



2018 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, hospitality & business group in Estes Park. EALA is recognized as a strong & influential voice within the Estes community and is committed to building positive relationships. We strive to nurture these relationships to support all area businesses and residents to further the local economy and enrich the 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, county-wide and state-wide.
4. Monthly **dinner meetings** with relevant educational speakers and networking (Oct. thru May)
5. Opportunity to **promote your business** through EALA sponsored promotions and special events.
6. Participation in **surveys** providing input regarding important community topics

EALA Core Values

1. Develop, encourage and protect the **reputation** of Estes Park businesses.
2. Promote **cooperation and understanding** among businesses and organizations 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** to develop area businesses and maintain competitive advantage

**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 in over 6 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 for considering joining EALA!

EALA Board

Paula Scheil – President mpscheil2008@gmail.com
Elizabeth Fogarty – Vice President ejfeala@gmail.com
Ken Arnold – Treasurer info@deercrestresort.com
Sean Jurgens – Secretary sean@qualityinnestespark.com
Lindsay Lamson lindsaylamson@hotmail.com
Chuck Scott - cotr510@gmail.com
Joanne Tomasello - joannecieczczak@icloud.com
Fred Kropp - fnpkropp@hotmail.com

StoneBrook Resort
Visit Estes Park
Deer Crest Resort
Quality Inn
Rocky Mountain Resorts
Red Rose Rock Shop
Rodeway Inn
Riverview Pines

Annual 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
- Member sponsorship for Colorado Governor's Tourism Conference

Larimer County

- Larimer County Workforce Center - Job Fair Sponsor
- 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 regarding topics affecting the community and tourism, including Loop, parking, housing, and vacation home rentals
- Sponsor of LETA 911 Emergency Notification magnets
- Pikas in the Park Sponsor

Town of Estes Park Shuttle Committee

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

Estes Park Economic Development Corp.

- EDC Member - \$ 1,000 Contribution

Visit Estes Park

- EALA Board member on Visit Estes Park Staff
- Tourism Disaster Relief Grant letter of support
- Attend VEP Board meetings, special events, and VEP Annual Summit

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
 - EPNRC (Estes Park Nonprofit Resource Center)
 - Estes Park Vacation Home Rental Group
 - Estes Park Sports and Fitness Cooperative

EALA website upgrades (new website soon!) and multiple domain management

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

Member exhibit tables at each EALA monthly member dinner gathering

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

Charity

- Families for Estes, Estes Park High School Band Boosters, Estes Park Medical Center Foundation, Estes Park Nonprofit Resource Center Governance training, Child Care Needs Assessment, Estes Park High School Senior & School Scholarships, Across the Divide Geocache Tour, Estes Park Families in Need, Partners Mentoring Youth with Christmas 4 Kids Program, Crossroads, Rotary, Estes Park Music Festival, Estes Park School District Ballot Measure and more

Membership - Updated As of November 2017:

79 Lodging + 69 Associate + 14 Nonprofits = **162 Members and growing!**

Events - Assisted with and/or participated in:

Duck Race & Festival at Bond Park – Record ticket sales	Colorado Tourism Rally at State Capitol
Halloween candy donations for downtown Estes	State of Colorado Tourism Day at the Capital
Geocaching & Trackable Coin Contribution	Tourism Industry Assoc. of Colorado Reception
VEP Tourism Summit	Governor’s Tourism Conference
Winter Trails and Winter Festival	Rooftop Rodeo , Paint Estes Pink & Bandanna donation
Estes Park Mountain Festival	Town of Estes Centennial
Tinsel Tavern Tour	VEP Travel Buzz
Estes Park Marathon & Half Marathon	Estes Park Nonprofit Resource Center Philanthropy Day
EALA Christmas Party, Gifts & Community Donations	Explore Our Store – Organizer and Attendee

Community Topics & Issues - Assisted with, Advocated for and/or Endorsed

Broadband, including endorsement	Estes Park Community Center
Floodplain	Workforce Housing
Estes Park Economic Development Corp.	Estes Building Code Amendment Suggestions
Private vacation home rentals	Town Board & Mayor Candidate Endorsements
J1 & J9 Visa with Town Board	County Wasteshed Coalition
Rocky Mountain Performing Arts Center, including endorsement	CDOT – HWY 34
Town Area Events	Town Transportation & Parking Options
Destination Product Development	Loop
Estes Park School District Ballot Measure	Estes Valley Childcare Needs

Sponsorships

Estes Park School District – Band & College	Estes Valley Community Center Campaign	CO Tourism Rally
Winter Trails	Town of Estes Park Shuttle Map	Winter Festival
GeoCache Program	Estes Park Economic Development Corp.	TIAC Reception
Estes Park Families in Need	Paint Estes Pink	Larimer County Job Fair
Childcare Needs Assessment	Pikas in the Park	Colorado Tourism Office
Town of Estes Park Lodging Needs	Estes Park Mountain Music Festival	Estes Park Rodeo
Policy Based Board Governance Training	Estes Park Nonprofit Resource Center	

Monthly Dinner Meetings with Educational Speakers

Town of Estes Park Mayor Update	EALA Accomplishments
Visit Estes Park	Crossroads Ministry
Colorado Tourism Office (CTO)	Marketing
CDOT Hwy 34	Community Center
Town of Estes Park Centennial	Colorado Hotel Lodging Assoc.
Trustee & Mayor Candidate Q & A Forum	Annual EALA Member Dinner & Elections
School Ballot Measure	Estes Valley Childcare



2018 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	
<i>Additional Locations discounted to \$150.00:</i>		
Business Name: _____	\$150.00	
Business Name: _____	\$150.00	
Business Name: _____	\$150.00	
Sub-Total for Lodging Memberships		\$_____

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Associate Membership: An Associate Member is any business other than lodging. Same membership benefits apply. 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	
<i>Additional Locations discounted to \$75.00</i>		
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: \$_____

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NonProfit Board membership is free of charge (for board members only) in return for a complimentary membership with the partner organization and EALA logo with link on nonprofit partner website.

Non-Profit Name: _____ Normal cost of your nonprofit membership \$_____

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



2018 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: _____

***Only one email address per membership. All EALA email communications will be sent to this address.**

Web Address: _____

Volunteer Interest: Dinner Meeting Check-in Events Advocacy Education
 Membership Community Fundraising

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

UNITS

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

(This is total condos, homes, cabins, cottages, hotel rooms, motel rooms, etc. ***NOT bedrooms***).

BEDROOMS

2. How many total ***bedrooms*** at your property? _____

BEDS

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

***Be sure that total bedrooms listed here, match the number provided in #2 above.**

***Do not include sofa sleepers or futons.**

Additional Notes, Comments or Suggestions: _____

