

# VISIT ESTES PARK

OCTOBER 26, 2023

BOARD MEETING



# AGENDA



**OCTOBER 26 , 2023**

- Call to Order by Chairperson
- Approval of Agenda and Minutes
- Prior Agenda Acceptance
- 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
- Review, Discussion & Approval of New Reserves Policy
- 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**

**Motion to ratify all prior meeting minutes  
as previously approved by the Board and  
posted on the District's website.**

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**Director Pat Murphy**

**Director Rich Chiappe**

**Director Jerusha Rice**

**Director & Town Trustee Frank Lancaster**



# Ex Officio Board Member Updates



**Kyle Patterson**



**John Schnipkowitz**



**Colleen DePasquale**





A person stands on the edge of a rugged, reddish-brown rock formation, looking out over a vast mountain valley. The sun is setting on the right, casting a warm, golden glow across the sky and the distant peaks. The valley below is filled with green slopes and patches of snow. The sky is filled with soft, colorful clouds.

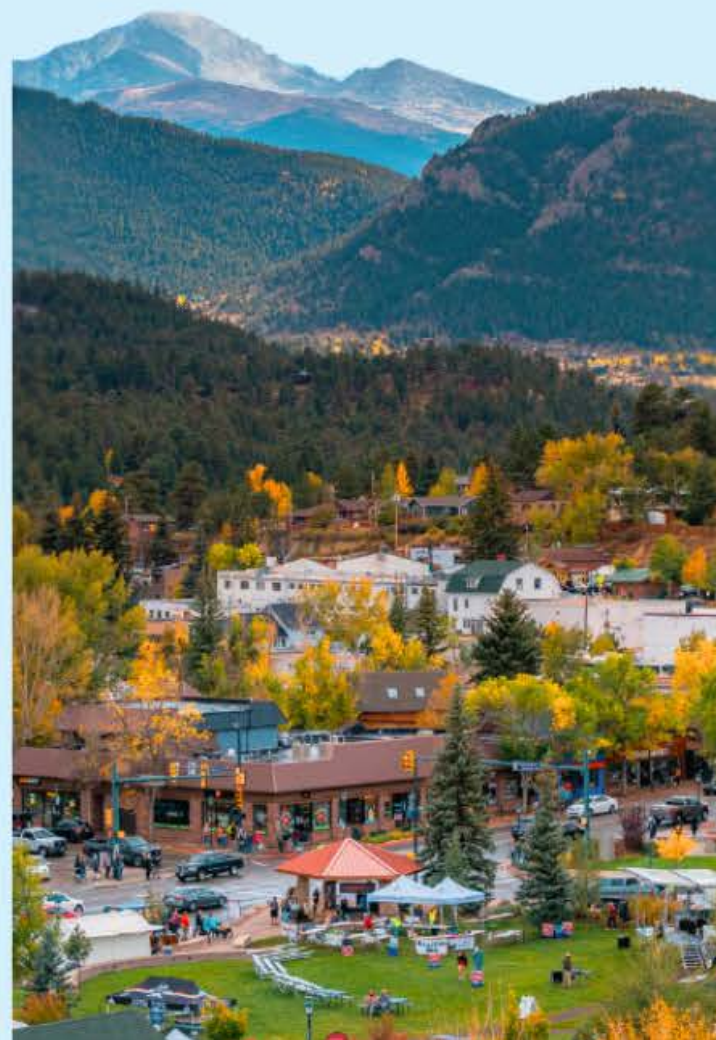
# Kara Franker



# Operating Plan Approved!



## Visit Estes Park 2024 Operating Plan





# Media Coverage: Today Show



Coverage is the result of pitching Estes Park Fall offerings to the TODAY Show correspondent.



# Future Partners:

## The State of the American Traveler (October Edition)

- Making good on their travel enthusiasm, about 80% of American travelers have done some travel dreaming and planning in the last week alone, with 14% actually booking/purchasing.
- Thinking about the upcoming holiday season? Right now 26% of American travelers report they have a leisure trip planned for November and over 30% report trips planned for December.
- Travel is often the inspiration for the decision to become a resident of a place. When asked to rate their agreement with the following statement, “I moved to my local community primarily because I visited and love the place,” 40% of American travelers agreed or strongly agreed.
- We asked the travelers we surveyed this month if they have ever received a tattoo(s) specifically to commemorate, celebrate, or dream about a travel experience, and we found that almost one in ten indeed have.

# JLL's Holiday Survey Report

polled 1,095 consumers

**More than 90% of holiday shoppers plan to indulge in at least one holiday experience this holiday season – such as dining out or visiting an entertainment venue. On average, holiday shoppers will spend \$218 on entertainment and holiday-related experiences.**

Additional findings include:

- 65.5% will dine out at a restaurant and 43.7% will go to the movies (almost twice as much as last year).
- 49.6% of primarily Gen Z shoppers will shop in malls compared to the 40.8% average.
- Holiday shoppers plan to spend a healthy \$958 per person this holiday season — 22.8% of which will be used for holiday entertainment and experiences.

# Adventure Travel Report

The adventure travel industry raked in \$366.7 billion in 2022. The boom in adventure tourism is not isolated to families, couples, and friends; it includes the rise of solo female travelers and seniors worldwide.

People of all ages seek travel experiences prioritizing wellness, being outdoors, and, most importantly — a digital detox.



# Star Bathing is Trending

VOGUE

TRAVEL

## Is Star Bathing the Next Big Wellness Travel Trend?

BY STEPHANIE VERMILLION

October 6, 2023



One of the goals of the Do Estes Right Coalition is to “See the International Dark Sky Certification completed for Estes Park & Rocky Mountain National Park.”

Earning the designation will be good not only for our local wildlife but also position Estes Park to align with travel trends and expectations



# Visitor Intercept Study Overall Findings - September

- 73% of visitors were “Very Satisfied” with their experience
- Elk Fest rated extremely high among visitors who came to town for the event.
- Elk Fest was a strong driver of visitation with a quarter of respondents during the event weekend saying it was the reason they came to town.
- Nearly half of visitors to Estes Park reported it was their first time visiting. This is up from a third in July.



# Visitor Intercept Study Overall Findings - September

- 41% of respondents were overnight visitors staying in Estes Park.
- About half (51%) of overnight visitors stayed in traditional paid lodging and 23% were in “Rent-by-Owner” (Airbnb, VRBO). On average, these visitors spent 4 nights in Estes Park.
- Of those who planned to visit or had visited Rocky Mountain National Park, more than half (58%) already had a timed entry ticket to the park. 15% didn't know that they needed a timed entry ticket, with an additional 8% that were unable to get a ticket for their trip.





# International Cryonics Museum





# Colorado Governor's Conference

Exemplary Community  
Tourism Initiative for our work  
on Frozen Dead Guy Days.





# CTO Winter Media Reception

- Met with journalists from all around the state from a variety of outlets and publications.
- Fantastic opportunity to pitch everything Estes Park has to offer this winter!
  - Catch the Glow Holiday Season
  - Frozen Dead Guy Days 2024 and the opening of the Cryonics museum
  - First People's Festival
- Had talks with writers and editors from Denver Life, Denver Gazette, Outside Inc. and Backpacker as well as several freelancers.
- Catch the Glow Holiday Season drummed up a lot of excitement and several writers expressed their goal to travel to Estes Park to experience it.
- It was also clear that there is still a lot of buzz and excitement around Frozen Dead Guy Days and the 2024 festival.





# Destinations International EDI & Advocacy Summits

This month, Rachel attended Destinations International's EDI and Advocacy Summits in Little Rock, Arkansas.

A few takeaways:

- Storytelling
- Advocacy tools and frameworks
- Destination case studies





# CTO Destination Stewardship Workshop

The Colorado Tourism Office is developing a statewide stewardship plan and eight regional plans. They invited destination marketing organizations, municipalities, advocacy organizations, non-profits and more to help.

- Rachel and Dana attended the first workshop, designed to supply the facilitators with data on the importance of stewardship priorities identified by stakeholders.
- Participant feedback will be encouraged at each step in the development of the plan.
- Visit Estes Park will participate throughout the entire process.
- Rachel was asked to speak to the group about some of the stewardship projects Visit Estes Park has been involved in as examples of how DMOs can contribute to destination stewardship.







# Heidi Barfels





# Epsilon Net Economic Impact Report: Jan 19 - June 29

Measurement Window: January 19, 2023– June 29, 2023



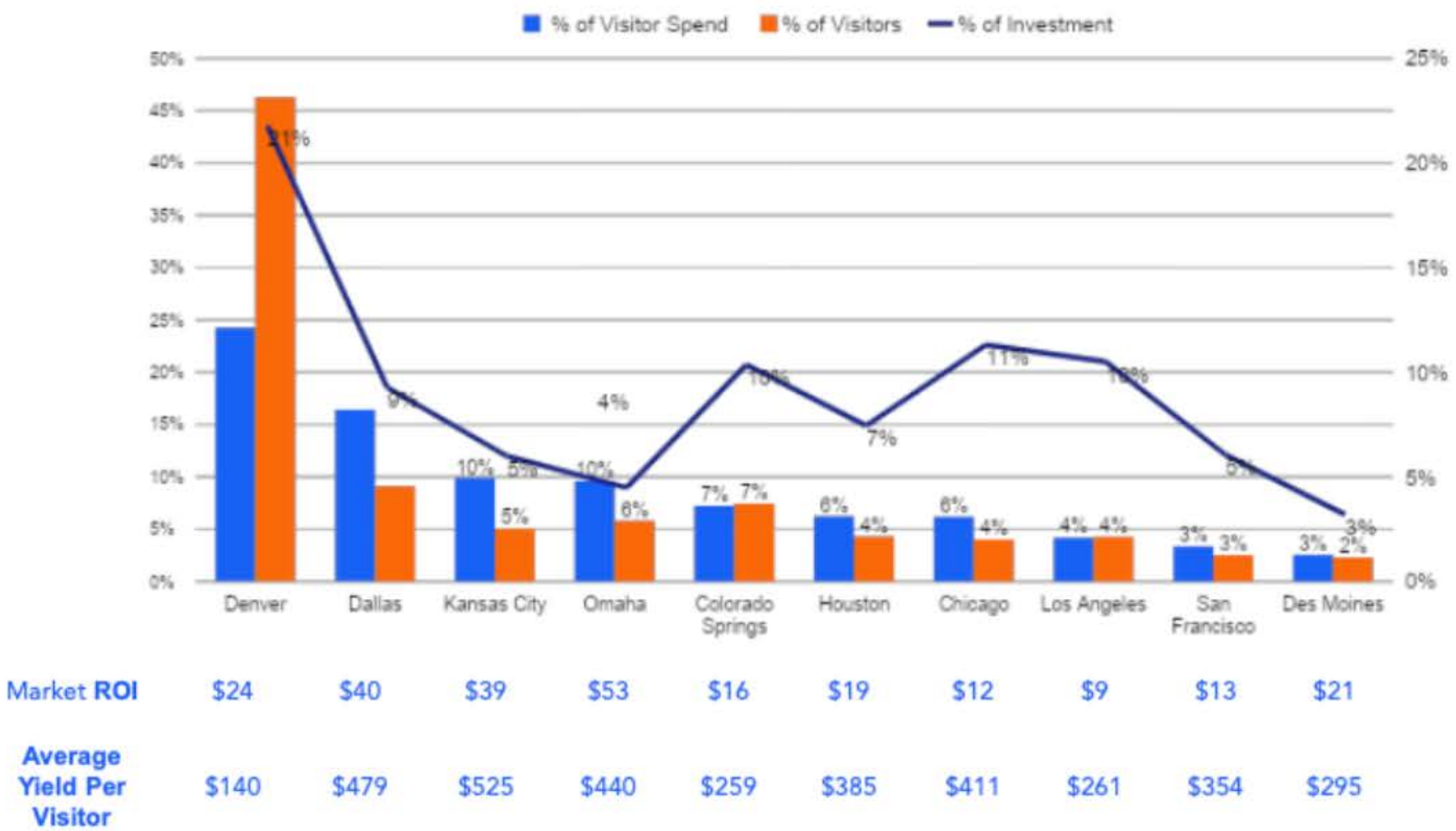
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Note: NEI measures on average about 50-60% of non-cash transactions



# Epsilon Net Economic Impact Report: Jan 19 - June 29

## Visitor spend & transactions by feeder market



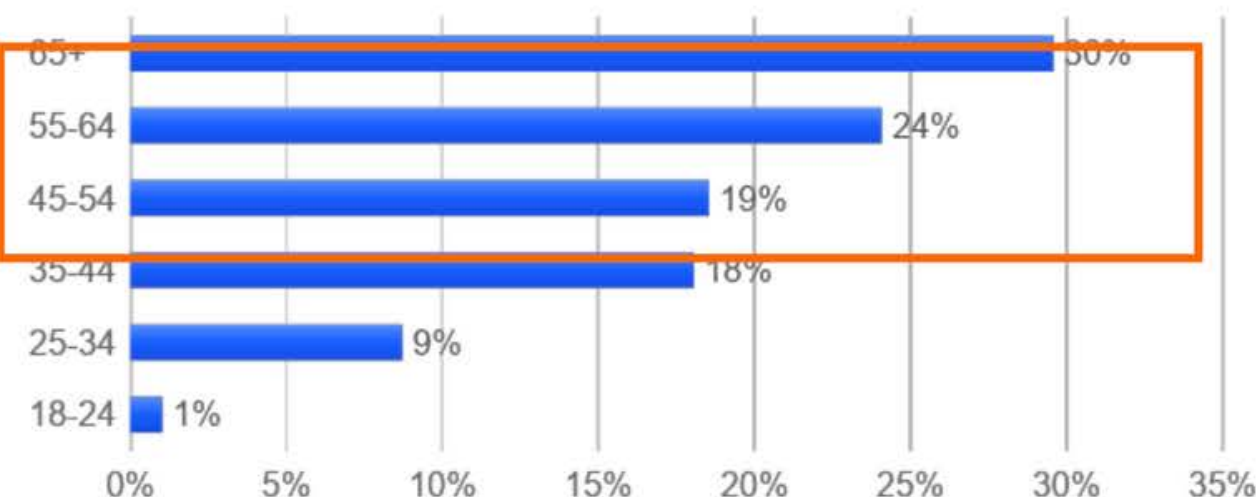
- 24% of measured visitor spend generated in Estes Park came from the Denver DMA; Additionally, that measured spend was driven by 46% of visitors
- Dallas, Kansas City, Omaha, Houston, Chicago and Des Moines represent feeder markets that over index for spend vs. visitation. On average, visitors from these feeders spend more during their visit



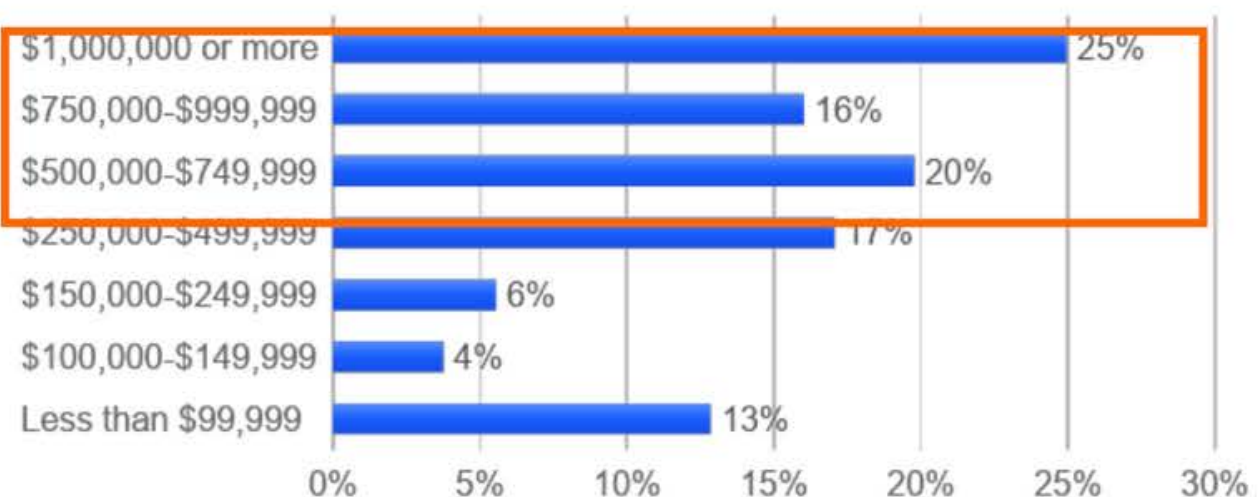
# Epsilon Net Economic Impact Report: Jan 19 - June 29

## Visitor Demographics

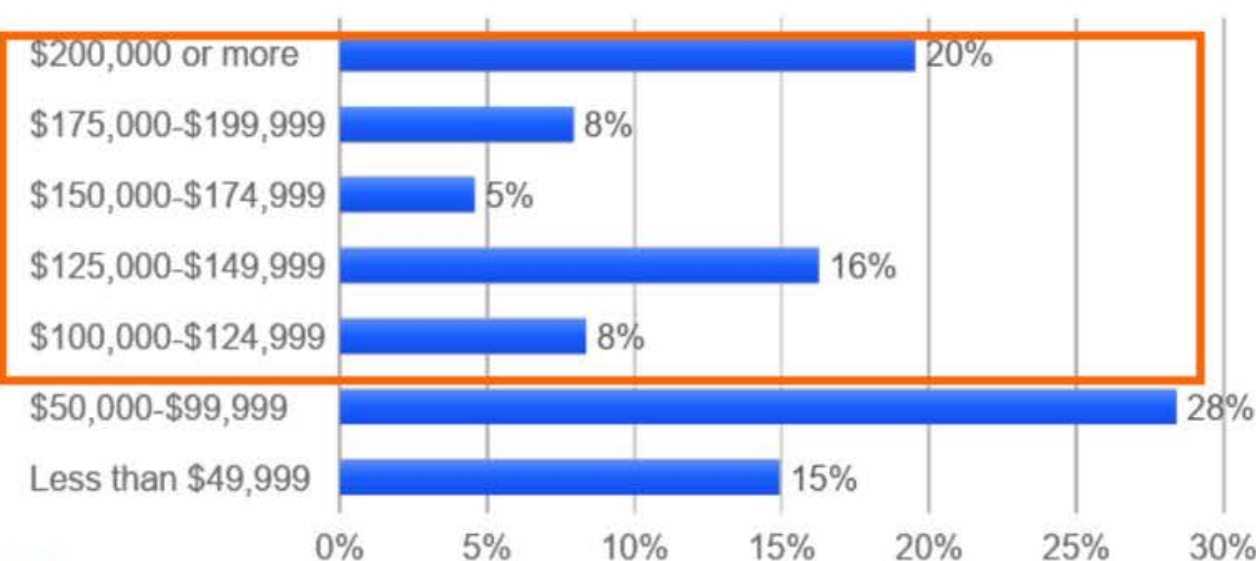
Visitor Spend by Age Bracket



Visitor Spend by Net Worth



Visitor Spend by Household Income



- A45+ contributed 73% of visitor spend
- Visitors with a net worth of \$500K+ contributed 61% of visitor spend
- Visitors with a HHI of \$100K+ contributed 57% of all visitor spend



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# Estes Park Wedding Guide Print Ad - Fall 2023







# Travel+Leisure Co-branded Email - Winter

[View on the Web](#)

**TRAVEL+  
LEISURE**

We found a special offer from one of our partners that we think is perfect for Travel + Leisure readers — check it out!



## 9 Reasons to Visit Estes Park this Winter

Whether you're looking for a picturesque main street decked out in holiday lights, seeking snowy adventure, or simply want to feel the crisp fresh air infused with the smell of pines, you can have it all and more with a winter trip to Estes Park.

[EXPLORE NOW](#)

### Catch the Holiday Glow

The holiday season in Estes Park is nothing short of magical. It's an ideal time to come together, celebrate and quite literally catch the glow in a real life snow globe. So bundle up, grab your hot cocoa and read on to find out how you can experience all the fun festivities taking place this year.

[EXPLORE NOW](#)



### Itineraries for Romantics

Itineraries for Romantics Cozy up in a quaint cabin and spend your evenings soaking in your private hot tub while the snow falls (truly a bucket list feeling). And of course, make new memories showing your playful side in the snow.

[EXPLORE NOW](#)

### Stay Awhile

Estes Park stays offer the perfect blend of comfort and adventure for your winter getaway. Book now for an unforgettable experience amidst the snow-covered beauty of the Rocky Mountains.

[BOOK NOW](#)





# New Logo for Frozen Dead Guy Days!





# Blog Content: Haunted Estes

PREVIOUS

## IT'S SPOOKY SEASON- HERE'S WHY YOU SHOULD SPEND IT IN ESTES PARK

By Claire Molle on Oct. 02, 2023

From bugling elk, to landscapes glittered in yellow and orange, experiencing October in Estes Park has always been one for the books, but perhaps something that may not immediately come to mind when you think of fall in Estes Park is...ghosts!

Home to the iconic Stanley Hotel, which many associate with Stephen King's quintessential, "The Shining," it turns out, there's more to the ghosts of Estes Park than you may know.

Here are some local spooky spectacles you won't want to miss!





# Blog Content: Catch the Glow

◀ PREVIOUS

## HOW TO CATCH THE GLOW THIS HOLIDAY SEASON

By Kendall Akin on Oct. 18, 2023

As the days grow shorter and a crisp chill fills the Rocky Mountain air, a sense of giddiness descends upon Estes Park, Colorado. The "Catch the Glow" holiday season here is nothing short of magical and is filled with 7 whole weeks of constant festivities. It's a time when the community and visitors come together to celebrate and, quite literally, catch the glow. So bundle up, grab your hot cocoa, and read on to find out how to experience the wonderful snow globe of Estes Park.



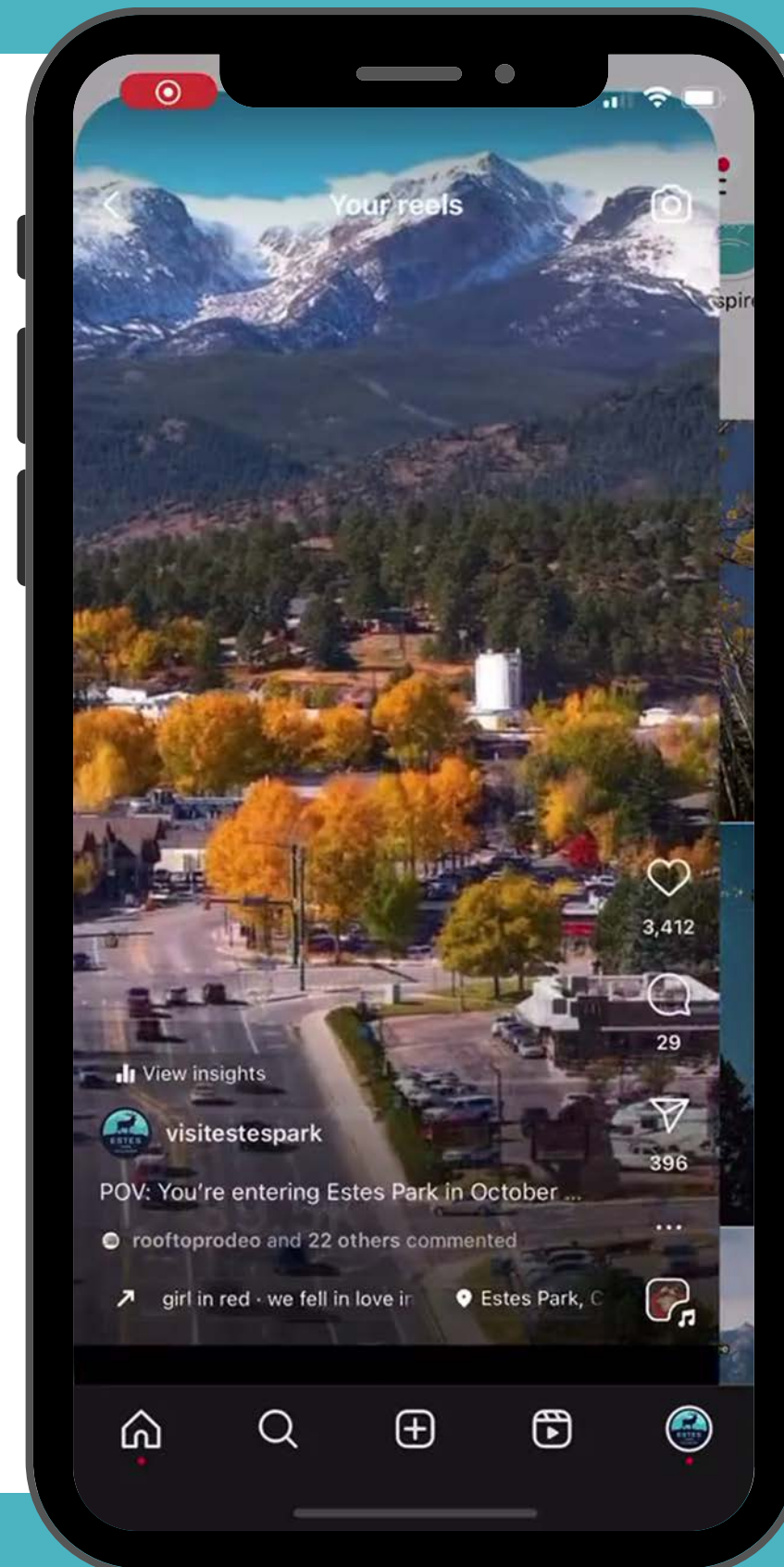


# Social Media Highlights

**October**

**39,654 views**

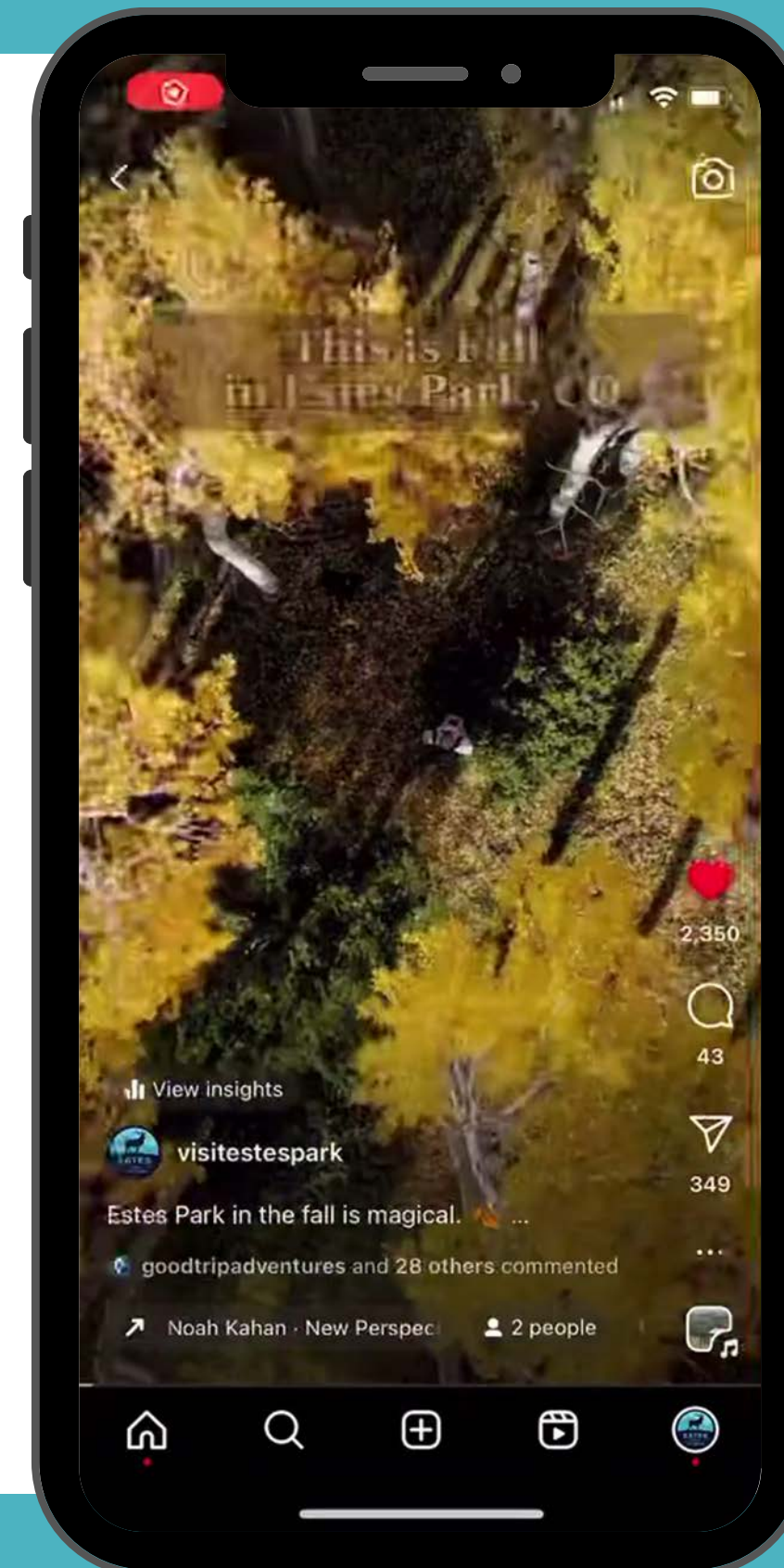
**3,417 likes**



**Winter is  
coming!**

**28,219 views**

**1,771 likes**





# Media Coverage: Forbes

# Forbes

## Five Of The Best Ecotourism Trips For Nature Lovers

Rebecca Deurlein Contributor ©

*I write so others can travel with me.*



### Foraging Lessons in Estes Park, Colorado

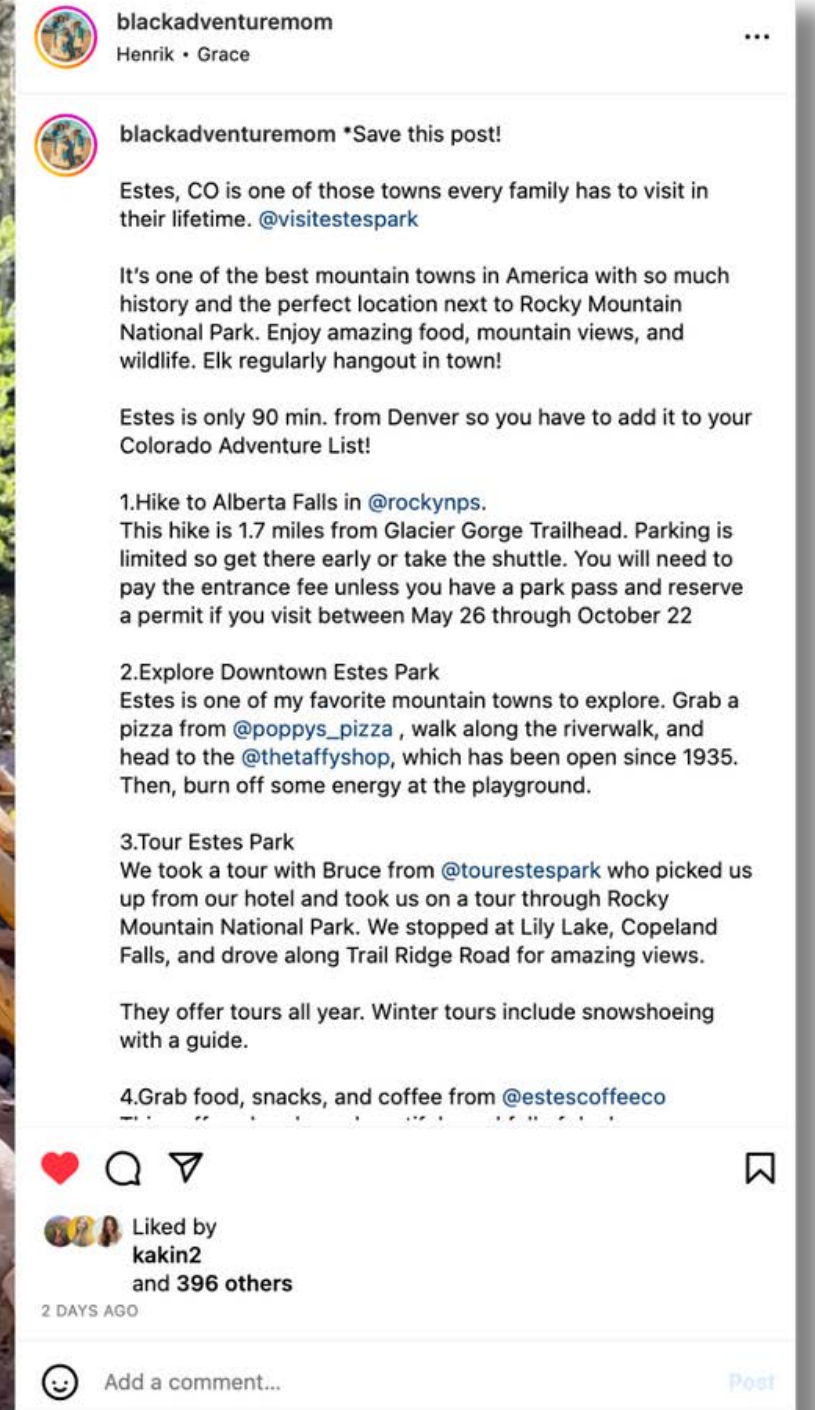
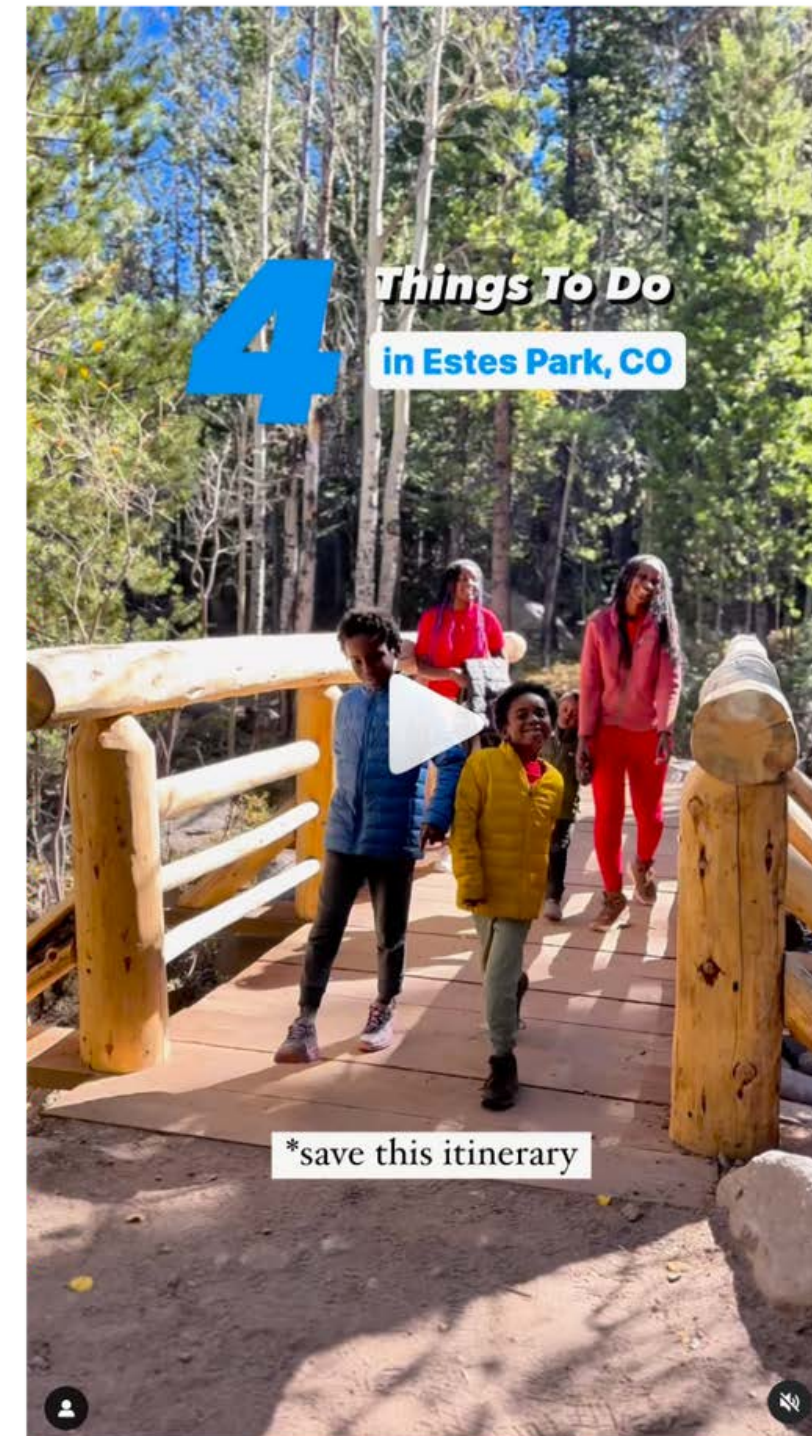


A guide from Rocky Mountain Conservancy Field Institute teaches a small group how to identify edible ... [+] REBECCA DEURLIN

Coverage is the direct result of hosting writer  
Rebecca Deurlein for the Isabella Bird FAM



# FAM Tour: Kyana & Family







# Rebecca D. Gelsinger





# Connecting with Partners

- Monthly Meetings with the Visitor Center, Simpleview, EPNRC, Estes Next, Town Events team and Chamber Board Meeting
- Chamber Mini Golf Tournament
- Coffee Connections
- “The Women Got It Done” Presentation at The Stanley Home Museum
- Downtown & Retail Alliance Meeting
- YMCA of the Rockies - Estes Park Center
- Wild Basin Lodge
- Trailborn Rocky Mountains
- Murphy’s Resort/River Lodge
- Bowers Group LLC (Estes Park Wine Festival)
- Timberwolf Lodge
- Vert CoWorking
- Snowygrass Festival - Nadine
- Vacationland - Susie





# In the Community





# Pumpkins & Pilsners and The YMCA

## THINGS TO DO

### A guide to pumpkin patches, corn mazes and fall fun galore

Colorado knows how to do the season right



## ESTES PARK Trail Gazette

### ESTES PARK

**Pumpkins & Pilsners Festival:** The Pumpkins & Pilsners Festival at Bond Park features food trucks, a beer tent, free face paintings and pony rides, a pumpkin patch and more. Sat., Oct. 7, from 11 a.m. to 6 p.m. *170 MacGregor Ave., Estes Park; [visitestespark.com](http://visitestespark.com)*

**Halloween Spooktacular:** Dress in your Halloween costume at the Halloween Spooktacular at the YMCA of the Rockies all day on Saturday, Oct. 28. It's a family-friendly haunted forest with creepy surprises. *2515 Tunnel Road, Estes Park; [ymcarockies.org](http://ymcarockies.org)*



# New Businesses!



**Seed & Sage Studio**





# Beyond Fall

As we move into Autumn, our Fall Events webpage highlights featured events like Elk Fest, Pumpkins & Pilsners and the Rocky Mountain Craft Spirits Festival, as well as a growing number of special offers.

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

- Total offers active: 102
- Total click-thrus: 3,786
- Top performing offers:
  - Explore Estes - Experience the Elk Rut
  - Rocky Mountain Conservancy - Fall Color Scenic Ecology Elk Tour
  - Avant Garde Aleworks - Oktoberfest at Avant Garde





# Isabella Bird

- Jackie Pualani Johnson came to the Historic Park Theater and told the story of Isabella Bird while she was in Hawaii.
- Thank you to our partners at The Historic Park Theater and You Need Pie!!





# Catch the Glow: Holiday Passport

How it works for guests:

- Free to participate
- The ultimate map to the holidays in Estes: featuring special offers and pointing you towards the businesses who are going all out for the holidays. “Check-in” as you make your way around town and have the chance to win prizes from November 17th to December 31.

How it works for you:

- Free to participate
- Send Colleen your business and holiday information
- Provide exclusive holiday offerings and experiences between November 17th and December 31th

**bandwango**<sup>TM</sup>  
The Destination Experience Engine

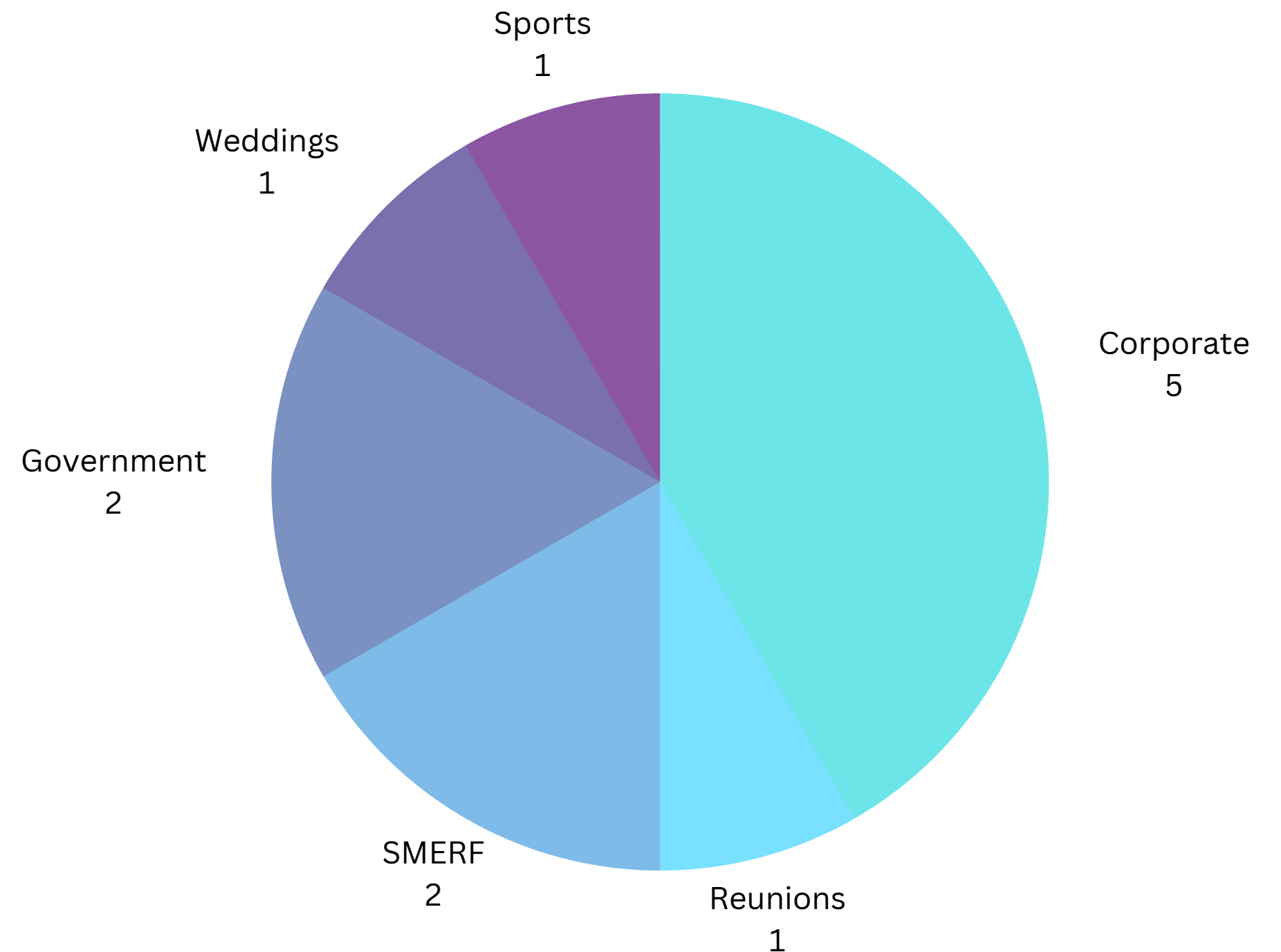




# Group Sales: September 2023 Leads

12 leads were received in September, equating to 1,548 requested room nights with an estimated economic value of

**\$235,120**



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





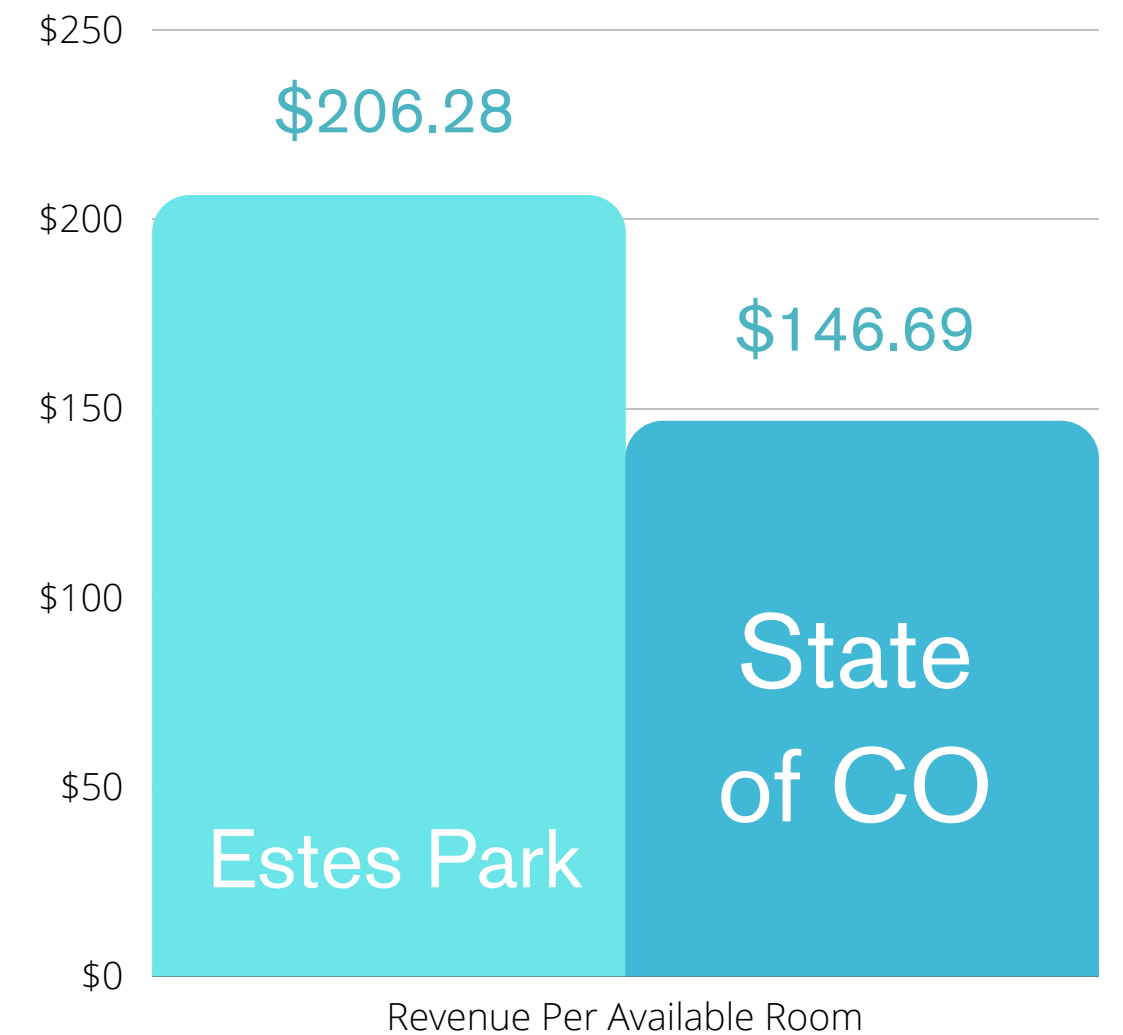
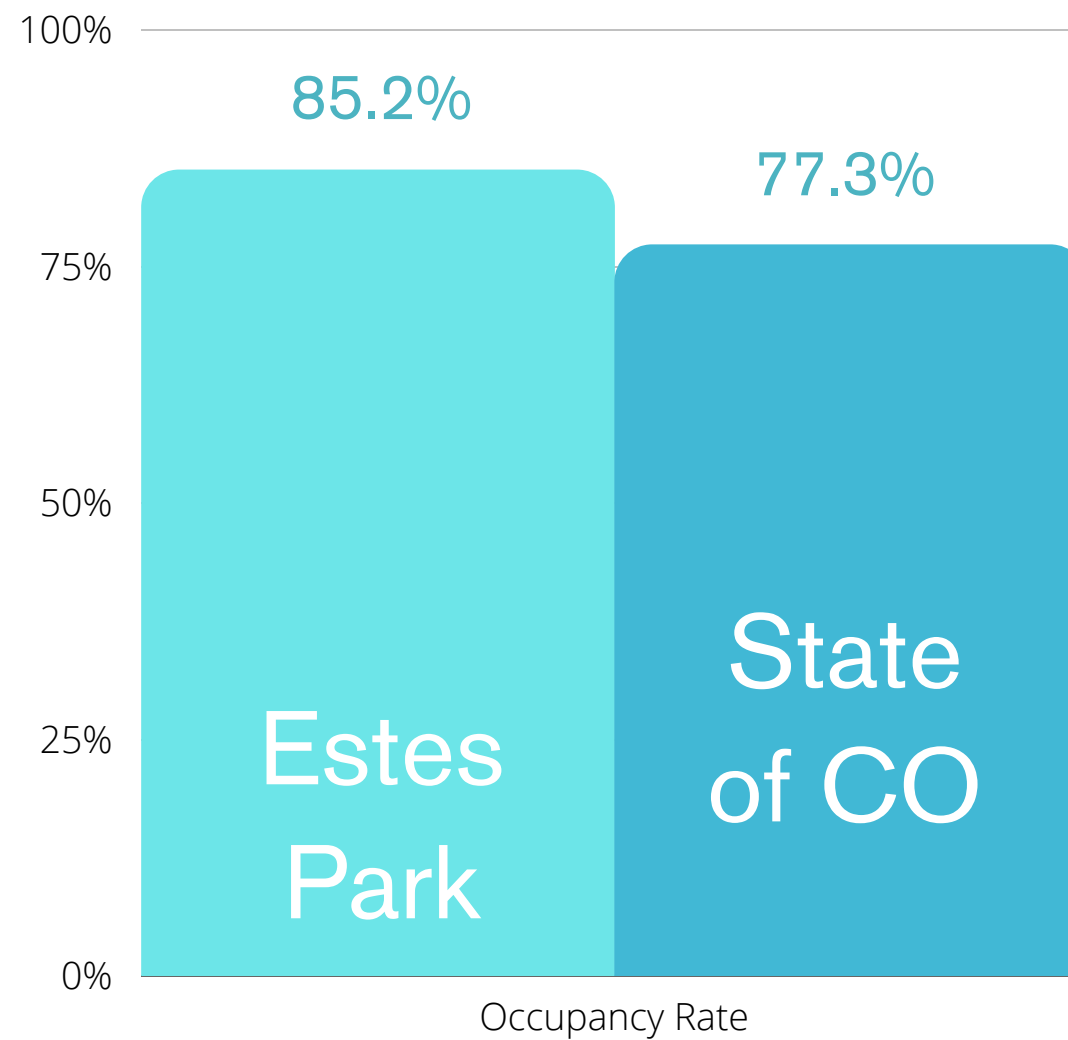
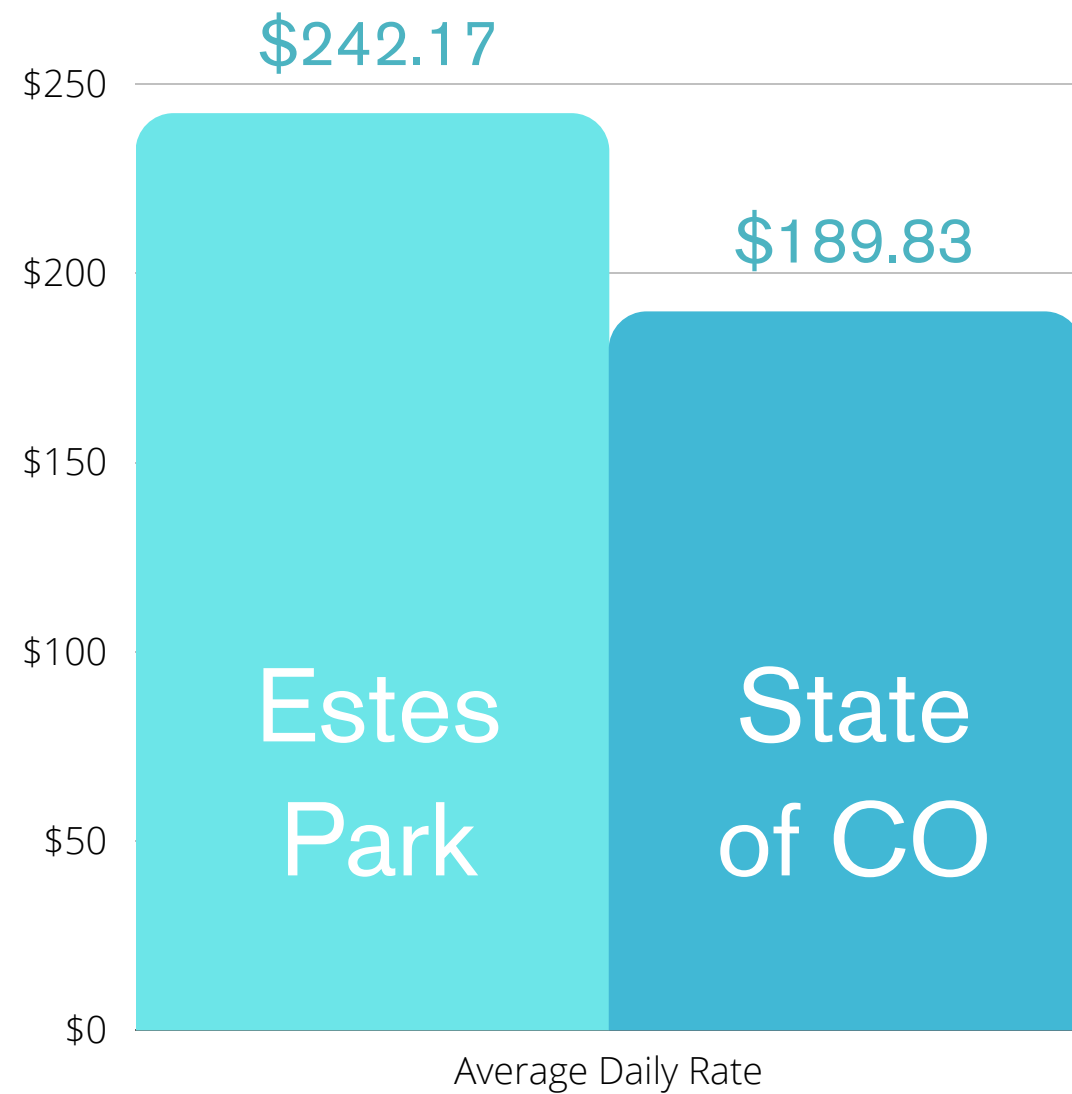
# Mike Zumbaugh





# Rocky Mountain Lodging Report

## September 2023

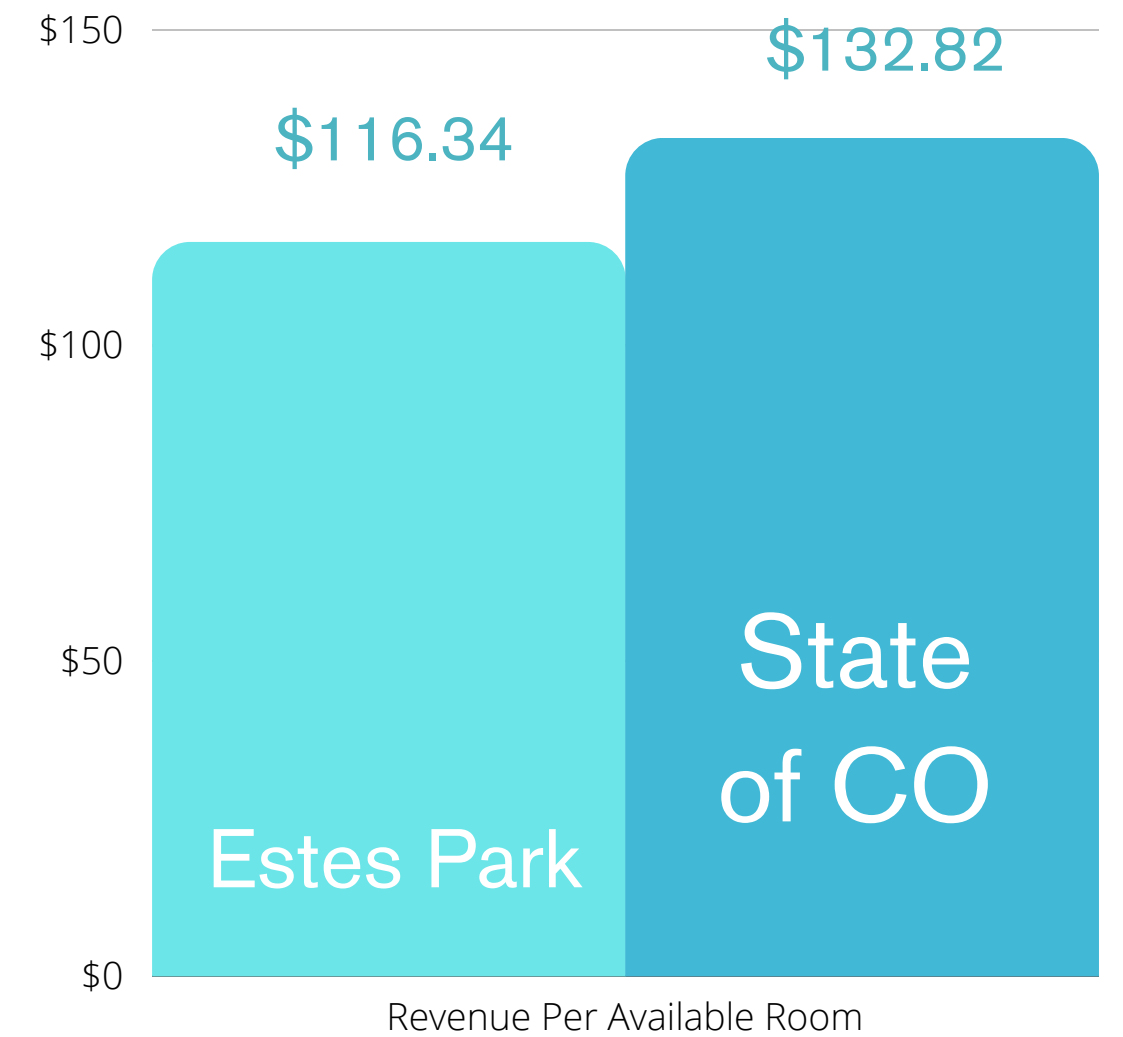
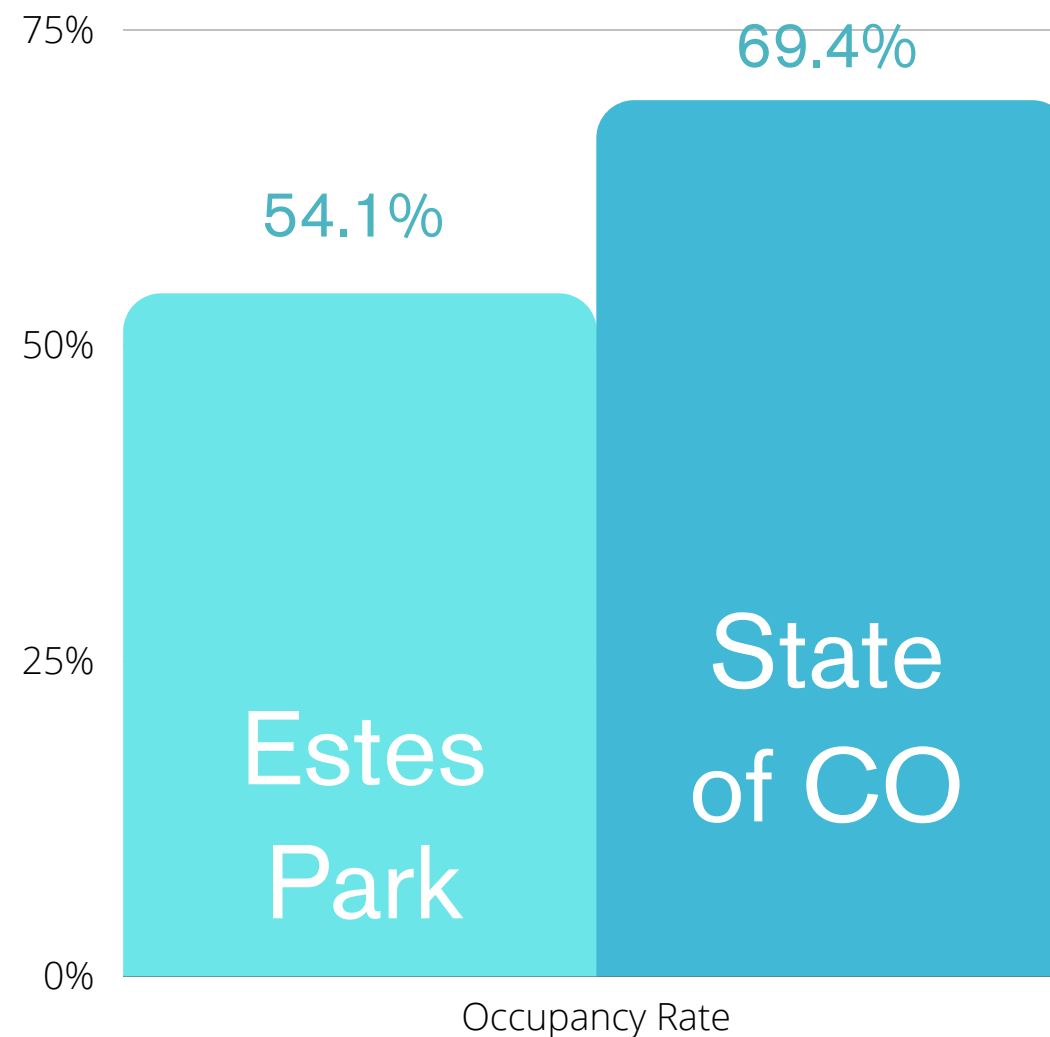
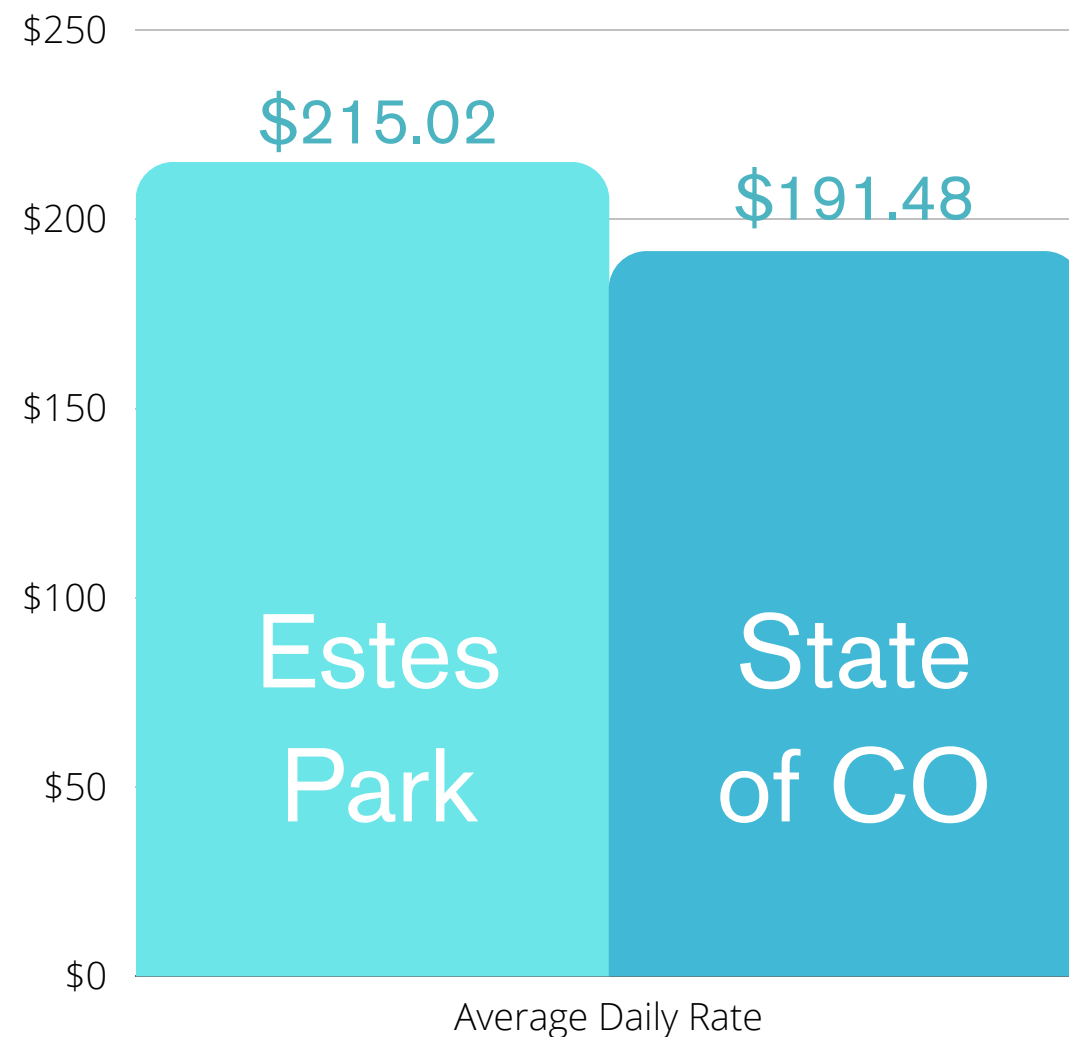


**Reminder: Low reporting rate for Estes Park (22 properties)**



# Rocky Mountain Lodging Report

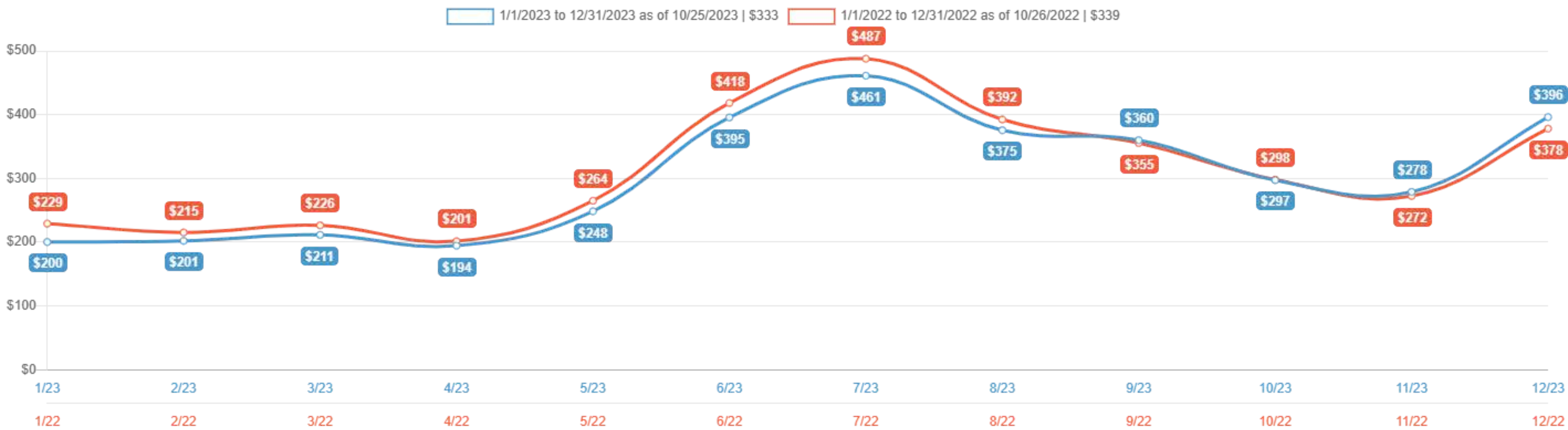
## YTD September 2023



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



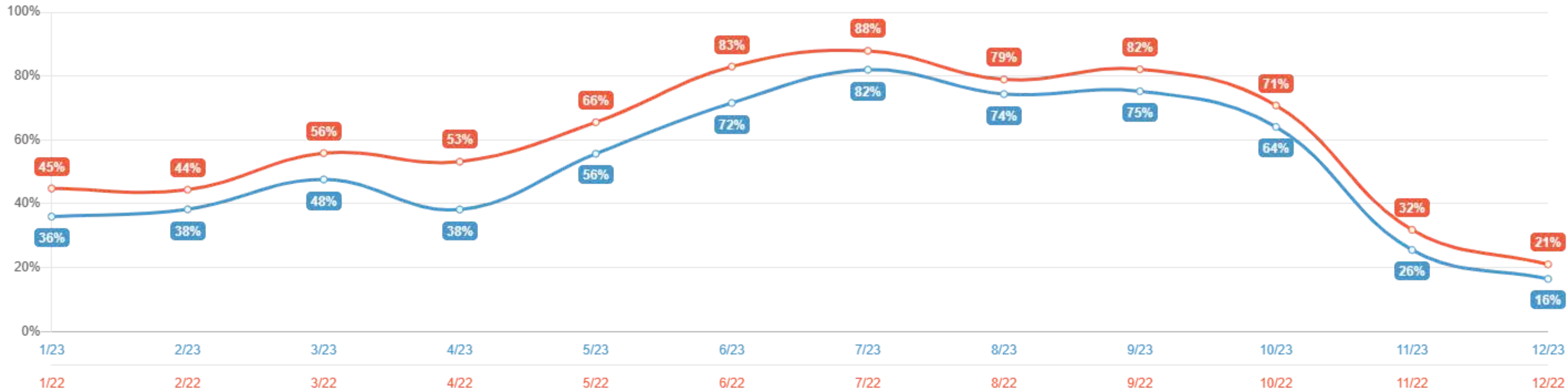
ADR





## Adjusted Paid & Owner Occupancy

1/1/2023 to 12/31/2023 as of 10/25/2023 | 53.0%    1/1/2022 to 12/31/2022 as of 10/26/2022 | 60.1%







# Estes Park Lodging Summary

September 2023



## Aggregated Lodging Summary

Source: CHLA & KeyData

	Occupancy	ADR	RevPAR
Sep 2023	81.8%	\$273.91	\$223.99
% Change vs. Sep 2022	-5.1%	12.9%	31.0%
% Change vs. Aug 2023	12.8%	0.6%	13.4%
CYTD 2023	54.2%	\$247.70	\$134.27
% Change vs. CYTD 2022	-8.3%	4.1%	-4.6%

## Hotel Performance

Source: CHLA

	Occupancy	ADR	RevPAR
Sep 2023	85.2%	\$242.17	\$206.28
% Change vs. Sep 2022	-3.0%	11.8%	8.5%
% Change vs. Aug 2023	16.9%	2.5%	19.8%
CYTD 2023	54.1%	\$215.02	\$116.34
% Change vs. CYTD 2022	-7.6%	2.1%	-5.7%

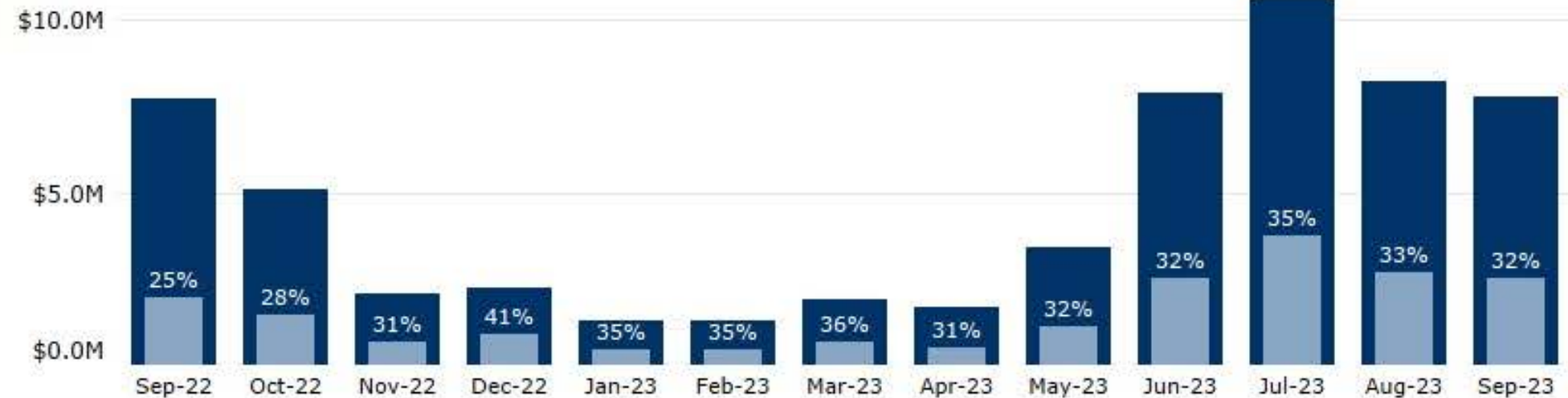
## Short Term Lodging

Source: KeyData

	Occupancy	ADR	RevPAR
Sep 2023	72.3%	\$378.04	\$273.34
% Change vs. Sep 2022	-8.1%	0.7%	-7.5%
% Change vs. Aug 2023	1.6%	-5.2%	-3.7%
CYTD 2023	54.6%	\$356.99	\$194.77
% Change vs. CYTD 2022	-12.1%	-1.3%	-13.2%

## Estes Park Lodging Revenue & Contribution

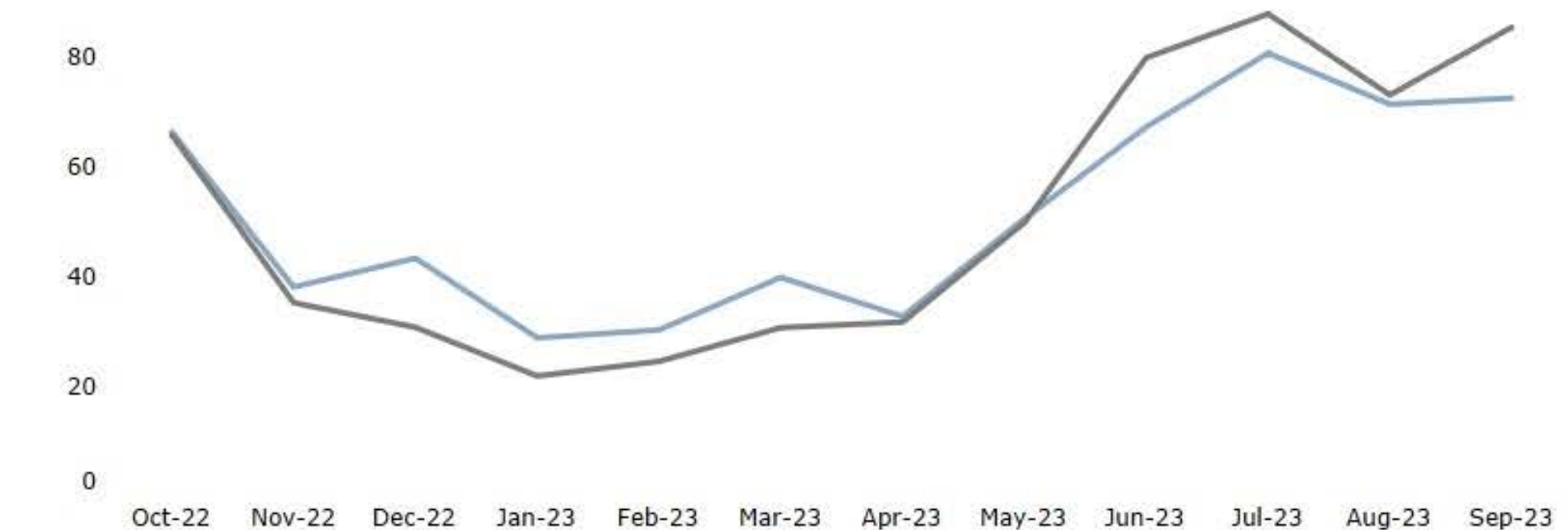
Aggregate Revenue   KeyData



## Occupancy

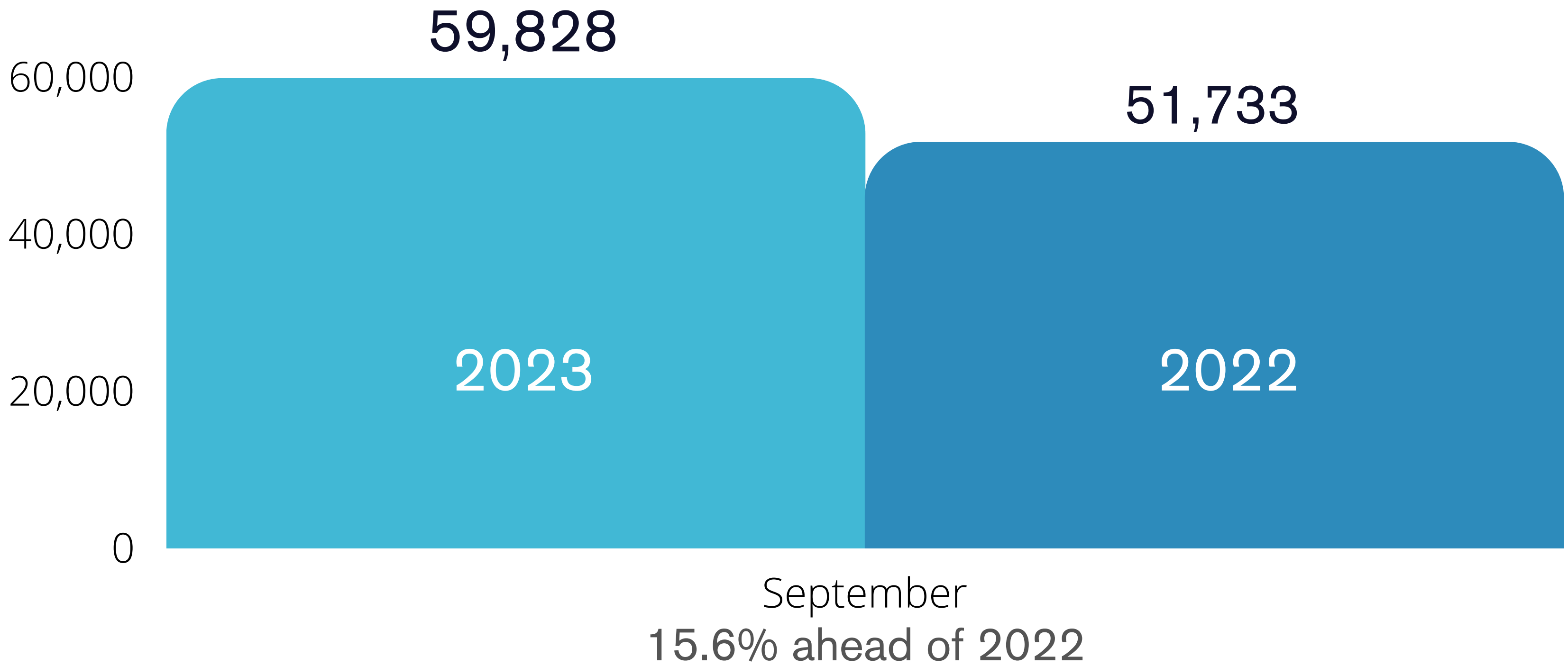
Last 12 Months

CHLA   KeyData



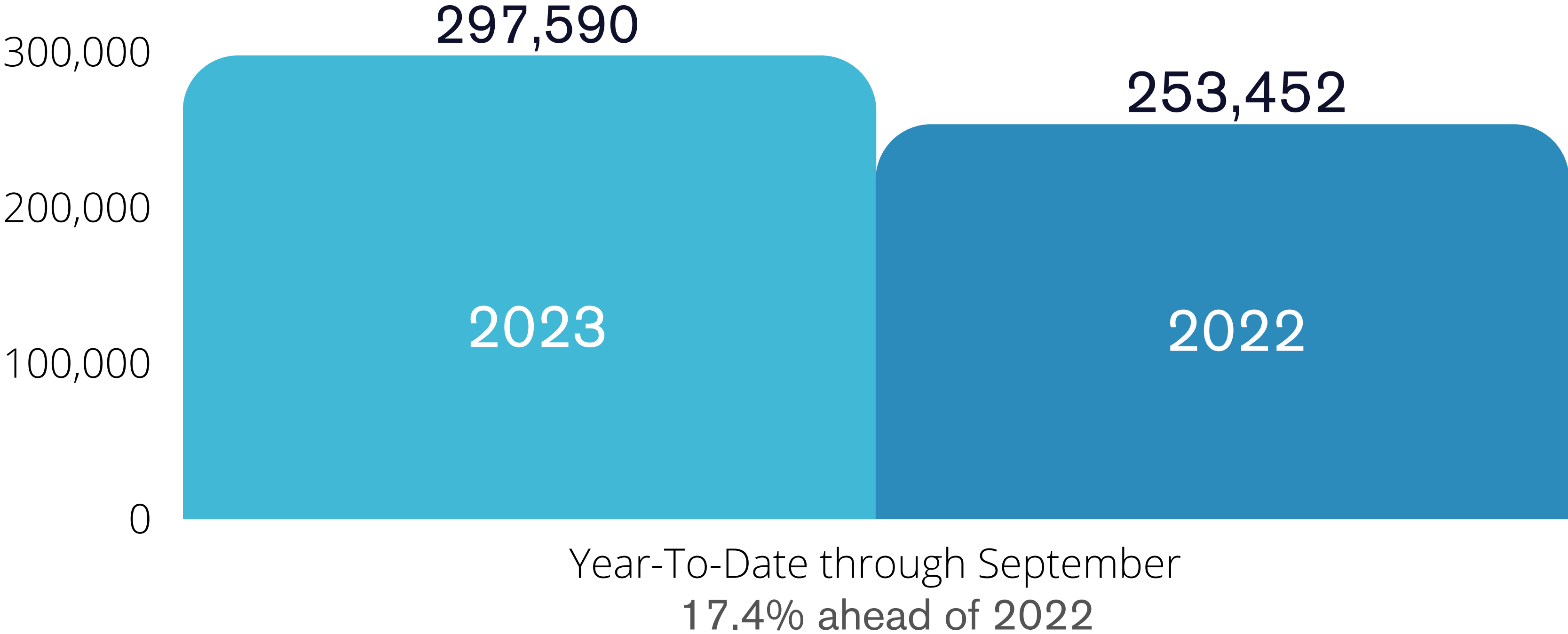


# Estes Park Visitor Center: Guest Count





# Estes Park Visitor Center: Guest Count





# AUGUST & YTD 2023

## Total Tax Revenues\*

\* based on receipts from  
the State of Colorado

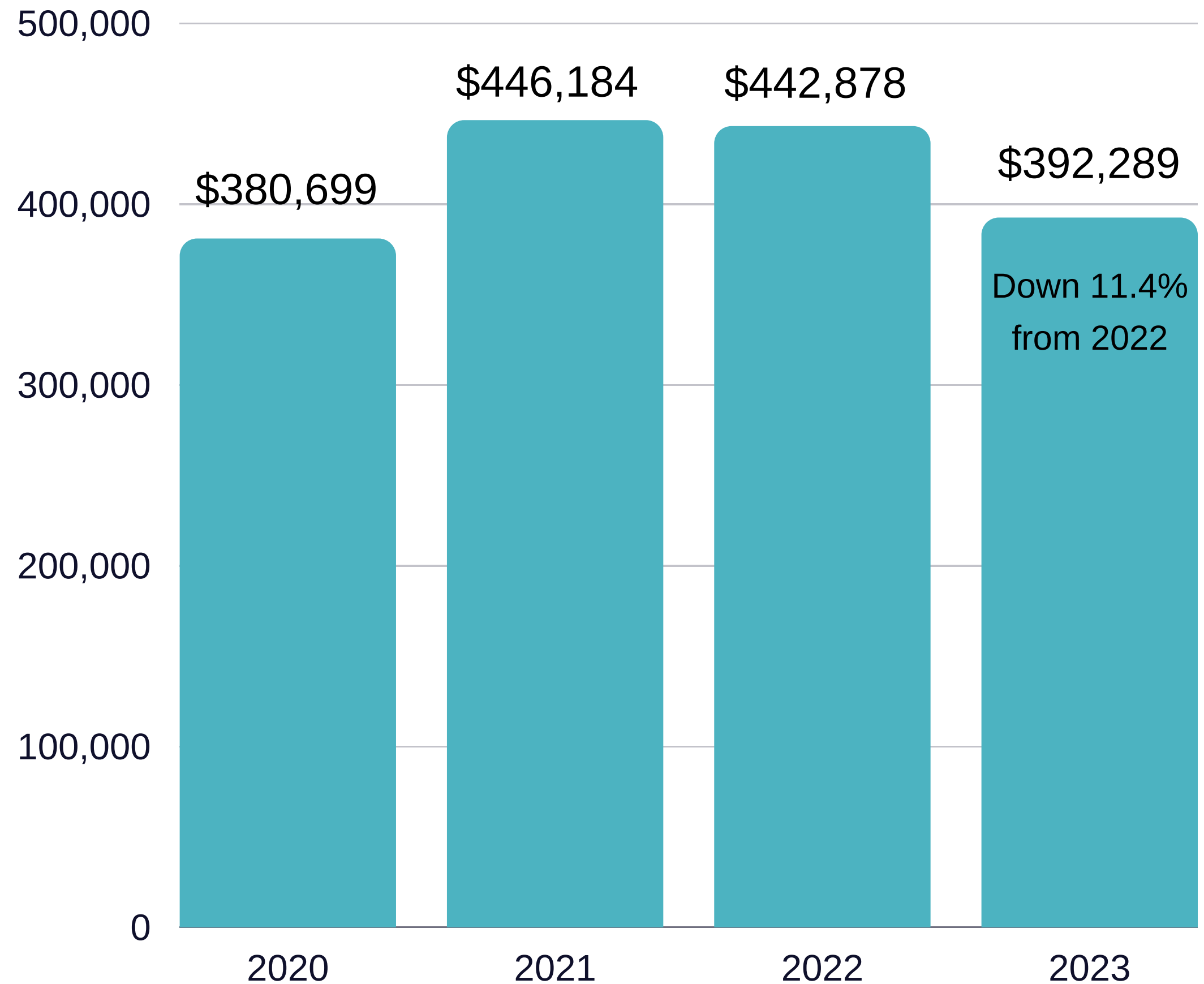
	Current	YTD
LMD 2%	\$427,321	\$2,274,794
10% of 3.5%	69,388	385,073
3.5% Passthrough	<u>624,491</u>	<u>3,465,660</u>
Total Received	\$1,121,200	\$6,125,527



# AUGUST

## Lodging Tax Revenues\*

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

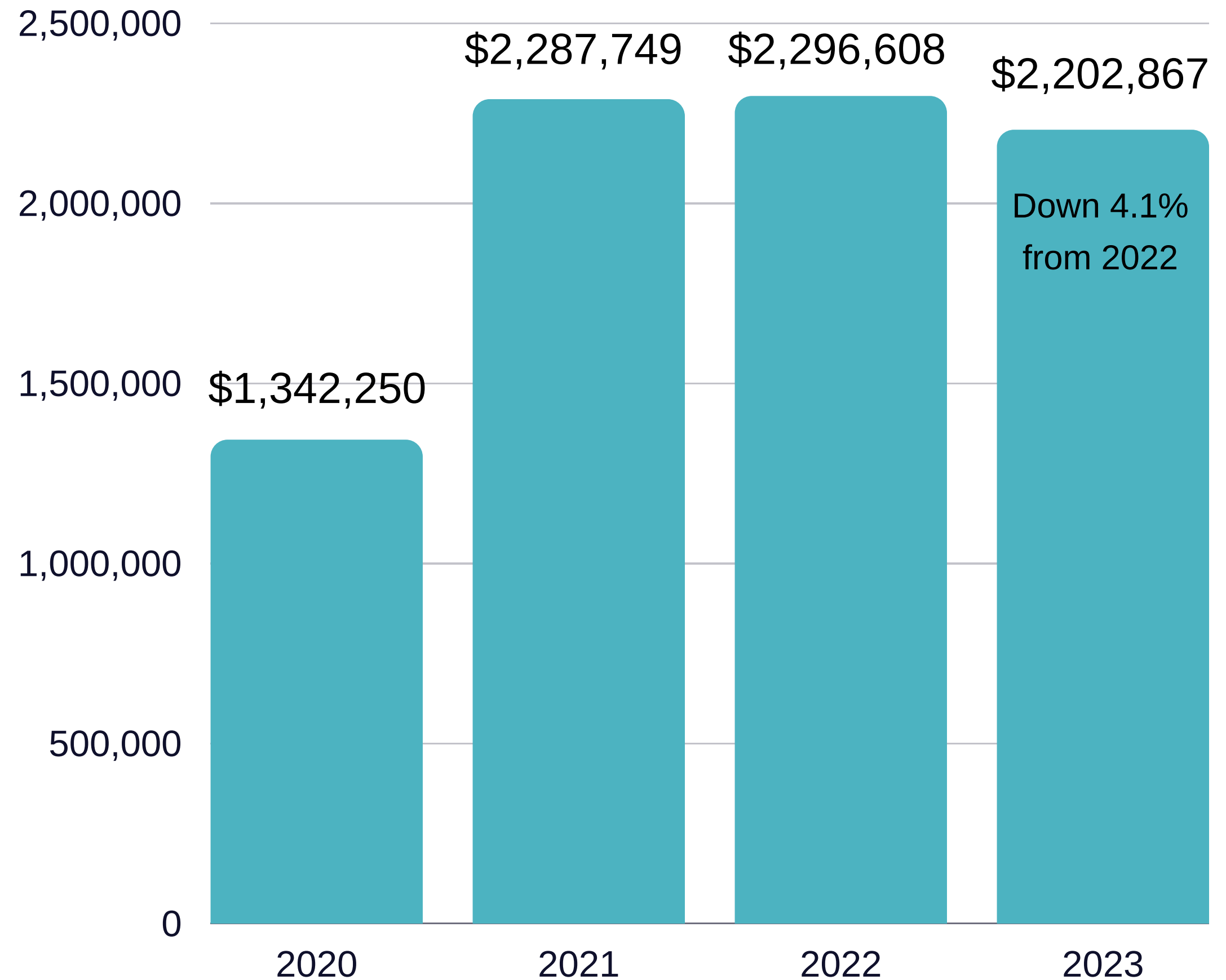




# AUGUST YEAR-TO-DATE

## Lodging Tax Revenues\*

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





# SYMPHONY TOURISM ECONOMICS

## Filters

### Date Parameter

August 2023 ▼

### Report Type

- ☐ Month
- ☐ Quarter-to-Date
- ☒ Calendar Year-to-Date
- ☐ Fiscal Year-to-Date
- ☐ Rolling 12 Months
- ☐ Rolling 3 Months

### Detail

- ☒ NAICS Code
- ☐ Account

### Penalties & Interest

- ☐ Included
- ☒ Excluded

### 2023 Adjustment

- ☒ 2% Amount
- ☐ Actual





# Estes Park Lodging Tax Collections

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



Vacation	Large	Small	RV/Camp	Third Party	All
\$933.2K	\$834.3K	\$318.8K	\$69.3K	\$50.7K	\$2.2M
-3.9% YOY	-1.1% YOY	-12.4% YOY	+15.5% YOY	-3.5% YOY	-3.7% YOY
42.3% of Total	37.8% of Total	14.5% of Total	3.1% of Total	2.3% of Total	100.0% of Total

## Lodging Tax Collections by Month

Calendar Year 2023 | Classification: All | NAICS Code: All

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
\$118.5K	\$111.2K	\$165.0K	\$127.1K	\$219.5K	\$539.0K	\$533.9K	\$392.0K				
+1.7%	-5.4%	-12.4%	-8.5%	-1.8%	+4.0%	-2.3%	-11.2%				

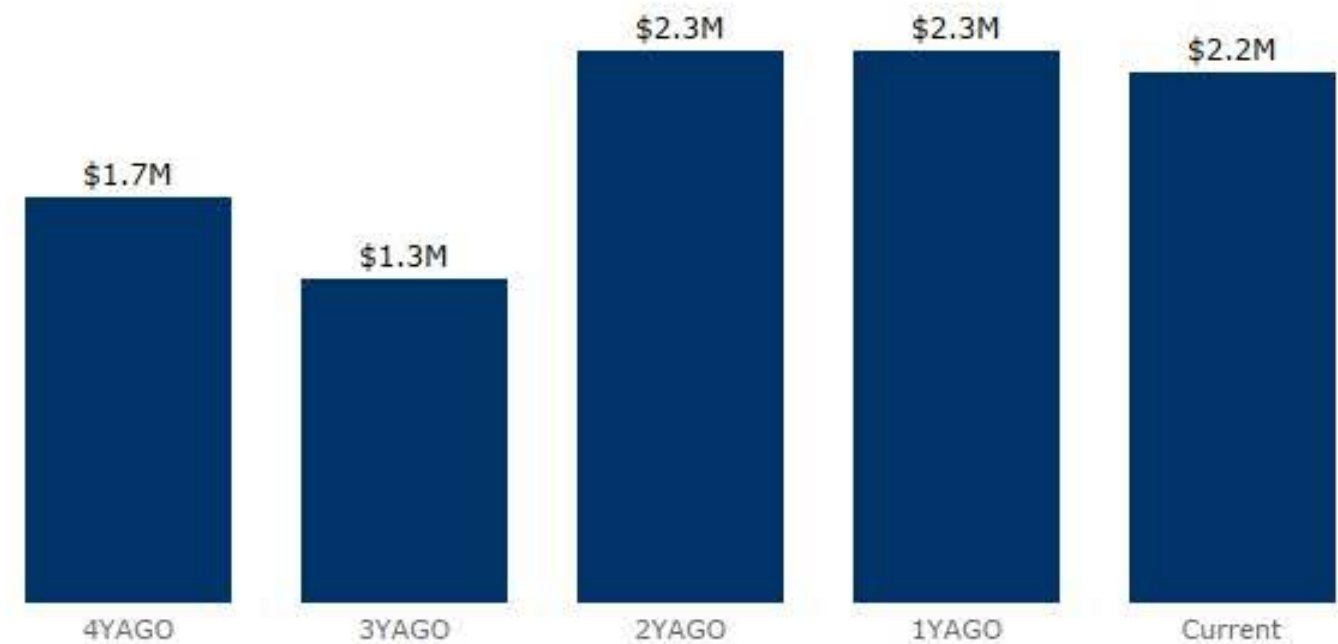
This Year Last Year



Source: Visit Estes Park

## Tourist Tax Collections

Jan - Aug 2023 vs. comparable months over the past 5 years | Classification: All | NAICS Code: All



## Collections by NAICS Code

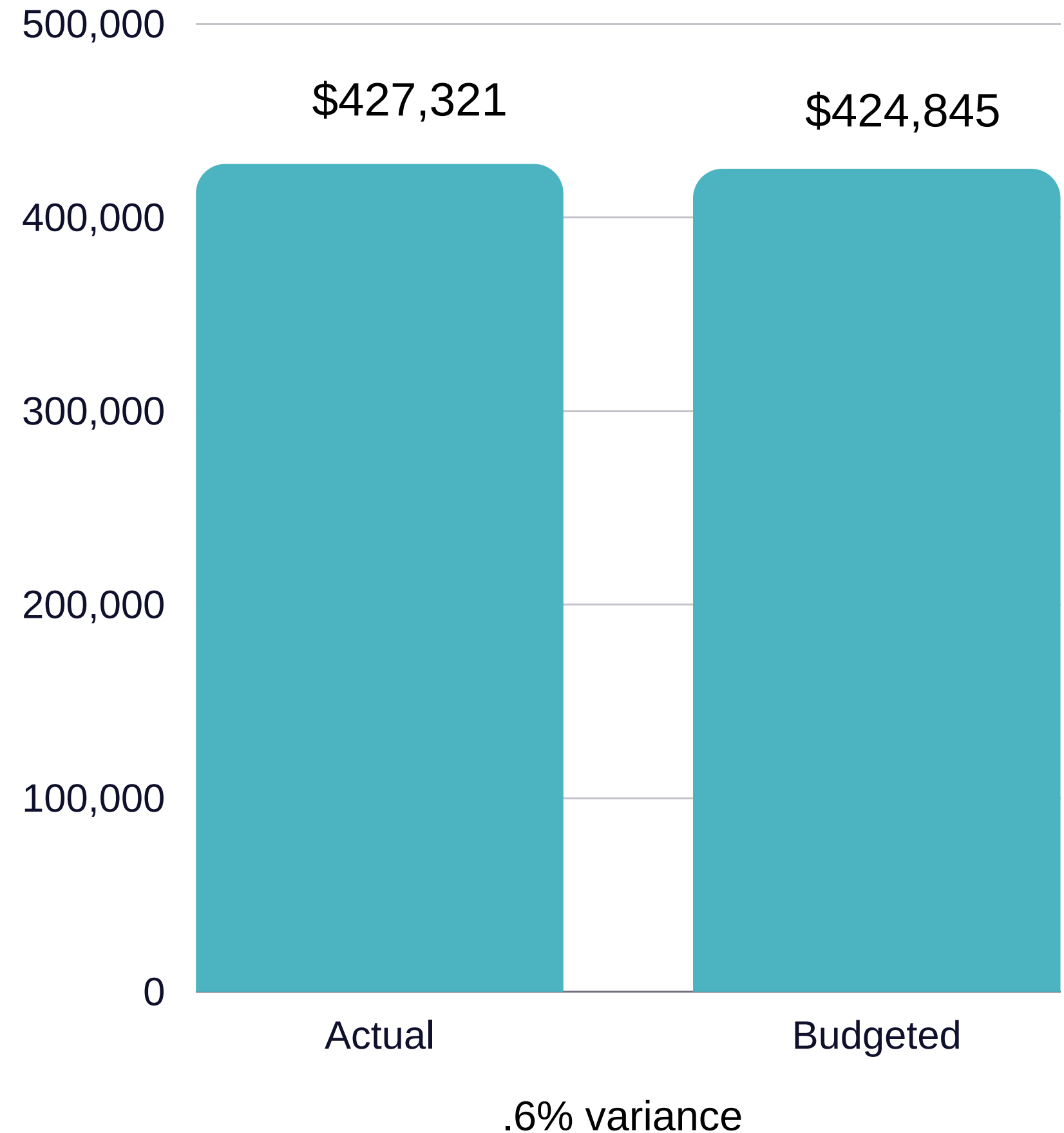
Jan - Aug 2023 Collections and % Change vs. Previous Year | Classification: All

Hotels (except Casino Hotels) and Motels	\$1.0M	-3.9% YOY
All Other Traveler Accommodation	\$830.0K	-4.4% YOY
Lessors of Residential Buildings and Dwellings	\$165.2K	-11.5% YOY
RV (Recreational Vehicle) Parks and Cam..	\$60.0K	+16.6% YOY
Residential Property Managers	\$51.3K	+2.7% YOY
Lessors of Other Real Estate Property	\$48.4K	+18.8% YOY
Bed-and-Breakfast Inns	\$15.5K	-13.0% YOY
Recreational and Vacation Camps (excep..	\$4.5K	+35.1% YOY

# AUGUST

## Lodging Tax Revenues\*

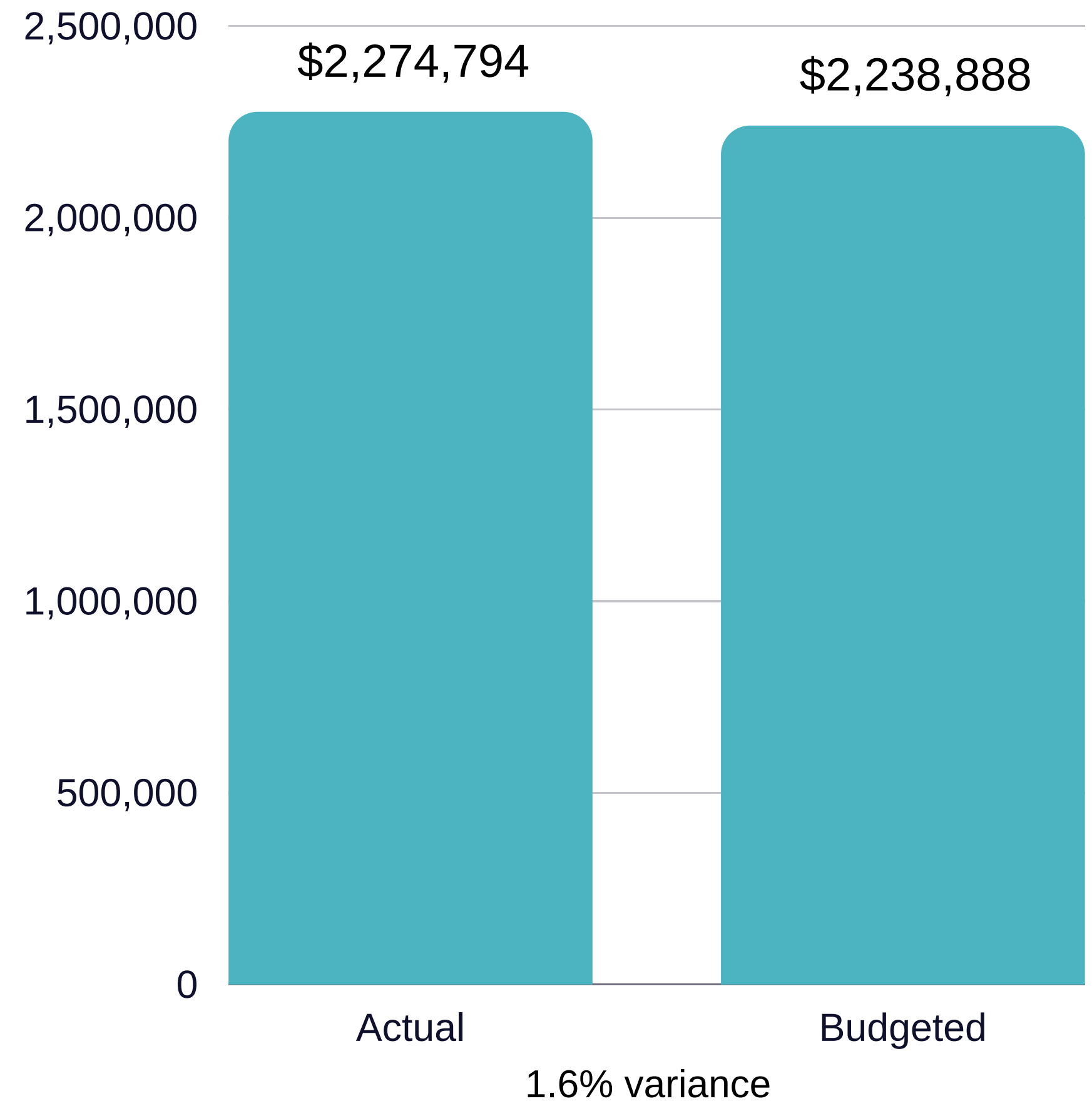
**\*2% LMD collections,  
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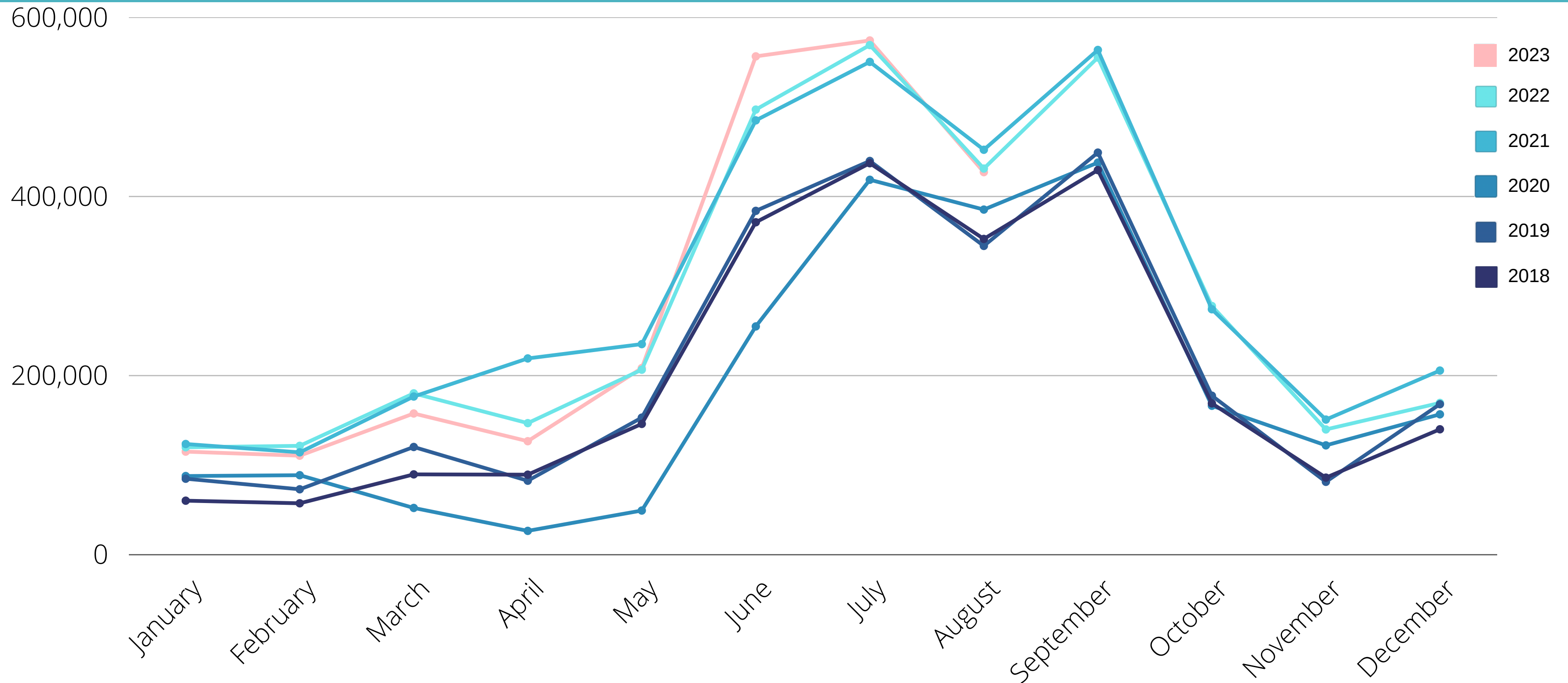


# AUGUST YEAR-TO-DATE Lodging Tax Revenues\*

**\*2% LMD collections,  
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 Sean Jurgens**

**Vice Chair Deborah Gibson**

**Secretary/Treasurer McShan Walker**

**Director Pat Murphy**

**Director Rich Chiappe**

**Director Jerusha Rice**

**Director & Town Trustee Frank Lancaster**

# Review & Discussion of New Reserves Policy

## **Board-Designated Reserves**

The purpose of Reserves is to help ensure the long-term financial stability of the organization and position it to respond to varying economic conditions or unplanned strategic opportunities.

VEP will maintain a Board-Designated Reserve to achieve the following objectives:

- To enable the organization to always fulfill contractual obligations with vendors, and continuously carry out programs essential to its mission;
- To promote public confidence in the long-term sustainability of the organization by preventing cash flow crises that can diminish its reputation and force its leaders to make expensive short-term, crisis-based decisions during times of economic uncertainty;
- To create an internal line of credit to manage cash flow and maintain financial flexibility due to the seasonality of VEP's funding.
- To allow the organization to take advantage of strategic opportunities that may present themselves, without jeopardizing ongoing operations.

The targeted reserve is 15% of the annual operating expenses, which does not include the 6E Passthrough funds.

## **TABOR Reserves**

Governmental entities in Colorado, including Special Districts like the Estes Park Local Marketing District, must set aside an amount of money in reserves equivalent to 3% of their fiscal year spending.



# Review & Discussion of New Reserves Policy

## USE OF RESERVES

### Board-Designated Reserves

Necessary usage of these funds shall be at the discretion of the CEO and the Board of Directors. With the exception of temporary transfers for operational cash flow needs and items approved in the annual operating budget, the CEO can approve a draw-down of up to \$25,000 per occurrence, as occasionally time is of the essence when seizing opportunities. Utilization of reserves spent in this manner must be reported at the next board meeting. A draw-down over \$25,000 requires a majority vote of the Board of Directors.

### TABOR Reserves

TABOR can only be used for declared emergencies such as natural disasters or public health pandemics. Revenue shortfalls or changes in the economy do not qualify as an emergency. In the event a qualifying event occurs, usage of these funds shall be at the discretion of the Board of Directors.

# Review & Discussion of New Reserves Policy

## REPLENISHMENT OF RESERVES

### Board-Designated Reserves

Should the Board of Directors find it necessary to utilize Reserve funds, the balance must be restored as funds are available. A portion of general fund balances, interest revenue, and excess revenues may also be added to the Reserve on an annual basis. If the Board-Designated Reserve remains less than the targeted reserve level for two consecutive years, the Board of Directors, in the absence of any extraordinary circumstances, will adopt an operational budget that includes a projected surplus sufficient to rebuild the Reserve to its targeted reserve level over a planned number of years.

### TABOR Reserves

If the TABOR Reserve is utilized, it must be restored the following year.



# Approval of New Reserves Policy

## 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**

# Board Comments & Closing

- 1.Requests for future agenda items
- 2.Any additional items for discussion?
- 3.Next Board Meeting: November 30, 2023; 2 p.m., online.
- 4.Public Budget Hearing: November 30, 2023, 2 p.m., online.
- 5.Final budget approval vote: December 14, 2023, 2 p.m., online
- 6.Save the Date: December 15, 2023, Holiday Gathering
- 7.Adjourn

## **BOARD VOTING ROSTER**

**Chair Sean Jurgens**

**Vice Chair Deborah Gibson**

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