



STEAMBOAT SPRINGS
C H A M B E R
2020 Annual Report

Dear Chamber Members,

2020. A year to be remembered. Shock, fear, division, devastation, loss. But more importantly, our community showed unity, connection, collaboration, support and care. Looking back on 2020, we honor the hardship and celebrate the silver linings.

The Chamber team including staff, Board of Directors, committees, and many more took our mission to the next level in 2020. It is normal for our organization to step up in the good times, but critical in the challenging times. It is in these challenging times that the role of the Steamboat Springs Chamber is clarified for many in our community. Taking stock of all the work done on behalf of our businesses, and community as a whole in 2020, was inspirational and rewarding. Our areas of focus included advocacy, resource communication and education, and specific industry support.

Our outcomes are only possible with the ongoing partnerships of our diverse membership base, the City of Steamboat Springs, and Routt County. In addition, the organization functions with support of an extensive group of business professionals who volunteer their time on our Marketing Committee, Economic Development Council, Young Professionals Network and Board of Directors.

We are proud to present our 2020 Annual Report which details the work Chamber staff, committees and the Board of Directors engaged in this year to support businesses through this historic time. As we turn the page on 2020, know that the commitment to our business community remains steadfast. Thank you for trusting us.

Kara Stoller

CEO

Steamboat Springs Chamber

Katie Brown

VP Marketing and Sales, Steamboat
Ski & Resort Corp.

2020 Steamboat Springs Chamber
Board President



CHAMPION FOR YOUR BUSINESS



The Steamboat Springs Chamber exists to ensure Routt County continues to be an ideal place to live and work. Our efforts focus on support of businesses so they can thrive and provide meaningful employment for residents. Community development, economic development and destination marketing are our core avenues that all lead to the same goal.

Often we hear members connecting the value of their membership directly to the list of tactical benefits that comes with memberships. Our hope is to convey our value more clearly to the business community in reiterating that our focus is to raise the tide so that all business can not only float but thrive and enable our community members to attain quality employment.

OUR VISION

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

OUR MISSION

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



2020 BOARD OF DIRECTORS

Adonna Allen
Finance/Banking
 Alpine Bank

Rex Brice
Food & Beverage
 Rex's Family of Restaurants

Katie Brown
Board President & Mountain Operations
 Steamboat Ski & Resort Corp.

Ted Carey
Executive Committee & Professional Services
 The UPS Store

Kathy Elliott
Shops & Retail
 Christy Sports

Soniya Fidler
At Large
 UCHealth Yampa Valley Medical Center

Sarah Fox
Construction
 Fox Construction

Betse Grassby
At Large
 Steamboat Art Museum

Scott Marr
Lodging Operations
 Holiday Inn Steamboat

Logan Molen
Professional Services
 Steamboat Pilot & Today

Megan Moore Kemp
EDC Chair
 Yampa Valley Electric Association

Whitney Neelis
YPN Chair
 360 Insurance Co.

Deb Olsen
Marketing Committee Chair
 Ski Town Media

Geoff Petis
Board Vice President & At Large
 Colorado Group Reality

Dan Pirrallo
Lodging Operations
 Sheraton Steamboat Resort

Barbara Robinson
Lodging Chair
 Holiday Inn Steamboat

Randy Rudasics
Education
 Yampa Valley Entrepreneurship Center

Ulrich Salzgeber
Real Estate
 Steamboat Board of Realtors

Liza Scudder
Main Street Steamboat
 Overland Sheep Company

Glen Traylor
Past Board President & Recreation
 Ski Butlers

Mark Walker
Property Management
 Resort Group

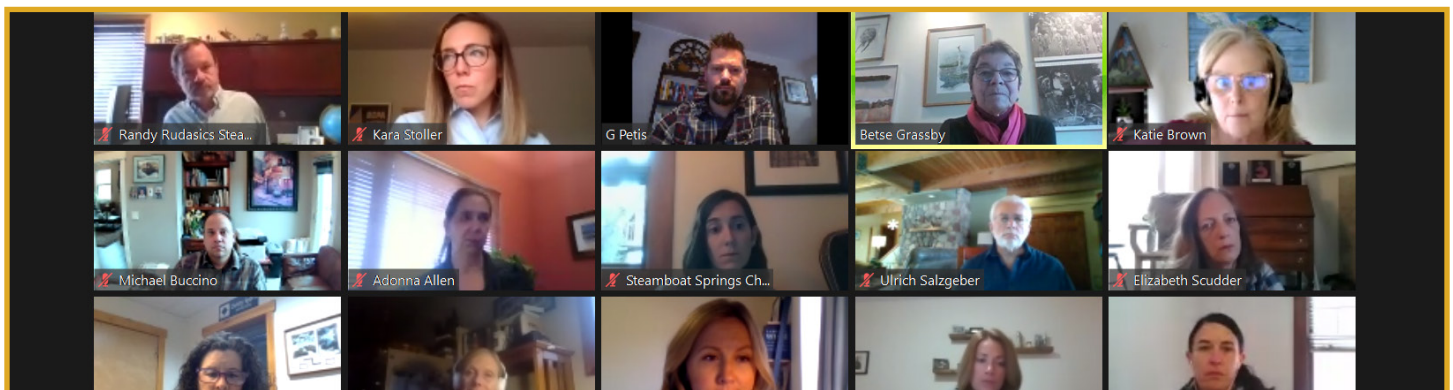
Adam Wilson
Steamboat Mountain Village
 Vectra Bank

Michael Buccino
Ex Officio
 City of Steamboat Springs

Jason Lacy
Ex Officio
 City of Steamboat Springs

Brad Meeks
Ex Officio
 Steamboat Springs School District

Beth Melton
Ex Officio
 Routt County



COVID-19 RESPONSE

In early March, the Chamber team met with emergency response and hospital staff to discuss action plans for when COVID-19 cases arrived in our community. On March 15, Chamber staff created initial response plans for our organization to help business owners and employees navigate the pandemic. As the days passed, our plans quickly and constantly expanded to adapt to the ever-changing situation.

ADVOCACY FOR OUR BUSINESSES AND COMMUNITY

FEDERAL BUSINESS ADVOCACY

Knowing that meaningful financial support for small businesses needed to come from the federal government, the Chamber joined the Save Small Business Coalition and advocated at a national level to provide more relief funds. This joint coalition worked with members of Congress to push the COVID-19 business and employee recovery efforts (The Recovery Fund). The request of Congress was to consider several steps toward extending and adding funding, as well as legal protections for business owners and their employees.

The Chamber team also worked with Senator Bennet's office providing feedback on the RESTART Loan Program. Our team communicated regularly to Senator Bennet and Gardner's offices as well as Representative Tipton to convey the state of affairs and needs in Routt County.

We are proud to have been part of these joint efforts and incredibly grateful that Congress passed another round of disaster response funding in late 2020 and we are hopeful for another round of funding in 2021.

**SAVE
SMALL BUSINESS
COALITION**



STATE BUSINESS ADVOCACY

Chambers across the state were invited to interact with the Governor's office and the Office of Economic Development and International Trade (OEDIT) on a regular basis through virtual meetings. During these meetings, our team was able to convey critical challenges and needs for businesses in Routt County and attain firsthand updates from the state.

Our team also continued to work closely with the Colorado Tourism Office, Colorado Association of Destination Marketing Organizations, and Tourism Industry Association of Colorado to align messages, convey impacts to the Governor's office, and further collaborate on visitation strategies.

The Chamber worked with Routt County representatives, chambers across the state, and State Representative Roberts on county property tax payment delays and/or decrease interest charged on late payments.



COVID-19 RESPONSE

LOCAL BUSINESS ADVOCACY

The Steamboat Springs Chamber continued to serve as the voice of the business community throughout the pandemic. The team participated on many committees and task forces in addition to attending County and municipality meetings. Public health and safety is a major element of this pandemic – and the livelihood of individuals through employment is the other major element. Both needed to be considered as challenging decisions were made.

The Chamber is proud of the work we undertook on the local advocacy front through collaborative and impactful efforts. Please continue on for more details about local advocacy efforts.

TRAVELER INFORMATION

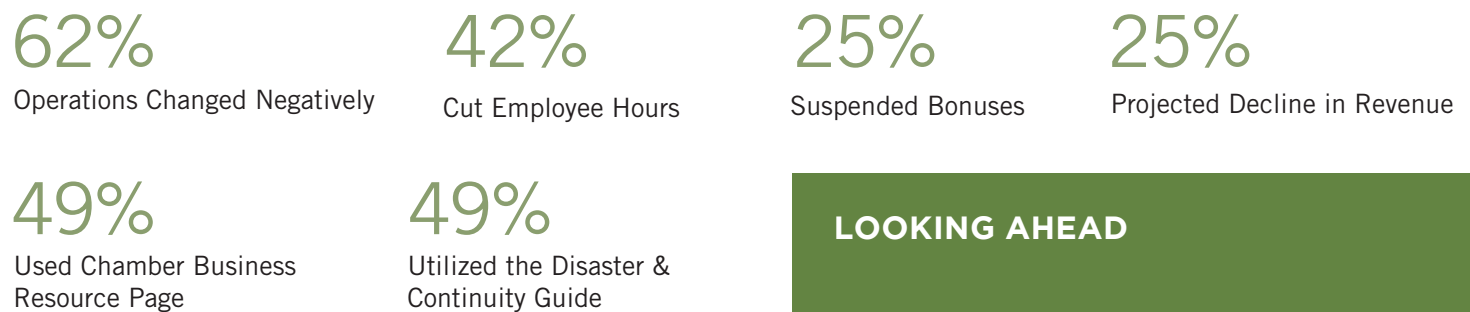
Tourism is an important part of our local economy and each year the Chamber provides destination marketing services on behalf of the City of Steamboat Springs. In early 2020 though, those efforts shifted from promotion to education as we pivoted our messaging from an invitation to visit to COVID-19 related resources. While local lodging was closed to visitors, we paused advertising and created traveler resources on our website and social media. We partnered with Routt County to distribute messaging on the 5 Commitments of Containment and answered visitor questions on what was open, what to expect while visiting and what was expected of visitors. Safe and responsible travel was the primary message to visitors in 2020.



ECONOMIC IMPACT SURVEY

As part of our long-term economic response to the COVID-19 pandemic, the Chamber conducted two economic impact surveys to better understand business needs, guide our work, and provide data to offer high-level strategic guidance.

KEY FINDINGS



TOP CONCERNS



LOOKING AHEAD

58% of the respondents stated additional grant support would be helpful and 43% expressed interest in utilizing a low-or-no-interest loan fund. Both are ongoing conversations in the business community.

COVID-19 RESPONSE

INDUSTRY WORK GROUPS

As our community navigated this devastating time, we quickly learned the impact of industry-specific meetings to strengthen industries through collaboration, recommendation, creation and advocacy. The purpose of this work was to identify specific support and changes needed to keep businesses afloat and assist in long-term recovery.

Industry work groups analyzed the current and ongoing industry trends and identified short and long-term needs including re-opening strategies, permit changes, variances, etc. Those needs were prioritized, and strategies to implement were created. From there, advocacy and communication of the recommendations took place, i.e., presentations and formal requests to the Routt County Board of Public Health, Steamboat Springs City Council, etc. Regular updates were submitted to Chamber staff to post on the Chamber website and to communicate with the community and key stakeholders.

The restaurant industry work group drafted and presented a variance plan to the county in May. The county submitted the proposal to the state which was approved and allowed restaurants to reopen. This group along with City staff worked on downtown public consumption ordinances, business supply purchases, parking changes, and the mountain area public consumption ordinance.

Because of the immense value that came from these work groups, the Chamber plans to continue these groups in various forms moving forward.



BUSINESS RELIEF GRANTS

The Chamber kept elected officials and staff in Routt County and municipalities within the county up to speed on the needs of businesses, including additional financial support. The county, City of Steamboat Springs and Town of Yampa made financial assistance available through CARES Act funds. These funds were granted to local businesses experiencing financial hardship due to the COVID-19 pandemic. \$789,000 was allocated to 141 businesses. The Chamber team facilitated the application and allocation process in a few weeks to ensure funds were in businesses hands as soon as possible.

Business Relief Grants

\$789,000

Allocated to 141 Businesses



COVID-19 RESPONSE

THE VOICE OF BUSINESS-COMMITTEES

LONG-TERM RESPONSE COMMITTEE

The Steamboat Springs Chamber served within the Routt County Emergency Operations Center as the lead of the Emergency Support Function 14 - Long-term Recovery. We coordinated a multi-sector task force to look at both short-term and long-term recommendations for our community's recovery.

ECONOMIC RECOVERY TEAM

The Chamber now serves on the Recovery Team, an evolution of the EOC. The team exists to provide public information, monitor COVID-19 and public health, and work towards economic recovery.

JOINT INFORMATION COMMITTEE

A group of communication professionals including Marketing Director, Laura Soard, advised Routt County on messaging and helped distribute communications. We added business information to our member communications and website daily.

TRANSITION COMMITTEE

As a member of the Transition Committee, the Chamber CEO helped create criteria for various stages of COVID-19 business function and the general public prior to the state's dial being introduced. The goal of this work was to have a plan that our community could be aware of and follow as metrics ebbed and flowed.

COMMUNITY LEADERSHIP GROUPS

Chamber CEO, Kara Stoller, served on the Policy Committee that provided strategic input to the Emergency Operations Center (EOC) and the Emergency Support Functions (ESFs). This strategic direction also informed decision-making of the Board of County Commissioners and Board of Health. The Policy Group is not a decision-making body.

Key activities of the Policy Committee:

1. Provide policy guidance
2. Identify operational priorities
3. Resolve resource allocation issues

The Chamber is now a part of a new iteration of this committee, the Stakeholder Group. This group is comprised of elected representatives and staff from the County and municipalities, school district superintendents, law enforcement, and business owners. The group convenes once a week to provide updates and discuss current challenges and solutions.

HUMAN RESOURCES COALITION

The Chamber Community Development Director, Sarah Leonard, serves on the HRC which brings together area nonprofits to discuss needs, challenges and resources during the pandemic.



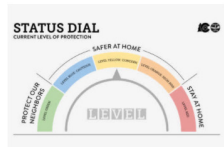
RESOURCES FOR OUR BUSINESSES AND COMMUNITY

WEBSITE

The Chamber marketing team created 25 new COVID-19 pages in 2020 to help communicate resources to locals, businesses and visitors. These pages included employer and employee resources, traveler information, financial resources, and more. Each page was updated continuously as regulations changed and more data became available.

WHAT YOU NEED TO KNOW NOW

The most important information our businesses and community need to know to fight the spread of COVID-19 and keep our businesses open.



PLAN NOW FOR ALL LEVELS

Learn the current restrictions Routt County is under, the metrics for moving into the next level, and the importance of planning for each level. [Learn More](#)



PLAN NOW FOR WHEN EMPLOYEE TESTS POSITIVE

Review protocol for when you or your employee tests positive for COVID-19. Plan now for this to happen so you are prepared. [Learn More](#)



KEEP STEAMBOAT OPEN

It's imperative that we follow three simple steps in order to keep Routt County Businesses Open. [Learn More](#)

[ROUTT COUNTY COVID-19 DASHBOARD](#)

[COVID-19 BUSINESS RESOURCES](#)

[TRAVELER INFORMATION](#)



TOP PAGES

Businesses – What you need to know now

Updates & Regulations

Business Resources

Business Financial Resources

Takeout & Delivery Guide

Employee Resources

TRAVELER RESOURCES

What's Open?

Traveler Information

TOTAL PAGEVIEWS

107,701

COVID-19 RESPONSE

TAKEOUT & DELIVERY GUIDE

The Chamber team created a Takeout & Delivery Guide in the spring by contacting individual restaurants in our community. This guide was updated as restrictions eased over the summer and again in November when restaurants closed to indoor dining. We collaborated with community partners such as Main Street Steamboat and Steamboat Pilot & Today to create multiple resources for locals and visitors to use for supporting our local restaurants.



EMPLOYEE SUPPORT

While the Chamber worked tirelessly to help businesses survive, we also focused on individual employee support. We identified resources available at the local, state, and national level and distributed that information. Many in our community reached out to us for further resources, and we worked as an intermediary to source feedback from business owners and managers as to what were the most critical needs for un- or under-employed members of our community.

We shared that information with numerous groups creating support mechanisms and ensuring they were focused on those critical needs. Resources included food, rental assistance and unemployment insurance.

An additional area of concern for employees was mental health. To address this prevalent challenge, the Chamber gathered resources already available in our community and created continuing education seminars focused on mental health including:

- Building Resiliency in the World of COVID-19 with Kristen Race
- Scary Times Success Manual with Steve Muntean
- Cultivating a Calm Mindset during COVID-19 with Greer VanDyck
- The Quality of Your Mind, Your Hidden Superpower with Sarah Kostin

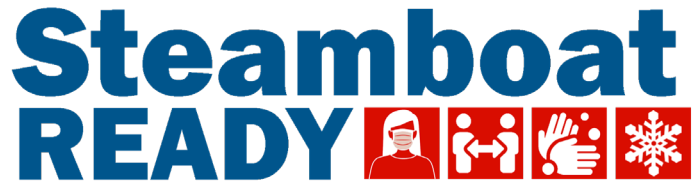
2020 was the first time for many people to file for unemployment and reach out for government services. The summarized and easily accessible resource lists the Chamber provided helped ease the challenge and uncertainty of this process, including addressing mental wellness.



COMMUNICATION-KEEPING YOU INFORMED

STEAMBOAT READY

The Chamber in partnership with Routt County, the City of Steamboat Springs, and the Steamboat Ski Resort, created Steamboat Ready, a community collaboration helping businesses and locals prepare for the fall and winter seasons. Chamber Communications Coordinator, Angelica Salinas, led the efforts on organizing, hosting, and communicating monthly webinars. Each webinar includes updates from the Chamber, Steamboat Ski Resort, City of Steamboat Springs, Routt County, and representatives from industries such as lodging, restaurant and retail.



EMAIL

Membership communications increased in 2020 to provide Chamber members with accurate and timely information and resources. Membership emails saw increased open rates and our communications ranked high in value in the annual membership survey.



Emails Sent

218



Open Rate

33%



STEAMBOAT SPRINGS
CHAMBER

VITALITY IN THE VALLEY

Routt County Safer at Home

Colorado's new Safer at Home guidelines for businesses and the general public are in effect through May 26 but could be extended or rescinded. The Safer at Home website was created to answer questions and provide resources as the economy slowly reopens.

For more information regarding how Safer at Home impacts Routt County and to see industry section guidelines, please visit [here](#).

Read the Safer at Home FAQs [here](#).

May 1 Retail Updates:



ECONOMIC DEVELOPMENT

Our economic development department focuses on advancing activities, programs, and policies that build a more diverse economy and create a stronger, more resilient business community. Our team was able to carry out the following long-term efforts while addressing challenges in relation to COVID-19 impacts.

BUSINESS EXPANSION AND RETENTION

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

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 focused on agriculture, creative industries, location neutral businesses and employees, and outdoor recreation (ORec) product companies. Our targeted efforts range from technical and financial support for individual business to engaging whole industry clusters.

BUSINESS ATTRACTION

The Chamber is our community's concierge attending to businesses looking to relocate to our community. We provide information, data, networking, and other services to prospective businesses to help them make the right location decision. Two business incentive programs, the Rural Jump Start program, which is managed by the State of Colorado, and Enterprise Zone program managed by Associated Government of Northwest Colorado, help businesses in this process. Our goal is to attract primary businesses and jobs that pay above-average salaries.

ADVOCACY

In 2020, the Economic Development Council's (EDC) Public Policy Committee identified, monitored, and communicated balanced assessments on critical policy issues related to economic development. Their thoughtful work led to the Chamber Board of Directors endorsing and advocating for the repeal of the Gallagher Amendment to stop commercial property tax increases. The committee also co-sponsored the annual election forum as a platform with the Steamboat Pilot & Today for broader community engagement on these and other policy issues.

PARTNERSHIP SUPPORT

We are committed to supporting collaborative efforts to retain and grow business in Routt County. This year we collaborated with, co-sponsored or advocated for the following: Integrated Community, Town of Hayden, Steamboat Creates, Yampa Valley Entrepreneurship Center, Yampa Valley Electric Association, and others.



MEMBERSHIP

Becoming a member of the Steamboat Springs Chamber was never more important than during the COVID-19 pandemic, as membership supports the programs and initiatives that support our economy. Here are just a few initiatives that we were involved in.

Total Members

614

New Members

36

Member Events

25

MEMBERSHIP EVENTS

We facilitated 15 educational and networking events. Our educational events covered topics such as human resources, working during COVID-19, business plans, understanding financial statements and more. Our annual Economic Summit was held virtually for the first time and hosted an impressive lineup of speakers.

SALA HEALTHCARE

The SALA Healthcare program entered its second full year with the Chamber. It continues to be an alternative to the high cost of healthcare in the Yampa Valley. We met with over 20 businesses and their employees to explain the program and its benefits.

MEMBER OUTREACH

The Chamber held its third annual membership appreciation and outreach campaign in spring of 2020. The Chamber staff and board of directors made calls to 600+ member businesses to gather information about the business, relay Chamber advocacy efforts during COVID-19, and ensure awareness of resources available.

Chamber Staff & Board Made Over

600+

Calls to Businesses

SHOP LOCAL STEAMBOAT

Shop Local Steamboat is a year-round marketing and incentive program to drive sales to local businesses. Shop Local efforts in 2020 included: the Chamber gift card program, year-round shop local marketing, and partnerships with the Steamboat Pilot & Today and Main Street Steamboat to participate in the Holiday Wish List campaign. The Chamber encourages locals and visitors to shop local through the use of radio advertisements, social media, newsletters, and website content including the virtual takeout guide.



PARTNERSHIPS

- Yampa Valley Well-being Steering Committee to address the high cost of healthcare in the Yampa Valley.
- In collaboration with Yampa Valley Entrepreneurship Center offered a four-class series. Classes included: creating a business plan, understanding financial statements, planning for a startup, and marketing.
- Joined the United Way Financial Stability Committee to address basic financial health in the Yampa Valley. The committee offered a five-class basic financial literacy course to the public.
- Colorado Workforce Center to examine Colorado labor and employment laws for 2020.

CHAMBER GIFT CARDS

2020 was a successful year for the Steamboat Springs Chamber gift card program. We sold \$177,800 in gift cards and had a record \$177,120 spent using Chamber gift cards this past year at Chamber member businesses. This equates to \$14,700/month of gift card transactions at member businesses.

A Record

\$177,120

Spent in Member Businesses









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	 RADIO BUSINESS REPORT weekly
 THE LODGING REPORT monthly	 THE CHAMBER INSIGHT monthly	 YPN NEWSLETTER monthly	 MEMBERSHIP OUTREACH WEEK annually

LEADERSHIP STEAMBOAT

The Steamboat Springs Chamber facilitates Leadership Steamboat, a six-month course designed to develop informed, committed and passionate leaders in business and community service. The 2019/2020 class was challenged when COVID-19 hit mid-class but was able to forge ahead and complete their incredibly meaningful and timely project that created a DIY Diversity, Equity and Inclusion toolkit for businesses.

DO IT YOURSELF



LEADERSHIP STEAMBOAT 2020

LEADERSHIP ALUMNI

The Steamboat Springs Chamber hosted two leadership alumni events in 2020:

- The Art of Professional Confrontation with Craig Wasserman
- The Scary Times Success Manual with Steve Muntean

YOUNG PROFESSIONALS NETWORK

The Steamboat Springs Young Professionals Network is dedicated to building a better community by empowering the next generation of leaders. A community development program of the Steamboat Springs Chamber, the twelve-member board is committed to cultivating a community of young professionals by providing an outlet to build partnerships through professional development, philanthropic involvement, and cultural, recreational, and social opportunities.

12

Board Members

\$10,000

Raised in Scholarships

COMMUNITY DEVELOPMENT

THRIVE TOGETHER WOMEN'S SUMMIT

The world changed due to COVID-19. Most of us experienced some form of disruption in nearly every aspect of our life. Now more than ever, we felt it was important to empower and support one another even though we could not be together physically.

The Thrive Together committee was committed to continuing the event despite the challenges of the pandemic. Our 2020 program features six months of programming, each month focusing on a different theme of growth and empowerment continuing into April of 2021.

DIVERSITY, EQUITY & INCLUSION COMMITTEE

The Chamber formed a DEI Committee this year that is committed to creating an organization of inclusion and diversity where all people from different backgrounds and life experiences feel welcomed and can excel.

One of our top priorities is to increase diversity and inclusion within the Chamber including the Board of Directors, Marketing Committee, Lodging Association, Economic Development Council, and Young Professionals Network. This year, the DEI committee distributed a survey to each committee to establish a baseline for diversity. Moving into 2021, the DEI Committee will use the survey data to set measurable goals for increasing diversity and improving inclusion.

2020 DEI RESULTS

- ✓ Defined what diversity means to our organization
- ✓ Completed internal DEI survey
- ✓ Added DEI as standing agenda item in Board of Director meetings
- ✓ Distributed DEI Toolkit to businesses

6 Months of Programming

24

Virtual Sessions

2020 NAVIGATOR AWARDS

Given the challenges of 2020, the Chamber and the Steamboat Pilot & Today felt it was vital to honor innovators in the community who had outstanding impacts in their businesses. This year's winners exemplify an exceptional commitment to the community and their respective businesses leading and persevering through the challenges of 2020.

2020 NAVIGATOR AWARD WINNERS

Business of the Year: Snow Bowl
Business Leader of the year: Sonya Fidler, UCHealth Yampa Valley Medical Center
Young Professional of the Year: Irene Avitia, Integrated Community



DESTINATION MARKETING

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

In 2020, supporting our local businesses became more important than ever. Though our approach and tactics evolved throughout the year, we stayed committed to our objectives of using visitation to increase sales and drive a strong, resilient economy. Our Ready, Set, Go strategy enabled us to quickly respond to changes in travel and public health conditions and apply the right message at the right time to the right consumer.

Due to the pandemic, most of our promotional marketing efforts were focused on late summer and fall. Paid support allowed us to reach out to more Colorado residents and take advantage of demand to travel during that time. Strategic efforts resulted in an increase in visitation during that time, reducing the year over year gap from earlier in the summer.

PAID MEDIA CAMPAIGN

In 2020, the Steamboat Springs Chamber Marketing Department created and executed a comprehensive, strategic marketing plan to inform, educate and inspire travelers during uncertain times. During the spring, when local lodging was closed to visitors, messaging kept Steamboat Springs top of mind. When the time was right, we urged visitation to support our community.

With many tools at our disposal, we were able to speak to consumers at every level of the travel sales funnel, from top tier aspirational visitors to repeat visitors, brand advocates and second homeowners. Due to safety concerns and travel restrictions, paid media was distributed to in-state residents only.

16

 Million Impressions

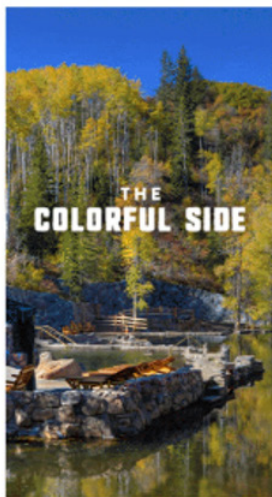
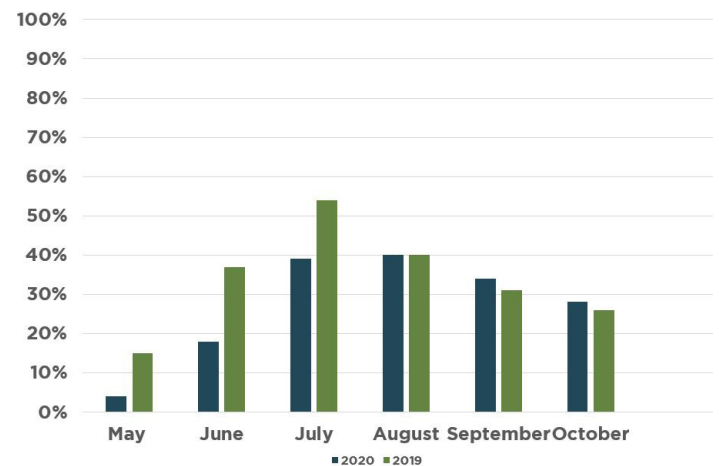
SALES TAX AND LODGING RESULTS

-10.9% Lodging Tax decrease from 2019*

1.8% Sales Tax increase from 2019

*Local lodging was closed to non-essential visitors mid-March through May 31, 2020.

2020 PAID OCCUPANCY



STEAMBOAT SPRINGS
More Colorado



STEAMBOAT SPRINGS
More Colorado



STEAMBOAT SPRINGS
More Colorado



STEAMBOAT SPRINGS
More Colorado



STEAMBOAT SPRINGS
More Colorado

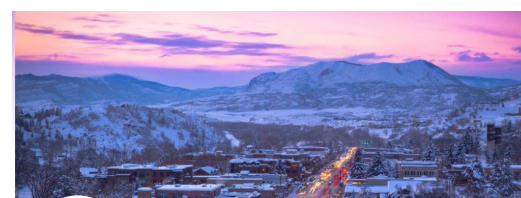
DESTINATION MARKETING



SOCIAL MEDIA

Social media has become one of the most influential parts of our overall marketing strategy. In 2020, we leveraged a combination of organic and paid social campaigns to reach targeted audiences. Similar to other paid efforts, paid reach was limited to within Colorado.

We continued to share inspiring and educational content to our social audience of 102,500+, **up 10% YOY** even with a less aggressive social strategy than the prior year.



	Follower Count 2020	2020 Reach	2020 Engagement
	34k	929K	7%
	57k	5.32M	7%
	11k	535K	5%

WEBSITE HIGHLIGHTS

Our website allows us to tell a year-round story through content for every season. Throughout the year we directed visitors to our Traveler Information page which covers local resources, visitor expectations, current regulations, what's open and more. Despite a drastic dip in website visitation during the spring, relevant content, strategic search engine optimization efforts and paid campaigns drove strong summer and fall traffic to show positive year over year growth in sessions.

Over 763,171 website
VISITS

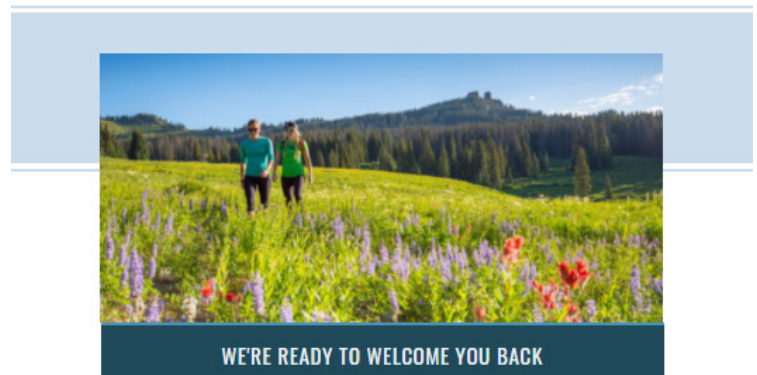
Over 1.675 Million page
VIEWS

EMAIL

In 2020 we intentionally engaged with our email audience less frequently than in years past yet still grew our database by 10%. We focused content on safe travel and aspirational messaging for future travel.

Emails sent in 2020
860k+

Click Through Rate
12%



If you've got Steamboat Springs on your mind, it's time to start planning your next summer getaway. We pack a punch with our access to the great outdoors, and in particular, our wide-open spaces. Here's what to expect on your visit here:

DESTINATION MARKETING

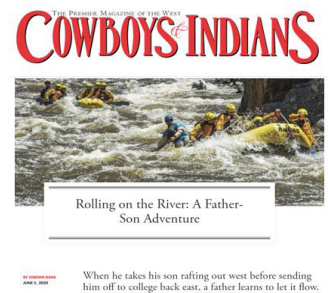


PUBLIC RELATIONS

The Marketing Department works with travel writers and influencers to generate travel stories about Steamboat Springs. This year, our PR efforts continued the strategy of promoting fall but also included topics of conscious and responsible travel during a pandemic. We also highlighted local products, western heritage, water, trails and arts and culture.

COVERAGE HIGHLIGHTS

- Travel + Leisure – The 11 Best Bike Paths to Explore U.S. Cities
- Yahoo! News – 15 Top Romantic Getaways in Colorado
- The Know/Denver Post – Steamboat Springs has become a foodie destination. Here’s how to eat and drink your way through town.
- 5280 – Where to Eat This Fall and Winter in Steamboat Springs
- The Denver Post – What to Know and Where to Go: Hot Springs in Colorado
- Fodor’s Travel – The Perfect Weekend Getaway: Steamboat From Denver
- Matador Network – These Colorado ski resorts will be the highlight of your family summer road trip
- Yahoo! Lifestyle – 11 Great Rides to See the Leaves Changing Colors
- Sunset Magazine – Dream Towns 2020
- Cowboys & Indians – Rolling on the River: A Father-Son Adventure
- Business Insider – The Best Road Trips From 10 Major US Cities.
- USA Today – 10 Colorado Adventures That Aren’t in Rocky Mountain National Park





Destination Management

In 2020 we advanced our visitor experience efforts through education, planning and responsible tourism practices. For the health and safety of our community, it was critical to share information with visitors on how to visit responsibly. In addition to sharing proper trail etiquette and wildfire safety messaging, we highlighted how to respectfully and responsibly travel during an unprecedented health crisis.

We also partnered with the Colorado Tourism Office and Leave No Trace to highlight sustainable tourism practices and launched a new Know Before You Go campaign on our website. We continued our work with Pledge for the Wild, a collection of western U.S. resort communities aimed at education and encouragement for visitors to give back to our wild places.



Special Events

For the first time in 39 years, there were no runners streaming down Lincoln Avenue for the annual Steamboat Marathon. Like many other events, we had to cancel the race in 2020 but look to come back even stronger and more resilient in 2021 for our 40th Anniversary Race.



RUN AN INCREDIBLE RACE RIGHT IN
THE HEART OF THE ROCKIES

CHAMBER HEALTH

The Chamber is not immune to the financial challenges of this year. We made the difficult decision to release three part-time Visitor Center staff and did not replace a full-time staff position. Though not eligible for the first round PPP loans, the Chamber applied for EIDL, US Chamber, and Energize Gap grants and were awarded all three. Those grants did not cover the decrease in budgeted revenue. The team cut absolutely every expense possible while tripling work efforts and commitments.

The organization has been in place for over a century and will continue on with the support of members and our government partners.

CHAMBER STAFF



Kara Stoller
Chief Executive Officer

Cecilia Morter
Executive Assistant

Sarah Leonard
Community Development Director

John Bristol
Economic Development Director

Vic Walker
Membership Manager

Laura Soard
Marketing Director

Sarah Konopka
Digital Content Manager

Angelica Salinas
Communications Coordinator

THANK YOU TO OUR PARTNERS!

