



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Community Roundtable Event
Wednesday, August 24, 2022, 4:00 PM
The Ridgeline Hotel

Board Members Attending:

Chair Deborah Gibson, Vice-Chair Sean Jurgens, Trustee Scott Webermeier, Rich Chiappe and Director Jerusha Rice.

VEP Staff:

Kara Franker, CEO
Rebecca Domenico-Gelsinger, Deputy Director
Rachel Ward Oppermann, Community Relations, Advocacy & Sustainability
Colleen Sovey, Community Relations
John Berry, Photographer
Claire Mollé, Communications

The meeting started at 4:15 p.m.

WELCOME

CEO Kara Franker begins the meeting by welcoming attendees, inviting conversation and positioning Visit Estes Park as a community-first organization focused on its mission of attracting guests. Visit Estes Park has an open-door policy. Colleen DePasquale, Executive Director of the Estes Park Chamber of Commerce, gives Chamber updates. By a show of hands, the group agrees that workforce housing, employee retention and childcare are a problem in the Estes community.

DISCUSSION

The community should define what sustainability means for Estes Park. Increased sales tax as an alternative to increased lodging tax to fund workforce housing and childcare is suggested. Does Estes Park want to be a year-round destination? The community needs to figure out how to grow and evolve together to provide the best guest experience. The Town of Estes Park is coming up with a framework to determine how money from a tax extension would be spent that allows for unknowns and integrates many solutions. The season has been softer than expected. Kara Franker lists factors happening in 2022 that may affect visitation: inflation, gas prices, guests going back to non-outdoor destinations post-pandemic, advertising was turned down for several months at the beginning of 2022. Many business sectors rely on day trippers to support their business. Estes Park is an affordable, family-friendly destination but luxury guests are important. Visit Estes Park targets more than one type of visitor at once using programmatic advertising. Long emails are not the best way to communicate with partners. Short video updates sent by email may be more effective. Roundtable events will be repeated quarterly, avoiding the busiest summer months.

ADJOURN:

The meeting ended at 6:17 p.m.