

# Destination Management



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# What is Destination Management?

Management of all aspects of a destination that contribute to a visitor's experience, considering perspectives and expectations of:

- Local residents
- Second-home owners
- Visitors
- Businesses
- The environment
- Local government

# Destination Management Elements

Every destination management plan is unique. Some may focus on local resources and accommodation, while others may focus on tourist attractions, events, and activities. Elements of a successful destination management plan may include:

- Development of infrastructure
- Smart dispersal of visitors
- Custom tailored destination marketing
- Education on responsible travel
- Leadership to implement

# Peak Day Management

A peak day management strategy identifies the most relevant challenges that an area faces on peak days (think July 4th) and outlines what actions can be taken around:

- Variable messaging signs and police staff to direct traffic
- Shuttles to reduce congestion
- More trash containers with higher collection frequency
- Trailhead management to address parking, port-o-lets, trash, signage (including education on trail use)
- Utilization of visitor information centers, including dispersing visitors based upon daily usage

# Sustainable Management

Destination management should create sustainable growth to the benefit of the local community and support:

- Environmental
- Economic
- Social
- Cultural values

In focusing on these sustainable aspects of a managing a destination, it is sometimes referred to as **destination stewardship**.



# Case Study: Clear Creek in Golden



# Challenges



TRAIL  
CONFLICTS



SAFETY



PARKING

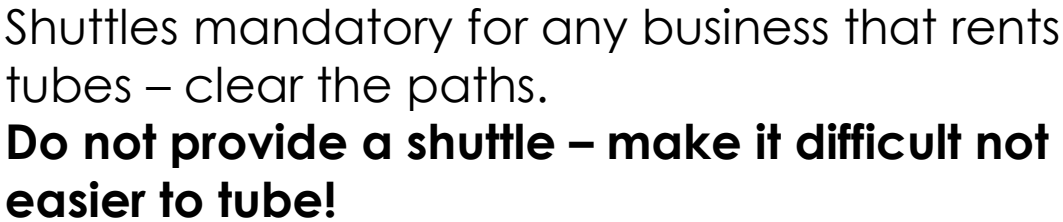


DRINKING



TRAFFIC

# Feedback



Get rid of paid parking.  
**No free parking at all. >\$2/hr. – make parking pay for itself, zero subsidies. Enforce all parking regulations all the time.**



## Planning Efforts

- 2011 Clear Creek Corridor Master Plan
- 2014 Clear Creek Management Plan
- 2021 Creek Stakeholder Group
- 2022 Council Creek Subcommittee



Tuber PPE Observations							
	Golden Temp (°F)	Creek Discharge (CFS)	Number of Tubers	Tubers with PFD	Tubers w/o PFD	Tubers with improper PFD	PFD Compliance
Daily Averages	84	218	231	80	147	3	45%
Weekend Averages	86	201	496	150	337	8	36%
Weekday Averages	83	226	118	51	65	1	48%
Ranges of each Data Point							
High	98	592	910	335	709	28	100%
Low	67	115	0	0	0	0	18%
Estimate of Numbers For an Average Day (Hourly Average * 8)							
Daily			1848	640	1176	24	
Weekend			3968	1200	2696	64	
Weekday			944	408	520	8	



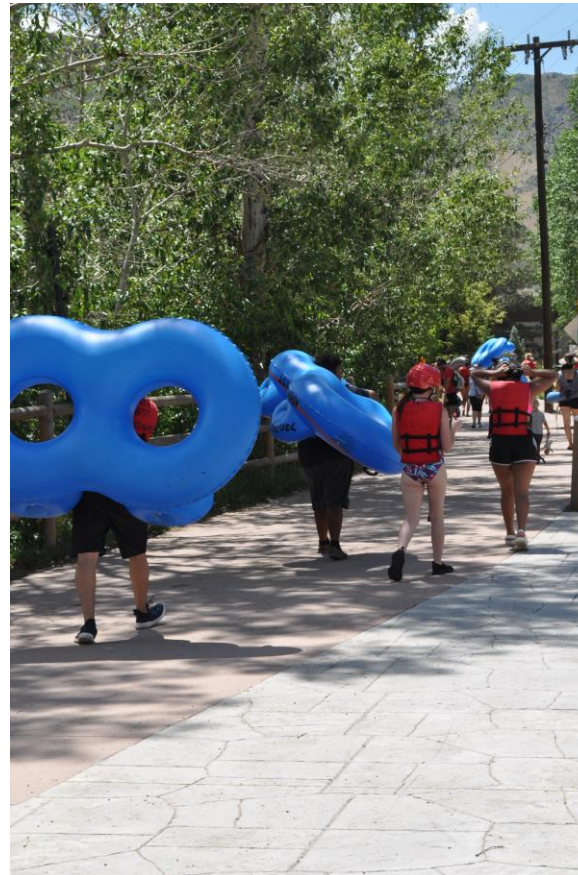
*“Clear Creek can get crowded on weekends, but there’s always room for one more tube.”-Tourist website*





### What is the City's goal for management of the Creek?

Proactively manage the Clear Creek corridor for the benefit of a wide variety of users (including pedestrians, cyclists, tubers, and kayaks), in consultation with Council, staff, residents, businesses, and Jefferson County, while sustainably protecting the environment.





# CREEK WARNING FLAGS

BANDERAS DE ADVERTENCIA  
DEL ARROYO



**Water Closed to All Uses**  
Prohibida toda actividad en el agua



**Closed for Swimming  
and Tubing**  
Prohibido nadar y hacer tubing



**Moderate to High Flows**  
Corrientes de moderadas a altas  
**Unsafe for Children under 18**  
No es seguro para menores de 18 años



**Moderate Flows**  
Corrientes moderadas  
**Use Caution**  
Tenga cuidado







## FREE Public Parking 304 10th Street



### Where to Park:

- FREE parking is available in the Clear Creek Parking Lot, at 304 10th St. The Clear Creek Parking Lot is very close to Vanover Park, where tubers and kayakers MUST exit the water. Other parking is available in downtown parking garages located on Jackson Street, between 11th and 13th Streets.
- Parking west of Washington Ave. along 10th St. and in the neighboring community requires a permit for residents or registration using the ParkMobile phone app. It costs \$8 to park for the day, but parking fines in this area are \$100, so ensure you are parked legally.
- The Golden Community Center Parking Lot is reserved only for Community Center visitors and will be enforced. The parking lot west of the Lions Park Ballfields on 10th St. will be used as ADA parking and as a drop-off and pick-up lane for creek and park users.

### Resources for Your Visit:

#### CREEK AMBASSADORS

Clear Creek Ambassadors are City of Golden employees who are stationed along the creek each weekend to provide information and direction to creek users. Ambassadors can be found at the Clear Creek Parking Lot, by the beaches, and near the Billy Drew Bridge—just look for the flags and uniforms. The Clear Creek Ambassadors have information on how to access the creek, how to get to where you want to go in Golden, and how to make the most of your day in town!



### Public Shuttles:

- A tubing shuttle, operated by Adventure West (one of the tubing outfitter companies), is available most weekends. Pick-up is located near the Clear Creek Parking Lot and drop-off is at the Gateway Trailhead. A ticket, valid for two trips on the shuttle, is available for purchase. For more information, visit [www.adventurewestco.com](http://www.adventurewestco.com).
- The "Ore Cart" is a FREE shuttle that runs downtown. While tubes are not allowed, the Gold Route of the "Ore Cart" shuttle service is a great option for shopping and dining in downtown Golden after a day of fun on Clear Creek. For more information, visit [www.guidinggolden.com/transit](http://www.guidinggolden.com/transit).





- For Creek concerns, call 303-384-8074.
- For Emergencies, dial 911.
- For Non-Emergencies, call Police/Fire/EMS at 303-980-7300.

For more information:  
[visitgolden.com/creek-info](https://visitgolden.com/creek-info)

*Howdy Folks!*  
**WELCOME TO GOLDEN**  
 WHERE THE WEST LIVES

## Clear Creek Corridor Information



### Clear Creek Corridor

Clear Creek runs through the heart of Golden, offering scenic beauty, recreation, and a valuable natural resource. Please help us to protect the beautiful Clear Creek Corridor and ensure everyone has an enjoyable experience by following local rules and keeping everyone safe.

Please note that Visit Golden and the City of Golden do not rent tubing or kayak equipment or manage an online reservation system for tubing. If you need to rent water sports equipment – like tubes and life jackets – we encourage you to visit a local tubing rental company: Adventure West River Tube Rental, Golden River Sports and Golden Goods.

All information in this pamphlet can be accessed online at [visitgolden.com/creek-info](https://visitgolden.com/creek-info).

### Clear Creek Corridor RULES & REGULATIONS

- Pick up your trash and recycle.
- Water conditions vary. Please use lifejackets and water safety gear.
- Be aware of trail traffic and signs.
- Use designated Creek access points.
- Pedestrians and Tubers should use the NORTH side of the Clear Creek Corridor Trail.
- Faster traffic, particularly cyclists, should use the SOUTH side of the Clear Creek Corridor Trail.
- Keep trail traffic moving: travel single file and avoid stopping to congregate
- Cyclists must go 8 mph or less on the North Side of the trail, give an audible signal and slow down to walking pace to pass pedestrians.
- Charcoal grill fires are prohibited. Use of a portable propane camp stove is permitted if the stove's propane tank has a capacity of two pounds or less.

#### THE CITY STRICTLY ENFORCES THESE RULES:

- Dogs must be leashed.
- NO smoking or vaping.
- NO glass OR alcohol.
- No single-use plastics in the creek.



#### CLEAR CREEK SAFETY STATUS

Look for colored flags along Clear Creek that correspond to the safety levels on the Creek Warning Flags sign. The status is also updated online at [visitgolden.com/creek-info](https://visitgolden.com/creek-info).

- **Double-Red Flag:** Closure – Clear Creek is closed to all uses. This is a combination of high flows and other unsafe conditions, such as low temperature or debris in the water, that makes Clear Creek unsafe for all uses.
- **Red Flag:** High Flow – Clear Creek is closed for swimming and tubing. Only experienced kayakers and other vessels should be on the creek. Users should wear protective gear and be able to rescue themselves in the water. High caution should be used in the water.
- **Yellow Flag:** Moderate to High Flow – Considered unsafe for children under 18. Clear Creek is open to all uses. Please exercise heightened caution while in the creek.
- **Green Flag:** Moderate Flows – Clear Creek is open to all uses. Please use regular caution in the creek.

#### RESOURCES FOR YOUR VISIT to the Clear Creek Corridor

##### CREEK AMBASSADORS

Clear Creek Ambassadors are City of Golden employees who are stationed along the creek during the weekends who can provide information and direction to creek goers. You can find these helpful representatives by the beaches and the Billy Drew Bridge by looking for their flags and uniforms. The Clear Creek Ambassadors have information on how to access the creek, how to get to where you want to go in Golden, and how to make the most of your day in town!

**EMERGENCIES:** If you're experiencing an emergency along the Clear Creek Corridor, please dial 911.

**NON-EMERGENCIES:** To report criminal, non-emergency issues please contact the Golden Police department at 303-980-7300.

##### CREEK FEEDBACK AND TRAIL MAINTENANCE:

To report any concerns about trail maintenance or park issues, or to give feedback about your experience on the Creek in Golden, please call 303-384-8074 or email [Creek@CityofGolden.net](mailto:Creek@CityofGolden.net).





# VAIL'S STEWARDSHIP ROADMAP

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A COMMUNITY-POSITIVE  
TEN-YEAR VISION FOR A  
THRIVING VISITOR ECONOMY

# Reasons for the Roadmap

**STRONG COMMUNITY → STRONG ECONOMY**



**Visitation  
Trends**



**Availability  
of Workforce**



**Environmental  
Stressors**



**Economic  
Reality**

**Housing   Transit   Childcare**

# The World's First Sustainable Mountain Resort Destination (2018)



# Vail Public Engagement

3,000

Opinions were shared by locals. These included 2,580 who responded to surveys, and nearly 500 who showed up to share views in person.

1,465

People answered tourism-related questions in the biennial Vail Community Survey.

968

People responded to a Vail resident sentiment survey.

132

People took the downvalley resident survey.

1

Day-long visioning session brought together more than 25 community members to create a planning framework.

30

Community leaders took part in one-on-one, in-depth interviews.

12

Focus groups on different tourism-related topics included about 180 locals. One was conducted in Spanish.

8

Public Engagement Sessions drew about 250 attendees. Six sessions were in person at the Donovan Pavilion, and two were on Zoom.

6

Destination Stewardship Council Partners, including Vail Mayor Kim Langmaid, shared high-level oversight. Partners included the Eagle River Water and Sanitation District, Holy Cross Energy, the USDA Forest Service, the Vail Recreation District, Vail Resorts, and Walking Mountains Science Center.





## ACTION 1

# MAKE VAIL MORE LIVEABLE

## THE GOAL

By 2033, double the supply of deed-restricted homes – from 1,050 to 2,100 – for our year-round and seasonal Vail residents and workforce through a collaborative and regenerative approach.

“

*More housing for employees so we can attract more employees and continue to deliver the level of service that visitors have come to expect and alleviate stress for people who live and work here.*

*~Vail Resident Survey Respondent*

## STRATEGIES

- Structure development to yield returns that support creating even more deed-restricted housing.
- Join in public and private partnerships to secure available grants and prioritize the creation of deed restricted homes for members of the Vail community.
- When creating or re-developing public facilities in Vail, consider the potential for adding resident housing.
- Support development of fast, convenient, frequent transit strategies to expand access to housing opportunities for Vail residents and workers.
- Consider incorporating energy efficient and carbon reduction design strategies in future development, including deed restricted housing, when possible.
- Collaborate regionally with Vail Resorts, local public school districts, other employers, and nonprofits to expand housing opportunities and address other top community priorities, including childcare.
- Adopt amended commercial linkage and residential linkage requirements to mitigate the impacts of incremental new development in Vail.

## TARGETS AND INDICATORS

Deed-restricted housing inventory

Availability of workforce

Public school enrollment of Vail residents

Childcare slots





## ACTION 3

# INVIGORATE VAIL'S SPIRIT

**GOAL:** Make Vail a stronger community by empowering place-based entrepreneurship, generating more value from tourism for the community, and creating new ways and spaces for people to share interests, build connections, and enjoy life.

STRATEGIES	LEAD	1-2 YR	3-5 YR	6-10 YR
a. Engage the Vail community in a comprehensive long-term visioning plan to build a stronger community, foster local business creation, and enhance our overall sense of place.	Manager/ Comm	X		
b. Join in partnerships to stimulate entrepreneurship as a way to diversify Vail's economy, allow more young locals to establish careers, and encourage them to live in Vail.	Econ Dev/ HR	X	X	
c. Identify ways to spark creation of more locally owned food, retail and experience-based businesses.	Econ Dev	X	X	
d. Collaborate with economic development resources and institutions of higher learning to support skill-building for entrepreneurship.	Econ Dev/ HR	X	X	X
e. Explore developing a multi-purpose community or cultural center where people can connect, share talents and passions, and engage in the creative economy.	Com Dev	X	X	
f. Partner in events to enliven the Vail lifestyle and foster local connections among all Vail residents.	Econ Dev/ Comm	X	X	X
g. As community plans are developed, weigh opportunities to create fitness centers or other wellness amenities as gathering places that promote health.	Com Dev		X	X
h. Ensure that town decision-making is consistently viewed through a lens of benefiting residents as well as visitors.	Manager/All	X	X	X





A photograph of three children playing in a shallow stream. On the left, a girl in a white dress stands on a rock. In the center, a boy in a blue shirt and light shorts stands on a rock. On the right, a girl in a blue patterned dress is captured in a dynamic pose, balancing on one foot on a rock with her other leg kicked high and arms outstretched. The stream is filled with smooth, rounded stones, and the water reflects the sunlight. The background is a dense forest of tall evergreen trees, with some autumn-colored foliage visible on the left. The overall scene is bright and cheerful, capturing a moment of childhood play in nature.

THANK YOU

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# Colorado Tourism Office

Destination Stewardship Efforts

June 28, 2023

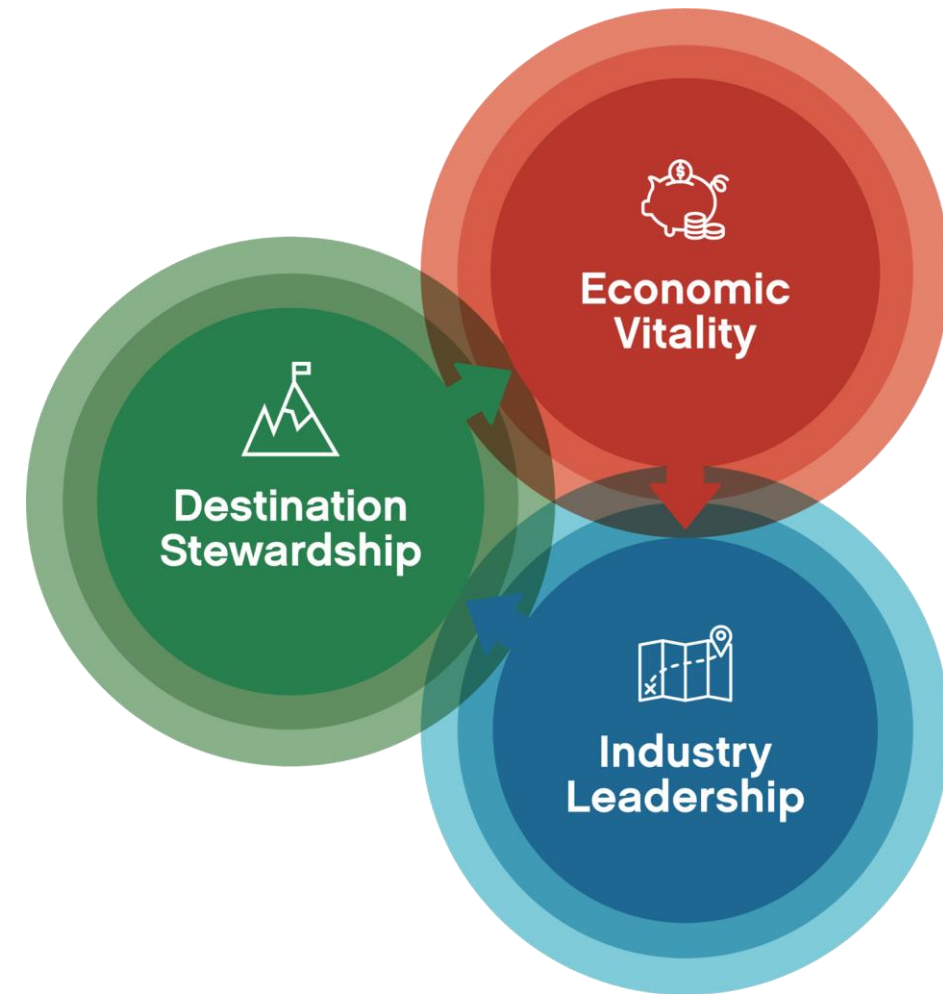


COLORADO  
TOURISM OFFICE



# Colorado Tourism Roadmap 2.0

We empower the tourism industry by inspiring the world to explore Colorado responsibly & respectfully

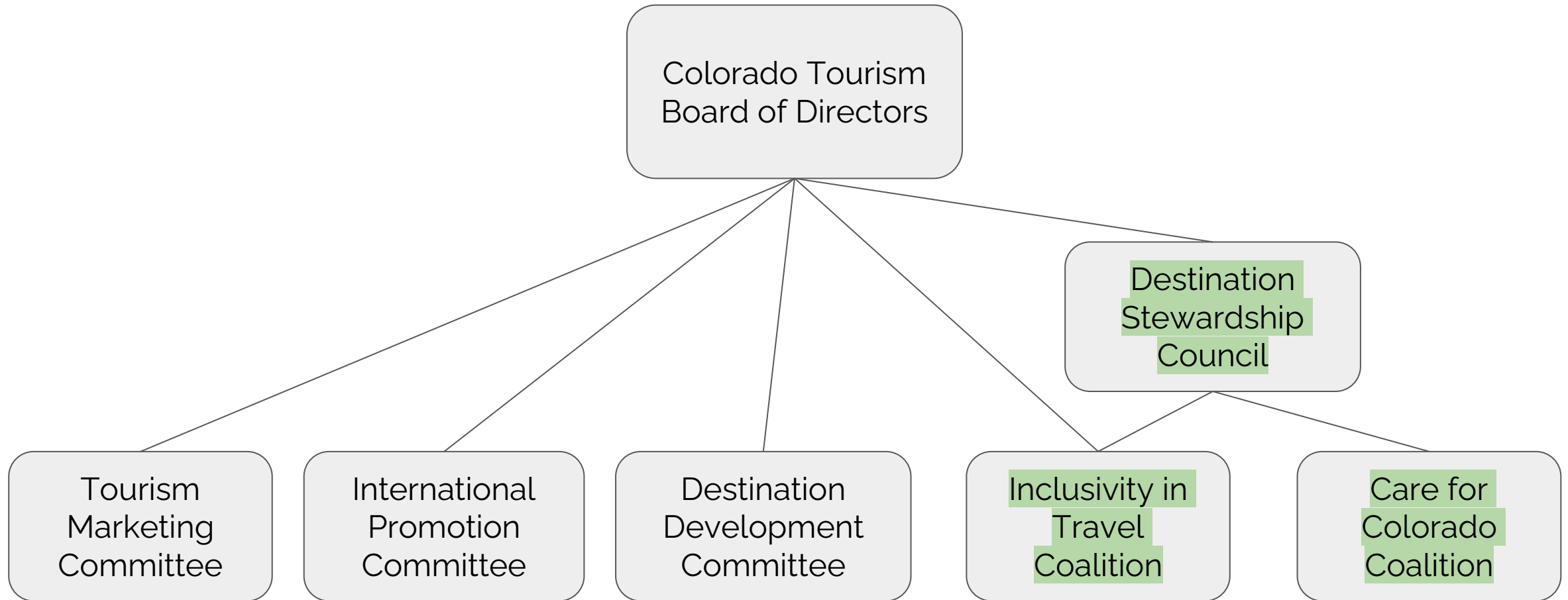


# Destination Stewardship in Colorado

Support for Colorado destinations that balances *quality of life for residents* and *quality of experience for visitors*, while *enhancing our environment and communities*

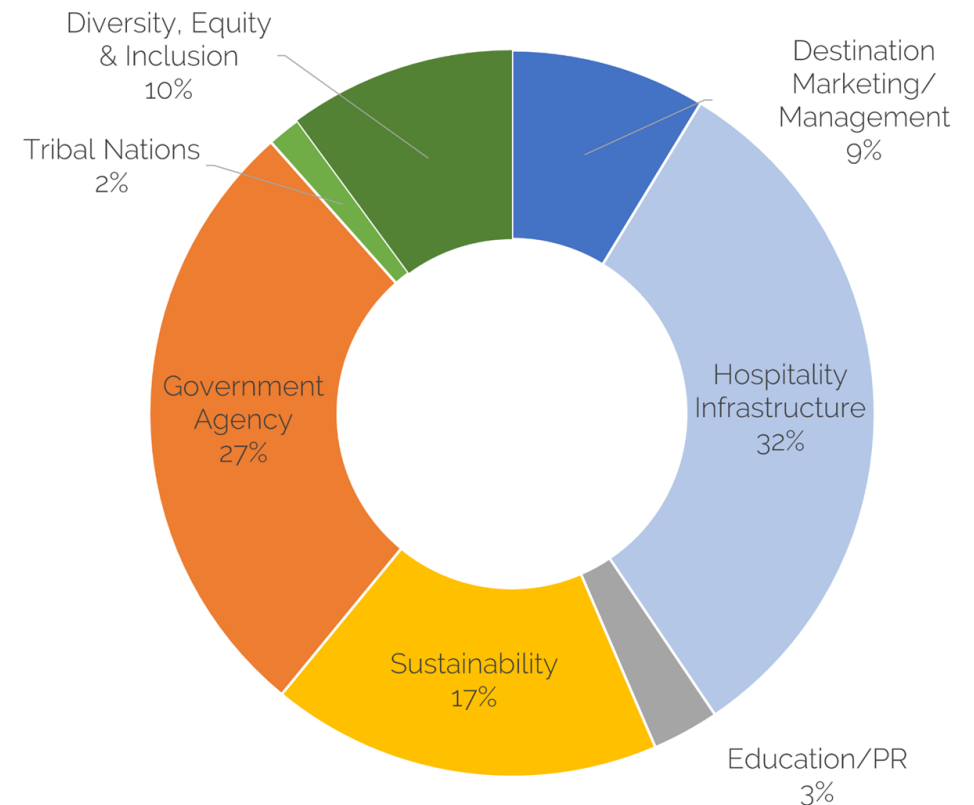


# CTO + Partnerships



# Destination Stewardship Council

- 28 industry leaders and stakeholders from across the state and representing diverse industry sectors
- Supports CTO's ongoing work to elevate responsible travel and sustainability, champion resilient destinations and advance inclusiveness and collaboration.



# Destination Stewardship Strategic Plans

- Year long, inclusive process
- Outcomes:
  - Statewide destination stewardship strategic plan
  - Eight regional destination stewardship strategic plans
  - Destination stewardship glossary of terms
- Currently in Phase 1 (May - July)
  - Stakeholder outreach and engagement





# Care for Colorado Coalition

- Founded by CTO and Leave No Trace in 2020
- An alliance of more than 100+ organizations dedicated to educating Coloradans and visitors to travel Colorado respectfully and responsibly.
- Access to marketing assets, communication materials and educational resources



# Inclusivity in Travel Coalition

- Created to develop and promote travel experiences centering on the interests and preferences of diverse and inclusive travel audiences
- Strategies to support a welcoming and safe environment experience for all





A scenic mountain landscape featuring a winding paved path in the foreground where two cyclists are riding. To the left of the path is a shallow river with rocky banks. The surrounding area is filled with dense forests of evergreen and deciduous trees, some of which are showing autumn colors. In the background, rugged mountains rise under a cloudy sky.

# Responsible Tourism Messaging



# Do Colorado Right Campaign

- Educate visitors and residents on topics related to destination stewardship and responsible travel
- Amplify and credential campaign through partnerships
- Influencers







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# Do Colorado Right: Partner Examples







# THANK YOU



COLORADO  
TOURISM OFFICE



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