

# Estes Park Update

## CAST Meeting

October 25, 2018







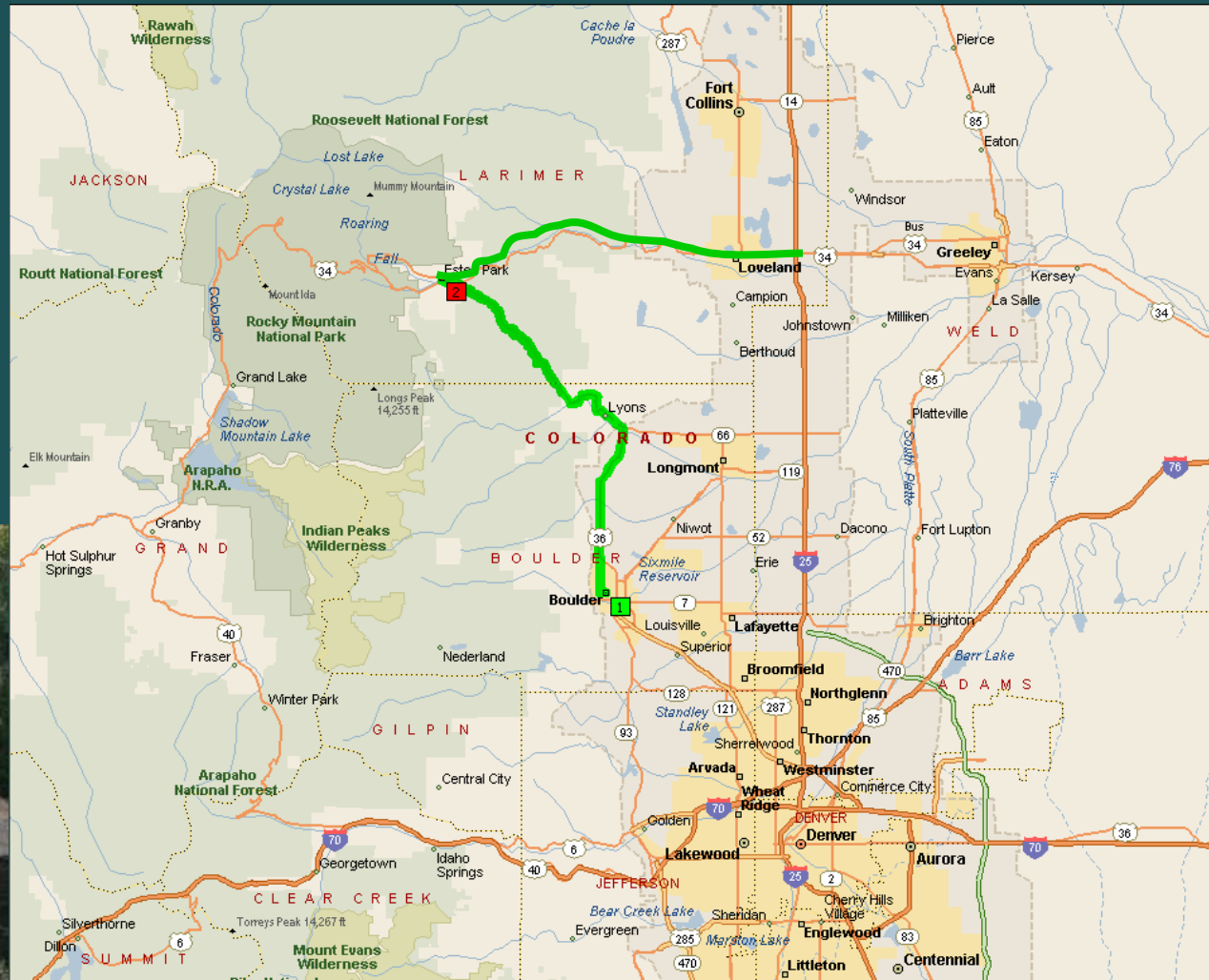


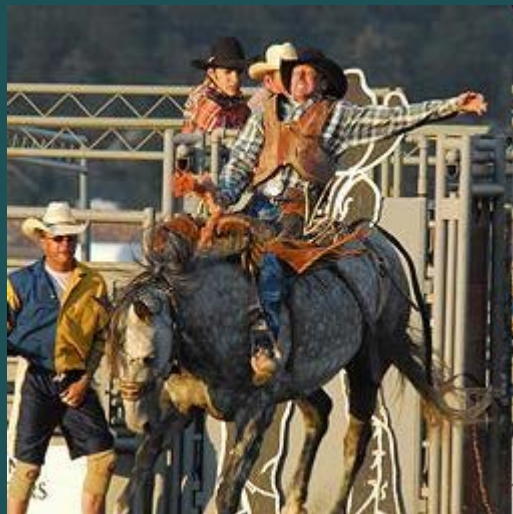
# Who are we?

- ▶ Gateway to Rocky Mountain National Park.
- ▶ Spectacular mountain valley.
- ▶ Premier mountain resort community.
- ▶ Great place to visit, and a great place to live.
  - ▶ Safe
  - ▶ Quality of life
  - ▶ Growing retirement community

# Our economy...

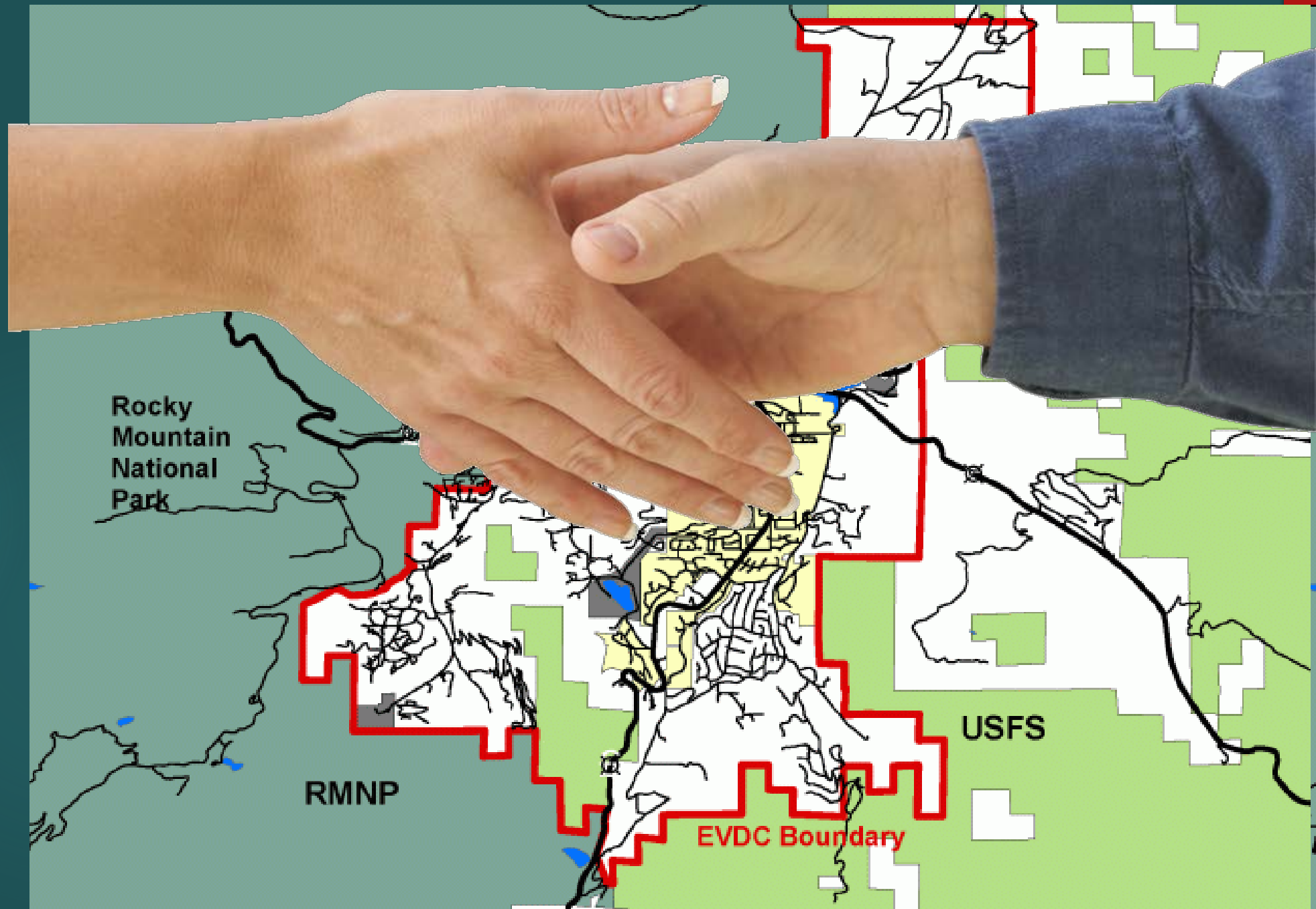
- Tourist based economy. Few options.





## Estes Park is Festivals and Fun







# Mutually Beneficial Relationship



## The National Park

National Treasure  
International Attraction  
Sense of Place  
Wilderness Accessibility  
Visitor Centers  
Scenic Drives  
Hiking  
Fishing  
Campgrounds  
Climbing  
Mountaineering  
Biking  
Picnicking  
Wildlife Viewing  
Winter activities  
Ranger-led Programs  
Weddings  
Horseback Riding  
Backcountry Camping

## The Town

Essential services  
•Education  
•Medical  
•Education  
•Fire suppression  
Accommodations  
Restaurants  
Retail  
Groceries  
Events  
Churches  
Theater  
Amusements  
Banking  
Gas  
Hiking/Camping Supplies  
Wildlife Viewing  
Weddings

## Collaboration

Wilderness support  
Emergency Communication  
Emergency Medical  
Law Enforcement  
Public Transportation  
Fire Suppression  
Volunteers  
Recycling

A day you remember the rest of your life.



On September 12, 2013, everything changed....



# Flood Destruction



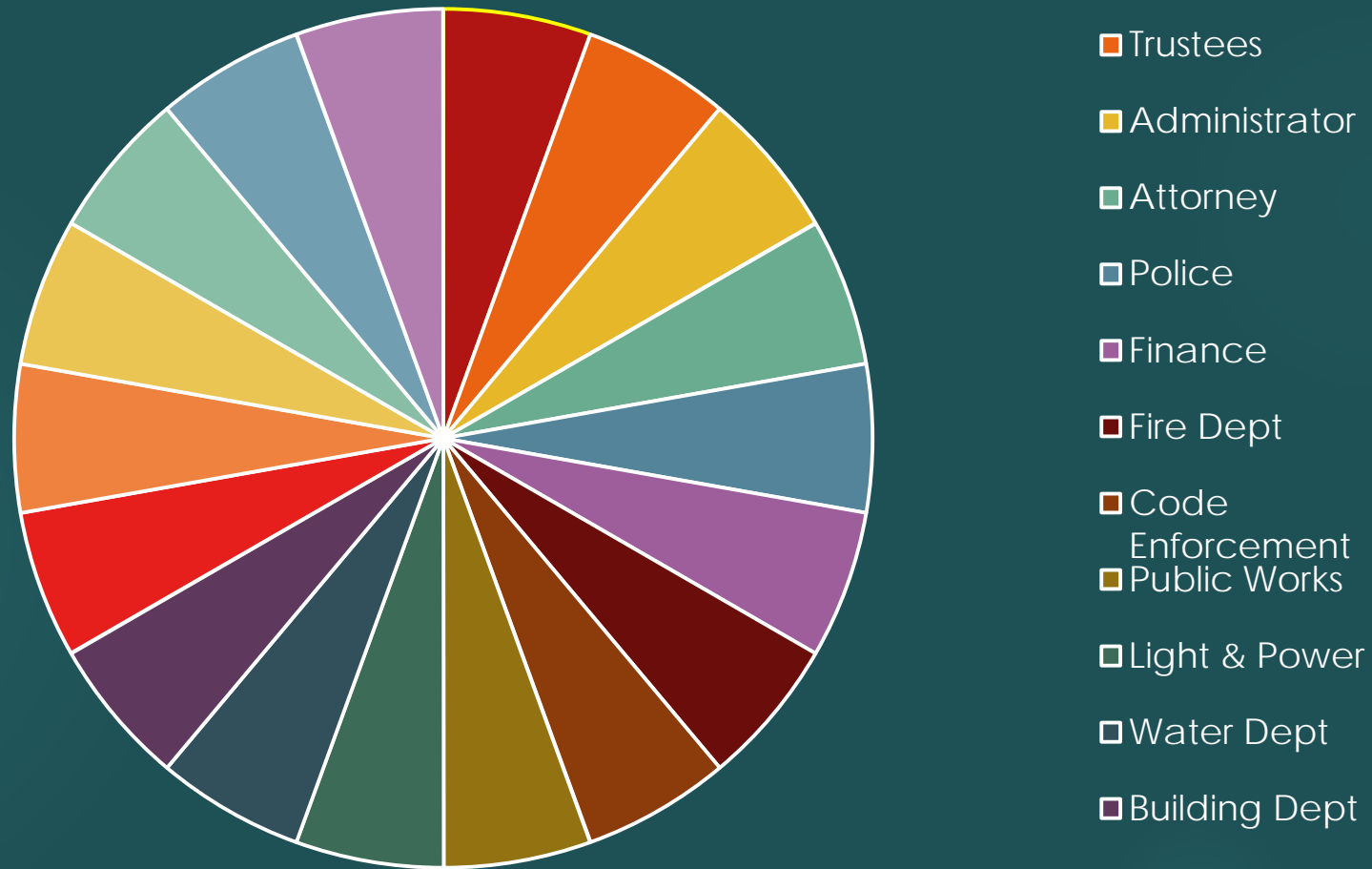


stranded

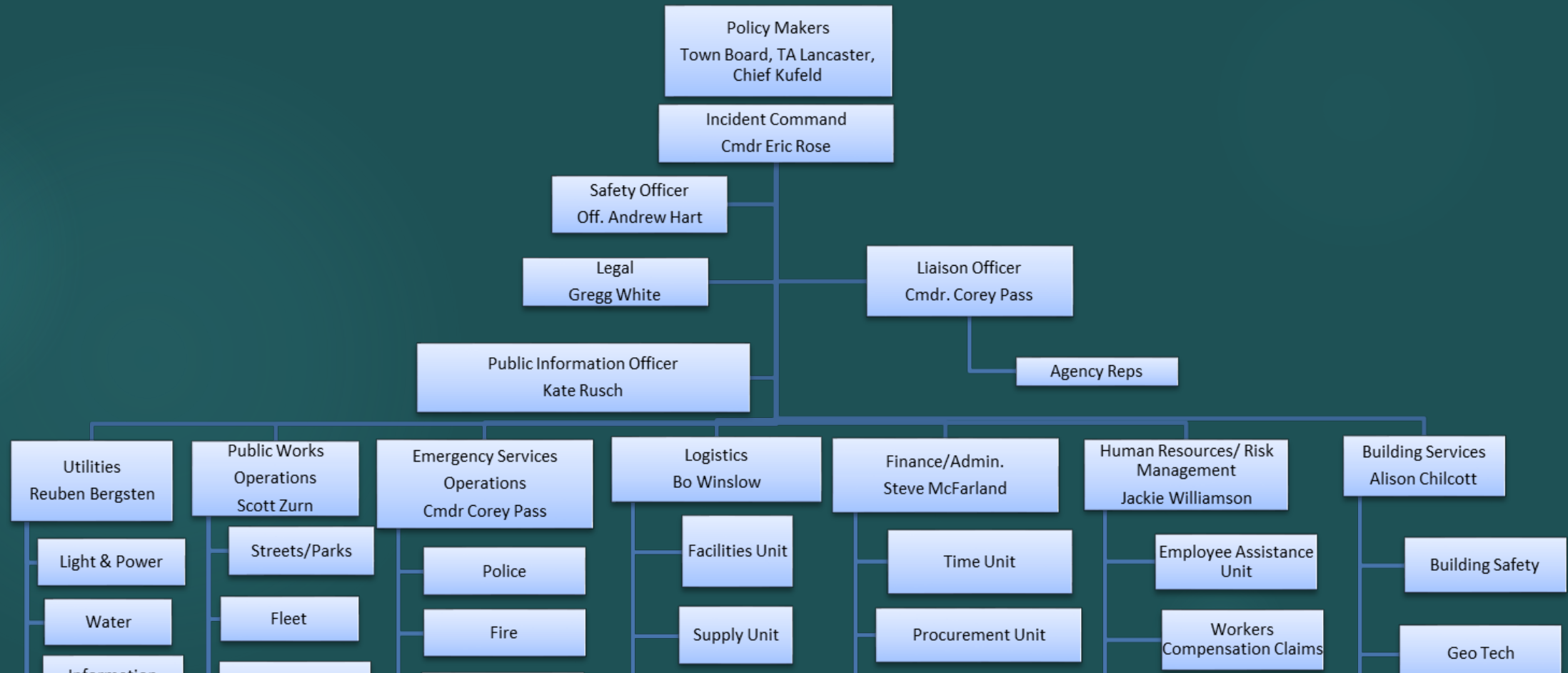


# Emergency Operations Plan

## Town Government and Cooperating Agencies



# TOWN OF ESTES PARK 2013 FLOOD ICS ORGANIZATION CHART



# Address Public Concerns





# People

the key to  
community,  
recovery,  
and  
sustainability



Two weeks later

Getting back to normal



- Elk Fest
- Farmers Market
- Visitors return

Then the national  
park closed!



SHOPS ARE  
EMPTY!

# Hickenlooper to the rescue



WE ARE MOUNTAIN STRONG

# State Highways reopen to Estes Park

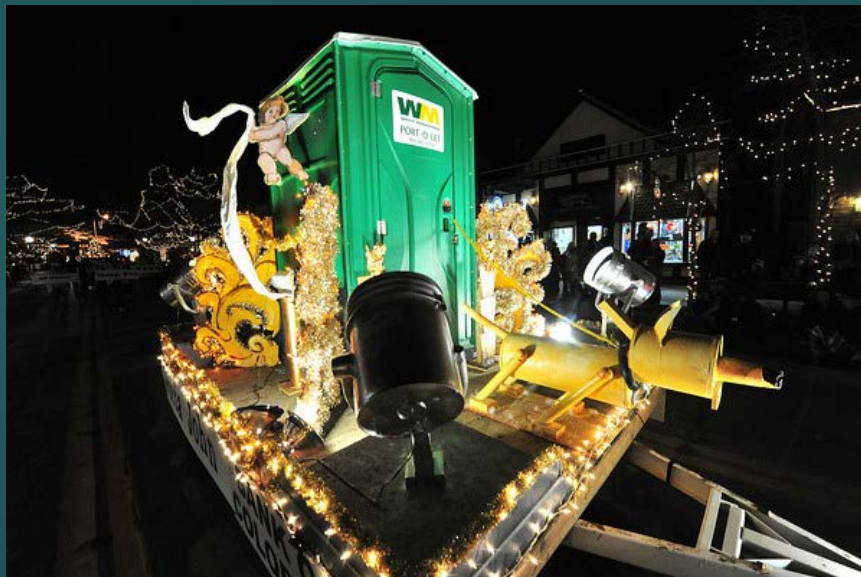


Lyons to Estes Park  
November 4th

Loveland to Estes Park  
November 21st



# Celebration



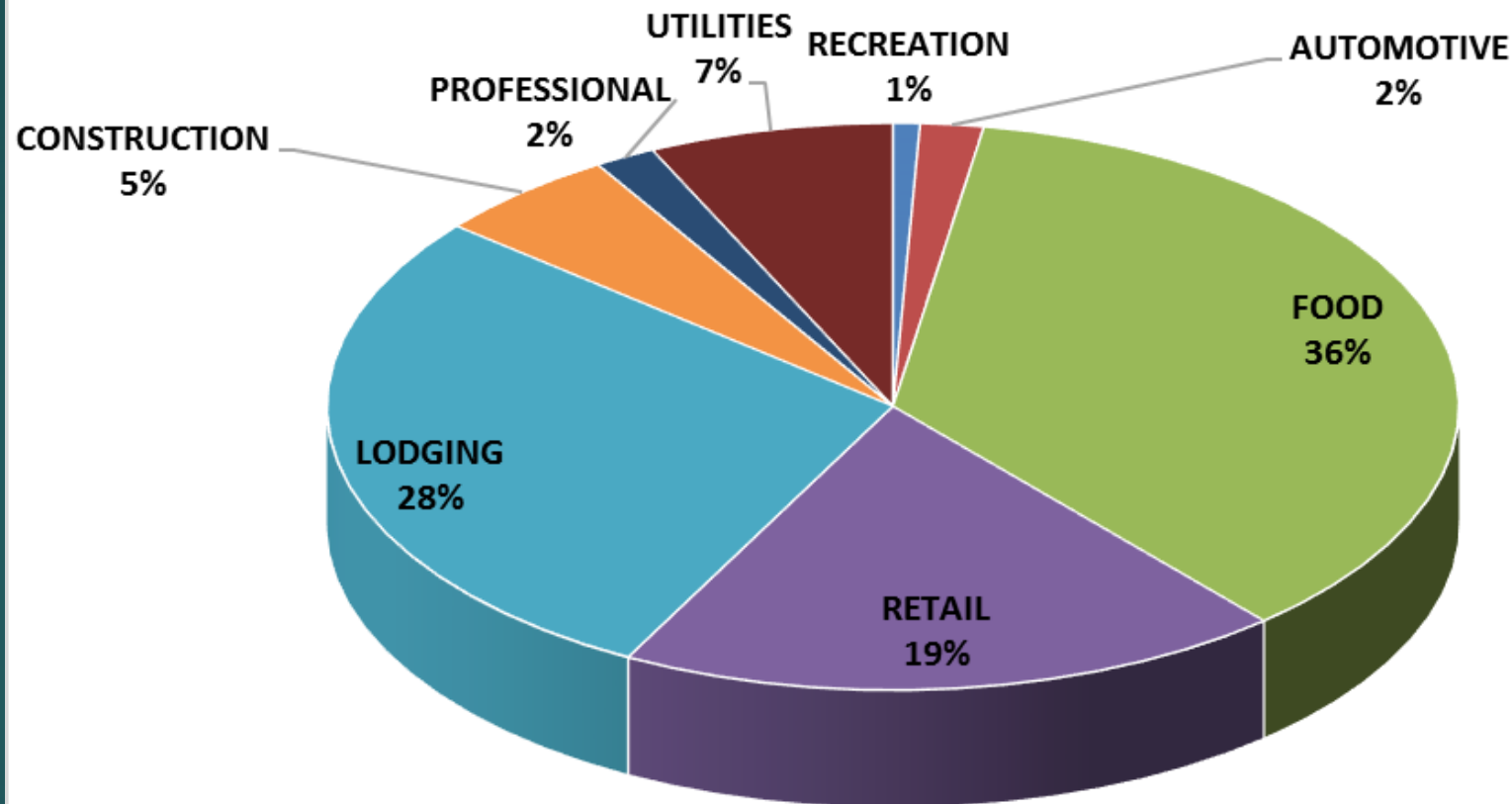


## The Final Tally...

- ▶ Over ½ the residences and businesses in the Estes Valley were affected by water, mud, utilities/sewer outage, road access issues.
- ▶ Over 230 residential and business structures severely damaged and 8 destroyed
- ▶ Est. \$20 million damage to Estes Valley
- ▶ Est. \$11 million damage to Town infrastructure

# 2014 Sales Tax = 14.45% Increase

**YTD 2014 Sales Tax Revenue by Category**

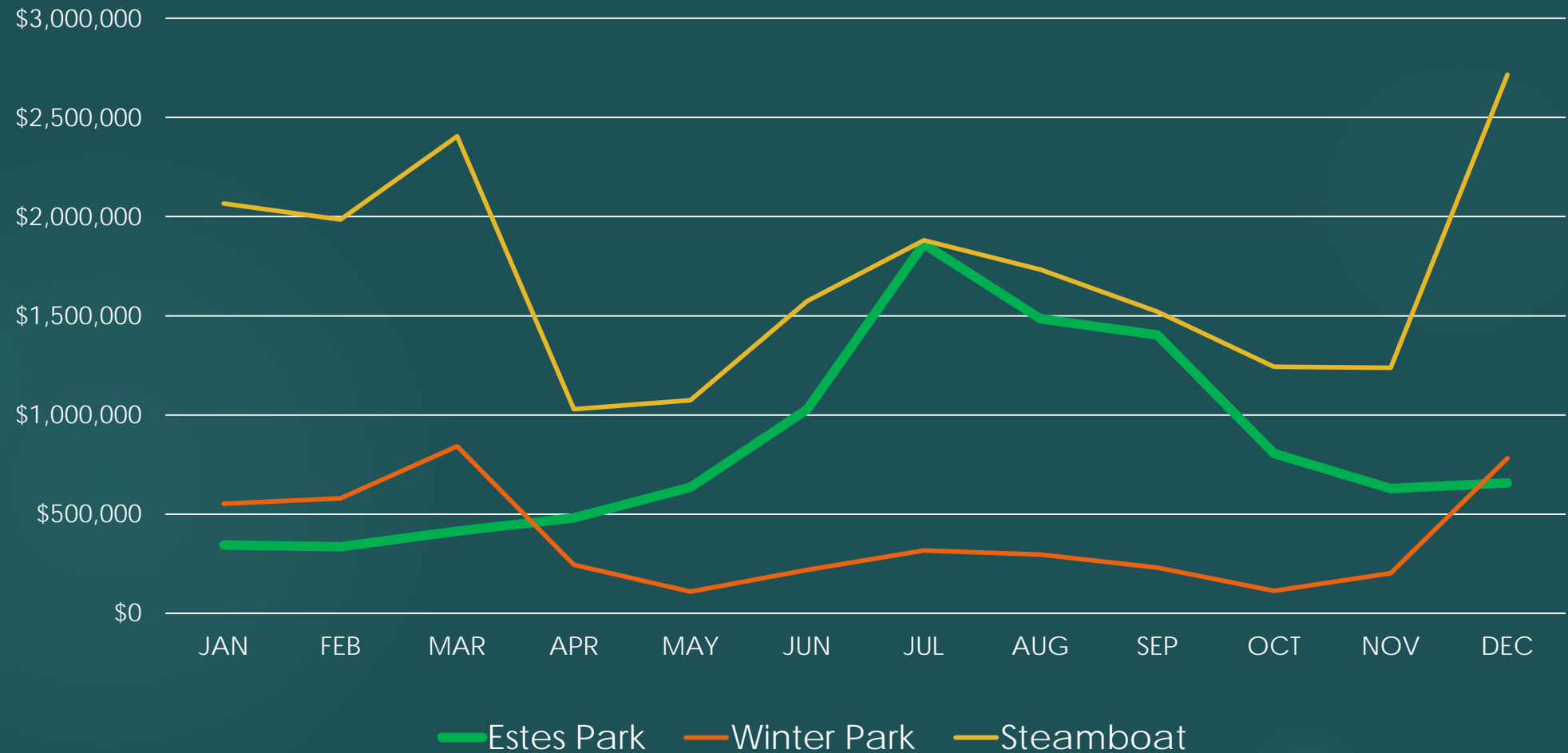


# Managing Our Future

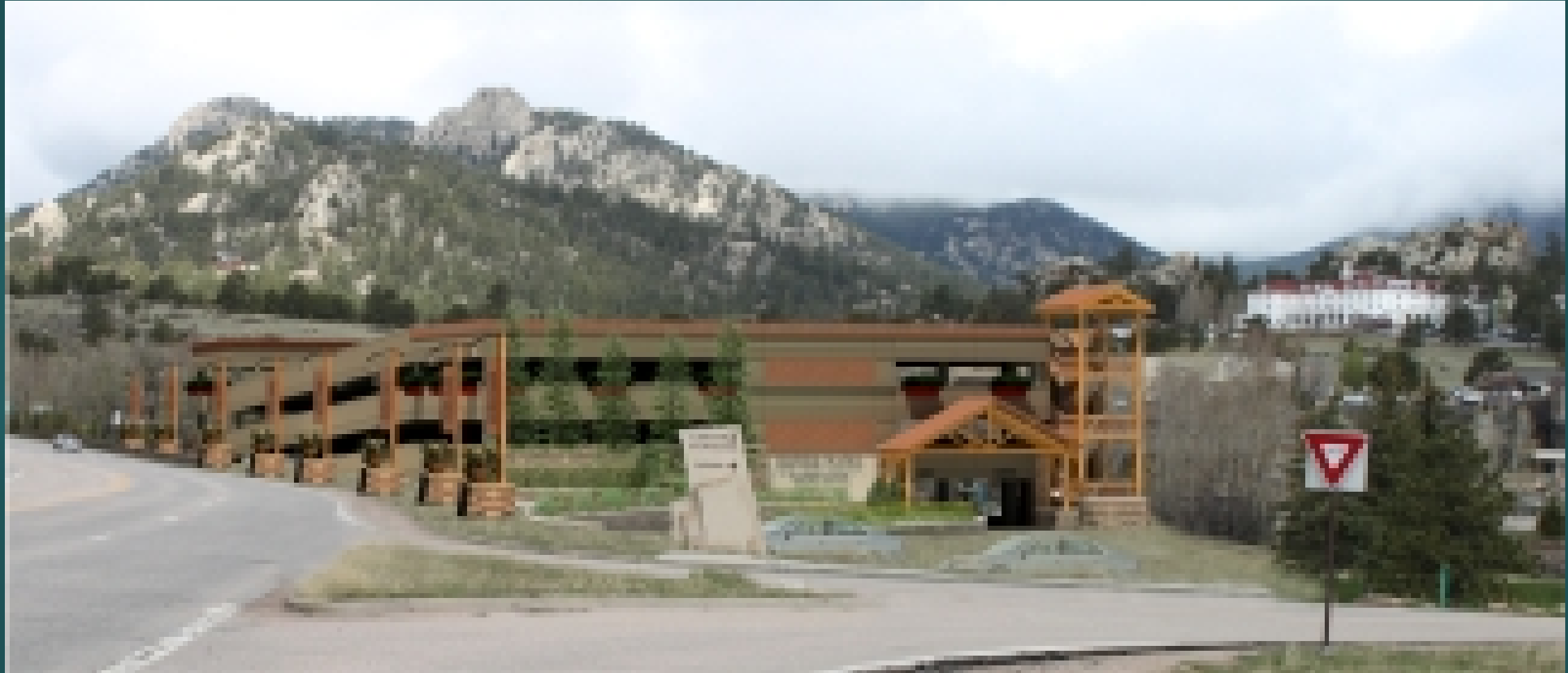


# Seasonality Impacts Businesses

## 2014 Monthly Revenue



# \$3.8 Million in Grants for Visitor Center Transportation Hub



Events Complex = investment in future  
year-round economy



# Estes Park Events Complex Investment in the Future



# Downtown Loop Project -- answer to traffic congestion



# Estes Park votes for economic wellness

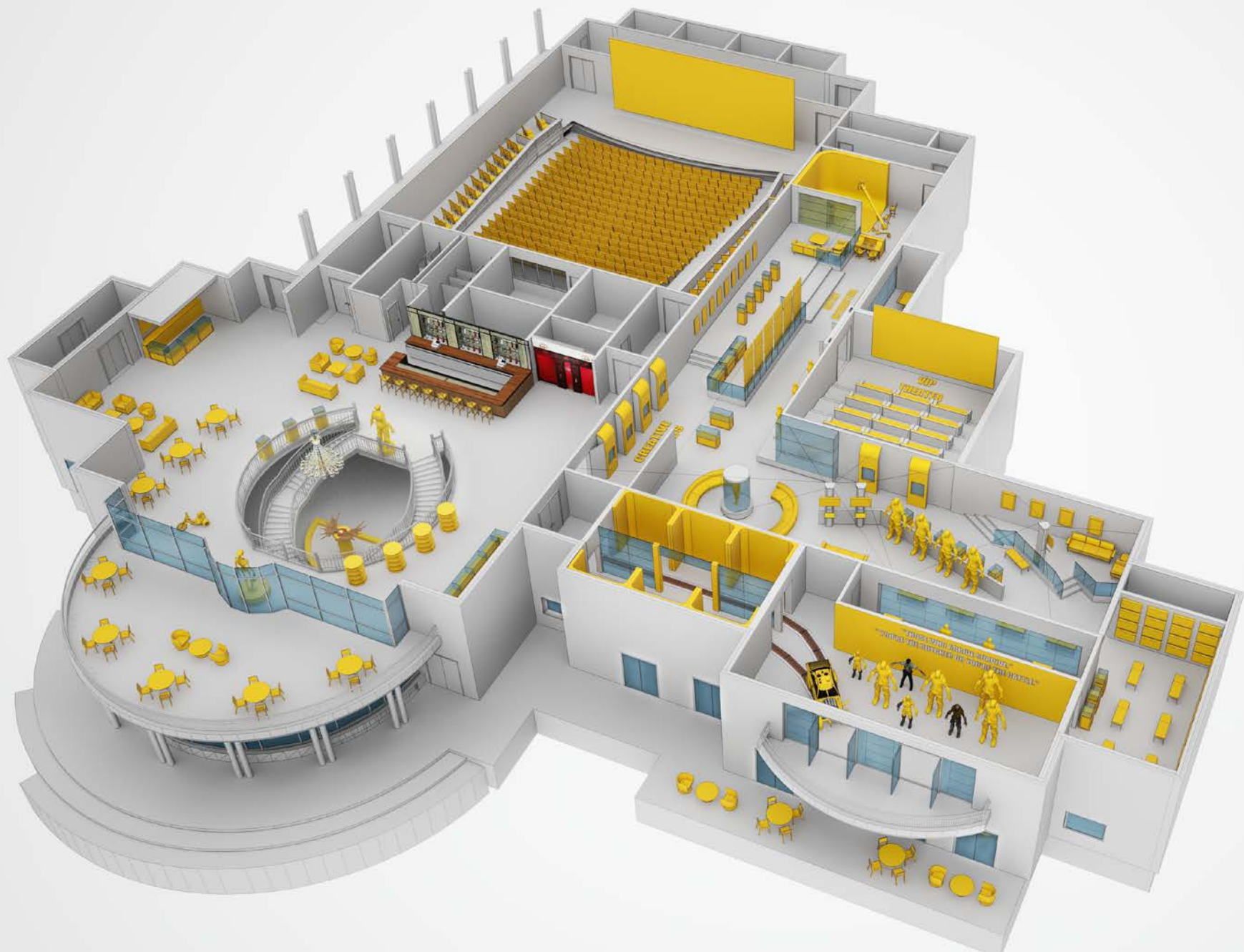
## April 2014



- Sale of Lot 4 for Wellness Center
- 1% Sales Tax for roads, Community Center & Emergency Communications

# Estes Park Wellness Center under Construct





# Growing Shortage of Workforce Housing

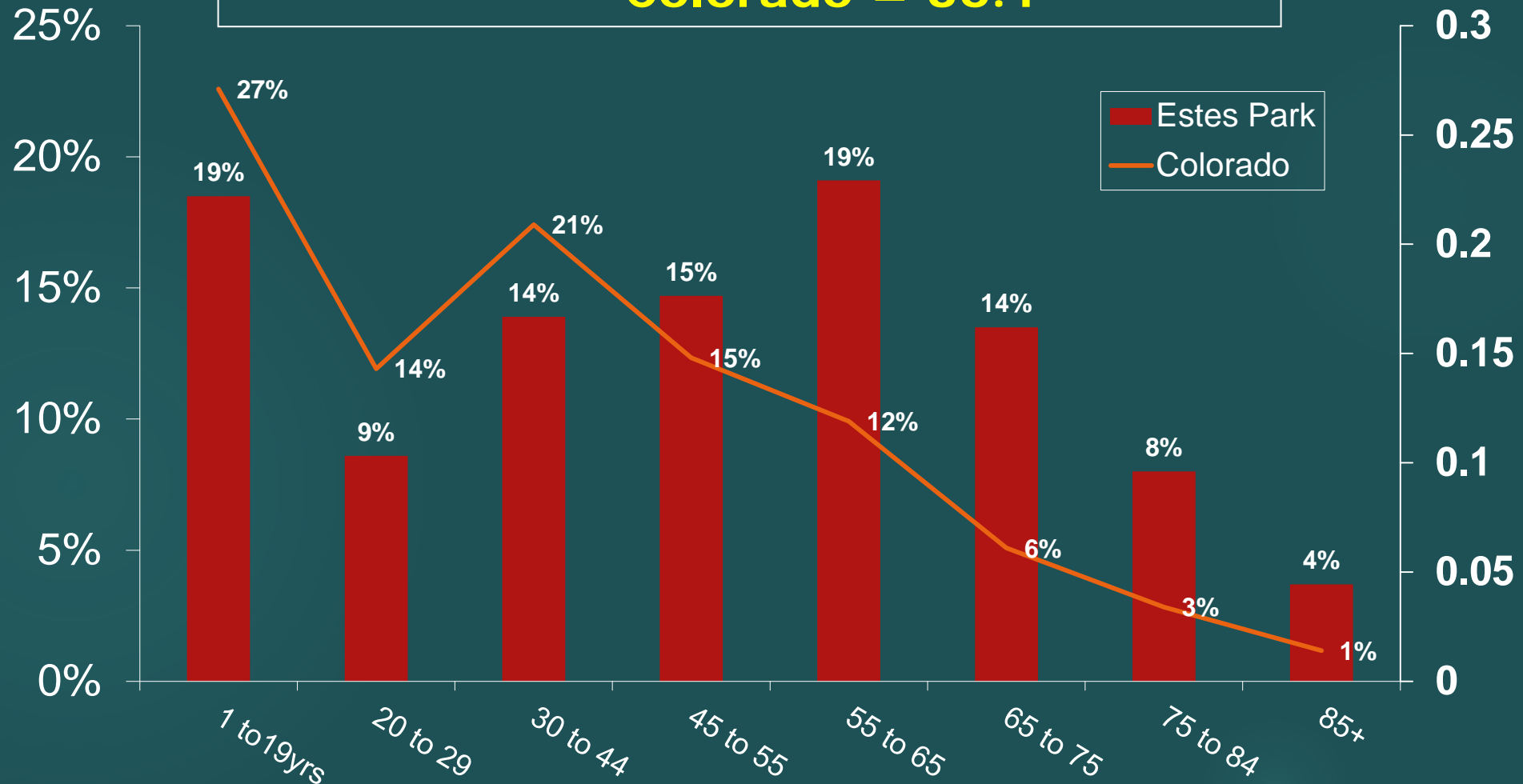
- Widening wealth gap.
- Wages not keeping pace with cost of housing.
- Front Range Rentals Scarce
  - 98% occupancy
- Costs skyrocketing...
  - \$600 → \$1400/month



# Median age among oldest in Colorado

**Median age: Estes Park = 51.5**

**Colorado = 36.1**



# EVRPD Board of Directors Sets November 3, 2015 for Election on Estes Valley Community Center





\$3.8 Million Grants for Visitor Center Transportation Hub to Reduce Traffic, Expand Parking, Improve Air Quality



# Five out of Five Bloom Awards for Estes Park



Communities  
in Bloom  
Foundation



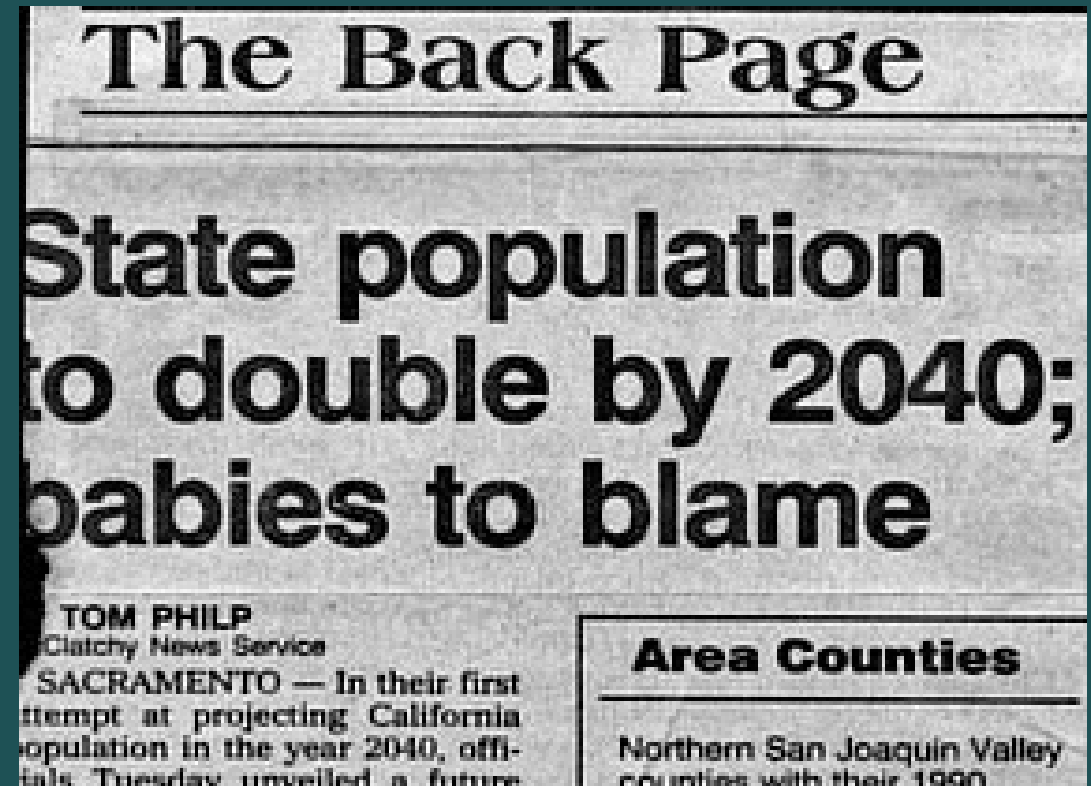
Fondation  
Collectivités  
en fleurs



Canada's Tournament Capital

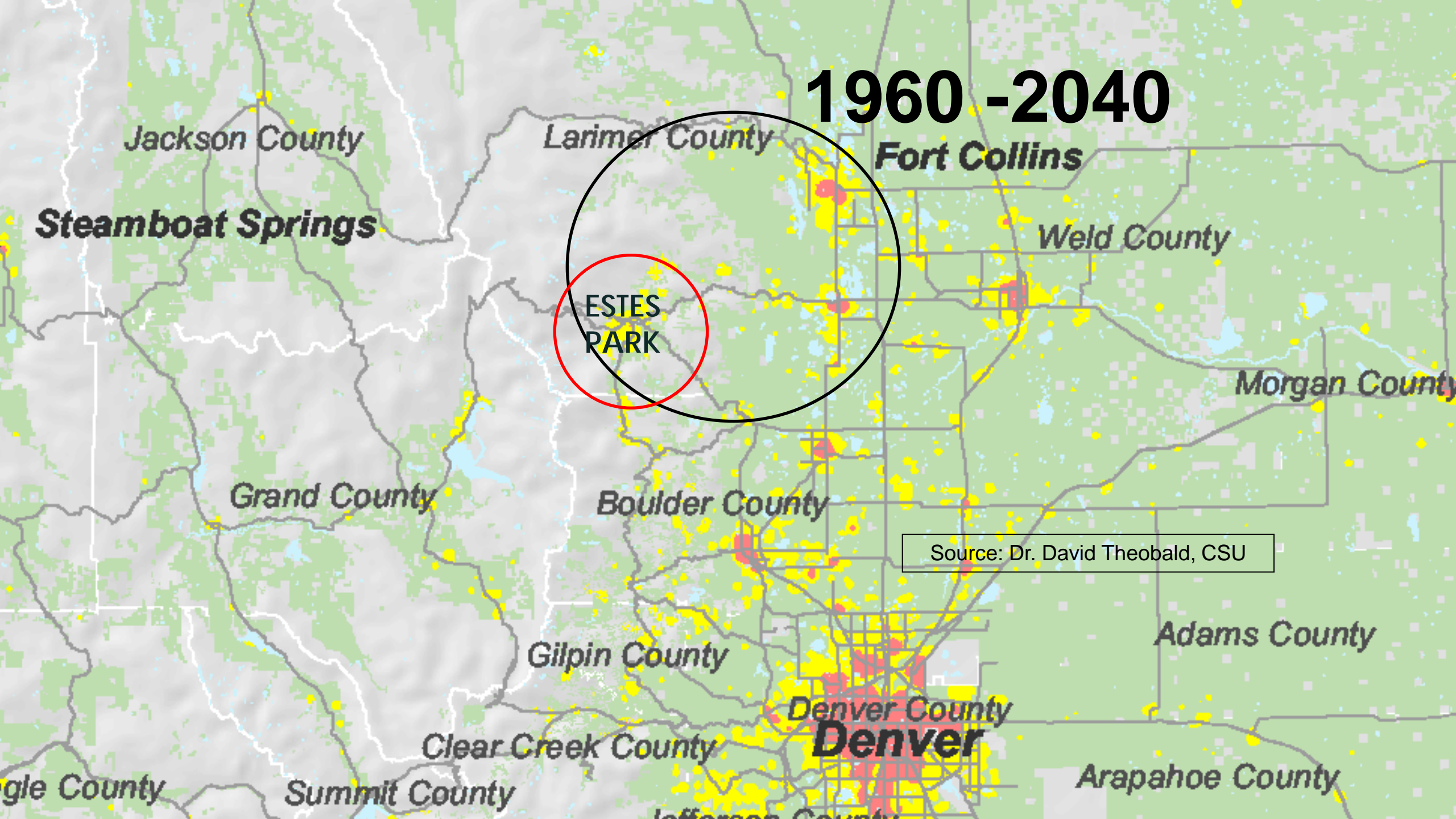
# Northern Front Range Ripe For Growth

1.1 to 1.4 Million People  
Projected  
In Northern Colorado  
by 2050



Colorado State Demographer

# 1960 - 2040



Source: Dr. David Theobald, CSU

# The Bottom Line...

- ▶ **Challenges ahead**
- ▶ **Need to address issues and opportunities**
- ▶ **Build on strengths**
- ▶ **Think long term**



# We're looking toward the future



- ▶ Need to create jobs and year round employment
- ▶ Need to diversify business base
- ▶ Need to attract and retain working families
- ▶ Need to capitalize on our strengths to effectively compete in an increasingly complex and competitive environment.

# Time for Celebration!!!

In the beginning.....



In the end, it's about the people and the community pulling together to move forward stronger than ever.....

