



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

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## **Visit Estes Park Community Outreach & Transparency\***

**PUBLIC BOARD MEETINGS WITH PUBLIC COMMENT** – Meets once per month. Visit Estes Park (VEP) Agenda & Minutes posted on website and Estes Park Library.

**MONTHLY TRAVEL BUZZ** – Live Roger Brooks tourism webinar and time with Elizabeth to discuss any topics the public wishes, including requests for assistance with the needs of specific businesses.

**COMMUNITY PRESENTATIONS** – Town Board, County Commissioners, Town Citizen Information Academy, Library District, Morning Rotary, Noon Rotary, Newcomers, Lutheran Mens Club, Estes Area Lodging Association, Estes Valley Partners for Commerce, Wedding Association, League of Women Voters, and others.

**3 MONTHLY ENEWSLETTERS** – Stakeholder News to Know (includes CEO Update), PR Partners (opportunity for community to partner with us on various initiatives), and Consumer eNews.

**ANNUAL TOURISM SUMMIT** – Survey community seeking feedback regarding topic and presentation preferences. VEP staff and agency partners present YOY overview.

**ANNUAL STAKEHOLDER SURVEY** – Survey community seeking feedback about VEP, how we can improve, etc.

**FARMERS MARKET** – VEP Booth each week at every Farmers Market. VEP also hosts a local artist each week.

**EDUCATIONAL CLASSES** – [Media](#), [International](#), Social Media, Website, Analytics, blogging

**FREE GOOGLE ANALYTICS HELP** – Tyler with Analytive. VEP contracts and pays for Tyler for 4 hours per month year-round to allow any local business to meet with Tyler to set-up and/or fine tune their google analytics.

**COLORADO TOURISM RALLY AT THE STATE CAPITOL** – VEP sponsors local stakeholders to attend.

**TOURISM DAY AT THE CAPITOL** – VEP sponsors and arranges carpooling with Estes Park Shuttle to bring local stakeholders to the Capitol.

**TOURISM INDUSTRY ASSOCIATION OF COLORADO (TIAC)** – VEP sponsors and attends industry reception with state legislators and sponsors local stakeholders to attend.

**COLORADO TOURISM OFFICE GOVERNOR'S CONFERENCE** - VEP invites stakeholders to join and covers costs.

**PRIVATE WEBINAR CLASSES AND DISCUSSION AT VISIT ESTES PARK OFFICE** – Anytime, by appointment

**STAFF EVENT SUPPORT FOR OUTREACH PURPOSES** - Estes Park Duck Race, Tinsel Tavern Tour, Mountain Festival (800 Colorado Blue Spruce Saplings gifted to students), Estes Park Sports & Fitness Association Expo, Pumpkins & Pilsners, Wine Festival, Rodeo, National Philanthropy Day, Estes Park School Events, Denver Union Station and others.

**\*Not a complete list**

***Blue Font = CEO attends or is involved.***

***Contact Elizabeth Fogarty with questions, input, schedule a presentation or a meeting, etc.***



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**VISIT ESTES PARK OFFICIAL VISITOR GUIDE & VisitEstesPark.com Blog** – Includes highlighting locals and community artists

**STAFF PARTICIPATION WITH AREA ASSOCIATIONS, BOARDS, COMMITTEES & ORGANIZATIONS** – Estes Valley Partners for Commerce, Estes Area Lodging Assoc., Wedding Assoc., Estes Sports & Fitness, Estes Park Running Club, Estes Park EDC, Rotary, Centennial Committee, Events Committee, Shuttle Committee, Estes Park Nonprofit Resource Center, Downtown Business Partners, America in Bloom, Explore Our Store, Paint Estes Park Pink, CDOT Meetings, Community Health Assessment, Intergovernmental Managers, Youth on Boards Program, Eagle Rock Mentorship Program, Estes Park School partnerships (Bobcat Purple Sponsor, Mountain Bike Team sponsor, Band contribution, Mountain Music Festival sponsor), Estes Park Cycle Coalition, & others.

**PRIVATE MEETINGS** - Staff is always available to meet on a regular basis with stakeholders and community.

**HIGHLIGHTING OUR LOCAL COMMUNITY** - Blogs, Visitor Guide, Website, Social Media

**DESTINATION PRODUCT DEVELOPMENT** – Survey the community for ideas of what product they desire.

**OPERATING PLAN** – Share with community encouraging input. Posted on website.

**ANNUAL REPORT** – Posted on website

**MONTHLY KEY PERFORMANCE INDICATOR REPORT** – Over 30 metrics. Posted on website.

**MONTHLY FINANCIAL REPORT AND MONTHLY CEO REPORT**

**MONTHLY TOWN OF ESTES PARK AMBASSADOR MEETING & TOWN EVENTS MEETING**

**YEARLY AUDIT** – No material weaknesses

**DONATIONS TO AREA NONPROFITS**

**AT LEAST ONCE PER YEAR** – Walk into every business downtown, over 150 for one on one conversation.

**MAYOR COFFEE CHAT, COUNTY COMMISSIONER CITIZEN MEETINGS, TOWN BOARD WORK SESSIONS & BOARD MTGS** – Attend in person or watch online when necessary

**PURCHASE LOCAL AND HIRE LOCAL TALENT (photography, video, models)** – Whenever possible

**CORA – COLORADO OPEN RECORDS ACT** (VEP is subject to CORA). Over 43 requests since November 2016, and no issues revealed.

**OPEN DOOR POLICY**

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