



# **VISIT ESTES PARK**

**MARCH 16, 2023**

**BOARD MEETING**



# AGENDA

MARCH 16, 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
- Executive Session Pursuant to Section 24-6-402(4)(f) for CEO Performance Review with Laurie Graves
- Report by CEO Kara Franker
- Frozen Dead Guy Days Update
- Visit Estes Park Staff Updates
- Acceptance of Financial Statements
- Discuss VEP email account utilization
- Additional Items & Discussion

# 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**





**Laurie Graves**

**Executive Session Pursuant to Section 24-6-402(4)(f)**





"I move we go into Executive Session for the purpose of discussion of the CEO's performance goals, and not involving: any specific employees who have requested discussion of the matter in open session; any member of this body or elected official; the appointment of any person to fill an office of this body or of an elected official; or personnel policies that do not require the discussion of matters personal to particular employees under C.R.S. Section 24-6-402(2)(f)."



"It's March 16, 2023, and the time is \_\_\_\_\_. For the record, I (Sean Jurgens), am the presiding officer. As required by the Open Meeting Law, this executive session is being electronically recorded.

Also, present at this session are the following persons:

Vice Chair Deborah Gibson

Treasurer & Town Trustee Scott Webermeier

Secretary McShan Walker

Director Pat Murphy

Director Rich Chiappe

Director Jerusha Rice

This is an Executive Session for the purpose of discussing a personnel matter related to the CEO's performance goals, and not involving: any specific employee who has requested discussion of the matter in open session; any member of this body or any elected official; the appointment of any person to fill an office of this body or of an elected official; or personnel policies that do not require the discussion of matters personal to particular employees under C.R.S. Section 24-6-402(2)(f).

I caution each participant to confine all discussion to the stated purpose of the executive session, and that no formal action may occur in the executive session.

If at any point in the Executive Session any participant believes that the discussion is going outside the proper scope of the executive session, please interrupt the discussion and make an objection."



"I hereby attest that this recording reflects the actual contents of the discussion at the executive session and has been made in lieu of any written minutes to satisfy the recording requirements of the Open Meeting Law.

I will send the recording link to the Chief Financial Officer to retain for a 90-day period.

The time is now \_\_\_\_\_, and we now conclude the executive session and return to the open meeting."



"The time is now \_\_\_\_\_, and the executive session has been concluded. The participants in the executive session were:

Chair Sean Jurgens

Vice Chair Deborah Gibson

Treasurer & Town Trustee Scott Webermeier

Secretary McShan Walker

Director Pat Murphy

Director Rich Chiappe

Director Jerusha Rice

For the record, if any person who participated in the executive session believes that any substantial discussion of any matters not included in the motion to go into the executive session occurred during the executive session, or that any improper action occurred during the executive session in violation of the Open Meeting Law, I would ask that you state your concerns for the record.

Seeing none, the next agenda item is ....."



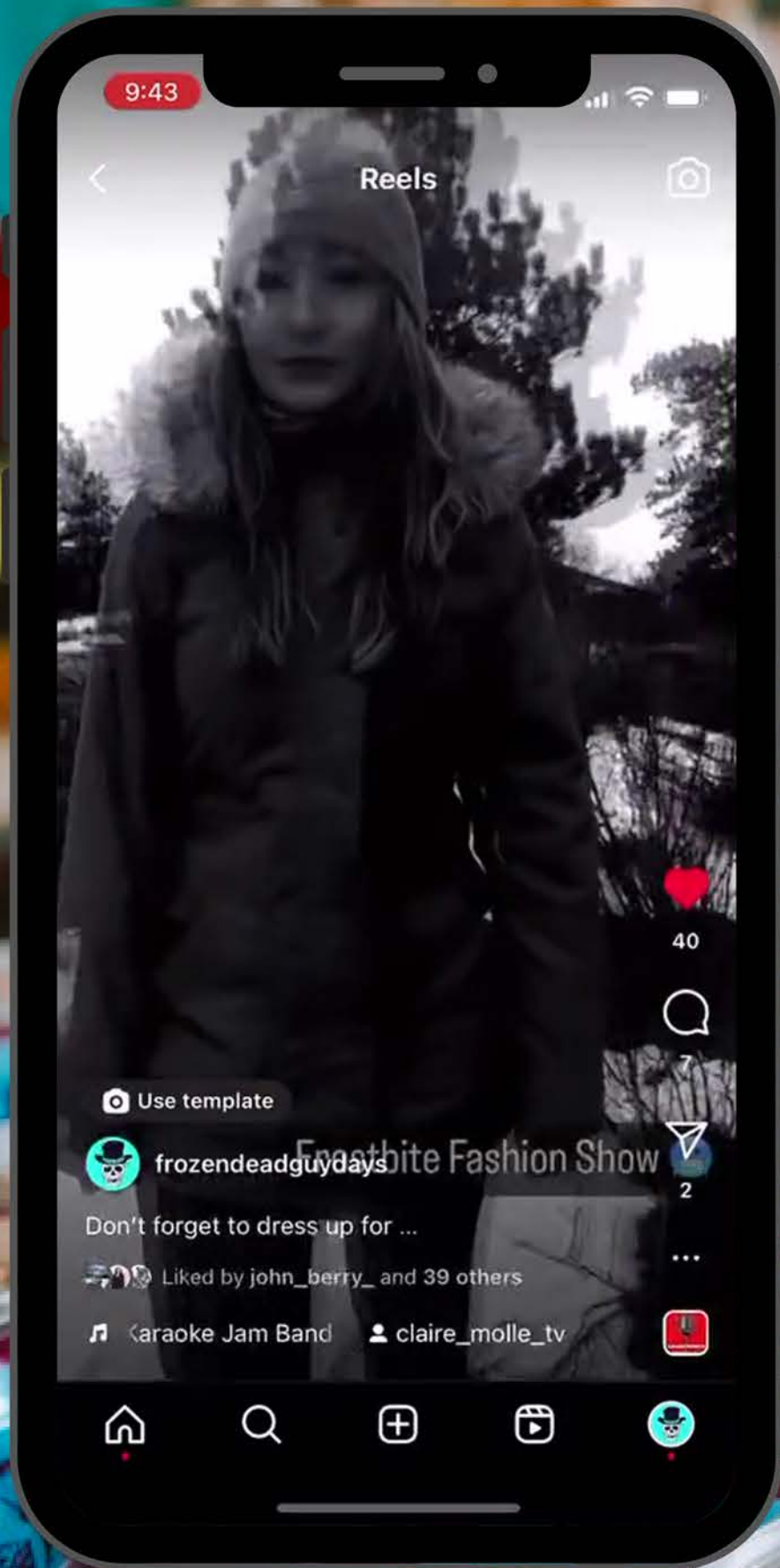
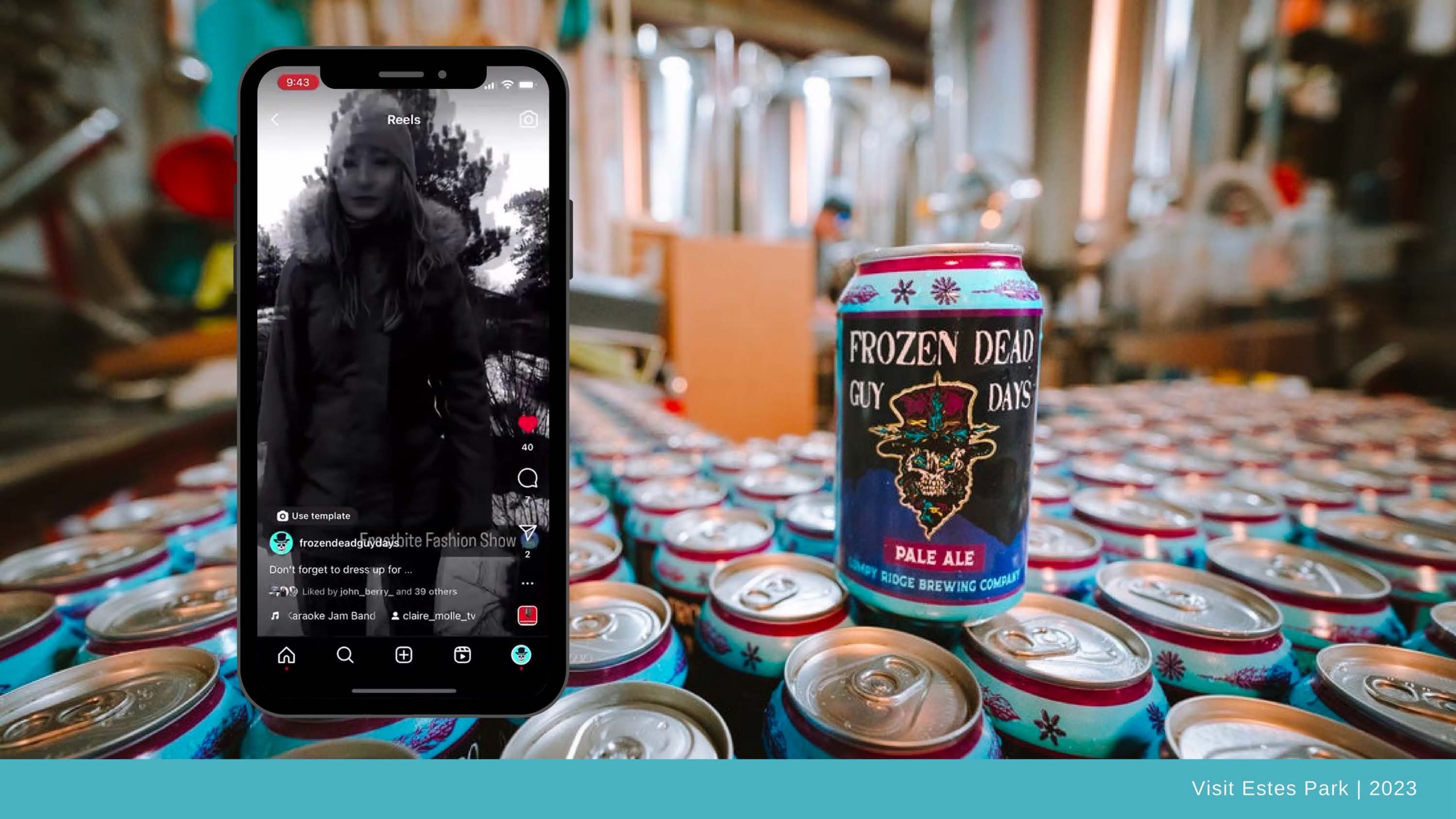


**Kara Franker**



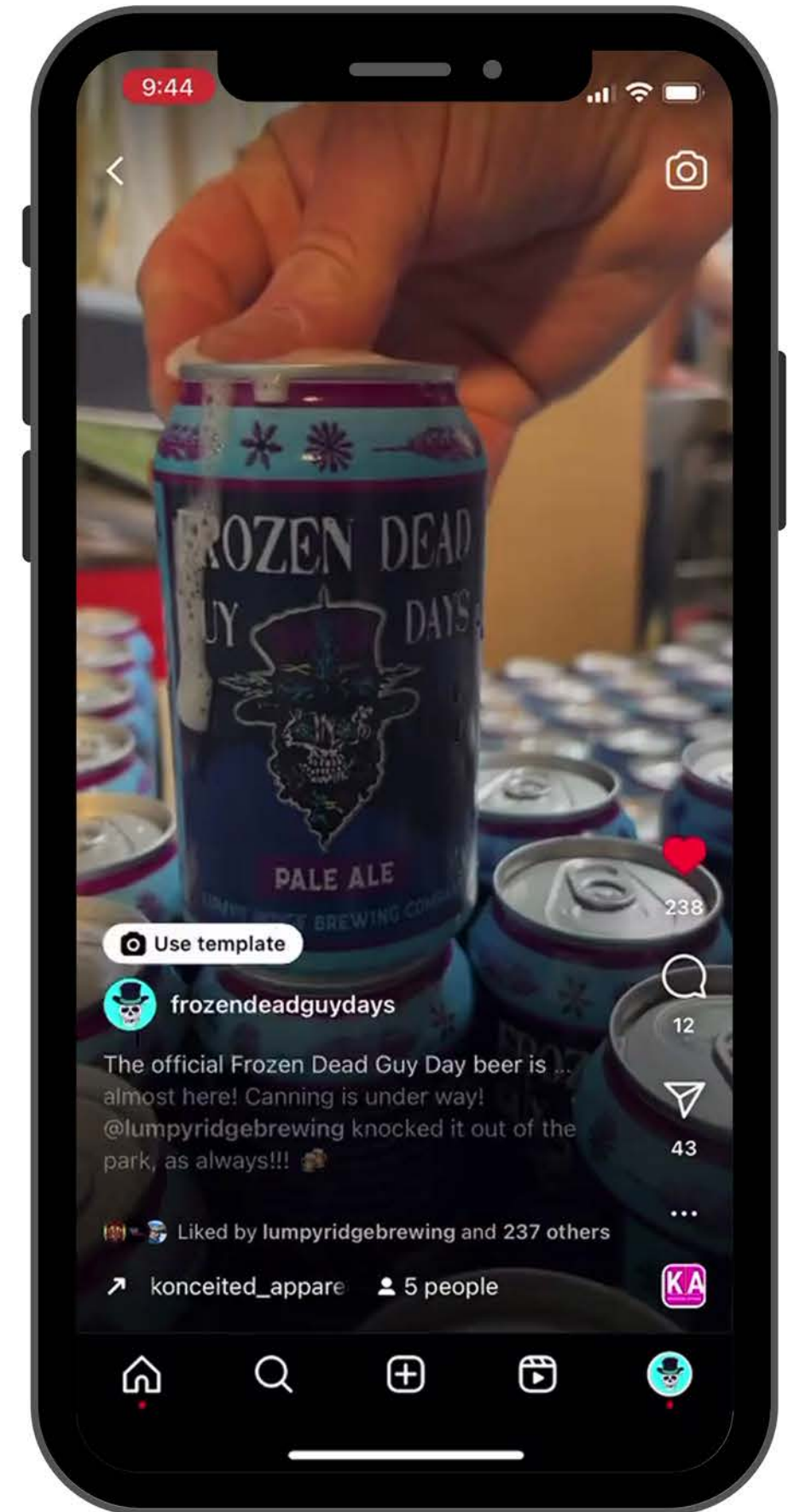








# Frostbite Fashion Show TikTok





# THE WALL STREET JOURNAL.



A-HED

## Rival Colorado Towns Fight Over a Frozen Dead Guy

Tiny Nederland was horrified at first when it learned a resident had cryogenically preserved his deceased grandfather, but now it is grieving the celebrity corpse's possible move to Estes Park

Nederland Mayor Billy Giblin said losing the festival was a disappointment, but losing Grandpa Bredo would be a much bigger blow. He'd like to convince Mr. Bauge to reconsider, but said the town has no money to offer.



# FROZEN DEAD GUY DAYS

March 17-19



## FRIDAY MARCH 17

**The Royal Blue Ball** | The Stanley Hotel | 7-11pm

**Icebreaker Kickoff** | Bond Park | 4-7pm

**Games and drinks** | The Barrel | all day

**Irish Wake** | Cousin Pat's Pub & Grill | 7-11pm

**One Foot in the Grave** | Lonigans Nightclub & Grill, An Irish Pub. | 5:30-11pm.

**St. Patty's Day Beer Mile(ish)** | Lumpy Ridge Brewing Co & Avant Garde Aleworks | 4pm

**Haunted Tours, Psychic Readings, Night of the Living Dead & More** | Historic Park Theater

## SATURDAY MARCH 18

**Frozen Dead Guy Days** The Estes Park Events Complex 12-9:30

*Ice Stage Music:*

Living Room Band 12-1pm

Flash Mountain Flood 1:30-2:30pm

Cycles 3-4:15pm

A-Mac & The Height 4:45-6pm

Magic Beans 6:30-7:45pm

Break Science 8:15-9:30pm

*Fire Stage Music:*

Banshee Tree 12:30-1:45pm

Shakedown Street 2:15-3:30pm

Toubab Krewe 4-5:15pm

Bill & Jilian Nershi w/ Jason Hann 5:45-7:15pm

Kyle Hollingsworth Band 7:45-9:15pm

*Outdoor Stage Music:*

The Pamlico Sound 12:15-1:30pm

Brothers of Brass 3-4pm

Tejon Street Corner Thieves 5:15-6:15pm

The Drunken Hearts 6:45-8pm

Tenth Mountain Division, 8:30-9:30pm

*Games*

Brain Freeze Ice Cream Eating Contest

Newly Dead Game

Frozen T-shirt Contest

Frostbite Fashion Show

Frozen Dead Head Bowling

Coffin Races

**Thick n' Thawed Brrrrrlesque Show** | Lonigans Nightclub & Grill, An Irish Pub | 8pm

**Live music by Elektrik Flannel** | Cousin Pat's Pub & Grill

**Haunted Tours, Psychic Readings, Night of the Living Dead & More** | Historic Park Theater

## SUNDAY MARCH 19

**Bands & Bloodys Brunch** times vary

Brunch & Co. – The Pearl Street Stompers

Lumpy Ridge Brewing – The Abear Brothers

Bird & Jim – Cory Simmons

The Barrel – Sasha Stone Band

The Post – Eric Holberg & Cole Rudy from Dragondeer

Avant Garde Aleworks – Stephen Castle

The Bull Pln – Good Time Johnny

The Dunraven – Morrigan & Ryan Flick

Latitude 105 Alehouse – Peak2Peak

Cousin Pat's Pub & Grill – Really Most Sincerely Dead Band

**Polar Plunge** | Coffee on the Rocks | 12-3pm

**Frosty Balls! Drag Queen Bingo** | Lonigans Nightclub & Grill, An Irish Pub | 12-2pm

**The Complete Meltdown** | The American Legion Post 119 | 12-5pm

**Haunted Tours, Psychic Readings, Night of the Living Dead & More** | Historic Park Theater

### ULTIMATE GUIDE to Frozen Dead Guy Days







The party doesn't end on Saturday! Don't miss out on the chance to recover Frozen Dead Guy Days style. From brewery/food truck combos to sit down spots, there is something for every taste bud. Plus, everywhere you go, there'll be live tunes and funky beats to please the ears and keep the frosty vibes going strong.

### BRUNCH & CO THE PEARL STREET STOMPERS



Located on the Stanley Hotel grounds, Brunch & Co is the perfect combination of elegant and homey.

### BIRD & JIM CORY SIMMONS



Modern mountain dining from an ingredient driven kitchen. Music in the lounge from 11:30 am - 1:30 pm.

### THE POST ERIC HOLBORG & COLE RUDY FROM DRAGONDEER ACOUSTIC



### LUMPY RIDGE BREWING CO THE ABEAR BROTHERS



This once will be pur FDGD witi

### TH SAS



The party at the Bar EP Bross pool tourn

### AV A ST



### THE BULL PIN GOOD TIME JOHNNY



The games aren't over yet! Head to the Bull Pin for bowling, brunching and psychedelic funk from 9:30-11:30 a.m.

### LA'TITUDE 105 ALEHOUSE PEAK2PEAK



Located at the Ridgeline Hotel, this is a great spot to refuel and bid farewell to Frozen Dead Guy Days.

### THE DUNRAVEN MORRIGAN & RYAN FLICK



Located at the Estes Park Resort, soak up a stunning view of Lake Estes. Brunch will be served from 10:30am-3pm.

### COUSIN PAT'S PUB & GRILL REALLY MOST SINCERELY DEAD BAND



Close out the weekend at Cousin Pat's with this locally loved band and shoot some pool while you're at it.

Still haven't secured tickets to Frozen Dead Guy Days? Don't be dead last, tickets are selling FAST!

[Buy Tickets](#)



Frozen Dead Guys is just over one week away! The kick off festivities start on Friday, so let's crack the first cans of the official Frozen Dead Guy Days beer, toast Grandpa Bredo and get warmed up for an epic weekend in Estes Park! The Icebreaker Kickoff is FREE and is just the BEGINNING of what's in store on Friday. You can't go wrong when choosing between the Royal Blue Ball, an Irish Wake for Grandpa Bredo, psychic readings, a St. Patty's Day Beer Mile and more for your Friday night itinerary.

[More Friday Happenings](#)



Still need a place to call home for the weekend? Whether you're coming with a big group or cruising in as a party of one, we've got you covered. But hurry, rooms are filling up fast! And if you haven't bought your tickets yet, be sure to get them while you can!

[Book Your Stay Now](#)

[Buy Tickets to Frozen Dead Guy Days](#)



That's right, we're just TWO weeks away from Frozen Dead Guy Days, and we can hardly contain our excitement! To make this year's festival even more memorable, we've added some NEW events to the lineup. After all, we want to make sure that everyone has the time of their lives at this one-of-a-kind celebration.

This is the last week Saturday prices will be \$39 so you know what that means... time to snag your tickets!

[Buy Tickets](#)



Participants will go head-to-head to see who can eat the most frozen treats in the shortest amount of time. If you've got a sweet tooth and a competitive streak, this is the event for you!



This is your chance to see some of the most unique and interesting hearses around from vintage models to custom designs.



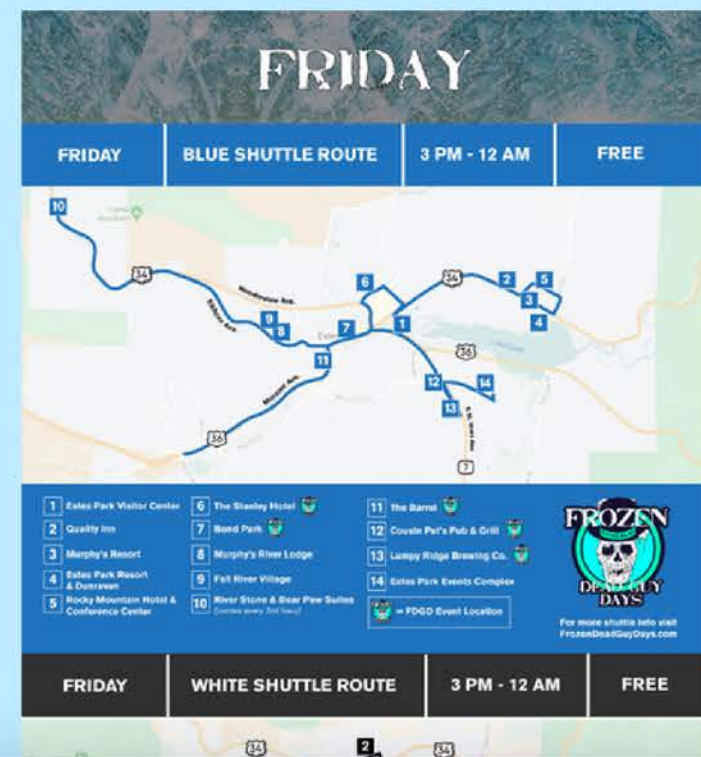
Participants will be given a frozen t-shirt to see who can thaw and put it on the quickest. It's a race against the clock.

Of course, we're still featuring all of the fan favorites that you've come to know and love, including the coffin races, polar plunge, frostbite fashion show, and the Royal Blue Ball.

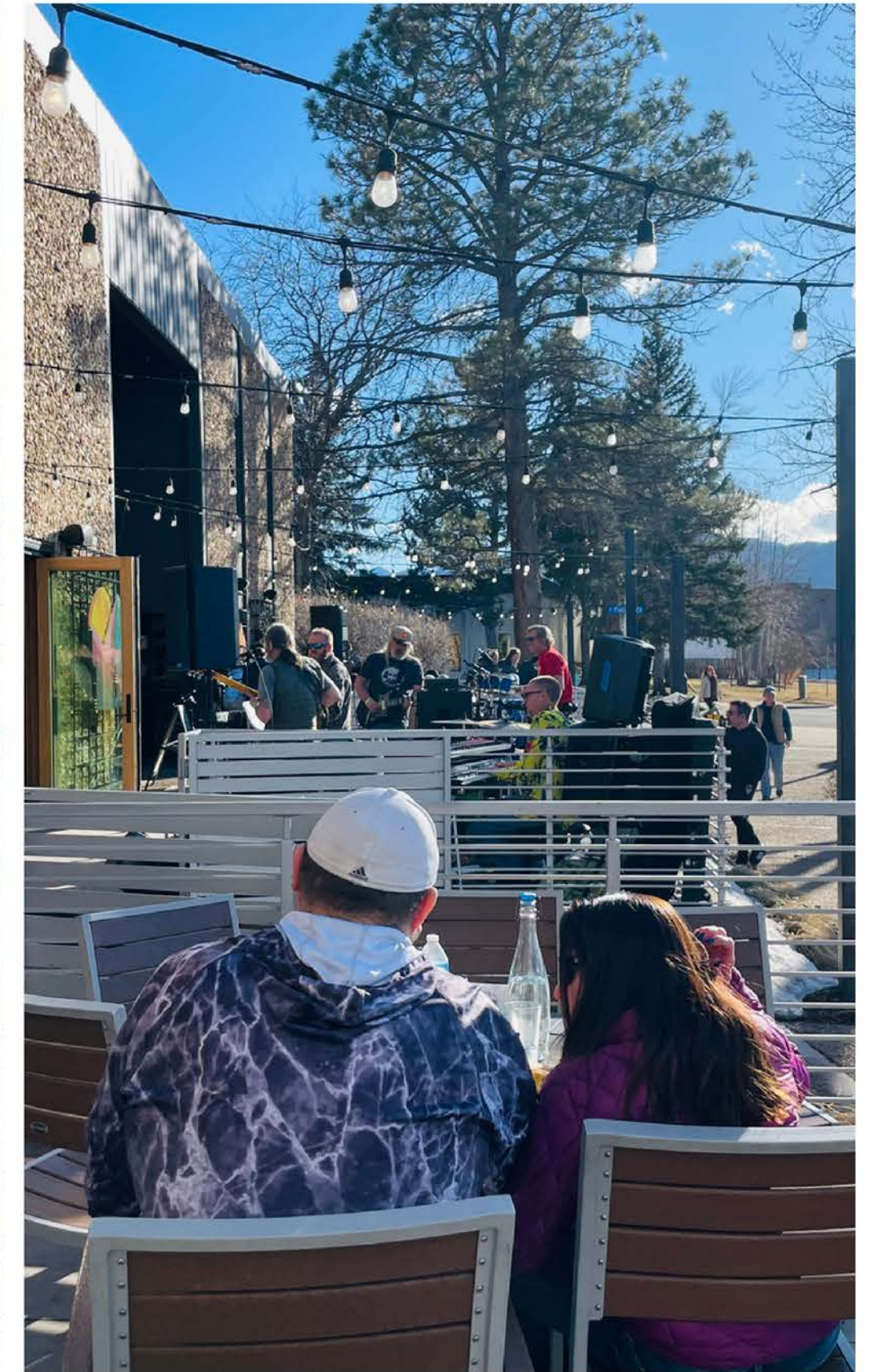


No need to stress about getting around during Frozen Dead Guy Days, FREE shuttles will take you around town Friday, Saturday AND Sunday. You can plan ahead for parking, too. See below for all the details.

[Shuttle Maps](#)









# Media Coverage







# Plan Your Trip

## BookDirect Widget

### Top Packages Receiving Referrals to Lodger Websites

Amount of Referrals to Stakeholder Websites

**2,242**

Estes Lake Lodge  
Blue Door Inn  
YMCA of the Rockies  
The Rustic Acre  
Colorado Cottages  
Quality Inn  
The Ridgeline Hotel  
Fall River Village Resort  
Mountain Village at Lake Estes  
Valhalla Resort

Amount of Lodging Searches on FDGD.com:

**7,259**







# Merch Sneak Peak





**Rebecca D. Gelsinger**





# Connecting with Partners

- Town of Estes Park Events Meeting
- Community Picnic Meeting with MacGregor Ranch and Chamber
- Data & Dashboard Discussion with RRC
- EPNRC Board Meeting
- Town Board Study Sessions & Meetings
- Chamber Board Meeting
- Chamber Golf Committee Meeting
- Partner Relations Visit with CTO
- EVSTRA Updates
- Business After Hours at Bristlecone Inn
- Coffee Connections at the Community Hearing Center
- Estes Next at Snow Peaks Winery
- Peak to Peak Stitching Ribbon Cutting
- Estes Park Wedding Association All-Members Meeting
- Board of County Commission & Planning Commission Work Session
- Chamber Women of Impact





# Community Support

## **Extend the Season:**

A task force of about 13 people met and had a brainstorming session on how we can build up November - April. We've built such a great platform with Frozen Dead Guy Days that we hope to carry this over into extending the season initiatives.

## **Restoration Ranch & Valor Vacations:**

Solitude Cabins will be hosting an event on April 19, Estes Park Colorado First Stop For First Responders is what they are thinking about calling it. This will be an opportunity for the community, specifically lodgers to learn more about this program and how they can be involved. More details to come on this as we get them from Solitude Cabins.

Restoration Ranch  
COLORADO





# Duck Race

## Estes Park Rotary Duck Race

Rachel attended Kickoff Night to present to participating organizations on the publicity work that Visit Estes Park staff does for the race to support their fundraising efforts.

- 10-12 community press releases announcing operational updates and to encourage participation
- 1-2 visitor press releases raising awareness for the race
- Event listings on major Front Range news sites
- One Facebook post for each participating organization on the Duck Race page
- News and announcement posts on the Duck Race Facebook page
- Inclusion in VEP owned media





# Beyond Winter

As part of our Beyond program, we collected romance-themed special offers for February to pair with Valentine's Day and the Wine & Chocolate Festival. We also did a big push for Frozen Dead Guy Day offers, focusing heavily on lodging packages.

- Total offers active in February: 170
- Total click-thrus in February: 3,077
- Top Performing Specials:
  - Kep Expeditions, "Dead Guy" Tour - 256
  - Joe Pyle Photography, \$100 Off an Adventure Session in RMNP - 125
  - Rams Horn Village, Colorado Residents Save 12% Any Day, Any Stay - 116
  - The Ridgeline, 2 Night Frozen Dead Guy Days Package - 93
  - YMCA, \$89 Lodging Festival Special - 79





# Tradeshows

## MIC Educational Conference & Trade Show – March 2-3

- 1: Colleen and Karen at the MIC booth
- 2: Colleen with Morgan and Angie from the YMCA, Wendy from The Ridgeline and Karen from the Events Complex

## Upcoming industry events that Colleen will be attending:

- Destinations International Sales & Services Summit – March 9
- Simpleview Summit – April 24-26
- Destination West – May 11-13

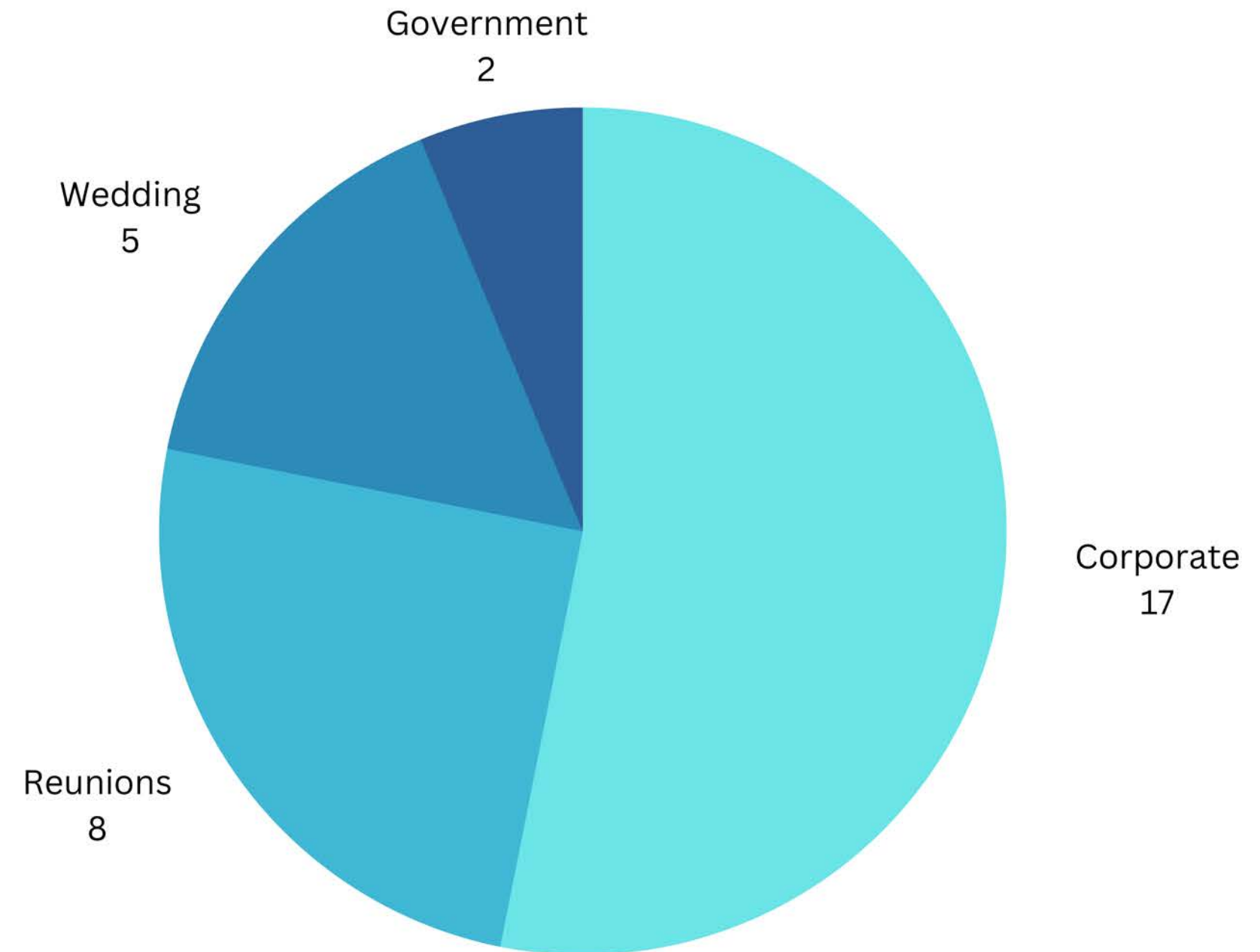




# Group Sales: February 2023 Leads

32 leads were received in February equating to 4,360 requested room nights with an estimated economic value of

**\$680,200**

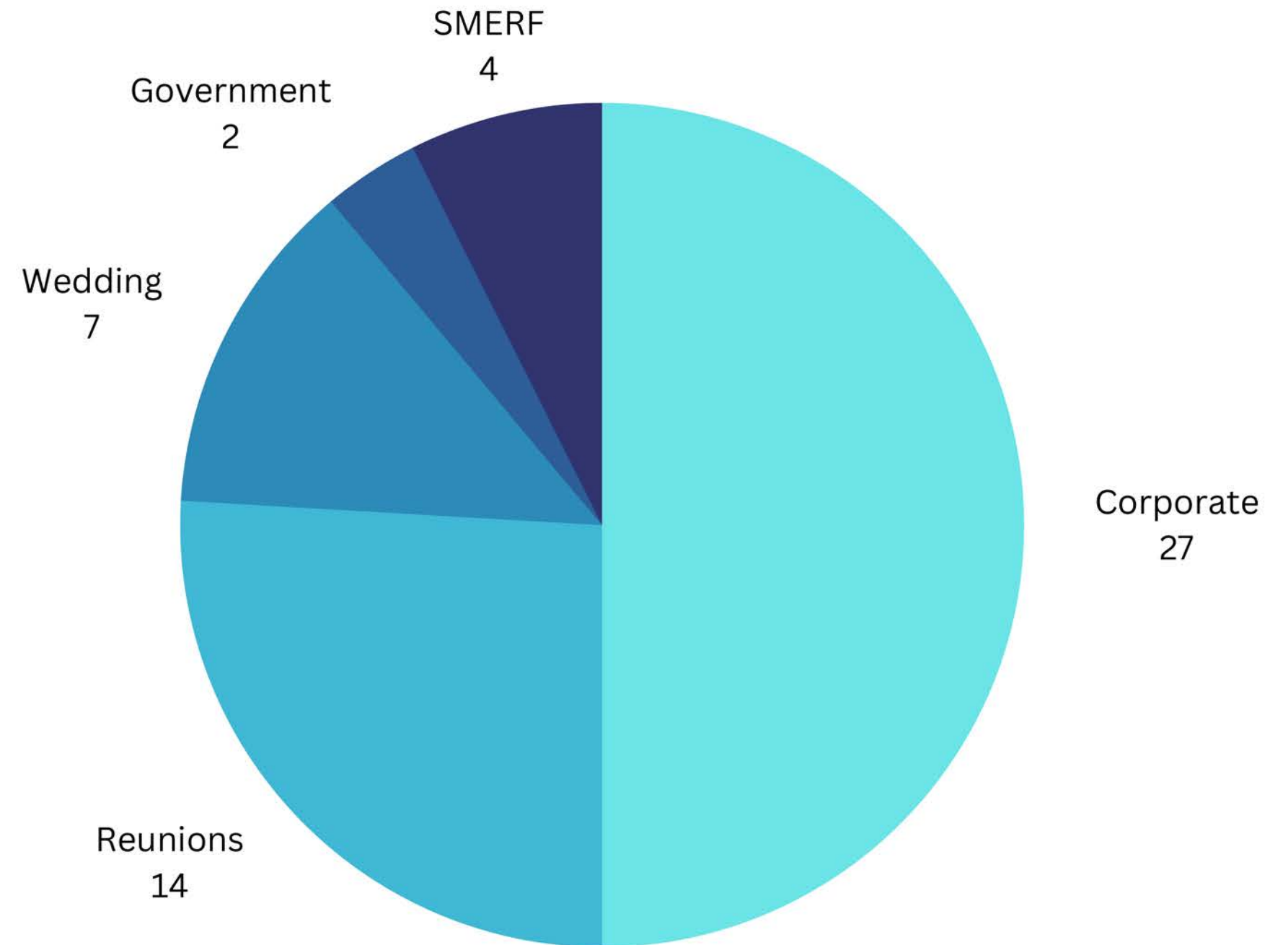




# Group Sales: YTD Leads

54 leads were received January-February equating to 9,752 requested room nights with an estimated economic value of

**\$1,642,440**







# Heidi Barfels





# CAMPAIGN METRICS

Measurement Window: October 1, 2022 – December 31, 2022

**\$319K**

total messaged visitor spend



**\$55K**

investment



**\$6:1**

ROAS

**226K**

unique individuals reached



**1.4K**

total visitors



**0.6%**

messaged traveler rate

**3.7K**

total transactions



**2.6**

average purchases  
per visitor



**\$226**

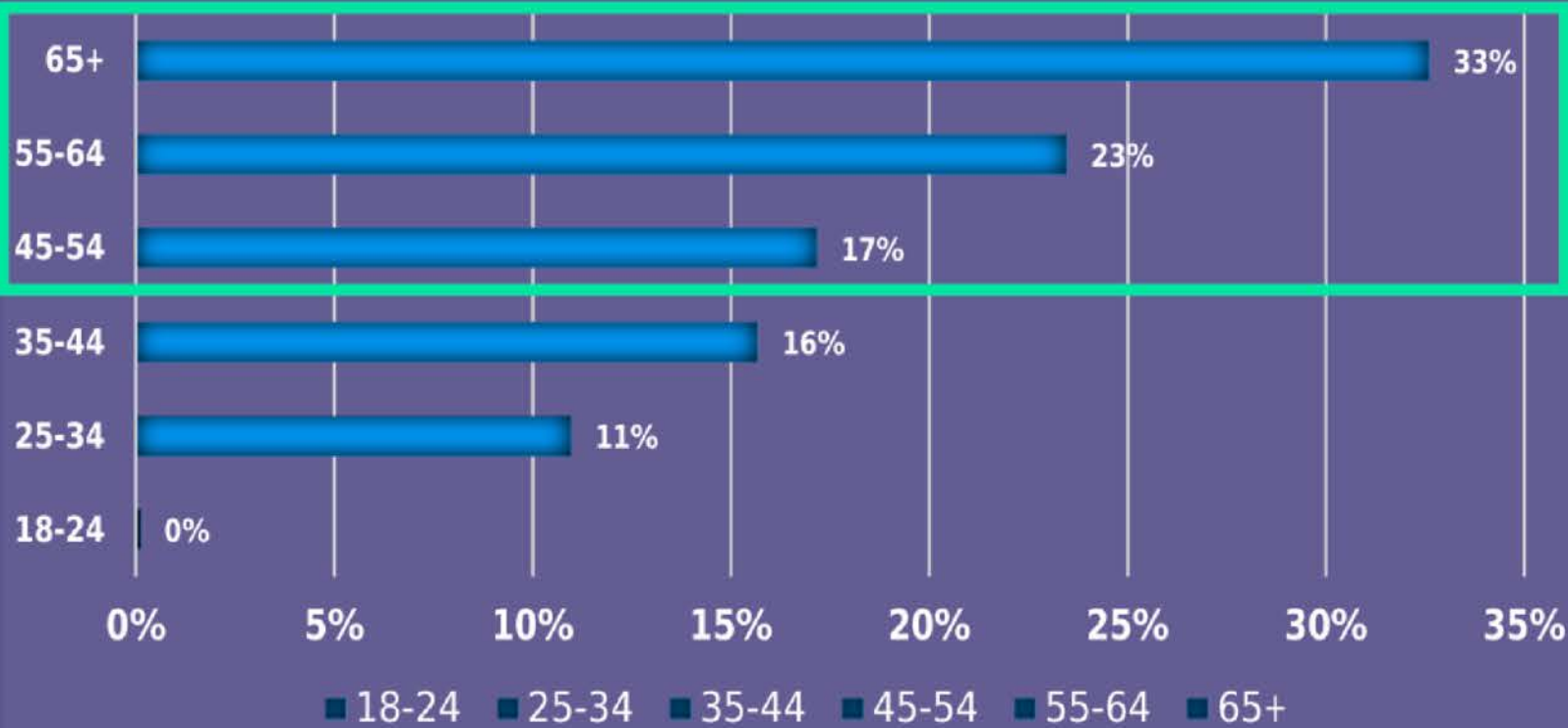
average messaged yield  
per visitor

Note: NEI measures on average about 60% of in-person non-cash transactions

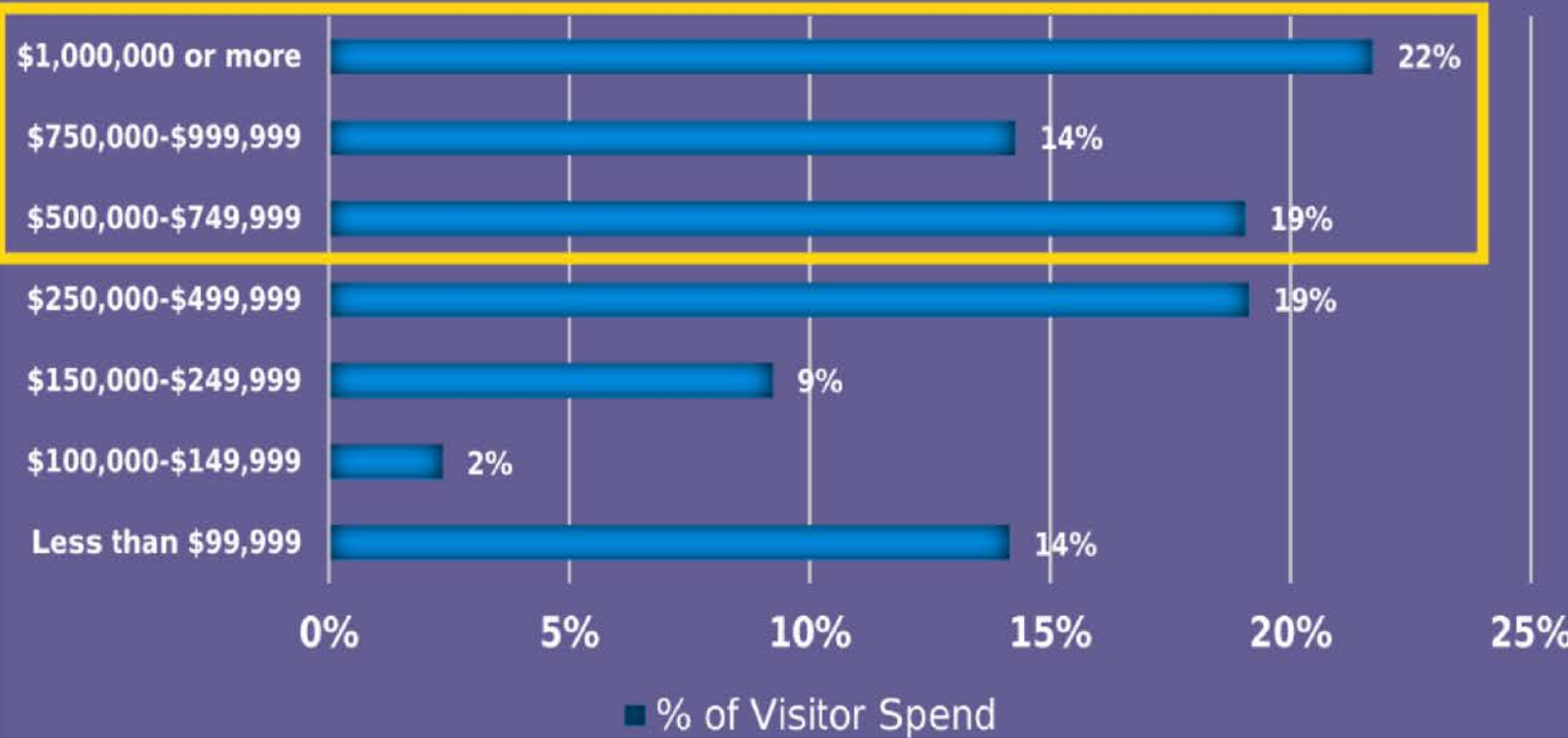


# VISITOR DEMOGRAPHICS

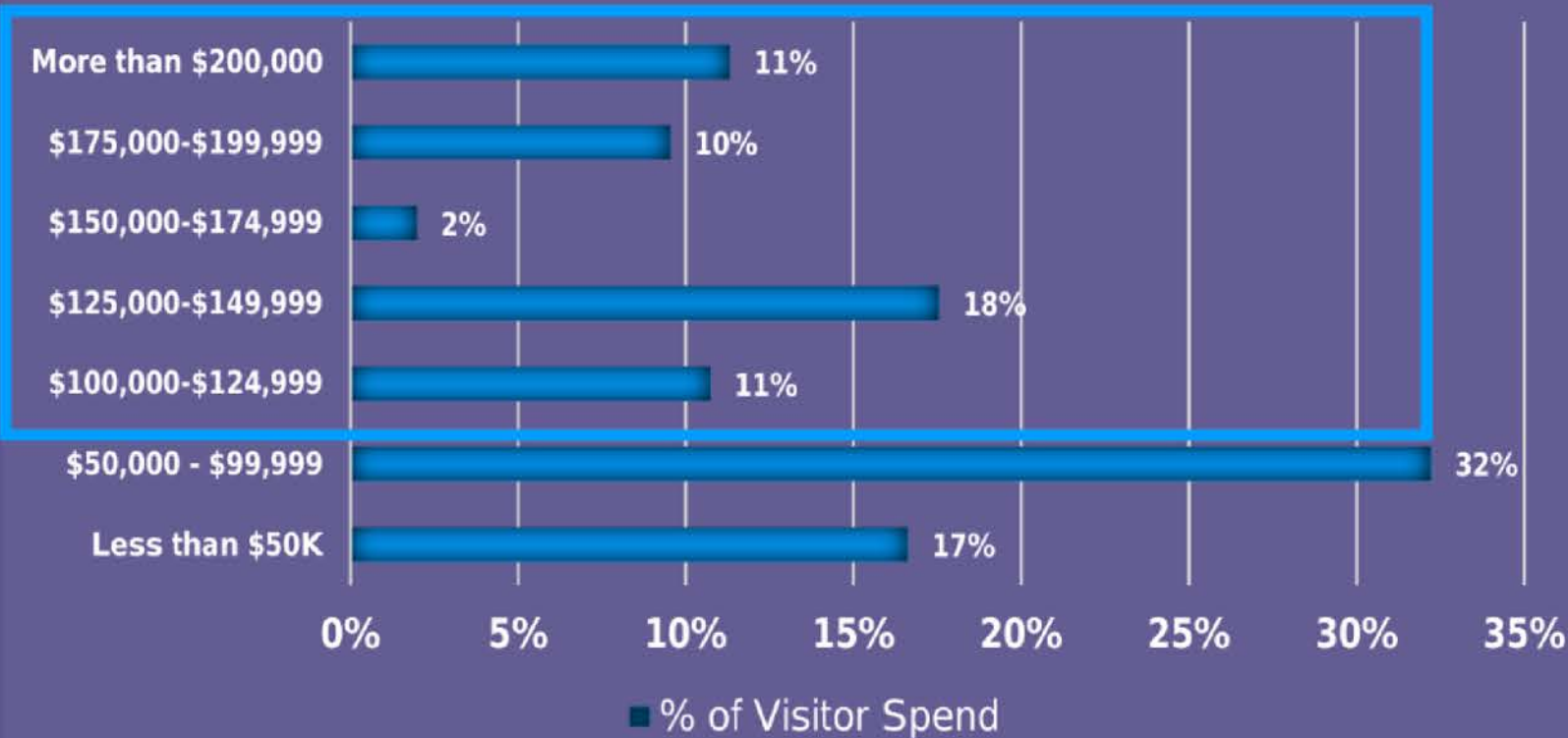
Spend by Age Bracket



Spend by Net Worth



Spend by Household Income



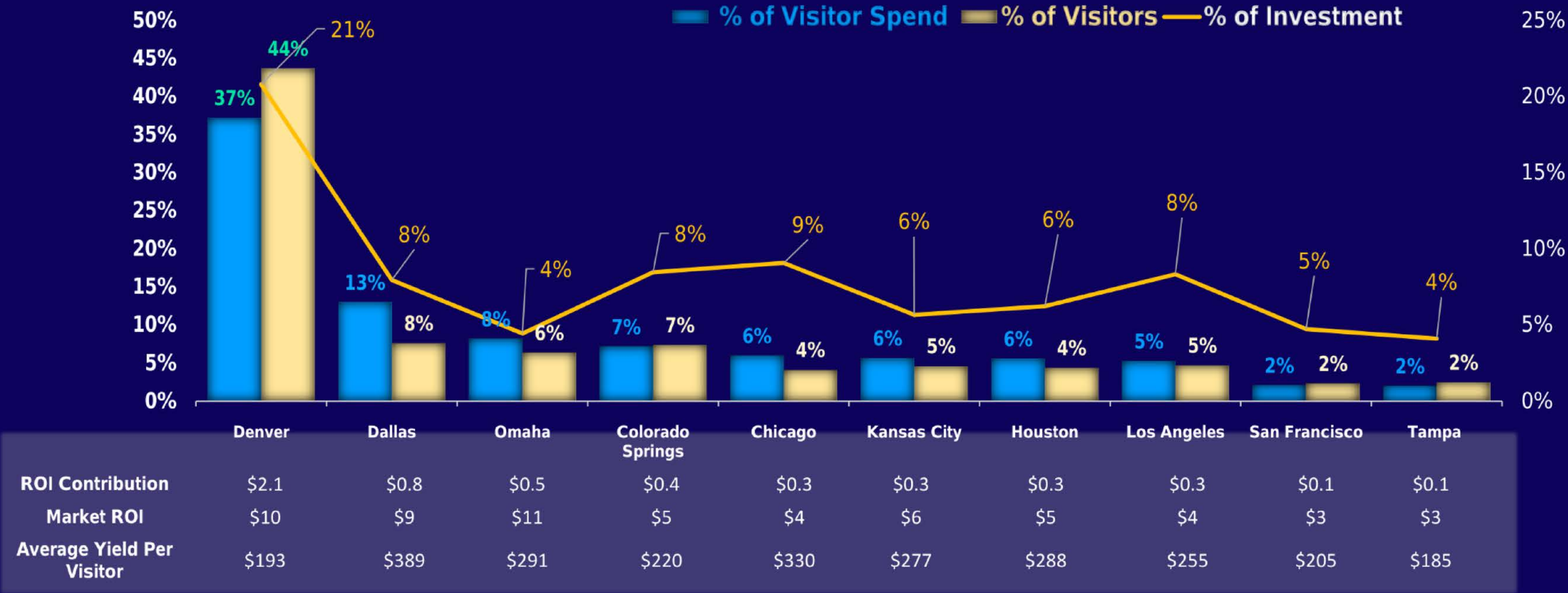
**A45+ contributed 73% of visitor spend**

**Visitors with a net worth of \$500K+ contributed 55% of visitor spend**

**Visitors with a HHI of >\$100K contributed 51% of all visitor spend**



# VISITATION & SPEND BY FEEDER MARKET



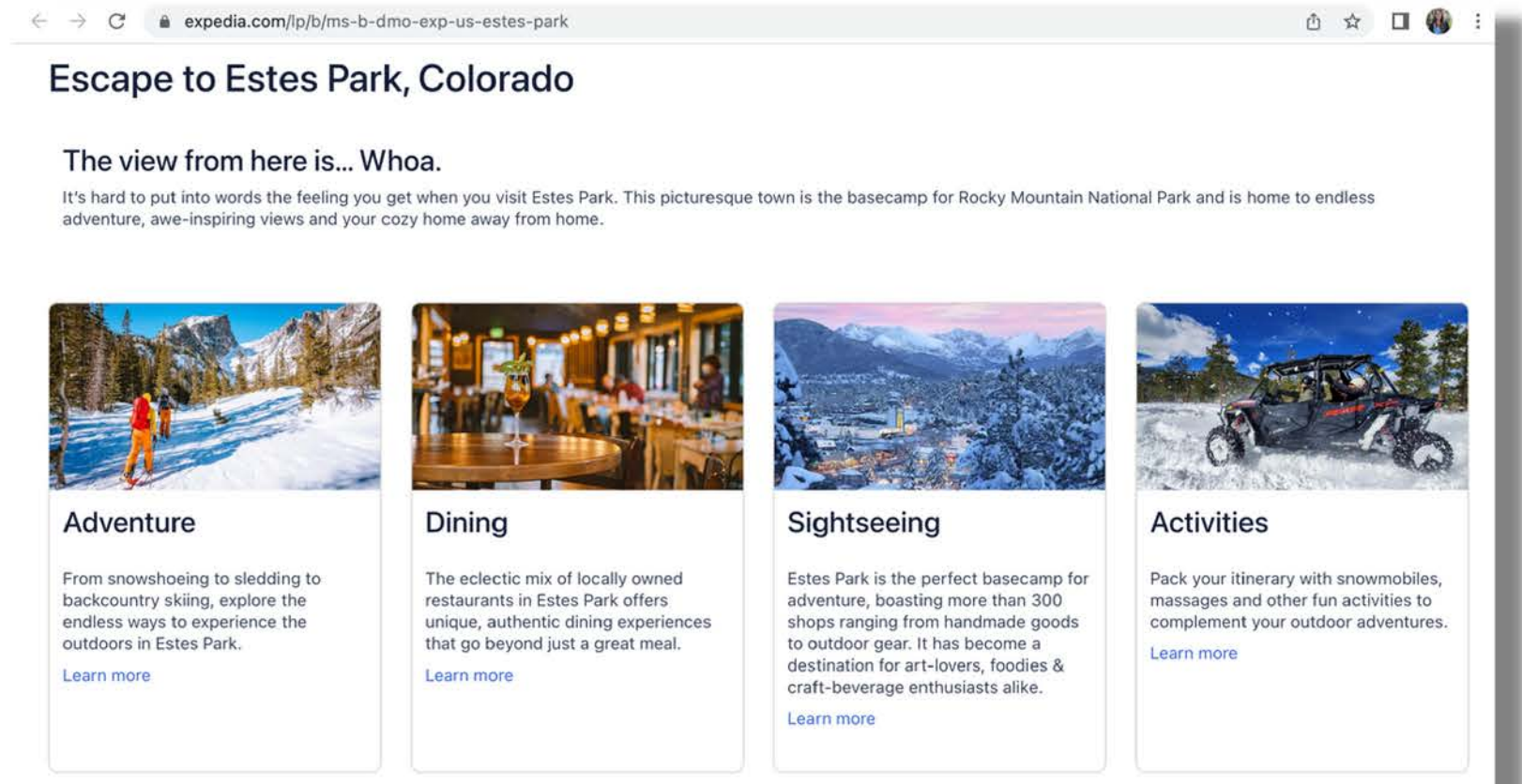
- **37%** of measured visitor spend generated in Estes Park came from the **Denver** DMA; Additionally, that measured spend was driven by **44%** of visitors
- **Dallas, Omaha, Chicago, Kansas City, Houston, and Los Angeles** represent feeder markets over index for spend vs. visitation. On average, visitors from these feeders spend more during their visit.



# Paid Media: Expedia January Report



- January 23 to February 28th Expedia campaign has generated 338,174 Impressions with 452 clicks and 0.13% CTR.
- Campaign spent \$9,007 with 253 Room nights booked with Gross booking of \$243.7K
  - ROAS: 27.1
  - Travel Window: 48.7% 91+ days
  - Person Count: 64.3% Multi Adult
  - Trip Duration: 72.2% 1-2 days
  - Hotel Star Ratings: 51.9% 2.5 star, 38.7% 3 star, 9.3% 3.5 star





# Your Perfect Colorado Itinerary: City Vibes + Mountain Peaks



## Stakeholder Mentions:

- YMCA of the Rockies
- Rocky Mountain National Park
- Mustang Mountain Coaster
- Estes Park Mountain Shop
- The Stanley Hotel
- Sandwich Mafia
- Bird & Jim
- The Bird's Nest
- Ed's Cantina
- Donut Haus
- Smokin' Daves BBQ and Brew

You're going to love walking through the quaint mountain town of Estes Park and checking out the (MANY) taffy shops, rock shops, and souvenir shops.

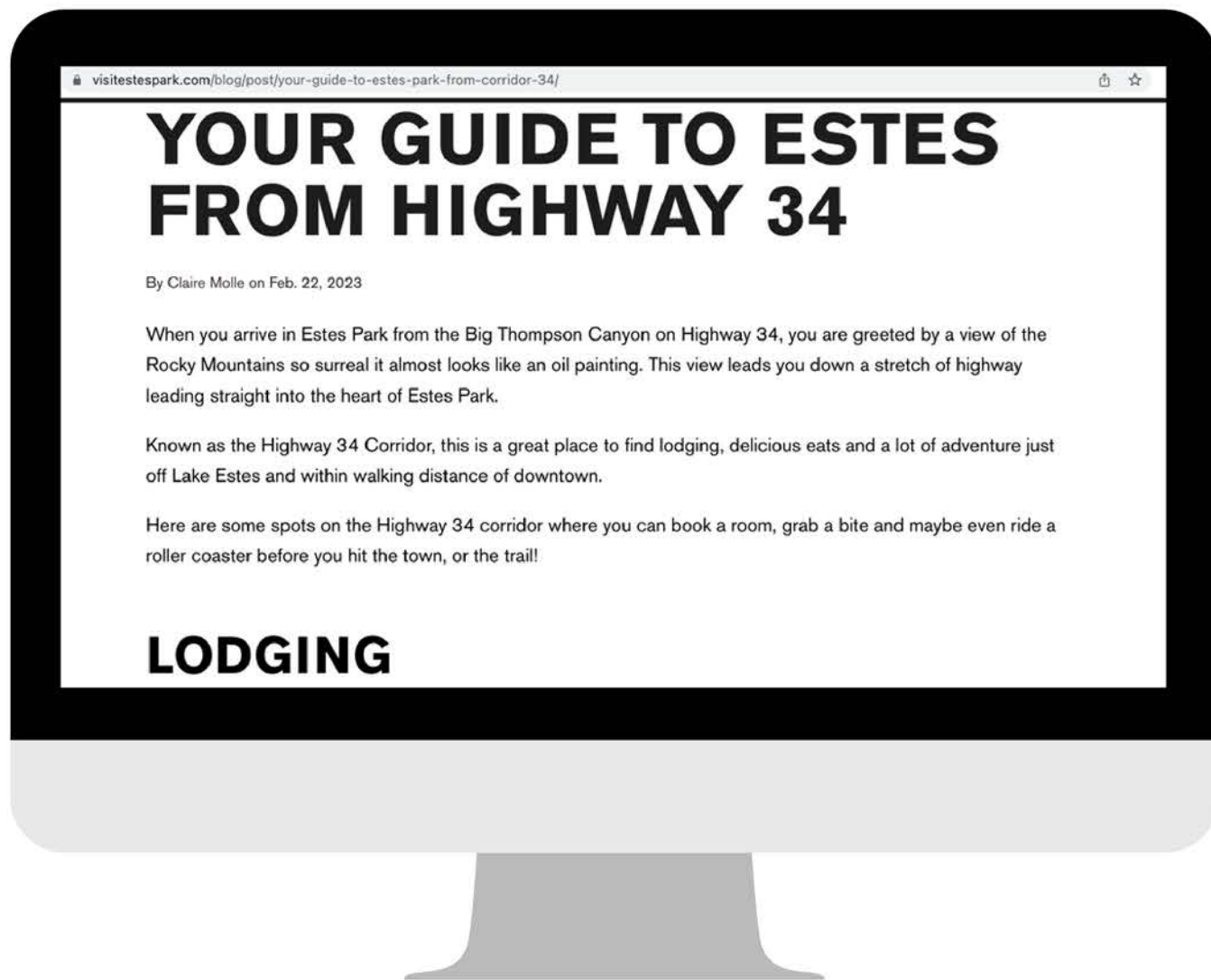
## Where to Eat in Estes Park:

- **Sandwich Mafia** was a little hole-in-the-wall we were happy to discover while walking around downtown. Hot and cold sandwiches of every type were on the menu and we especially enjoyed the chicken with pesto panini.
- Hearty, seasonal eats fill the menu at **Bird & Jim** and there's plenty the kids will enjoy. The charcuterie plate is a great way to start the meal and entrees like the buffalo burger and the lamb bolognese were a hit with our crew.
- Grab some to-go food from **The Bird's Nest** before you head into RMNP. Hearty breakfast burritos, sweet rolls, and strong coffee fill the breakfast menu and they are known for their pizza and paninis for lunch and dinner.
- For a good margarita and a huge menu, head to **Ed's Cantina** where they serve up tacos and other Mexican favorites that everyone loves.
- Don't knock a donut spot in a gas station until you've tried it. We might have stopped at **Donut Haus** twice during our three days in Estes Park. It's that good (and the staff is so nice!).
- **Smokin' Dave's BBQ and Brew** is the perfect dinner option after a long day of hiking in RMNP. It's no frills and the food is plentiful and delicious.





# Guide to Highway 34 Corridor





# Social Media Highlights

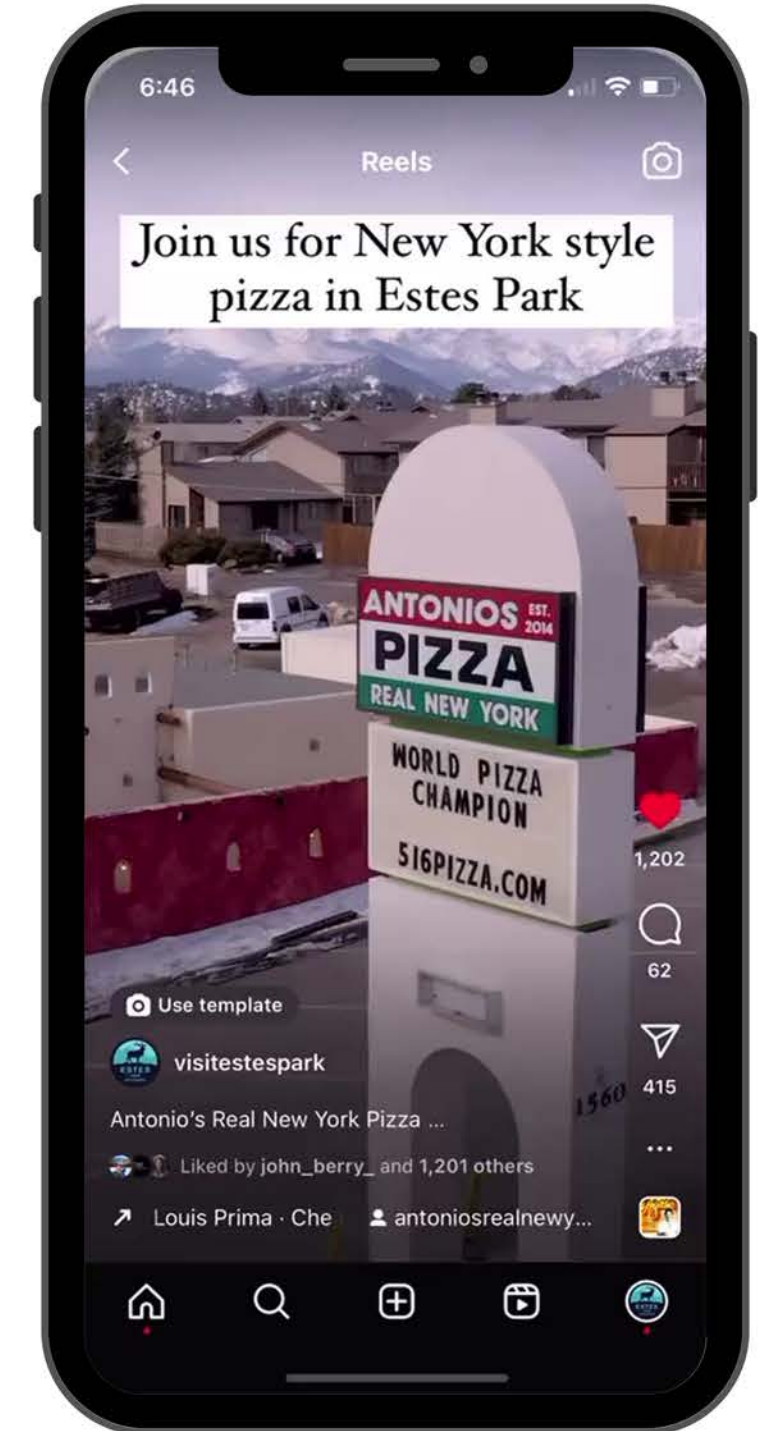


## Dine Around!

**34K views**  
**1,322 likes**

## Antonio's Pizza

**35K views**  
**1,202 likes**







# Mike Zumbaugh



# JANUARY & YTD

## Total Tax Revenues\*

\* based on receipts from  
the State of Colorado

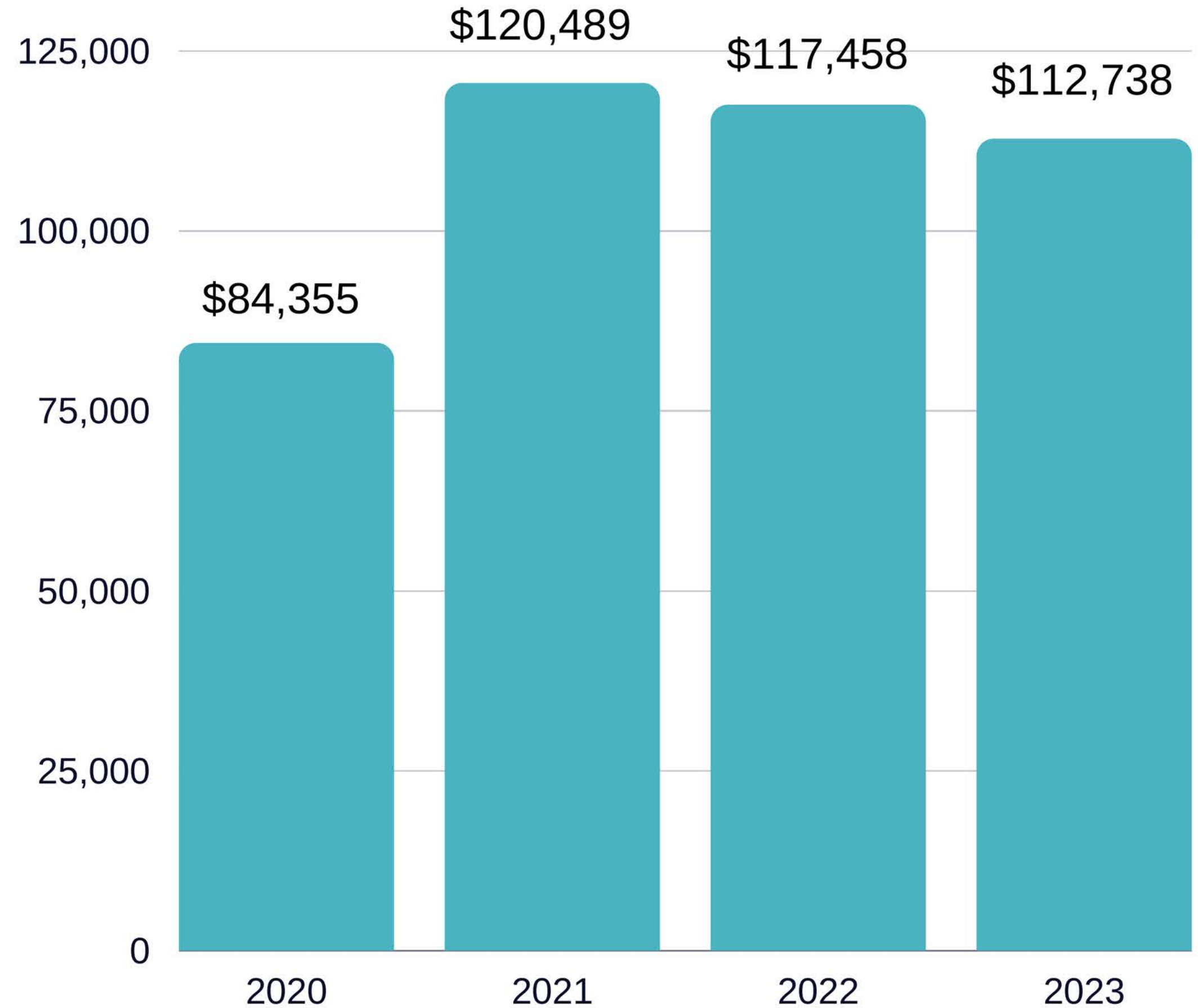
	Current	YTD
LMD 2%	115,059	115,059
10% of 3.5%	19,729	19,729
3.5% Passthrough	<u>177,562</u>	<u>177,562</u>
Total Received	312,350	312,350



# JANUARY

## Lodging Tax Revenues\*

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

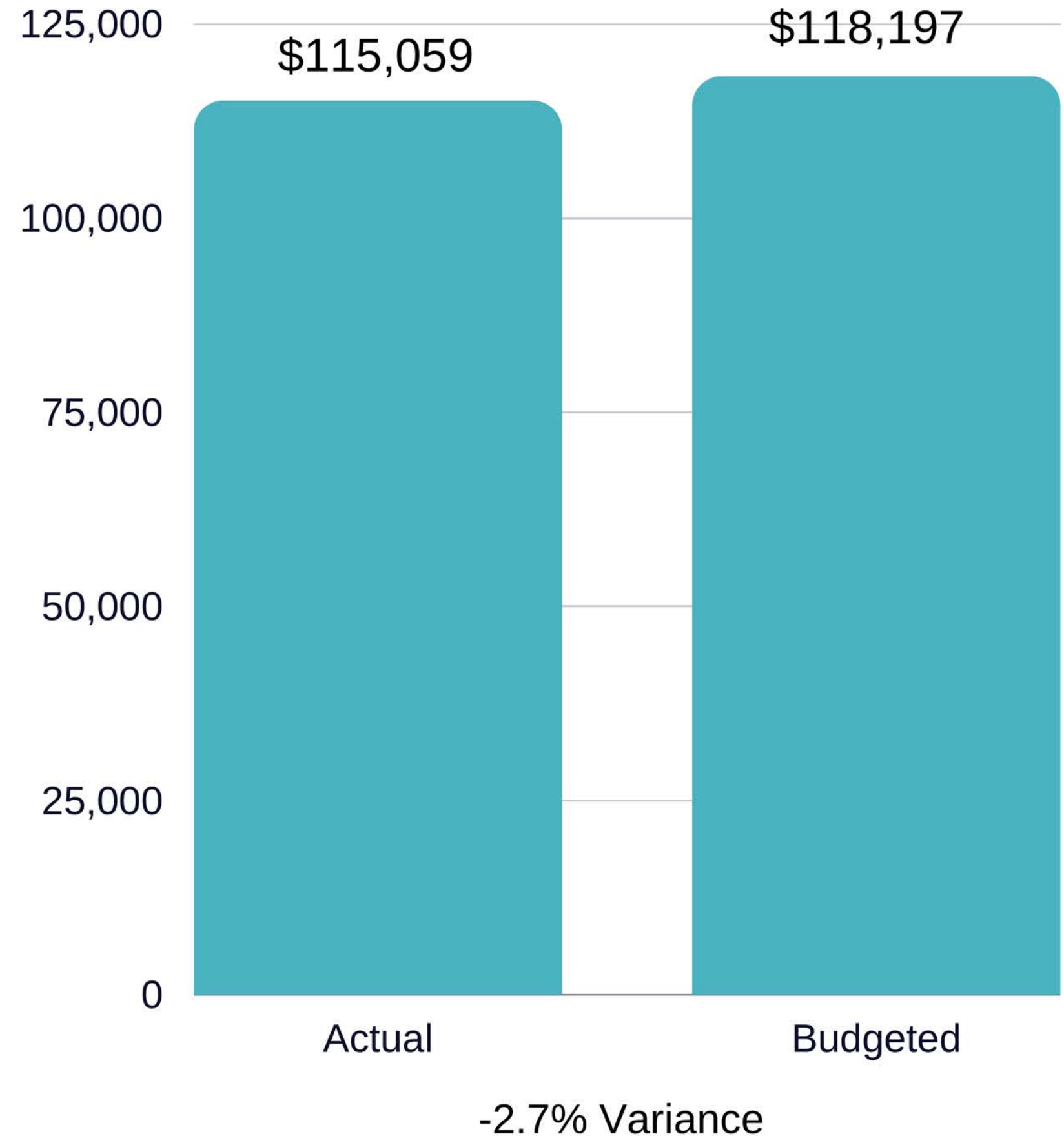




# JANUARY

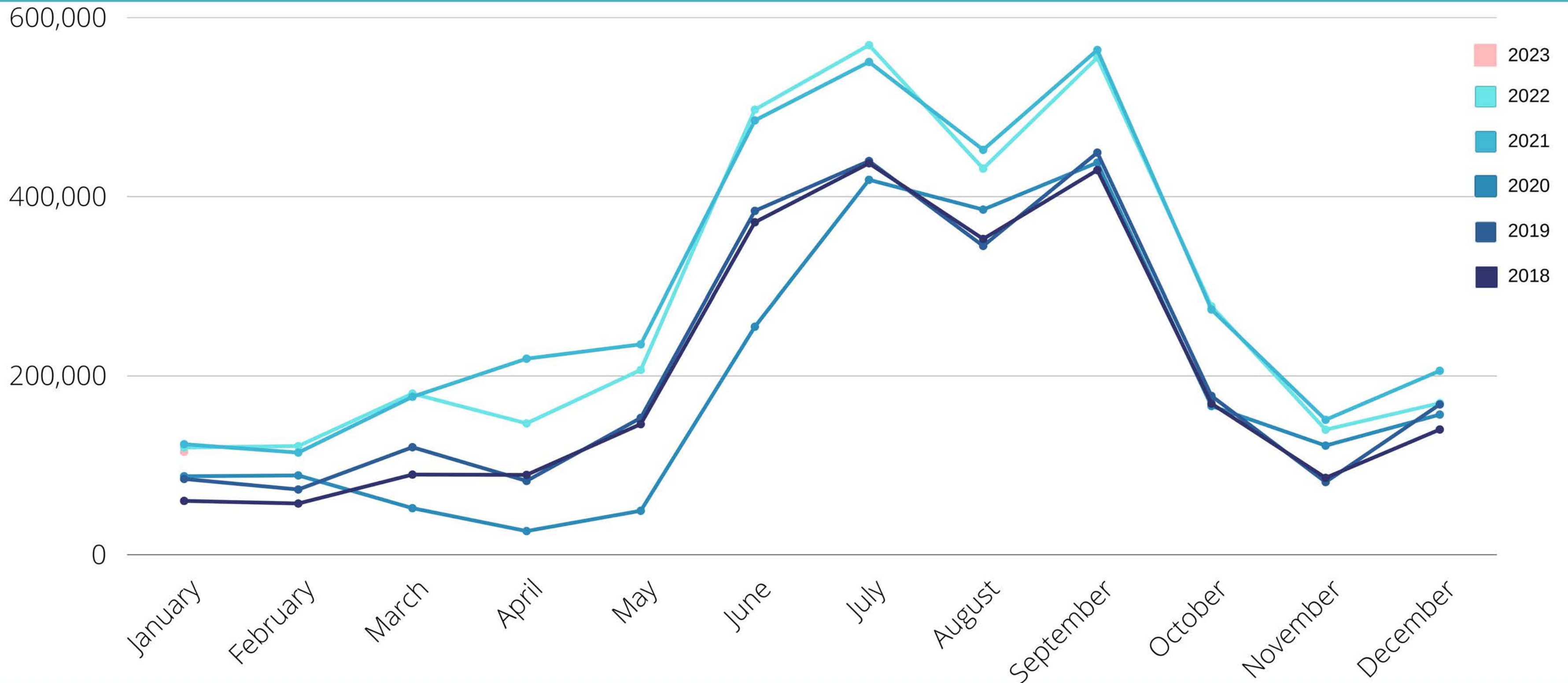
## Lodging Tax Revenues\*

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





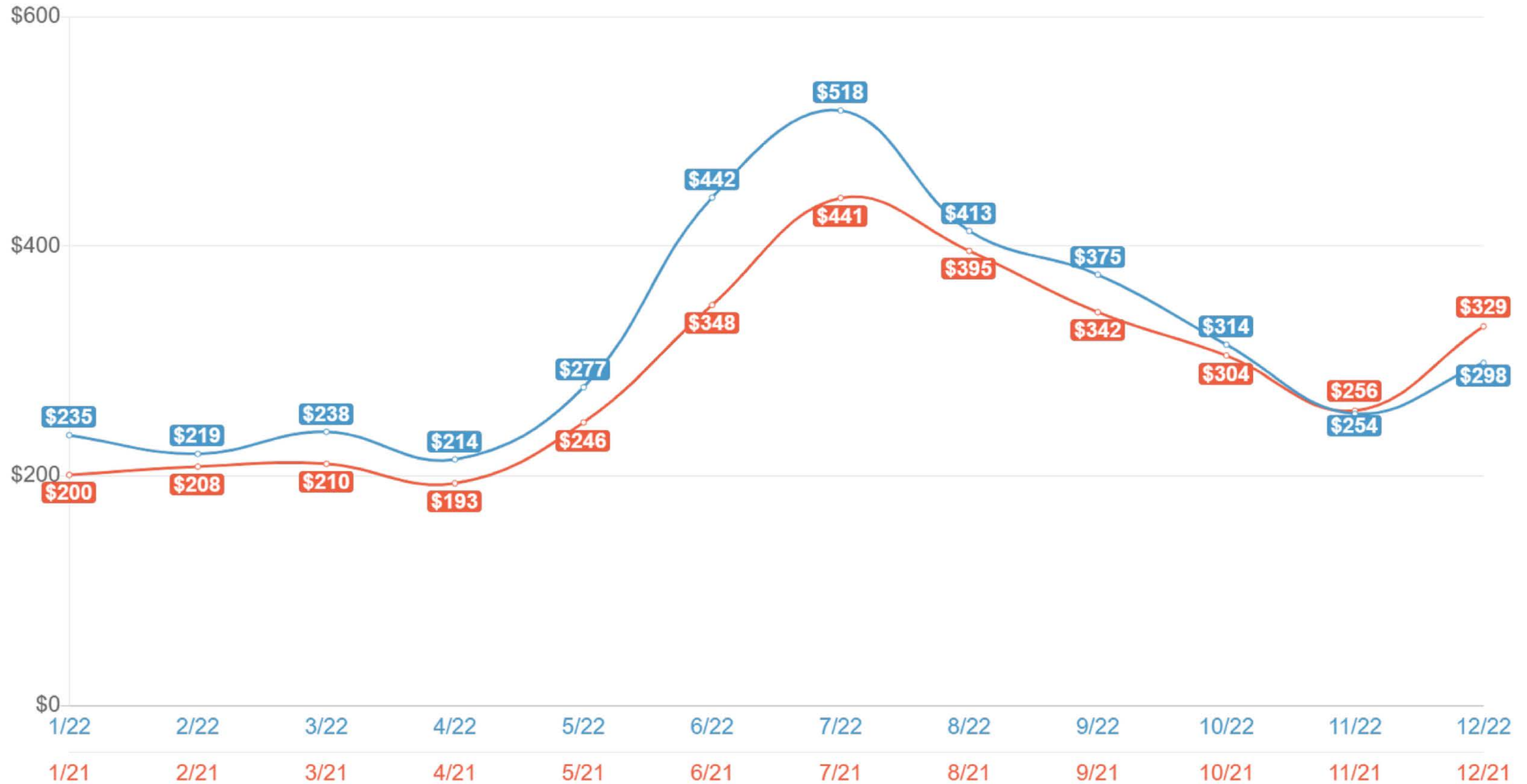
# Lodging Tax Revenues





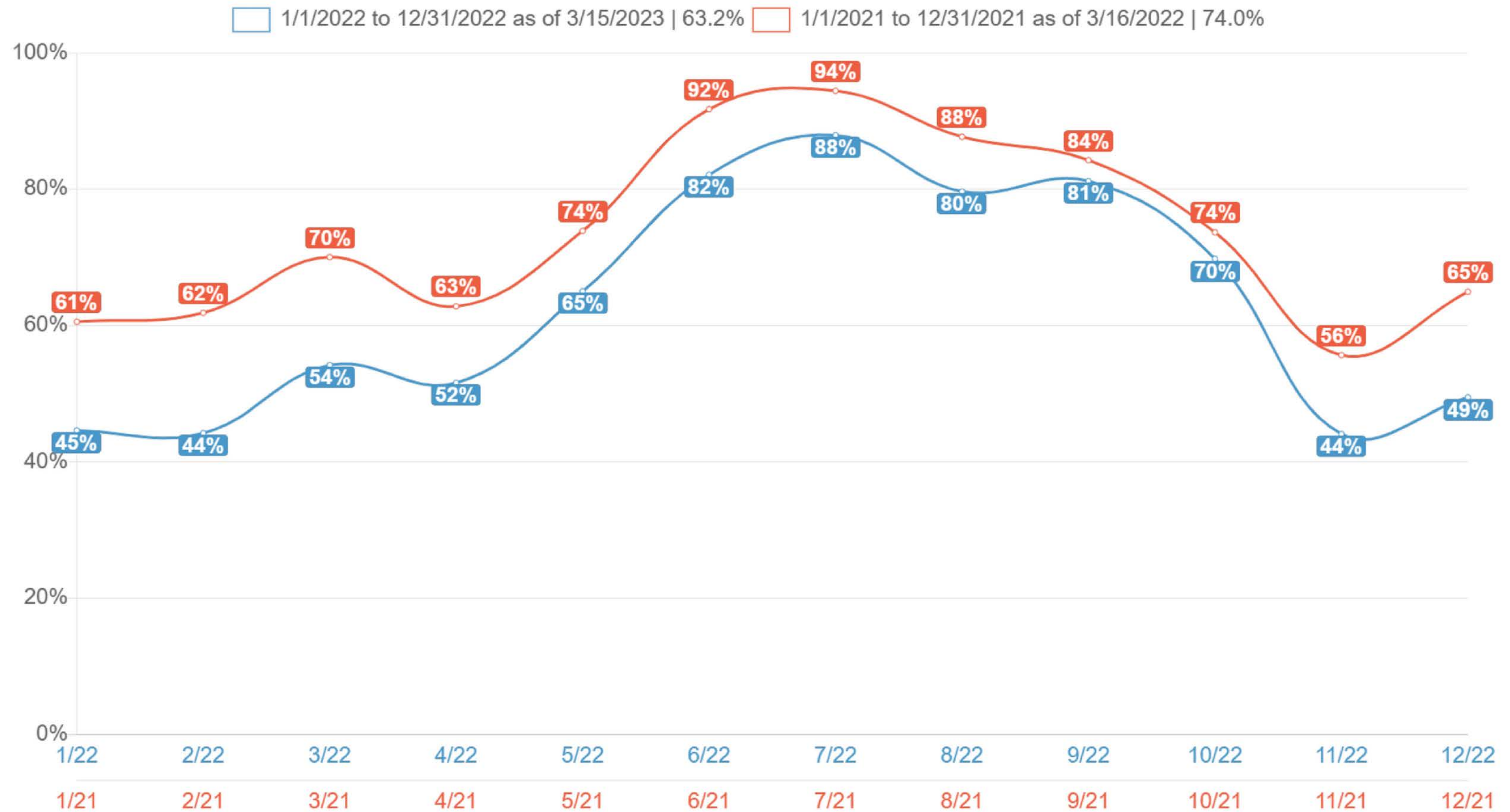
## ADR

1/1/2022 to 12/31/2022 as of 3/15/2023 | \$347 1/1/2021 to 12/31/2021 as of 3/16/2022 | \$313





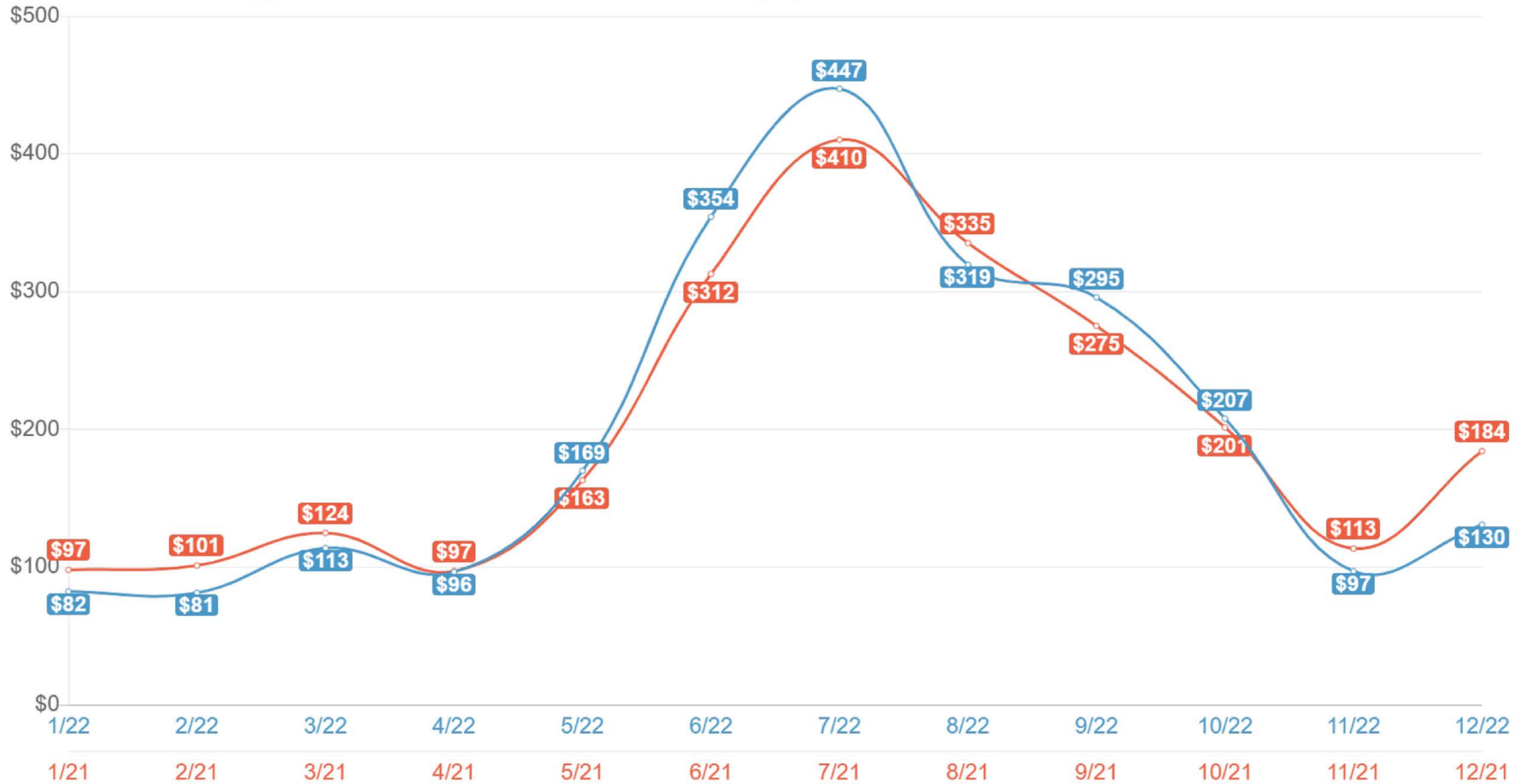
## Adjusted Paid & Owner Occupancy





## Adjusted RevPAR

1/1/2022 to 12/31/2022 as of 3/15/2023 | \$203 1/1/2021 to 12/31/2021 as of 3/16/2022 | \$208





# **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**



# Discuss VEP Email Account Utilization





# Board Comments & Closing

1. Requests for future agenda items
2. Any additional items for discussion?
3. Next Board Meeting: April 27, 2023
4. Frozen Dead Guy Days Kick-Off: March 16th, 2023 at the Ridgeline Hotel; 4pm;
5. Adjourn

## **BOARD VOTING ROSTER**

**Chair Sean Jurgens**

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