



# VISIT ESTES PARK

JAN 26, 2023

BOARD MEETING



# AGENDA

## JANUARY 26, 2023



- Call to Order by Chairperson Deborah Gibson
- 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
- Short Term Rental Update
- Discussion of 2023 Board Positions
- Swearing in and Officer Election
- 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 Deborah Gibson**

**Vice Chair Sean Jurgens**

**Treasurer & Town Trustee Scott Webermeier**

**Secretary McShan Walker**

**Director Pat Murphy**

**Director Rich Chiappe**

**Director Jerusha Rice**

# Ex Officio Board Member Updates



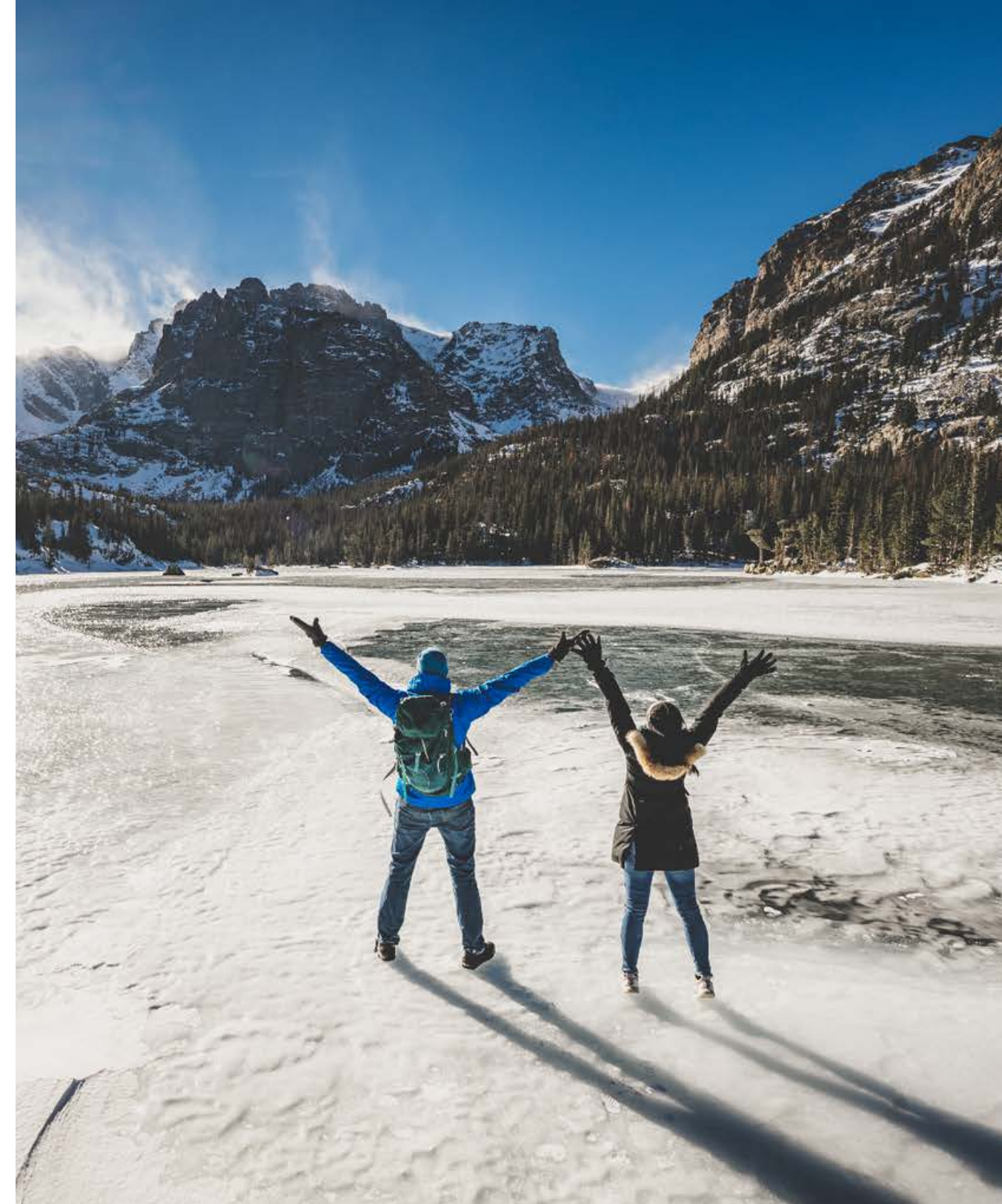
**Kyle Patterson**



**Adam Shake**

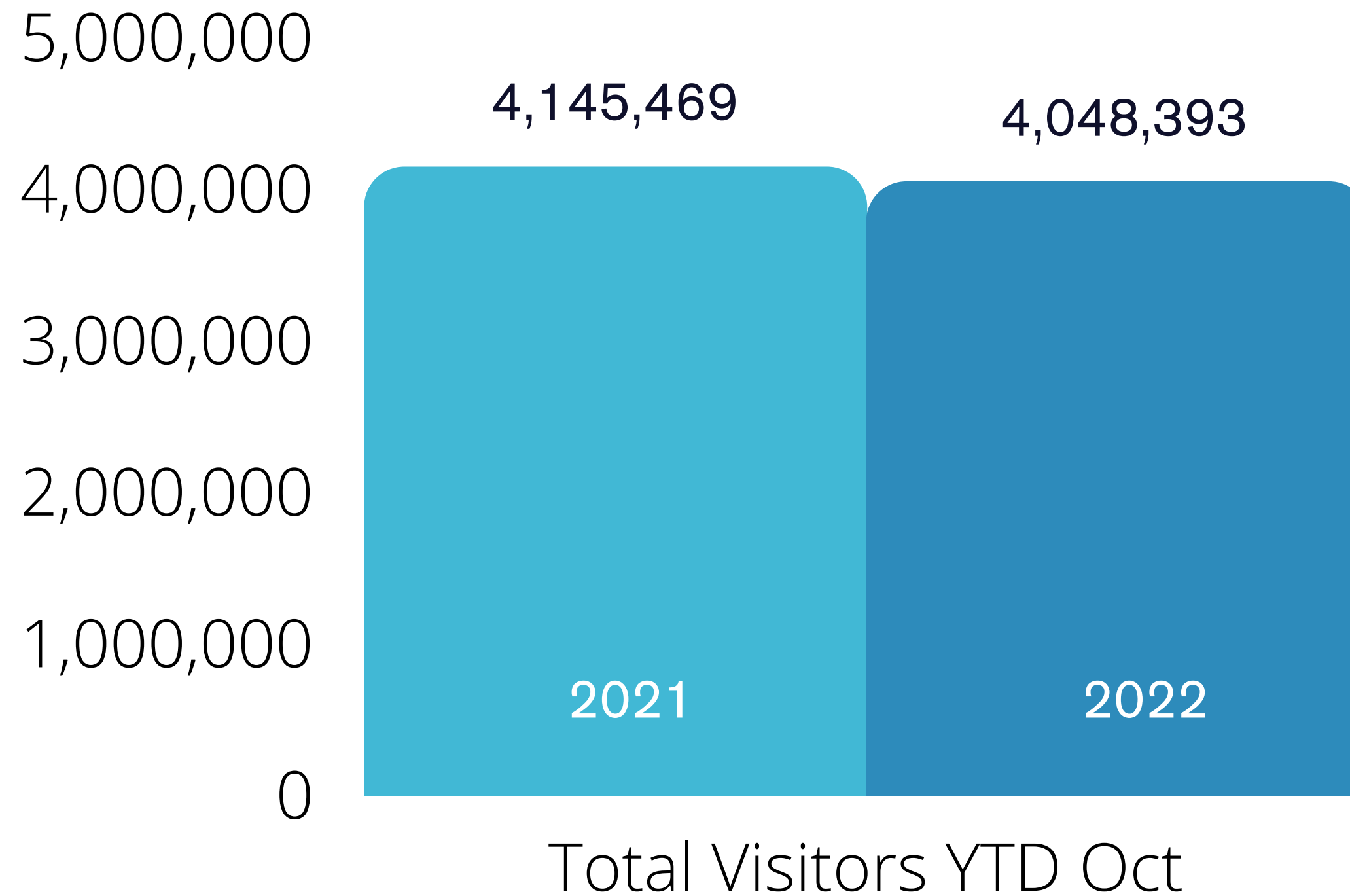


**Colleen DePasquale**



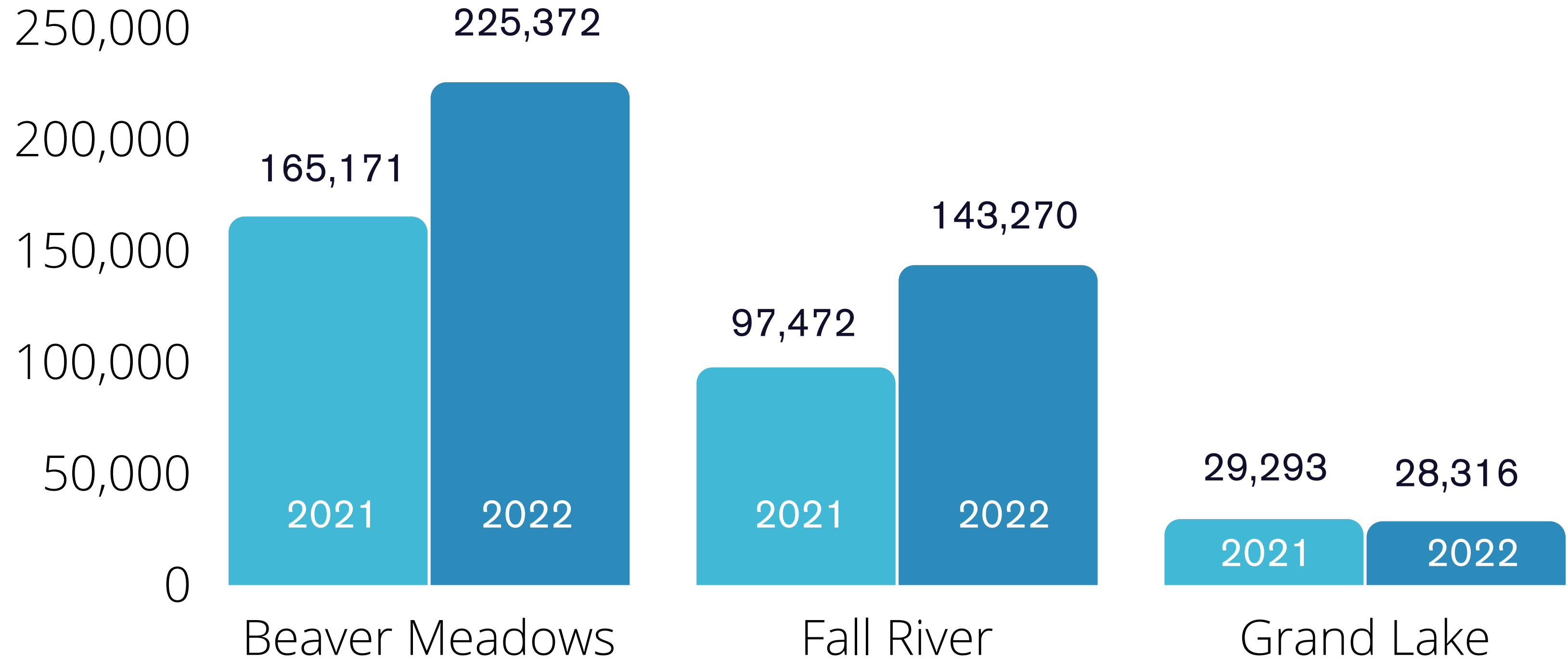


# RMNP Total Guest Counts





# RMNP October Guest Counts








**Kara Franker**








# Tickets on Sale Now!



**TICKETS ON SALE NOW**

**MARCH 17-19  
ESTES PARK, CO**



**FIRST SNOW**

**Frozen Dead Guy Days Tickets on Sale Now!**

Frozen Dead Guy Days has been reborn in Estes Park, CO! Buy your discounted tickets NOW at ice cold prices. Prices will increase when our music lineup and frozen festivities are announced!

- \$29 First Snow price
- \$98 Coffin Races registration, per team

The First Snow ticket price includes all music performances, events and activities, exclusive of the Blue Ball. Blue Ball tickets will be sold separately.

[Buy Tickets](#)

## Tickets on Sale Kick-off

- Two eNewsletters with 30-40% open rate
- Social Media
- Social Media ads
- Digital Billboard
- Website launch

**352 tickets sold in  
the first 24 hours!**





ESTES PARK, COLORADO

MARCH 17-19, 2023

# FROZEN DEAD GUY DAYS

First snow! Buy your discounted tickets now at ice cold prices. Prices will increase when the music lineup and frozen festivities are announced!

LEARN MORE >

ESTES PARK EVENTS COMPLEX

ESTES PARK, COLORADO

ESTES PARK, COLORADO

MARCH 17-19, 2023

**50**  
DAYS

**01**  
HOURS

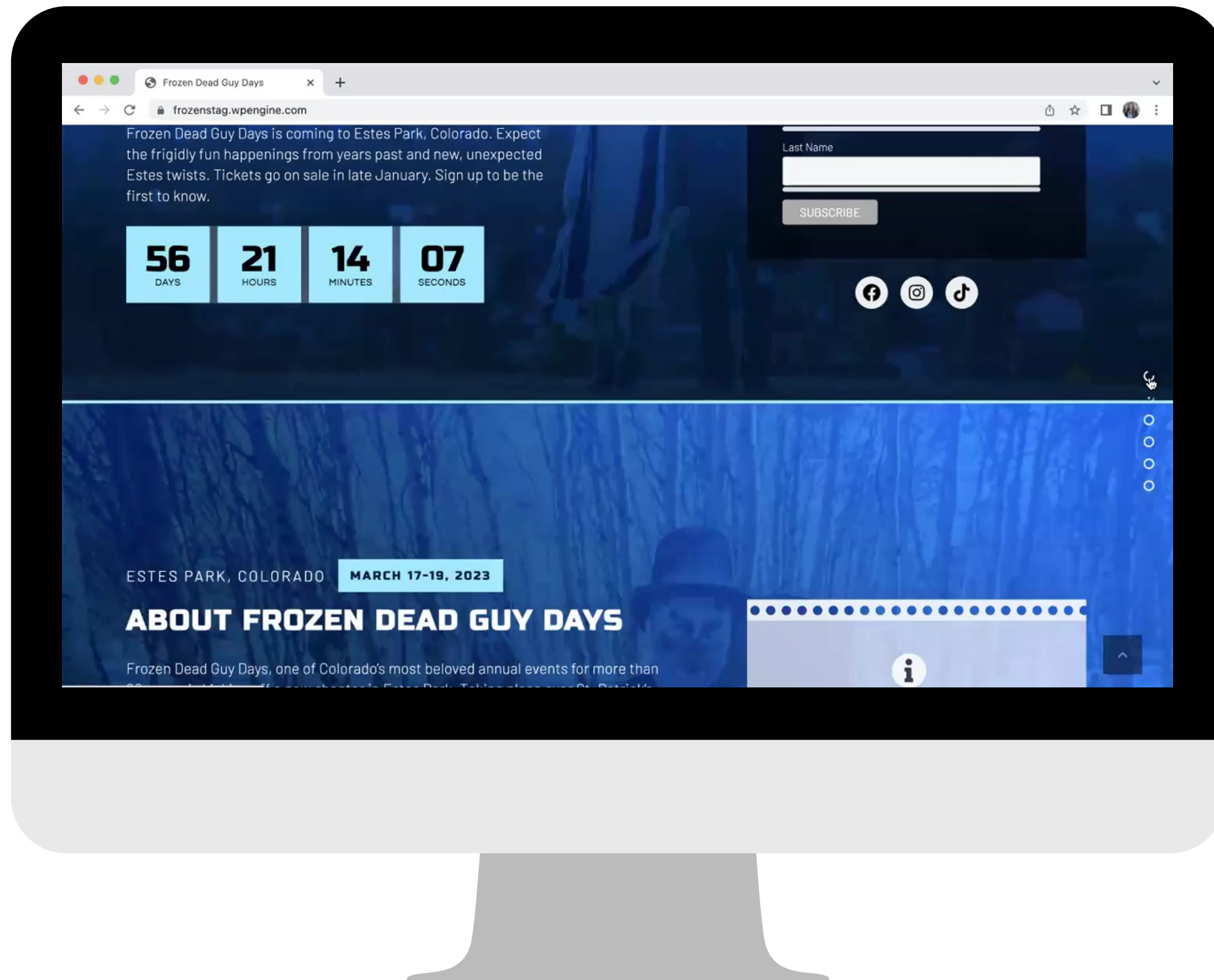
**30**  
MINUTES

**18**  
SECONDS

Purchase Tickets







## FrozenDeadGuyDays.com

- Travel/BookDirect
- About FDGD
- Tickets
- Line-up
- Get Involved form
- Coffin Race sign-up





Current press release:

- Ticket sales

Next press release:

- Line-up announcement

## FROZEN DEAD GUY DAYS FESTIVAL IS REBORN IN ESTES PARK

*Quirky Rocky Mountain celebration moves to Estes Park for 2023*

ESTES PARK, Colo., Jan. 10, 2023 – [Frozen Dead Guy Days](#) (FDGD), one of Colorado's most beloved annual events for more than 20 years, is kicking off a new chapter in [Estes Park](#). 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. It will be held at the Estes Park Events Complex and The Stanley Hotel, with satellite events occurring around town. Festival goers can expect the weird and wonderful happenings from years past, including coffin races and a polar plunge, as well as plenty of new and elevated Estes twists, like a deadman fashion show, roaming freak show acts, a Bands & Bloodys Sunday Brunch and more.

Proceeds from the event will go toward funding workforce housing and childcare solutions in Estes Park. Visit Estes Park and The Stanley Hotel have committed to donating all proceeds from ticket sales that surpass operational costs to the area's recently established workforce housing and childcare funding mechanism.

"We're very excited to give new life to this iconic Colorado festival, while maintaining its quirky vibe," says Kara Franker, CEO of Visit Estes Park. "Estes is built for events like this as we have the right venues and infrastructure to suit the festival's size. Additionally, it will support the town during a slower season and ultimately give a boost to workforce housing and childcare."

For the uninitiated, Frozen Dead Guy Days celebrates an unusual turn of events that brought the frozen body of a deceased Norwegian man to a Tuff Shed in Nederland, Colorado. Bredo Morstøl, or Grandpa Bredo, as Frozen Dead Guy Days devotees fondly refer to him, passed away in 1989, but his family cryogenically froze his body and shipped it to the U.S. Over the next decade, his legend grew amongst Nederland residents, and a winter festival was born to pay tribute to Grandpa Bredo with quirky events and activities. It caught on in a big way; and by 2022, Frozen Dead Guy Days attracted approximately 20,000 attendees.

"Frozen Dead Guy Days is going to be a fundamental shift for Estes Park," says John Cullen, owner and CEO of The Stanley Hotel. "Together, we're going to create a winter festival playground and we are proud to have The Stanley be the host hotel for it."



# Media Coverage



## LOCAL NEWS

### Frozen Dead Guy Days will not stay frozen in 2023 with move to Estes Park

by: [Samantha Jarpe](#)

Posted: Jan 11, 2023 / 02:28 PM MST

Updated: Jan 11, 2023 / 02:28 PM MST



## FROZEN DEAD GUY DAYS

MTN TOWN MAGAZINE EVENTS 0



### Frozen Dead Guy Days will take place in Estes Park March 17-19, 2023

One of Colorado's most beloved annual events for more than 20 years, – [Frozen Dead Guy Days](#) (FDGD), is kicking off a new chapter in [Estes Park](#). The reborn Frozen Dead Guy Days, taking place over St. Patrick's Day weekend on March 17-19, 2023, will feature live music and entertainment all weekend long. It will be held at

# Frozen Dead Guy Days Media Plan

## Goals: Lodging Packages, Ticket Sales

- Target audiences:
  - Music Enthusiast, Craft Beers, Family Friendly Events
  - Ullr, Tour de Fat, Burning Man, Red Rocks, concert venues, Mission Ballroom, Boulder Theatre, The Aggie Theatre Fort Collins, ski and snowboard enthusiast, mountain bike enthusiast,
  - Breckenridge Brewery, New Belgium Brewery, Upslope Brewery Boulder
  - Prospects include those who have never visited Estes Park.
- Demographic: AD 21+ with an emphasis on 25-54.
- Household Income: \$50K+
- Markets: Denver, Boulder, Loveland, Nederland, Fort Collins, Longmont
- Drive time: 3 - 5 hours
- Advertising:
  - Paid Social Media: Instagram, Facebook, TikTok
  - Out of Home Advertising (Billboards)
  - Over the Top (TV Streaming)
  - Video Spots on regional TV
  - Audio spot on regional channels



# Frozen Dead Guy Days Billboards

Locations of billboards:

- I-25 at 64th Ave facing North.
- I-76 at Pecos facing East.
- Hwy 119 West of CR 5 facing East
- Hwy 119 West of CR 5 facing West





# Frozen Dead Guy Days Paid Social

- Goals: Newsletter sign ups & ticket sales
- Channels: Facebook, Instagram, TikTok
- Targeting Arvada, Boulder, Colorado Springs, Denver, Fort Collins, Longmont, Loveland, Nederland, Thornton





# Frozen Dead Guy Days Tool Kit



## Frozen Dead Guy Days (FDGD): FAQ

### What is FDGD?

FDGD is a three-day, eccentric festival featuring live music, entertainment and fun activities that celebrate Grandpa Bredo, who is currently cryogenically frozen and awaiting revival. After his death in 1989, Grandpa Bredo rested in a cryonics lab in California before being moved to Nederland, Colorado in 1993. His presence in Nederland sparked an annual event in his honor that has continued to grow in popularity since the first festival in 2002.

### Why is FDGD coming to Estes Park?

The event outgrew its roots in Nederland and was canceled for 2023. An uncertain future left organizers and devoted attendees unsure if the event would return at all. Moving the event is an opportunity to bring guests to Estes Park during a time when there is opportunity for more business and to grow the event into a nationally recognized festival, much like how Burning Man evolved when it was relocated from the beaches of San Francisco to the desert in Nevada.

### When will it be held?

March 17-19, 2023 and annually thereafter.

### Why not move it to a weekend that is not over spring break?

The dates were inherited and will not be changed in 2023. Visit Estes Park's data shows that occupancy in March is typically 40% so there is plenty of room to accommodate additional visitors that weekend.

### Where will it be held?

The main events will be held at the Estes Park Event Complex and The Stanley Hotel. Satellite events will occur around town, including Bond Park. Local businesses are encouraged to create FDGD-themed



## FROZEN DEAD GUY DAYS FESTIVAL IS REBORN IN ESTES PARK *Quirky Rocky Mountain celebration moves to Estes Park for 2023*

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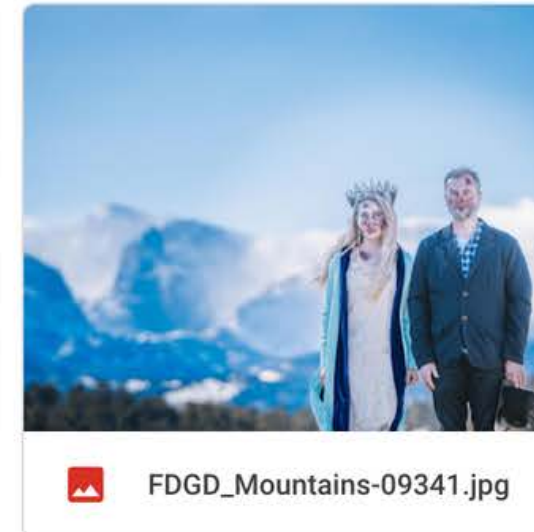
## FROZEN DEAD GUY DAYS



FDGD\_Town-09857.jpg



FDGD\_Stanley-09075.jpg



FDGD\_Mountains-09341.jpg



FDGD\_Ice-09161.jpg



# Frozen Dead Guy Days Entertainment

- Live Music and Entertainment – An exciting line-up of talented artists, both local and national, will be released soon.
- The Blue Ball – This iconic FDGD event will be held at the historic Stanley Hotel and will feature live music, dancing, DJs and more.
- Coffin Races – Teams of “pallbearers” will race head-to-head, through a course full of obstacles, mud, snow, and drills on an all-new track.
- Irish Wake – Celebrate St. Patrick’s Day, Frozen Dead Guy Days style, and toast to Grandpa Bredo at Cousin Pat's.
- Brain Freeze Contest – Eat your heart out with the area’s best local ice cream.
- Deadman Fashion Show – Come dressed in your finest “dead guy” duds to win prizes and mingle with your fellow attendees.
- Bands & Bloodys Sunday Brunch – Close out the frigidly fun weekend with live music and themed brunch menus at restaurants around town.
- Local Beers and Spirits – All beers and spirits served at the festival will be local to Colorado, including the official FDGD beer brewed by Lumpy Ridge Brewing Company, Estes Park.





# Projected Economic Impact

Year	Total	Visitation		Daily Rate Per Person		Potential Economic Impact	
		Overnight	DayTrip	Overnighter	DayTripper	Per Day	3-day Weekend
2023	10,000	6,195	3,805	251.78	60.34	1,789,351	5,368,053
2024	20,000	6,195	13,805	256.81	61.55	2,440,606	7,321,818
2025	22,000	6,195	15,805	261.95	62.78	2,614,974	7,844,921
2026	25,000	6,195	18,805	267.19	64.03	2,859,373	8,578,119
2027	30,000	6,195	23,805	272.53	65.31	3,243,130	9,729,391
Five-year event total:							38,842,301

Daily rate per person for overnight visitation from the Dean Runyan study of 2021 data is \$242.

Daily rate per person for daytrip visitation from the Dean Runyan study of 2021 data is \$58.

The numbers above increase the \$242 & \$58 figures by 2% each year for conservative inflation

Estes Park rooms can accommodate approximately 9,512 people per night

STR Rooms of 842 + hotel rooms of 2,681 = total rooms of 3,523 x 2.7 average party size

March occupancy - approximately 40%

3,523 x 40% already filled = 1,409 x 2.7 = 3,805 people already here



# U.S. Travel Tracker from Skift Research

“An increasing number of Americans have started to feel the pinch of increasing travel prices. Thirty-four percent of Americans, 10 percentage points higher than last October, plan to decrease their spending on travel in the next 12 months.



# Visa Wait Times

“ Following months of consistent advocacy from U.S. Travel and the broader industry, the U.S. Department of State has taken steps to reduce visitor visa wait times, including implementing its "Super Saturday" initiative which opens consulates and embassies on Saturdays to process visas.



# Occupancy Rates to Grow Despite Looming 2023 Recession

“ Demand continues to trend at record levels with continued strength in the leisure segment as well as a substantial return in group business. - STR president Amanda Hite

Metric	2022 Actual	2023 Forecast	2024 Forecast	2025 Forecast
Occupancy	62.7%	63.6%	65.3%	66.0%
ADR Change	19.1%	2.1%	3.8%	3.7%
RevPAR Change	29.8%	3.7%	6.6%	4.7%
2019 Real RevPAR Index	-5.7%	-6.2%	-2.5%	+0.1%



**UPDATED**

# WHAT IS THE VALUE OF TOURISM?

Visitors to Estes Park support our businesses & jobs and enhance the quality of life for residents and visitors alike.

**In 2021, tourism alone generated:**



**3,100**  
jobs



**\$100.6 million**  
in employee wages



**\$35 million**  
in tax receipts



# UPDATED



**Visitors contributed 77.5% of the of the Town of Estes Park sales tax**

Visitor-generated sales tax: \$16,158,306  
Total sales tax revenue: \$20,930,809



**Tourism contributed  
\$3,270  
per resident  
household  
in local taxes**



**Total visitor  
volume totaled nearly  
1.8 million  
person-trips**



# Media Strategy January - March 2023

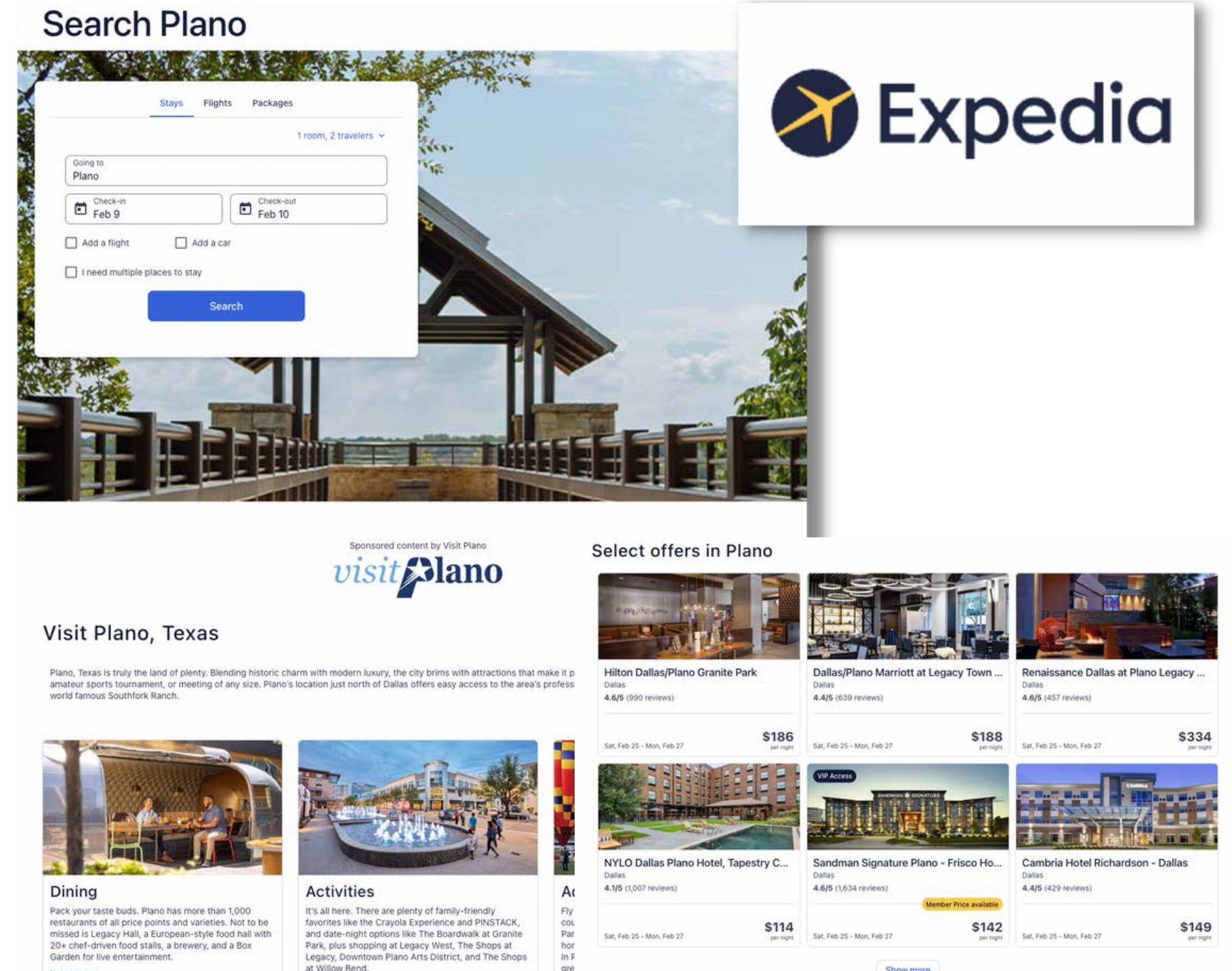
- Target audiences:
  - Loyalist includes those who have visited Estes Park in the past 12 months
  - Prospects include those who have never visited Estes Park.
  - Custom Audiences (Lookalikes of website visitors, email list, engagement)
- Demographic: The average age is roughly 50 years old. The greatest concentration of visitors are aged 35 – 64 (63%), with 18% aged 18-34, and 20% aged 65+ (kids excluded). Skews Female
- AD25-54 with an emphasis on 45+.
- Family Friendly Audience: 60+ with an emphasis on Multi-generational, Grandparents, Pre-tirees, Digital Nomads
- HHI: \$100K+
- Winter Interest: Includes Cross Country Skiing, Climate, Change of Season, Snowboarding, Snowshoeing, Backcountry skiing and splitboarding, avalanche education, sledding, ice climbing, mountain town.



# New for 2023 Paid Media: Expedia

Expedia Group: Engage with travelers throughout their journey whether they are dreaming, researching or purchasing.

- Sites: Expedia, Hotels.com and VRBO
- Target: Using 1st party data to identify and target the right audience.
- Targeting: Geography - the entire campaign includes travelers that have previously searched for Colorado, Wyoming or Montana and reside in the geographies.
- Landing pages launching Feb 1
- Value Added Travel Spotlight: Listicle, feature top things to do in Estes Park
- Ad Units: Banners, Rich Media Units, Images



The screenshot displays the Expedia website interface for a search in Plano, Texas. At the top, the Expedia logo is visible. Below it, a search bar titled "Search Plano" includes tabs for "Stays", "Flights", and "Packages". The search criteria are set to "Going to Plano", "Check-in Feb 9", and "Check-out Feb 10". There are checkboxes for "Add a flight", "Add a car", and "I need multiple places to stay". A blue "Search" button is at the bottom of the search bar.

Below the search bar, the page is titled "Visit Plano, Texas" with a "Sponsored content by Visit Plano" banner. The main content area is divided into two columns. The left column features a "Dining" section with a photo of a restaurant interior and a description of Plano's dining scene, followed by an "Activities" section with a photo of a fountain and a description of family-friendly activities. The right column is titled "Select offers in Plano" and displays a grid of hotel offers. Each offer includes a photo of the hotel, the hotel name, location, rating, and price per night.

Hotel	Location	Rating	Price per night
Hilton Dallas/Plano Granite Park	Dallas	4.6/5 (990 reviews)	\$186
Dallas/Plano Marriott at Legacy Town ...	Dallas	4.4/5 (639 reviews)	\$188
Renaissance Dallas at Plano Legacy ...	Dallas	4.6/5 (457 reviews)	\$334
NYLO Dallas Plano Hotel, Tapestry C...	Dallas	4.1/5 (1,007 reviews)	\$114
Sandman Signature Plano - Frisco Ho...	Dallas	4.6/5 (1,634 reviews)	\$142
Cambria Hotel Richardson - Dallas	Dallas	4.4/5 (429 reviews)	\$149

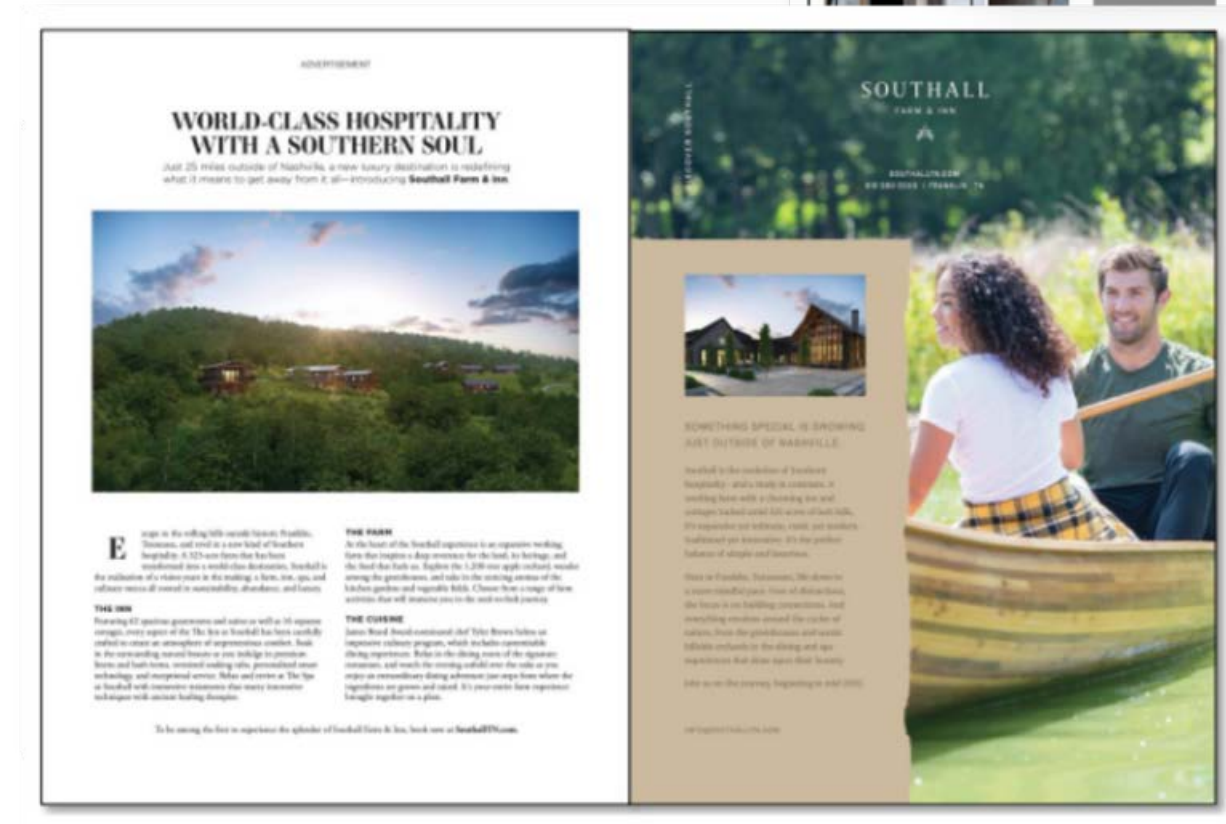
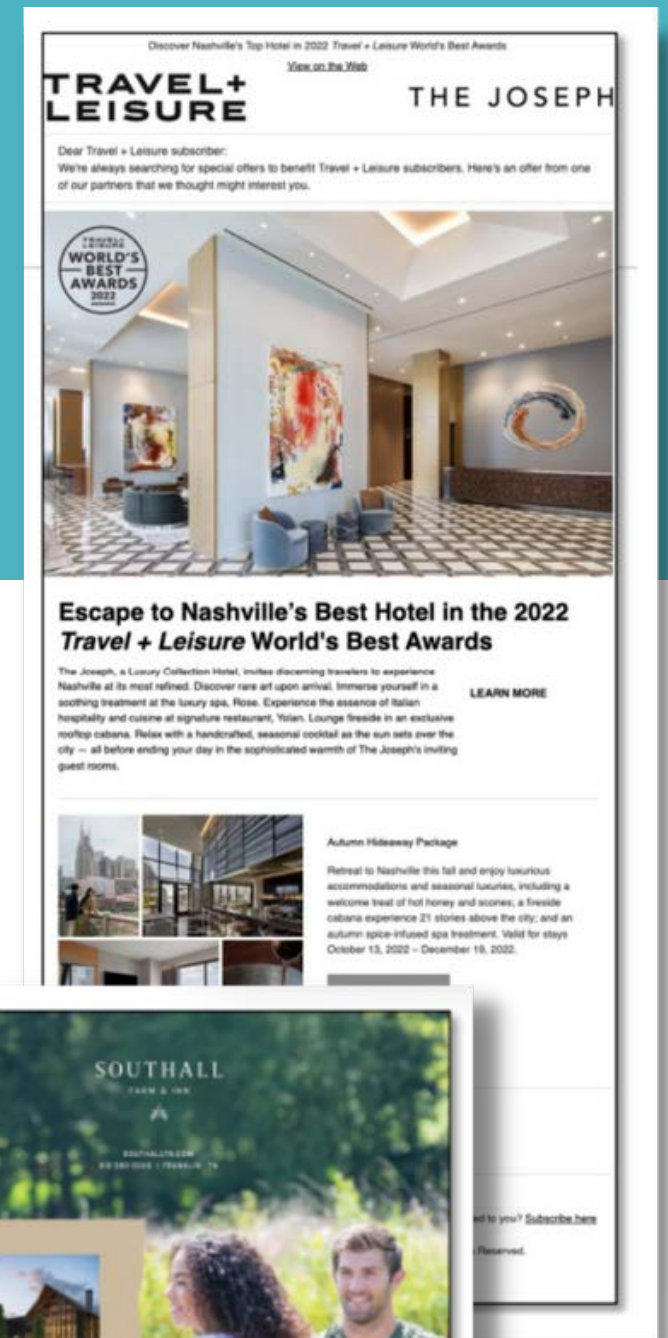
A "Show more" link is located at the bottom right of the hotel offers grid.



# New for 2023 Paid Media: Travel + Leisure Print + Co-Branded E-mails

Travel + Leisure reaches the world's most passionate and curious travelers, attracting more millennials and families than ever:

- Audience: 9.4MM (+9% YOY)
- Average HHI: \$137,033
- Average Age: 48
- 2.4MM Millennials (+35% YOY)
- 4.6MM Families (more than Afar & Conde Nast Traveler combined)





# New for 2023 Paid Media: Programmatic Display - PadSquad

- Vizquiz: Help travelers plan their perfect trip with this 2-in-1 Duo unit that features a playful quiz and acts as a personal travel concierge for Estes Park.





# Rebecca Domenico-Gelsinger









# Tradeshows

Dana & Colleen attended the Destination Colorado Meetings Showcase - December 8.

- Great event to reconnect with our friends and industry partners while mingling with planners.

Upcoming trade shows:

- January 29 – Rocky Mountain Bridal Show – Denver
- February 5 – Estes Park Wedding Association's Wedding Show – Estes Park
- March 2-3 – MIC Educational Conference & Trade Show – Denver

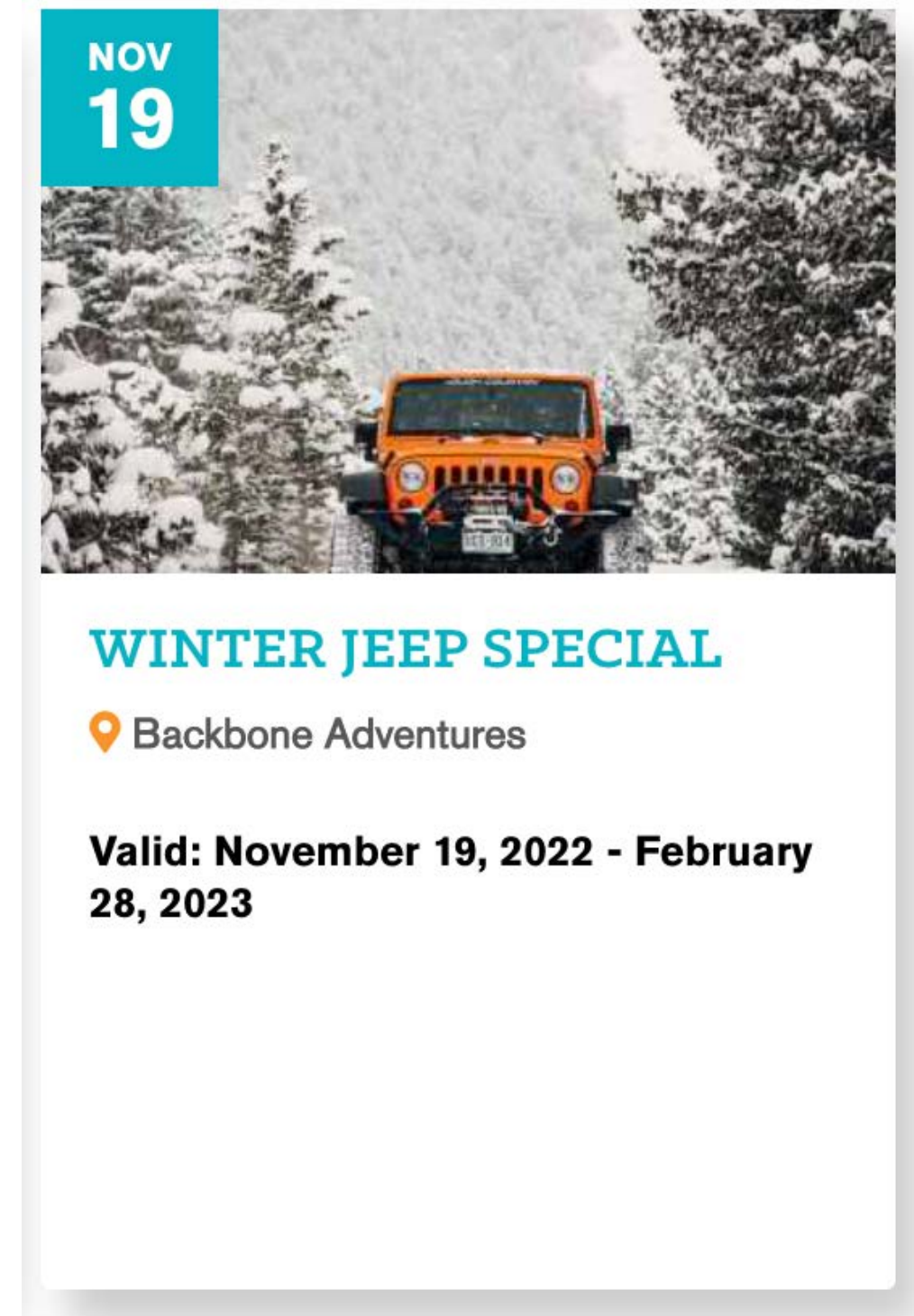




# Beyond Holidays

Leading up to the holidays, we collected several holiday-themed offers from local businesses. Other special offer categories include general daily offers and winter specials. Here are our special offer metrics from offers that were live on VisitEstesPark.com in December.

- Total Number of Special Offers: 109
- Total Number of QR Code Scans: 168
- Total Number of Website Click-throughs (from offer creation through 12/31/22): 2,124
- Top Performing Specials:
  - Backbone Adventures' Winter Jeep Special - 326
  - Dunraven's Christmas Buffet - 289
  - Cousin Pat's Miracle on 7 - 285
  - New Year's Eve at The Post Chicken and Beer - 133
  - Bird & Jim's 12 Days of Christmas - 121





# Community Support

## Hope Kids:

- Connected Hope Kids with several partners in town.
- The following have confirmed- The Ridgeline Hotel is offering more ADA rooms, The Bull Pin is offering discounted bowling and Kep Adventures for guided hikes.

## Isabella Bird:

- Hosted the first Isabella Bird committee meeting. The goal is to bring the community together to celebrate our history and bring visitors to support our local economy.
- Events range from guided educational hikes, a play, a high end ball, programs at the library and museum.

## Extend the Season:

- Putting together a task force to see what the community wants to do.
- Meeting with two different event management companies to get quotes for 2023-2024.

## Sponsorships:

- Snowygrass Festival





# Stanley Chocolate Factory

# Daily Donut has a New Owner

LATEST HEADLINES

## Old Church Shops to become Stanley Chocolate Factory

Business slated to open by Memorial Day 2023



John Cullen plans to restore the building to the white exterior it had when it was built in 1905. (Grand Heritage/Courtesy image)

By **WENDY RIGBY** | wrigby@prairiemountainmedia.com | Estes Park Trail-Gazette  
PUBLISHED: November 22, 2022 at 3:07 p.m. | UPDATED: November 24, 2022 at 8:27 a.m.

ESTES PARK  
**Trail Gazette**

Making donuts, living the dream

BUSINESS

## Making donuts, living the dream





# Antonio's Real New York Pizza

## Meet Carmella Angelina Marie, at your service



Customers who frequent Antonio's Real New York Pizza in Estes Park may be amazed to see the establishment's newest staff member – a slice serving robot by the name of Carmella Angelina Marie.

As a lover of robotics and a programmer for over 20 years, Antonio's owner Anthony DeSousa purchased the service bot known as Carmella from Broomfield Colorado's Rocky Mountain Robotics on Dec. 14 and has been using her to serve his delectable handcrafted pies since.

Suited with location recognition, a microphone and speaker, Carmella has the ability to deliver food to specified tables, greet customers and find her way back to the kitchen after, for more orders.

"It's working with the same facial recognition software as your smartphone, so it's able to recognize depth, can move around obstacles, and even stops and say 'excuse me please' if it needs to get by," DeSousa explained.



# Della Terra

# Trailborn Rocky Mountains

the knot

Ideas & Advice / Ceremony & Reception

## The Top 13 Mountain Wedding Venues in the U.S.

### Della Terra Mountain Chateau in Estes Park, Colorado



Della Terra Mountain Chateau

Estes Park, CO

## Outdoorsy boutique hotel coming to Estes Park

Brittany Anas | 13 days ago



A gathering space at Trailborn Rocky Mountains, a new hotel opening near Rocky Mountain National Park later this year.

Photo by [Trailborn Rocky Mountains](#)

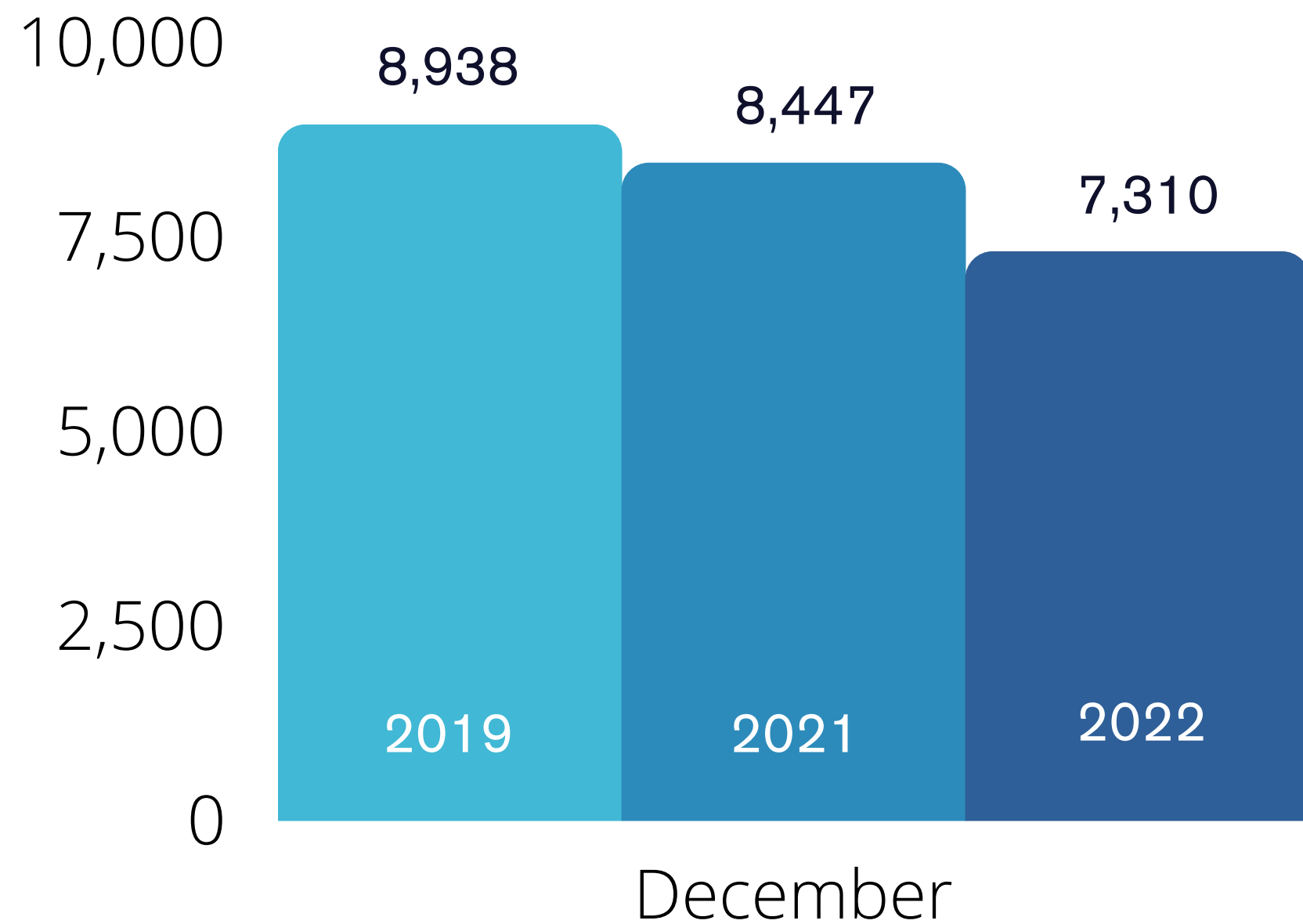
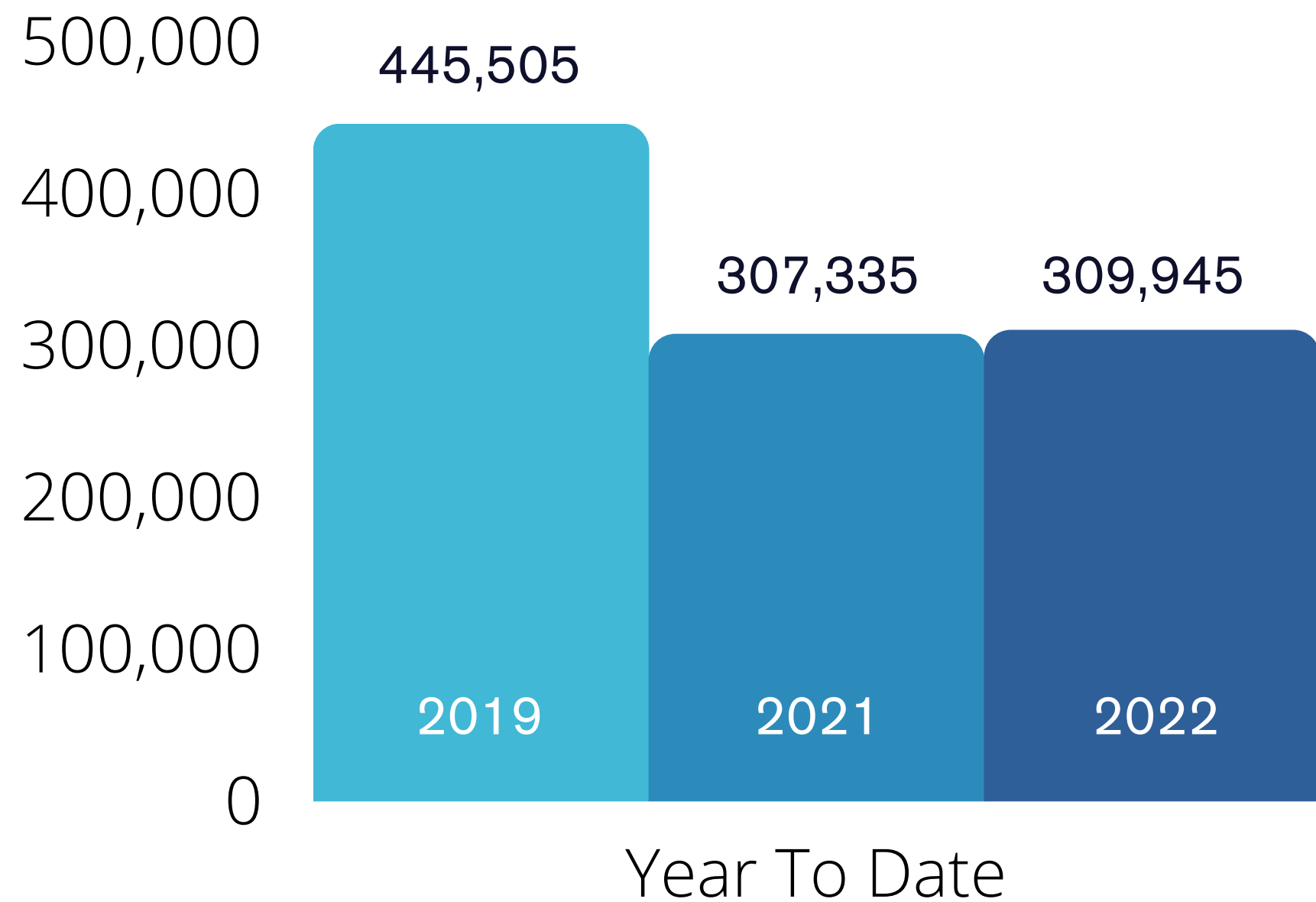


Brittany Anas

NewsBreak Contributor



# Estes Park Visitor Center: Guest Count

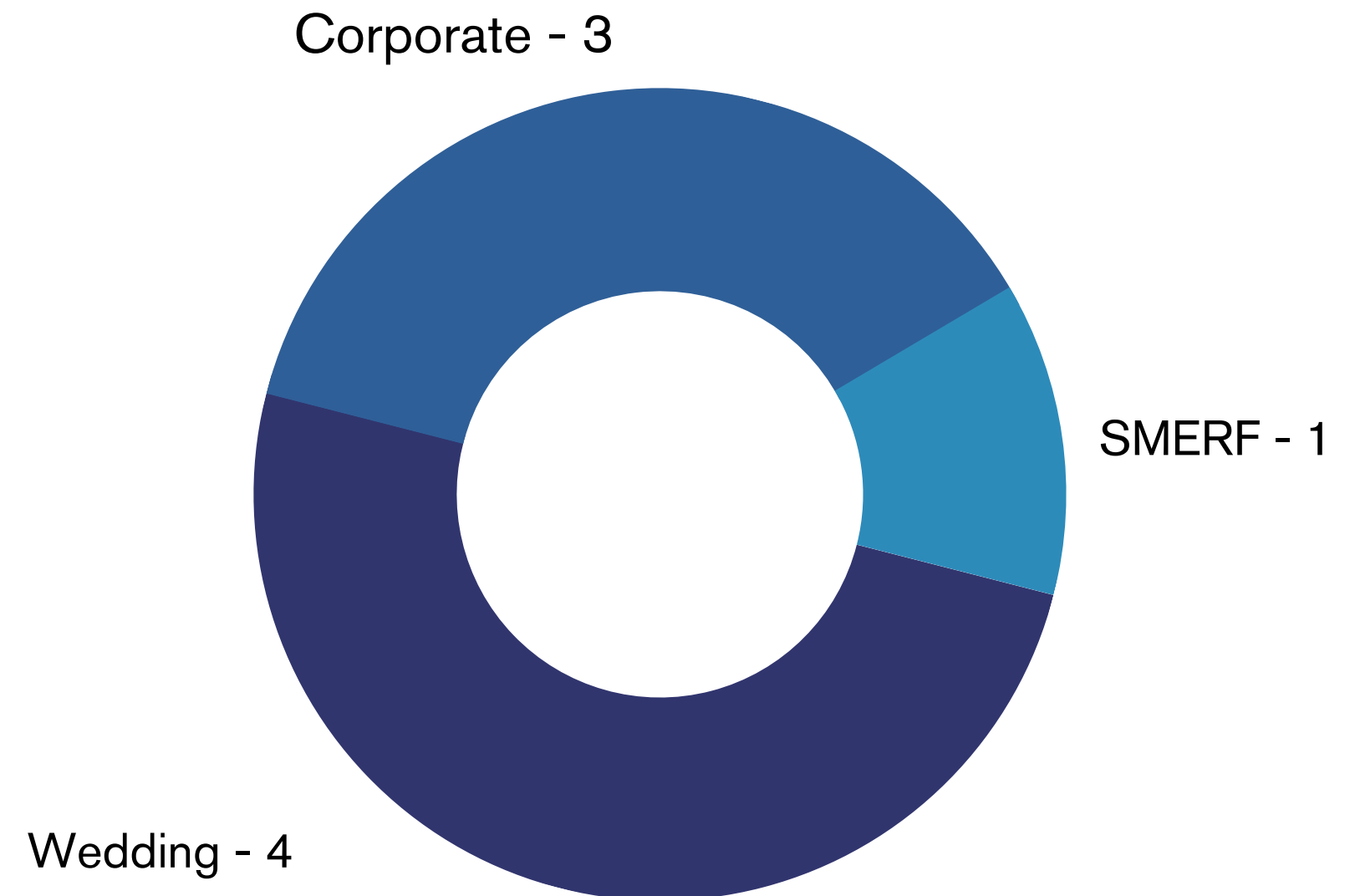




# Group Sales: December 2022 Leads

8 leads were received in  
December equating to 500  
requested room nights with an  
estimated economic value of

**\$77,000**



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





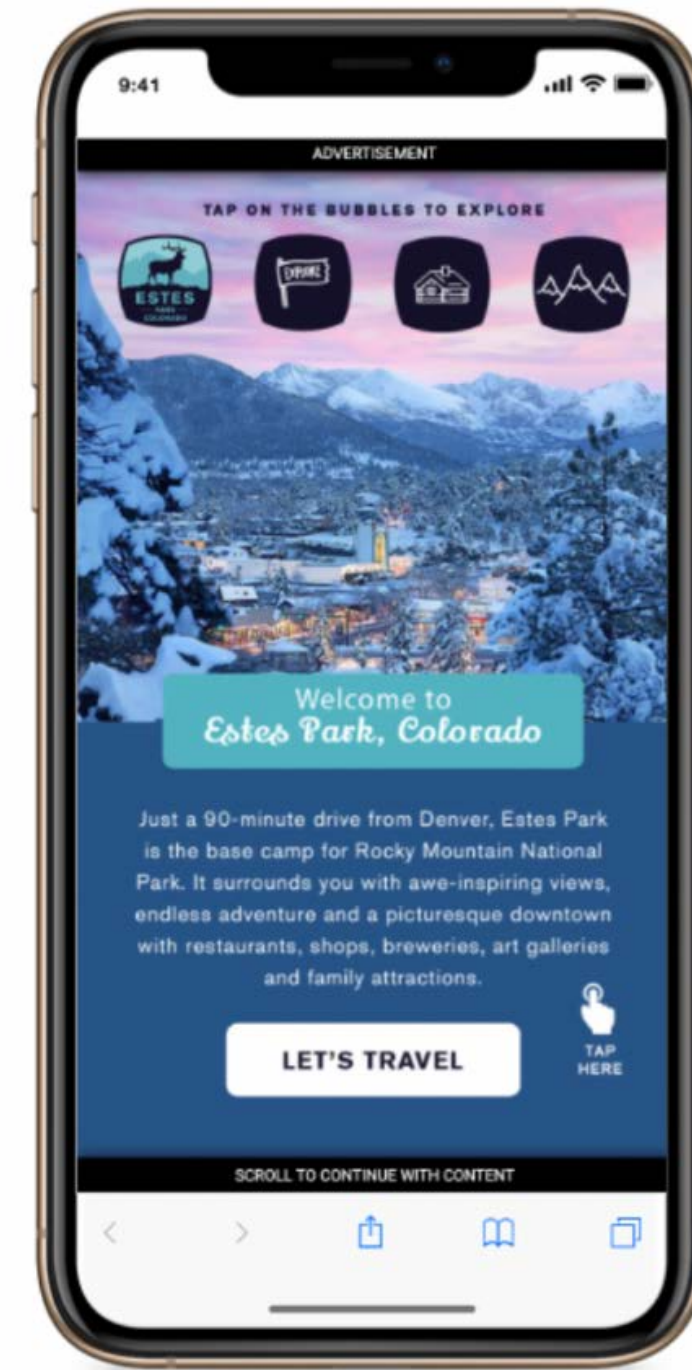
# Heidi Barfels





# Paid Media Performance Nov-Dec

SOURCE	Circulation	IMPRESSIONS	CLICKS	CTR	VIDEO COMPLETION
Epilson		3,274,001	6,461	0.20%	309,977
Huddled Masses: Leisure		2,067,365	10,679	0.52%	
Huddled Masses: Milestones		1,417,778	3,639	0.26%	
Padsquad		2,861,655	15,430	0.54%	294,055
I-Heart Media		1,143,236	3,326	N/A	
Social		10,106,297	267,988	2.65%	
Search		355,559	36,399	10.24%	
YouTube		119,838	5,393	4.50%	27,606
CTO		857,801	648	0.08%	
TravelZoo		3,214,287	4,830	0.15%	
AdTaxi Display		1,277,065	1,626	0.13%	
AdTaxi Search		75,519	10,191	13.49%	
<a href="#">Newspapers.com</a>		167,525	97	0.06%	
<b>Total Paid Media</b>		<b>26,937,926</b>	<b>366,707</b>	<b>1.36%</b>	<b>631,638</b>
<b>Added Value</b>					
Regional Newspaper (Loveland Reporter, Estes Park Trail Gazette, Boulder Daily, Longmont Times)	95,552	95,556	0	0.00%	
<b>Total Paid Media</b>	<b>95,552</b>	<b>95,556</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>





# Travelzoo Performance



## Estes Park: A Colorado mountain getaway for all seasons

By Camille Guzman



Colorado is home to mountain towns ranging from rugged to sophisticated, but few offer the variety of adventures you'll find in and around Estes Park. Just 90 minutes from Denver, there's a charming downtown, outdoor activities and cozy lodges, all set at the base of Rocky Mountain National Park.

There are a ton of ways to experience nature here — hiking, biking, backcountry skiing, fishing and even cliffside camping among them — and you can enjoy the outdoors no matter the season. To help you plan your Rocky Mountain escape, we've compiled a year's worth of highlights (with great photos) in this quick guide.



### The “hottest” topics revolved around:

- Winter events
- Unique spring events
- Elk Festival

### Most clicked links:

- Lodging (cabins and cottages)
- Estes Park homepage
- Seven Keys Lodge
- Ridgeline Hotel



# Paid Social: Wine & Chocolate Festival

1/5 - 1/19

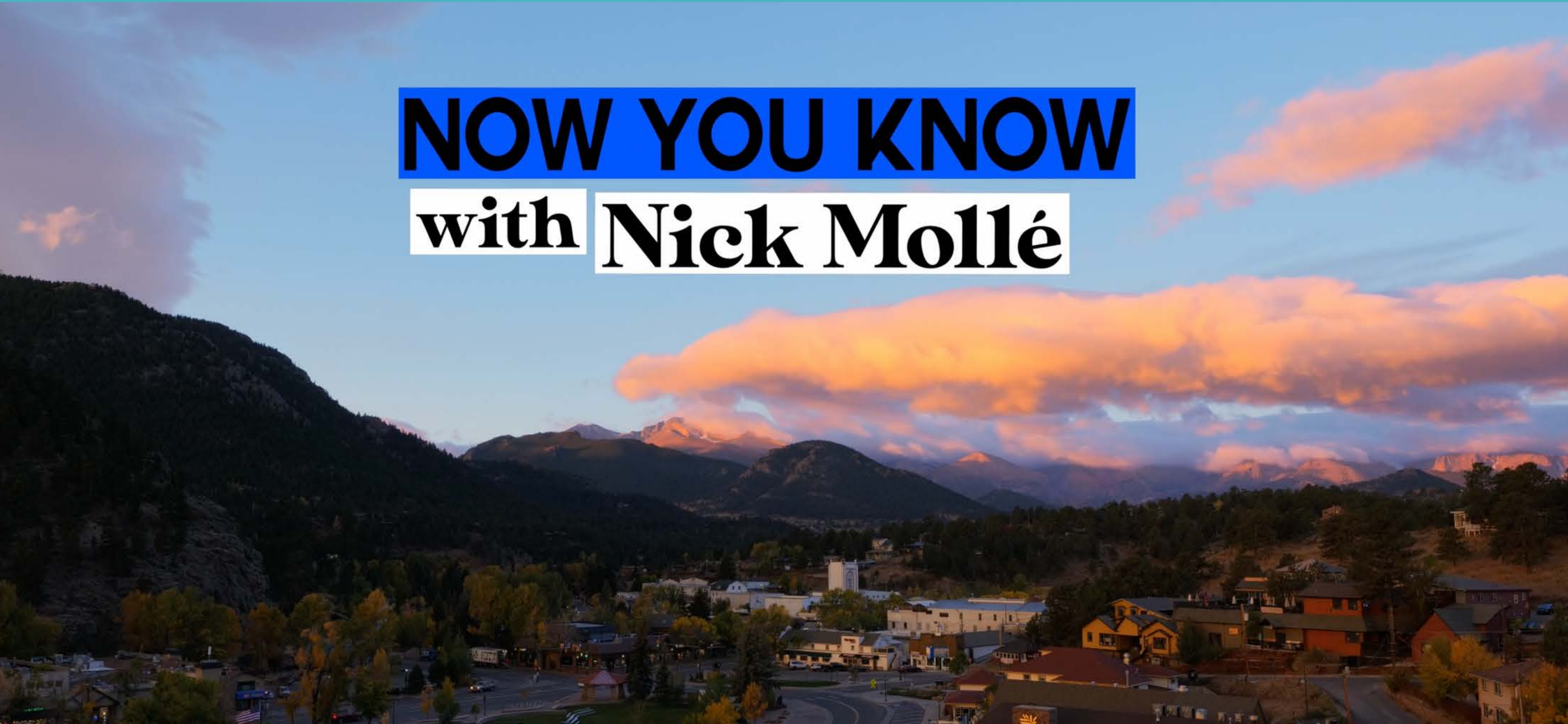
- Reach: 94,195
- Impressions: 192,874
- Clicks: 12,357
- CTR: 6.41%
  - 7.1xs higher than industry average
- Post Reactions: 839
- Post Comments: 67
- Post Saves: 51
- Post Shares: 146





# New Video Series

**NOW YOU KNOW**  
**with Nick Mollé**









# Snowshoeing

◀ PREVIOUS

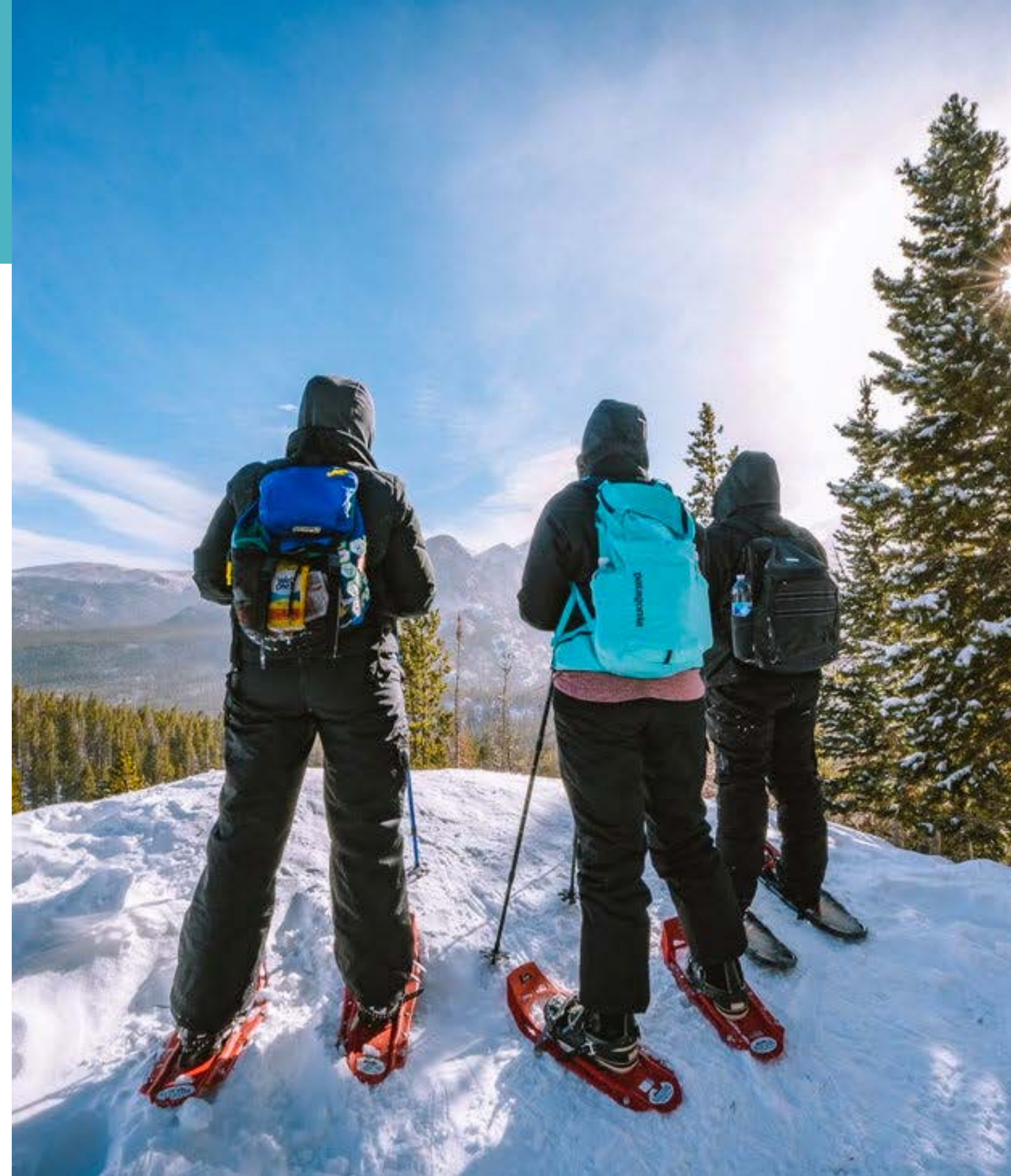
## EASE INTO WINTER HIKING WITH THESE TIPS

By Kendall Akin on Jan. 11, 2023

**Winter hiking: when and where to strap on snowshoes, microspikes or your trusty hiking boots.**

Winter adventure can be intimidating for the devoted summer chasers, but if you can walk, you can snowshoe or strap some microspikes on. It's the right level of stepping out of your comfort zone and easing into the snow-covered trails. Snowshoes and microspikes actually make winter hiking *easier* when used in the appropriate conditions, they save you energy by allowing you to float over deep powder and by providing traction on icier trails. But where to start? And when to use which?

Snowshoes are best utilized after fresh snowfall or when you start to sink into the snow wearing normal boots. They even provide a little traction for inclines or packed snow. Snowshoes widely frame your foot and lift you out of the snow so you don't sink in. You might feel goofy at first but you'll quickly get the hang of it – it's just like

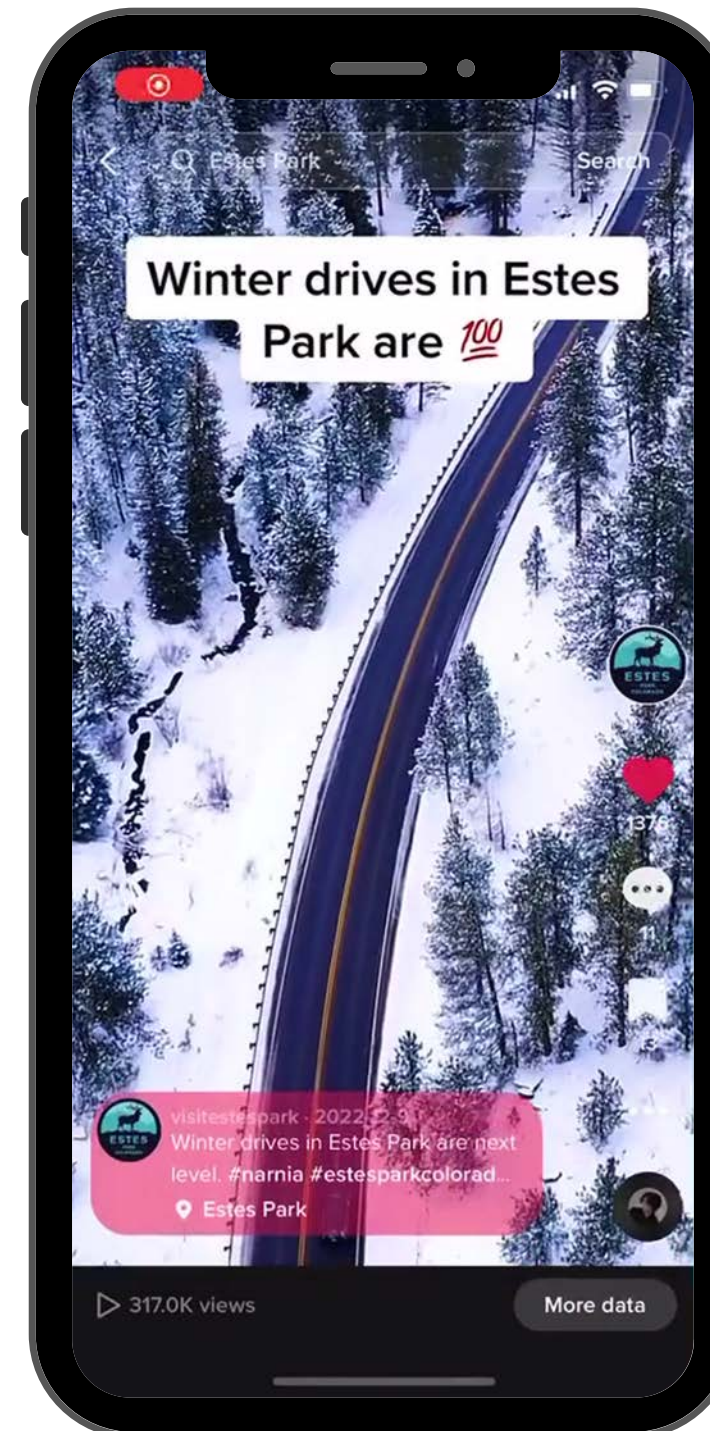
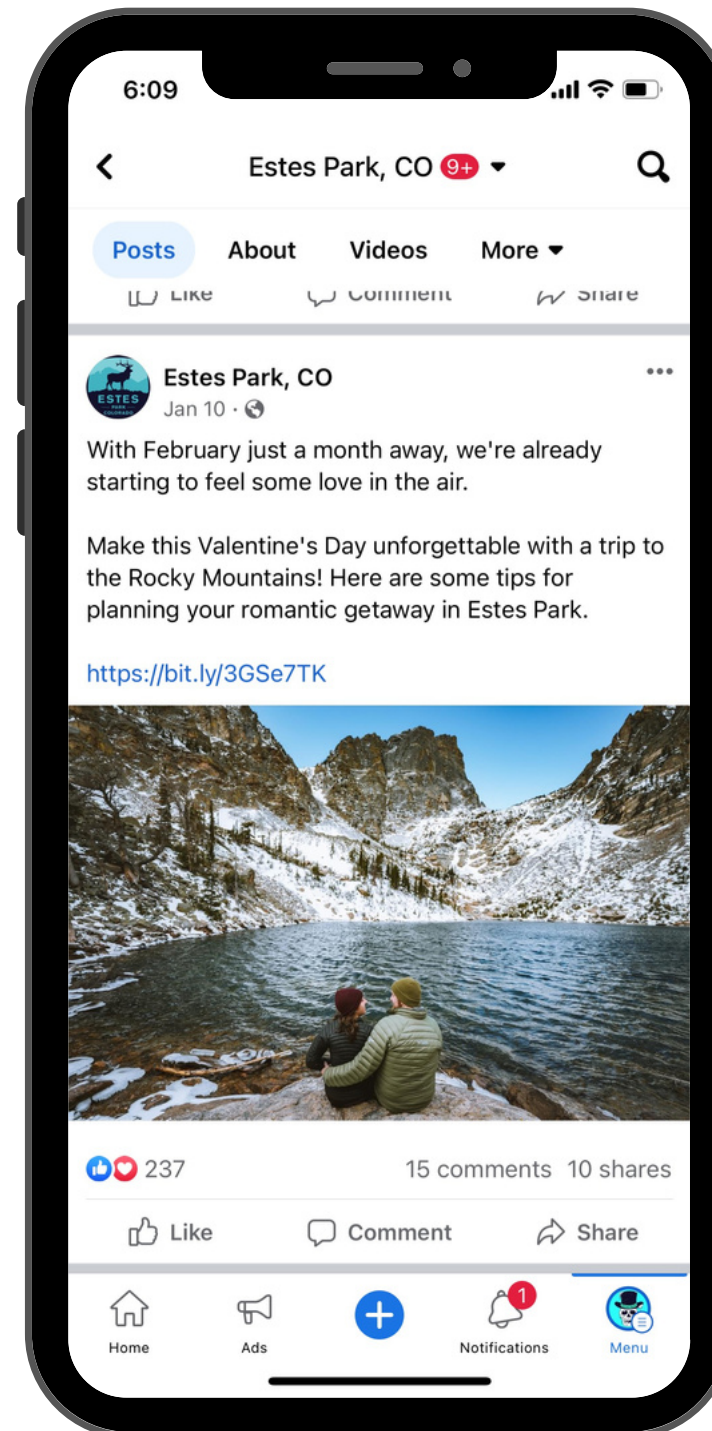




# Social Media Highlights

## Valentine's Day Facebook

**17,521 people reached**  
**554 people engaged**



## Winter Drive TikTok

317K | 1,376 | 10



# Behind the Scenes





# Media Pitch: Snowshoeing



## ESTES PARK BREAKS TRAIL WITH THEMED SNOWSHOEING MONTH FOR ALL OF JANUARY

*January is officially the month of snowshoeing in Estes Park, an ideal destination for this popular winter sport.*

**ESTES PARK, Colo., Jan. 2022** – [Visit Estes Park](#) has officially dubbed January, “Snowshoeing Month,” shining a light on how locals and travelers alike can make the most of one of the hottest winter sports in the country, in the winter wonderland that is Estes Park. From trekking with kids to full-day guided adventures, there’s a snowshoe journey that fits all types of outdoor enthusiasts, all season long.

Below, discover some of the highlights for snowshoeing in Estes Park:

### Guided Adventures

#### [Guided Snowshoe Hikes with Kirks Mountain Adventures](#)

Kirks makes adventuring in snow a seamless process. Guests only need to bundle up in warm clothing, strap on some snowshoes (no need to worry if you don’t own them, they provide them) and have a desire to explore the outdoors. Rocky Mountain National Park has great snowshoeing December through March, and Kirks makes it easy to find trails that fit both skill level and scenic desires.

#### [Half-Day and Full-Day Snowshoe Adventures with Kent Mountain Adventure Center](#)

With the help and expertise of a KMAC guide, you’ll learn secrets of the technical craft of snowshoeing as well as their knowledge of Rocky Mountain National Park’s ecology and history. KMAC aims for these adventures to take about 4-hours and make a perfect introduction to the sport. Like many of their programs, their goal is to educate guests so that they can enjoy a lifetime of adventures, with or without us.

#### [Snowshoe Tours \(Gear Included\) - Yellow Wood Guiding](#)

Guests can opt for a 3.5 hour Snowshoeing Safari or a much longer 6 hour tour. The guides take care of everything and make sure the trip fits the appropriate skill level and takes guests to unique places you never thought you’d see. This kind of trip is great for first time snowshoers.



# Media Coverage

## Reader's Digest

A Trusted Friend in a Complicated World

RD.COM → Travel → Vacations → Destinations

### The 14 Most Underrated U.S. Travel Destinations to Visit Now

#### Estes Park, Colorado

Have your heart set on Vail or Aspen? You'll get plenty of adventure and mountain-town vibes at Estes Park, Colorado—without fighting the crowds or burning a hole in your wallet. The base camp to Rocky Mountain National Park (RMNP), this laid-back town is surrounded by majestic mountains and abundant wildlife, and it's the perfect jumping-off spot for exploring the [national park](#). In fall, see the golden aspens; in winter, go cross-country skiing; and in spring, try fly-fishing, mountain biking and hiking.

**Don't miss:** Take a tour with [Wildside 4x4](#), which offers on-road and off-road options and great wildlife photo opportunities in RMNP. It's a unique way to see the park in any season (yes, even in the winter with snow), and there are opportunities to get out of your vehicle to see waterfalls and wilderness up close.

**Where to stay:** With more than 860 acres bordered on three sides by RMNP, the [YMCA of the Rockies](#) offers expansive views, miles of trails and a variety of family-friendly activities. It's basically camp for families! The family cabins are especially popular for multigenerational getaways, and a multifamily vacation here can actually cost less than staying home.



# Media Coverage

**yahoo!finance**

**Find Your Favorite Budget-Friendly Weekend Getaway in Every State**

## 6. Colorado: Estes Park



Estes Park sign

The basecamp for awe-inspiring adventures in Rocky Mountain National Park, Estes Park is nestled at the east entrance of this behemoth 265,000-acre national park. With 355 miles of hiking trails, this trendy town is surrounded by pristine wilderness with an abundance of restaurants, spas, golf courses, shops, and entertainment venues.

Walk through Riverwalk in the downtown area, where you'll find a slew of shops, restaurants, and bars, then head over for a tour of The Stanley Hotel, the inspiration behind Stephen King's best-selling novel *The Shining*.

**trip**savvy

## 12 Best Small Towns in Colorado

By [BRITTANY ANAS](#) | Updated on 01/17/23

There's no wrong time to visit [Estes Park](#), a mountain town at the entrance of [Rocky Mountain National Park](#). But autumn is probably the most spectacular time of year to make the trek—and not just because of the fall foliage. October (known as Elktober) is mating season for elk, meaning that you can spot these majestic creatures meandering around town and hear them bugling. Plus, a ghost tour at [The Stanley Hotel](#) (the lodge that inspired Stephen King to write “The Shining”) feels just right leading up to Halloween. If you're traveling with kids, Estes Park has dueling taffy and souvenir stores, including the [Ore Cart Rock Shop](#), which is stocked with geodes and meteorites. Or, head to the alpine [Mustang Mountain Coaster](#), its 2,000 feet of track treating the whole family to tame thrills and awesome mountain views.



# Media Visits

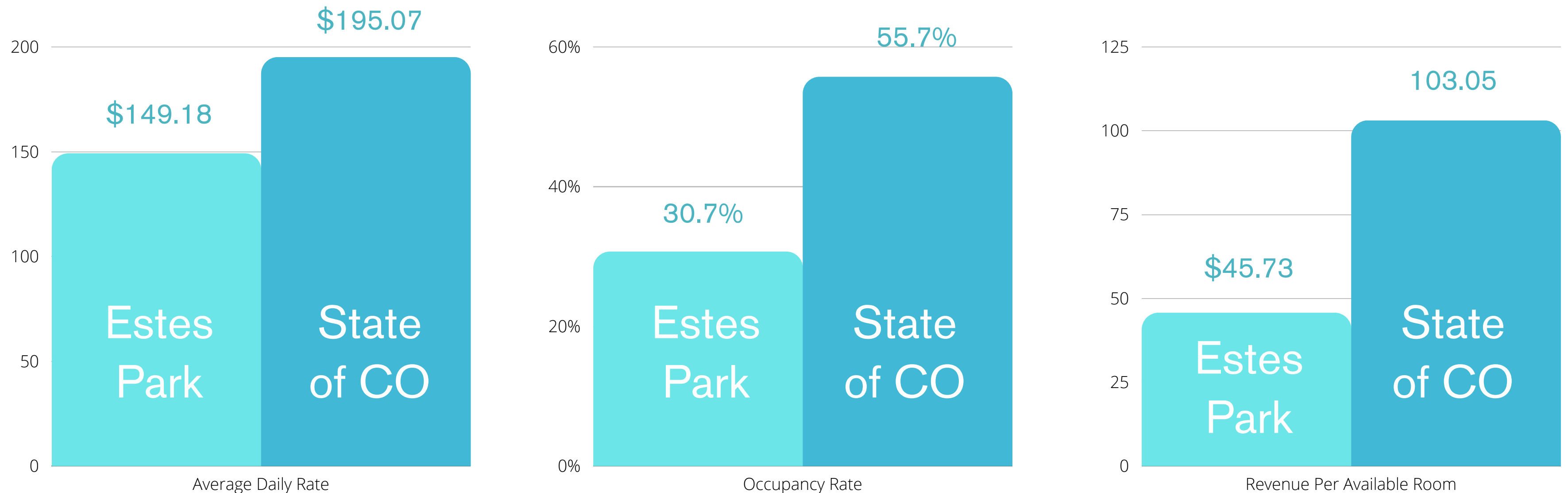
- Graham McKenzie (UK)- freelancer contributing to TravelMole, and Silver Travel Advisor. Will cover Colorado's winter offerings beyond ski.
- Simon Berninger (Germany) - German Radio host from Public Radio Bayern 2 and Podcast radioReisen.





# Rocky Mountain Lodging Report

## December 2022



**Reminder: Very LOW reporting rate for Estes Park**



The image is a vertical composition. The top half shows a clear night sky with a dense field of stars and the faint, glowing band of the Milky Way galaxy stretching across the upper right. The bottom half shows a landscape under a similar starry sky. In the foreground, there is a dark, silty or sandy area. Behind it, a dense forest of evergreen trees covers the lower slopes of a mountain. A prominent, light-colored rock face is visible in the center of the mountain, featuring a large, carved or naturally formed face with a wide, smiling mouth. The sky above the mountain is filled with stars, and the Milky Way is visible in the upper right portion of the lower image.

# Mike Zumbaugh

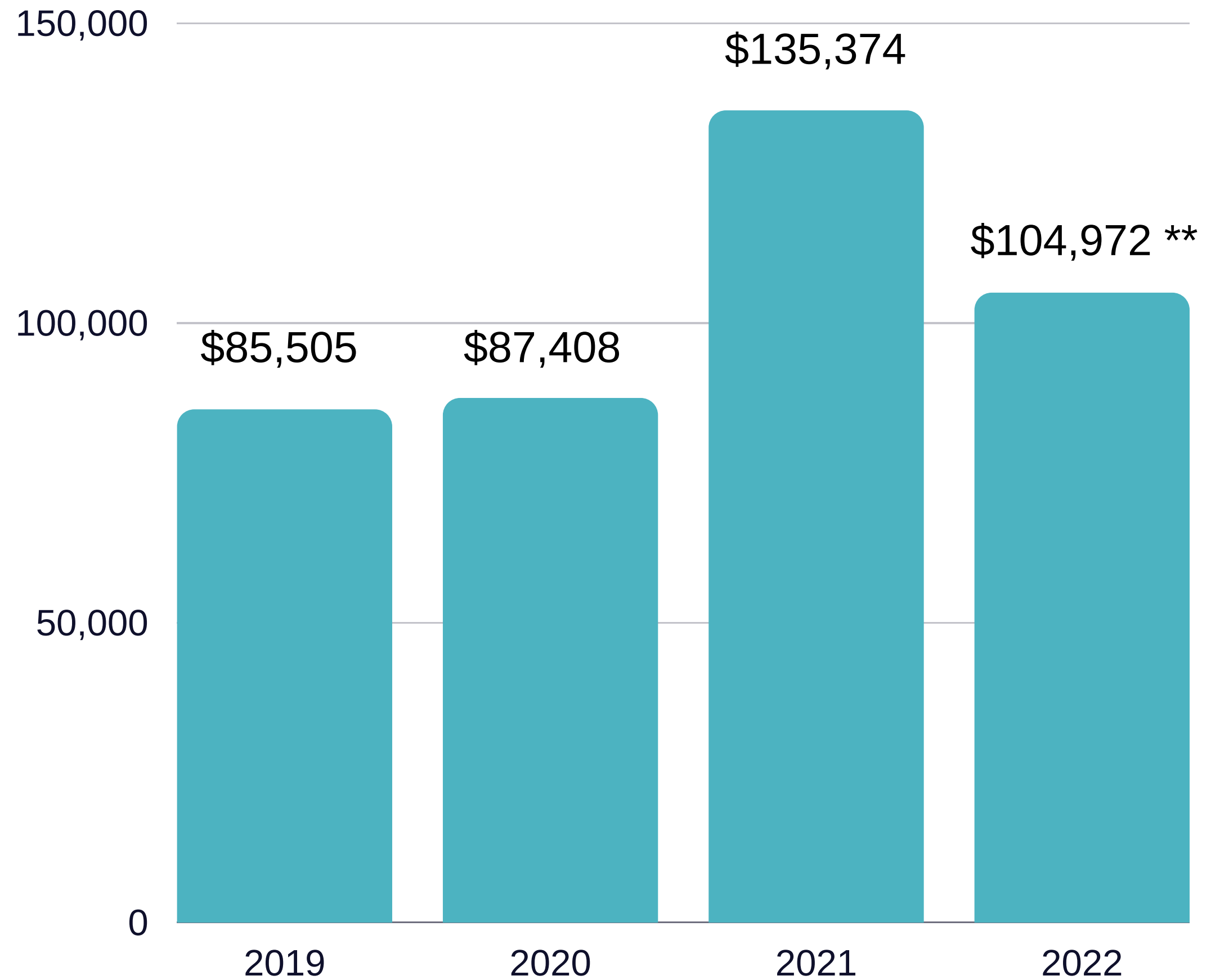


# NOVEMBER

## Lodging Tax Revenues\*

**\*based on actual  
month of stay**

**\*\* one larger & a few smaller entities  
didn't remit their November payment yet**



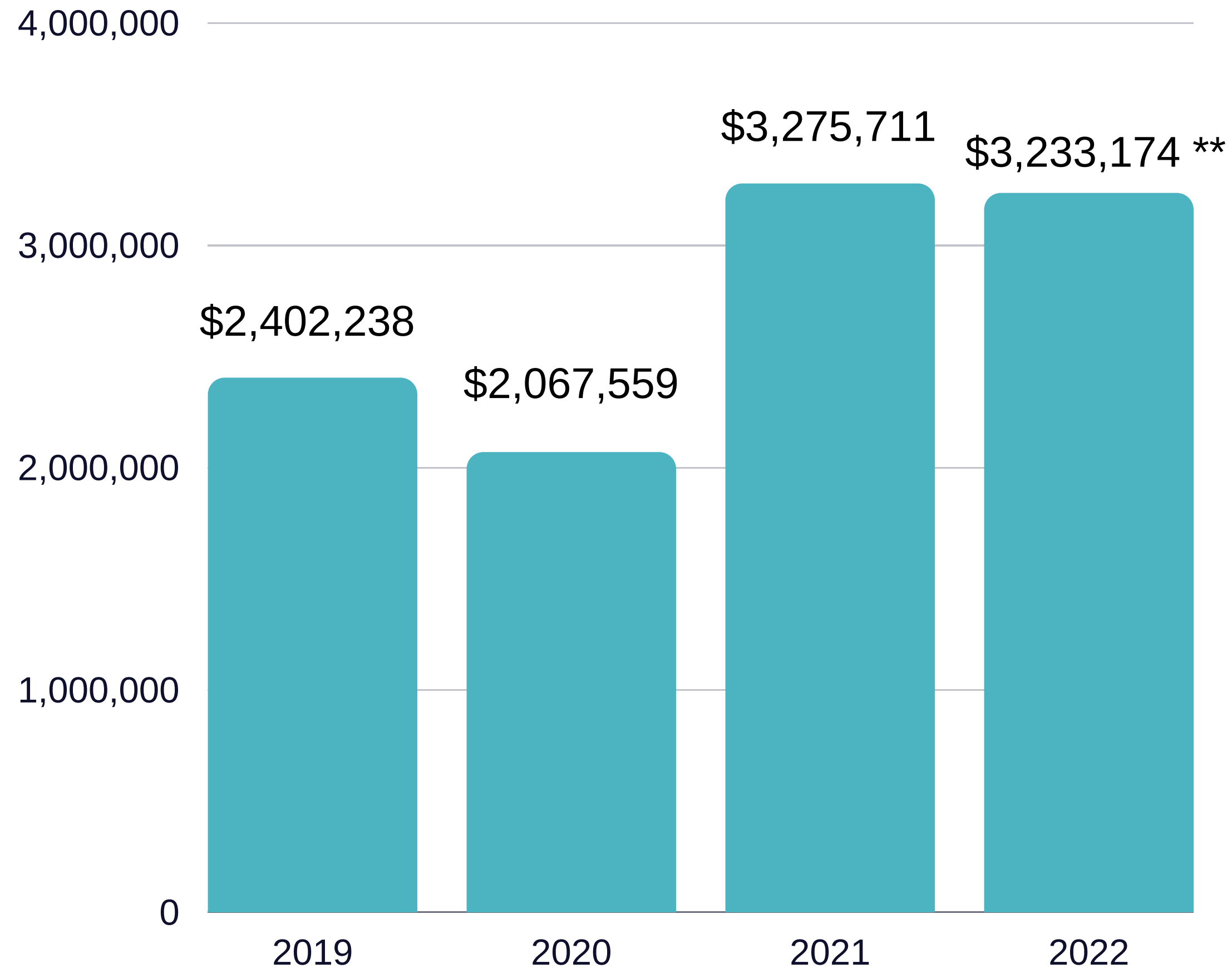


# NOVEMBER YEAR-TO-DATE

## Lodging Tax Revenues\*

**\*based on actual  
month of stay**

**\*\* one larger & a few smaller entities  
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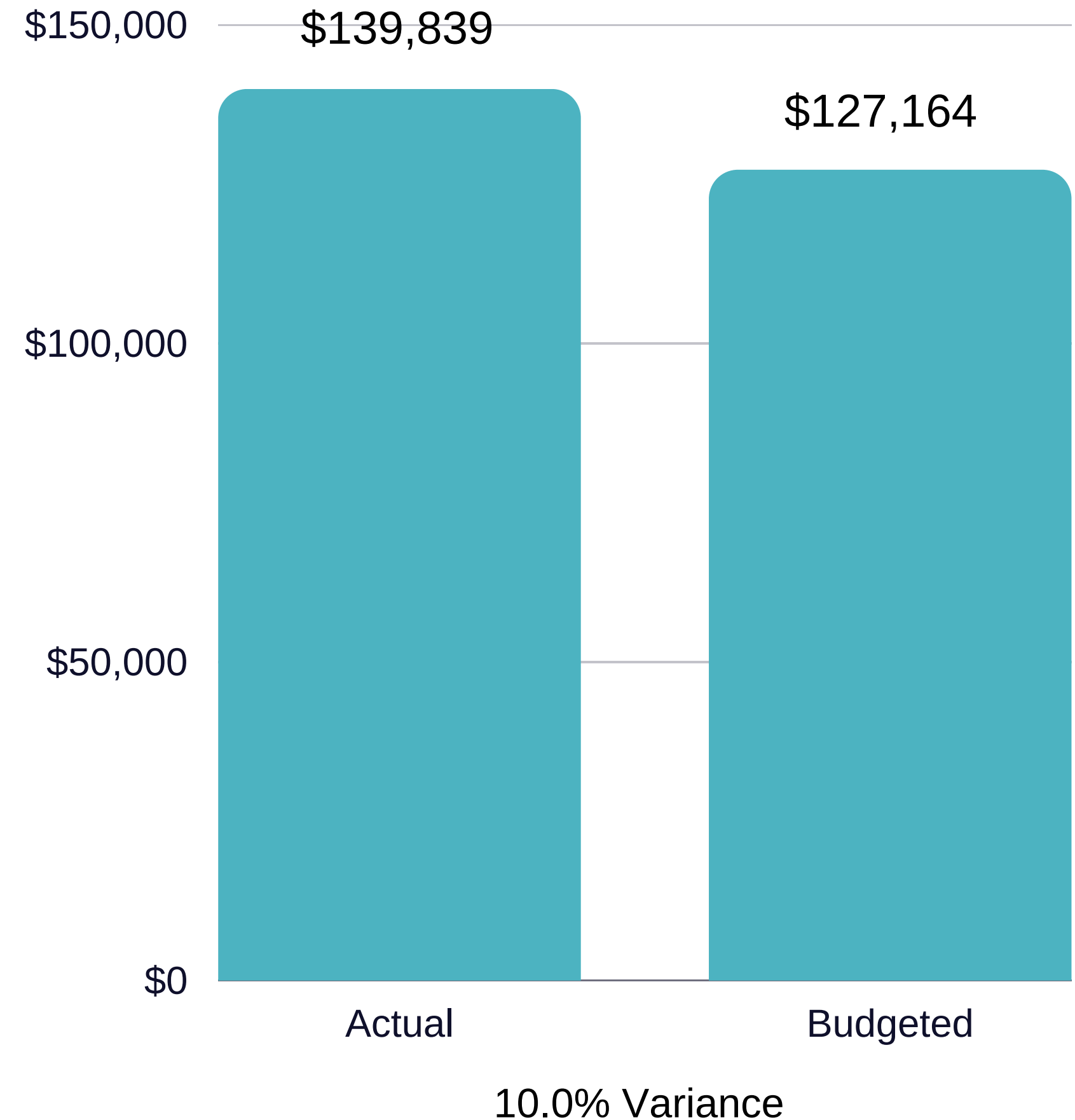




# NOVEMBER

## Lodging Tax Revenues\*

\*based on receipts from the State of Colorado

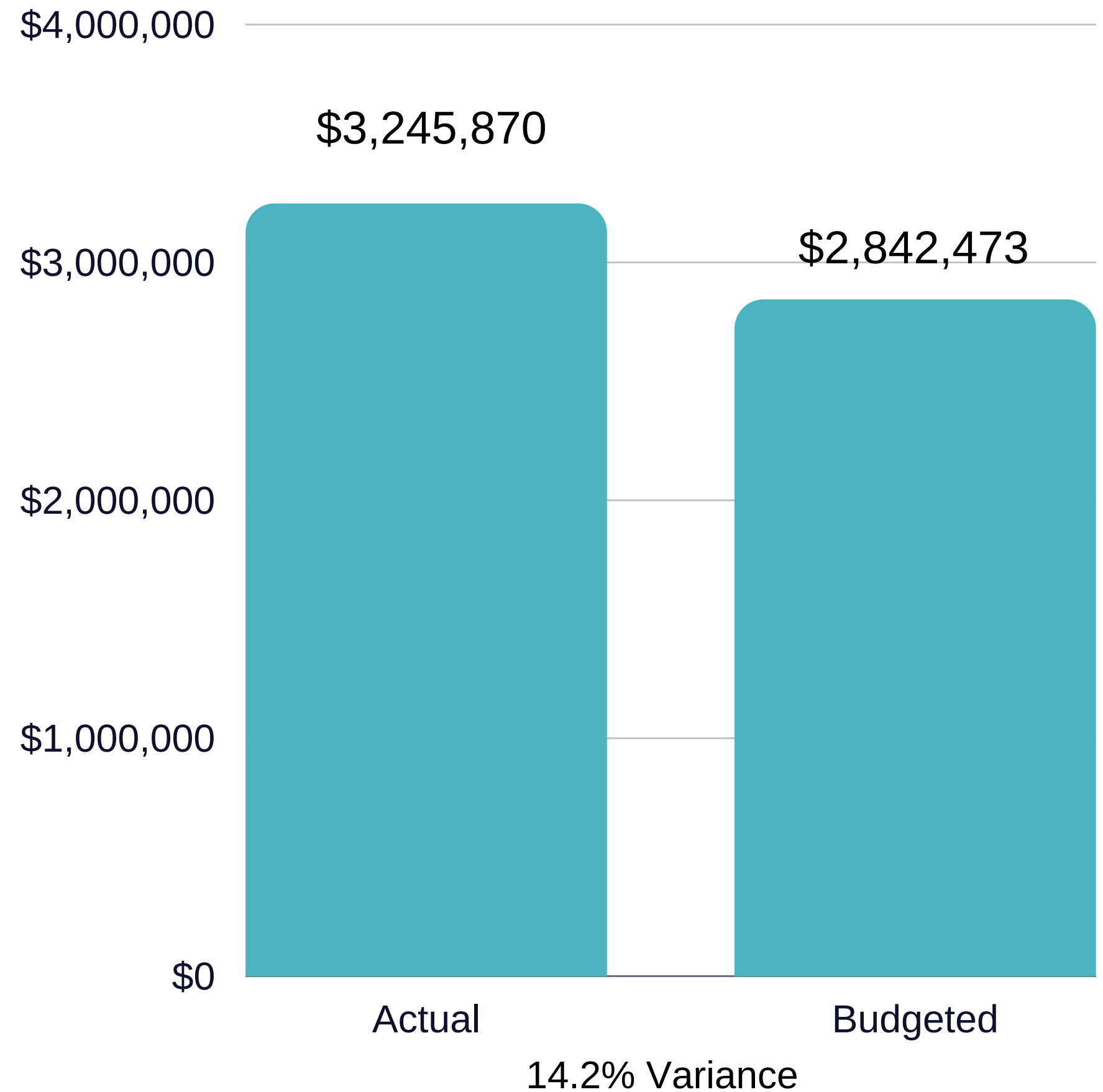




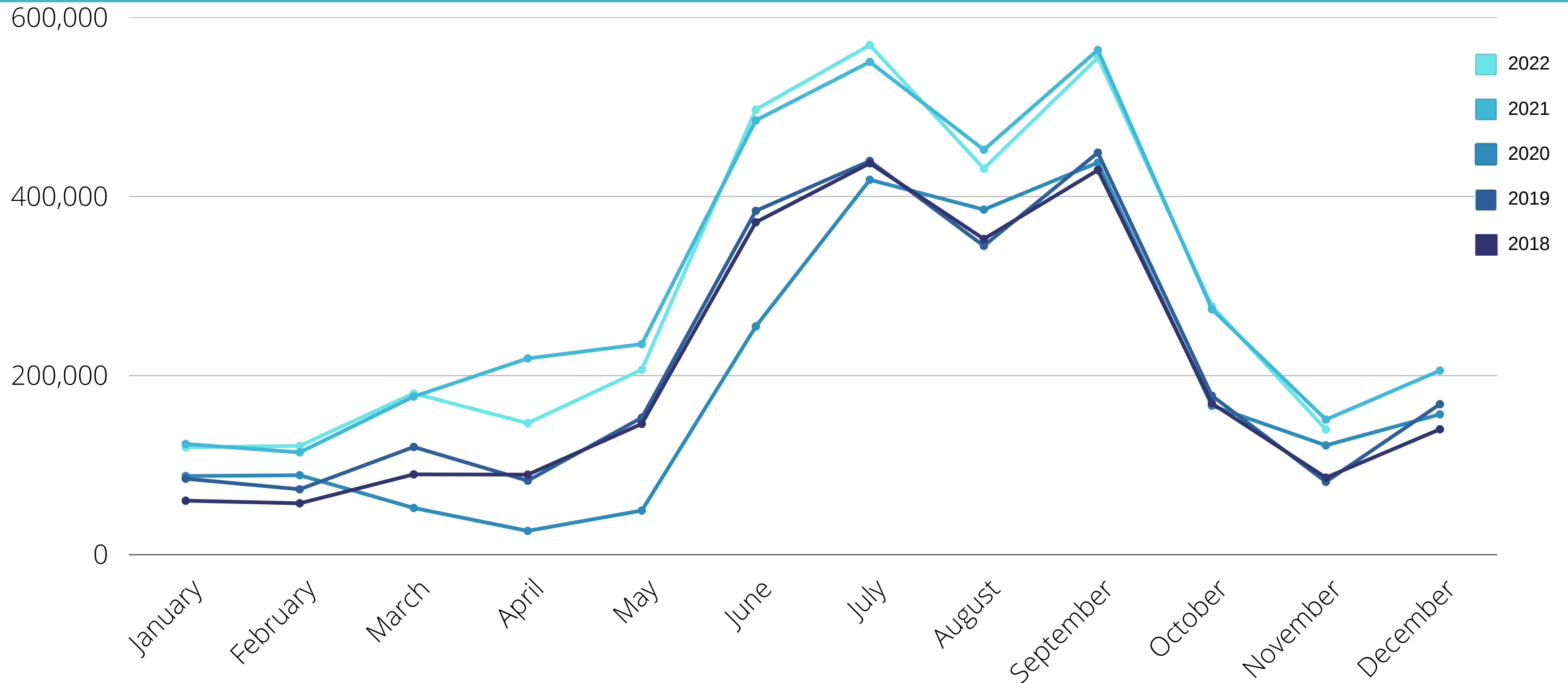
# NOVEMBER YEAR-TO-DATE

## Lodging Tax Revenues\*

\*based on receipts from  
the State of Colorado



# Lodging Tax Revenues





# Call to Action by Board Chair

**Motion to Accept financial  
statements as presented**

## BOARD VOTING ROSTER

**Chair Deborah Gibson**

**Vice Chair Sean Jurgens**

**Treasurer & Town Trustee Scott Webermeier**

**Secretary McShan Walker**

**Director Pat Murphy**

**Director Rich Chiappe**

**Director Jerusha Rice**



# Short Term Rental Update



# 2023 Board Positions

## CURRENT BOARD ROSTER

**Chair Deborah Gibson**

**Vice Chair Sean Jurgens**

**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. Board Meeting: February 23, 2023
4. Adjourn.

## **BOARD VOTING ROSTER**

**Chair Deborah Gibson**

**Vice Chair Sean Jurgens**

**Treasurer & Town Trustee Scott Webermeier**

**Secretary McShan Walker**

**Director Pat Murphy**

**Director Rich Chiappe**

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