

THE CHAMBER

REIMAGINED

2019 ANNUAL REPORT



STEAMBOAT SPRINGS
CHAMBER

VITALITY IN THE VALLEY

THANK YOU

Dear Chamber Members,

In the fall of 2018, the Steamboat Springs Chamber launched a new brand, which is the face of a major reorganization and reprioritization effort. Throughout 2019, we worked to solidify this new direction set forth.

The Chamber rededicated itself to the business and economic health of Steamboat Springs and Routt County. One component to ensuring our continued economic success is attracting visitors to our wonderful mountain town, but the evolution of our mission goes much further, including programs designed to support our whole community - our businesses and those who work, live and play here. Maintaining our lifestyle, environment and cultural heritage plays a key role in how we deliver on creating vitality in the valley.

Our efforts would not be possible without the ongoing partnerships of our diverse membership base, the City of Steamboat Springs and Routt County. In addition, the organization could not function without the support of an extensive group of business professionals who volunteer their time on our Marketing Committee, Economic Development Council, Young Professionals Network, Lodging Association and Board of Directors.

We are proud to present our 2019 Annual Report that details the work Chamber staff, committees and the Board of Directors engaged in to support business growth and positively impact the community as a whole.



Kara Stoller
CEO
Steamboat Springs Chamber



Glen Traylor
Owner, Traylor Property Ventures
2019 Steamboat Springs Chamber Board President



VITALITY IN THE VALLEY



2019

BOARD OF DIRECTORS

Adonna Allen	Alpine Bank
Rex Brice	Rex's Family of Restaurants
Katie Brown	Executive Committee & Steamboat Mountain Village Representative
Ted Carey	Executive Committee & The UPS Store
Soniya Fidler	UCHealth Yampa Valley Medical Center
Sarah Fox	Fox Construction
Betse Grassby	Steamboat Art Museum
Cole Hewitt	Economic Development Council Representative
Carol Johnson	Elevated Olive of Steamboat
Scott Marr	Holiday Inn
Larry Mashaw	Executive Committee & Lodging Association Representative
Logan Molen	Steamboat Pilot & Today
Rob Perlman	Steamboat Ski & Resort Corporation
Geoff Petis	Executive Committee & Colorado Group Realty
Dan Pirrallo	Sheraton Steamboat Resort
Randy Rudasics	Yampa Valley Entrepreneurship Center
Liza Scudder	Main Street Steamboat Springs Representative
Sara Tlamka	Marketing Committee Representative
Glen Traylor	President & Traylor Property Ventures
Jon Wade	The Steamboat Group
Mark Walker	Resort Group
Kendall Yeager	YPN Representative
Jason Lacy	Ex Officio - Steamboat Springs City Council
Brad Meeks	Ex-Officio - Steamboat Springs School District
Beth Melton	Ex Officio - Routt County Commissioner
Lisel Petis	Ex Officio - Steamboat Springs City Council



2019 BOARD OF DIRECTORS



STEAMBOAT SPRINGS
CHAMBER

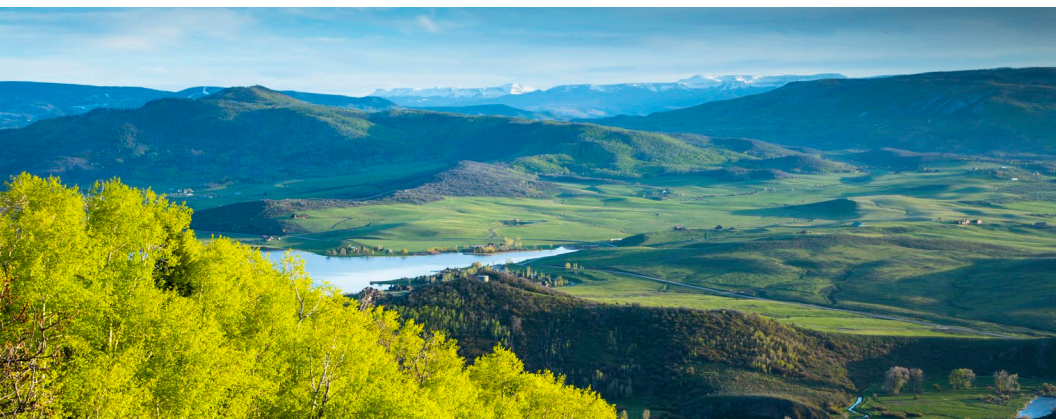
VITALITY IN THE VALLEY

VISION

Be the leading regional business organization laying the foundation for an exceptional quality of life.

MISSION

Our organization is dedicated to economic vitality within Routt County through business advocacy, destination marketing, and economic development.



ECONOMIC DEVELOPMENT

The Economic Development department focuses on advancing activities, programs and policies that build a more diverse economy and create a stronger, more resilient business community.



BUSINESS EXPANSION AND RETENTION

The retention and expansion of businesses in Routt County is the cornerstone to our economic development work. We created a business retention and expansion (BRE) program to engage primary business owners and managers across the county via three routes: a web based survey, individual meetings and small-group meetings. This helped us identify immediate technical and financial needs, pinpoint trends, and identify regulations and policy issues impacting business. Persistent issues are housing, health insurance and broadband, but other issues such as the need for local data and commercial and industrial space are on the rise.

INDUSTRY CLUSTERS

Second to our BRE program is our industry cluster program which is a data-driven economic development strategy to identify and target key primary industry sectors that are well positioned for expansion and pay above average annual wages for Routt County. We focus on agriculture, creative industries, location neutral businesses and employees, and outdoor recreation product companies. Our targeted efforts included individual business technical and financial support and engaging and organizing the outdoor recreation industry sector to develop a local trade group, the emerging Yampa Valley ORec Coalition.

INDUSTRY CLUSTERS FOCUS:

Agriculture



- Engaged local agricultural community leaders on needs, gaps and how best to support sector growth

Creative Industries



- Supported Colorado Creative Industry Summit selection and planning
- Worked with the Steamboat Film Committee to win the Blueprint 2.0 Film Festival Technical Assistance Grant Initiative from the Governor's Office of Economic Development

Location Neutral Businesses and Employees



- Supported the development of co-working space in Hayden
- Advocated for improved broadband

Outdoor Recreational Goods Manufactures



- Developing the Yampa Valley Outdoor Recreation Industry Coalition
- Received technical grant from Colorado Outdoor Industry Office

ECONOMIC DEVELOPMENT

In response to member feedback collected, we initiated efforts to be a stronger business advocacy organization and the voice for the business community at the decision-making table.

ACTION ITEMS IN OUR BUSINESS ADVOCACY EFFORTS:

- ✓ Public Policy Committee created informational reports on 4 ballot issues
 - ✓ Chamber Board endorsed 2A-Fire/EMS funding and West Steamboat Neighborhood Annexation
 - ✓ Co-sponsored election forum
 - ✓ Chamber staff volunteered on 17 community boards and committees
-

ADDITIONAL WORK:

ENTERPRISE ZONE:

In 2018, 59 businesses enrolled saving \$400,738 in taxes.

BROADBAND:

We serve on the Northwest Colorado Broadband (NCB) Board of Directors and are involved with Northwest Colorado Council of Governments' Project Thor to advocate for improved broadband services.

ECONOMIC SUMMIT:

The 2019 theme was Start Local & Grow Local and featured five speakers and two panel discussions with over 120 attendees.

REGIONAL SUPPORT:

We supported the Hayden Economic Development Commission and the South Routt Economic Development Council. All communities across Routt County are important to our economic success and vitality.

RURAL JUMP START:

We petitioned and were granted Routt County's addition to the State's Rural Jump Start Zone program which provides relief for business and personal income taxes. We welcomed our first business committing to hire 8 new employees and pay above \$43,000 per year.

MEMBERSHIP HIGHLIGHTS



TOTAL CHAMBER MEMBERS

895



NEW MEMBERS

60



MEMBER EVENTS

21



PARTNERSHIP SUPPORT

Hayden EDC, South Routt EDC, Steamboat Creates, Steamboat Launch, Steamboat Startup Weekend, West Slope Startup Week, Yampa Valley Entrepreneurship Center



MEMBER SAVINGS

Constant Contact: 25%
Office Depot: 50%
EZ Tax Credits

EDUCATIONAL AND NETWORKING EVENTS

In 2019, the Steamboat Springs Chamber held educational, ribbon cutting, and networking events. Our educational events covered topics such as:

- Mindfulness in the Workplace
- Content Marketing
- Conscious Communication
- Meaningful Market Data
- Company Culture
- SALA Healthcare program

Our annual Economic Summit was standing-room only and the new Steamboat Rise, a business resource forum, shared support opportunities at the local and regional levels. We took part in two job fairs to help members attract employees and seven ribbon cuttings for new business. The Winter Expo gave 55+ member businesses the opportunity to show off the best of what they have to offer in the season ahead.

MEMBERSHIP OUTREACH WEEK

The Chamber held its second annual Membership Outreach Week. Staff and the Chamber Board called over 490 member businesses to engage, acquire feedback and discuss organizational direction.

GIFT CARD PROGRAM

In 2019 we had another successful year of the Steamboat Chamber gift card program. We sold \$147,975 in gift cards and \$124,536 was spent at Chamber member businesses allowing dollars to circulate in our local community and economy.

COMMUNITY DEVELOPMENT

The Community Development department connects our community through programs, educational opportunities and partnerships that help make Steamboat a great place to live and work.



COMMUNICATIONS

Our communications keep our members up to date on the latest business news, events and opportunities, as well as the work we are doing on your behalf.



SOCIAL POSTS
daily



**CHAMBER MEMBER
EMAILS**
3x per week



**THE MONDAY
MINUTE**
weekly



**THE WEEKLY
HAPPENINGS AND
LODGING REPORT**
weekly



**WEEKLY BUSINESS
REPORT**
weekly



**THE CHAMBER
INSIGHT**
monthly



**FROM THE CHAMBER
NEWSPAPER COLUMN**
monthly



YPN NEWSLETTER
monthly



**MEMBERSHIP
OUTREACH WEEK**
annually



WOMEN'S LEADERSHIP SUMMIT

2019 marked the second year of Thrive Together, Steamboat's first summit celebrating and empowering women.



ATTENDEES

2018: **165**

2019: **275**



LEADERSHIP STEAMBOAT

The Steamboat Springs Chamber facilitates Leadership Steamboat which is designed to develop informed, committed and passionate leaders in business and community service. The 2018/19 graduating class of 26 individuals representing many different business sectors in Routt County left a lasting mark on Steamboat Springs through their innovative group project focused on mental health in high school students. Their coffee cart check-ins aimed to remove the stigma around talking about emotions and mental health challenges.



LODGING ASSOCIATION

The Steamboat Springs Lodging Association, a committee of the Chamber, expands destination marketing efforts through special event support and media hosting. Their participation in data submission for DestiMetrics provides valuable information to Chamber members and the community to properly prepare for visitors.

COMMUNITY DEVELOPMENT

YPN

As a committee of the Chamber, the Young Professionals Network of Steamboat Springs provides its members the chance to learn, explore and have fun in a variety of ways.

YPN 2019 BY THE NUMBERS:

12

Board members

28

Events

97

Active members

35

New members

500+

Volunteer hours

\$12,900+

Scholarship dollars raised

NAVIGATOR AWARDS

The Steamboat Springs Chamber and Steamboat Pilot and Today presented the Navigator Awards to innovators in the community who had outstanding impacts. The 2019 winners exemplify an exceptional commitment to the community and their respective businesses.

2019 WINNERS:

BUSINESS

Mountain Tap Brewery

BUSINESS LEADER

Kerry Shea

Resort Ventures West

YOUNG PROFESSIONAL

Cole Hewitt

Yampa Valley Bank

SERVICE EXCELLENCE

Michael Guerrero

Rex's Family of Restaurants



DESTINATION MARKETING

Tourism marketing invites visitors to our area who stimulate the local economy and benefit hotels, attractions, restaurants, cultural institutions, transportation providers, local agriculture, retail and countless other businesses.

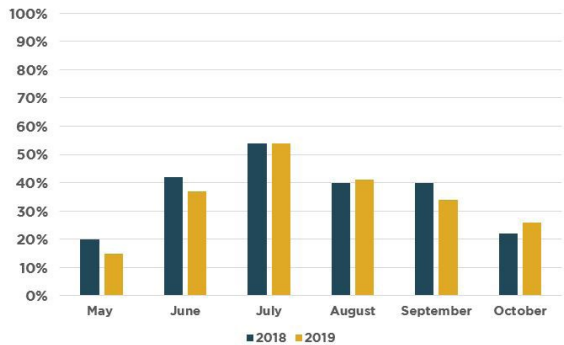


SUMMER VISITOR NET PROMOTER SCORE



2018: **75** 2019: **85**

2019 PAID OCCUPANCY



SALES TAX AND LODGING HIGHLIGHTS MAY-OCTOBER

10% Lodging Tax increase over 2018

7% Sales Tax increase over 2018

5% Lodging Occupancy decrease over 2018

EMAIL HIGHLIGHTS

Emails sent in 2019

860k+

Click Through Rate

12%

SOCIAL HIGHLIGHTS

In 2019 we utilized our owned channels as well as leveraged paid campaigns to reach a wide yet targeted audience and increased our followers by **30%**.

Follower Count 2019

f 32k

@ 51k

t 11k

2019 Engagement

5%

8%

4%



WEBSITE HIGHLIGHTS

SteamboatChamber.com allows us to tell a year-round story through content for every season. In 2019 our sessions increased **4.5%** over 2018.



Over 755,000 website

VISITS



Over 1.9 Million page

VIEWS

DESTINATION MARKETING

PAID MEDIA

In 2019, we executed our most comprehensive media plan to date, featuring a multi-channel campaign which included digital, print, out of home, social media and video buys. We focused our media efforts in early summer targeted to the Front Range and Houston markets and fall targeted to the Front Range and close drive markets.



2019 IMPRESSIONS
19 million

AWARDS

Our efforts with the Colorado Historic Hot Springs Loop marketing campaign earned the Governor’s Award for Outstanding Marketing Program. This award from the Colorado Tourism Office recognizes an event or project undertaken by a community or region to promote tourism in Colorado.



GRANTS

In 2019 we were awarded two Matching Marketing grants from the Colorado Tourism Office for the Historic Hot Springs Loop and our local Destination Marketing efforts totaling \$30,000.

DESTINATION MANAGEMENT EFFORTS

In 2019 we advanced our efforts to help enhance the visitor experience through education, planning and responsible tourism practices. We partnered with the Colorado Tourism Office and Leave No Trace to create Steamboat Springs-specific educational materials to help travelers “visit like a local”. We also partnered on the ground-breaking launch of Pledge for the Wild, a collection of western U.S. resort communities aimed at education and encouraging visitors to give back to our Wild places.



PUBLIC RELATIONS

Our PR efforts continued the strategy of promoting our areas of opportunity: early summer and fall. We also highlighted local products, western heritage, water, trails and arts and culture.

COVERAGE HIGHLIGHTS

- The New York Times: 36 Hours in Steamboat Springs
- The New York Times: Colorado’s Bargain Season
- 5280: Cross-Country Skiing in Colorado: 3 of Our Favorite Snowy Cross-Country Trail Systems
- 5280: Colorado’s Leaves Are Changing. Here’s When and Where to Peep Them
- Chicago Tribune: 4 cheap trips in the U.S. to take this summer
- Houston Chronicle: Exploring hot springs and channeling Butch Cassidy in Colorado
- Men’s Journal: The 20 Best Mountain Towns in America
- Fast Company: These 5 American mountain towns want tourists to be more responsible when they visit

HIGH LEVEL MEDIA HITS

150+

MEDIA EVENTS

- Colorado Tourism Office Receptions
- Canadian Influencer Group Familiarization Trip
- French Trade Group Familiarization Trip
- 5 International Familiarization Trips
- 16 Domestic Familiarization Trips



VISITOR CENTER

As the first point of contact for visitors to our region, the Steamboat Spring Visitor Center serves as a valuable resource for both visitors and locals plus provides brand exposure for local businesses. Staff provide planning assistance for where to eat and stay, activities to enjoy and general information about the City and region.

VISITORS’ GUIDES DISTRIBUTED

130 thousand

VISITOR CENTER VISITS

12 thousand



CHAMBER STAFF

Kara Stoller

Chief Executive Officer

Cecilia Morter

Administrative Assistant

Sarah Leonard

Community Development
Director

John Bristol

Economic Development
Director

Vic Walker

Membership Manager

Heidi Breidert

Finance & HR Director

Laura Soard

Marketing Director

Sarah Konopka

Digital Content Manager

Angelica Salinas

Communications
Coordinator

THANK YOU TO OUR PARTNERS:





STEAMBOAT SPRINGS **C H A M B E R**

VITALITY IN THE VALLEY

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