



Lodging Tax Extension: Facts & Figures

Challenges with Workforce Housing

- Only 3% of housing in Estes Park is restricted with price caps.
- Homes in Estes Park are increasingly owned by second home owners. This includes short term rentals.
- The housing that does exist is aging and can be prohibitively costly for workers to repair.
- Average age in Estes Park is 61.
- The town completed housing needs assessments in 1990, 1999, 2008 and 2016. The Town was able to build units to exceed demand in 1990 and 1999. In 2008 the Town fell behind due to the economic downturn. In 2016 the "catch up" demand required 1600 units.
 - Since 2016, 64 units have been built and 182 are planned.
 - 190 units are planned for this project, based on available space and utility capacity.

Challenges with Childcare

- There are only 4 licensed infant slots in Estes Park currently.
- Annually, 80-90 children are born into Estes Park.
- In Larimer County there is a 40% shortage in childcare access for families with preschoolers unable to find care.
- 75% of Larimer County families cannot find infant care.
- Young people in Estes Park (Youth in Action survey 2019) don't have the expectation of being able to stay here, get a good job, and raise a family.
- Young people planning to begin a family find no early care options and decide to move down into the valley to start their family.
- Birth numbers in Estes Park are reflective of parents choosing to give birth outside of Estes Park to access a preferred birthing experience. Our community is lacking in choice around women's healthcare options, especially in regard to pregnancy and birth/delivery.
- In Estes Park, all sectors have experienced loss of employees directly due to inability to find early care in our community. This includes the school district, hospital/clinic, Town of Estes Park, retail, and lodging.
- 10% of Colorado residents quit or don't take jobs because of childcare challenges. During the pandemic, this challenge was heightened and families in Larimer County reduced their work by 42% due to lack of childcare.

The Rise and Fall of Colorado Tourism

"The Rocky Mountains were there long before the Colorado Tourism Board, and they'd be there long afterwards. Surely the tourists will keep on coming."

- In 1993, Colorado became the first ever state to eliminate its tourism marketing function, when it cut its \$12 million promotion budget to zero.
- As a result, Colorado's domestic market share plunged 30% within two years, representing a loss of over \$1.4 billion in tourism revenue annually. Over time, the revenue loss increased to well over \$2 billion yearly.
- It took until 2000 for the industry to convince the legislature to reinstate funding.
- Lost market share wasn't regained until 2015.