



TOWN OF  
ESTES PARK  
COLORADO



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

Advisory Members Attending:

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

Voting Members Attending:

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

Visit Estes Park Staff Attending:

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

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

PUBLIC COMMENT:

None.

MEETING QUESTION:

What percent increase should be pursued?

DISCUSSION:

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

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

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

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

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

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

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

ADJOURN: 2:00 p.m.

*Rachel Ward Oppermann*

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Rachel Ward Oppermann,  
Recording Secretary

DATE: 6/8/2022