



VISIT ESTES PARK

NOVEMBER 30, 2023

BOARD MEETING

AGENDA



NOVEMBER 30 , 2023

- Call to Order by Chairperson
- 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
- Visit Estes Park Staff Updates
- Acceptance of Financial Statements
- 2024 Budget Review
- 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 Sean Jurgens

Vice Chair Deborah Gibson

Secretary/Treasurer McShan Walker

Director Pat Murphy

Director Rich Chiappe

Director Jerusha Rice

Director & Town Trustee Frank Lancaster

Ex Officio Board Member Updates



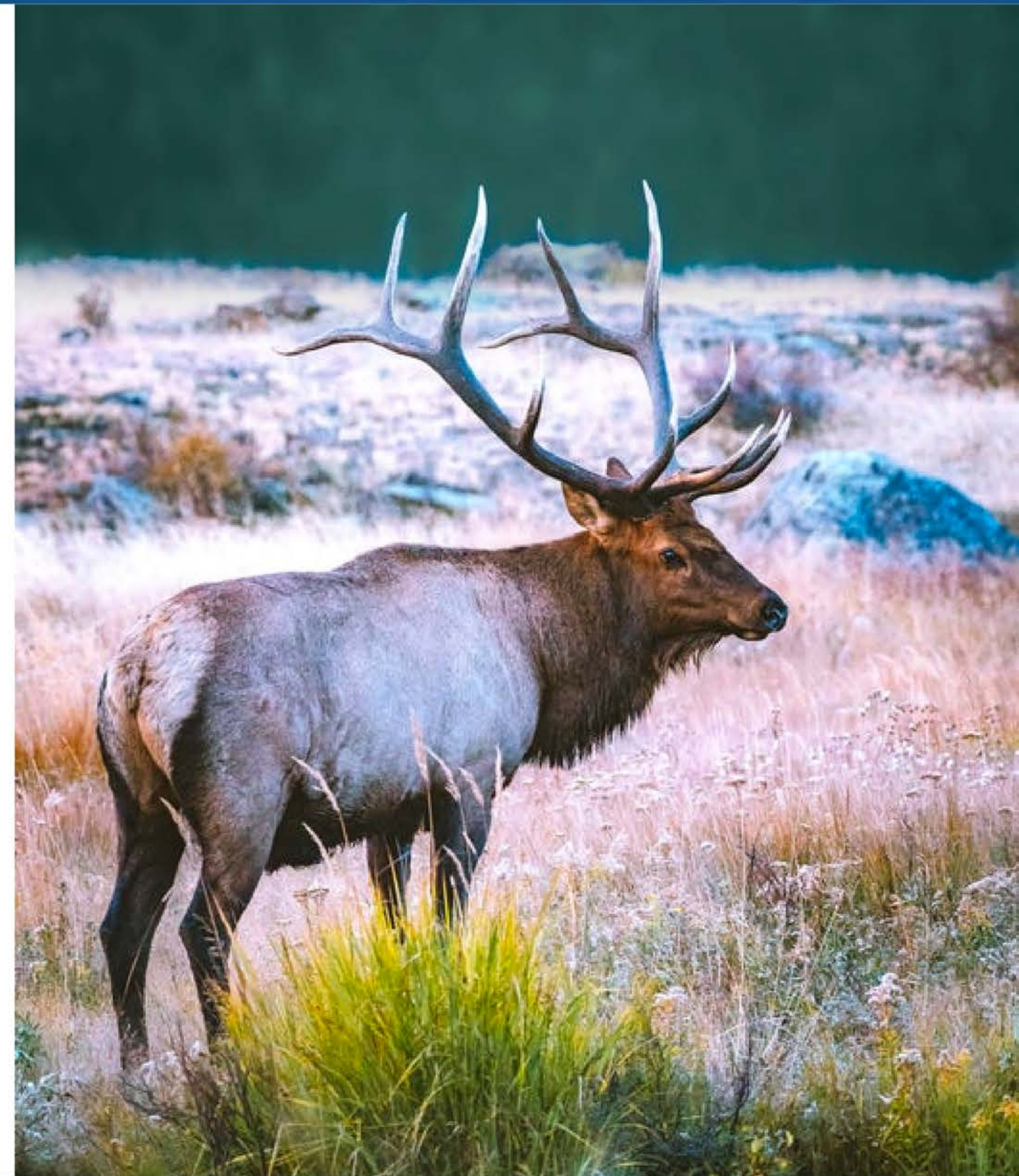
Kyle Patterson



John Schnipkoweit



Colleen DePasquale



Kara Franker



HSMAI Adrian Awards

- Estes Park will receive a Bronze Adrian Award for its winning entry (Bringing Frozen Dead Guy Day Back to Life) in the Public Relations/Communications Special Event category and a Silver Adrian Award for its winning entry (Standing Up For Workforce Housing & Childcare) in the Trending – Environmental, Social, Governance category.
- The Adrian Awards, now in their 67th year, are the largest and most prestigious competition in global travel marketing. This year's theme, WanderLOVE, highlights the stories of remarkable ads, campaigns, and experiences that sparked a love for travel, igniting a desire for exploration among travelers worldwide.



Colorado's Stanley Hotel will host Sundance Institute's Signature Directors Lab in 2024



Colorado Dark Sky Certification Mentor Program



COLORADO

Office of Economic Development
& International Trade

- Participants in the Colorado Dark Sky Certification Mentor program will receive 70 hours of free consulting support from DarkSky Colorado to implement activities that reduce light pollution and protect access to Colorado's incredible night skies.





VISIT ESTES PARK INVITES
YOU & YOUR FAMILY TO A

FESTIVE HOLIDAY DINNER

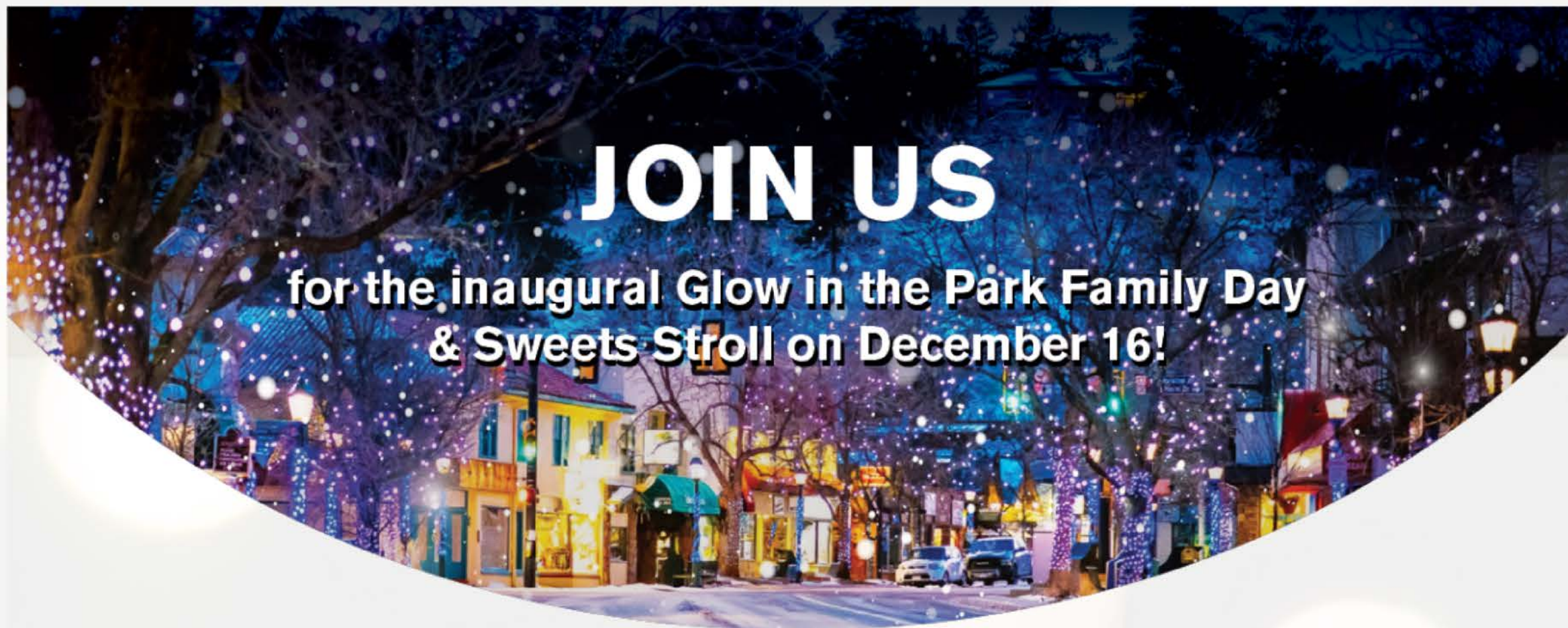
DECEMBER 15 | 5-7 PM

THE VIEW RESTAURANT
300 RIVERSIDE DR.



RSVP





JOIN US

for the inaugural Glow in the Park Family Day
& Sweets Stroll on December 16!

You and your family are cordially invited to a special VIP experience at Glow in the Park Family Day. Join us to sip cocoa, meet Hallmark movie star Nikki DeLoach, and help brighten the town's glow by giving out prizes to residents and guests.

When:

VIP tent is handing out prizes from 12-4p.m.
Nikki will be introduced at 2p.m.

Where:

Bond Park



**GLOW IN
THE PARK & SWEETS
FAMILY DAY STROLL**

Glow in the Park Family Day

SATURDAY DECEMBER 16
1-4 P.M.
BOND PARK

- Meet beloved Hallmark movie star, Nikki DeLoach, as well as frozen princesses. And of course, Santa will be there for your must-have photo-op!
- Walk through a display of Catch the Glow Parade floats
- Take photos and feed the animals at the petting zoo
- Take a ride down a giant inflatable slide and step into Santa's shoes on the reindeer ride!



Glow in the Park Sweets Stroll

SATURDAY DECEMBER 16
1-4 P.M.
AROUND TOWN

- Pick up your free punch card in Bond Park at the Glow in the Park Family Day event
- Your punch card will lead you to candy stores, ice cream shops, chocolatiers and bakers - each promising a free treat to punch off on your card.
- Get 10 punches and return it to Bond Park for a prize!



Frosty Beer Fest

SATURDAY DECEMBER 9
2-5 P.M.
BOND PARK

- Craft beverages from local breweries and a local winery
- Live music from Chain Station and Stepmother Nature
- Food trucks
- Ice cream eating contest
- Ugly sweater fashion show



Catch the Glow Creative



WE
Glow
BRIGHTER WITH YOU



CATCH THE GLOW
- Estes Park, CO -

ESTES PARK UNVEILS ITS GRANDEST HOLIDAY CELEBRATION YET WITH CATCH THE GLOW SEASON.

Step into a mesmerizing scene as the streets come to life, ushering in a season of pure enchantment. Highlights include a festive parade, appearances by Hallmark movie star Nikki DeLoach, a Frosty Beer Fest, and a delightful Sweets Stroll through Estes Park's vintage candy shops. Come revel in a one-of-a-kind weekly winter wonderland celebration under our magical glow.

For event details visit [VisitEstesPark.com/holidays](https://www.visitestespark.com/holidays)

FROSTY BEER FEST
December 9
2-5 p.m.
Bond Park

CATCH THE GLOW SWEETS STROLL
December 16
1-4 p.m.
Around Town

GLOW IN THE PARK FAMILY DAY
December 16
1-4 p.m.
Bond Park



Estes Park, CO
Sponsored · 🌐

Step into a winter wonderland at Estes Park's Catch the Glow, Nov 18-Jan 1! Enjoy festive markets, a holiday parade, Santa sightings and more. 🌲 ❄️ ✨

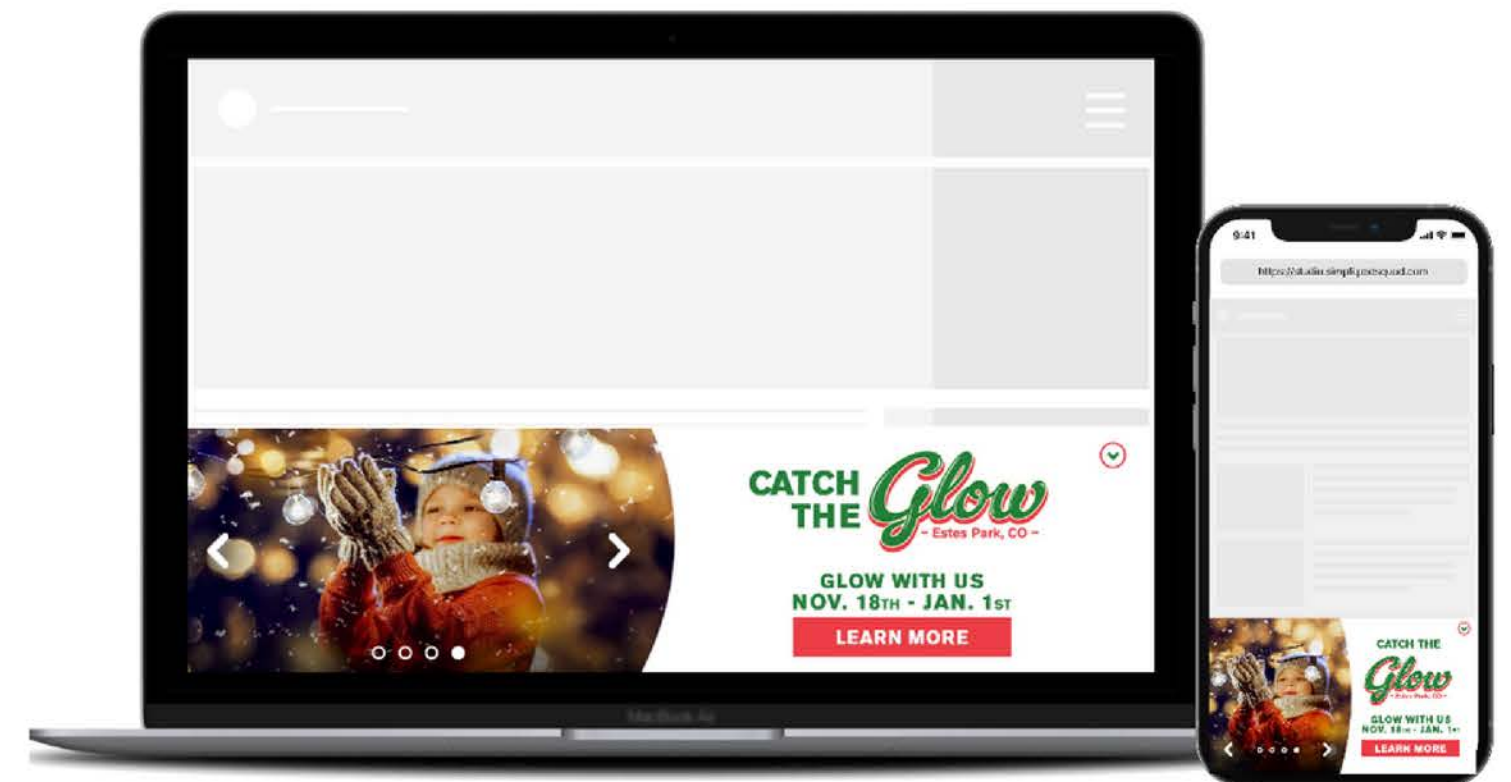


CATCH THE GLOW
- Estes Park, CO -

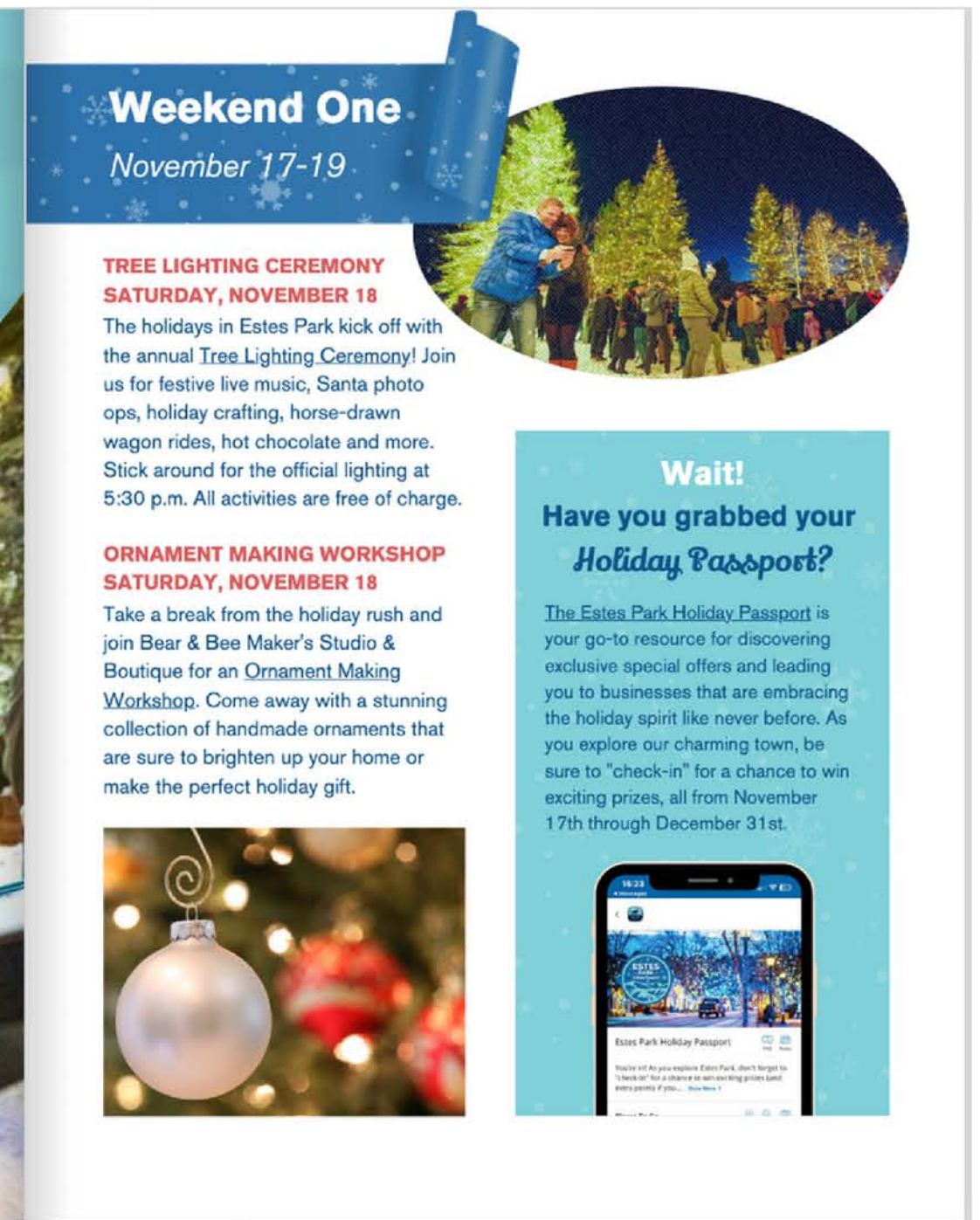
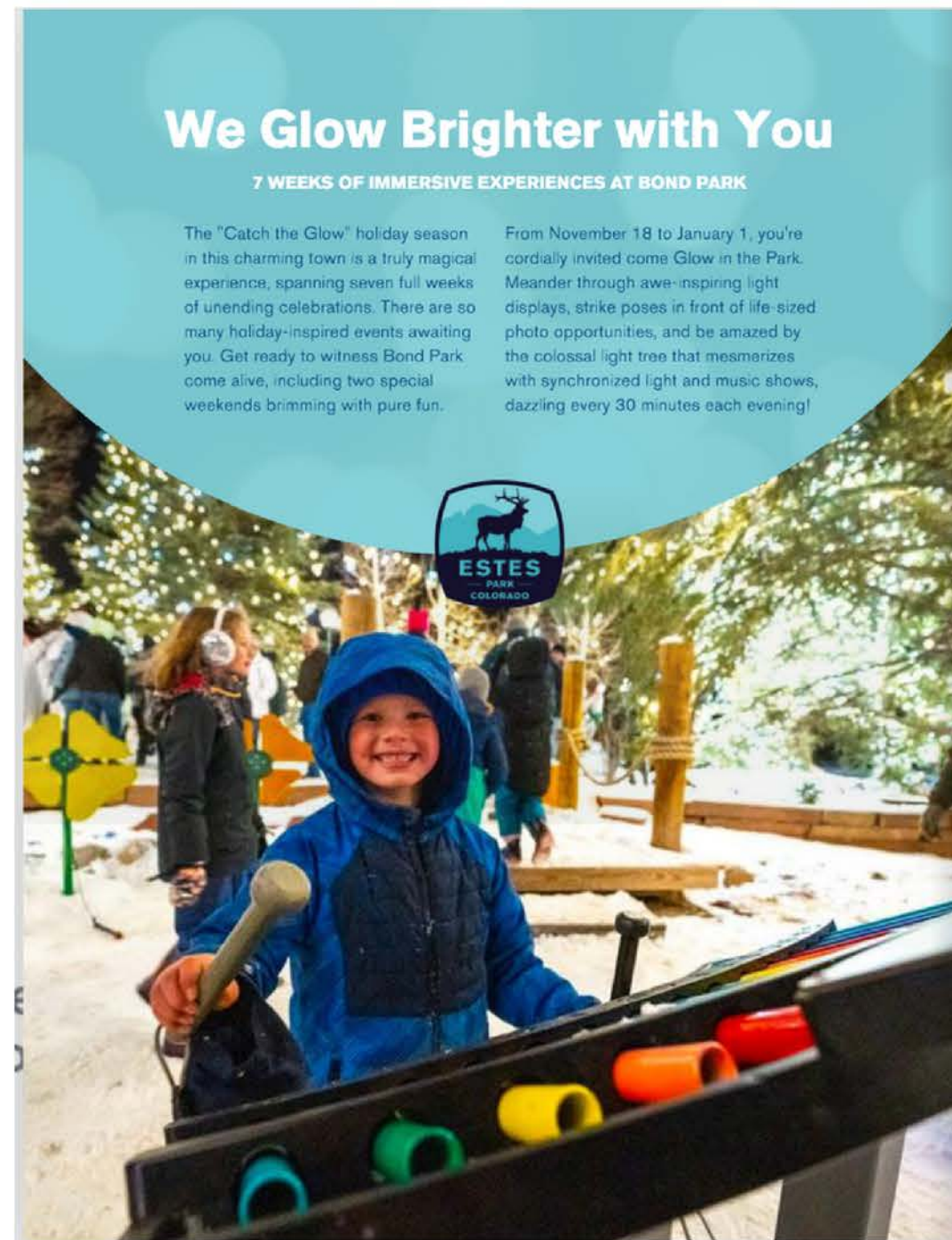
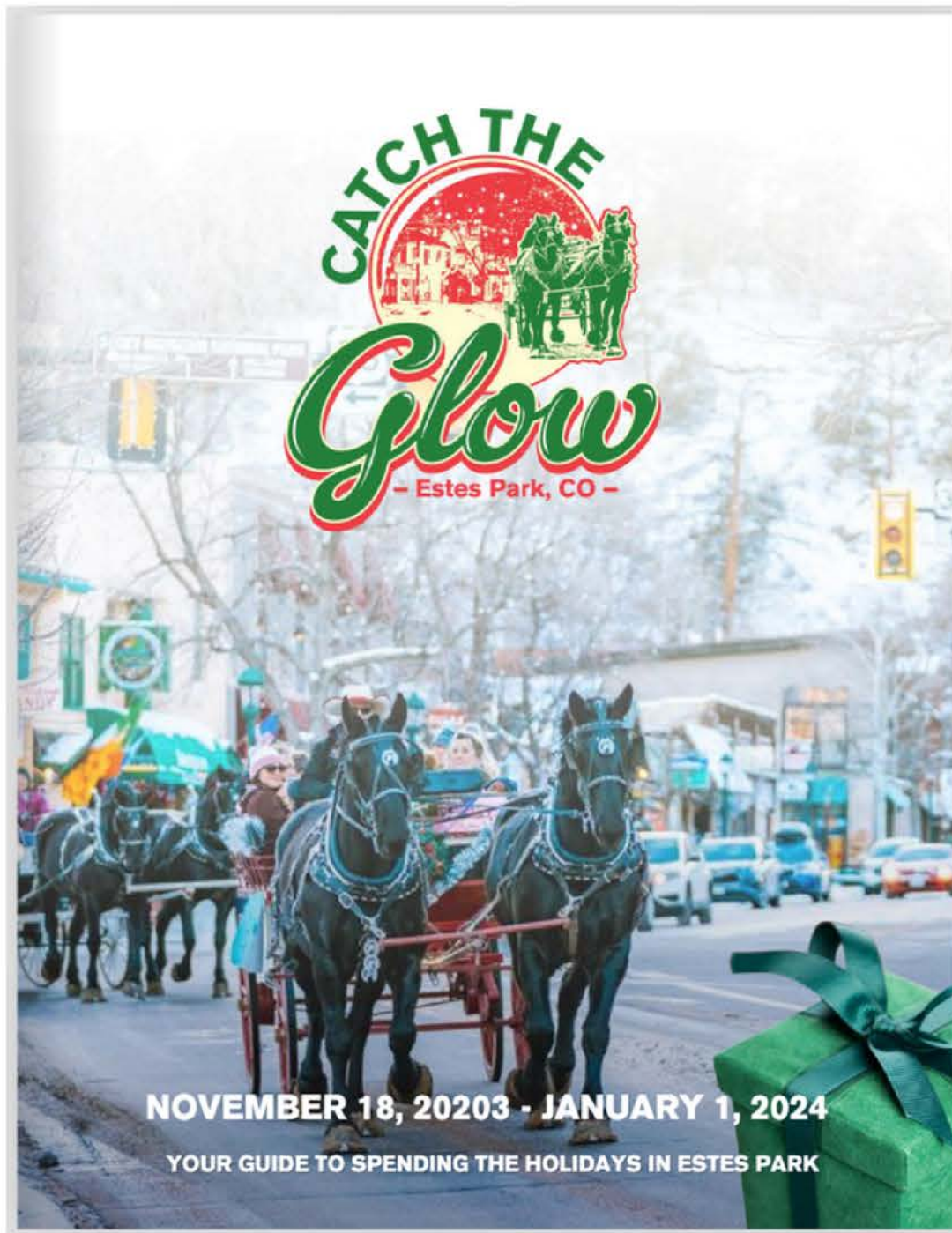
[visitestespark.com](https://www.visitestespark.com)
Come Glow With Us
Nov. 18, 2023 - Jan. 1, 2024

[Learn more](#)

Like Comment Share



Holiday Guide




Tree Lighting







Catch the Glow Parade






 Estes Park, CO was live.
2d · 🌐

Kick off your holiday season with Claire and Lauren Mollé as they host this year's broadcast of the Estes Park Catch the Glow Parade Friday, November 24th at 5:30 p.m. Stream it live for free on the Rocky Mountain Channel from anywhere!

 **2023**
Catch the Glow
Brought to you by

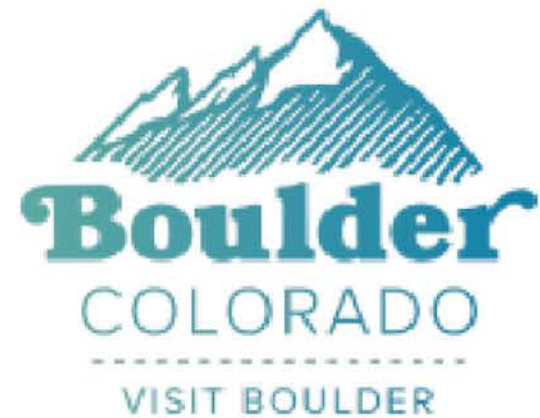
▶ 22:10 / 1:05:52 ⚙️ CC ↗️ 📺 🔊

📣 Boost this post to reach up to 1125 more people if you spend \$28. [Boost post](#)

👍❤️ Gina, Claire and 532 others 96 comments 83 shares

Northern Colorado Destinations Awarded Tourism Marketing Grant from the Colorado Tourism Office

Visit Longmont, was awarded a \$39,996 grant on behalf of a regional collaboration among Northern Colorado destination marketing organizations (DMO). The grant funds will support promotion of regional winter activities available to visitors in Boulder, Estes Park, Fort Collins, Greeley, Loveland, and Longmont.



Indigenous Connections Newsletter Feature



MEMBER SPOTLIGHT

For this week's Advocacy Spotlight, we wanted to highlight the great work of Estes Park, CO on the creation of their podcast: [Indigenous Connections](#). Throughout the podcast, travelers are guided through the rich history of the native people who call this land home.



For the first podcast [episode](#), Aaron talks to the Director of the Cheyenne and Arapaho Historic Preservation office about the original names of common places around Estes Park.

[Learn More and Join the Conversation](#)

U.S. Travel Key Insights

Enthusiasm to travel remains at record levels yet higher costs are weighing on American's decisions.

Perceptions of economic pressure and uncertainty are starting to impact travelers' mindsets.

- Nearly four in 10 (38%) say now is NOT a good time to spend money on travel vs. 28% who believe it is.
- Additionally, 40% say the expense of travel is the top travel deterrent preventing Americans from traveling as much as they would have liked in the past six months.
- Affluent, urban and younger travelers are more optimistic about their current financial situation and will likely continue to prioritize travel.

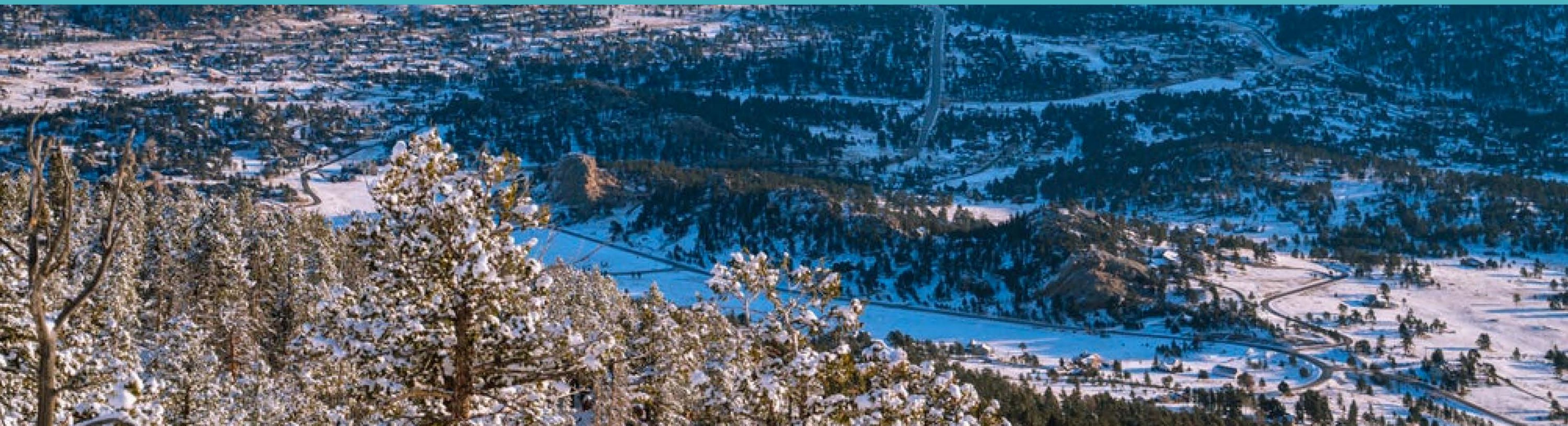
U.S. Travel Key Insights

Still, nearly half of Americans (48%) intend to travel over the holiday season, up from 31% last year.

- Of those planning to travel, six in 10 plan to take a vacation including paid lodging while the remainder plan to only travel to visit friends and family.
- The duration and frequency of holiday travel this year is expected to be slightly shorter than last.
- Americans expressed a greater desire for urban destinations than the prior two years. More than half (51%) prefer city destinations for holiday travel vs 41% in 2021.
- Many travelers are planning on blending work and leisure to extend their time away. One-third of travelers' plan to work at least partially during their holiday travels.



Heidi Barfels



CU Boulder Masters in Environment Networking Event



League of Women Voters Panel - Sustainability Projects



Visit Denver Annual Partnership Meeting



Frozen Dead Guy Days VIP Sale and Documentary



You brought us back from the dead and earned the right to a secret sale of Frozen Dead Guy Days tickets before the public knows about it!

FIRST SNOW IS HERE



MARCH 15-17, 2024

Early-bird tickets for Frozen Dead Guy Days 2024 are now on sale for the thrilling weekend of March 15-17, St. Patrick's Day weekend! There are a limited number of early-bird tickets available, and they're sure to disappear faster than frost on a sunny day. Don't miss your chance to be part of the Frozen Dead Guy Days experience!

BUY EARLY-BIRD TICKETS

A CHILLING REVIVAL IN ESTES PARK

Frozen Dead Guy Days Documentary



Did you know Frozen Dead Guy Days was inspired by Mike the Headless Chicken Festival? Join us as we delve into the origins of this beloved Colorado festival, where it all started with the frozen body of Bredo Morstøl and a small shed in Nederland. Witness the quirky events and activities that brought the festival to life over the years, attracting thousands of attendees.

WATCH NOW

Watch the documentary:



Travelzoo Sponsored Gallery

Estes Park: A Colorado mountain getaway for all seasons




Lindsay Benson
Deal Expert
Sep 11, 2023

SHARE THIS



101



16



Colorado is home to a vast array of mountain towns that range from the rugged to the sophisticated, but few offer the variety of year-round adventures that you'll find available in and around [Estes Park](#). Just a 90-minute drive from Denver, you'll find a charming downtown, outdoor activities and cozy lodges, all set at the base of Rocky Mountain National Park.

With [nature experiences](#) from mild to wild, there's no shortage of things to do in Estes Park. Hiking, biking, fishing, skiing and even cliffside camping are all in easy reach here. If you want to step out of your comfort zone and try something new, you can also take a guide along on almost any type of excursion.

And while Colorado gets 300 glorious days of sunshine per year, it also experiences all four seasons to the fullest, so the time of year you plan to travel will greatly shape your trip. To help you plan your Rocky Mountain escape, we've compiled the highlights of Estes Park for each season—whether it's magical holiday celebrations in winter, searching for Bigfoot in the spring, a sunrise hike in the summertime or taking in peak fall foliage views.




Set an alert for
[Estes Park](#)

In collaboration with:



TRAVELZOO®

- Travelzoo Campaign ran September 11 - October 23, 2023.
- 60% of clicks drove to the lodging page, indicating members are ready to take action once inspired by our awareness content.
- Readers were highly engaged with the Estes Park Gallery. We saw a scroll rate 16% above target, a click-through rate double the target and a time on Story 1 minute above target.
- Top DMAs for page views: Denver, Los Angeles, Phoenix, Dallas and Chicago

Holiday Blog Content



THE ULTIMATE GUIDE TO HOLIDAY SHOPPING IN ESTES PARK

By Kendall Akin on Nov. 19, 2023

Shop at one of the many boutiques in Estes Park this holiday season and find truly unique gifts for everyone on your list. And the best part? You'll feel good about all that gift-giving because you'll also be supporting small businesses in our mountain community. Mad Moose From reindeer napkin rings...

[Continue Reading →](#)



ALL THINGS FROSTY BEER FEST

By John Berry on Nov. 16, 2023

Mark your calendars for Saturday, December 9, 2–5 p.m., for the ultimate event to celebrate our fantastic local beer and wine. The Glow in the Park Frosty Beer Fest is a can't-miss FREE Event for beer enthusiasts and party animals. Here are five reasons you don't want to miss out on the Frosty Beer...

[Continue Reading →](#)



EXPERIENCE HOLIDAY ENCHANTMENT THIS SEASON WITH CATCH THE GLOW FAMILY DAY IN ESTES PARK

By Claire Molle on Nov. 15, 2023

Gear up for an unforgettable celebration as Estes Park decks the halls for the inaugural Catch the Glow Holiday Season. For 7 weeks, the town transforms into a dazzling wonderland, welcoming families to celebrate with joyous festivities. Bundle up your kiddos and join us at Bond Park on Saturday...

[Continue Reading →](#)



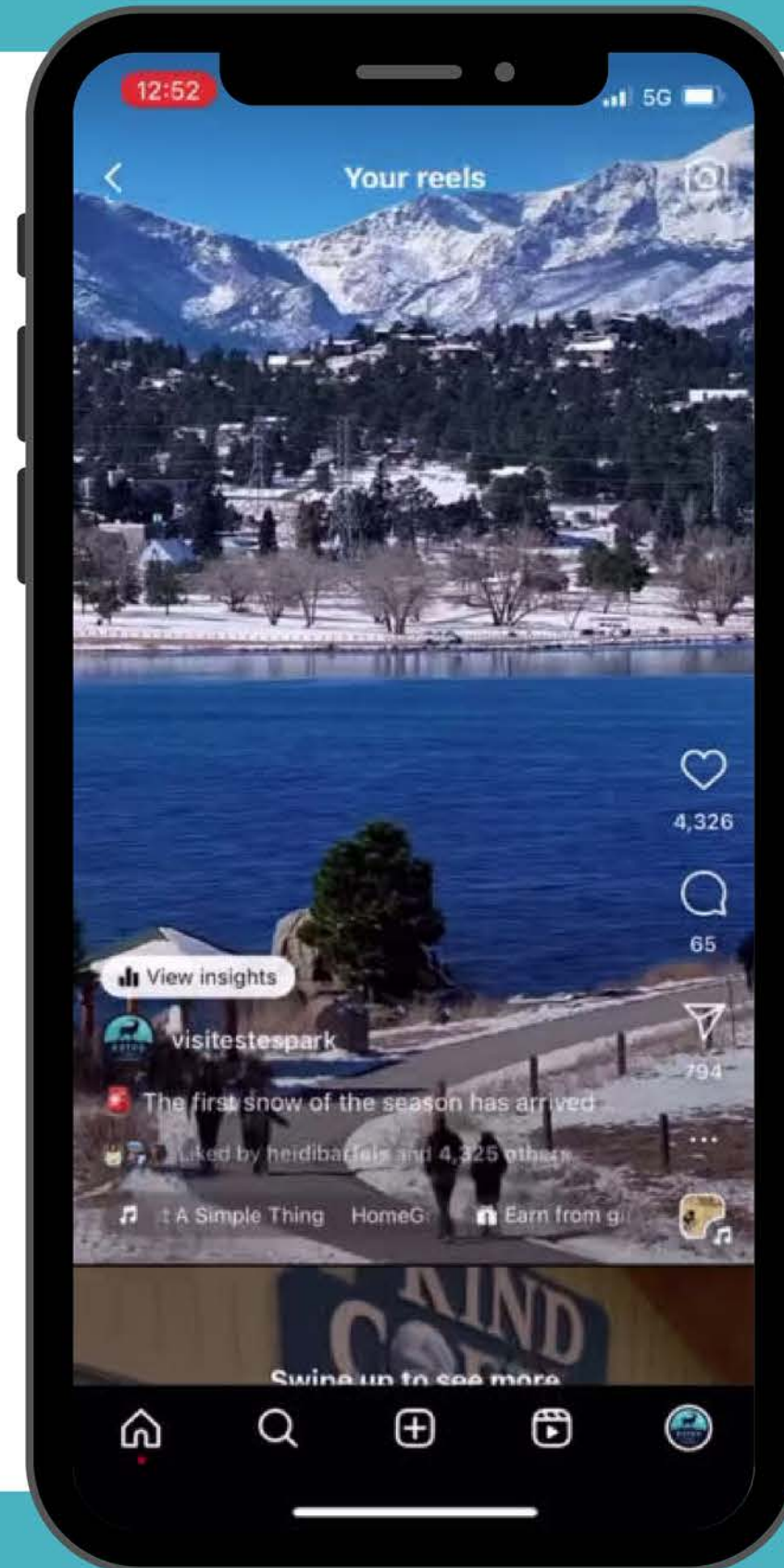
DISCOVER YOUR PERFECT HOLIDAY ITINERARY IN ENCHANTING ESTES PARK

By Claire Molle on Nov. 03, 2023

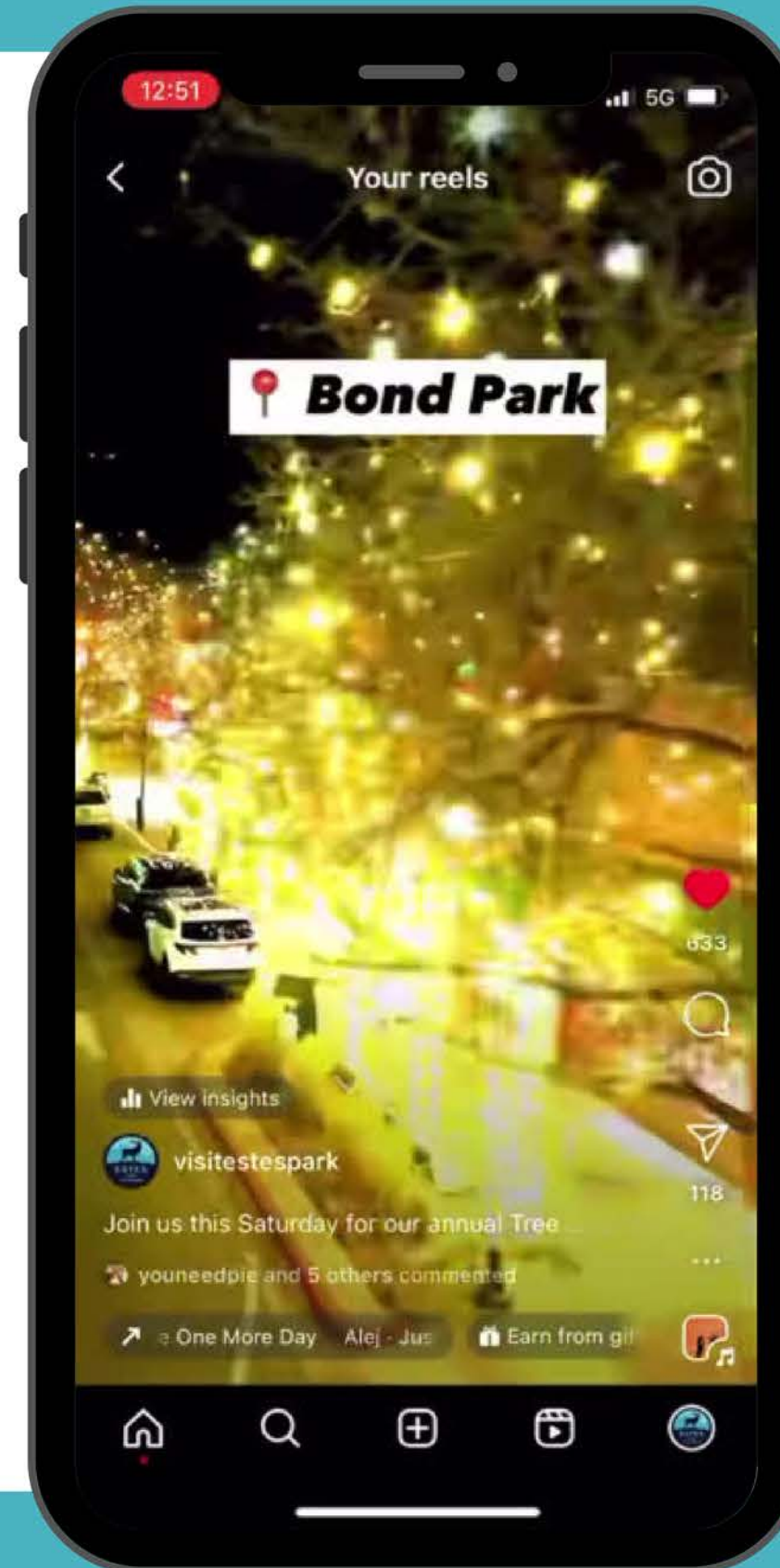
Estes Park has something magical in store for you this holiday season with the launch of the very first Catch the Glow Holiday Season! With 7 full weeks of holiday events and experiences, we have something special waiting for every type of traveler. With so many things to choose from, we decided to...

Social Media Highlights

First Snow
75.1K views
4,326 likes



Tree Lighting
21.8K views
633 likes



Media Coverage: Travel + Leisure

HOTELS + RESORTS > HOTEL OPENINGS

This Gorgeous New Hotel Next to Colorado's Rocky Mountain National Park Just Opened With 2 Pools, Hammocks, Fire Pits, and Epic Views

New hospitality brand Trailborn opens its first outpost in Estes Park, Colorado — and we got a sneak peek at the property.

By [Dobrina Zhekova](#)



Media Coverage: The New York Times

The New York Times

FIELD NOTES

Vowing Till Death Do Us Part at the Hotel That Inspired 'The Shining'

The Stanley Hotel, which inspired the fictional hotel in the 1980 horror classic, has become a hot spot for couples seeking a spooky setting for their weddings.



Media Coverage: PureWow

PureWow



5. Rocky Mountain National Park, Colorado

BEST OFF-SEASON SECRET

• **January Perks:** fewer crowds, winter activities, good flight deals

TRAVEL

The 5 Best Places to Travel in January

QUICK: BEACH OR SLOPES?



By **Shauna Farnell** • Published Sep 15, 2023

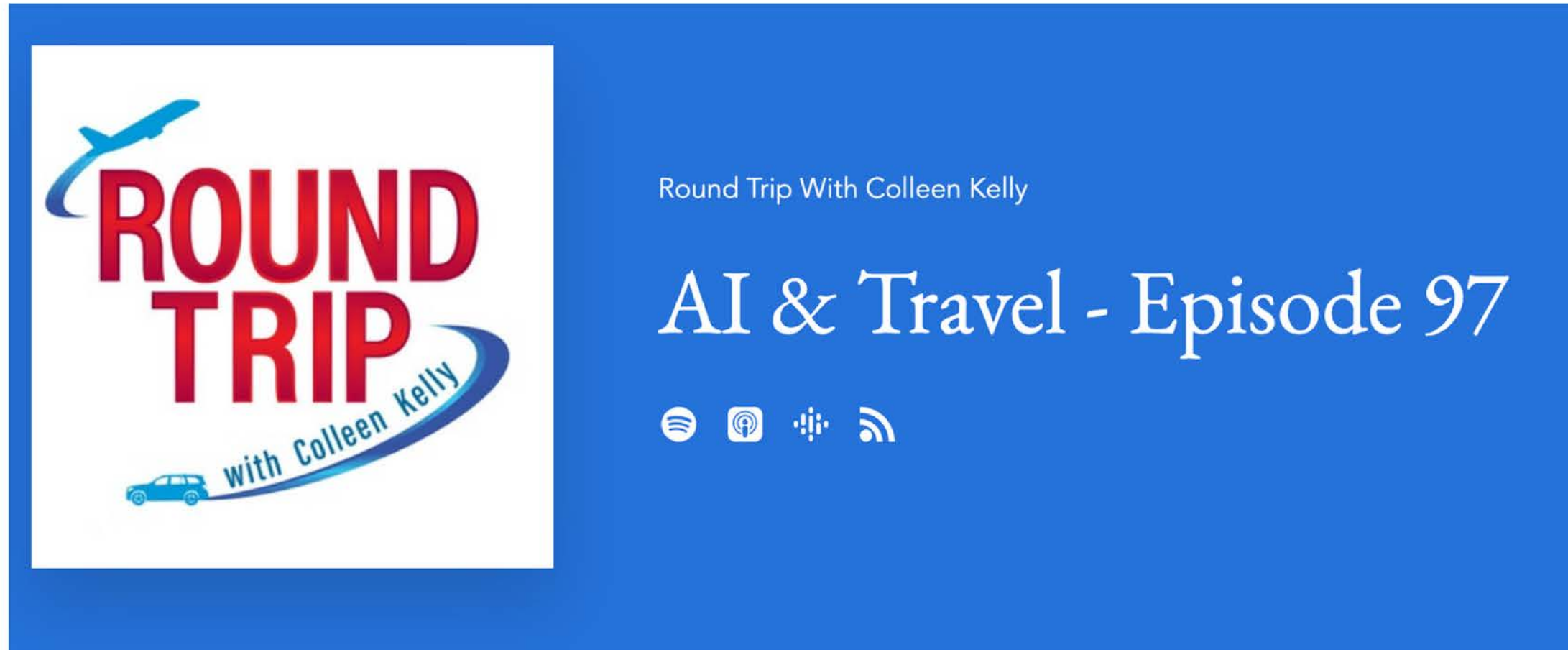


The article includes the following partners:

- Rocky Mountain National Park
- Femme Trek
- Kent Mountain Adventure Center
- Bird & Jim
- Dunraven

Result of hosting writer Shauna Farnell for the Isabella Bird FAM

Media Coverage: Round Trip Industry Podcast



This week on Round Trip, Colleen Kelly and Megan discuss the inevitable future of travel, artificial intelligence in the travel industry. Together they explore how AI can be used to further better one's travel experience by talking to CMO Heidi Barfels with Visit Estes Park.





Rebecca D. Gelsinger



Connecting with Partners

- Monthly Meetings with the Visitor Center, Simpleview, EPNRC, Estes Next, Town Events team and Chamber Board Meeting
- Isabella Bird event at Park Theatre
- Coffee Connections
- EPNRC DEI Workshop sessions
- Cryonics Museum Grand Opening at The Stanley Hotel
- Sunrise Rotary Meeting
- Trailborn Rocky Mountains
- Avant Garde Aleworks
- Peaked Estes Park Cruise Weekend
- Seed & Sage Studio
- Bear & Bee Maker's Studio & Boutique
- The Bird's Nest
- Cousin Pat's
- KMAC
- Hike Rocky Magazine
- Stanley Home Museum
- Rocky Mountain Hotel & Conference Center (new owners)



ENVIRONMENT

SUBSCRIBER ONLY

Rocky Mountain Conservancy's Conservation Corps marks successful 2023 season



Conservation Corps members with one of the burn piles they helped construct with RMNP counterparts. (Rocky Mountain Conservancy/Courtesy Photo)



By **ROCKY MOUNTAIN CONSERVANCY** | For the Trail-Gazette



ESTES VALLEY
VACATION RENTALS



JEEP
JEEP

TACOS

It's spooky season – here's why you should spend it in Estes Park



A spooky time of year in Estes Park.(Visit Estes Park/Courtesy Photo)



By **CLAIRE MOLLÉ, VISIT ESTES PARK** | For the Trail-Gazette

PUBLISHED: October 23, 2023 at 8:57 a.m. | UPDATED: October 23, 2023 at 5:51 p.m.



HEADLINE NEWS

Update: Includes Catch the Glow flipbook – How to catch the glow this holiday season



An overlook of downtown Estes Park in the winter season.(Visit Estes Park/Courtesy Photo)



By **KENDALL AKIN, VISIT ESTES PARK** | For the Trail-Gazette and **VISIT ESTES PARK** | For the Trail-Gazette

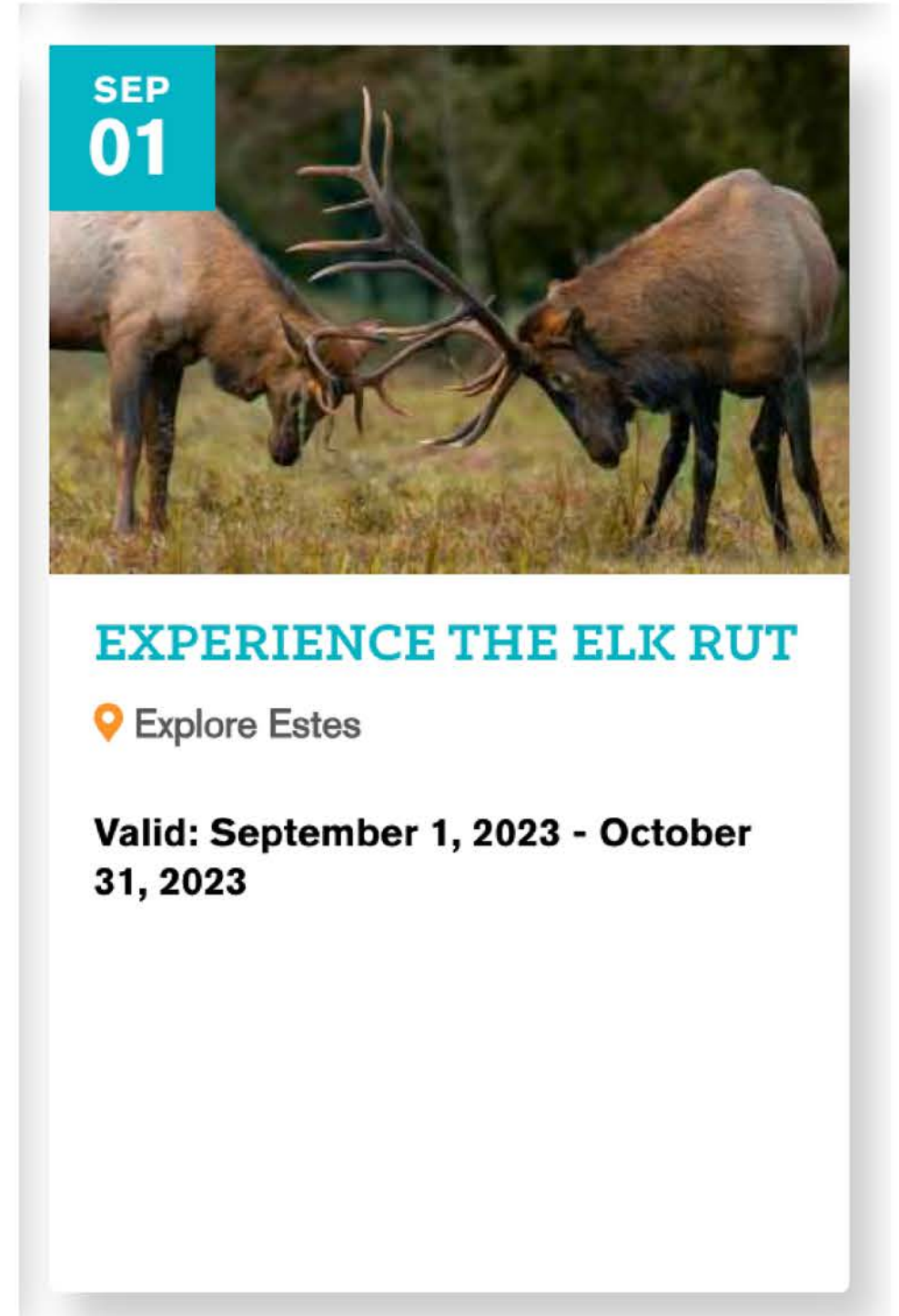
PUBLISHED: October 23, 2023 at 10:17 a.m. | UPDATED: November 22, 2023 at 5:59 a.m.

Beyond Fall

Our Fall Events webpage highlights featured events like Elk Fest, Pumpkins & Pilsners, the Rocky Mountain Craft Spirits Festival, and a growing number of special offers.

We designed and distributed a Fall in Estes Park poster, which is also accessible through OLIVE or the Visit Estes Park Partners Toolkit if businesses need additional copies. The poster directs visitors to our website, resulting in nearly 3,000 special offer click-thrus in the month of October.

- Total offers active: 119
- Total click-thrus: 2,448
- Top performing offers:
 - Explore Estes - Experience the Elk Rut
 - Explore Estes - 25% off souvenir stickers!
 - McGregor Mountain Lodge - Old Fashioned 5 Night Christmas Package



Catch the Glow Updates

- 14 partners are participating in the Sweets Stroll on December 16
- 482 signed up for Family Day
- 274 signed up for Frosty Beer Fest
- Created an email for lodgers to send to their lists about the holidays!
 - Thanks to The Ridgeline Hotel, Castle Mountain Lodge, McGregor Mountain Lodge, and Murphy's for sharing on their channels! The YMCA and The Stanley have also informed us that they will use the information.

Estes Park is going big for the *Holidays* this year!



Book your holiday getaway with us to make sure you don't miss out!

It's going to be a true winter wonderland. Picture holiday lights at every turn, Santa to meet a Hallmark movie star. Plus, lively music, decked-out holiday shopping and activities! But that's not all.

The **Catch the Glow** season is seven weeks of joyful events you won't want to miss!

- Get ready to be dazzled in Bond Park by walk-through lighting displays, life-size snow globes and a pole light tree that plays a light and music show every 30 minutes. It's going to be an experience you won't forget!
- Join us for the **Glow in the Park Frosty Beer Fest** on Saturday, December 16. We'll feature local breweries, live music, food trucks, photo ops and interactive games to enjoy the holiday season with your friends.
- Bring the whole family to **Glow in the Park Family Day** Saturday, December 23. We'll offer fun activities everyone will love, such as a meet and greet with Hallmark's Santa DeLoach, the chance to meet Santa, special appearances by frozen princes and princesses and more. Don't miss the chance to create unforgettable memories with your family!

Estes Park Holiday Passport

- This is your ultimate guide to the holidays in Estes! It features special offers on lodging, dining and shopping. Show your passport, earn points and win prizes! Sign up for the holiday [passport](#).

Stay with us this holiday season with our **Catch the Glow** holiday package!



CATCH THE GLOW SWEETS STROLL

1 Omnibus with Rations Mobile Provisions and Alpine Table Catering: Holiday cookie YOU can decorate

2 Rocky Mountain Majesty Golden Nuggets, Freeze Dried Candies, Chocolates

3 The Stanley Chocolate Factory Stanley Chocolate

4 The Taffy Shop Flavor Sampler Favor

5 Flavors of the Rockies Fudge

6 Historic Park Theatre Icee's and Candy

7 Munchin House Kiddie Scoop of Peppermint Candy Ice Cream

8 Caramel Corn Peppermint, Eggnog or Cinnamon Taffy

9 The Old Fashion Candy Store Freeze Dried Candy

10 Estes Park Sugar Shack Truffle

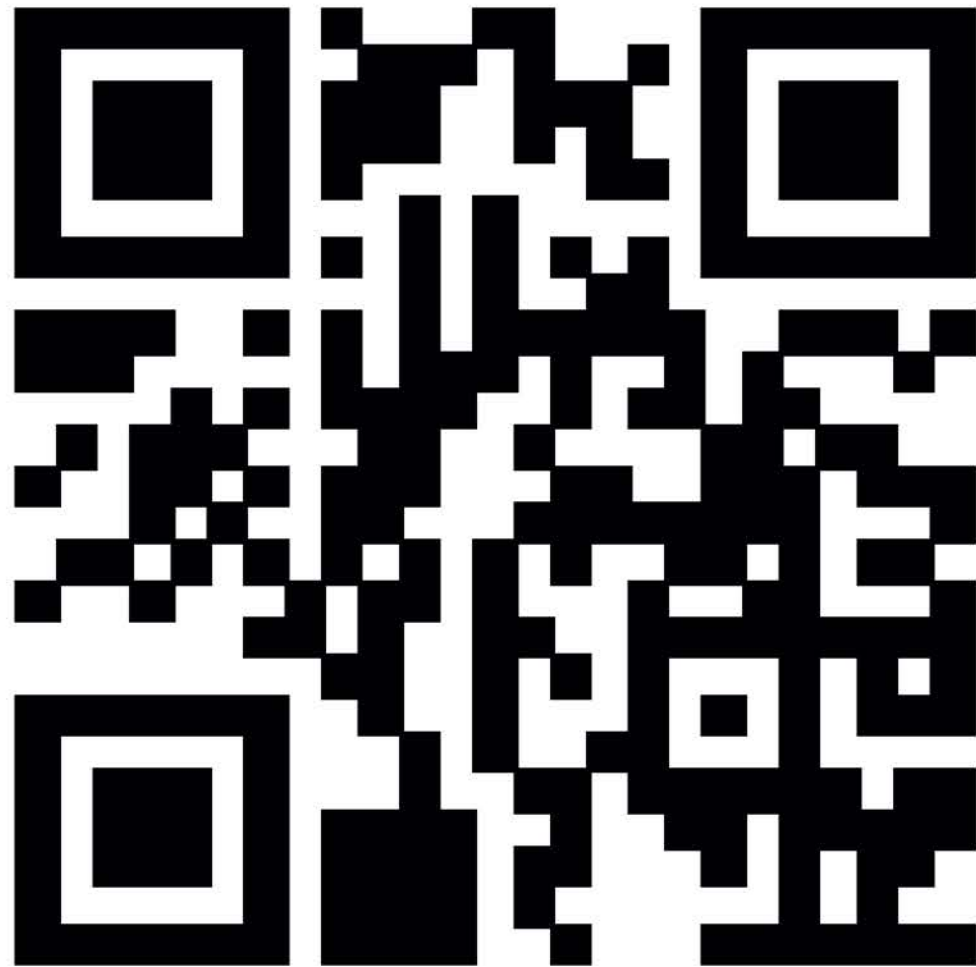
11 SereniTEA's Tea Room Cookies and Chocolates

12 Rocket Fizz Candy

13 Rocky Mountain Chocolate Factory Tiger Butter Bark

14 You Need Pie Holiday Cookie

Holiday Passport is Live!

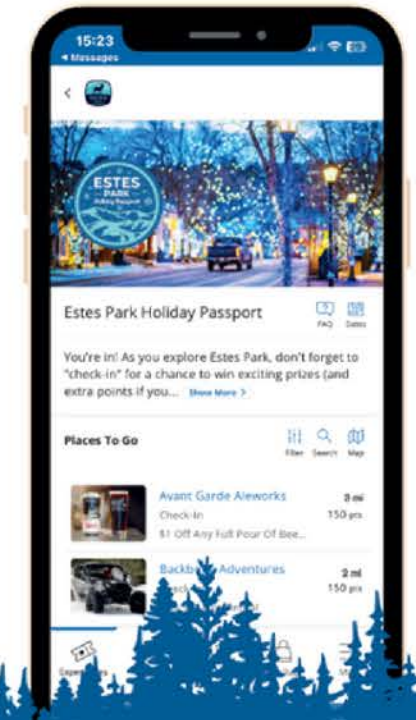


- 474 sign-ups
- 427 check-ins



Estes Park *Holiday Passport*

Welcome to the ultimate map for navigating the holiday season in Estes Park! The Estes Park Holiday Passport is your go-to resource for discovering exclusive special offers and leading you to the businesses that are embracing the holiday spirit like never before. [VisitEstesPark.com/Holiday-Passport](https://www.visitestespark.com/holiday-passport)



How it Works: NOVEMBER 18 - JANUARY 1



Scan the QR code to sign up for FREE!



Receive a text or e-mail with a link to your passport



Check in at participating locations for a chance to win prizes

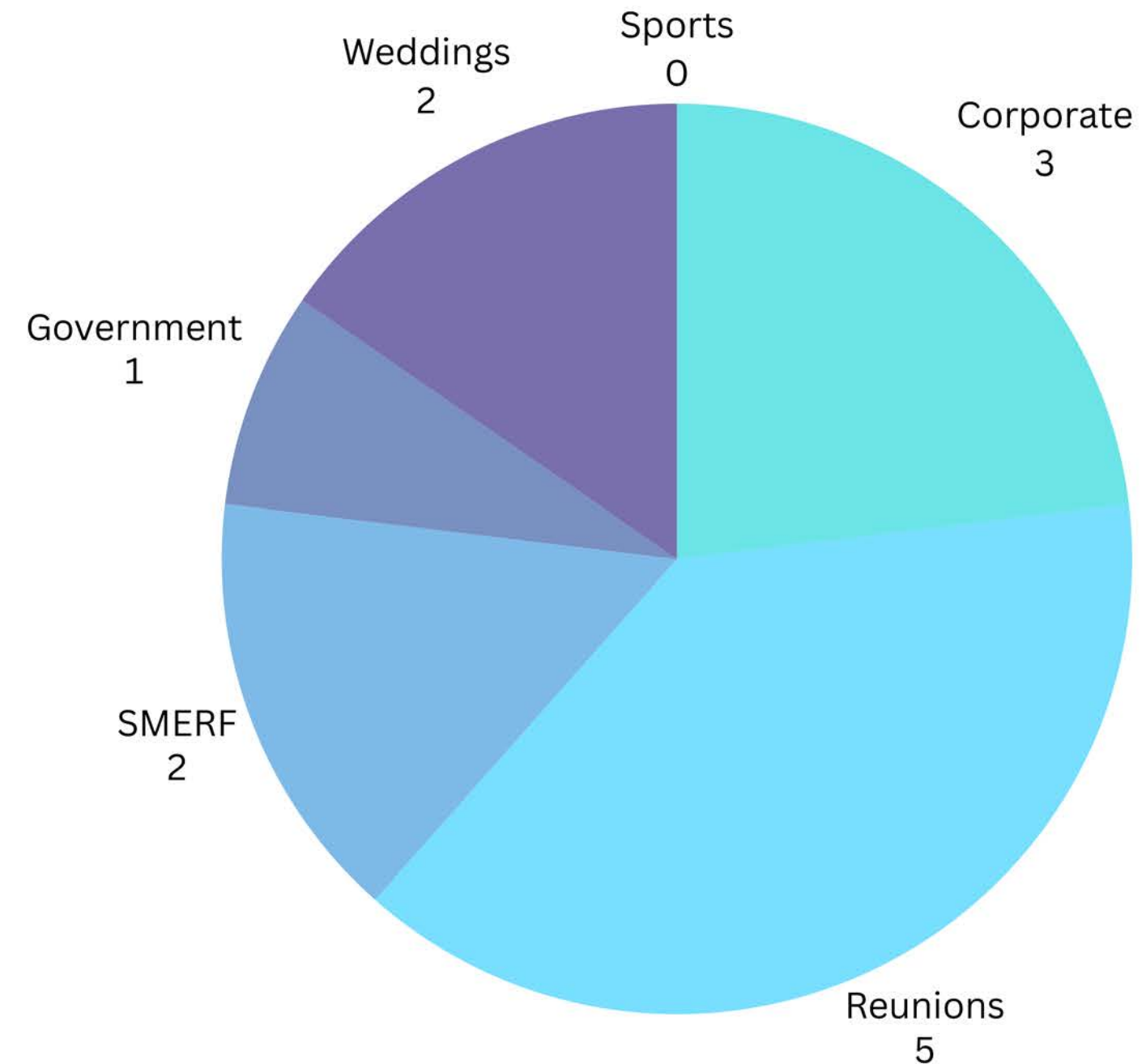


Present your phone to staff members to redeem available discounts

Group Sales: October 2023 Leads

13 leads were received in October, equating to 1,379 requested room nights with an estimated economic value of

\$228,340



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

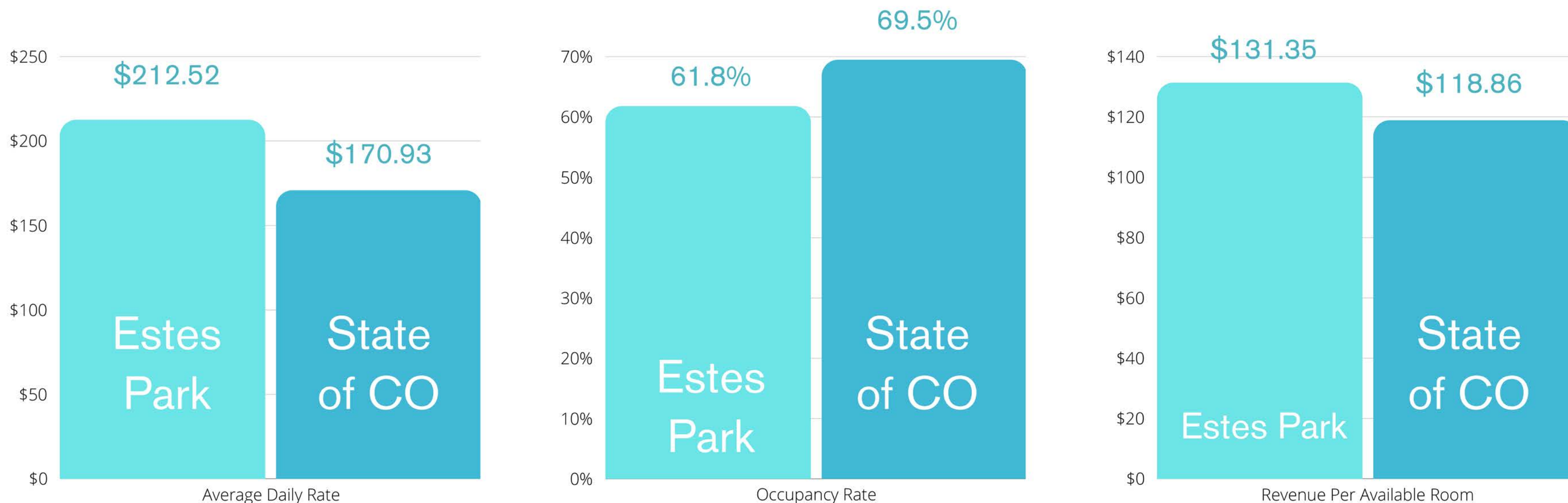


Mike Zumbaugh



Rocky Mountain Lodging Report

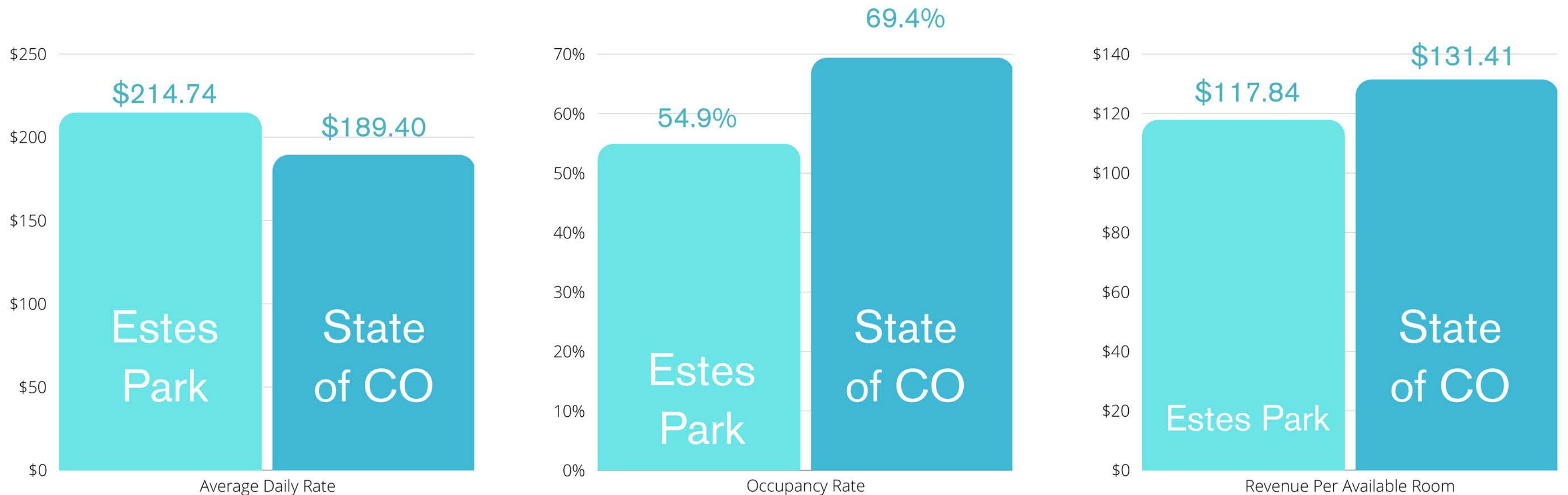
October 2023



Reminder: Low reporting rate for Estes Park (22 properties)

Rocky Mountain Lodging Report

YTD October 2023



Reminder: Low reporting rate for Estes Park (22 properties)



Estes Park Lodging Summary

October 2023

Aggregated Lodging Summary

Source: CHLA & KeyData

	Occupancy	ADR	RevPAR
Oct 2023	61.2%	\$235.46	\$144.00
% Change vs. Oct 2022	-6.9%	11.0%	68.9%
% Change vs. Sep 2023	-25.2%	-14.0%	-35.7%
CYTD 2023	54.9%	\$246.26	\$135.30
% Change vs. CYTD 2022	-8.1%	4.7%	-3.8%

Hotel Performance

Source: CHLA

	Occupancy	ADR	RevPAR
Oct 2023	61.8%	\$212.52	\$131.35
% Change vs. Oct 2022	-5.7%	12.9%	6.4%
% Change vs. Sep 2023	-27.4%	-12.2%	-36.3%
CYTD 2023	54.9%	\$214.74	\$117.84
% Change vs. CYTD 2022	-7.3%	3.1%	-4.4%

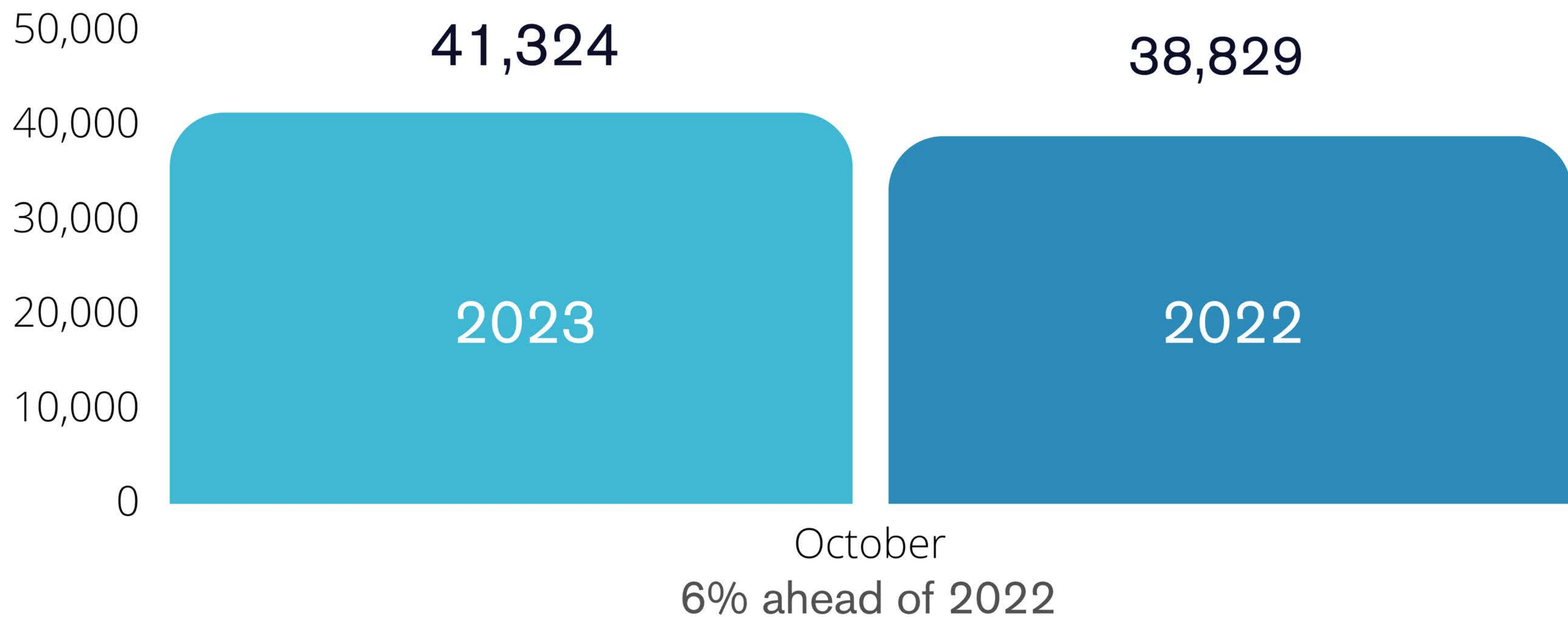
Short Term Lodging

Source: KeyData

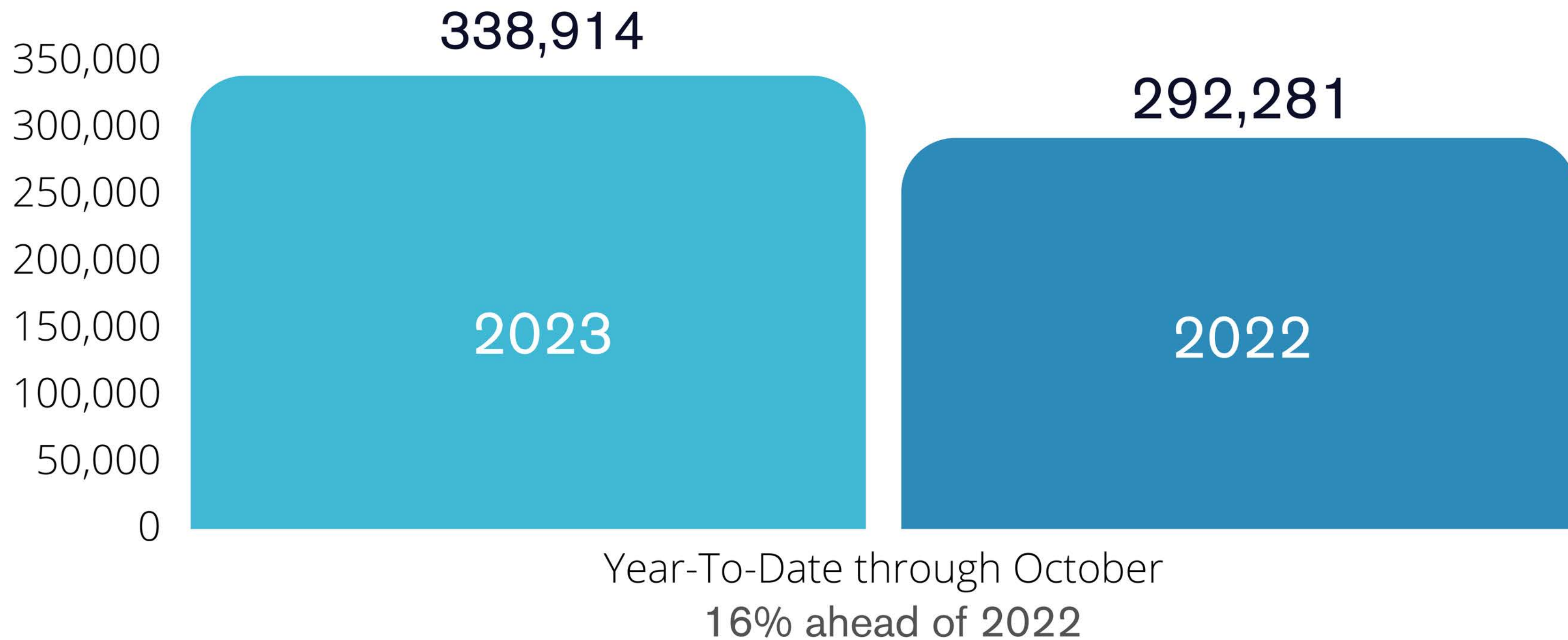
	Occupancy	ADR	RevPAR
Oct 2023	59.4%	\$298.73	\$177.52
% Change vs. Oct 2022	-10.2%	-4.9%	-14.7%
% Change vs. Sep 2023	-17.8%	-21.0%	-35.1%
CYTD 2023	55.2%	\$349.21	\$192.63
% Change vs. CYTD 2022	-11.7%	-2.0%	-13.5%

Sources: CHLA and KeyData

Estes Park Visitor Center: Guest Count



Estes Park Visitor Center: Guest Count



SEPTEMBER & YTD 2023

Total Tax Revenues*

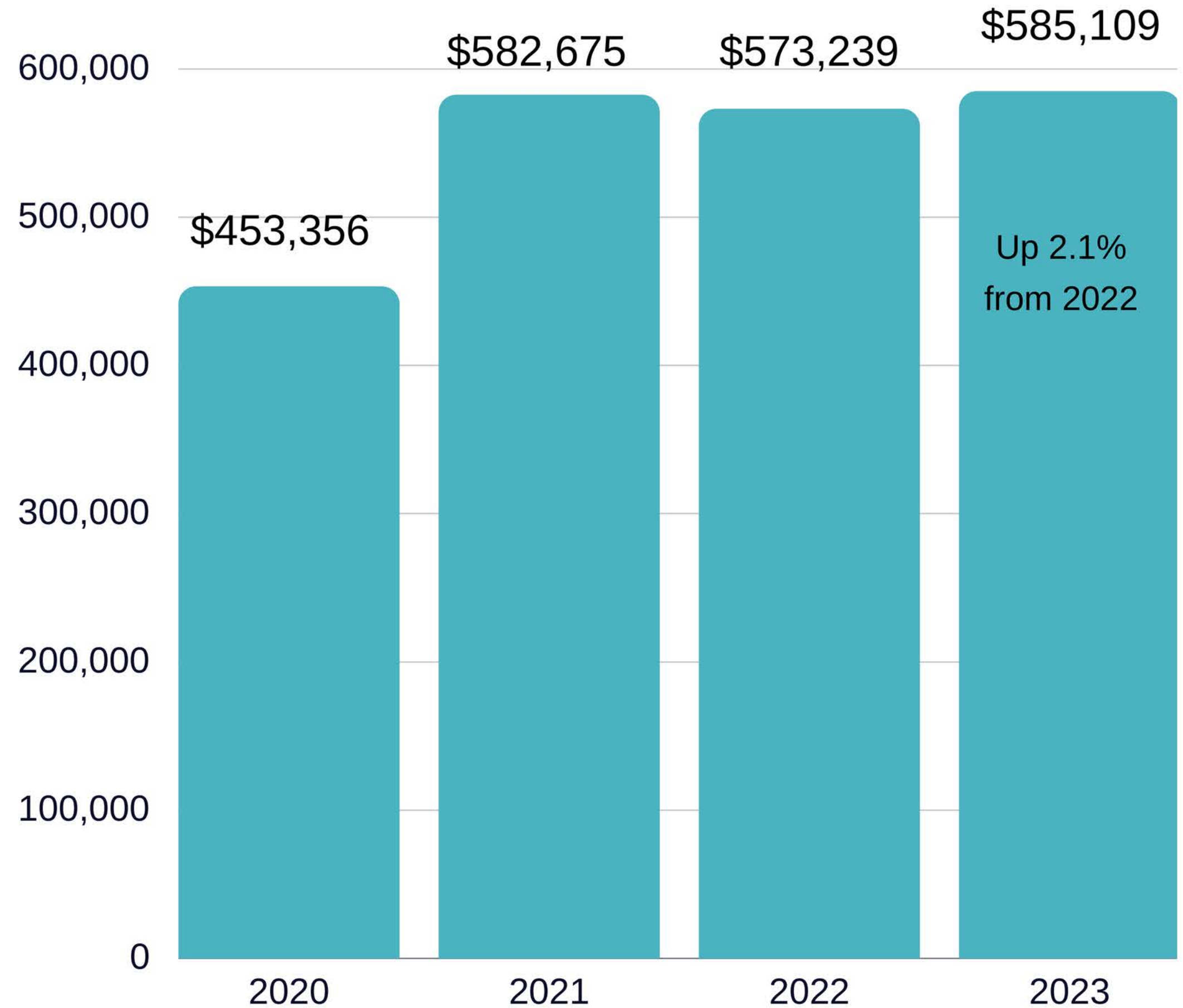
* based on receipts from
the State of Colorado

	Current	YTD
LMD 2%	\$625,365	\$2,900,159
10% of 3.5%	109,163	494,236
3.5% Passthrough	<u>982,466</u>	<u>4,448,126</u>
 Total Received	 \$1,716,994	 \$7,842,521

SEPTEMBER

Lodging Tax Revenues*

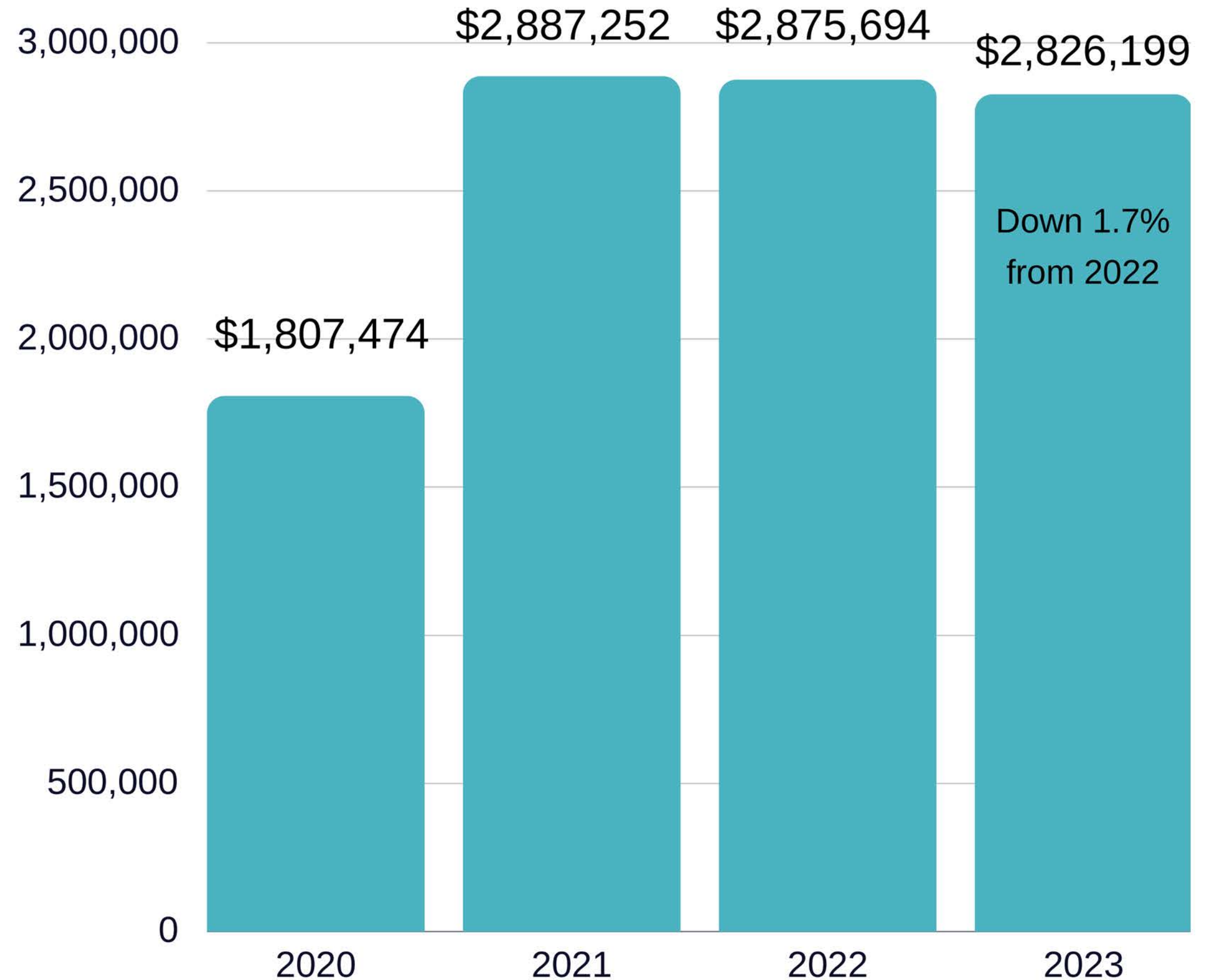
**2% LMD collections,
based on actual
month of stay**



SEPTEMBER YEAR-TO-DATE

Lodging Tax Revenues*

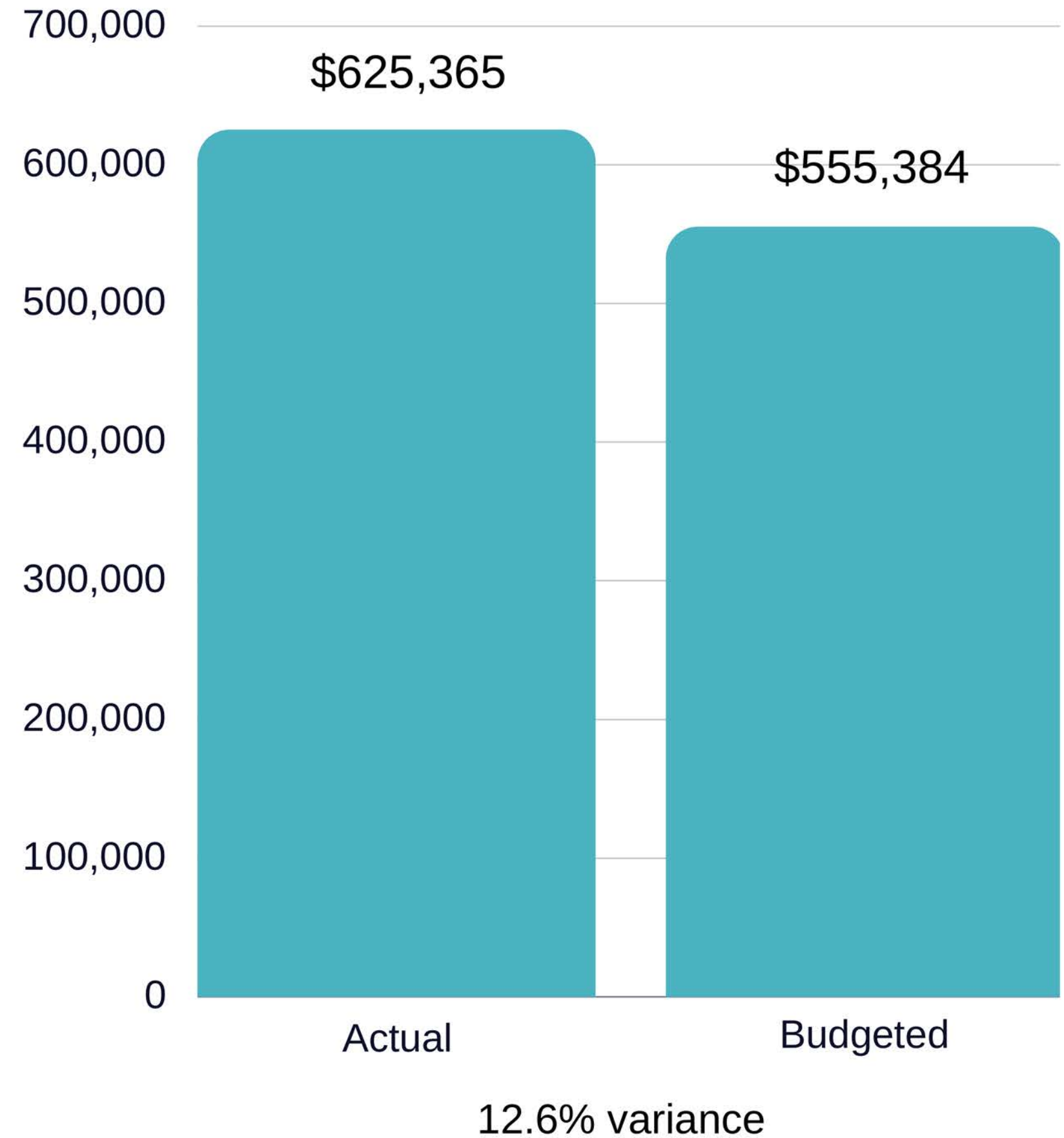
**2% LMD collections,
based on actual
month of stay**



SEPTEMBER

Lodging Tax Revenues*

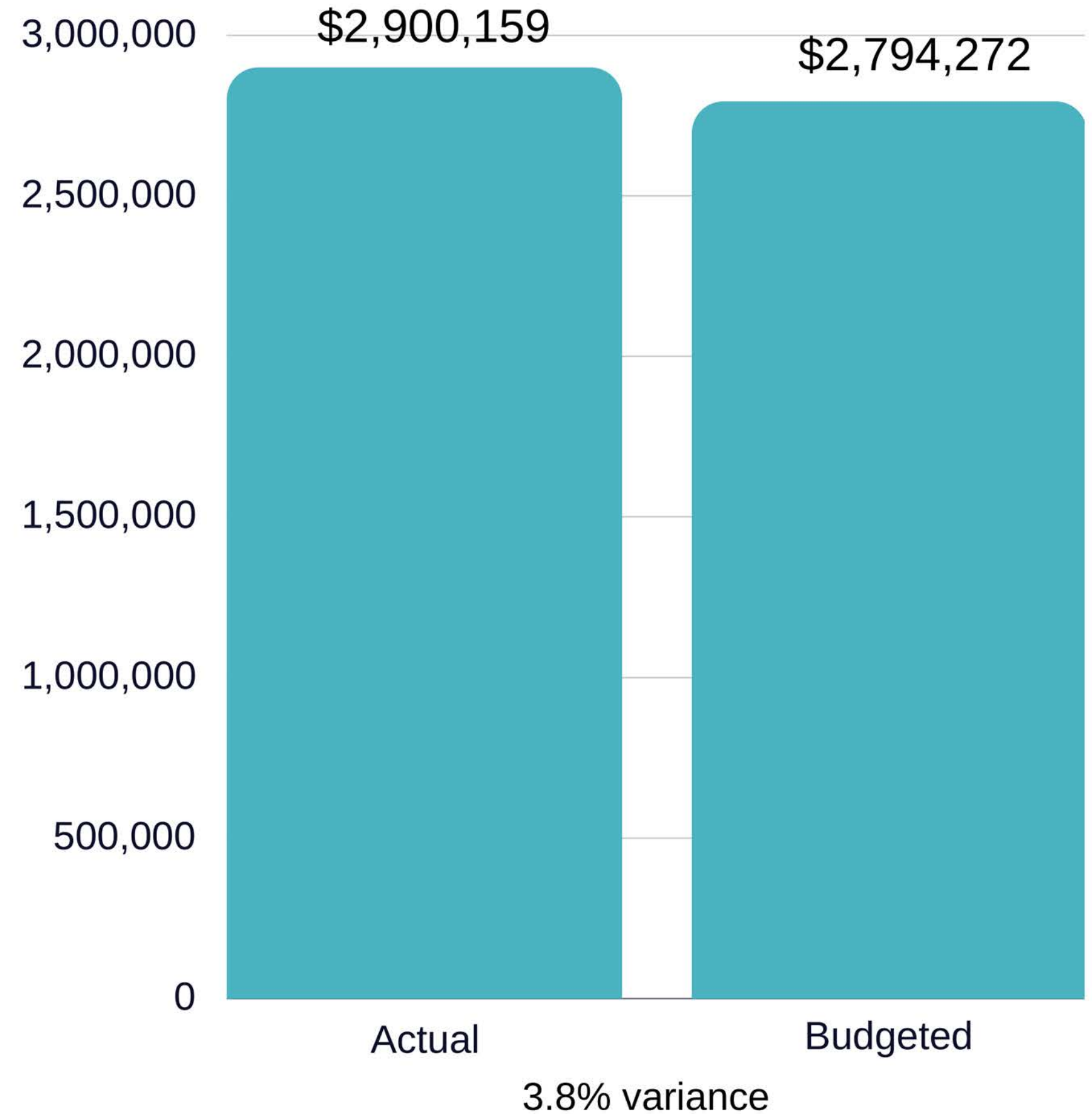
***2% LMD collections,
based on receipts from
the State of Colorado**



SEPTEMBER YEAR-TO-DATE

Lodging Tax Revenues*

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



2023 Lodging Tax Collections by Category

Estes Park Lodging Tax Collections

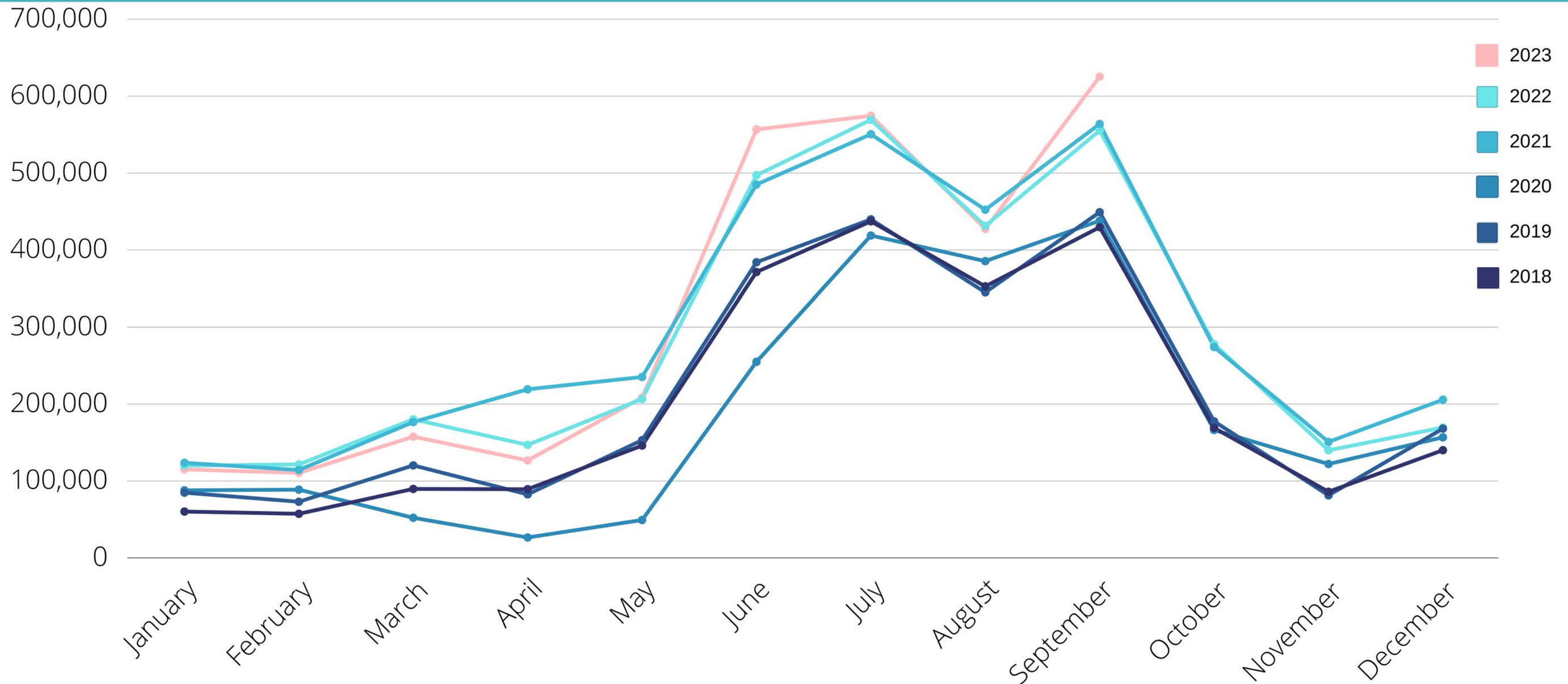
Jan - Sep 2023 | Penalties & Interest Excluded | 2% Amount



<div>Vacation</div> <div>\$1.1M</div> <div>-1.9% YOY</div> <div>39.6% of Total</div>	<div>Large</div> <div>\$1.1M</div> <div>-1.1% YOY</div> <div>37.2% of Total</div>	<div>Small</div> <div>\$422.3K</div> <div>-9.8% YOY</div> <div>14.9% of Total</div>	<div>Third Party</div> <div>\$123.7K</div> <div>+7.2% YOY</div> <div>4.4% of Total</div>	<div>RV/Camp</div> <div>\$110.8K</div> <div>+49.5% YOY</div> <div>3.9% of Total</div>	<div>All</div> <div>\$2.8M</div> <div>-1.2% YOY</div> <div>100.0% of Total</div>
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Lodging Tax Revenues

(based on month received)



Call to Action by Board Chair

**Motion to Accept financial
statements as presented**

BOARD VOTING ROSTER

Chair Sean Jurgens

Vice Chair Deborah Gibson

Secretary/Treasurer McShan Walker

Director Pat Murphy

Director Rich Chiappe

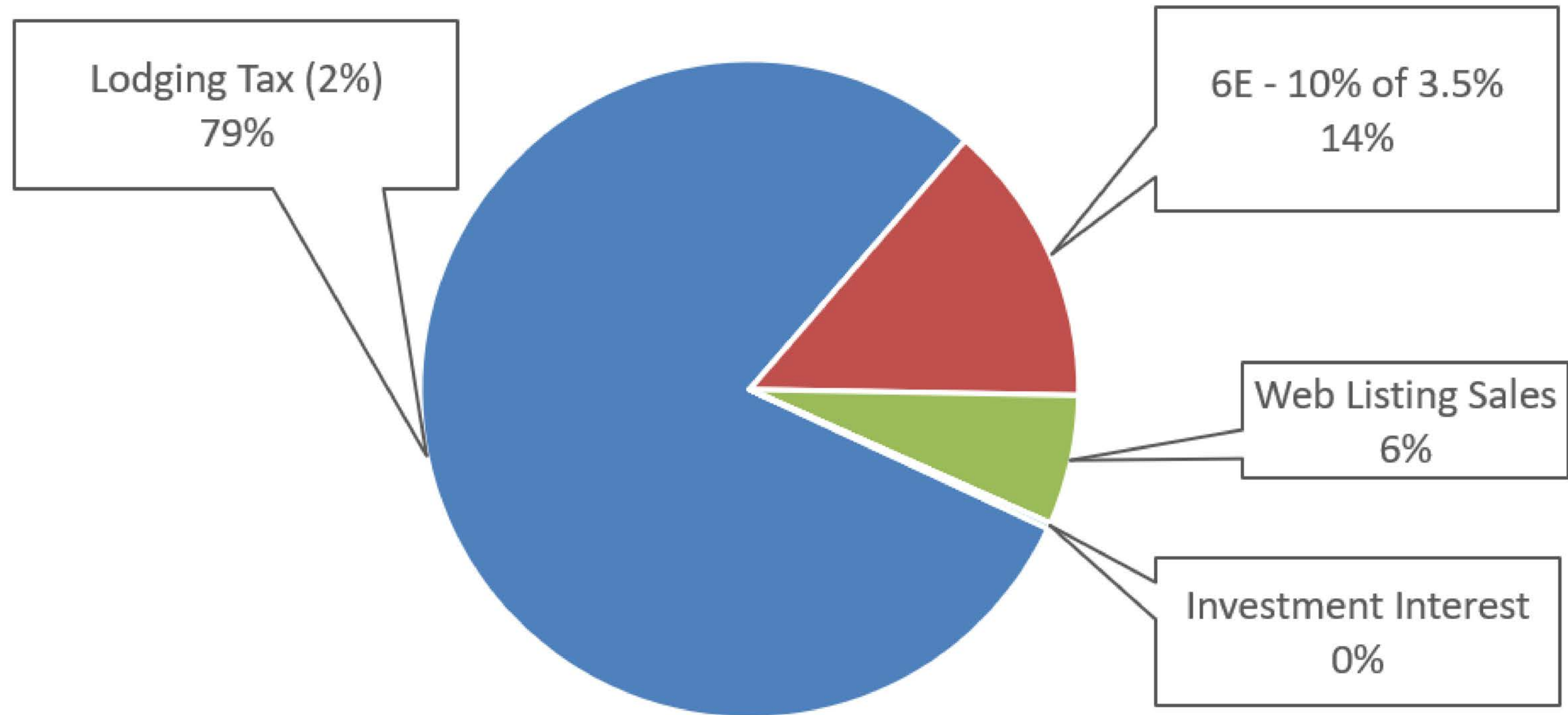
Director Jerusha Rice

Director & Town Trustee Frank Lancaster

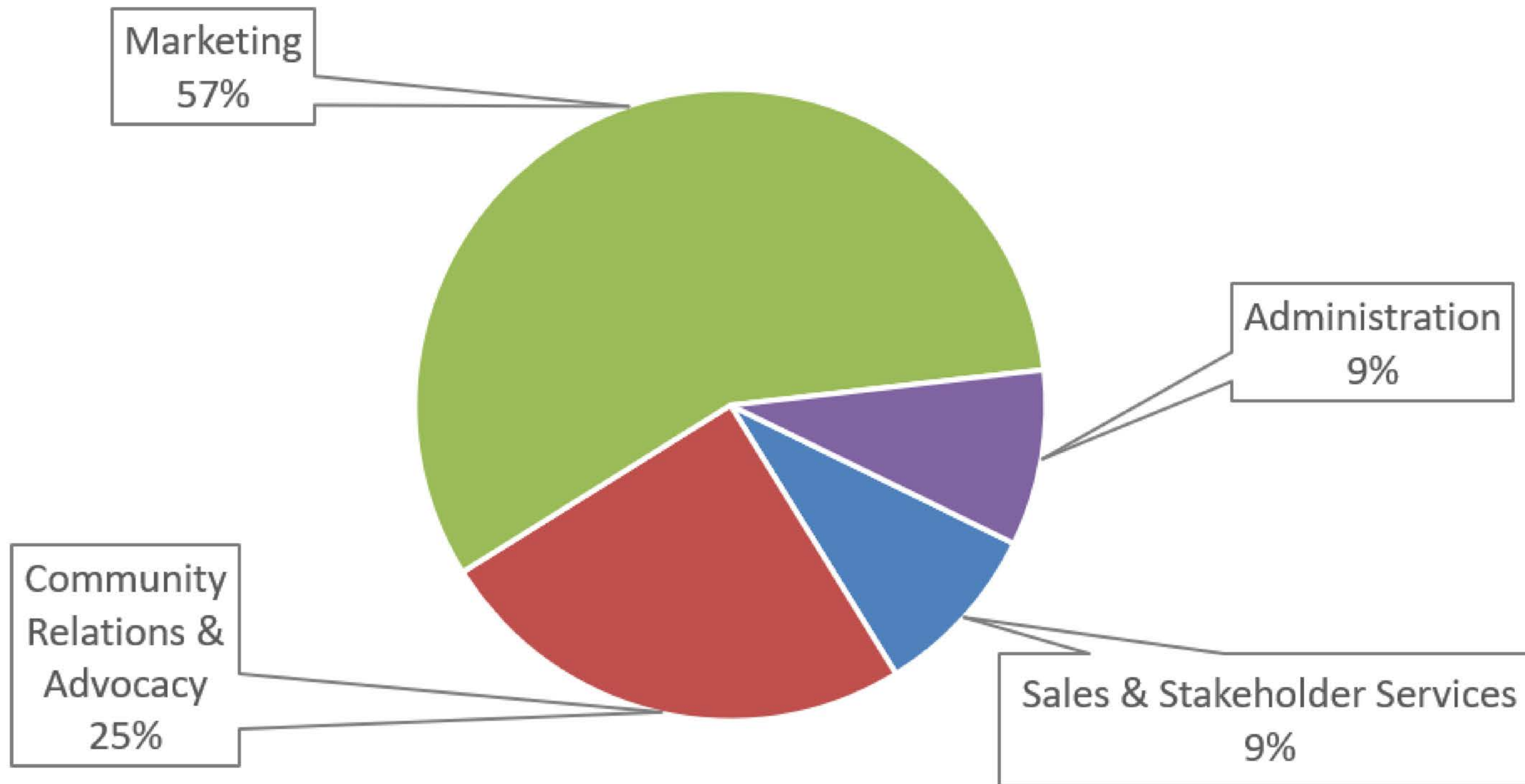
Public Budget Hearing

2024 Budget Review

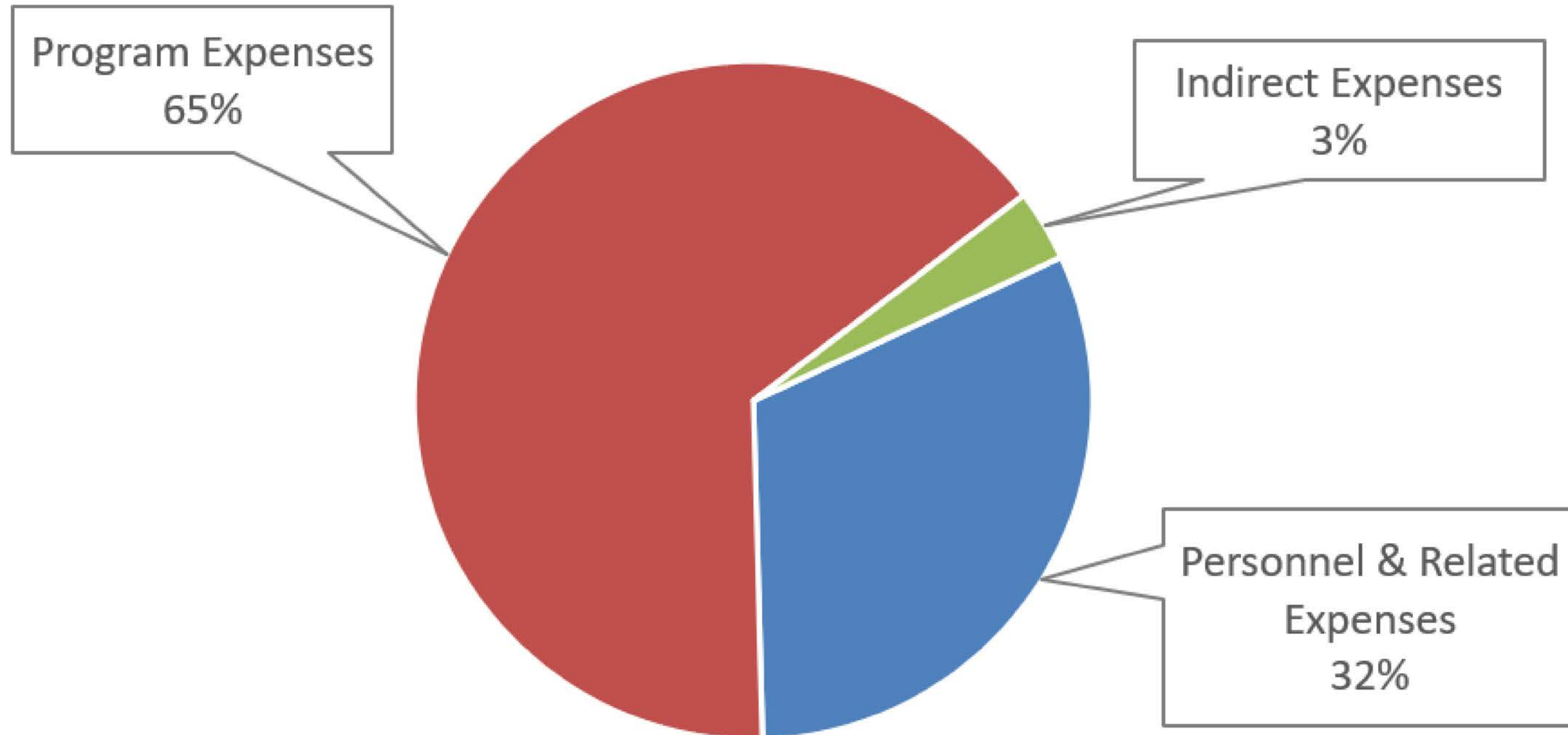
Proposed Budgeted Revenues by Category



Proposed Budgeted Expenses by Department



Proposed Budgeted Expenses by Type



Proposed 2024 Budget of Revenue & Expense

		2023	2023	Variance Between Budgets	
	2024	Budget	Actual/Proj	Amount	%
Revenues					
Lodging Tax (2%)	3,421,630	3,415,432	3,521,319	6,198	0.18%
6E - 10% of 3.5%	598,785	597,701	602,939	1,085	0.18%
6E - Passthrough Portion	5,389,067	5,379,305	5,426,453	9,762	0.18%
Web Listing Sales	275,000	225,000	290,221	50,000	22.22%
Investment Interest	12,000	600	16,655	11,400	1900.00%
Miscellaneous	0	0	750	0	0.00%
Total Operating Revenues	9,696,482	9,618,038	9,858,336	78,444	0.82%
Expenses					
Personnel & Related Expenses	1,357,491	1,359,289	1,287,553	(1,798)	-0.13%
Program Expenses	2,803,991	3,316,010	2,734,506	(512,019)	-15.44%
Indirect Expenses	145,933	153,434	145,420	(7,501)	-4.89%
6E Passthrough	5,389,067	5,379,305	5,426,453	9,762	0.18%
Total Operational Expenses	9,696,482	10,208,038	9,593,930	(511,556)	-5.01%
Net Revenues from Operations	0	(590,000)	264,406	590,000	

Board Comments & Closing

1. Requests for future agenda items
2. Any additional items for discussion?
3. Next Board Meeting: December 14, 2 p.m. online
 - a. Includes final budget approval vote
4. Holiday Gathering at the View: December 15, 2023, 5-7 p.m.
5. Adjourn

BOARD VOTING ROSTER

Chair Sean Jurgens

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