

A scenic mountain landscape featuring a calm lake in the foreground that perfectly reflects the surrounding environment. The lake is bordered by dark green evergreen trees and large, grey rocks. In the background, majestic, rugged mountains rise against a clear blue sky with a few wispy clouds. The central focus is a sharp, pointed mountain peak. The overall scene is peaceful and natural, capturing the beauty of a high-altitude wilderness.

THE INTERSECTION BETWEEN TOURISM AND ECONOMIC DEVELOPMENT

October 19 2023

Agenda

- Colorado Tourism Office Update
- Visit Moffat County Update
- Visit Leadville-Twin Lakes Update
- Visit Estes Park Update
- Instructions For Discovery Workshops

The Value Of Tourism

- The tourism industry is a key driver of Colorado's economy:
 - \$27.7B in visitor spending
 - 176,800 jobs
 - \$1.7B in state and local taxes
- Collectively, tourism organizations play a pivotal role in placemaking and quality of life for communities across Colorado
- We also excel at providing information that inspires, and helps plan for, responsible and respectful travel experiences



Colorado Tourism Office

The Colorado Tourism Office (CTO) is the Destination Marketing and Management Organization for the state of Colorado.

The CTO is a division of the Colorado Office of Economic Development and International Trade (OEDIT) with a vision to empower the tourism industry by inspiring the world to explore Colorado responsibly and respectfully.

COLORADO TOURISM OFFICE Organizational Chart

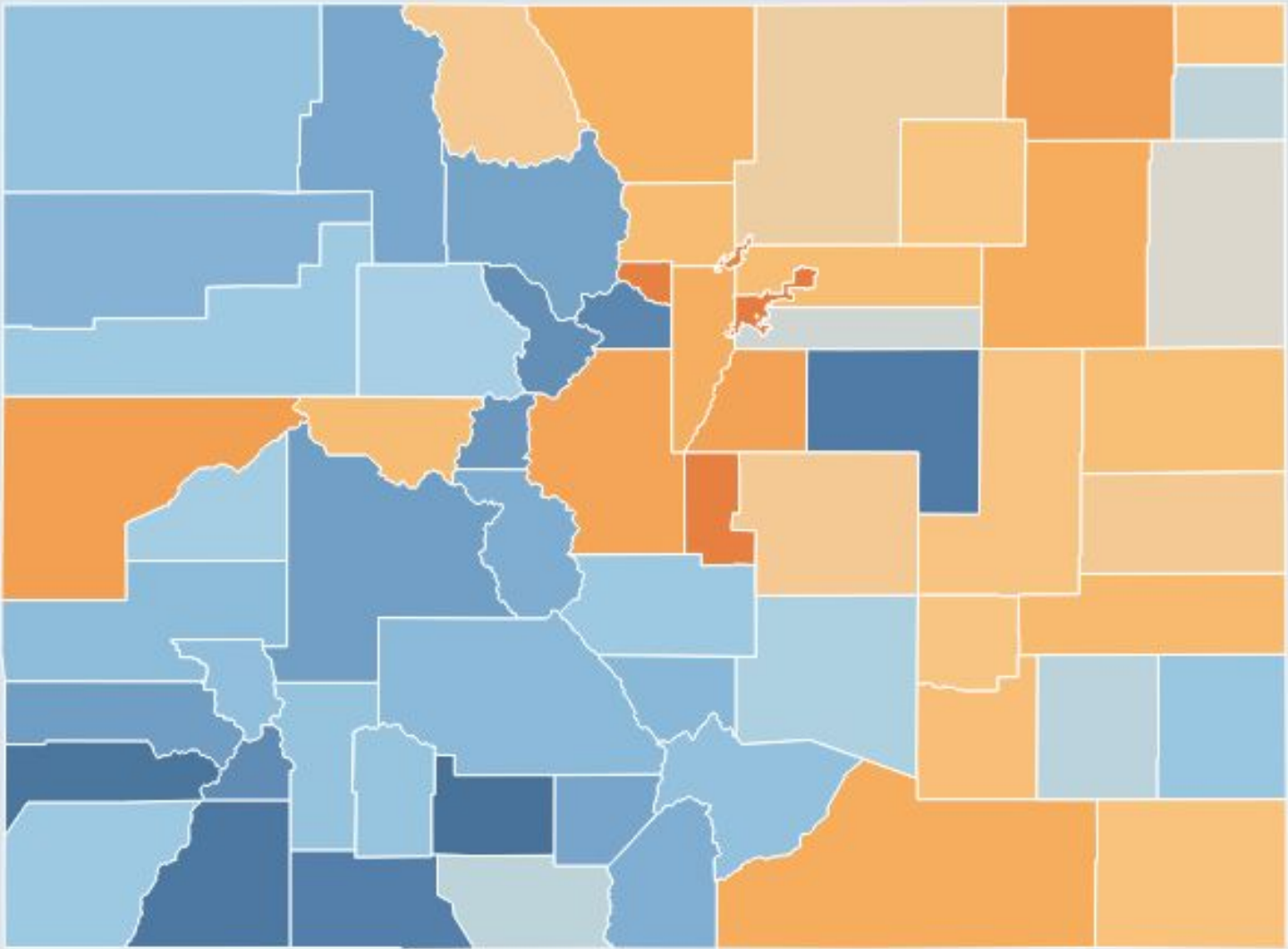


Destination Stewardship In Colorado

Support for Colorado destinations that balances *quality of life for residents, quality of experience for visitors, and enhancement of our environment and communities*



2019-2021 % Change



Color Legend

-26.49% 49.39%

Key Initiatives

- Statewide and regional Destination Stewardship plans
- Do Colorado Right
- Michelin Guide
- Colorado Electric Byways
- Colorado Dark Sky Certification Mentor program
- Destination Learning Labs
- Colorado Leadership Journey



Annual Tourism-Related Research



Annual Research

- CTO commissions annual research related to economic impact and the statewide visitor profile
- These reports are typically released in July for the previous calendar year



2022 Results

- **Travel spending** in Colorado grew \$5.6 billion from \$22.1 billion in 2021 to **\$27.7 billion**
 - 25% increase
- **Domestic visitation** to Colorado increased by 5.8 million visitors from 84.2 million in 2021 to **90 million**
 - 6.5% increase



2022 Results

- **Direct travel-generated tax revenue** increased from \$1.4 billion to **\$1.7 billion**
 - 20.8% increase
- This generated **\$760 in tax benefits** to each Colorado household





Additional Colorado Tourism Office Programs And Offerings

Stimulus Funding

- \$2.4M CARES Act Grant
- \$10M Meeting and Events Incentive Cash Rebate
- \$9.6M ARPA Grant
- \$9M SLFRA Grant



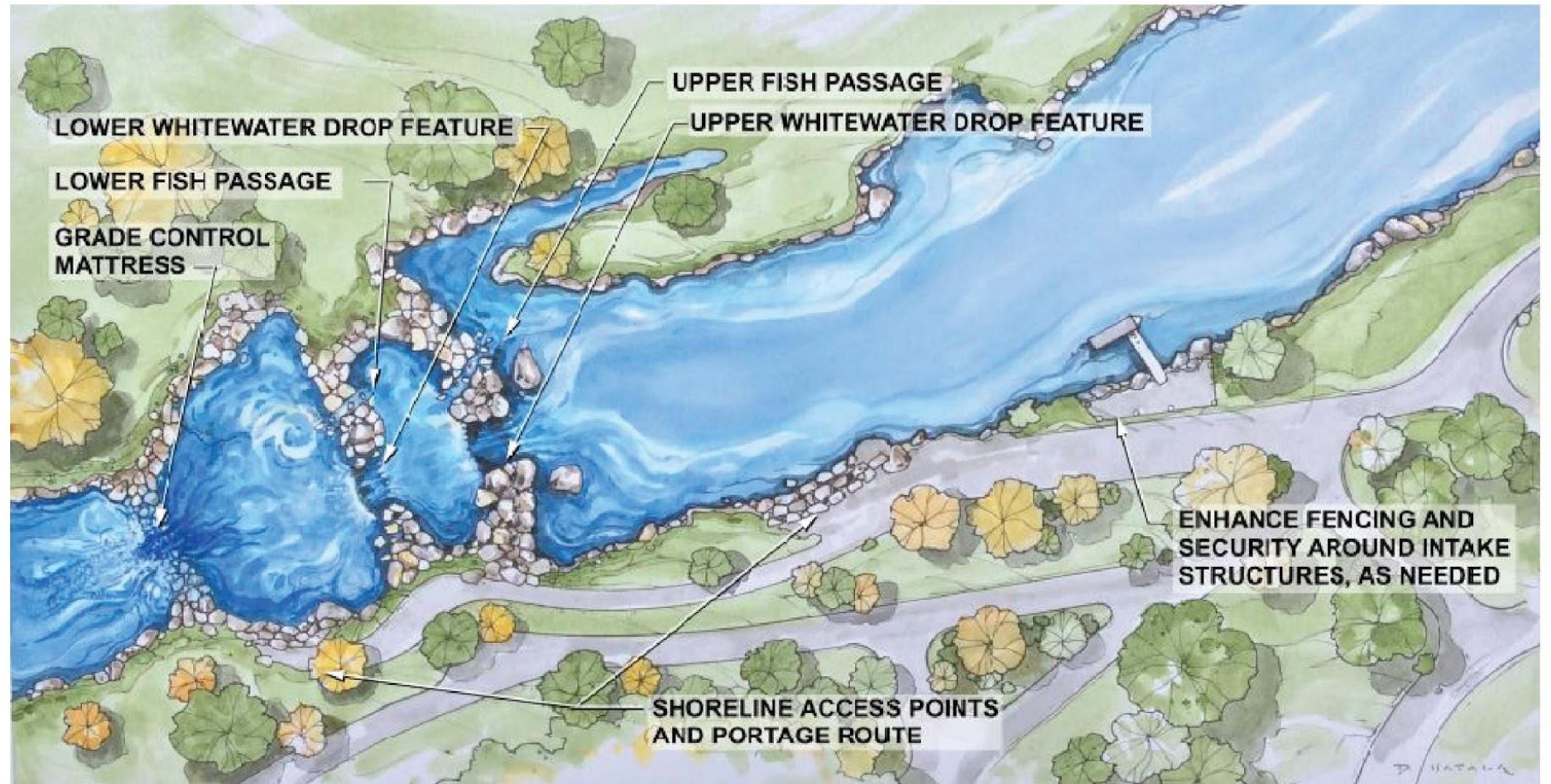
Active & Upcoming

- Meeting and Events Incentive Cash Rebate
 - *funding term ends June 2024*
- Destination Development Mentor Program
 - *applications close Oct. 26*
- Colorado Dark Sky Certification Mentor Program
 - *applications close Nov. 9*
- Tourism Management Grant
 - *applications open in Dec.*



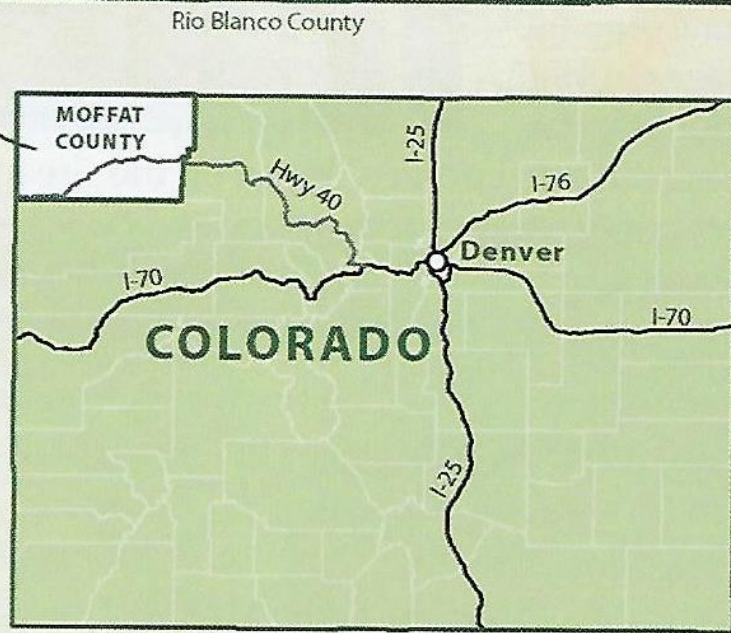
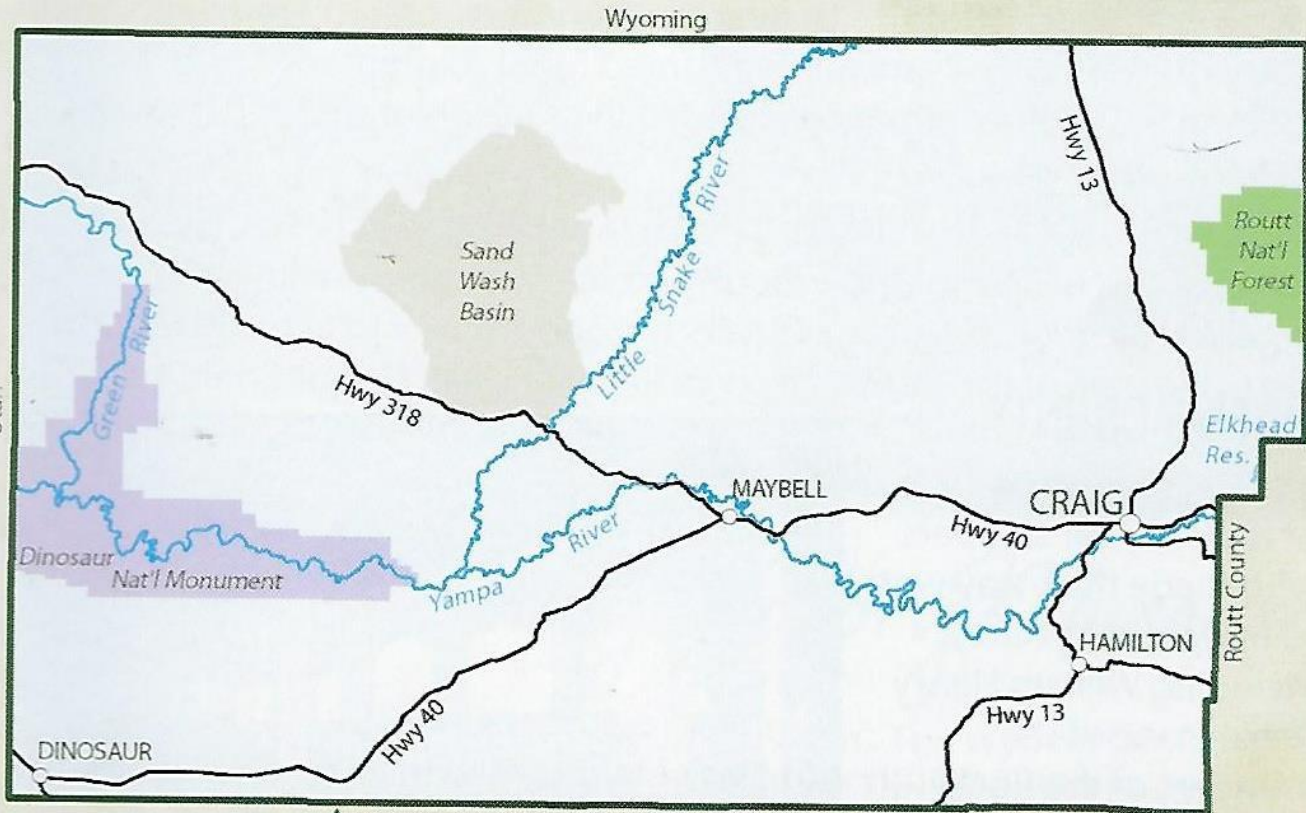
Visit Moffat County





2016 Conceptual Plan prepared by Riverwise Engineering

Yampa River Corridor Project



NORTHWEST COLORADO RIVER ACCESS

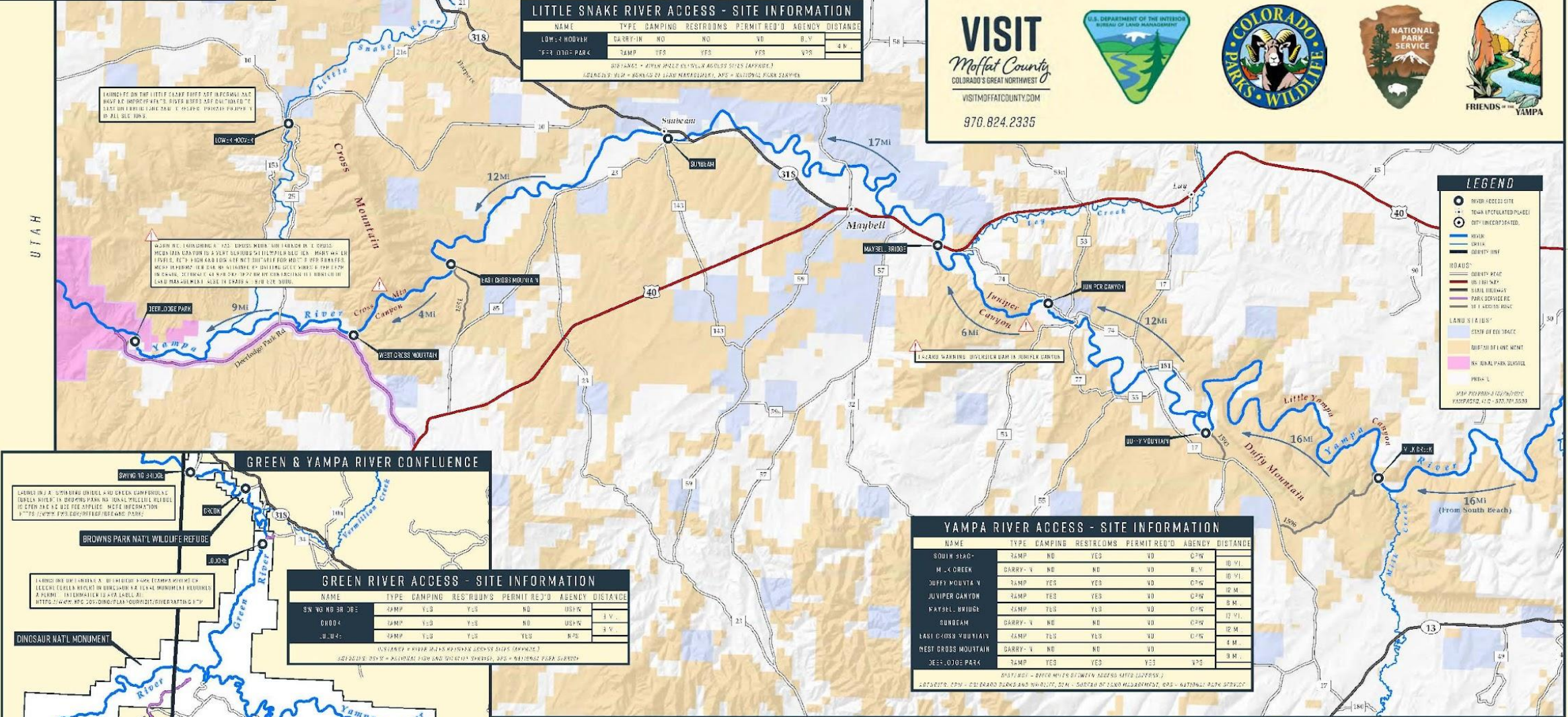
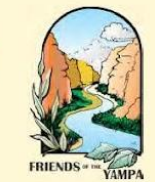
COLORADOSGREATNORTHWEST.COM

LITTLE SNAKE RIVER ACCESS - SITE INFORMATION

NAME	TYPE	CAMPING	RESTROOMS	PERMIT REQ'D	AGENCY	DISTANCE
LOW-E-HOODVEH	CAMP	NO	NO	NO	B.V.	4 M.
FEEL-DIG-PARK	CAMP	YES	YES	YES	SPS	4 M.

DISTANCE - DIFFERENTIAL BETWEEN NEAREST SITES (APPROX.)
AGENCY: B.V. = BUREAU OF LAND MANAGEMENT, SPV = NATIONAL PARK SERVICE

VISIT
Moffat County
COLORADO'S GREAT NORTHWEST
VISITMOFFATCOUNTY.COM
970.824.2335



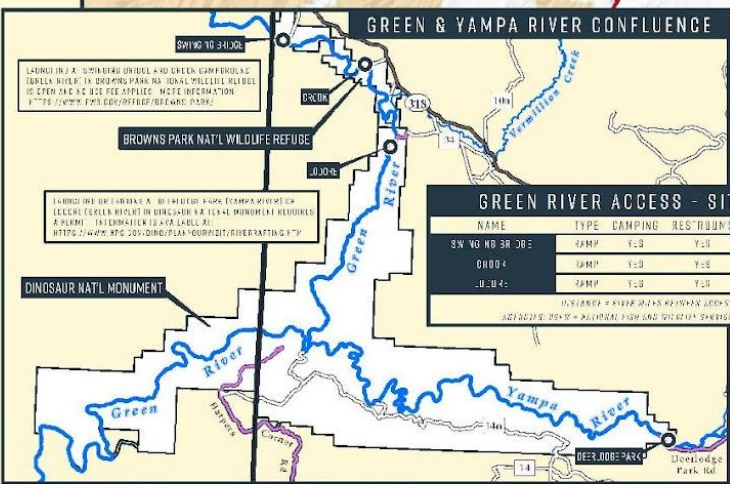
LEGEND

- RIVER-ACCESSED SITE
- TOWN (POPULATED PLACE)
- CITY (UNINCORPORATED)
- HIGHWAY
- CREEK
- COUNTY LINE
- COUNTY ROAD
- US BUREAU OF LAND MANAGEMENT
- NATIONAL PARK SERVICE
- NATIONAL PARK SERVICE
- NATIONAL PARK SERVICE
- NATIONAL PARK SERVICE
- NATIONAL PARK SERVICE

LAND STATUS

- CENTER OF EGG TRACE
- BOUNDARY OF LAND MGMT
- NATIONAL PARK SERVICE
- PRIVATE

MAP PROVIDED BY COLORADO STATE GEOLOGICAL SURVEY, 11/12 - 970.761.3000



GREEN RIVER ACCESS - SITE INFORMATION

NAME	TYPE	CAMPING	RESTROOMS	PERMIT REQ'D	AGENCY	DISTANCE
SN-WO-ND-3R-DR	CAMP	NO	NO	NO	USFS	1 M.
OWO-4	CAMP	YES	YES	NO	USFS	1 M.
LO-0-4	CAMP	NO	NO	NO	SPV	3 M.

DISTANCE - DIFFERENTIAL BETWEEN NEAREST SITES (APPROX.)
AGENCY: B.V. = BUREAU OF LAND MANAGEMENT, SPV = NATIONAL PARK SERVICE

YAMPA RIVER ACCESS - SITE INFORMATION

NAME	TYPE	CAMPING	RESTROOMS	PERMIT REQ'D	AGENCY	DISTANCE
SOUTH BEACH	CAMP	NO	YES	NO	C.P.W.	10 MI.
M-J-CREEK	CAMP	NO	NO	NO	B.V.	10 MI.
JOFFY MOUNTAIN	CAMP	YES	YES	NO	C.P.W.	12 MI.
JUWIPER CANYON	CAMP	YES	YES	NO	C.P.W.	13 MI.
MAYBEL BRIDGE	CAMP	YES	YES	NO	C.P.W.	13 MI.
SUNBEAM	CAMP	NO	NO	NO	C.P.W.	17 MI.
EAST CROSS MOUNTAIN	CAMP	YES	YES	NO	C.P.W.	12 MI.
WEST CROSS MOUNTAIN	CAMP	NO	NO	NO	SPV	4 M.
DEEP LODGE PARK	CAMP	YES	YES	YES	SPV	3 M.

DISTANCE - DIFFERENTIAL BETWEEN NEAREST SITES (APPROX.)
AGENCY: C.P.W. = COLORADO PARKS AND WILDLIFE, B.V. = BUREAU OF LAND MANAGEMENT, SPV = NATIONAL PARK SERVICE

DISCLAIMER: THE MAP HAS BEEN PREPARED USING AVAILABLE INFORMATION AND IS NOT GUARANTEED TO BE COMPLETELY ACCURATE. THE USER ASSUMES ALL LIABILITY FOR ANY DAMAGE OR LOSS OF PROPERTY THAT MAY OCCUR AS A RESULT OF USING THIS MAP. THE USER ASSUMES ALL LIABILITY FOR ANY DAMAGE OR LOSS OF PROPERTY THAT MAY OCCUR AS A RESULT OF USING THIS MAP. THE USER ASSUMES ALL LIABILITY FOR ANY DAMAGE OR LOSS OF PROPERTY THAT MAY OCCUR AS A RESULT OF USING THIS MAP.


LAND STATUS: FEDERAL LANDS ARE OWNED BY THE FEDERAL GOVERNMENT. PRIVATE LANDS ARE OWNED BY INDIVIDUALS OR COMPANIES. LANDS OWNED BY THE STATE OF COLORADO ARE OWNED BY THE STATE OF COLORADO. LANDS OWNED BY THE STATE OF COLORADO ARE OWNED BY THE STATE OF COLORADO.

TRAVEL SAFELY: PLEASE USE CAUTION WHILE DRIVING ON THESE ROADS. WEATHER CONDITIONS CAN CHANGE RAPIDLY. CHECK WEATHER FORECASTS AND ROAD CONDITIONS BEFORE TRAVELING. WEATHER CONDITIONS CAN CHANGE RAPIDLY. CHECK WEATHER FORECASTS AND ROAD CONDITIONS BEFORE TRAVELING.

COLORADO PARKS PASS: VISITORS TO THE STATE PARKS SHOULD CONSIDER PURCHASING A COLORADO PARKS PASS. THE COLORADO PARKS PASS IS A CONVENIENT WAY TO ACCESS THE STATE PARKS AND IS AVAILABLE AT VARIOUS LOCATIONS. VISITORS TO THE STATE PARKS SHOULD CONSIDER PURCHASING A COLORADO PARKS PASS.

0 1.25 2.5 5 MILES

VISIT WWW.VISITMOFFATCOUNTY.COM TO DOWNLOAD A GEOPDF FILE FOR MOBILE NAVIGATION



VISIT *Moffat County*

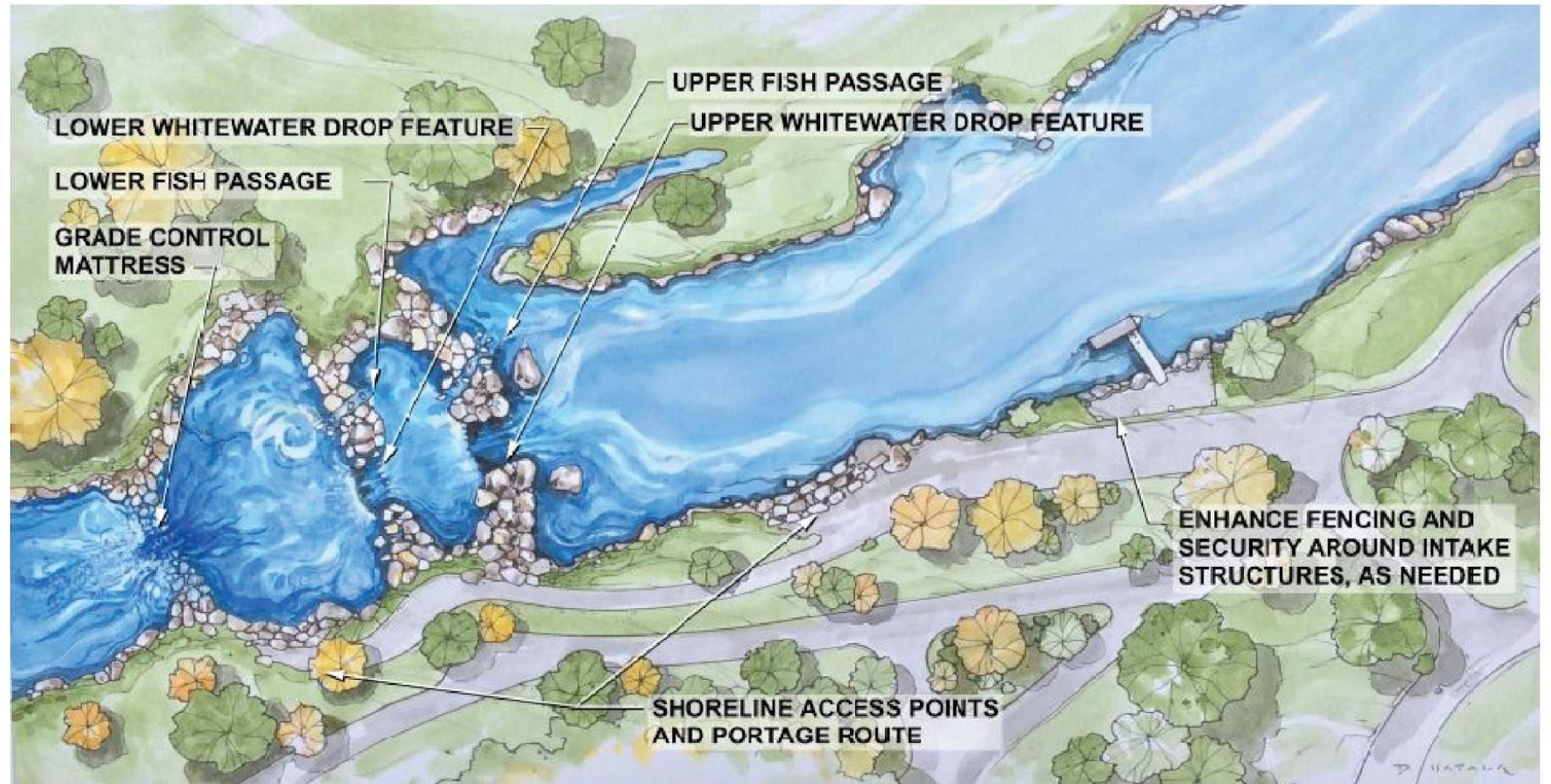
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2016 Conceptual Plan prepared by Riverwise Engineering

Yampa River Corridor Project

Project Components

THE YAMPA RIVER CORRIDOR PROJECT IS COMPOSED OF TWO PROJECT AREAS---

Whitewater Park / Diversion Rehab

Located at existing City diversion/intake structure.

Improvements include whitewater river park, park access, parking and upland amenities.

Downriver Boat Ramp

Located at Loudy Simpson Park.

Improvements include a new boat ramp, access and parking.

PHASE 1 : DESIGN, ENGINEERING AND PERMITTING

PHASE 2 : CONSTRUCTION & IMPLEMENTATION

Boat Ramp Draft Plan

GEOGRID



EXISTING WETLANDS



NEW BOAT RAMP

ONE WAY TRAFFIC FLOW

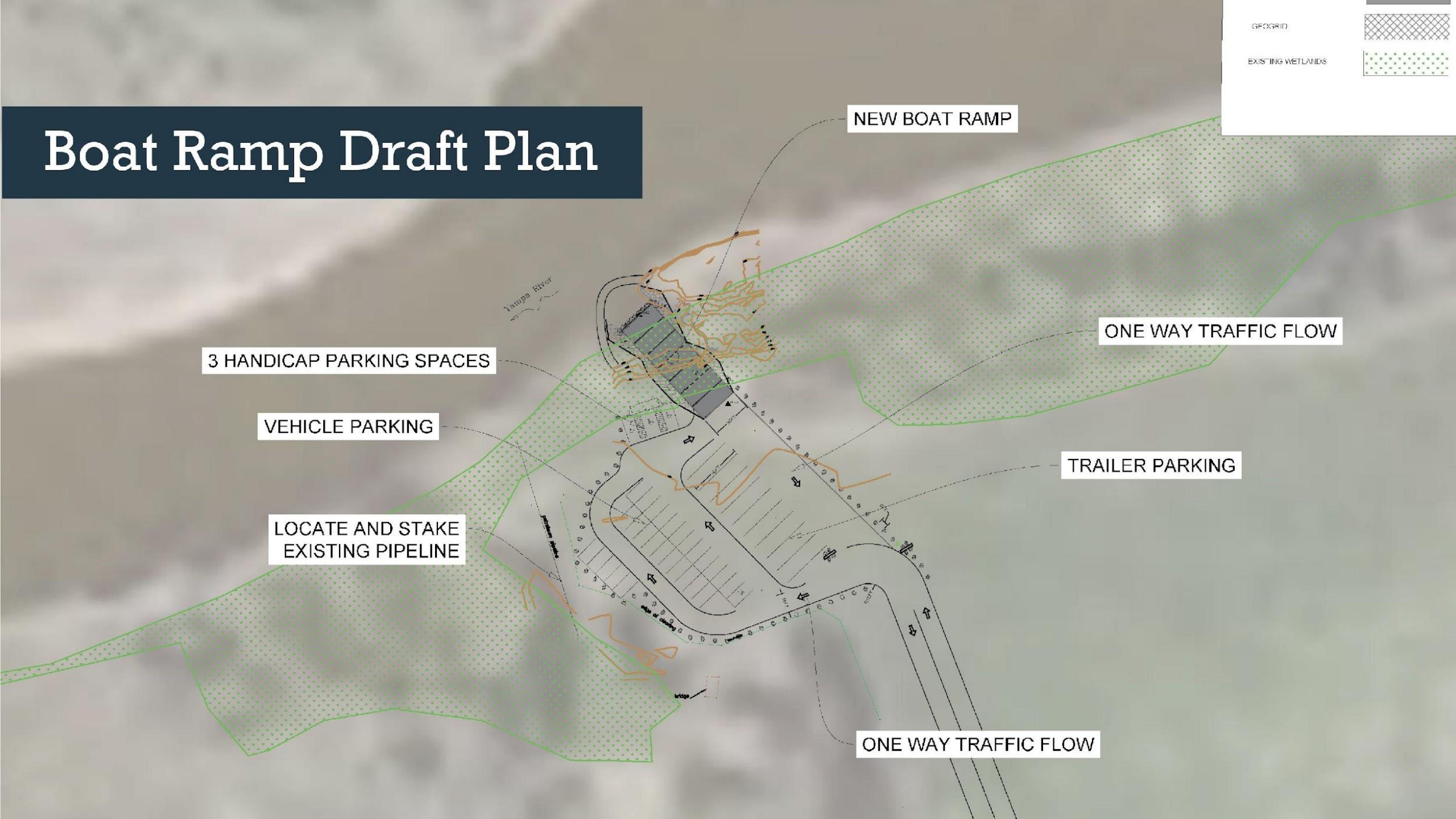
3 HANDICAP PARKING SPACES

VEHICLE PARKING

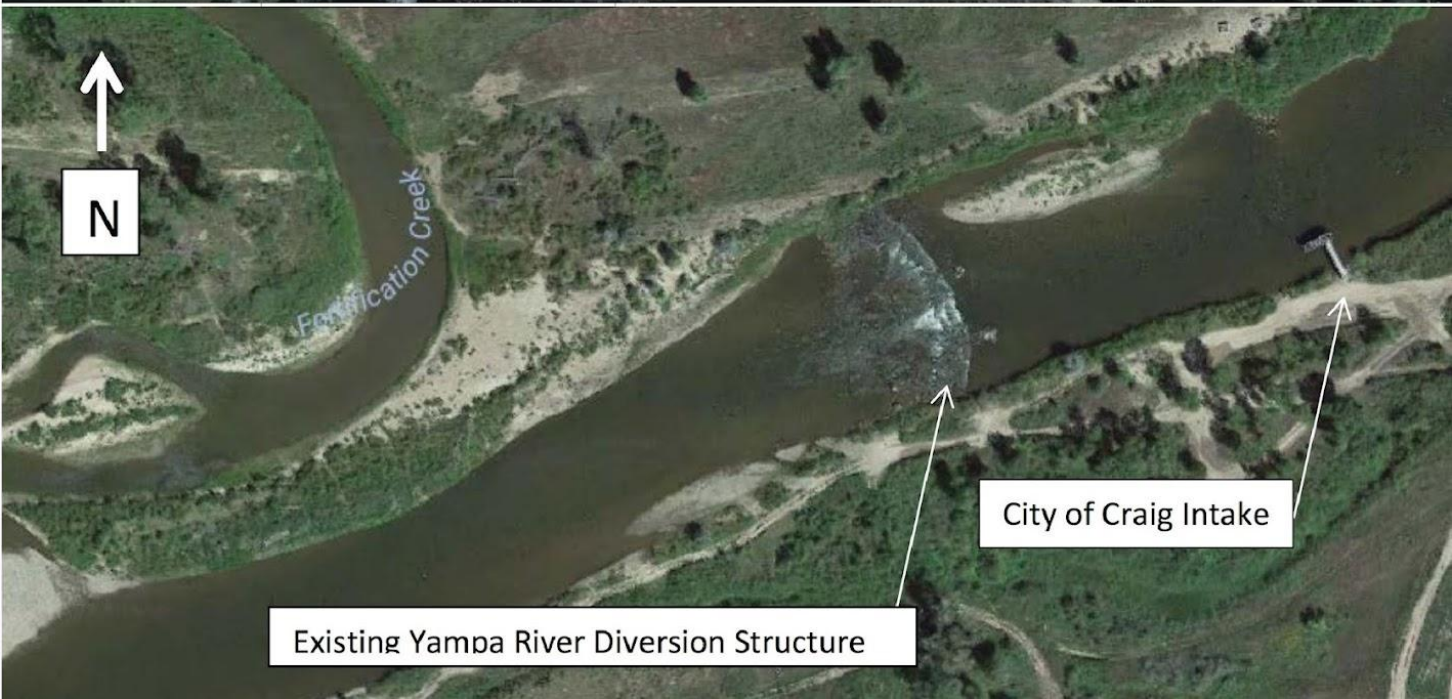
TRAILER PARKING

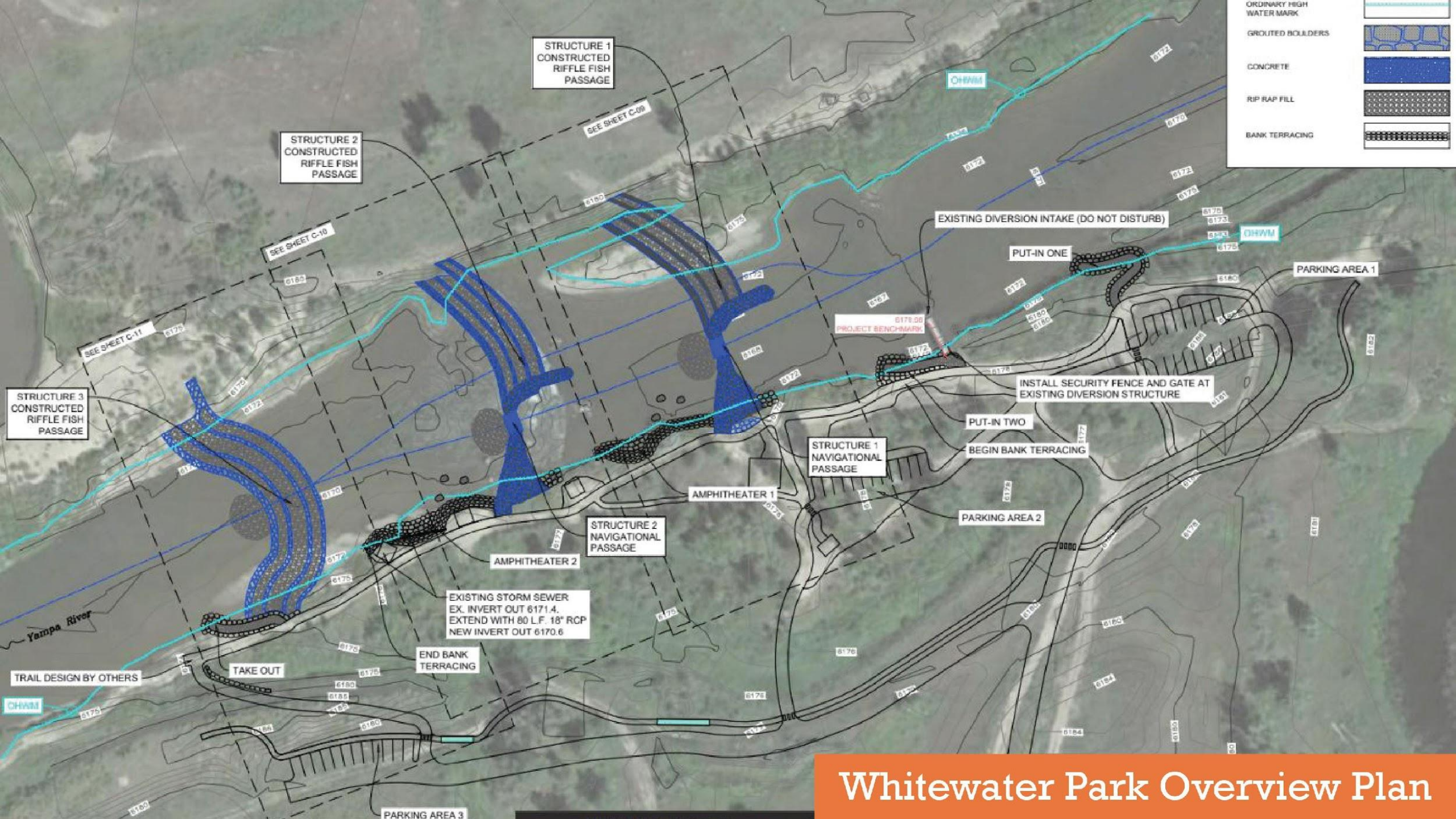
LOCATE AND STAKE
EXISTING PIPELINE

ONE WAY TRAFFIC FLOW



Existing Diversion Structure





Whitewater Park Overview Plan

Upland Improvements



12' wide river access/ launching area

Car parking - 20 stalls

River access trail

River access trail

8' wide concrete trail

Riverside picnic shelter/ site

Take out area - rock terracing from river to trail (not shown)

Typ. bench/ seating area

Large shelter

Car parking - 12 stalls

Typ. "Nature Play" area

Vault toilet

8' wide trail - typ.

12' Gravel road - one-way traffic

20' Gravel road - two-way traffic

12' Gravel road - one-way traffic

Car parking - 13 stalls

20' Gravel road - two-way traffic

Foot/ bike trail - 5' wide, crusher fines

12' Gravel road - one-way traffic

Project Beneficiaries



Committed to hiring
18 FTE's
+
\$500,000 in matching
private investment
over 9 years



Committed to hiring
50 FTE's
+
\$5,000,000 in matching
private investment
over 9 years



Committed to hiring
15 FTE's
+
\$5,000,000 in matching
private investment
over 9 years

The economic impact literature on whitewater parks and activity overwhelmingly cites research by K.H. Cordell et al (1990), which established regional economic multipliers of 2.00 and 2.03 for the economic impact of water-based recreation expenditures on local economies. Using the more conservative multiplier, we estimate that these direct hires and new investment will stimulate---

Total of 249 new jobs
+
\$31,500,00 in new private investment

PROJECT FUNDING PARTNERS

PHASE I & PHASE 2 TO DATE



\$3,315,342



\$50,000



\$68,000



\$150,000



\$8,000



COLORADO
Department of Local Affairs

\$200,000



RESOURCES LEGACY FUND®
CREATIVE SOLUTIONS. LASTING RESULTS.

\$110,000



\$150,000



\$30,000



Yampa-White-Green
Basin Roundtable

\$165,000



\$65,000



COLORADO
Department of Labor and Employment
Office of Just Transition

\$397,916

PROJECT COLLABORATORS

United States Senate
WASHINGTON, DC 20510-0809
MICHAEL F. BENNET
COLORADO

United States Senate
WASHINGTON, DC 20510-0809
JOHN HICKENLOOPER
COLORADO



BOB RANKIN
State Senator



COLORADO
Office of Economic Development
& International Trade



COLORADO
Department of Local Affairs
Office of the Executive Director



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Building Regional Communities



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YAMPA RIVER SYSTEM
LEGACY PROJECT

Why the Yampa River Corridor Project?

- Supports economic stimulus, resilience & diversification
- Contributes new recreation opportunities identified throughout multiple local strategic planning documents
- Supports increased public access to the Lower Yampa River Basin
- Creates enhanced aquatic/riparian habitat & fish passage
- Project will sustain the City's municipal water supply in a fiscally responsible manner
- Creates a multiuse park serving a variety of populations
- Supports environmental education opportunities, river advocacy & stewardship
- Broad local, regional, state & nationwide project support

COMPLETION OF THE YAMPA RIVER CORRIDOR PROJECT EQUALS A MASSIVE WIN FOR CRAIG & MOFFAT COUNTY!

Thank You!

PROJECT MANAGER CONTACT INFO:

Melanie Kilpatrick

City of Craig

mkilpatrick@cityofcraig.org

970.826.2016

Tom Kleinschnitz

Craig City Council

tkleinschnitz@cityofcraig.org

970.201.3508

YOUNG RIVER ADVOCATE ON THE YAMPA RIVER NEAR CRAIG, CO



LLCEDC & Visit Leadville- Twin Lakes: A Collective Impact Approach

Using a Collective Impact Model to Facilitate
Economic & Destination Development



Visit Leadville-Twin Lakes

- Leadville and Twin Lakes have experienced a decade of year-over-year growth in visitation
- The pandemic accelerated that growth, with lodging tax revenue increasing from 104K in 2018 to \$350K in 2023
- Rich history with Mining and Camp Hale
- Outdoor recreation mecca with 70% of Lake County as open space



Economic Development in Lake County

Rural Economic Development = Difficult

- A decade of LLCEDC with 6 Executive Directors
- Traditionally considered a boom-and-bust town and a bedroom community
- Lack of collective/supported vision for the future
- Multiple duplicative efforts
- Stakeholders going after the same resources



**“Great performance
is 1% vision
and 99% alignment”
— Jim Collins**



Collective Impact in Lake County

- Coming together to address the needs and interests of the collective whole
- Recognize that you can have a more significant impact working together
- DMO, County, City, School District, Business Community involvement

Organizational Structure of Memphis Fast Forward





Near Term Objectives

- Lodging Feasibility: Data Collection
- Business Concierge
- Outdoor Recreation Council
- New Recreation Center Facilitation
- Capacity building:
 - Chamber of Commerce, Main Street, Tourism



Lake County 2038

“We strive to make Lake County a thriving community for current and future generations to live, work, and prosper. We achieve this by fostering community collaboration and providing the essential resources, tools, and connections to attract and retain businesses and talent.”



Visit Estes Park



Welcome to Estes Park

We have:

- Rocky Mountain National Park as our neighbor
- A community who is outdoor-driven
- A lively (and sometimes weird) event scene
- An abundance of wildlife
- Over 300 unique shops
- 4 craft breweries, 2 distilleries and 1 winery

The Intersection of Tourism and Community Development

Goal: Strike the right balance between enhancing visitor experience, promoting economic vitality, and preserving resident quality of life



Community Engagement Initiatives



Goal: Improve Quality of Life for Residents

Solution:

Expand the Lodging Tax to Support Workforce Housing & Childcare



How did this happen?

MARCH 31, 2022

HB22-1117 is signed into law by the governor, allowing the expanded use of lodging tax revenue to address gaps in the need for workforce housing and childcare.

MAY 9, 2022

The Visit Estes Park Board of Directors appoint 16 community members to the Lodging Tax Exploration Task Force.

AUGUST 1, 2022

The Visit Estes Park Board of Directors present their recommendations to the Larimer County Board of County Commissioners and the Town of Estes Park Board of Trustees.

NOVEMBER 8, 2022

The lodging tax was raised from 2% to 5.5% and passed by 62%

APRIL 2022

Larimer County, the Town of Estes Park and Visit Estes Park propose the creation of the Lodging Tax Exploration Task Force.

**MAY 18 TO
JUNE 22, 2022**

The Lodging Tax Exploration Task Force meets weekly to discuss questions set by the County, Town and Visit Estes Park to inform ballot language should the group choose to pursue an increase in the lodging tax.

SEPTEMBER 7, 2022

Visit Estes Park Board of Directors vote on the ballot language. From this time point on, VEP staff cannot advocate for or against the issue.

Campaign Tactics

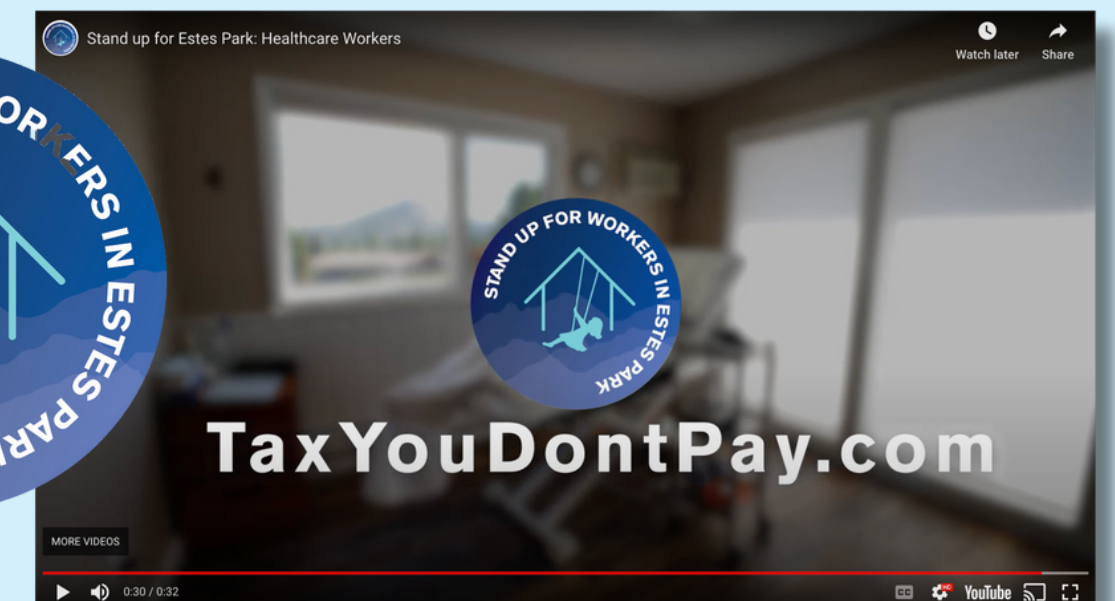
To get the word out to the community, we created:

- A community task force with 37 total members
- 9 community engagement events
- An advocacy group comprised of 5 major Estes organizations to rally for the cause, including the Estes Chamber of Commerce, Estes Park EDC, EPNPRC, EVSTRA and EVICS
- A political marketing campaign, produced in-house, which included:
 - A dedicated campaign website
 - 9 workforce interview campaign videos
 - 59 articles published in the Estes Park Trail Gazette, including 14 community leader editorial news articles
 - An educational advertising campaign through social media and digital display
 - Stakeholder materials and communications, including a campaign asset library



LATEST HEADLINES

Guest Editorial: How childcare and workforce housing are two sides of the same coin



What did we achieve?

- The lodging tax was raised from 2% to 5.5%, with the increase dedicated to funding workforce housing and childcare initiatives in Estes Park, while preserving the funding necessary to keep tourism alive and healthy in the Estes Valley.
- This lodging tax extension fund is projected to contribute \$26 million to our community in the first five years and has already started collecting funds as of January 2023.



*Goal: Enhance visitor experience
& promote economic vitality*

Solution:

Extend the Season with Frozen Dead Guy Days



Frozen Dead Guy Days

- Frozen Dead Guy Days is a 3 day festival that moved from Nederland to Estes Park in 2023 with live music and entertainment at the Estes Park Events Complex and The Stanley Hotel, with satellite events occurring around town.
- FDGD pays homage to Bredo Morstoel, a Norwegian man who was cryogenically frozen after his death and housed on dry ice



Why was it such a success? Community Partnerships

3

Days

64

**Community
Partners**

\$28,394

**Raised for Workforce
& Childcare**

- \$9,500 raised from parking for High School Band
- \$2,700 raised from Friday's beer sales for Western Heritage
- \$670 raised from Polar Plunge for EPNRC
- \$160 raised from Pie Toss game for High School Prom

*Goal: Enhance visitor experience
& promote economic vitality*

Solution:

Extend the Season by Enhancing the Holidays



Promoting Visitation during the Holidays will:

- Encourage travelers to visit Estes Park during the holiday season when there is a need for more overnight stays and day trip visitors.
- Generate additional revenue through sales taxes and lodging taxes.
- Support local businesses through niche advertising and marketing efforts.
- Hopefully, help stakeholders retain employees for a longer season.





Thank you!

Rebecca D. Gelsinger

Chief Operating Officer

Rebecca@VisitEstesPark.com

THANK YOU



COLORADO™