



2016 MEMBERSHIP INVOICE (*Forms to be completed are on Page 4 and 5*)

Dear Estes Park Advocate: Thank you for your interest in the Estes Area Lodging Association (EALA). We encourage you to join the area's largest and extremely involved community & business group in Estes Park. EALA is recognized as a strong & influential voice within the Estes community and is committed to building positive relationships with Town Trustees & Staff, Mayor, Visit Estes Park, and all other area non-profits, groups and associations. We strive to nurture these relationships to further tourism, destination management, product development, a year-round economy, and quality of life in Estes Park. The EALA member website is a great source of information, and you can renew online there as well: www.EstesAreaLodging.com

Benefits of EALA Membership

1. Exposure of business through a variety of **marketing** opportunities and partnerships.
2. **Networking** opportunities.
3. Strong community **advocacy** voice, locally and state-wide.
4. Monthly **dinner meetings** with relevant speakers (Oct. thru May)
5. Opportunity to **promote your business** through EALA sponsored promotions and special events.

EALA Core Values

1. Develop, encourage and protect the **reputation** of Estes Park businesses.
2. Promote **cooperation and understanding** among businesses in the Estes Park area.
3. Promote and develop **tourism**, with emphasis on year-round growth.
4. **Advocacy** voice for the community and tourism.
5. Provide **education**, including partnerships with Larimer County Workforce Center and Larimer County Small Business Development Center.

Please pay online or mail a check with your completed form to the address listed on this form. If you pay online, you still need to complete & mail the enclosed 2 page form (Pg 4 & 5). 'Or scan and email to info@DeerCrestResort.com

Annual Membership dues remain affordable with no increase for several years so everyone can participate:

Lodging Membership	\$ 200	Lodging 2 nd Location	\$ 150
Associate Membership	\$ 100	Associate 2 nd Location	\$ 75

For further information or questions, please reach out to your EALA Board or a current member of EALA.

Thank you,
EALA Board

Lindsay Lamson – President lindsaylamson@hotmail.com
Elizabeth Fogarty – Vice President efogarty@VisitEstesPark.com
Ken Arnold – Treasurer info@deercrestresort.com
Kaylyn Kruger - Secretary kkruger1117@gmail.com
Monica Meyers - monicajewel@hotmail.com
Sean Jurgens – sean@estescomfortinn.com
Chuck Scott - cotr510@gmail.com
Joanne Tomasello - joannecieczczak@icloud.com
Paula Scheil - mpscheil2008@gmail.com

Rocky Mountain Resorts
Visit Estes Park
Deer Crest Resort
Solitude Cabins
Golden Leaf Inn
Comfort Inn
Red Rose Rock Shop
Rodeway Inn
StoneBrook Resort

June. 2015 – May 2016 Accomplishments
(Not a complete list)

State of Colorado

- Participation with Colorado Tourism Meeting and Tourism Industry Association of Colorado
- Sponsored EALA members to attend Tourism Industry Association of Colorado Reception in Denver
- Organized and Attended Colorado State Capitol Tourism Rally

Larimer County

- Consultant for Small Business Development Center
- Larimer County Workforce Center - Sponsored Job Fair
- Larimer County Vacation Home Task Force – EALA Board Representative

Town of Estes Park

- Participation with Events Committee
- Continued involvement with Visitor center and town collaborating on hours of operation.
- Continued involvement with Town Trustee and topics affecting the community and tourism.
- For the Love of Cities \$1,000 donation sponsorship

Town of Estes Park Shuttle Committee

- Participation with Shuttle Committee
- Instrumental in helping with improved shuttle schedule & routes
- Cover the cost of the distribution of shuttle maps and posters through Eve's Brochure Rack throughout Estes Valley

Estes Park Economic Development Corp.

- EDC Member
- \$ 2,000 Contribution
- Advocated and provided letter of support for Estes Park Economic Development EDA Grant
- Estes Park Work Force Housing committee – 1 board member on committee
- Loop Committee – 2 board members on committee
- Participation in Avalanche interviews and process – Agency hired for EDC Strategic Plan

Visit Estes Park

- 2 EALA Board members on Visit Estes Park Board & Staff
- Participate in quarterly Association Forum meetings, hosted by Visit Estes Park
- CDBG-DR (Community Development Block Grant-Disaster Recovery) letter of support.
- VEP website meetings
- Attend VEP Board meetings & VEP Annual Summit

Wellness Committee

- Participation by EALA - Creating a vision and plan with community to discover wellness industry opportunities in Estes

Area Association Partnerships:

- EALA board members and EALA members participatory with (but not limited to):
 - EPWA (Estes Park Wedding Association)
 - EVPC (Estes Valley Partners for Commerce) and a joint EALA/EVPC networking function
 - DBP (Downtown Business Partners) and Restaurant Association
 - EPNRC (Estes Park Nonprofit Resource Center)
 - Arts District
 - Estes Park Vacation Home Rental Group
 - Estes Park Sports and Fitness Cooperative

June. 2015 – May 2016 Accomplishments (Cont'd.)

Events - Assisted with and/or participated in:

Duck Race Festival at Bond Park	Colorado Tourism Rally at State Capitol
Halloween candy donations for downtown	State of Colorado Tourism Day at the Capital
Geocaching & Contribution	Tourism Industry Assoc. of Colorado Reception
Wellness Summit and contribution	Governor's Tourism Conference
Winter Trails and Winter Festival	Rooftop Rodeo and Paint Estes Pink & Contribution
Winter Warm-up	RMNP Centennial
Irish Festival	Estes Park Volunteer Recognition
Estes Park Trail Running Conference	Estes Park Philanthropy Day
Estes Park Marathon & Half Marathon	Explore Our Store
Estes Park Mountain Festival	VEP Travel Buzz
VEP Tourism Summit	EALA Christmas Party

Assisted with, Advocated for and/or Endorsed

Broadband endorsement	Estes Park Community Center
Open Planning Commission Position	Estes Park Town grant requests
Estes Park Economic Development Corp. grant requests	Estes Building Code Amendment Suggestions
Vacation home rental ordinance	Town Board & Mayor Candidates and VEP Board
J1 & J9 Visa with Town Board	Craft Beverages
Estes Arts District	Rocky Mountain Performing Arts Center
CDOT – HWY 34 and HWY 36	Town Transportation & Parking Options

EALA Website Upgrades

Annual EALA Member Survey including prizes to five members totaling \$500 to increase participation and feedback.

Added Credit Card System for membership payments & dinner meetings.

EALA Marketing Committee - Marketing partnerships and projects with the community.

Charity

- \$720 to Estes Park charities through town ornament program, Rotary and Crossroads
- Additional donations: Christmas 4 Kids, Crossroads, Rotary, high school, Families in Need, Partners Mentoring Youth

Sponsorships

Town Nonprofit Grant	Estes Valley Community Center Campaign	CO Tourism Rally
Estes Arts District	Town of Estes Park Shuttle Map	Winter Festival
GeoCache Program	Estes Park Economic Development Corp.	TIAC Reception
Winter Trails	Heart of the World Film Premier	Larimer County Job Fair
Love Your City Event	Partners Mentoring Youth	Heart of the World Film Premier
Town of Estes Park Lodging Sponsorships	Destination Colorado	Colorado Tourism

Membership *Updated As of December 2015:

☆ 79 Lodging ☆ 67 Associate ☆ 10 Nonprofits = **156 Members and growing!**

Monthly Dinner Meetings with Educational Speakers

Town of Estes Park Update	Facebook/Social Media
Visit Estes Park	Van Go
Immigration Law	Marketing
CDOT Hwy 34 Repairs	Community Center
Mountain States Employers Council	Colorado Hotel Lodging Assoc.
Trustee & Mayor Candidate Q & A Forum	Annual EALA Member Dinner & Elections



2016 MEMBERSHIP INVOICE & FORM

Lodging Membership: Dues are \$200.00 for first lodging membership and \$150.00 for additional lodging memberships under the same owner/operator

	<i>PRICE</i>	<i>TOTAL AMOUNT</i>
Business Name: _____	\$200.00	
Other Locations @ \$150.00:		
Business Name: _____	\$150.00	
Business Name: _____	\$150.00	
Business Name: _____	\$150.00	
Sub-Total for Lodging Memberships		\$ _____



Associate Membership: An Associate Member is any business other than lodging that would like to participate and become a networking partner. The price for an Associate Membership is \$100.00, and \$75.00 for additional memberships under the same owner/operator.

The \$100.00 associate membership rate is also offered to Lodging members with non-lodging businesses.

	<i>PRICE</i>	<i>TOTAL AMOUNT</i>
Business Name: _____	\$100.00	
Other Locations @\$75.00:		
Business Name: _____	\$75.00	
Business Name: _____	\$75.00	
Business Name: _____	\$75.00	
Sub-Total for Associate Memberships		\$ _____

Total Lodging Sub-Total and Associate Membership Subtotals from above: \$ _____



NonProfit membership is free of charge, in return for membership with the partner organization.

Non-Profit Name: _____ \$0.00



Please make checks to EALA (Estes Area Lodging Association) and mail with attached two page form to:
EALA, PO Box 3453, Estes Park, CO 80517



2016 MEMBERSHIP INVOICE & FORM

Please print neatly ☺

Please complete and mail back to EALA, PO Box 3453, Estes Park, CO 80517

Business Name: _____

Contact Person Name: _____

Mailing Address: _____

Physical Address: _____

Main Number: _____

Toll Free Number: _____

Cell Phone: _____

Email Address: _____

Web Address: _____

To assist EALA and the community in understanding the number of units, bedrooms and beds in the Estes area, please complete the below survey. These questions are often raised by EALA members and event planners. Organizing this information will help EALA and VEP to attract larger groups year-round.

How many total units do you have at your property? _____

(This is total condos, cabins, B&B's, hotel/motel rooms, etc. **NOT bedrooms**).

How many bedrooms at your property? _____

Of those bedrooms, what is the breakdown: _____ bedrooms have 1 bed _____ bedrooms have 4 beds
_____ bedrooms have 2 beds _____ bedrooms have ___ beds
_____ bedrooms have 3 beds

Additional Notes, Comments or Suggestions: _____

