

Estes Park Campgrounds 2012



Revenue Numbers

- ◎ \$~400,000 in 2012, ~\$418,000 in 2011 compared to \$392,696 in 2010
- ◎ Operational Net loss of \$39,000
- ◎ LCDNR has put in \$65,948 outside of the annual operating costs.

Campground Revenue



- ~\$354,000
- Approximately \$20,000 to EVRPD
- Estes “pillow tax” for the 2012 season \$6736.

Mary's Lake Store



- ~\$33,000 in Revenue
- ~\$14,700 profit
- Firewood and ice were the top sellers
- Shower houses and the laundry room brought in \$12,000

Total Financial Summary

	Revenues	Expenses	Balance	Indirects	Total Benefit
2010	\$ 392,695.00	\$ 350,002.00	\$ 42,693.00	\$ 59,265.00	\$ 101,958.00
2011	\$ 418,090.00	\$ 421,070.00	\$ (2,980.00)	\$ 79,791.00	\$ 76,811.00
2012	\$ 400,466.00	\$ 439,557.00	\$ (39,091.00)	\$ 72,098.00	\$ 33,007.00
Totals	\$ 1,211,251.00	\$ 1,210,629.00	\$ 622.00	\$ 211,154.00	\$ 211,776.00

Campground Stats

MARY'S LAKE

- 32.6% Occupancy Rate
- 60% weekend peak Season
- 2.45 Average Nights Per Stay
- Total of 2459 reservations

EAST PORTAL

- 43.4% Occupancy –up
~2.5%
- 76% weekend peak season
- 1790 total reservations
- 2.58 Average Nights Per Stay

Marketing Efforts

- ◉ More than \$2500 was spent on advertising
 - Visitor Guide (VEP)
 - Google Ads
 - Colorado Vacation Directory
 - Ft. Collins Visitor Guide
- ◉ “Resort Maps”
- ◉ Dex and Yellow Pages

Marketing Efforts

- LCNR Recreation Map and campground brochure
- Festival Outreach
 - New West Fest
 - Corn Roast Festival
- Staff survey
- Constant outreach to RMNP and the CVB



2012 Challenges



- FIRES and Fire bans
- Continuous utility issues, particularly power and water.
- Beetle killed hazard trees.

2012 Successes East Portal



- Vigilant staff kept bear problems in check.
- Dishwashing sink added
- Repainted office

2012 Successes Mary's Lake

- New pool equipment significantly cut down on staff time.
- Good relationship with our neighbors
- Renegotiated trash contract



Campfire Programs

- Very Popular!
- 10 programs
- Avg 20-30 people
- 100+ Volunteer hours



2013 Changes

- ◉ New water treatment system at East Portal
- ◉ Newly created Camphost site
- ◉ Completion of new sewer line
- ◉ Addition of CR as EVRPD Liaison

