



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

**Community Roundtable Event**  
**Wednesday, December 7, 2022, 3:00 PM**  
**The Ridgeline Hotel**

Board Members Attending:

Vice-Chair Sean Jurgens, Trustee Scott Webermeier, Secretary McShan Walker, Director Rich Chiappe and Director Jerusha Rice.

VEP Staff:

Kara Franker, CEO  
Rebecca Domenico-Gelsinger, COO  
Mike Zumbaugh, CFO  
Rachel Ward Oppermann, Community Relations, Advocacy & Sustainability  
Kendall Akin, Creative  
Colleen Sovey, Community Relations  
John Berry, Photographer  
Claire Mollé, Communications

The meeting started at 3:10 p.m.

WELCOME

CEO Kara Franker welcomes attendees to the second Visit Estes Park (VEP) Community Roundtable and gives an overview of the agenda: Rocky Mountain National Park (RMNP) representatives will give an update on visitation to the park, Andrew Grossman will give an update from the Colorado Tourism Office (CTO) and David Holder from Clarity of Place, who is a consultant working closely with VEP on strategic planning, will facilitate a discussion on VEP's effort to extend the season to make sure local businesses are getting the support they need to succeed within this initiative.

DISCUSSION

Scott Esser, Director of Continental Divide Research Learning Center for Rocky Mountain National Park, presents visitor use patterns and trends of timed-entry permit data. He goes over historical data and what was seen in 2022. He describes their Climb Program, which involves community-led impact monitoring.

David Holder asks how businesses can help with the education and outreach on the timed-entry permit system to be supportive of the park and to help with visitor experience. Scott Esser and Kyle Patterson give facts and talking points to the audience. The audience asks questions. Kyle Patterson invites the audience to RMNP's virtual public meeting on December 15.

Andrew Grossman goes over what the CTO is and presents an update on the organization. He and David Holder are here today as part of the Reimagine Destinations Grant awarded to VEP and run by the CTO. Today's workshop is an opportunity to

champion the value of tourism by collecting stakeholder input on strategies that demonstrate adoption of a destination management plan to allow local voices to be integrated into decision making. David Holder presents a decision-making destination management tool that came out of similar efforts of the Aspen Chamber Resort Association. He takes the audience through VEP's strategic planning process and highlights language that demonstrates VEP's intent to support a community that is also a destination, rather than to simply promote the destination. One goal is to create seasonal demand drivers focused on business need periods.

CEO Kara Franker gives the audience background on the acquisition of Frozen Dead Guy Days (FDGD). FDGD was canceled in Nederland. John Cullen acquired the rights to it and, with Visit Estes Park, is bringing it to Estes Park. The event outgrew Nederland and will become bigger and better in Estes Park. She asks Mike Zumbaugh to present VEP's analysis of the event's five year projected economic impact. She outlines holiday initiatives VEP has executed to extend the season.

David Holder asks the audience what local businesses need from VEP to successfully leverage the opportunities VEP is working to provide, with a focus on FDGD. Concerns and questions are voiced, needs are identified, ideas are suggested. David Holder suggests coming together after FDGD to debrief, to figure out how to make the next event better and to discuss other initiatives to extend the season. A FDGD committee of business owners is formed.

David Holder leaves the group with the question: how does VEP leverage the times of the year where people are looking for work and there are opportunities for more business, in an intentional way, and with the community's input? He asks if the attendees would like to attend more community roundtables hosted by VEP to answer questions like this and the majority would.

ADJOURN:

The meeting ended at 5:00 p.m.