



The Town Bugle

News and Views from the Town of Estes Park • Fall 2007 • Vol. 7 • No. 4

Work underway to establish Marketing District

Team begins collecting signatures calling for general election to establish an area-wide district

of people will collect the signatures, and the one-on-one visits from individuals on the team will focus on explaining the issue and its potential benefits to the community.

Do you own land zoned for commercial use? If so, it's likely that you will receive a visit from Tom Pickering, director of the Town's Convention & Visitors Bureau department. That's because Director Pickering has been assigned to collect signatures on petitions that will request a general election vote to establish an area-wide Marketing District and collect an accompanying lodging tax to support the district's efforts.



From left: Mayor Pro-tem Bill Pinkham, Mayor John Baudek, CVB Director Tom Pickering, State Senator Steve Johnson and House Representative Don Marostica watch as Governor Bill Ritter signs the Local Marketing District bill into law.

The petition process is required by Colorado state law and is not limited to A-Accommodations zoned commercial property. By state law, statutory-governed communities may not charge more than a two

percent lodging tax fee. If enough commercial property owners sign the petition which indicates support for voting on the formation of a marketing district, a citizen vote on

the district would be held Nov. 4, 2008.

"While the Town Board and Larimer County Commissioners will serve in an oversight capacity, the Marketing District Board of Directors will be in charge," Pickering said.

By state law, the Marketing District board must submit to both the Town and the County an annual plan detailing use of money collected through the tax.

See *MARKETING DISTRICT* on Page 2

Coming In Future Editions of The Bugle:

- Tourism: The Town's Role
- Marketing District Board of Directors: Selection and Responsibilities
- The Election: Just the Facts

Local Marketing Districts are formed specifically to support advertising, marketing and tourism promotion within a community or county.

The petitions are a critical step toward moving forward with the district concept, Pickering said. He estimates that 30 percent of commercial property owners in the proposed district will receive personal visits during the signature-gathering process. A team

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'Tis the season

The Town's snow plow drivers continue to earn high marks from residents for the great job they do each winter. Get the inside story on Page 2 in the first installment of *In the Works*, a new feature from the Public Works Department.

Snow plow crew earns high marks in Estes Park

With 22 years of experience in the design and construction management of a broad range of civil engineering projects, Public Works Director Scott Zurn, P.E., is no stranger to snow plowing operations. Still, he can't believe the number of positive comments he hears about the Town's snow plowing efforts.



Scott A. Zurn, P.E.

Priority streets are:

- those that provide access to hospitals and schools
- the downtown streets
- MacGregor Avenue
- Big Horn Drive
- Peak View Drive
- any street that needs maintenance because of a dictated police or fire emergency

"Never have I heard such praise for a snow plow crew," says Zurn, who in May was named to lead the Public Works Department.

Looking forward to his first snow plow season overseeing the Town's top-notch team, Zurn provides answers to two frequently-asked plowing questions:

When will my street be plowed?

All residential streets within Estes Park town limits are plowed after every snowstorm. Most of the Town's arterials are state highways plowed by the Colorado Department of Transportation (CDOT). The Town's snow removal team plows the rest of the streets within Town limits, focusing first on the major arterials for which CDOT is not responsible.

The snow plow left a pile of snow in front of my driveway. Why can't the plow driver angle the plow or stop and clear the snow from my driveway?

In order to clear the roadway, plows must push the snow to the side of the road. In so doing, they sometimes leave a windrow, or pile of snow, in front of a driveway. To ensure that every residential street gets plowed after every storm, the drivers must keep moving. If they were to stop and clear windrows, they wouldn't have time to plow all of the residential streets in town. Safety is also an issue: snow plows have limited rear visibility, and clearing each driveway would require the driver to back the truck. This could endanger children, animals and other vehicles at risk of not being seen by the driver.

The Public Works Department invites your questions and comments. Please call us at 577-3588. ■

Early estimates project potential income at \$1.2 million

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Should either the Town of Estes Park, or the Larimer County Commissioners find the plan unacceptable, the Marketing District board would have to redraft the plan and proceed through the approval process until it is acceptable. Responsibilities of the Town and County will be directly related to the review and acceptance of the annual plan for operations, not day-to-day decision making, Pickering said.

The district's work would be funded by the lodging tax, paid by those using accommodations facilities in the

district. Early estimates project income to a marketing district to be about \$1.2 million.

If approved, the Town Board will continue to fund the 2009 advertising campaign from the Town's General Fund, which also is the source of money for expenditures by the police and fire departments, public works, parks and other Town functions. A newly formed Board of Directors for the Marketing District will spend 2009 creating an operations plan based on funds already collected through 2009 with its activities to begin in 2010. ■

The Town
of Estes
Park



Mayor

John Baudek

Town Trustees

Bill Pinkham,
Mayor Pro Tem
Eric Blackhurst
Dorla Eisenlauer
Richard Homeier
Chuck Levine
Wayne Newsom

Town Vision

The Town of Estes Park will continue to be one of the premier mountain resort communities in the United States. This vision includes:

- Being a caring organization sensitive to the needs of our citizens, visitors, and employees.
- Having an employee team that takes pride in being recognized as a model of innovation and performance.
- Providing services which are responsive and reliable.

Town Mission

The mission of the Town of Estes Park is to plan and provide reliable, high-value services for our citizens, visitors, and employees. We take great pride ensuring and enhancing the quality of life in our community by being good stewards of public resources and our natural setting.

Contact Us

Address: P.O. Box 1200
Estes Park, CO 80517
Phone: 577-3800
Website: www.estesnet.com

Light & Power gives renewables the green light

Pick up a newspaper or flip on the TV, and one word is bound to jump out at you: “Green.”

Due to widespread concern about global warming and climate change, people all over the world are searching for ways to get their energy from “green” or renewable sources such as wind and solar power. The Town of Estes Park Light and Power Department is taking proactive steps encourage green growth in its service area.

In November 2004, Colorado voters passed Amendment 37, a regulation that requires Colorado utilities with 40,000 or more customers generate or purchase 10 percent of their electricity from renewable sources by 2015. The initiative establishes a standard rebate offer for solar electric generation equipment and a state-wide net metering system.

With less than 40,000 customers, the Town of Estes Park Light and Power Department is not subject to the requirements of Amendment 37. However, the Light and Power Department has developed a net metering rate to show its commitment



The Medicine Bow Wind Project in Wyoming provides Estes Park utility customers with the ability to purchase “green energy.”

to improving the environment through alternative electric generation. This rate allows residential and commercial customers with on-site renewable generation (i.e. solar or wind) to buy energy at the retail rate from the utility, and then sell any

excess energy back to the utility at the established renewable generation rates. Light and Power plans to implement this rate by the first part of 2008.

Light and Power customers don’t have to personally install wind or solar generation equipment in order to contribute to the green movement.

Since early 2000, Estes Park’s Light and Power customers have been able to participate in the Platte River Power Authority (PRPA) Medicine Bow Wind Project in Wyoming. The turbines there supply customers in Platte River Power Authority’s four member cities of Longmont, Fort Collins, Loveland and Estes Park.

Interested customers can buy electricity from this green energy project. Power is available in 100-kWh blocks, at a cost of \$1.30 per block/per month in addition to the amount of your regular electric bill.

For more information about the Light and Power Department, please call 577-3588 or visit the Town’s website at: <http://www.estesnet.com/LightPower/lightandpower.aspx>. ■

Employees in Action

Meet Town employees committed to the betterment of our community

Barnes leads EPHS cheerleaders by example

Peni Barnes is the Police Department Administrative Assistant, but you will also see her working hard at high school sporting events. Peni is the Varsity Cheerleading Squad Coach.

In talking about her position, Peni said, “We cheer for football, volleyball, wrestling, girls and boys basketball; handle timekeeping duties for boys and girls swimming; and have also been known to attend girls and boys soccer games.”

Leading by example, Peni encourages the cheerleaders to

be involved in community events like the Estes Park Public Library summer reading kick-off assembly, decorating floats for the Catch the Glow parade and actually participating in the event on parade day.

On December 1st, Peni and her squad ventured to the Denver Coliseum to participate in the Colorado High School Activities Association’s (CHSAA) Spirit Championships. While the team didn’t come home with a trophy, it was a wonderful experience for both the coach and her team. ■



Peni Barnes (front center) works fulltime as the Police Department Administrative Assistant. She also serves Estes Park High School as its varsity cheerleading coach.

Calendar of Community Events

The following information is only a sampling of the many events and activities scheduled this winter in Estes Park. For complete information, check the calendar at www.EstesParkCVB.com. For additional information regarding lodging and other area services, be sure to call the Convention & Visitors Bureau: 970-577-9900.

DECEMBER - FEBRUARY

Rocky Mountain National Park Saturday night lectures at the Beaver Meadows Visitor Center. 7 p.m. 586-1206
 Estes Park Music Festival Sunday Concerts (except Dec. 23 and 30) 2 p.m. 586-9519

DECEMBER

15 Estes Park Museum Open House. 1 p.m. 586-6256
 15 Holiday Time Travel. Estes Park Museum. 2 p.m. 586-6256

JANUARY

18-20 Amahl and the Night Visitors one-act opera presented by the Fine Arts Guild of the Rockies. Hempel Auditorium, YMCA. Friday & Saturday at 7:30 p.m.; Sunday at 2 p.m. 586-9203
 27: 28th Frost Giant 5K and 10K Winter Races. Start Line: Estes Park Town Hall. 11 a.m.

FEBRUARY

16 Winter Trails Day. Glacier Basin area of Rocky Mountain National Park. 10 a.m. to 3 p.m. 586-4431
 16 16th Annual Imagine This! Estes Park High School, 11 a.m. – 4 p.m. 586-9203
 16-17 Rails in the Rockies Model Railroad Exhibition. Estes Park Conference Center. 9 a.m. – 5 p.m. Saturday; 9 a.m. to 4 p.m. Sunday. 577-9900

ART EXHIBITS

Through Dec. 31: Openings, a photography exhibit. Art

Center. 586-5882
 Through Dec. 30: Paintings From the Field and Studio. Cultural Arts Council Gallery. 586-9203
 Through Dec. 31: 11th Annual Holiday Art Walk. Cultural Arts Council. 586-9203
 Through Jan. 6, 2008: L. Lawrence Lubeck's Rocky Mountains. Estes Park Museum. 586-6256
 Through April 11, 2008: Herb Thompson Remembered. Estes Park Museum. 586-6256
 Opening January 25: Live Forever in Estes Park. Estes Park Museum. 586-6256
 Opening January 25: "Estes Park in the '60s" addition to the permanent display "Tracks in Time" exhibit open house. Estes Park Museum. 586-6256.

Committee and Town Board Meetings are held regularly at Town Hall. Citizens are encouraged to attend. Go to www.estesnet.com/TownClerk for dates and times. The Town Trustees and Mayor are available to speak at clubs and meetings. For more information, contact Town Clerk Jackie Williamson at 577-3702.

Check our complete listing of community events and more at www.estesnet.com



Take a Historical Moment

Rebar trees are an integral part of Estes Park's holiday season

Estes Park has celebrated Christmas in a big way longer than it has been an incorporated town.

Signs of those early days of lighting up the town still are visible on light poles throughout town. The town's Light and Power Department designed and created the lighted rebar Christmas trees in the early 1950s so they would withstand winter wind. Since that time the plans have been shared with communities across the United

States and our village now has 120 "trees" in the collection.

At one time, no holiday lights in Estes Park were turned on until the official lighting ceremony at dusk the day after Thanksgiving, also a tradition that began in the early '50s.

The ceremony featured a contingent of locals and high school band members that gathered around a spruce tree in Bond Park to play and sing Christmas carols. Also on

hand were a King, Queen and Santa Claus. The three of them would flip the switch that would in turn light the big trees in Bond Park. There were no trees in downtown to light until after the streetscape project was completed in the mid-1980s.

Today, trees all along Elkhorn Avenue wear thousands of twinkle lights. In all, there are more than 175 decorated trees downtown. The trees come on each evening and turn off again each morning via photo cells. ■



P.O. Box 1200
 Estes Park, Colorado 80517



Q: Which streets are cleared of snow first?

- A:** a) those that provide access to the hospital and schools
 b) the streets downtown
 c) MacGregor Avenue

See Page 2 for the answer!

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