



Visit Estes Park

Dear Board Member,

Welcome to the Visit Estes Park Board of Directors. As a new board member, your support and expertise are paramount to the future of the tourism industry in our community. At Visit Estes Park, we believe in being a community-shared value, serving stakeholders, local business owners and our residents. Your leadership on this board will serve as an important foundation in driving economic impact and fostering community growth.

The Board of Directors plays a pivotal role in guiding and shaping the local tourism industry, and with your appointment as a Visit Estes Park board member, you join a team dedicated to encouraging responsible tourism, enhancing Estes Park's reputation as a desirable travel destination, and promoting community value.

One of the primary objectives of Visit Estes Park is to drive economic impact. By attracting visitors to our community, we create opportunities for local businesses to thrive and generate revenue. The tourism industry contributes significantly to job creation, infrastructure development, and the overall prosperity of the region. And as a board member, your insights and expertise will be instrumental in devising strategies to maximize economic benefits for all.

Beyond the economic aspect, the board plays a crucial role in fostering community value. Visit Estes Park believes in being a community-shared value, where our efforts are aligned with the interests and needs of the local residents. By engaging with the community and understanding their needs, we can create a tourism industry that is not only profitable but also enriches the lives of those who call Estes home. Your leadership as a board member will be instrumental in ensuring that our activities and initiatives align with the community's values.

Effective oversight and accountability are crucial for the success of any organization, and the board of directors plays a vital role in this regard. As a board member, you will be responsible for ensuring that Visit Estes Park operates in an ethical and transparent manner. Your commitment to upholding the highest standards of governance will contribute to our organization's credibility and long-term success.

As a new board member, your role in the tourism industry is critical. By actively participating in strategic planning, providing oversight and accountability, and advocating for our community, you will contribute to the overall success of Visit Estes Park and the tourism industry as a whole. Together, we can support a vibrant and sustainable tourism sector that enriches the lives of our residents and visitors alike.

Welcome aboard, and let's embark on this exciting journey together!

Warm regards,

Kara Franker
CEO, Visit Estes Park