

Policies

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Estes Park Convention & Visitors Bureau

Policy: Mission Statement
Adopted: October 12, 2004
Estes Park Town Board of Trustees

Mission Statement:

To support and improve the economic strength and well being of our community with the year-around promotion of visitation, tourism, and conferences through comprehensive communications, special events, group sales, and visitor services programs.

Estes Park Convention & Visitors Bureau

Policy: **Complaint Policy**

Amendment Adopted: **April 1, 2008**

When a written complaint is received by the Town of Estes Park, the Convention and Visitors Bureau (CVB) will:

- 1) Send a letter personally signed by the Mayor acknowledging their complaint;
- 2) Notify the business involved in writing with a letter from the CVB, under the Executive Director's signature, along with a copy of the complaint and the Mayor's letter;
- 3) Ask the business to respond to the customer within 14 days with a copy of the response coming to the CVB. If no response is made within that timeframe, the CVB will attempt to contact the business to find out how the business plans to respond to the complainant. The CVB will forward what information is learned from the business to the individual who made the complaint. In cases where the complainant is not satisfied with the response from the business, or when there is no response, the CVB will direct him or her to contact the Mountain States Better Business Bureau in Ft. Collins directly with their complaint. All steps in this process will be recorded by the CVB.

When any complaint involves health and safety issues, CVB staff are directed to refer the issue without delay to the Estes Park Code Enforcement Officer or other appropriate entity. These complaints will also be submitted to the process defined above.

When a single business receives three complaints regarding a similar nature in a twelve month period, the business owner will be invited to come before the CVB Policy Board to discuss the issues surrounding the complaints. The board will determine the appropriate action(s) to take, based on the specific circumstances related to the issues and what is learned in that meeting.

Business owners may be required to take corrective action as recommended by the CVB Policy Board.

Recommendations by the board may include, but are not limited to the following:

- Adoption of new business procedures
- Refunding charges made to the customer
- Repair and/or correction of physical business facilities

Recommendations made by the board must be completed in a time-frame to be determined by the board, and will be based upon the specific circumstances and issues surrounding the complaints. When a business owner chooses not to respond to the invitation to come before the board to discuss the complaints, the board will be forced to make recommendations without the business's input into this process.

Under certain circumstances (i.e. when repair and/or correction of the physical business facilities is required by the board), a physical inspection of the business may be necessary and will be conducted by a group of business peers, designated by the CVB Policy Board. Businesses will be given at least a 24 hour notice of the impending inspection.

The CVB Policy Board has the option to suspend CVB services based on the nature and severity of the offenses and has the discretion to reinstate CVB Stakeholder services based on corrective action and advisory board review.

No refunds will be given to Stakeholders for CVB services based on suspension by the CVB Policy Board or for the discontinuance of services during a calendar year.

Estes Park Convention & Visitors Bureau

Policy: Complaints
Adopted: September 21, 2004

Amended: October 12, 2004
May 1, 2007

When a written complaint is received by the CVB, the Bureau will notify the business involved with a copy of the complaint attached. This notice will suggest that the business respond to the complaint within 14 days with a copy coming to the Bureau. Further, the notice will indicate that if no response is made the Bureau will notify the complainant to that effect and to contact the BBB directly with their complaint. All steps in this process will be recorded by the Bureau. (Adopted 9/21/04)

Amendment:

When a written complaint is received by the CVB, or elected Town Official, the CVB will 1) send a letter personally signed by the Mayor acknowledging their complaint, plus an apology if applicable; 2) notify the business involved with a copy of the complaint attached and the Mayor's letter; 3) Ask the business to respond to the customer within 14 days with a copy of the response coming to the Bureau. Further, the notice will indicate that if no response is made the Bureau will notify the complainant to that effect and to contact the BBB directly with their complaint. All steps in this process will be recorded by the Bureau.

If the complaint is verbal, the complainant will be asked to complete a complaint form provided by the CVB. The completed complaint form will start the process at point 2) above. (Amendment 10-12-04)

Amendment

When a single business receives three complaints *regarding common issues* in a twelve month period, the business owner will be invited to come before the CVB Policy Board to discuss the issues surrounding the complaints. The board will determine the appropriate action(s) to take, based on the specific circumstances related to the issues and what is learned in that meeting. (Amendment 5-1-07)

Estes Park Convention & Visitors Bureau

Policy: Coupon & Catalog Distribution at the Visitors Center

Adopted: January 5, 2005

Private Enterprise:

1. Each company requesting to distribute their catalogs or coupon books must have a valid business license.
2. All of the businesses in the books should be in the designated region. If there are businesses that fall outside the region the book must go to the advisory committee for approval.
3. The catalogs or coupon books will pay the \$150.00 fee for a brochure rack and place their piece on the brochure wall.

Non-profit/ associations

1. The associations will join as an associate member with an annual fee \$200.00
2. The association must include all businesses inside the region that fits their requirements that would like to join.
3. The focus must be on the Estes Park region.

Estes Park Convention & Visitors Bureau

Policy: Museum Membership

Adopted: March 1, 2005

To take advantage of CVB services, Museums inside the city limits of Estes Park are required to purchase a business license; those within the membership boundaries are required to pay a membership fee of \$200 and contribute 2% of counter sales to the CVB.

Estes Park Convention & Visitors Bureau

Policy: Distribution of Front Range Region Materials
Adopted: April 5, 2005

Materials from the Front Range Region, as established by the Colorado Tourism Office may be displayed in the Visitors Center. The center can also accept information from the Town/Chamber of Grand Lake on a reciprocal basis, even though they are not part of the Colorado's Front Range Region.

Estes Park Convention & Visitors Bureau

Policy: Book Now (Lodging) Use

Adopted: May 2, 2005

To include a booking website field link, the following entries will be allowed:

Semi-Automated: The potential visitor fills out a Request Availability form and completes at least the following fields: Name, email, Arrival Date, Departure Date (or # of nights), # of persons. The property then checks availability and emails or calls the user with the information in a reasonable amount of time, typically within 24 hours. Examples include Trails West and Mary's Lake Campground.

Fully Automated: A true on-line booking engine where the potential visitor completes the booking and payment process on-line. Examples include Best Western and Aspen Winds.

Estes Park Convention & Visitors Bureau

Policy: Association Membership
Adopted: December 6, 2005

The Estes Park Convention & Visitors bureau may accept memberships by local associations following the criteria outlined below.

1. The local association represents businesses or organizations from the Estes Park Region with at least 75% of those members having an Estes Park region address.
2. The Association must include all of the regional businesses or organizations that want to belong.
3. The association will pay the Estes Park Convention & Visitors Bureau the association membership fee for their services annually.
4. For the membership fee the association will receive the following.
 - a. A free listing in the appropriate resource category of the business directory on the CVB website.
 - b. The option to annually purchase brochure racks in the lobby of the Visitors Center at the current rates.
 - c. A free link to the organization's web site.

The association membership does not allow buying the leads or referrals for the organization or any additional services offered except for those listed above.

5. The Estes Park Convention & Visitors Bureau policy advisory committee has the right to review this policy and make changes as necessary.

Estes Park Convention & Visitors Bureau

Policy: Reciprocal Distribution of Regional Travel Partners' Visitors Guides

Adopted: December 6, 2005

The Estes Park Convention and Visitors Bureau has entered into an agreement with our regional travel partners (Colorado's Front Range Region) to share in distributing each others Convention & Visitors Bureaus' visitors guides. It will be the policy of the EPCVB to distribute through the visitors center the primary travel piece for the towns of Fort Collins, Greeley, Loveland, Longmont, Boulder, plus Grand Lake. The following criteria have been established to qualify for the free distribution program.

1. Each of the above CVBs will supply the single primary piece that is produced to market their community as a tourism destination.
2. Each of the CVBs listed above have agreed to distribute, at no charge, the Visitors Guide produced by the Estes Park CVB in their visitors centers.
3. The Estes Park Visitors Center will designate a shelf in the visitors center for the distribution of the regional travel partner's materials.
4. The Estes Park Convention & Visitors Bureau policy advisory committee has the right to change or amend this policy as needed.

Estes Park Convention & Visitors Bureau

Policy: Youth Camp Members
Adopted: March 7, 2006

Youth camps are defined as those organizations who primarily sell youth camp experiences. These types of businesses would be considered non-accommodations businesses. To join the CVBm a youth camp located outside the town limits, but within the 12.5 mile region, would be subject to the \$495.00 per year CVB membership fee.

Estes Park Convention & Visitors Bureau

Policy: Distribution of non-profit/ community events and information

Adopted: March 8, 2006

This policy addresses the method by which the CVB will deliver services to organizations in the region that define themselves as non profits or community organizations. We will define two types of non profits. 1. Those that represent a group of people to promote the betterment of the community, and 2.a businesses association that represents a group of businesses that promote their individual businesses.

1. A community organization presiding with in the 12.5 mile region that serves the betterment of the community or a (National 501-c-3) has a listing on the CVB web site under non-profits at no charge. These organizations may or may not have a businesses license and are not required to purchase a CVB membership based on their mission. A community organization may consist of churches, fraternal organizations, service clubs, civic groups, and common interest groups. If these organizations wish to display their information in the Visitors Center on a year round basis, they will purchase a lobby brochure rack price at the going rate. If they have an event or once a year offering to benefit the betterment of the community then they can post their notice on the community bulletin board for a period of 30 days prior their event at no charge. If a brochure accompanies their event posting they can display the brochure in the community rack at no charge.

2. A business association comprised of local businesses from the area that complies with the association policy can purchase services from the CVB by paying the membership fee or purchasing the appropriate business license and buying the services at market rate. Examples of a businesses association would be the Chamber of Commerce, hotel association, restaurant association, Board of Realtors, CACEP, Art Center, Wedding Association, etc... If these organizations wish to display their brochures then they will either have an appropriate business license or pay the association membership fee. They will then be able to purchase services from the CVB and share in the defined association benefits (see association policy). If one of these organizations conducts a fund raising event that raises money go to a charitable organization in the community, then they too can put this event brochure or poster in the community board for thirty days prior their function at no charge.

The deciding characteristic for determining the appropriate charges or the posting location is by following the money. If the event raises money, with at least 75% of the proceeds going to the cause, for the community, then it is a community posting at no charge unless they want to purchase a lobby brochure rack. If the event raises funds to benefit the association or business members, then it is an association membership event and they pay for their space.

Estes Park Convention & Visitors Bureau

Policy: Art Donations
Adopted: April 4, 2006

No donations of art or gifts will be accepted for display in the Visitors Center.

Estes Park Convention & Visitors Bureau

Policy: Trades & Partnerships

Adopted: May 2, 2006

Amended: November 6, 2007

The CVB will not enter into any trade or partnership agreements. *(5-2-06)*

Advantageous advertising trades with local media may be considered in the future by CVB staff. *(11-6-07)*

Estes Park Convention & Visitors Bureau

Policy: Poster Display
Adopted: July 5, 2006

Use “marquee” standards to display posters promoting Estes Park at each the North and South entrances to the Visitors Center lobby. Major events include and are currently limited to:

Jazz Fest
Art Market
Wool Market
Rooftop Rodeo
Labor Day Craft Show
Highland Scottish Festival\
Fine Arts & Fine Crafts show
Autumn Cold
Elk Fest
Surprise Sale
Christmas Parade

If further definitions or clarifications are required, the board can amend this policy at any time.

NOTE: Meeting notes also mention:

Coollest Car Show
Quilter Show
Rails in the Rockies

Estes Park Convention & Visitors Bureau

Policy: Web Listings per Business License

Adopted: November 7, 2006

Each business license will receive one free listing on the CVB's web site.

Estes Park Convention & Visitors Bureau

Policy: Overnight Parking at the Visitors Center

Adopted: March 6, 2007

This policy addresses the parameters that the CVB will abide by when distributing permits for overnight parking at the Visitors Center. The Visitor's Center was built by the people of Estes Park to offer assistance to our visitors. CVB staff has discovered that there are occasions when our visitors need a place to leave their car overnight, and in some cases, for several days. There are no public parking areas in Estes Park that allow this practice. In order to accommodate visitors who need this service, the Visitors Center will allow overnight parking for specific reasons, noted below.

Parking overnight will be allowed by permit only. Visitors will apply for overnight parking permits in the Visitors Center, and the permit must be approved and signed by CVB staff to be effective. The permit will be placed in plain view, on the dashboard of the driver's side of the vehicle. There will be no designated area in the Visitors Center parking lot for this purpose; however, CVB staff will ask those requiring an overnight parking permit to park as far away from the building as possible. This will ensure that spaces closer to the building will be reserved for those visitors coming into the center for a short period of time. Overnight parking at the center will be approved for one, and up to, seven days/nights. No overnight RV parking will be allowed.

The reasons for approving an overnight parking permit for a visitor to Estes Park include:

1. The visitor is taking the hiker shuttle into Rocky Mountain National Park to camp overnight in the park;
2. The visitor is participating in an extended hike in our area, where the participant hikes for a period of time, sometimes over the course of several days.
3. Any unusual and/or extenuating circumstance deemed appropriate by CVB staff which requires an overnight parking permit.

The following list includes examples of circumstances when overnight parking will not be approved in the Visitors Center parking lot: overnight RV parking, RMNP & EP area campgrounds are full, or to sleep overnight in one's car.

A form will be completed by all visitors requesting an overnight parking permit that will provide the Visitors Center staff the following pertinent information: Destination location and contact phone, if available; length of overnight stay (not to exceed seven days/nights); emergency contact information, including the name of an individual who may act on their behalf if they are unreachable while their car is parked; home address and telephone; Cell phone, if available; and car make/model, color and license plate.

Estes Park Convention & Visitors Bureau

Policy: Visitors Guide Distribution to Stakeholders
Adopted: April 6, 2007

Quantities of Visitors Guides are determined annually and advertising sales are based on those quantities being distributed as described in the sales material. The Official Estes Park Visitors Guide can be distributed to stakeholders upon request, but is limited to 75 pieces (currently one box) per pick up trip, with a maximum of 3 boxes per year. This distribution is not transferable. Visitors Guide quantities on hand will be evaluated during the June/July period to determine if there will be additional copies available to be released to stakeholders at which time stakeholders will be notified.

Estes Park Convention & Visitors Bureau

Policy: Visitors Guide Distribution to Stakeholders
Adopted: April 6, 2007

Quantities of Visitors Guides are determined annually and advertising sales are based on those quantities being distributed as described in the sales material. The Official Estes Park Visitors Guide can be distributed to stakeholders upon request, but is limited to 75 pieces (currently one box) per pick up trip, with a maximum of 3 boxes per year. This distribution is not transferable. Visitors Guide quantities on hand will be evaluated during the June/July period to determine if there will be additional copies available to be released to stakeholders at which time stakeholders will be notified.

Estes Park Convention & Visitors Bureau

Policy: Events Calendar Policy

Adopted: June 5, 2007

- I. In order to listed in CVB Calendars, Happenings, or posted on the Community Board, and Event, Exhibit, or Activity:
 - Must directly support Estes Park Tourism
 - Be open to the public, and be of a professional caliber.
 - Must be located in Estes Park or within the 12.5 mile CVB service area.
 - Must have a specific start and end date.
 - Must have professional contact info (web site and or phone number; business phone minimum – no home phone numbers).

- II. In addition, and Event and/or Performance Entertainment:
 1. Is generally passive (listening and/or watching)
 2. must have a specific start and end date no greater than 4 sequential days.
 3. Can be listed in the Calendar of Events
 4. Does not include “nightlife.” See item VI.
(Examples: Horse Show, Teddy bear Picnic, Wool Market)

- III. In addition, an Exhibit:
 1. Is generally passive (primarily watching).
 2. Must have a specific start and end date at least 1 week apart.
 3. Can be listed in the Exhibits and On-Going Programs calendar, Community Board.
(Examples: Arts in the Park, Museum temporary exhibits)

- IV. In addition, an Activity:
 1. Is generally participatory (can be participatory for some, watching for others, so both an Activity and Event).
 2. Can be listed in the Calendar of Events or the Community Board.
(Examples: Brewfest, Marathon, lecture)

- V. Non-qualifying are:
 - Educational classes
 - Seminars
 - Summer camp schedules
 - Sales events, announcements of openings, closings, change or hours
 - Civic club and community meetings
 - Graduations
 - Family or class reunions
 - Conference dates
 - Exceedingly localized events, such as fund raising events, recitals, or general events that tend to be focused on local attendance. The exceedingly localized events can be posted on the Community Board.

- VI. Exclusively for Happenings: Nightlife listings are performance-based entertainment lounge offerings in Estes Park regardless of the secondary business function of drawing traffic. Nightlife listings are accepted only for “Happenings.”

Estes Park Convention & Visitors Bureau

Policy: Events Calendar Policy

Adopted: July 1, 2008

- I. In order to listed in CVB Calendars, Happenings, or posted on the Community Board as an Event, Exhibit, Activity, workshop, or seminar :
 - Must directly support Estes Park Tourism
 - Be open to the public, and be of a professional caliber.
 - Must be located in Estes Park or within the 12.5 mile CVB service area.
 - Must have a specific start and end date.
 - Must have professional contact info (web site and or phone number; business phone minimum – no home phone numbers).

- II. In addition, and Event and/or Performance Entertainment:
 1. Is generally passive (listening and/or watching)
 2. Must have a specific start and end date no greater than 4 sequential days.
 3. Can be listed in the Calendar of Events
 4. Does not include “nightlife.” See item VI.
(Examples: Horse Show, Teddy bear Picnic, Wool Market)

- III. In addition, an Exhibit:
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 3. Can be listed in the Exhibits and On-Going Programs calendar, Community Board.
(Examples: Arts in the Park, Museum temporary exhibits)

- IV. In addition, an Activity:
 1. Is generally participatory (can be participatory for some, watching for others, so both an Activity and Event).
 2. Can be listed in the Calendar of Events or the Community Board.
(Examples: Brewfest, Marathon, lecture)

- V. Non-qualifying are:
 - Summer camp schedules
 - Sales events, announcements of openings, closings, change of hours
 - Civic club and community meetings
 - Graduations
 - Family or class reunions
 - Conference dates
 - Exceedingly localized events, such as fund raising events, recitals, or general events that tend to be focused on local attendance. The exceedingly localized events can be posted on the Community Board.

- VI. Educational classes, workshops and seminar listings on Estes Park CVB.com are defined as meetings of small groups of individuals engaged in study, intensive learning experiences, and/or the demonstration and application of techniques or skills where learning is the primary purpose of the gathering.

The following criteria will be used in determining those seminar or workshop listings to be included on the website Calendar of events:

- Must encourage extended visitation to Estes Park.
- Be open to registrations from the public at large.
- Must be located in Estes Park or within the 12.5 mile CVB service area.
- Must be limited to no more than seven consecutive days.
- Must include professional contact information (business phone, no home numbers) or a website for registration.
- Requests for inclusion must state specific costs associated with attendance.

Non-qualifying are those educational classes, workshops or seminars requiring participants to stay overnight at a specifically-named lodging property, or those that are continuously offered (i.e. classes offered every Monday, Wednesday and Friday every month of the year).

Non-qualifying workshops and seminars include the following*:

- Summer camp schedules
- Sales events, announcements of openings, closings, change of hours
- Civic club and community meetings
- Graduations
- Family or class reunions
- Conference dates
- Exceedingly localized events, such as fund raising events, recitals, or general events that tend to be focused on local attendance. The exceedingly localized events can be posted on the Community Board.

VII. Nightlife Listings qualifying for "Happenings" listings

Nightlife listings are performance-based entertainment lounge offerings in Estes Park regardless of the secondary business function of drawing traffic. Nightlife listings are accepted only for "Happenings."

VII. Movies and Theater Listings for "Happenings" only

Movie theater listings, encompassing those films occurring at night in commercial theaters and those being shown any time during the at the Estes Part Library will be accepted for Happenings only.

Ongoing commercial live performance theater offerings may be listed in "Happenings" so long as they meet the following criteria:

- Must directly support Estes Park Tourism
- Be open to the public, and be of a professional caliber.
- Must be located in Estes Park or within the 12.5 mile CVB service area.
- Must have professional contact info (web site and or phone number; business phone minimum – no home phone numbers).

Estes Park Convention & Visitors Bureau

Policy: Web Linking to the CVB Website

Adopted: February 5, 2008

Guidelines for use of Estes Park CVB Web logo

By downloading or using the Web logo, you agree to adhere to the following guidelines:

1. You may only display the Web logo on your Web site, and not in any other manner. It must always be an active link to <http://www.estesparkcvb.com.com>.
2. The Web logo must appear by itself, with a minimum spacing (the height of the Web logo) between each side of the Web logo and any other graphic or textual elements on your Web page.
3. You may not alter the Web logo in any manner, including size, proportions, colors, elements, etc., or animate, morph, or otherwise distort its perspective or appearance.
4. Your use may not be obscene or pornographic, and may not be disparaging, defamatory, or libelous to the Estes Park CVB or the Town of Estes Park. You may not link to EstesParkCVB.com from a Web site that is obscene or pornographic, or disparaging, defamatory, or libelous to The Town of Estes Park or the Estes Park CVB.
5. Your use may not directly or indirectly imply Estes Park CVB sponsorship, affiliation, or endorsement of your product or service.
6. Your use may not infringe any Estes Park CVB intellectual property or other rights, may not violate any state or federal laws, and must comply with international IP laws.
7. You may not create a frame or border environment around Estes Park CVB content.
8. You may link to, but may not replicate, Estes Park CVB content.
9. You may not present false or misleading information about Estes Park CVB products or services.
10. Your reference to Estes Park CVB, its products, and its Web site must comply with the general trademark guidelines.
12. These guidelines do not grant permission to use any other Town of Estes Park or Estes Park CVB logos or trademarks. The Estes Park CVB reserves the right in its sole discretion to terminate or modify your permission to display the Web logo at any time.
If your use meets the above criteria, no further written permission is required and you may download the image below for use in accordance with the guidelines above.

Estes Park Convention & Visitors Bureau

Policy: Retail Sales in the Visitors Center

Adopted: July 1, 2008

This policy addresses the parameters that the CVB will abide by when doing retailing in the visitors center. The visitor's center was built by the people of Estes Park to offer assistance to our visitors. The Ambassadors along with the CVB staff meet and greet over 200,000 people a year to answer question and assist with directions. Many visitors ask for merchandise to be made available to them in the visitor's center. It is the primary task for the Ambassadors and staff to direct the visitors to shop in the businesses in town. Occasionally a visitor will not be able to stop in town and would like to buy a post card or something with the Estes Park's logo on it. As a convenience to the visitors the center will provide a limited selection of merchandise for those requests.

The items that can be sold in the center include post cards, calendars, Rocky Mountain Nature Association titles that they have produced plus titles carried by the Estes Park Museum as selected by the Museum Board. Additional items may be requested by visitors and may be added to the inventory with permission from the board.

The procedure to display these items has been created to display the items while not offering a compulsive shopping environment. The post cards and calendars will be on a post card rack. The Nature Associations booklets will be on their custom display. The branded items will have one of each on display with a note that these items are available behind the counter.

The Visitors Center will continue to sell tickets and items to local community benefits and fund raising events for the betterment of the community.

Estes Park Convention & Visitors Bureau

Policy: CVB Stakeholder Services Policy

Adopted: September 2, 2008

The Estes Park CVB offers valuable free services and fee based services to CVB Stakeholders. Only CVB Stakeholders may purchase or receive CVB services.

CVB Stakeholders Definition: 1) Individual business owners operating at a single physical location* located in town limits and holding a valid Estes Park business license, or 2) Individual business owners operating at a single physical location* located outside of town limits but within 12.5 miles (CVB marketing region) and who pay the applicable fee to join the CVB. Out of town businesses which would not qualify for an Estes Park business license are not eligible to join the CVB, regardless of being located within the 12.5 mile Marketing Region. 3) Non-profit/community organizations and associations with a physical location* located within the CVB marketing region (for a detailed definition, refer to Association Membership Policy dated December 6, 2005 and Distribution of Non-Profit/Community policy dated March 8, 2006.)

* Note: Post Office Boxes or storage locations do not qualify as a CVB Stakeholders' physical business location.

CVB Products

New Stakeholders may not take advantage of CVB services until they are open for business, unless approved by CVB Stakeholder Relationship Manager.

Web Listings

All stakeholders receive a free basic listing in their core business category. The stakeholders' primary placement category must be aligned with the stakeholders' primary business. Stakeholders can only be listed in web categories which are aligned with their business.

Lodging Referrals

Lodging referrals are automatically emailed to businesses with listings in the CVB's website Lodging Area. Lodging referral emails are for the exclusive use of the lodging stakeholder and can not be sold or transferred. Only Lodging businesses may purchase or benefit from a listing in the Lodging Area. Lodging email referrals are one-use-only and may only be used in response to a specific referral.

Group Leads and General (Visitor Guide request) Leads

Group leads and general leads are for the exclusive use of the stakeholder purchasing such leads and can not be sold or transferred. Group leads and general leads are permitted for one-use-only. (See Association Membership Policy dated December 6, 2005 for exception).

Group Web Listings/Group Referrals (bundled product)

Stakeholders are permitted to be listed only in those categories and subcategories which are aligned with their business. (See Association Membership Policy dated December 6, 2005 for exception).

Visitor Guide Advertising

Stakeholders are permitted to be listed only in those categories which are aligned with their business

Visitor Center Menu Rack: Only restaurant/dining stakeholders may purchase a menu rack space and only their menu may be displayed

Visitor Center Brochure Rack Space

- Only CVB stakeholders may display material in the Visitor Center
- Only one space per Stakeholder can be purchased for the same brochure posted in the same rack category. If a Lodging property offers several different lodging types, they may purchase rack spaces in up to three different Lodging subcategories, e.g., Campground RV, Cabin/Cottage, and Hotel Motel
- Advertising businesses may only display their material if all of the advertised businesses in their display piece are located within the CVB marketing region
- Stakeholders may not display material in categories which are not aligned with their business. However, advertising business printed materials can be displayed in the Services category, or the category that represents the majority of the businesses represented in the piece
- Associations may display their brochure in the Services category

Printed Material Restrictions:

- Printed material wider than 4 inches results in the larger magazine display price
- Rack cards or brochures measuring 9 inches or more in height results in the larger magazine display price
- Display materials cannot exceed 8 ½ inches wide or 11 inches tall without permission from the CVB Policy Board. Current exceptions are: Trail Gazette publications, Estes Park News
- Display materials must be printed on paper stock heavy enough to remain upright