

VISIT ESTES PARK

SEPTEMBER 28, 2023

BOARD MEETING



AMENDED AGENDA



SEPTEMBER 28 , 2023

- Call to Order by Chairperson Sean Jurgens
- Approval of Agenda and Minutes
- Town Board Comments
- Call for Board Member Updates
- Public Comments
- Possible Government Shutdown Discussion
- Reports by Ex Officio Board Members
- Report by CEO Kara Franker
- Visit Estes Park Staff Updates
- Acceptance of Financial Statements
- Executive session pursuant to Sec. 24-6-402(4)(e)(I), C.R.S. & Sec. 24-6-402(4)(b), C.R.S.
- 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

A person stands on the edge of a rugged, reddish-brown rock formation, looking out over a vast, mountainous landscape. The sun is setting on the right, casting a warm, orange glow across the sky and the distant peaks. The sky is filled with soft, white and pink clouds. The foreground shows the texture of the rock face, while the background reveals a deep valley with patches of snow and a winding river. The overall mood is contemplative and dramatic.

Possible Government Shutdown Discussion

Ex Officio Board Member Updates



Kyle Patterson



John Schnipkowitz



Colleen DePasquale



Colorado Governor's Conference



The Colorado Tourism Office, Leave No Trace and Visit Fort Collins kicked off GovCon with a volunteer stewardship event. Rachel and Rebecca took part by picking up trash in one of Fort Collins' beautiful open space areas.

Community Roundtable

Please join us for a

Community Roundtable

Join Visit Estes Park staff to learn about the
Catch the Glow Holiday Season initiative and:

- Hear about the plans for the season.
- Learn how you can get involved.
- Connect with Carissa Streib from Simply Christmas and representatives from Elevation Holiday Lighting to learn how they can help decorate your business inside and out.

WHEN?

October 3, 2023, 5:30 - 6:30 p.m.

WHERE?

Estes Valley Community Center
660 Community Dr, Estes Park, CO 80517

Isabella Bird Events

Twin Sisters Hike with Full Potential Wilderness

- The Isabella Bird festivities started with an all-female hike up Twin Sisters organized by Jessy Brooke from Full Potential Wilderness. The participants honored the occasion by wearing dresses, making it memorable.

Longs Peak Reunion

- At the Longs Peak Reunion, the presentation dedicated to Isabella Bird took center stage and was a gathering highlight. The YMCA of the Rockies curated special programs to commemorate Isabella Bird, while the Bettie courses with Rocky Mountain Conservancy added to the excitement of the celebration.

Jackie “Pua” Johnson at Historic Park Theater

- On October 4th, mark your calendars for Jackie "Pua" Johnson's performance. Jackie is renowned for portraying Isabella Bird on the Big Island in Hawaii. Her act not only sheds light on the life of Isabella Bird but also delves into the history of Hawaii and the world of developmental theater.

Thunder is the Mountain's Voice at the YMCA

- We're excited to sponsor the Fine Arts Guild of the Rockies as they present "Thunder is the Mountain's Voice" at the YMCA from November 3-5, 2023.



Blog Content: Jackie “Pua” Johnson


BIRD'S HAWAIIAN TRAVELS: AN INTERVIEW WITH JACKIE "PUA" JOHNSON

By Claire Molle on Sep. 07, 2023

We know Isabella Bird to have been a great explorer of the Rocky Mountains, but she also explored many other places around the world such as Australia, China, Japan, Vietnam, Korea, India, Iran and Hawaii. Ms. Bird did this in a time when lone travel was rarely heard of, or accepted for women. This year marks 150 years since Isabella Bird explored Estes Park. As a way to celebrate, we have been creating a [series of articles](#) about her life featuring historians with a deep knowledge of Isabella Bird. As we continue to uncover more about her fascinating travels, we decided to take a deeper dive into her time in Hawaii.

We had the incredible opportunity to sit down with Professor, Jackie “Pua” Johnson for an exclusive interview about Bird’s Hawaiian adventures. Born and raised in Hawaii, Johnson also spent time in Colorado where she graduated from the University of Colorado in Boulder. Johnson then spent a decade performing a one-woman show about Isabella Bird in the places she explored.

“I still hearken to her chronicles here because of her daring attitude, which often put her in danger, but resulted in extraordinary, once-in-a-lifetime experiences! She loved Nature, yet natural elements were always clawing at her heels with floods, eruptions, high-altitude chills, etc. She was so resolute, putting aside discomfort so that



**Isabella Bird:
The Hawai'i Sojourn**
Featuring Jackie Pualani Johnson
of Hilo, Hawai'i

*A FREE One-Woman Show for Audiences of All Ages
Based on the Travels of the Intrepid Woman Who Defied Convention in 1872
Reception hosted by Visit Estes Park*

**At the Historic Park Theatre
October 4, 2023
6:00 pm.**

*'45 minutes in length'
Question & Answer Visit
Drama Activities'*

Jackie Pualani Johnson will create the dynamic Isabella Bird who was welcomed to the largest island in the Hawai'i chain.

Miss Bird's visit was etched with in-person encounters with the verdancy and volatility of rainforests and volcanoes long before Hawai'i became a territory of the United States.

KONA HISTORICAL SOCIETY
ESTES PARK

Isabella Bird Paid Social Ads

 **Estes Park, CO**
Sponsored · 

Isabella Bird made history on Longs Peak. Celebrate 150 years of her daring journey with us in Estes Park. Explore our upcoming events.





The Hawai'i Sojourn
Oct. 4



[Learn more](#)




Women in Rocky
Oct. 21

 Like  Comment  Share

 **Estes Park, CO**
Sponsored · 


 

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Women in Rocky
Oct. 21



[Learn more](#)




See Isabella Bird

 Like  Comment  Share

 **Estes Park, CO**
Sponsored · 


 

Isabella Bird made history on Longs Peak. Celebrate 150 years of her daring journey with us in Estes Park. Explore our upcoming events.






See All Isabella Bird

[Learn more](#)



See Isabella Bird

 Like  Comment  Share

Media Coverage: Isabella Bird



Following British Explorer Isabella Bird's Footsteps Through the Rockies, 150 Years Later

The intrepid Victorian-era author proved that a lady's life could be in the mountains, and I am forever grateful for that

"Nothing that I have seen in Colorado compares with Estes Park," wrote Bird in *A Lady's Life in the Rocky Mountains*, an 1879 travelogue composed of a series of letters that the author wrote to her sister, Henrietta (Hennie), while journeying through the Western United States. The letters first appeared in the magazine *Leisure Hour*, before being brought together as Bird's fourth and best-known book, since called a "classic of Western literature" for its straightforward account of 19th-century life in the Rocky Mountains. One written by a female adventurer, no less.

I'd just finished reading it before visiting Estes, which these days serves as the eastern gateway for the 415-square-mile Rocky Mountain National Park, and had been inspired by her many adventures. They included sleeping on a "bed" of pine shoots and an ascent of 14,259-foot-tall Longs Peak, "The 'American Matterhorn,' as some call it," wrote Bird. For the author, photographer, explorer and naturalist, travel provided an anecdote for illness (she suffered from a spinal condition), and while my own prompts for seeing the world are different, I definitely have the same wanderlust.


- result from hosting Isabella Bird FAM

TRAVEL+ LEISURE


Email Marketing

- The email was sent on 8/23/2023 to 70,263 opt-in subscribers.
- Clicks: 193
- Click-through rate: 0.28%
- Total Opened: 28,887
- Total Opened: 41.54%

**TRAVEL+
LEISURE**



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



Fall in Love with Estes Park this Autumn


Autumn in Estes Park is when everything falls into place. The colors are brighter, rock shoes stick a little better, and the trails are in ideal condition for mountain biking, trail running, or hiking. Read on to see why you should fall for Estes Park, Colorado this upcoming season.


[EXPLORE NOW](#)

10 Reasons to Visit Estes Park this Fall

Hike among the quaking, golden aspens and hear bull elk bugle. The alpine tundra takes on a new color and the rut is some of the best wildlife watching anywhere. Here are 10 reasons to visit Estes this fall. Spoiler: the crisp weather is just the cherry on top.

[LEARN MORE](#)





Build Your Vacation Around these Fall Events


Fall is an exciting time to be in Estes Park, with something happening nearly every weekend. From celebrating and learning about the elk rut to tasting craft beverages all weekend long, there's guaranteed to be something for everyone.


[LEARN MORE](#)

6 Dopamine Hitting Adventures

Estes Park offers every level of adventure for outdoor enthusiasts. When it comes to thrilling experiences, we have both classic and unexpected adventures waiting for you. Ever camped on the side of a cliff? That'll be sure to get the adrenaline pumping.

[EXPLORE NOW](#)









Stay Awhile

Your home away from home can make all the difference when it comes to your vacation. Luckily you can't go wrong in Estes Park, where mountain views are included with every stay.

[BOOK NOW](#)



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Winter Wonders Await in Estes Park, Colorado

Enjoy cold-weather adventures among incredible natural landscapes when you visit this gem near Denver in the heart of the Rocky Mountains.

In winter, Estes Park is a world of snowy splendor. Experience the awe of **Rocky Mountain National Park**, a winter paradise for snowshoeing, backcountry skiing, and sledding. You can explore the stunning wilderness of the Rockies with **Estes Park Outfitters'** mountain journeys, complete with a stay in a secluded, solar-powered lodge.

Back in town, after a day of adventure, stroll through downtown—like a snow globe with tree-lined streets, twinkling lights, charming boutiques, and festive events. Savor holiday-themed hot chocolate at **Inkwell & Brew** and whiskey tastings at

The Vault inside the iconic **Stanley Hotel**.

Dreamy accommodations for every desire include historic hotels, cozy cabins, and stylish mountain homes. Plus, you can enjoy spa time at the **Qi Lounge at Estes Park Resort**, riverside relaxation at **Estes Park Condos**, and trail lunches from **Aspen Winds on Fall River**.

Plan your trip at [VisitEstesPark.com](https://www.visitestespark.com)

PROMOTION

Travel reimagined

Take your travels from dream to reality. When you work with an advisor, you can count on expertise and a one-on-one relationship every step of the way. It's about trust. From custom trip planning to providing 24/7 white-glove service, advisors make it easy to travel with confidence—so you can get back to relishing the wonders of traveling deeper.

AFAR TRAVEL ADVISORY COUNCIL

www.afar.com/tac

PHOTO: JARED RICE



The view from here is... **Whoa**



The air is crisp and the smell of pines fills the air. Winter adventure in Estes Park, Colorado will leave you feeling invigorated. After all, the sense of accomplishment is unreal when you carve your own ski run. Unwind in a charming downtown, or get cozy in a cabin with a view. There's nothing quite like the Rocky Mountains in the winter.

Start planning at [VisitEstesPark.com](https://www.visitestespark.com)

TravelZoo Email Blast

Budget-Friendly Audience



Estes Park: A Colorado mountain getaway for all seasons

By Lindsay Benson



Colorado is home to mountain towns ranging from rugged to sophisticated, but few offer the variety of adventures you'll find in and around Estes Park. Just 90 minutes from Denver, there's a charming downtown, outdoor activities and cozy lodges, all set at the base of Rocky Mountain National Park.

There's a ton of ways to experience nature here — hiking, biking, fishing and even cliffside camping among them — and you can enjoy the outdoors no matter the season. To help you plan your Rocky Mountain escape, we've compiled a year's worth of highlights (with great photos) in this quick guide.

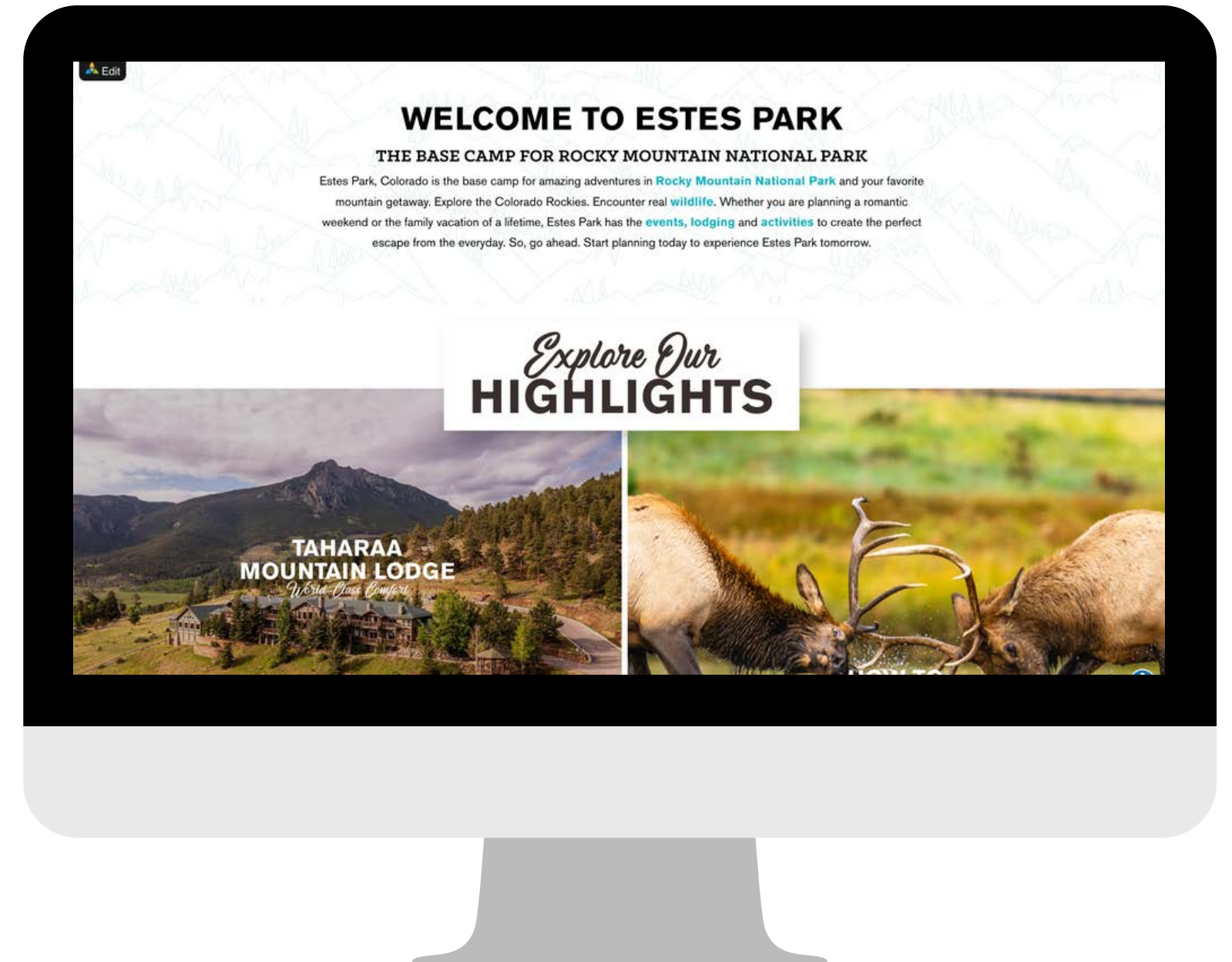
[Read More](#)

Website Performance

In August, Estes Park outperformed both regional and all destination marketing organization (DMO) averages for organic search sessions.

According to a recent study by Orbit Media, the average organic engagement rate is typically around 60%.

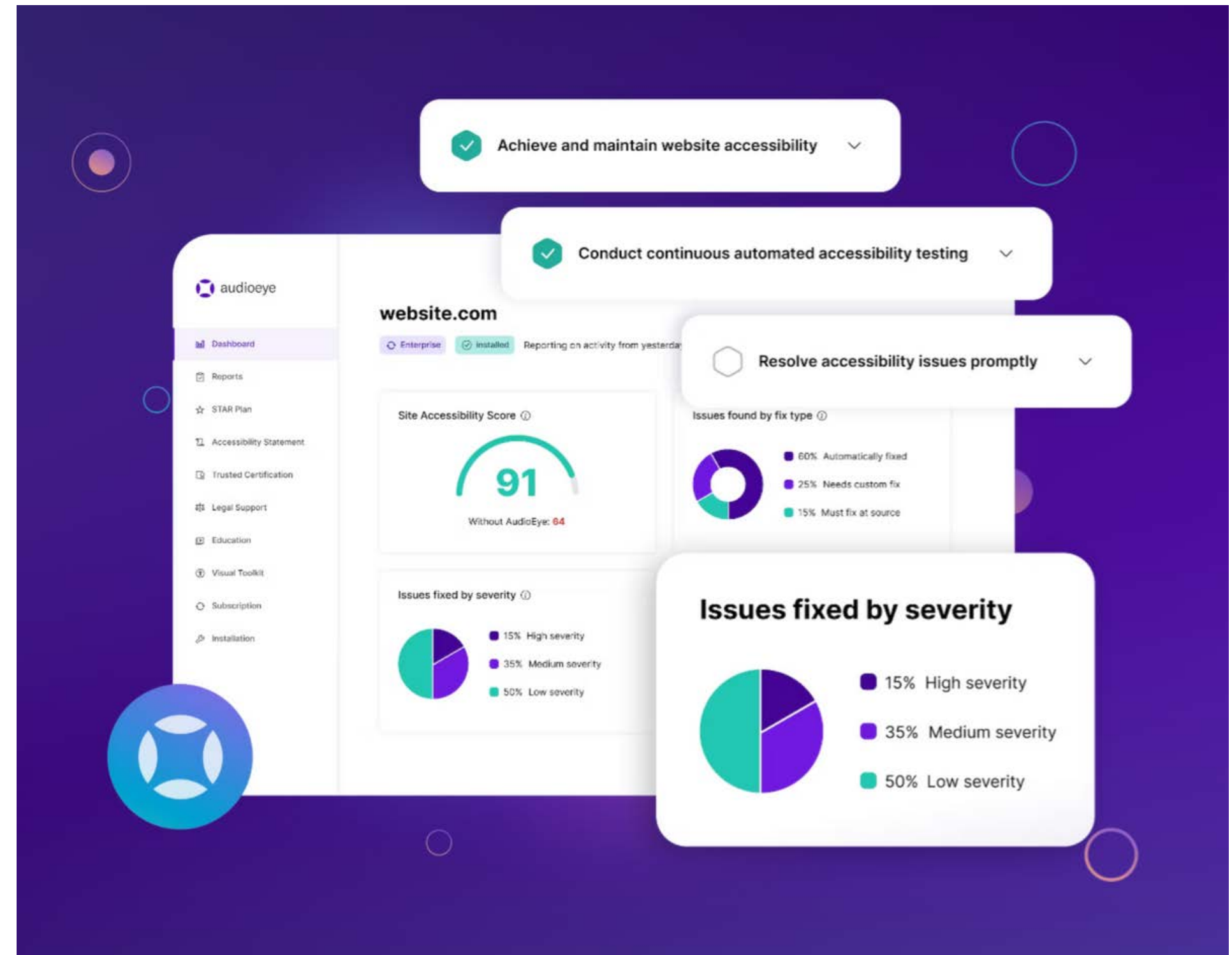
For the month of August, Estes Park saw an organic engagement rate of 71.36%, well above average.



Partnering with Audio Eye

Setting the Standard for Digital Accessibility

AudioEye®'s industry-defining digital accessibility hybrid offering helps deliver website remediations efficiently and affordably for organizations of all sizes. Our platform leverages a decade of investment in advanced technology supported and informed by our team of dedicated IAAP-certified professionals to help deliver improved access to the web.



Social Media Highlight

Fall in Estes!

VEP gained 288 more follows than the average of our recent reels from this reel!



101,243 views

6,629 likes

**Highest All-time
Performing Reel**

Media Coverage: CNN



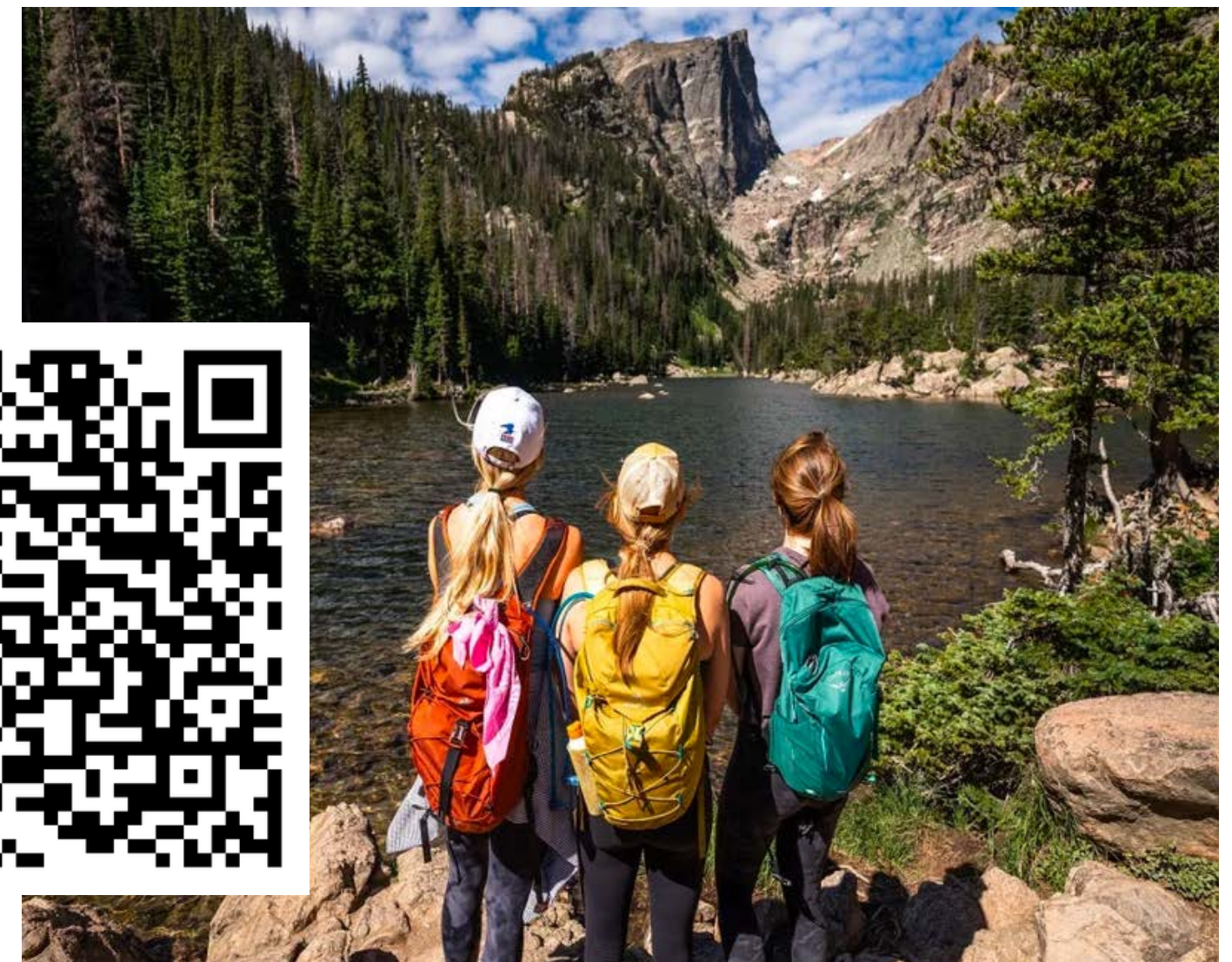
25 best hiking cities in the US

By Erin Gifford

Published 6:32 PM EDT, Tue September 5, 2023

Estes Park, Colorado

As the primary gateway to [Rocky Mountain National Park](#), [Estes Park](#) is a fantastic city for anyone and everyone who loves to hike. The national park – which requires timed entry reservations from late-May through late-October – has more than 350 miles of hiking trails. These hikes range from easy nature walks to more strenuous summit hikes, like the hike to the top of Twin Sisters Peak. Among the most popular hikes are those that lead to alpine lakes, like Emerald Lake and Dream Lake. Post-hike, stroll the mile-long [Riverwalk](#) through downtown Estes Park, then stop for a craft brew at [The Barrel](#), a popular outdoor beer garden.



Print Media Coverage: Woman's Day Magazine

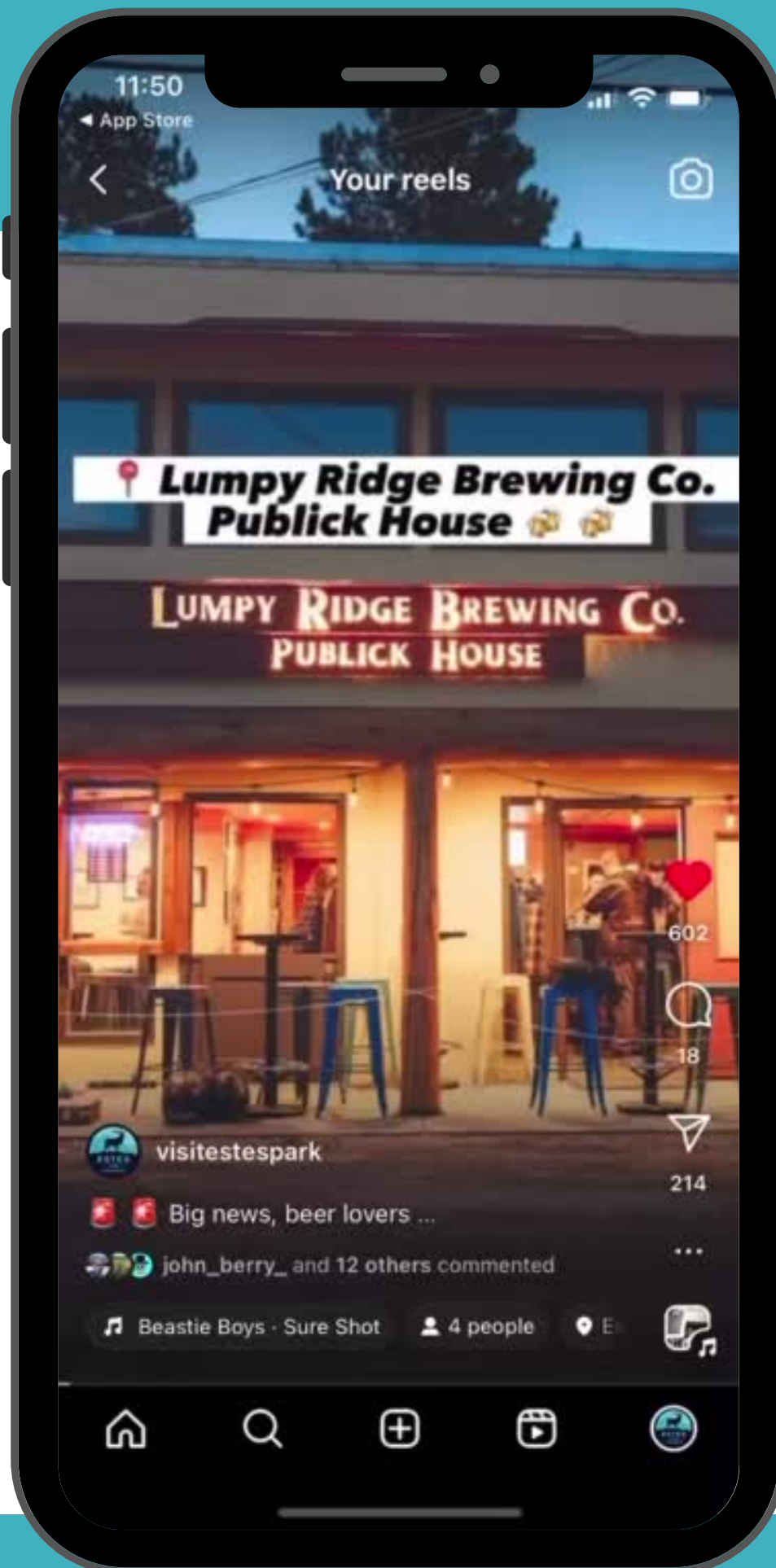


Connecting with Partners

- Monthly Meetings with the Visitor Center, Simpleview, EPNRC and Chamber Board Meeting
- Community Picnic at MacGregor Ranch
- Chamber ribbon cutting at the American Legion
- Lumpy Ridge Brewing Publick House soft opening
- Hogback Distillery
- Town Events team
- Tundra Tours
- American Legion
- Fabled Collections
- The Ridgeline
- Estes Park Resort
- Aspen Winds
- Wild Basin Lodge
- Estes Park Brewery
- Historic Park Theatre



New Lumpy Ridge Taproom



Beyond Summer

Our Summer Events webpage highlights a growing number of local events and offers. We designed and distributed a Summer in Estes Park poster is 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 2,600 special offer click-throughs.

Here are the special offer metrics for August:

- Total offers active: 95
- Total click-throughs: 2,603
- Top performing offers:
 - Aspen Winds - Add a package to your stay at Aspen Winds on Fall River
 - Mountain Whitewater - Paddles and Saddles
 - Explore Estes - Experience the Elk Rut



PADDLE AND PAMPER

 Mountain Whitewater

Valid: Always

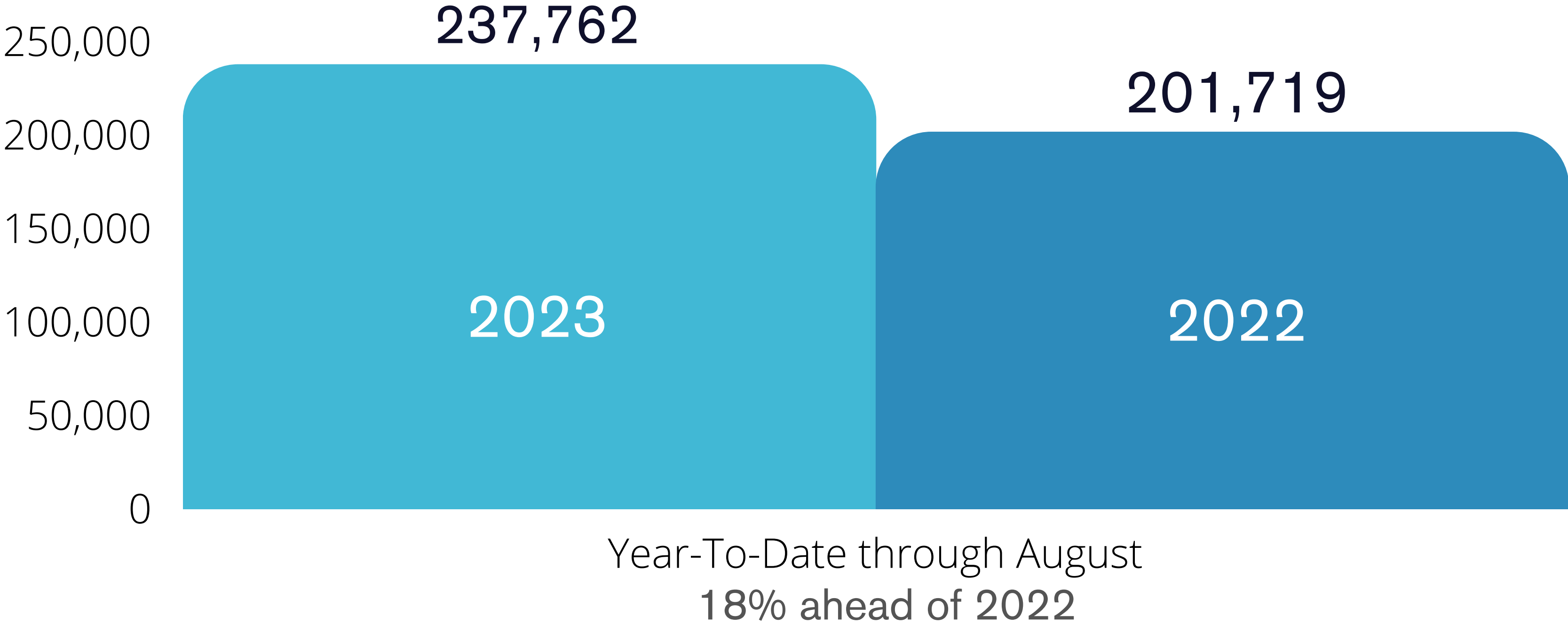
Event Sponsorships

Pumpkins and Pilsners

This free fall festival has activities and entertainment for all ages. The perfect place to pick your pumpkins with live music and craft beer for the adults, as well as games, crafts and a bounce house for the little ones. Pumpkins & Pilsners Festival is a fundraiser for the local non-profit organization Estes Park Education Foundation.



Estes Park Visitor Center: Guest Count



JULY & YTD 2023

Total Tax Revenues*

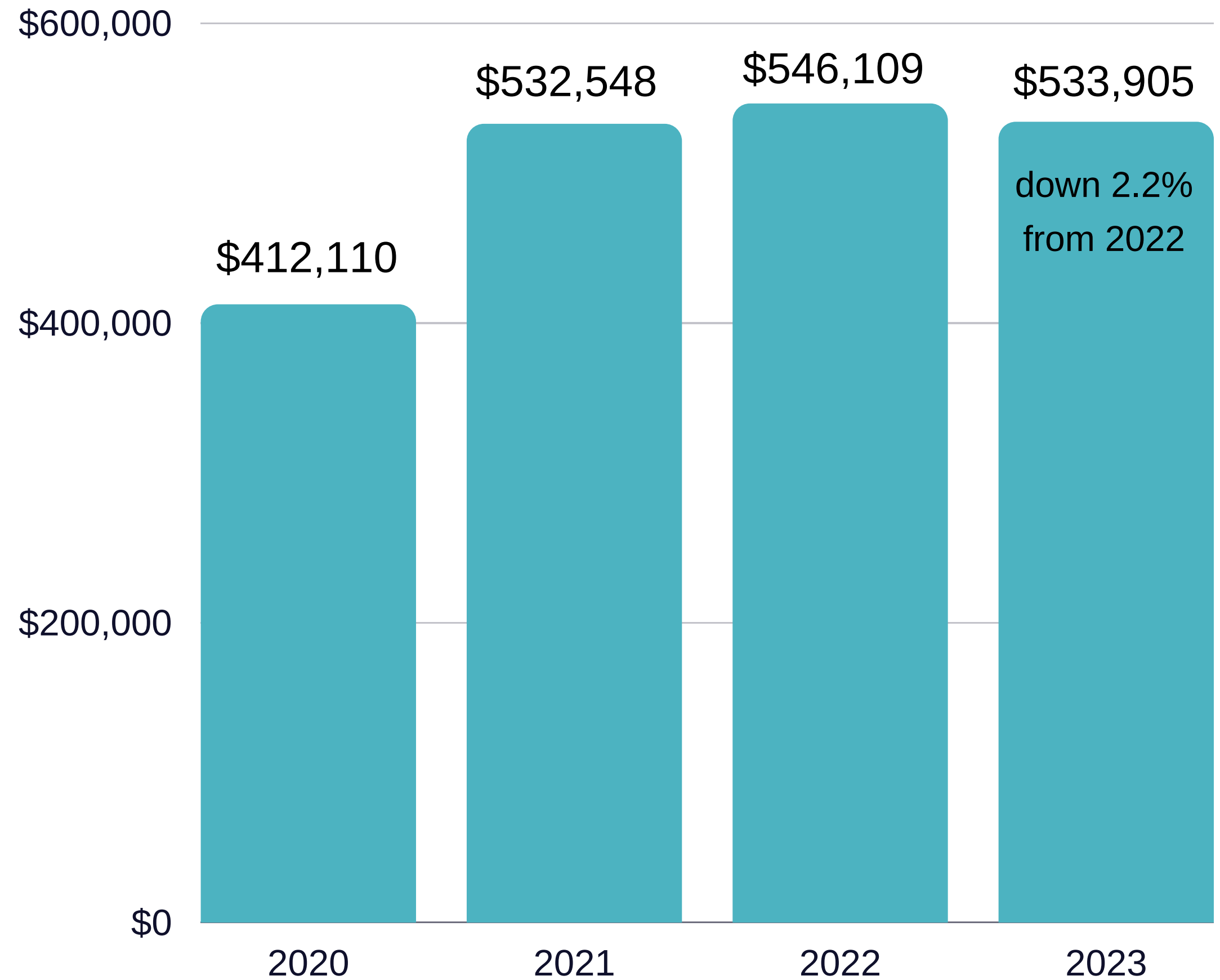
* based on receipts from
the State of Colorado

	Current	YTD
LMD 2%	\$572,455	\$1,847,473
10% of 3.5%	95,276	315,685
3.5% Passthrough	<u>857,481</u>	<u>2,841,169</u>
Total Received	\$1,525,212	\$5,004,327

JULY

Lodging Tax Revenues*

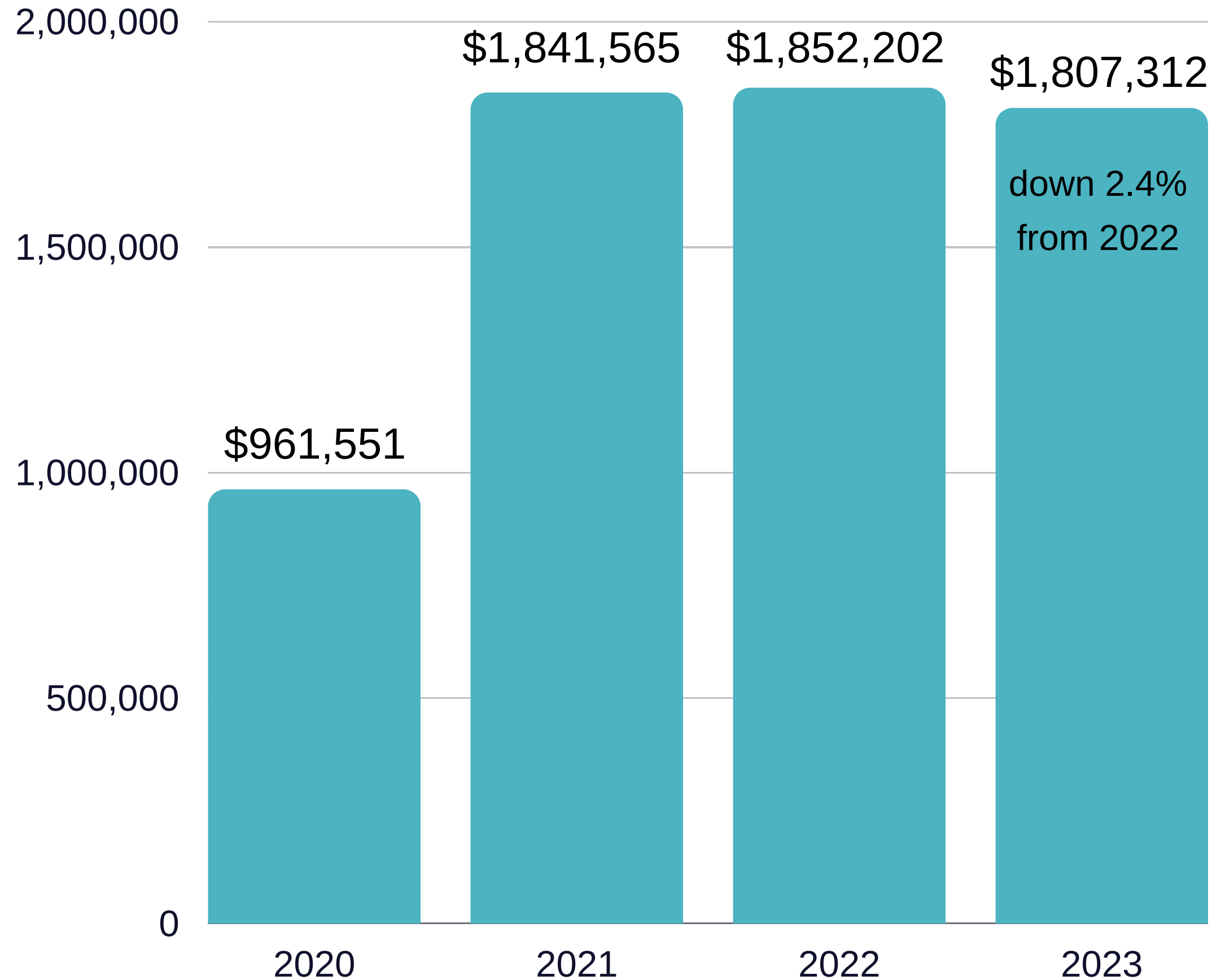
**2% LMD collections,
based on actual
month of stay**



JULY YEAR-TO-DATE

Lodging Tax Revenues*

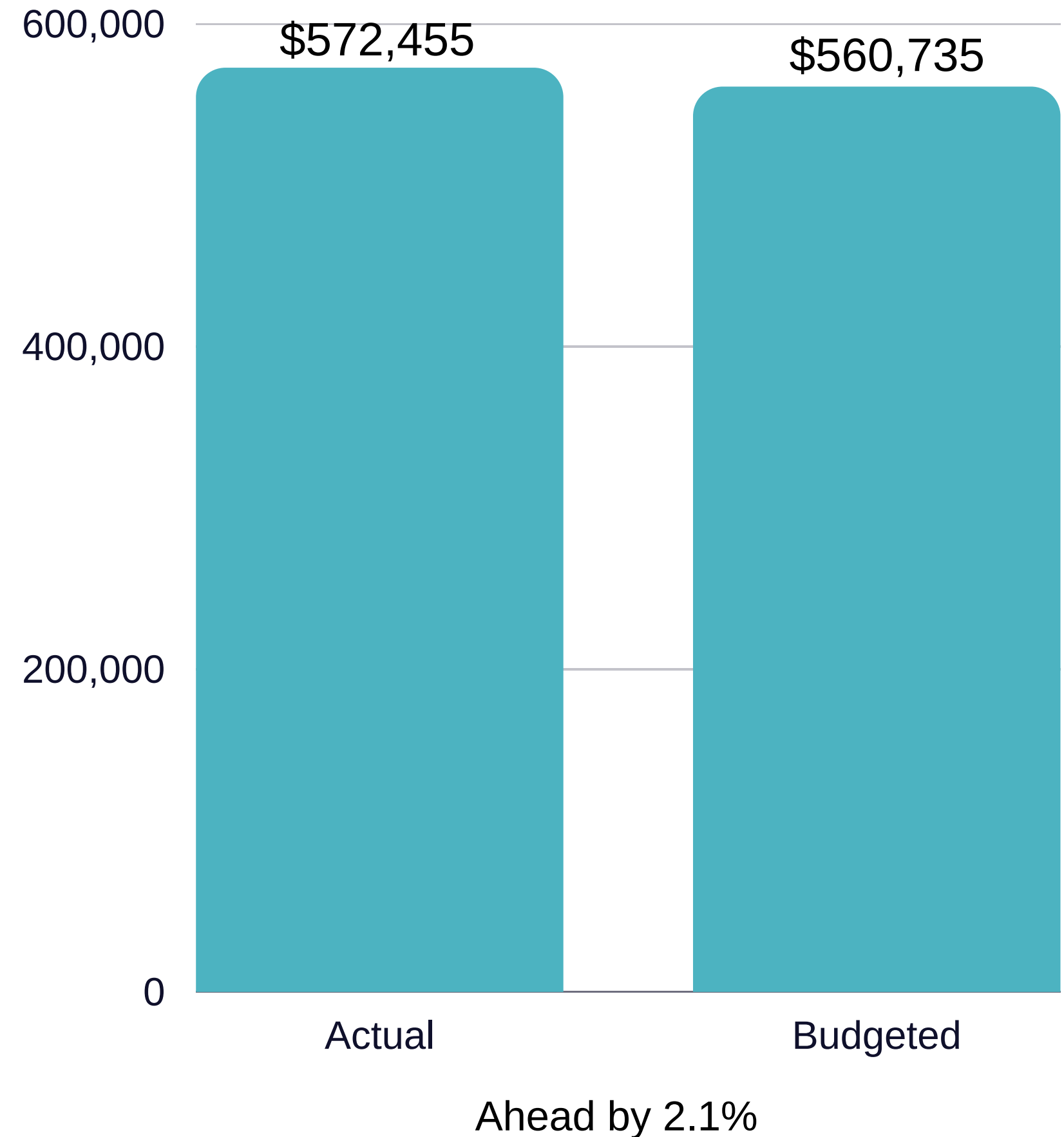
**2% LMD collections,
based on actual
month of stay**



JULY

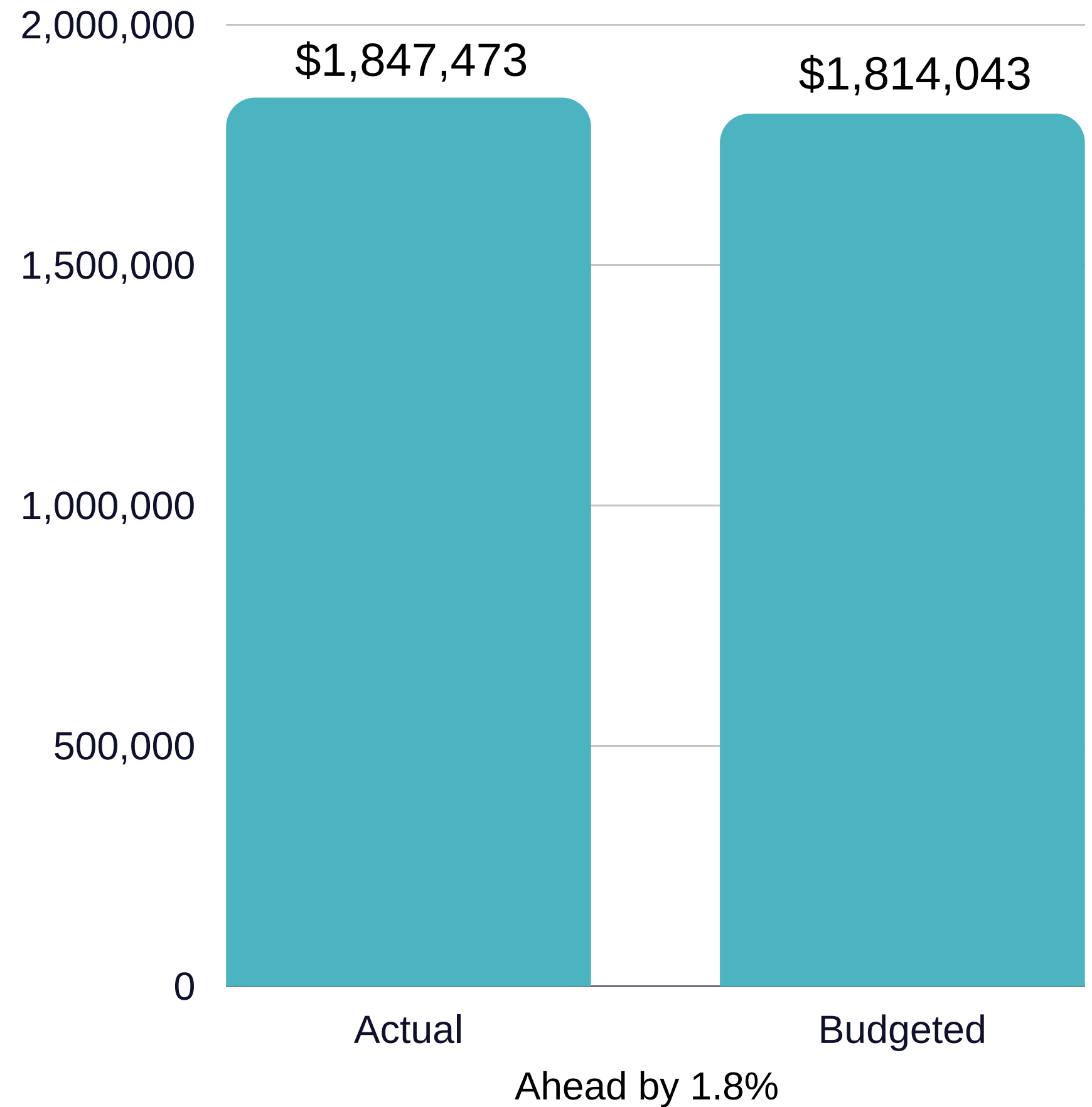
Lodging Tax Revenues*

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

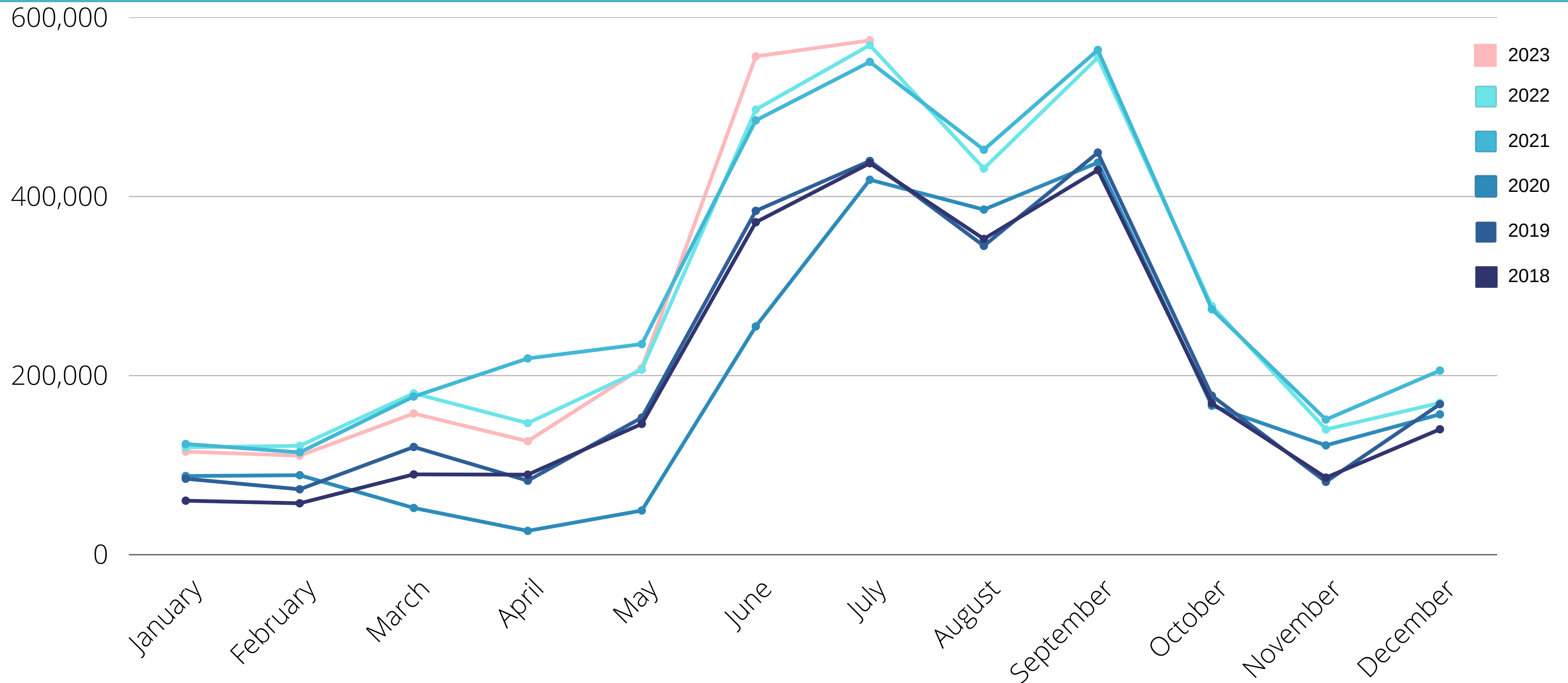


JUNE YEAR-TO-DATE Lodging Tax Revenues*

***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

Executive Session

Executive session pursuant to Sec. 24-6-402(4)(e)(I), C.R.S., for purposes of determining positions relative to matters that may be subject to negotiations, developing strategy for negotiations, and instructing negotiators on possible promotional opportunity and related asset development for downtown Estes Park.

and

Pursuant to Sec. 24-6-402(4)(b), C.R.S., for purposes of conferring with the District's legal counsel on same.

Board Comments & Closing

1. Requests for future agenda items
2. Any additional items for discussion?
3. Next Board Meeting: October 26, 2023; 2 p.m.
4. Town Board to vote on the Operating Plan: We are targeting Tuesday, October 24.
5. County Administrative Matters Meeting to request a vote on the Operating Plan: October 24
6. Public budget hearing: November 30, 2023, at 2 p.m., online.
7. Final budget approval vote: December 14, 2023, 2 p.m., online.
8. Adjourn

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