

# Lodging Tax Extension - Estes Park's Experience

*Changing the future of Housing and  
Childcare in the Estes Valley*



**Setting the  
Stage**

**The  
Campaign**

**The  
Future**

**What  
Happened**

**Lessons**

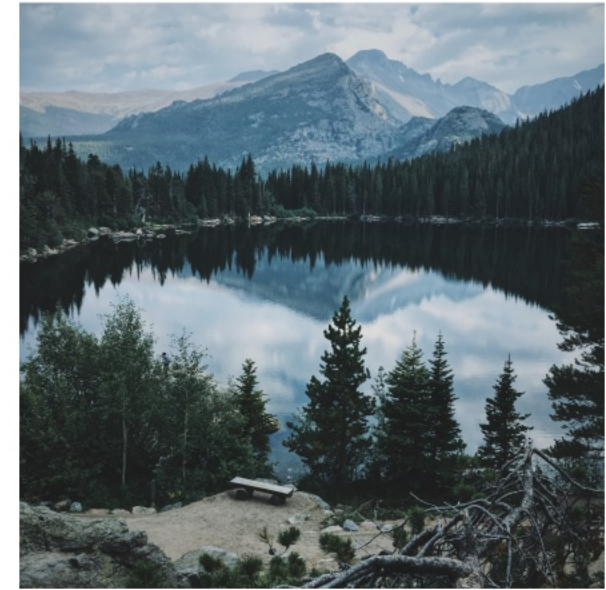


# The Platform

- Well established need for housing and childcare (new HNA in process at time)
  - How can our community capitalize on this opportunity?
  - Cannot cannibalize our primary source of revenue.
- I WANT MY CAKE, AND I WANT TO EAT IT IN PERPETUITY

**WIN - WIN**

**Task Force**



# We Need Consensus

- Task Force Appointed
  - 16 cross sectional members
- Evolving Ideas - Thoughts
- Divide and conquer
- ALL Stakeholders
  - Business
  - Faith Based
  - Community Groups

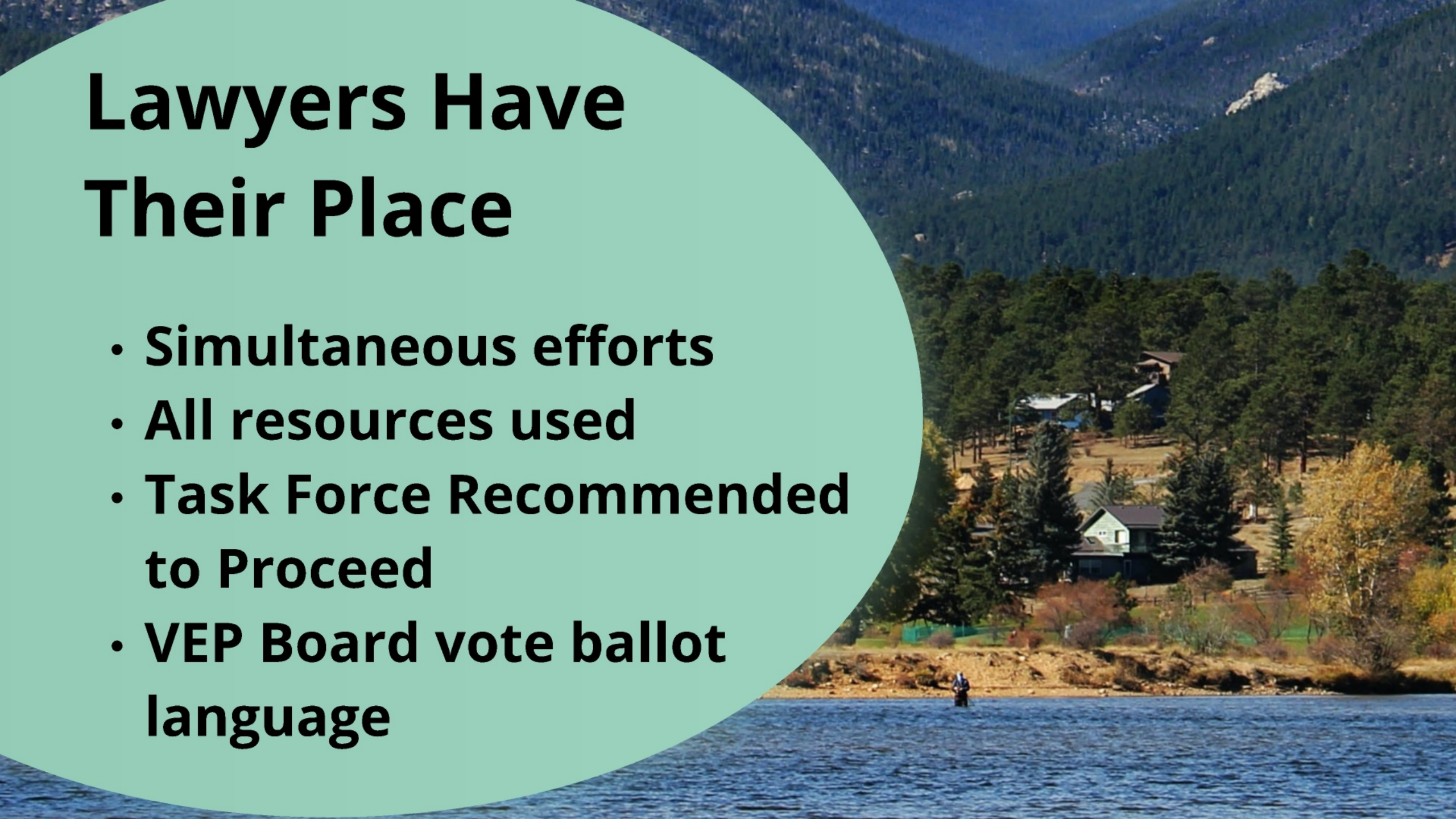


**Ballot  
Language**

**Lets Do  
This!!**

# **Lawyers Have Their Place**

- **Simultaneous efforts**
- **All resources used**
- **Task Force Recommended  
to Proceed**
- **VEP Board vote ballot  
language**



# We Need Consensus

- Task Force Appointed
  - 16 cross sectional members
- Evolving Ideas - Thoughts
- Divide and conquer
- ALL Stakeholders
  - Business
  - Faith Based
  - Community Groups



**Ballot  
Language**

**Lets Do  
This!!**

**When Does the  
Hard Work Start?**

**NOW**



# We Need Consensus

- Task Force Appointed
  - 16 cross sectional members
- Evolving Ideas - Thoughts
- Divide and conquer
- ALL Stakeholders
  - Business
  - Faith Based
  - Community Groups



**Ballot  
Language**

**Lets Do  
This!!**

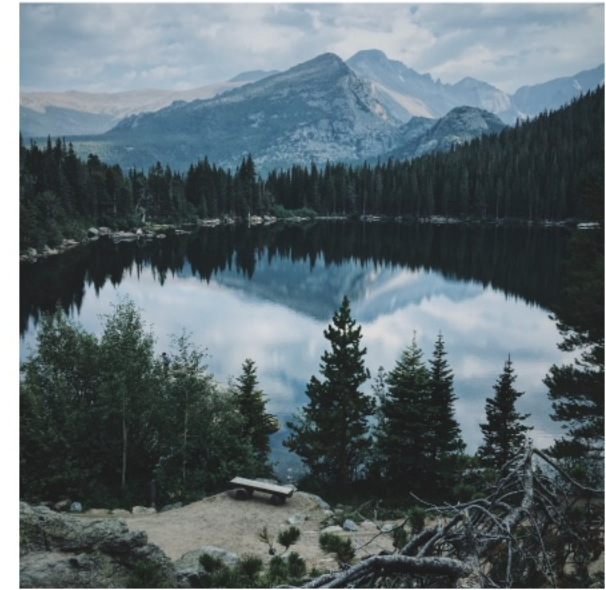


# The Platform

- Well established need for housing and childcare (new HNA in process at time)
  - How can our community capitalize on this opportunity?
  - Cannot cannibalize our primary source of revenue.
- I WANT MY CAKE, AND I WANT TO EAT IT IN PERPETUITY

**WIN - WIN**

**Task Force**



# Lodging Tax Extension - Estes Park's Experience

*Changing the future of Housing and  
Childcare in the Estes Valley*



**Setting the  
Stage**

**The  
Campaign**

**The  
Future**

**What  
Happened**

**Lessons**

# The Push

Identify Proponents & Opponents

Voice of Business Community

Task Oriented - Focused Segments

Campaign Assets



Inform and Educate

Short Term Rentals

Attack Opposition

Speaker & Media Training

July 26/27, 2022



**TURNER**  
a fabigen marine company



# The Push

Identify Proponents &  
Opponents

Voice of  
Business

Task Oriented - Focus  
Segments

nents &

Task Oriented - Focused  
Segments

Campaign Assets



Voice of  
Business

Community

Se

Car

# Task Oriented - Focused Segments

## Campaign Assets

Inform and Educate



Campaign Assets



Inform and Educate

tals

ack Opposition





# Speaker & Media Training

July 26/27, 2022



# TURNER

a fahlgren mortine company

# n Rentals

# Attack Opposition



# Lodging Tax Extension - Estes Park's Experience

*Changing the future of Housing and  
Childcare in the Estes Valley*



**Setting the  
Stage**

**The  
Campaign**

**The  
Future**

**What  
Happened**

**Lessons**



# Execution





# Execution

2023 Operating Plan Approved by  
County Commissioners, and Town of  
Estes Trustees





## Execution

2023 Operating Plan Approved by  
County Commissioners, and Town of  
Estes Trustees

Town of Estes Park and Estes Park  
Housing Authority working toward  
new MOU.





## Execution

2023 Operating Plan Approved by  
County Commissioners, and Town of  
Estes Trustees

Town of Estes Park and Estes Park  
Housing Authority working toward  
new MOU.



IT TAKES ALL OF US!

# Lodging Tax Extension - Estes Park's Experience

*Changing the future of Housing and  
Childcare in the Estes Valley*



**Setting the  
Stage**

**The  
Campaign**

**The  
Future**

**What  
Happened**

**Lessons**





**THE LESSON**



# Collaboration

**THE LESSON**



**Collaboration**

**Coordination**

**THE LESSON**



**Collaboration**

**Coordination**

**Communication**

**THE LESSON**



**Collaboration**

**Coordination**

**Communication**

**Networking**

**THE LESSON**



# THE LESSON

**BE  
F\*CKING  
BOLD**





**Collaboration**

**Coordination**

**Communication**

**Networking**

**THE LESSON**



# Lodging Tax Extension - Estes Park's Experience

*Changing the future of Housing and  
Childcare in the Estes Valley*



**Setting the  
Stage**

**The  
Campaign**

**The  
Future**

**What  
Happened**

**Lessons**



**Investment  
Impact**



# MOU - ToEP & EPHA

Investment  
Impact



# **MOU - ToEP & EPHA**

## **EPHA Went to Work**

**Investment  
Impact**



**MOU - ToEP & EPHA**  
**EPHA Went to Work**  
**COMMUNICATION**

**Investment  
Impact**



**MOU - ToEP & EPHA**  
**EPHA Went to Work**  
**COMMUNICATION**  
**Partnerships**

**Investment**  
**Impact**



# Investment Impact

- **\$5,735,664 Collected**
  - (14 Months)
- **\$4,789,664 (Housing)**
- **2 new FTE's**
- **Land Purchased (2 parcels)**
  - 34 minimum units
- **Pre-development 27 units**
- **RFP - Planning up to 190 units**
- **16 units preserved** (workforce)
- **20 STR Condos under contract**



**There's  
MORE!!**



- **Preservation**
  - 51 NOAFH
- **Acquisition targets**
  - 16 Units
  - 36 Units
- **Programs**
  - Rental Assistance
  - Deed Restriction Purchase
  - Seasonal
- 89 STR Conversion



- **\$5,735,664 Collected**
  - (14 Months)
- **\$4,789,664 (Housing)**
- **2 new FTE's**
- **Land Purchased (2 parcels)**
  - 34 minimum units
- **Pre-development 27 units**
- **RFP - Planning up to 190 units**
- **16 units preserved** (workforce)
- **20 STR Condos under contract**



**There's  
MORE!!**



**MOU - ToEP & EPHA**  
**EPHA Went to Work**  
**COMMUNICATION**  
**Partnerships**

**Investment**  
**Impact**

# Lodging Tax Extension - Estes Park's Experience

*Changing the future of Housing and  
Childcare in the Estes Valley*



**Setting the  
Stage**

**The  
Campaign**

**The  
Future**

**What  
Happened**

**Lessons**