



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Visit Estes Park Outreach & Transparency:

Public Board Meetings with Public Comment – 1st and 3rd Tuesday of the Month.

Monthly Travel Buzz – Relevant tourism webinar and time with Elizabeth to discuss any topics the public wishes, including requests for assistance with their own business challenges.

Community Presentations – Town Board, County Commissioners, 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, PR Partners, Marketing eNewsletter

Annual Tourism Summit – Survey stakeholders first asking what Breakouts & General Session topics they prefer.

Annual Stakeholder Survey – Survey stakeholders for their feedback about VEP

Farmers Market – VEP Booth each week at every Farmers Market. VEP also invites a local artist to display and sell goods.

Educational Classes as needed and/or requested – [Media](#), [International](#), Social Media, Website, Analytics

Free Contract Help – Tyler with Analytive - VEP contracts and pays for Tyler for 4 hours per month all year 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 – EALA and VEP partner to sponsor local stakeholders to attend (expenses paid).

Tourism Day at the Capitol – VEP arranges carpooling with Estes Park Shuttle to bring local stakeholders to the Capitol.

Tourism Industry Association of Colorado – Industry reception with state legislators.

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, Estes Park Sports & Fitness Association Expo, Rodeo, National Philanthropy Day, Estes Park School Events, Art Groove, and others.

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Staff Participation with Area Associations, Committees & Organizations – Estes Valley Partners for Commerce, Estes Area Lodging Assoc., Wedding Assoc., Estes Sports & Fitness, Estes Park EDC, Rotary, Centennial Committee, Events Committee, Shuttle Committee, Estes Park Nonprofit Resource Center, Downtown Business Partners, America in Bloom, Paint Estes Park Pink, Association Forum, CDOT Meetings, Community Health Assessment, Intergovernmental Managers, Youth on Boards Program, Eagle Rock Mentorship Program, Estes Park Cycle Coalition, and others.

Private Meetings - Anyone on our staff are always available to meet and do meet on a regular basis with stakeholders.

Colorado Tourism Office Governor's Conference - VEP invites stakeholders to join in partnership with EALA - sponsors costs.

Highlighting our local community - Blogs, Visitor Guide, Website, Social Media

Destination Product Development – Survey the community for ideas of what product they want.

Operating Plan – Share DRAFT with community requesting input before VEP Board approves.

Annual Report

Colorado Hotel Lodging Report

Monthly Key Performance Indicator Report – Over 30 metrics

Monthly Financial Report and Monthly CEO Report

Monthly Town of Estes Park Ambassador Meeting

Yearly Audit

Donations to area Nonprofits

At least once per year – Walk into every business downtown, over 150.

Mayor Coffee Chat

Purchase local – Whenever possible

CORA – Over 30 requests since November 2016

Open Door Policy

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