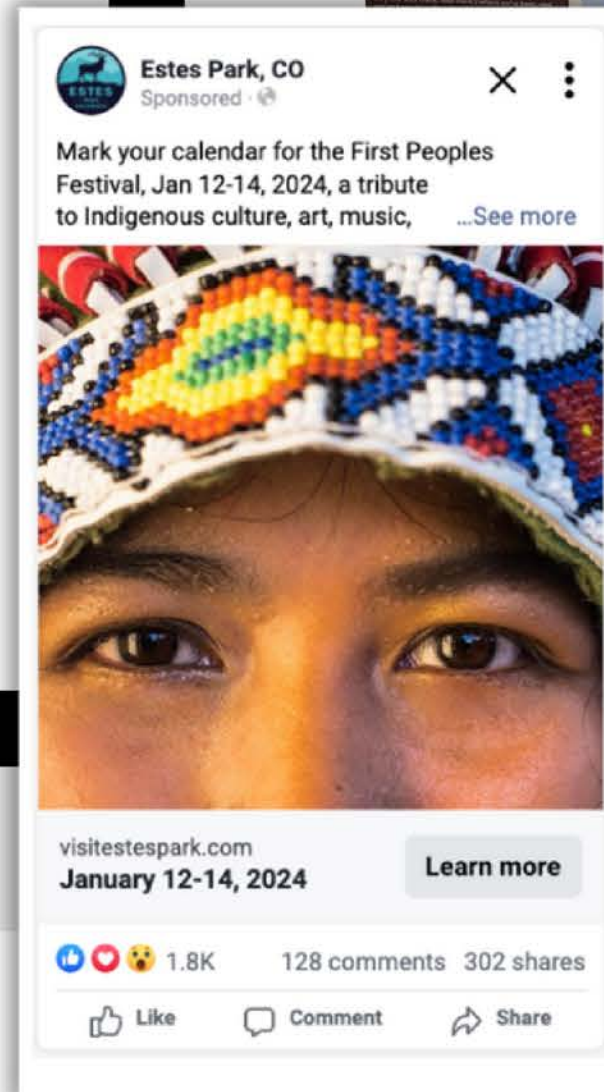
By Rachel Ward Oppermann on Dec. 11, 2023

Estes Park's First People's Festival celebrates Indigenous culture, art, music, language and oral traditions.

Vendors from across the country will offer their wares while workshops, cultural demonstrations and live performances entertain. Don't miss the opportunity to learn about the Indigenous connection to the Estes Valley and Rocky Mountain National Park. Here is a glimpse of what you can expect at the first annual [First People's Festival](#), January 12-14, 2024.

INDIGENOUS INSPIRED DINNER

The festival kicks off with the Indigenous Inspired Dinner at [Twin Owls Steakhouse](#) on January 12. Those lucky enough to have secured one of the limited tickets will enjoy a delicious meal blessed by a Northern Cheyenne Elder and a participatory sweet grass offering. They'll also have the chance to mingle with Indigenous



Connecting with Partners

- Monthly Meetings with the Visitor Center, Simpleview, EPNRC, Town Events team and Chamber Board Meeting
- Chamber Sip & Shop
- Estes Park Wedding Association Members Meeting/Holiday Party
- Chamber Gala
- Vert CoWorking Holiday Party
- High Peak Camp & Conference Center
- Salon Margaux
- Salt & Stone Spa
- Wildside 4x4
- Pirate Face Productions
- Estes Chamber
- Wolf Rentals
- Kahuna Memorial Project



Destination Colorado Meetings Showcase

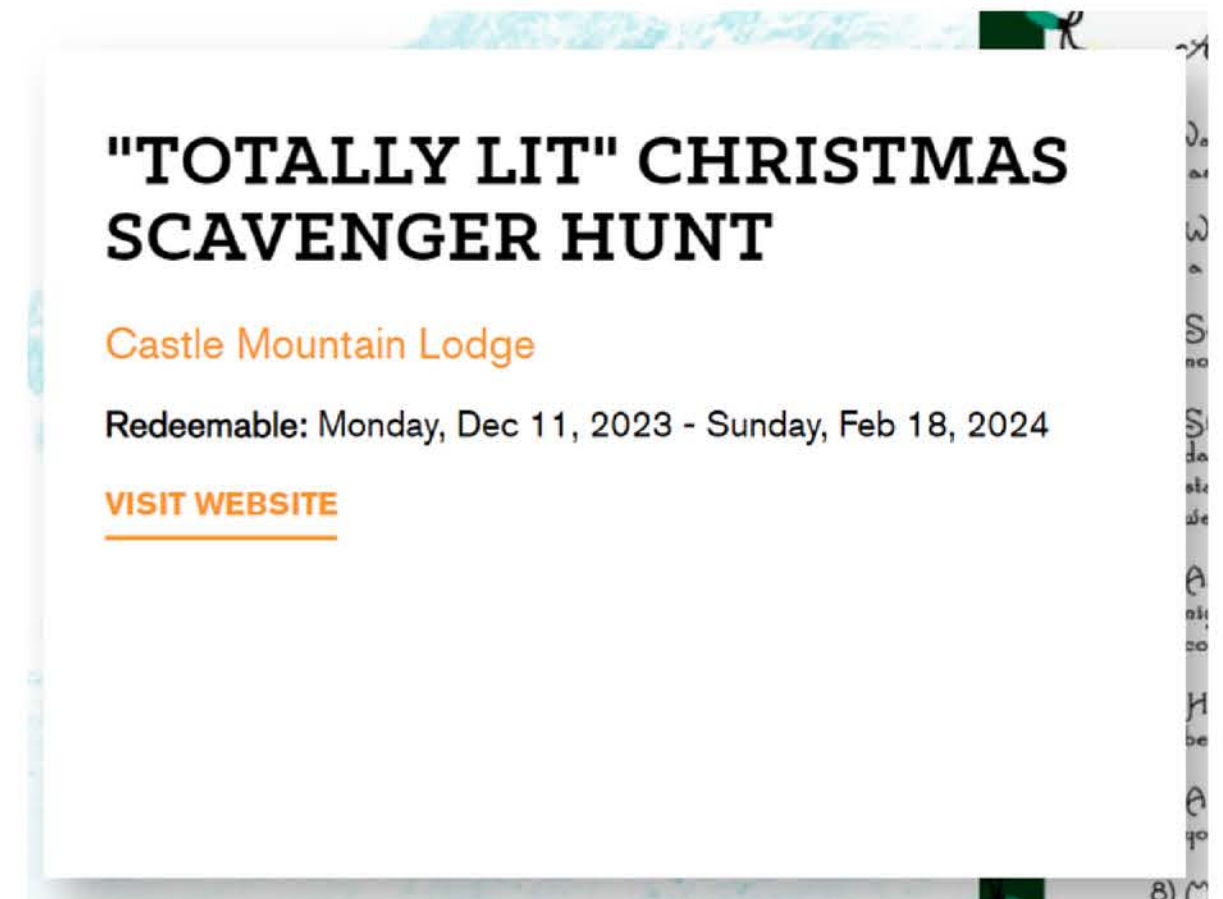
- Colleen attended the Destination Colorado Meetings Showcase with Karen Shea on December 14
- We received a list of 280 meeting planner leads.



Beyond Holidays

We focused on showcasing and promoting holiday-themed special offers and lodging packages in December. Offers are promoted on the Special Offers page and Catch the Glow page, as well as through social media and pitches to the media.

- Total offers active: 117
- Total click-thrus: 2,474
- Top performing offers:
 - Castle Mountain Lodge - "Totally Lit" Christmas Scavenger Hunt
 - Bird & Jim - 12 Days of Christmas
 - Latitude 105 Alehouse - Christmas Dinner at The Ridgeline Hotel



Holiday Passport

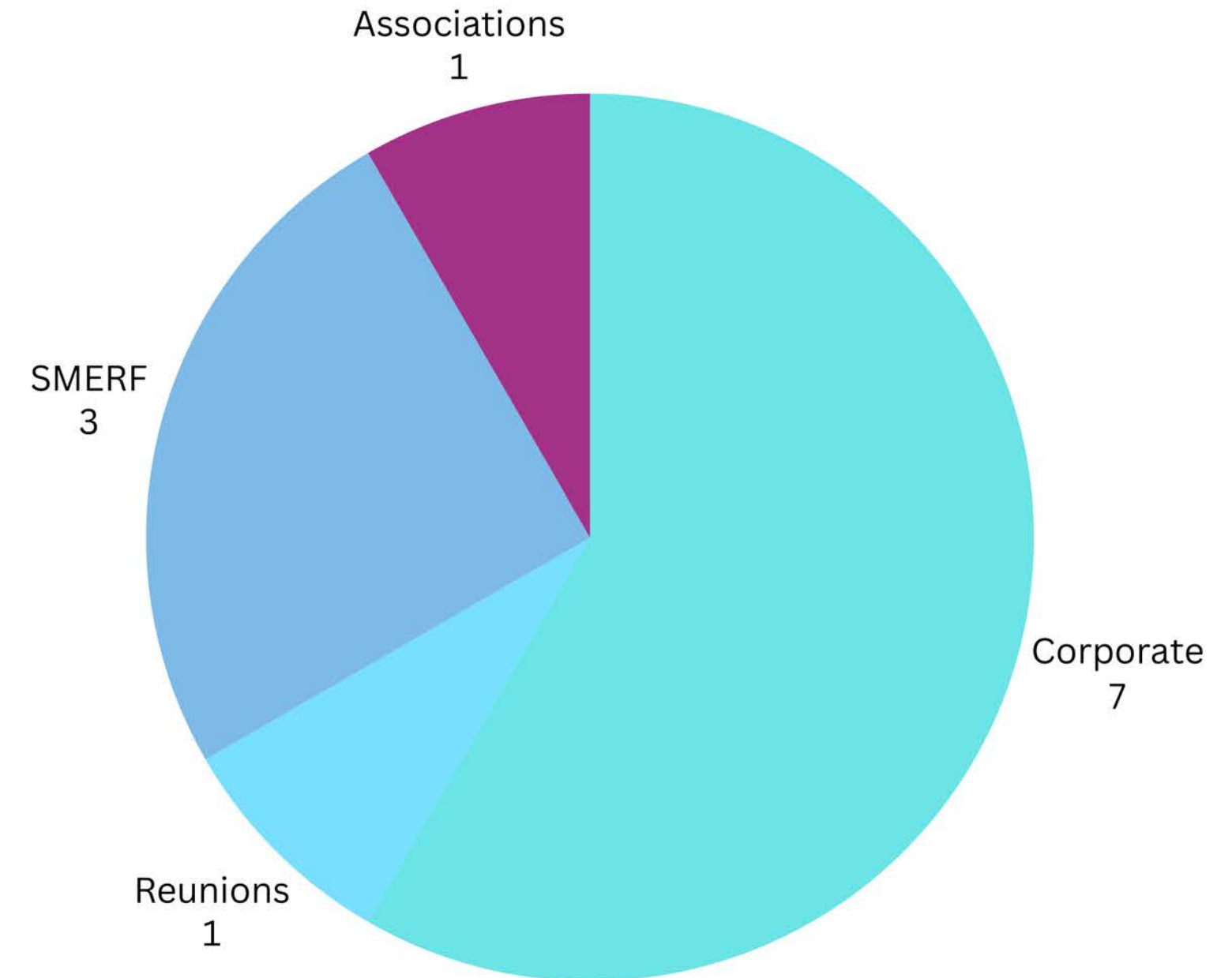
The Estes Park Holiday Passport was live from Saturday, November 18, 2023 through January 1, 2024.

- Total Signups: 887
- Total Check-ins: 1,701
- Total Offer Redemptions: 220
- Top performing check-in locations:
 - Trendz
 - The Christmas Shoppe
 - Aspen & Evergreen Gallery
- Top performing offer redemptions:
 - Trendz - 20% Off Entire Purchase
 - The Bull Pin - Spin Our Prize Wheel For A Chance At an Arcade Card, Free Bowling, And Other Prizes!
 - Avant Garde Aleworks - \$1 Off Any Full Pour Of Beer Or Seltzer



Group Sales: December 2023 Leads

12 leads were received in December, equating to an estimated 1,682 requested room nights with an estimated economic value of **\$257,180**



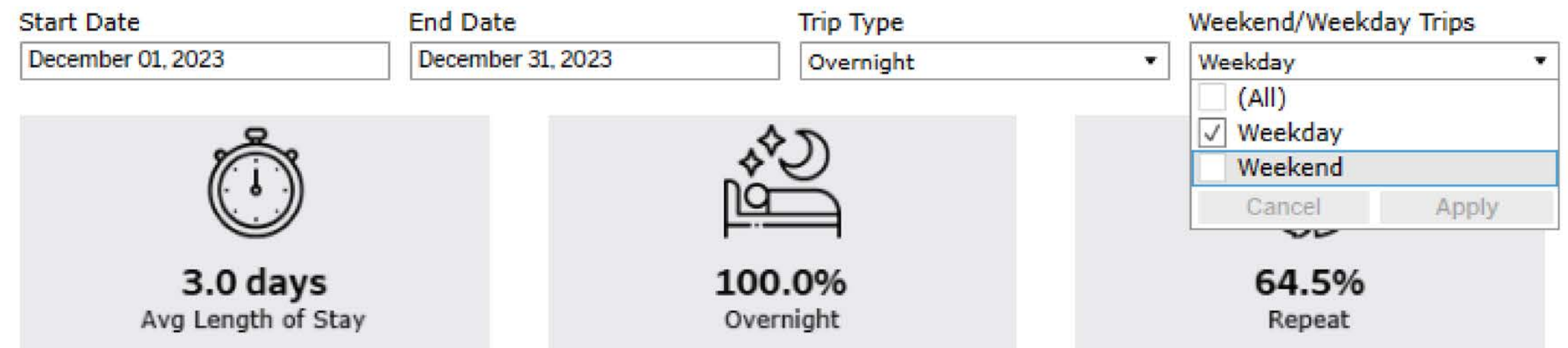
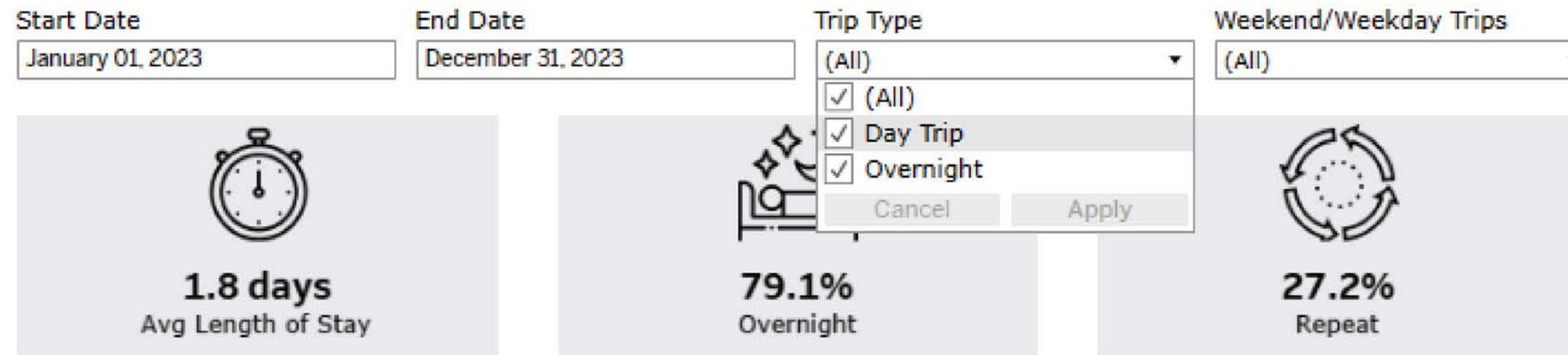
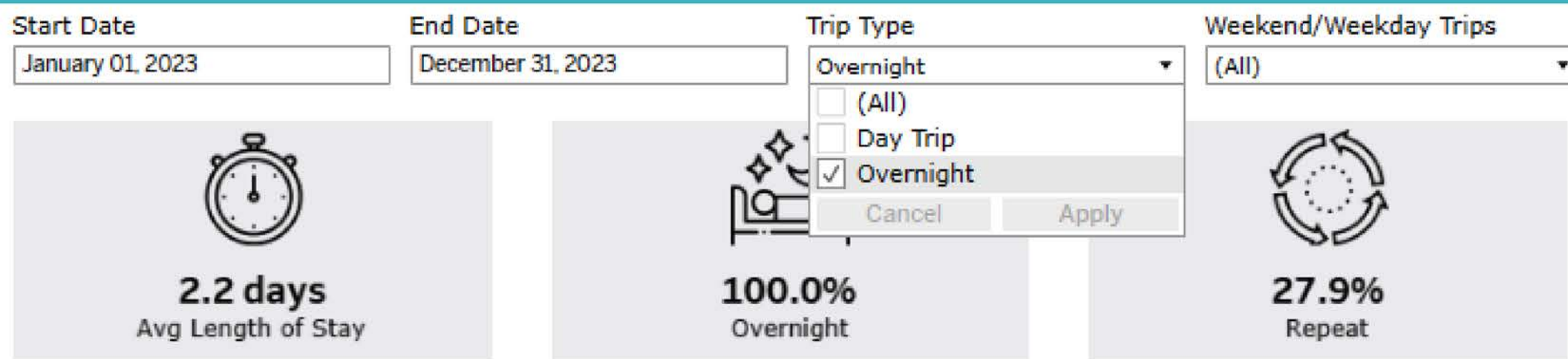
SMERF stands for social, military, educational, religious and fraternal groups



Mike Zumbaugh



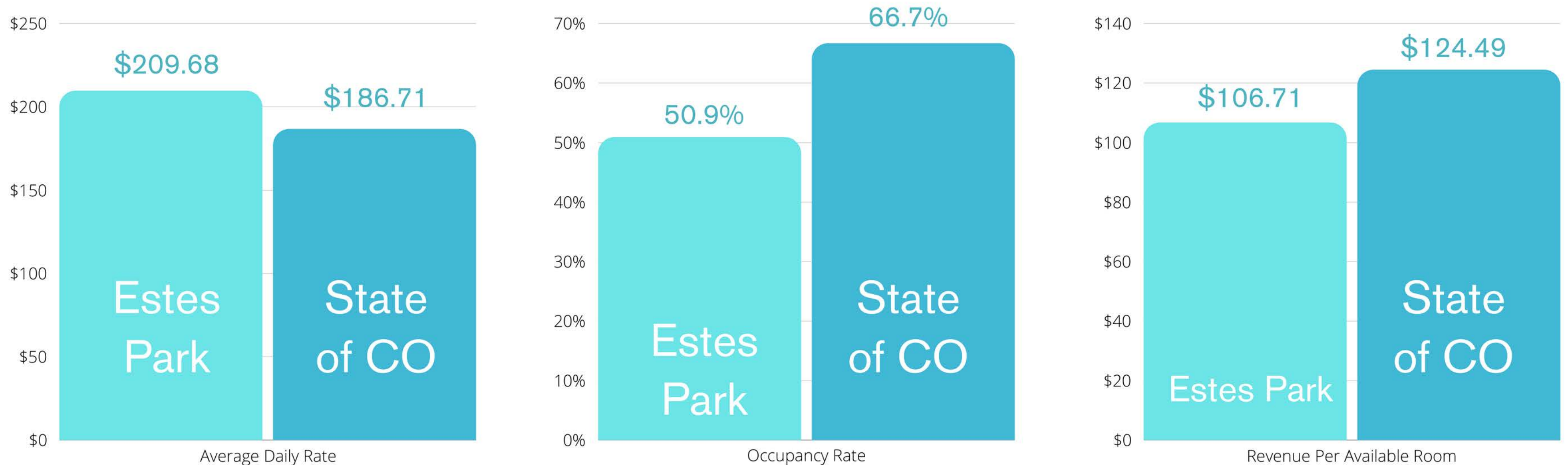
Destination Intelligence Dashboard



Rocky Mountain Lodging Report

YTD December 2023

This report is being discontinued by the organizers.



Short Term Rentals

December 2023

Occupancy
33.5%

📉 -20.7%
vs LY

YTD CY
49.3%

📉 -15.0%
vs LY

ADR
\$269.58

📉 -6.1%
vs LY

YTD CY
\$324.54

📉 -2.3%
vs LY

RevPAR
\$90.40

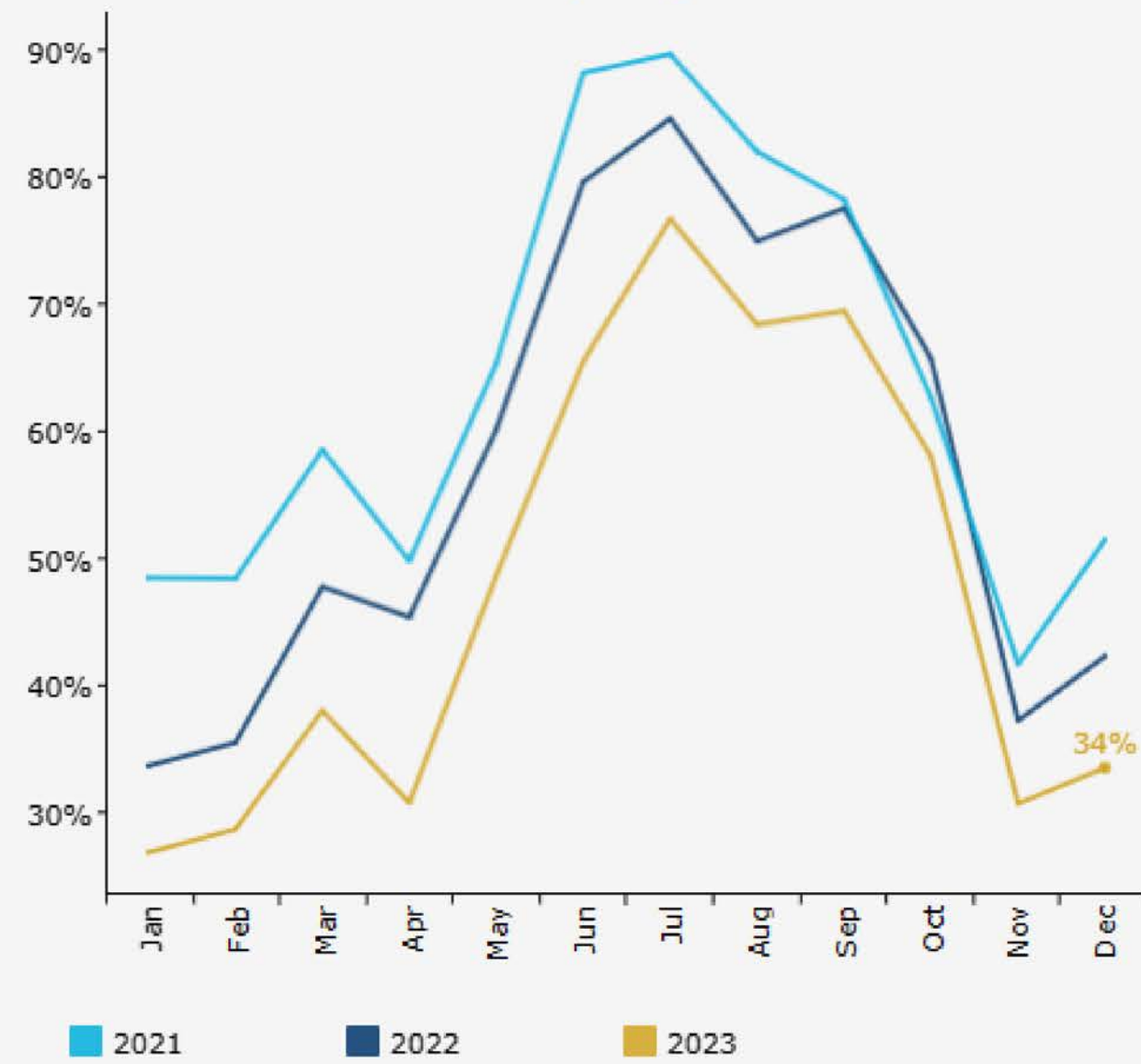
📉 -25.6%
vs LY

YTD CY
\$160.12

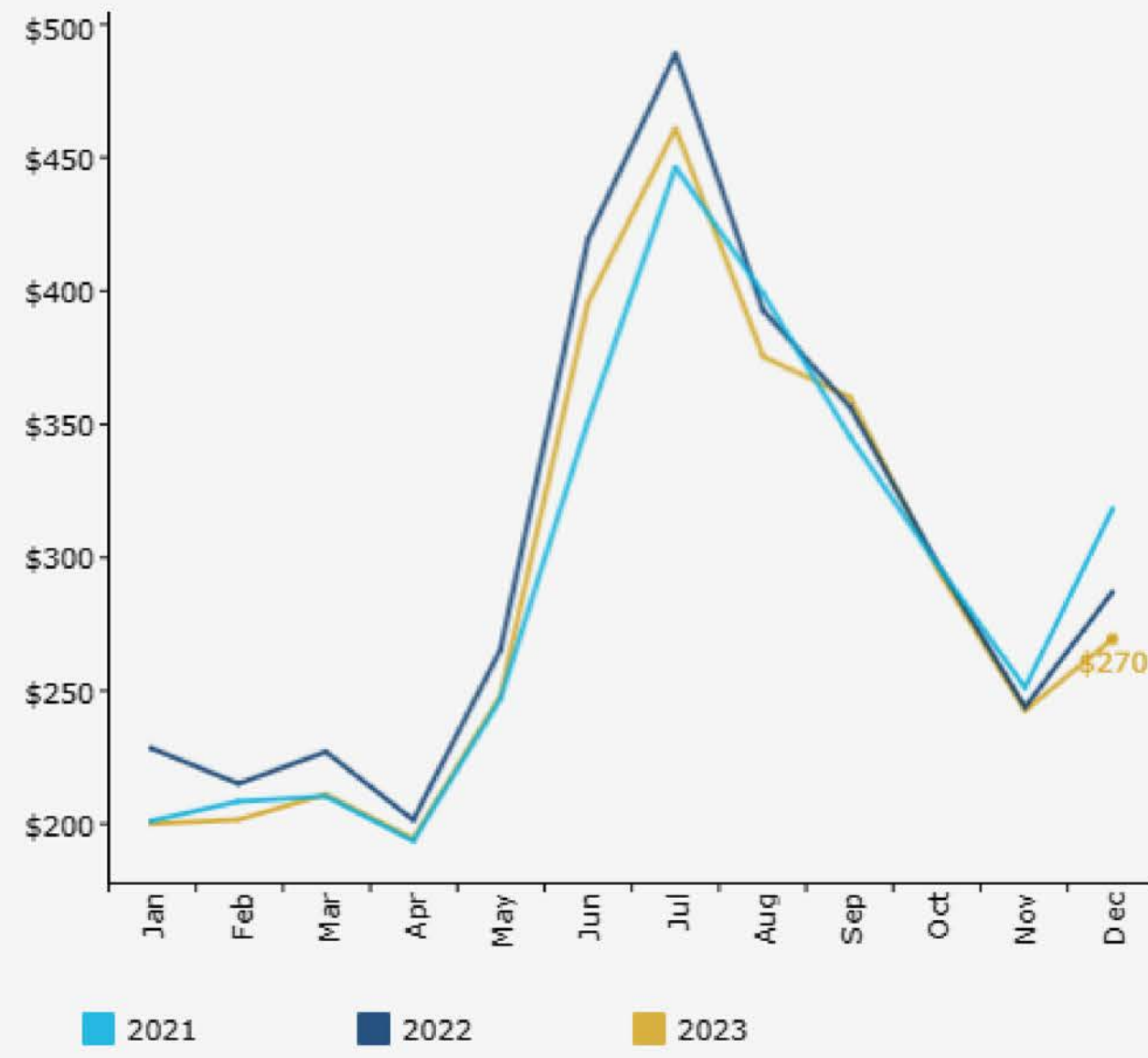
📉 -17.0%
vs LY

Short Term Rentals December 2023

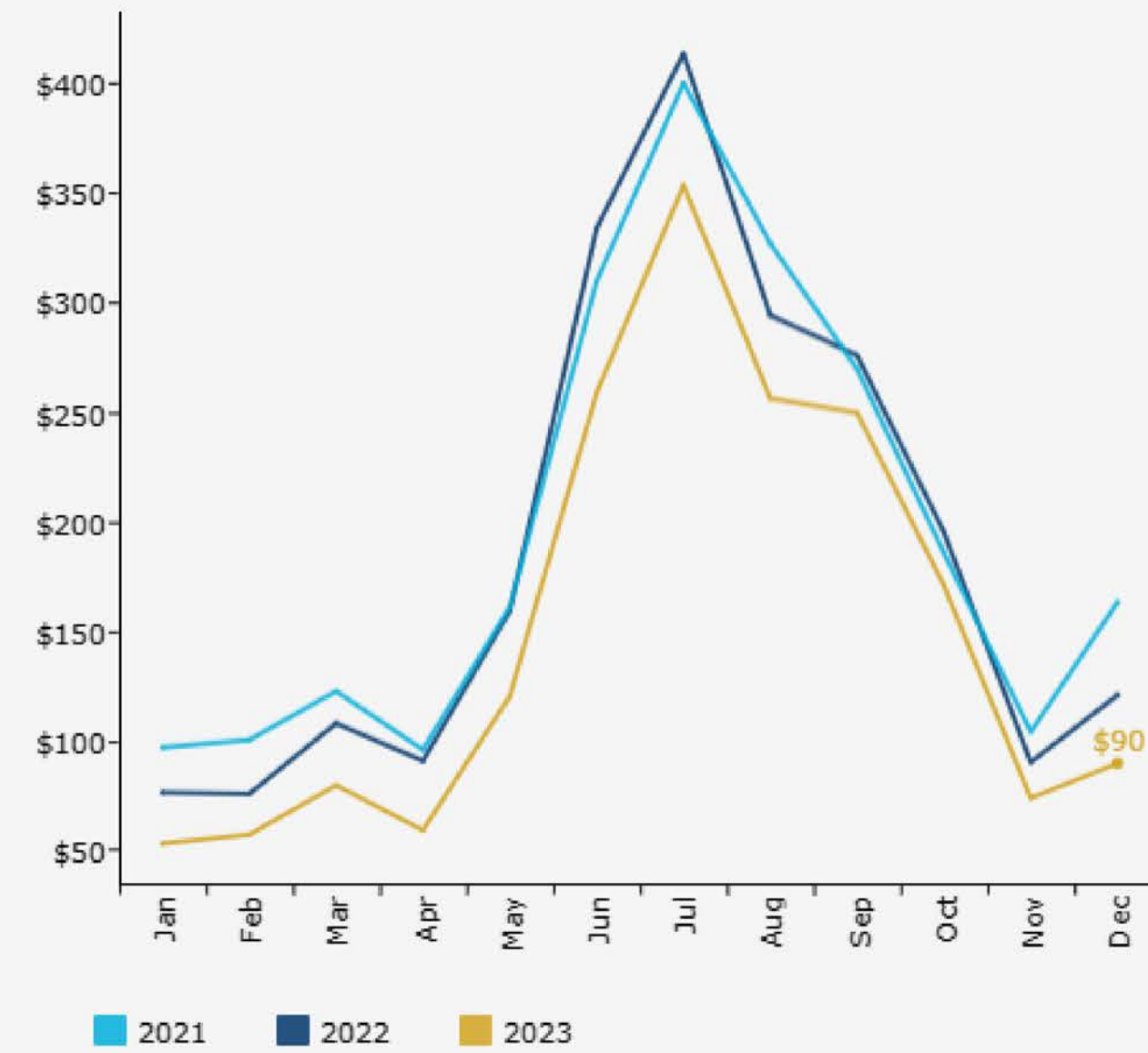
Occupancy



ADR



RevPAR

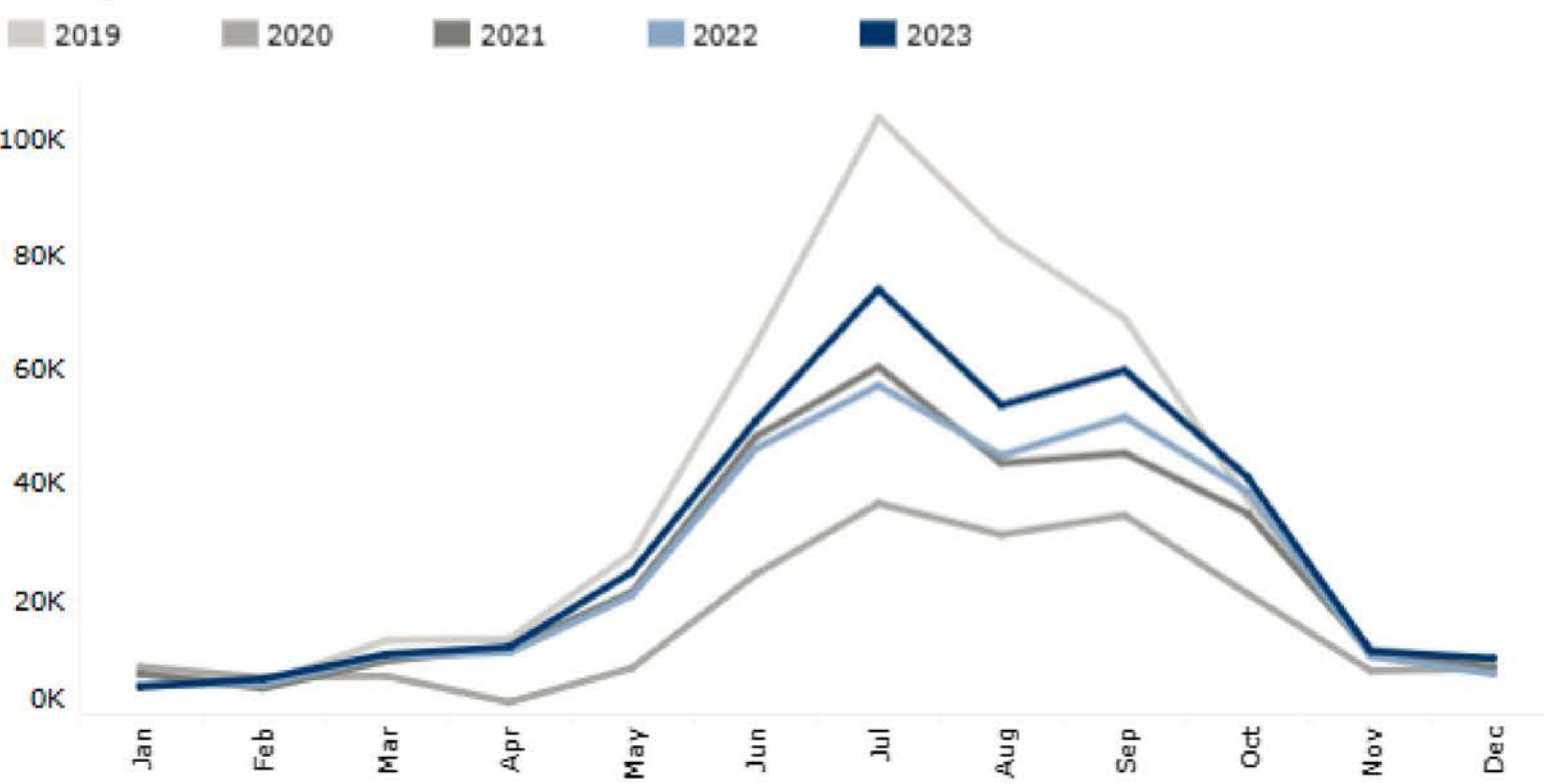


Estes Park Visitor Center: Guest Count

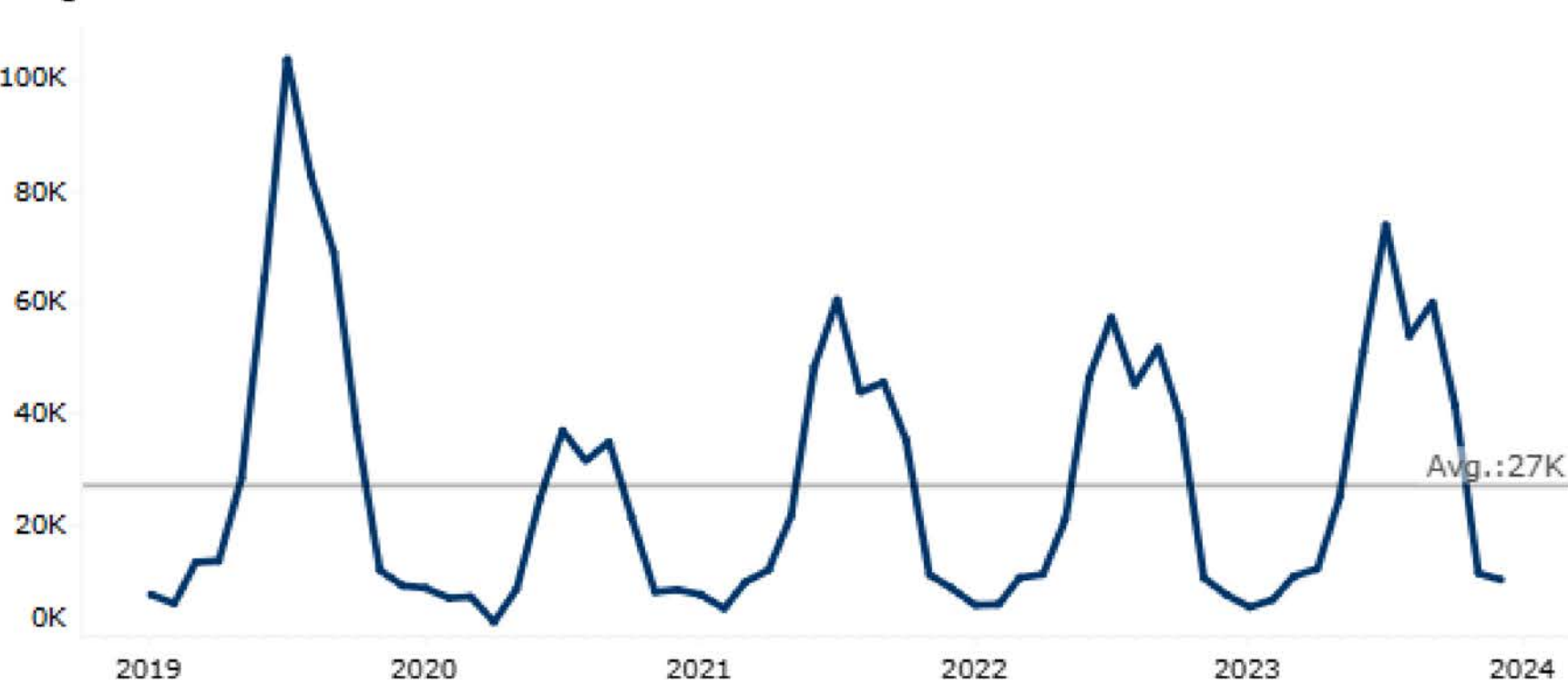
Visitor Center Guests
360.1K
+16.2% YOY | -19.2% vs. 2019

Monthly Average
30.0K
Rolling 12 Month Average

Visitor Center Guests Year-Over-Year Comparison
Past 5 years



Visitor Center Guests Trend
Long Term Trend



NOVEMBER & YTD 2023

Total Tax Revenues*

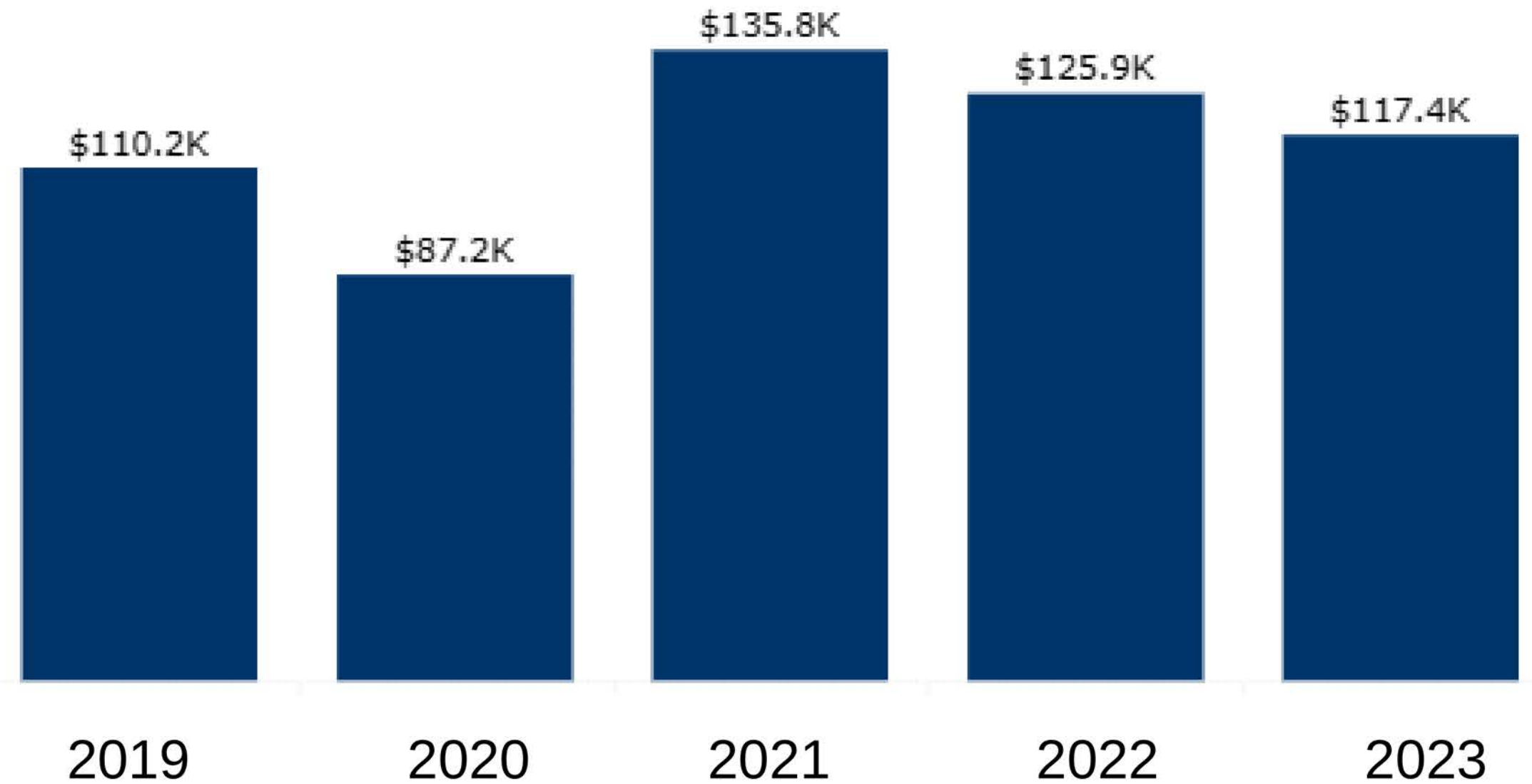
* based on receipts from
the State of Colorado

	Current	YTD
LMD 2%	\$151,490	\$3,314,654
10% of 3.5%	24,129	564,539
3.5% Passthrough	<u>217,160</u>	<u>5,080,849</u>
Total Received	\$392,779	\$8,960,042

NOVEMBER

Lodging Tax Revenues*

2% LMD collections,
based on actual
month of stay

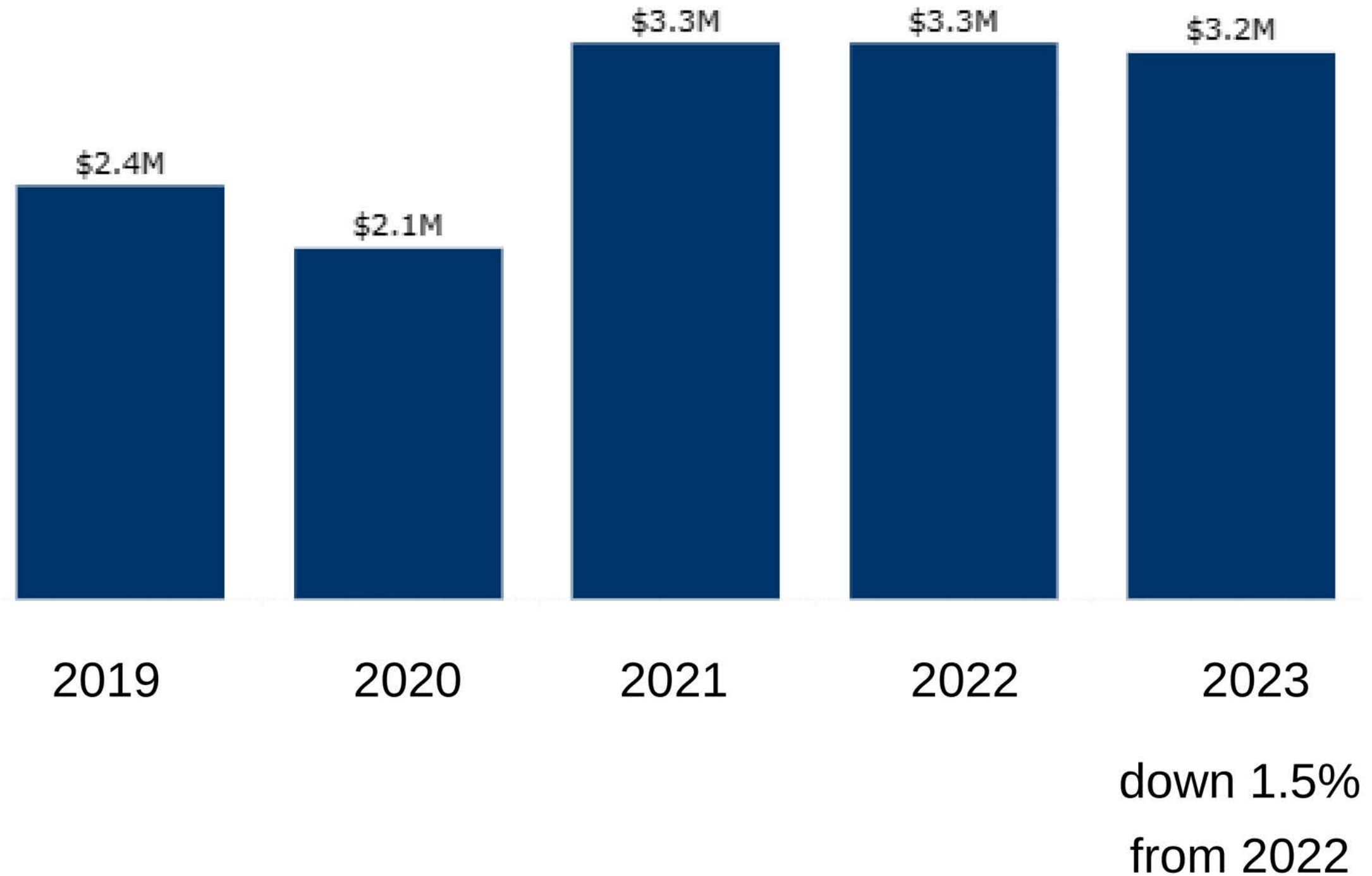


down 6.7%
from 2022

NOVEMBER YEAR-TO-DATE

Lodging Tax Revenues*

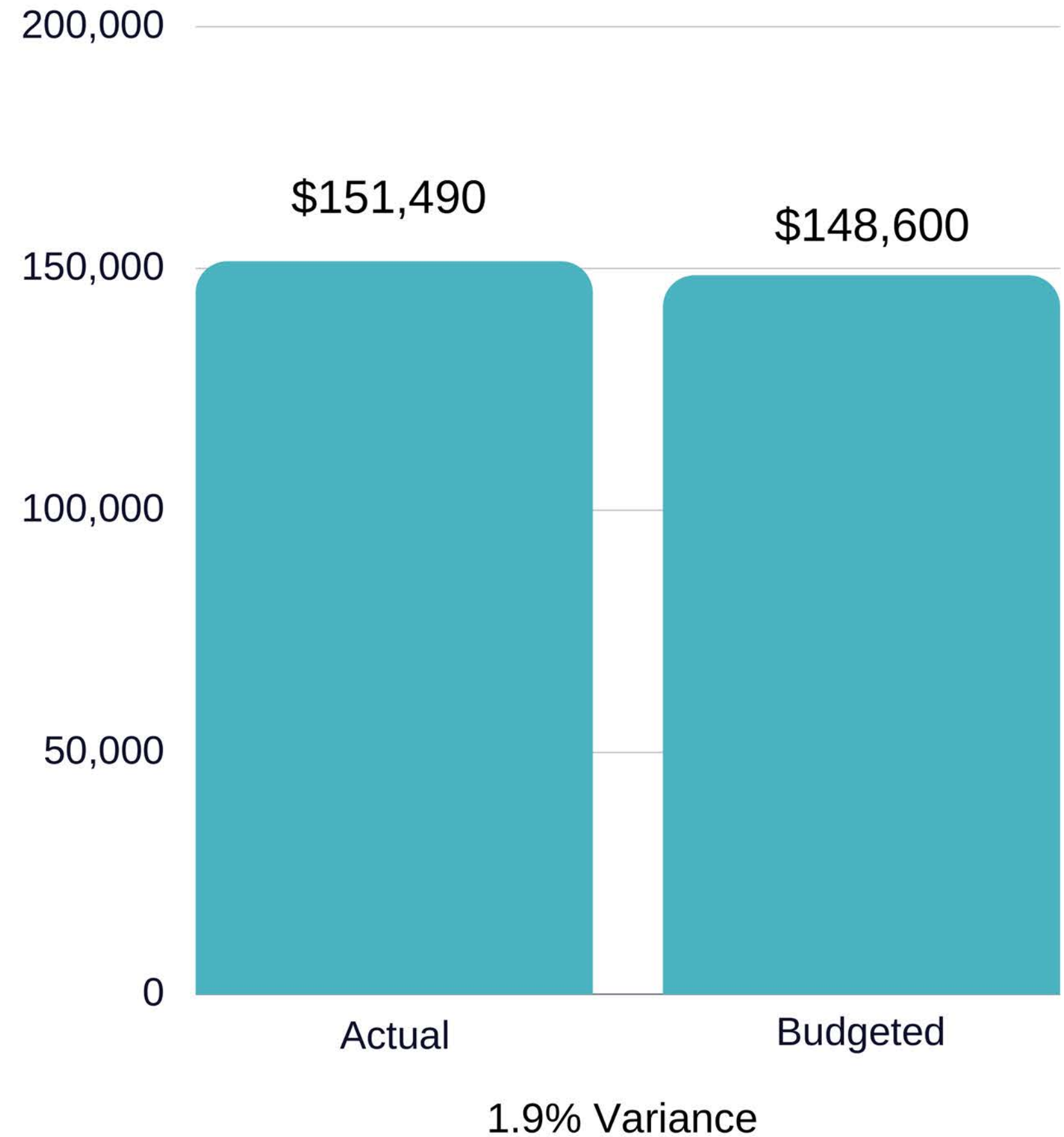
**2% LMD collections,
based on actual
month of stay**



NOVEMBER

Lodging Tax Revenues*

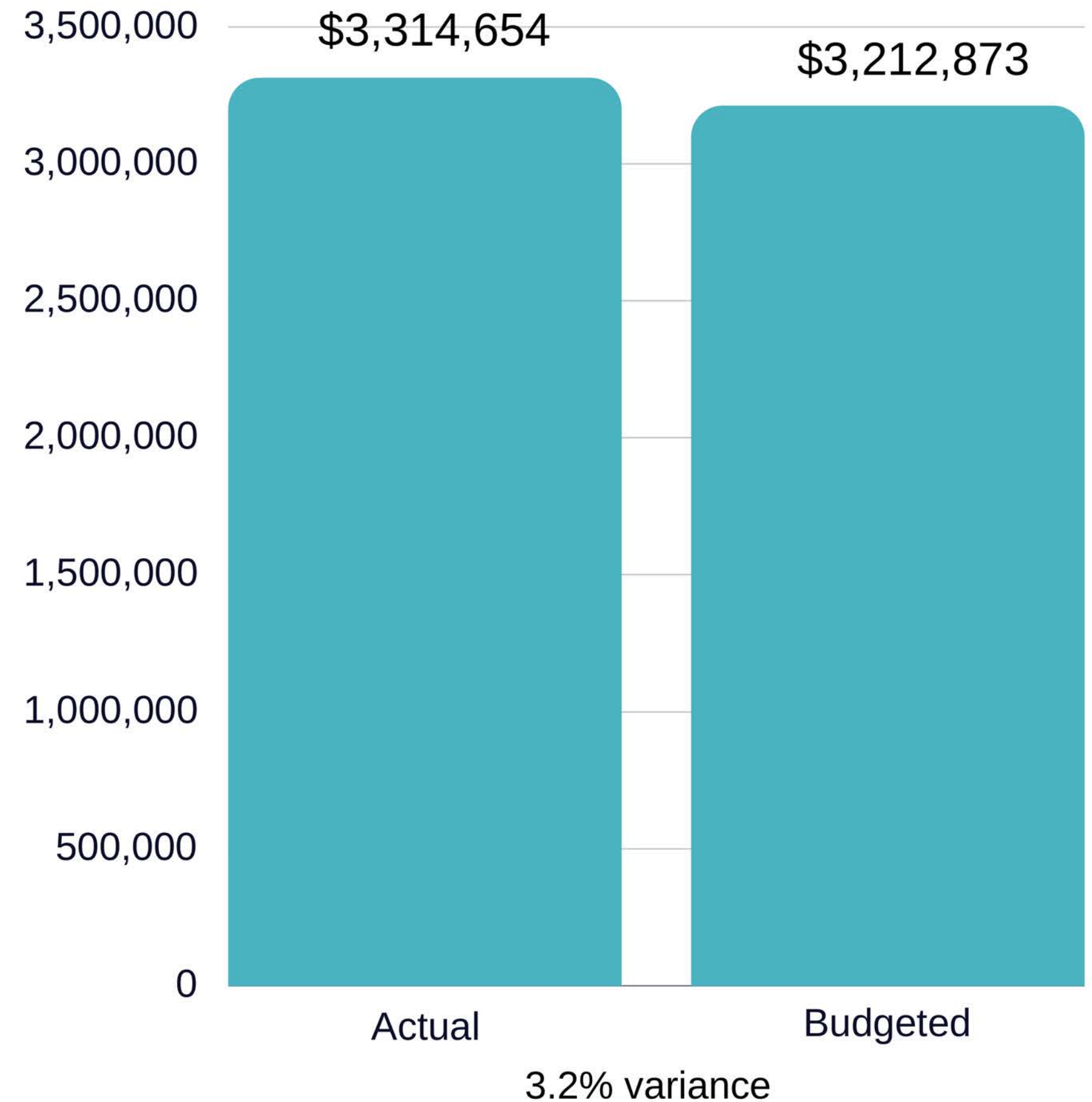
***2% LMD collections,
based on receipts from
the State of Colorado**



NOVEMBER YEAR-TO-DATE

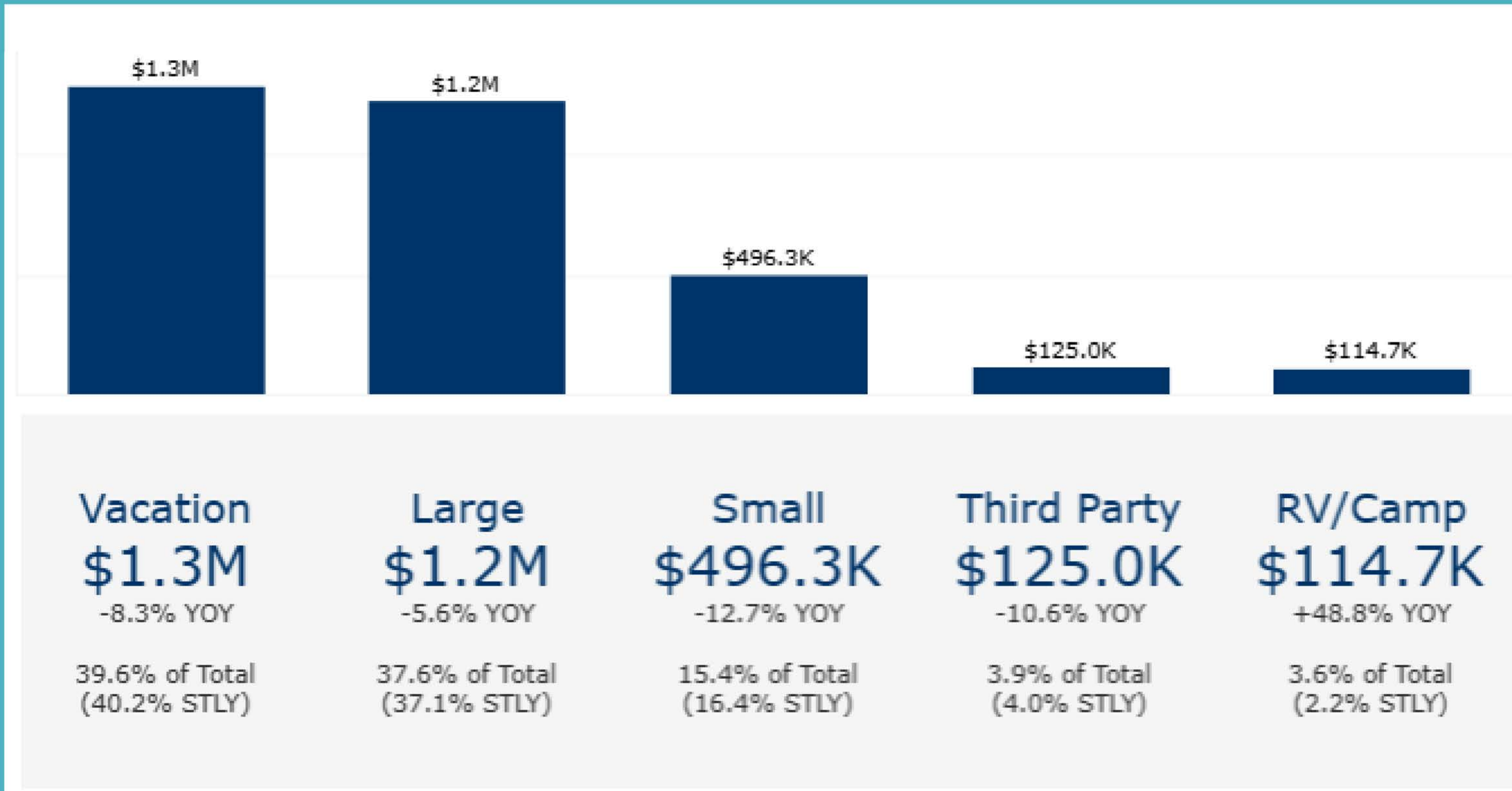
Lodging Tax Revenues*

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



2023 Lodging Tax Collections by Category

through
November
2023
based on
month of stay



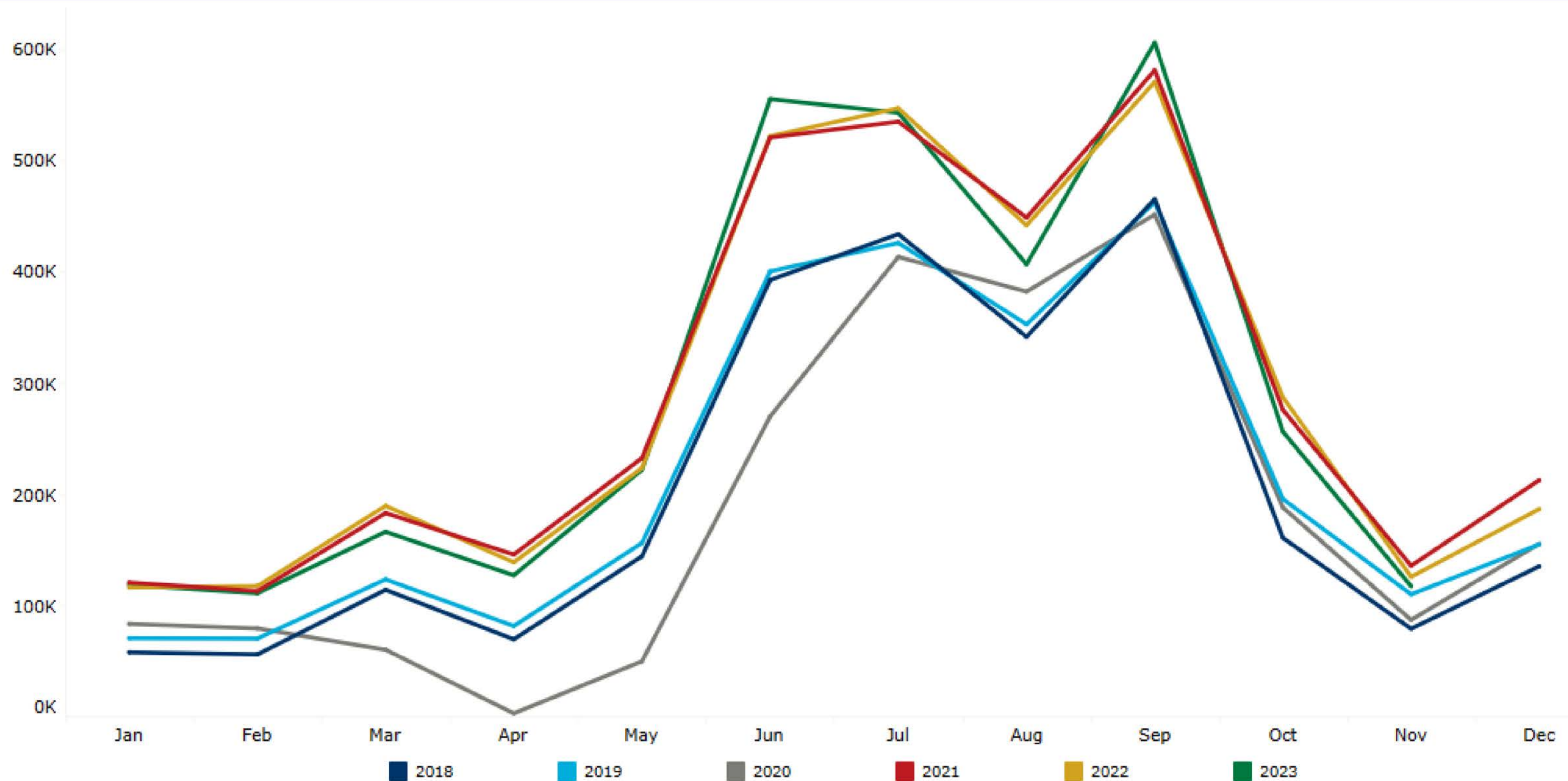
Large Lodgers are greater than 25 rooms

\$627,521- Combined Lodgers

Visit Estes Park

Lodging Tax Revenues

(based on month of stay)



Call to Action by Board Chair

**Motion to Accept financial
statements as presented**

BOARD VOTING ROSTER

Chair Sean Jurgens

Vice Chair Deborah Gibson

Director Pat Murphy

Director Rich Chiappe

Director Jerusha Rice

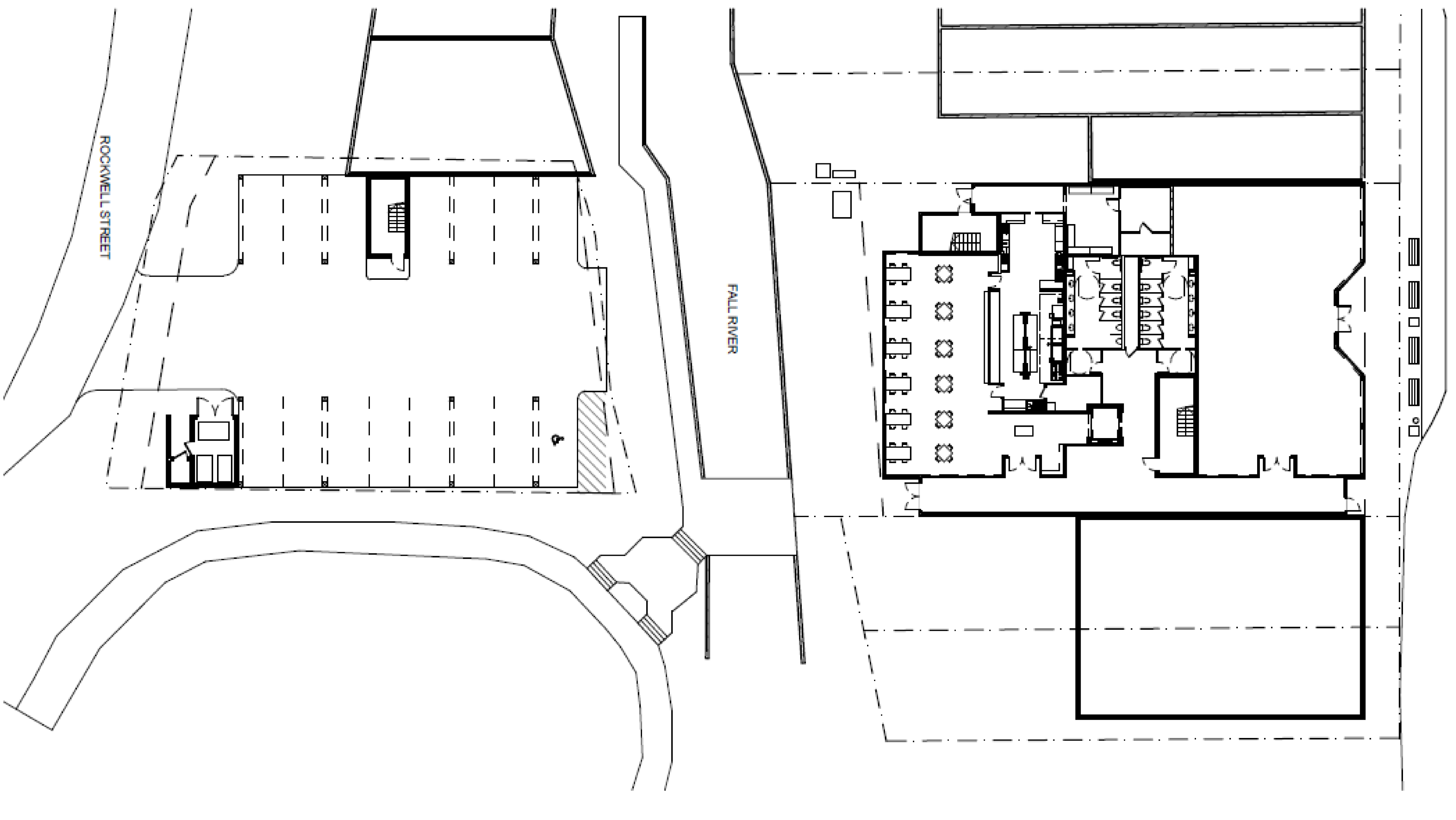
Director & Town Trustee Frank Lancaster

Director Nick Smith



Report by Steve Lane About Revitalization of 116 E. Elkhorn Ave.





ELKHORN AVE

PLANTER

BENCHES

LIGHT POLE

TRASH CANS

8' SETBACK

VISITOR'S CENTER
2,359 sq ft

STAIR
UP

WOMEN'S

PIPE CHASE

FRZ

FRZ

DRY STG

HALL/
LOBBY

ELEV

DISH

COOK LINE

KITCHEN
659 sq ft

HOST

MOP

STAIR
UP

RESTAURANT
1,433 sq ft

20' SETBACK
FROM RIVER

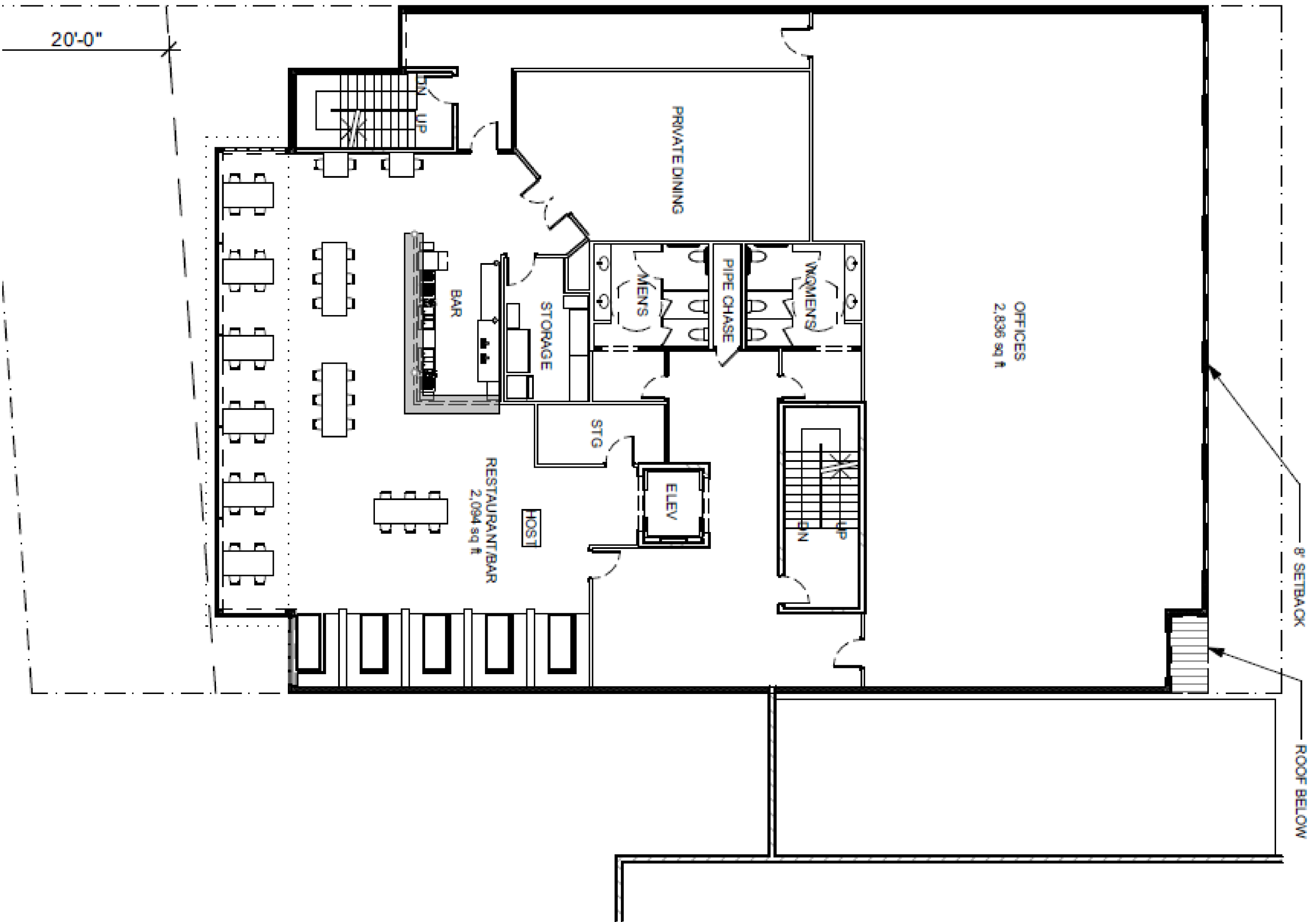
RETAINING WALL/
EDGE OF RIVER

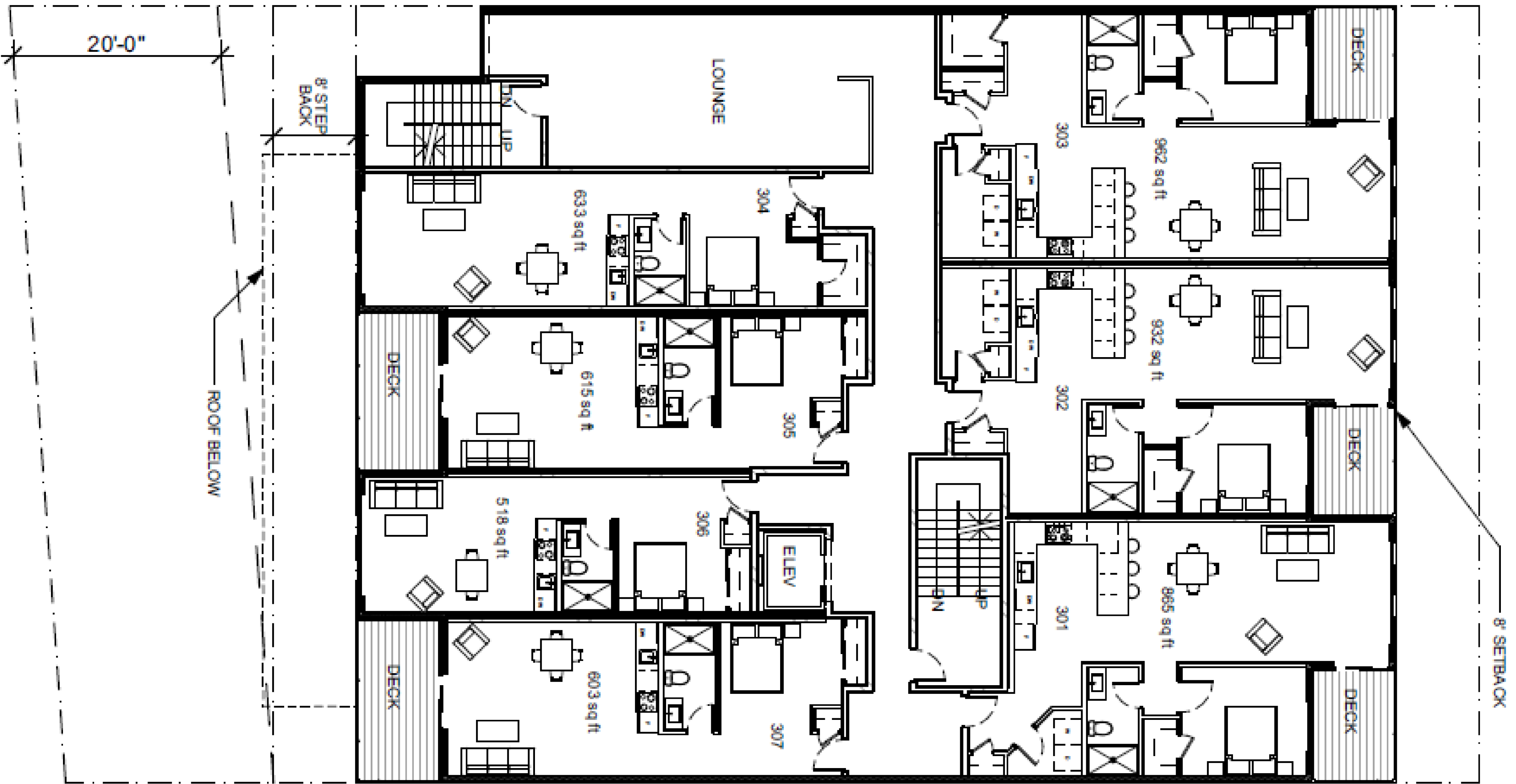
ELEC. METERS

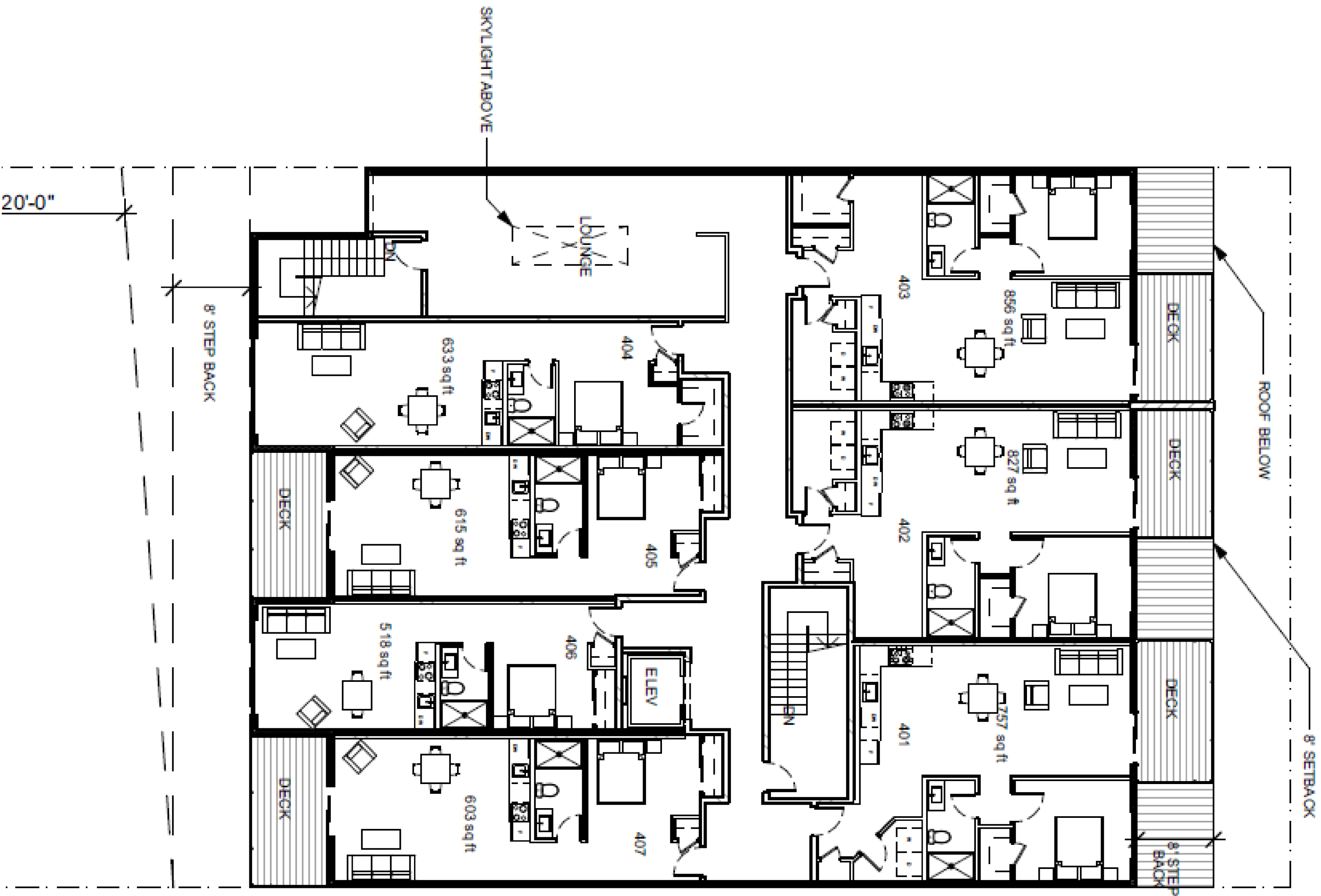
PROPERTY
LINE

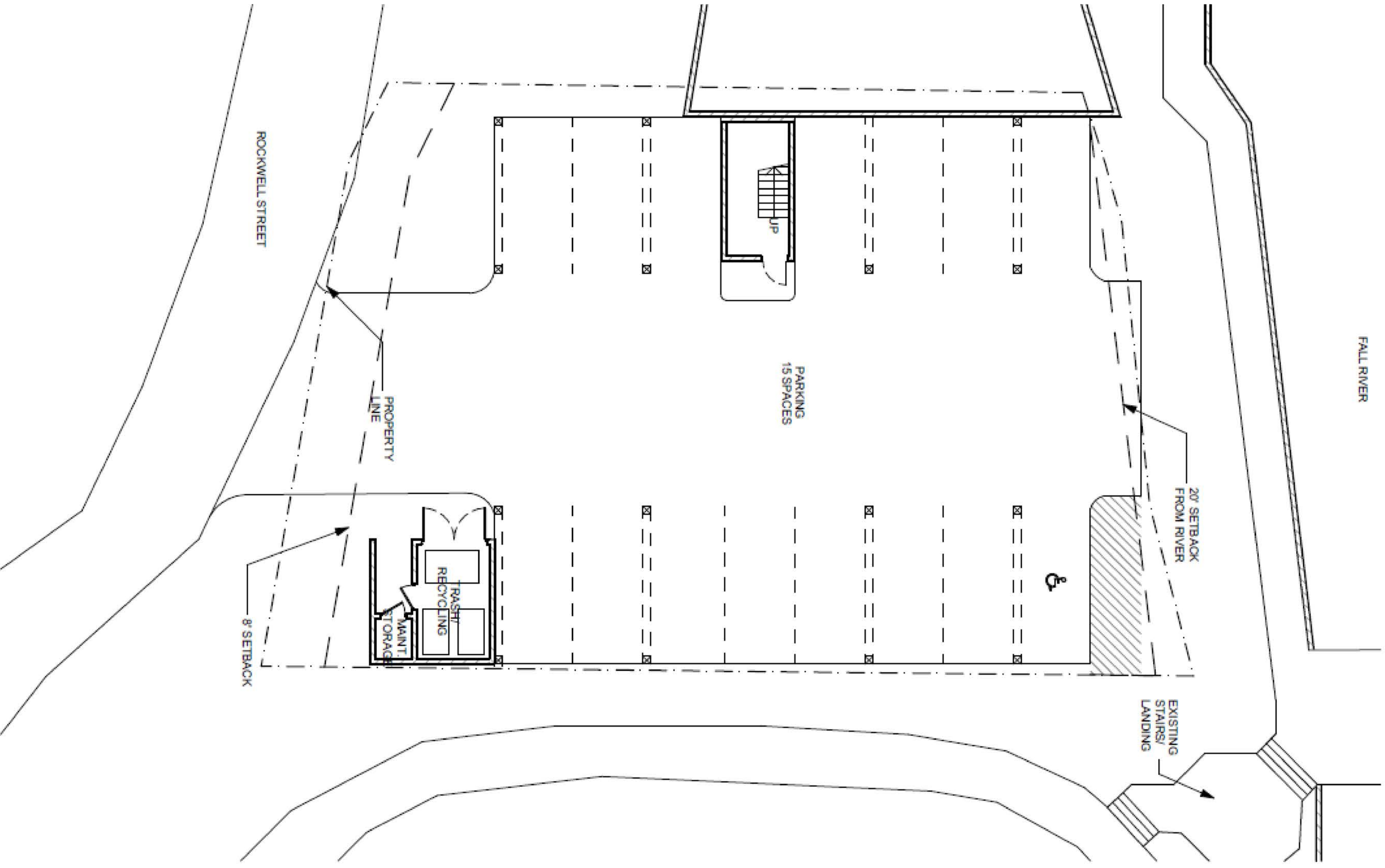
FALL RIVER

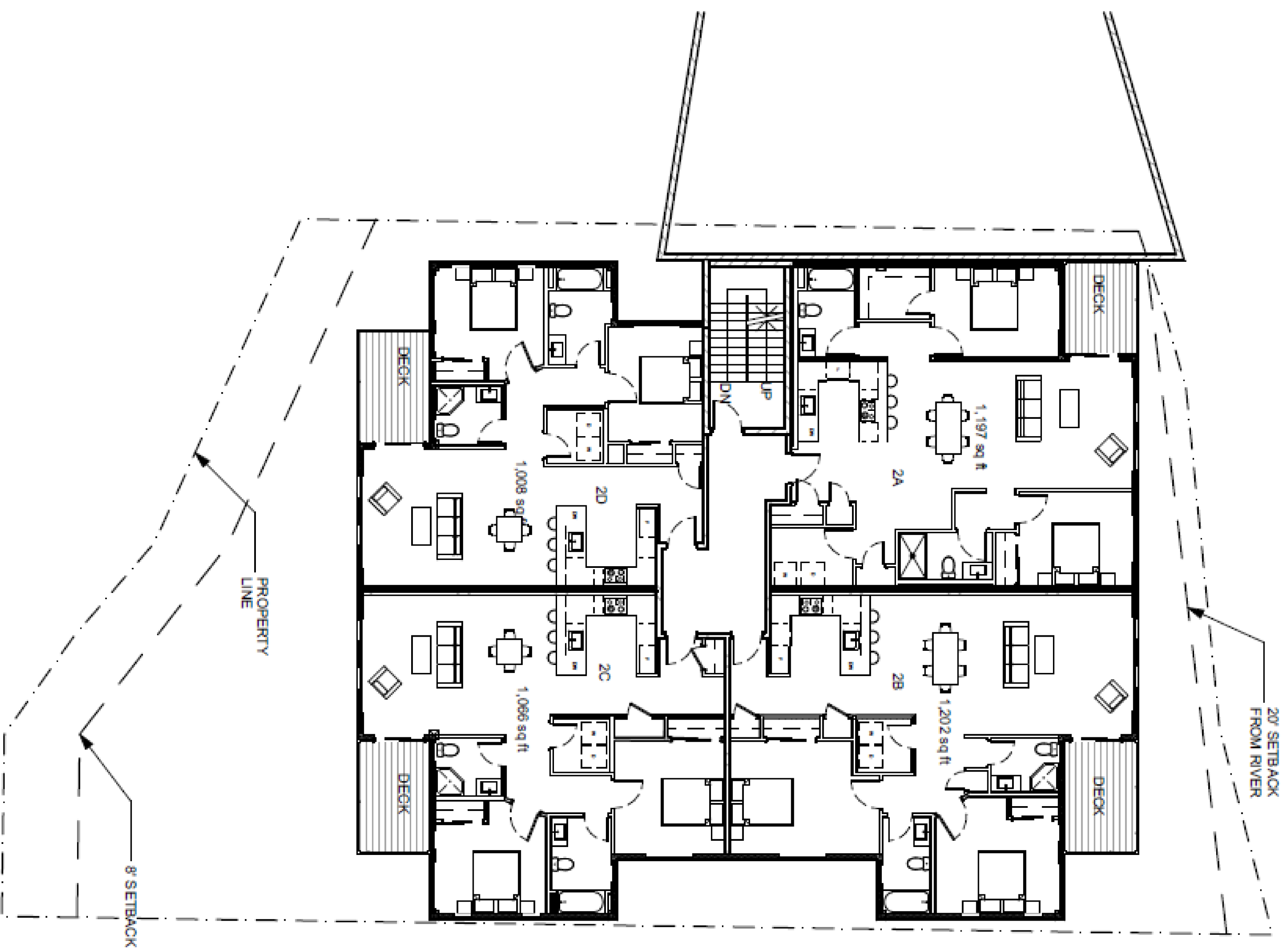
NEW BRIDGE













Mission

Visit Estes Park nurtures visitor reverence of this vibrant mountain town for business success, environmental sustainability and community harmony.



Short-Term Rental Discussion

Bill Brown & Jane Livingston

Board Comments & Closing

1. Requests for future agenda items
2. Any additional items for discussion?
3. Next Board Meeting: February 22, 2 p.m. online
4. Adjourn

BOARD VOTING ROSTER

Chair Sean Jurgens

Vice Chair Deborah Gibson

Director Pat Murphy

Director Rich Chiappe

Director Jerusha Rice

Director & Town Trustee Frank Lancaster

Director Nick Smith