



STEAMBOAT SPRINGS
CHAMBER
2022 Annual Report

Dear Chamber Members,

We are proud to present the Steamboat Springs Chamber 2022 Annual Report which details the work staff, committees, and the Board of Directors engaged in this year to support our membership.

A major focus for the organization this year was to connect more deeply with our members and provide opportunities to connect with one another. One-on-one meetings, industry advocacy work group meetings, surveys and phone calls enabled the team to respond to your priorities and needs more acutely. Programming and networking events were highlights of the year as well.

Our advocacy work continued to grow, taking stances on numerous local and state initiatives. Future plans include further development of being a strong voice for the business community. The Kindness Floats the Boat campaign debuted this year in our effort to ensure visitors and locals alike take care of our place and our residents.

Our outcomes are only possible with the support of our diverse membership base. In addition, our organization only functions with the ongoing work of an extensive group of business professionals who volunteer their time on our Marketing Committee, Lodging Association, Young Professionals Network and Board of Directors.

Our commitment to the business community remains steadfast. Thank you for your continued commitment to the Chamber.



Kara Stoller
CEO
Steamboat Springs Chamber



Ted Carey
Owner, The UPS Store
2022 Chamber Board President

2022 BOARD OF DIRECTORS

Adonna Allen
Finance/Banking
Alpine Bank

Rex Brice
Food & Beverage
Rex's Family of Restaurants

Luke Brosterhous
Recreation
Catamount Ranch Club

Ted Carey
**President &
Professional Services**
The UPS Store

Loryn Duke
Marketing Committee Chair
Steamboat Ski & Resort Corp.

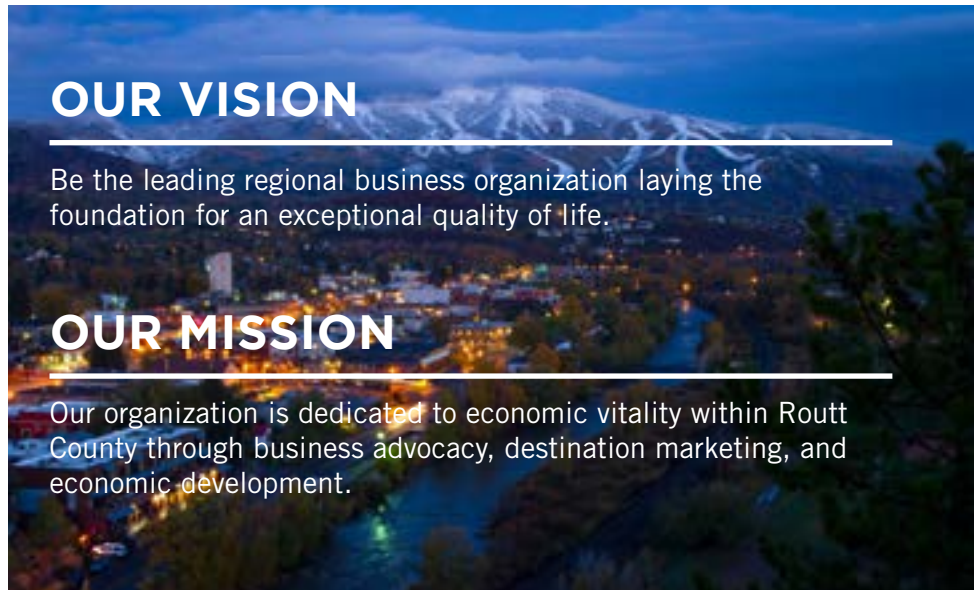
Kathy Elliott
**Executive Committee &
Shops & Retail**
Christy Sports

Soniya Fidler
**Executive Committee &
At Large**
UCHealth Yampa Valley
Medical Center

Sarah Fox
**Vice President &
Construction**
Fox Construction

Betse Grassby
Arts & Culture
Steamboat Art Museum

Madison Keeffe
YPN Chair
Mountain Valley Bank



Michael Marchand
**Economic Development
Council Chair**
Sotheby's International Realty

Scott Marr
**Executive Committee &
Lodging Operations**
Holiday Inn Steamboat

Michele Meyer
At Large
Community Agriculture Alliance

Geoff Petis
At Large
Colorado Group Reality

Dan Pirrallo
Lodging Operations
Sheraton Steamboat Resort

Ulrich Salzgeber
Real Estate
Steamboat Board of Realtors

Liza Scudder
Main Street Steamboat
Overland Sheepskin Company

Mark Walker
Property Management
Resort Group

Andy Wallace
Lodging Association Chair
Holiday Inn Steamboat

Adam Wilson
Steamboat Mountain Village
Vectra Bank

Michael Buccino
Ex Officio
City of Steamboat Springs

Gail Gary
Ex Officio
City of Steamboat Springs

Dr. Brad Meeks
Ex Officio
Steamboat Springs School District

Beth Melton
Ex Officio
Routt County

BUSINESS ADVOCACY

Advancing our business advocacy efforts was a key focus area for 2022. Convening, catalyzing, and championing the business community's needs moved our advocacy work forward. The Public Policy Committee identified, monitored, and communicated balanced assessments on critical policy issues related to our policy platform.

INDUSTRY ADVOCACY GROUPS

The Chamber represents a large number of diverse businesses in Routt County. Our businesses are divided into 14 different industry sectors that together with the Board of Directors and Steamboat Springs City Council, we bring together to discuss best practices, pool resources and advocate for policy that directly impacts their business. This initiative allows us to efficiently implement real, productive change.

STATE BUSINESS ADVOCACY

UNEMPLOYMENT INSURANCE REPLENISHMENT

SSC supported Governor Polis' proposal to backfill the Unemployment Insurance Trust Fund - \$600 million – with the goal of taking this burden off the backs of employers to compensate workers for unemployment claims.

WATER

SSC partnered with Business for Water Stewardship in support of river enhancement legislation – RIVR (Recreational In-Channel Values Reach). The proposal included the creation of new RIVR including administration, provided lease or sale of water to RIVR, retained existing water right provisions and provided greater flexibility for maintenance of existing water rights.

STATE HOUSING FUNDING

We supported Proposition 123 recognizing that it will help expand the affordable housing supply across the state, without raising taxes. The ballot proposition proposed to help local governments increase the number of homes that Coloradans can afford by 3% every year, expand homeownership opportunities for our workforce, help renters build wealth to become homeowners, and give our community the freedom and flexibility to meet our unique housing needs. We believe it is a positive step in addressing our housing challenges.

MOUNTAIN CHAMBER ALLIANCE

SSC launched the Mountain Chamber Alliance (MCA) in partnership with chambers of commerce across the central Rockies region, including Grand, Summit, Eagle, Routt, Chaffee, Lake, Garfield, Pitkin, Gunnison, and San Miguel counties. The organization was created to help advance public policy goals that enhance economic vitality and oppose those that negatively impact the communities and business across the mountain region. In late 2022, we collectively hosted two webinars on FAML and Colorado Secure Savings legislation and requirements for employers.



BUSINESS ADVOCACY

LOCAL BUSINESS ADVOCACY

HOUSING SOLUTIONS

The Chamber convened a group of local business and community leaders to explore current housing challenges facing our community while proactively looking for actionable solutions. This group brings together stakeholders to collaborate, pool resources, and advocate for solutions as a united front. The housing group has been regularly meeting with Representative Dylan Roberts on needs and possible funding efforts.

CANDIDATES FORUM

The SSC sponsored the Candidates Forum hosted by the Steamboat Pilot & Today and the Board of Realtors.

4TH OF JULY PARADE

SSC advocated to City Council in partnership with Main Street Steamboat to keep the 4th of July Parade on Lincoln Ave. Council determined to keep the opportunity open for the parade to be on Lincoln Ave. in future years however it was held on Yampa St. in 2022.

PURCHASE OF DEVELOPMENT RIGHTS (PDR) RENEWAL

The SSC supported the renewal of the PDR program with the proceeds continuing to be used solely for the preservation and conservation of natural lands. Renewal of the PDR program has the potential to positively impact a healthy business climate by supporting a well-maintained infrastructure through the preservation of natural resources and the overall quality of life in the region through workforce retention and attraction.

FUNDING FOR HOUSING

Since late 2021, the Steamboat Springs Chamber Board urged City Council to conduct an economic impact study on what effect potential STR policy changes, including tax proposals, would have on the local business community. Throughout 2022, the Chamber brought together key stakeholders to discuss and create alternative funding proposals for Brown Ranch and other affordable and attainable housing infrastructure.

In the fall of 2022, the SSC Board voted to convey the following stance on the STR tax ballot initiative to City Council: The SSC Board of Directors continues to strongly support affordable and attainable housing efforts in our region. The board has been tracking and communicating input and recommendations on STR policies and tax discussions for over a year. Funding for these efforts should come from an equitable source shared across the business community that is more resilient in economic downturn. The board stands behind the Chamber's proposals shared in May and June of this year which include a 2.5-3% STR tax and a 0.5-0.75% general sales tax, excluding groceries and utilities, to fund affordable and attainable housing.

CHAMBER STAFF REPRESENTS OUR MEMBERS ON MANY BOARDS & COMMITTEES

- City of Steamboat Springs Mountain Area Master Plan Advisory Committee
- Routt County Master Plan Advisory Committee
- Routt County Peak Health Alliance Steering Committee
- Northwest Colorado Development Council
- Mountain Chamber Alliance
- First Impressions Council
- Steamboat Mountain Village Board
- Northwest Colorado Broadband Board
- UCHealth Yampa Valley Medical Center Board
- Colorado Tourism Office Marketing Committee
- Colorado Association of Destination Marketing Organizations
- Tourism Industry Association of Colorado Board
- Economic Development Council of Colorado Board
- Routt Recreation & Conservation Roundtable
- Gray Wolf Restoration Focus Group
- Western Association of Chambers DEI Committee
- Boettcher Foundation Rural Collaborative
- City of Steamboat Springs Community Survey Committee
- And more

BUSINESS DEVELOPMENT

The Chamber Business Development Department exists to create long-term value, increase and expand opportunities for growth, collaboration, and success of both our member businesses.

SHOP LOCAL STEAMBOAT

The Chamber continued our Shop Local initiative in 2022. Features of this campaign include education on reasons to shop local, member spotlight of the month, Give the Gift of Steamboat campaign for all major shopping holidays, member special offers, as well as collaboration with partners and members to spread the word on local shopping events.

SHOP LOCAL GOALS

- 1 Educate locals on the positive community impacts of shopping locally
- 2 Help businesses advertise who they are and what they do best
- 3 Create a year-round marketing campaign to drive traffic to local businesses



YOUNG PROFESSIONALS NETWORK

The Young Professionals Network (YPN) is a committee of the Steamboat Springs Chamber. YPN collaborates with the community to empower next generation leaders through facilitating personal and professional development, networking, and community involvement through philanthropy and advocacy. YPN doubled membership in 2022, ending the year with 95 active members. They provided \$10K+ in scholarships to graduating Routt County seniors and helped select the Steamboat Pilot & Today's 20 Under 40 award winners. YPN also expanded their advocacy efforts in 2022, writing multiple letters to City Council about local issues. YPN volunteers with United Way each year and formed a new partnership with IMPACT100 in 2022 to encourage young professionals to give back to nonprofits in the community.

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 Leadership Steamboat class of 2022 landed on a timely topic to tackle, creating an active, local, volunteer bear aware program called Keep Bears Wild. In partnership with Colorado Parks and Wildlife, the goal is to protect bears while living beside them and educate the community on how to keep bears wild. The objective is to create a consistent volunteer program that will help educate and inform community members, businesses, and visitors of the importance of being bear aware.

95

Active Members

\$10,000

Awarded in Scholarships



BUSINESS DEVELOPMENT

DIVERSITY, EQUITY, & INCLUSION SUMMIT

The Chamber launched our community's first annual Diversity, Equity, and Inclusion (DEI) Summit this year, sponsored by Steamboat Ski & Resort Corporation. This event brought together community and business leaders and was led by Latino Leadership Institute CEO Joelle Martinez. This summit looked at the science of bias and how we can look internally to identify bias to then create positive change. The DEI Summit was incredibly successful in its first year and will return in 2023 with additional speakers, workshops, and breakouts.



THRIVE TOGETHER WOMEN'S SUMMIT

The Thrive Together Women's Summit is dedicated to the personal and professional development of the current and next generation of women leaders in our community. Coming back for its fifth consecutive year, the 2022 Thrive Together Women's Summit included keynote speakers, breakout sessions, and networking with over 250 attendees.

2022 NAVIGATOR AWARDS

For the 25th year, the Steamboat Springs Chamber and the Steamboat Pilot & Today partnered to celebrate the accomplishments and contributions of local, distinguished businesses and leaders by presenting the annual Navigator Awards.

2022 NAVIGATOR AWARD WINNERS

Business of the Year

Storm Peak Brewing Company

Business Leader of the Year

Hannah Hopkins, Beseme, Mambo's, Yampa Valley Kitchen

Young Professional of the Year

Geoff Petis, Broker, Colorado Group Realty

Nonprofit Leader of the Year

Dana Duran, Executive Director, Boys & Girls Club of Northwest Colorado



2022 PROGRAMS

- ✓ Chamber/Peak Health Alliance Webinar
- ✓ Creating a Culture of Retention - Employee Handbooks
- ✓ Creating a Culture of Retention - How to Implement Family Friendly Solutions
- ✓ Chamber Mixer - Snow Country Nursery
- ✓ 2022 Economic Summit
- ✓ Employment Law Update
- ✓ Roadmap to Social Media Success
- ✓ Chamber Mixer - iFurnish
- ✓ Creating a Culture of Retention - Benefits & Compensation Resort Area Survey Analysis
- ✓ Employment Law Update Q2
- ✓ Chamber Mixer - CAA, Elk River Pet & Ranch
- ✓ Chamber Mixer - Steamboat Tennis & Pickleball Center
- ✓ Creating a Culture of Retention - Employer & Employee Housing Resources
- ✓ Creating a Culture of Retention - Retention & Engagement
- ✓ Chamber Mixer - Mountain Valley Bank
- ✓ Chamber Mixer - SOSI
- ✓ Creating a Culture of Retention - Performance Evaluations & Management

MEMBERSHIP

SUPPORTING MEMBERS THROUGH ADDED VALUE

We focused on creating membership value in 2022 to support current and new members as they navigated the post-COVID business world. Membership value was enhanced in three areas: Advocacy, Growth & Development, and Communications & Promotion.

Total Members

592

New Members

70

Retention Rate

93%

Member Events

22

MEMBERSHIP OUTREACH & APPRECIATION

This year Chamber staff and board members reached out to 580+ members to thank them for investing in Chamber membership and contributing to the strength of the business community in the Yampa Valley. We also conducted a member survey during this week to best learn how we can support our members moving forward.

TOP COMMUNITY ISSUES

- 1 Employee attraction and retention due to housing
- 2 Employee attraction and retention due to compensation and benefits

CHAMBER STAFF & BOARD CONTACTED

550+

MEMBERS

MEMBER SURVEY KEY RESULTS

ADVOCATING FOR PRO-BUSINESS POLICY

75%

RATED VERY IMPORTANT

SERVING AS THE VOICE OF THE BUSINESS COMMUNITY

84%

RATED VERY IMPORTANT

RECOMMEND BECOMING A MEMBER

80%

WOULD RECOMMEND

STREAMLINING OPERATIONS

With a focus on being more sustainable and creating efficiency for our members, our team worked to move all member processes digital in 2022. This resulted in electronic invoicing that allowed members to pay membership dues online, a digital application form that feeds into a business listing, and the ability to pay for events and webinars online.



MEMBERSHIP

MEMBER COMMUNICATIONS

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


Follower Count 2022

 1835

 646


Email Subscribers

8,176


Open Rate

41%



WEBSITE

Revamped Membership webpages make it easier to access benefits, find resources, learn about events, and much more. The new design and style of the membership pages showcases our commitment to the business community.

881K Total Website Visits

1.7M Total Pageviews

STEAMBOAT SPRINGS CHAMBER
SUPPORTING BUSINESS IN THE YAMPA VALLEY SINCE 1907



SOCIAL POSTS
daily



**CHAMBER MEMBER
EMAILS**
3x per week



**THE MONDAY
MINUTE**
weekly



**RADIO BUSINESS
REPORT**
weekly



**THE LODGING
REPORT**
monthly



**YPN
NEWSLETTER**
monthly



**THE CHAMBER
INSIGHT**
quarterly



**MEMBERSHIP
OUTREACH WEEK**
annually

DESTINATION MANAGEMENT COMMUNICATIONS & PROMOTIONS

Destination Management Communications and Promotions invite 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. We're evolving to take into account every stage of the visitor experience and the impacts on the local community and employ strategies that align decision making at the intersection of economic, social and environmental impacts.

PAID MEDIA CAMPAIGN

In 2022, the Steamboat Springs Chamber Marketing Department created and executed a comprehensive, strategic plan to inform, educate and inspire travelers. This year we significantly shifted our efforts to focus mainly on Destination Management messaging.

Our new campaign, Kindness Floats the Boat, spoke to responsible visitation and sustainable travel. With many tools at our disposal, we were able to reach consumers throughout the travel sales funnel, from top tier aspirational visitors to repeat visitors, brand advocates and Steamboat Springs residents.

11 Million Impressions served



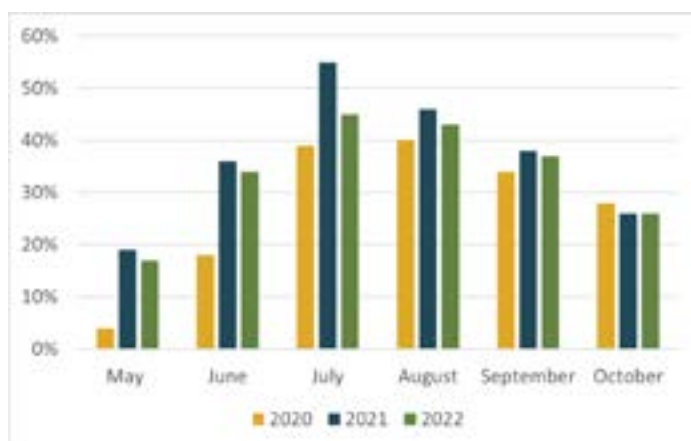
The Kindness Floats the Boat campaign featured a video series which resulted in 38,000 views with a 98% completion rate.



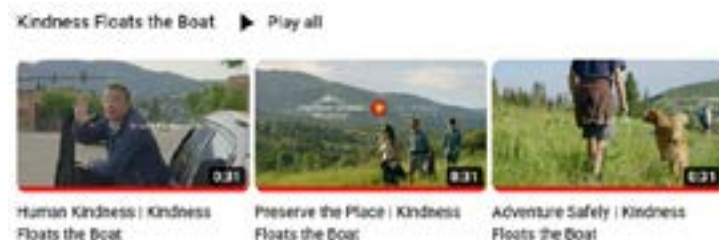
2022 SALES TAX & LODGING RESULTS MAY-OCT.

- 0.3% Lodging Tax collection change from 2021
- +10% Sales Tax collection change from 2021

2022 TOTAL OCCUPANCY



DESTINATION MANAGEMENT VIDEO SERIES



DESTINATION PROMOTION

We also focused a small portion of our efforts on continuing brand awareness as a vacation destination in the Chicago and Houston markets.



DESTINATION MANAGEMENT COMMUNICATIONS & PROMOTIONS

VISIT STEAMBOAT SPRINGS APP

We continued to utilize our interactive trip planning app. Visitors can download our free app to their phone or use the desktop version to map out and save every trail, attraction, event, and restaurant they don't want to miss during their visit.

In our second year, we doubled our statistics across the board and were able to begin utilizing the app as a destination management tool, such as by creating our "Kindness Floats the Boat" tour.

Pageviews **55k** Downloads **1.6k** Users **10k**

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 Kindness Floats the Boat pages which cover visitor tips and expectations, stewardship principles, education resources and more. Overall YOY web traffic was down 18% after a very strong 2021 but we achieved our goal of directing more people than ever to our visitor resource pages like Kindness Floats the Boat and Know Before You Go.

811K+ Website Visits 1.7M+ Pageviews

EMAIL

Our email campaigns engage with a high intent audience of past, present, and future travelers to Steamboat Springs.

Emails sent **203k+** Open Rate **11%**



DISCOVER STEAMBOAT SPRINGS



SOCIAL MEDIA

Social media continues to be one of the most influential parts of our overall marketing strategy. In 2022, we leveraged a combination of organic and paid social campaigns to reach targeted audiences. We also made a major push towards video content, with our reels played upwards of 700,000 times.

We began utilizing TikTok as another destination management tool. 2022 served as a trial year to better understand the platform and the most responsible use in order to continue to promote the management of our resources.

We continued to share inspiring and educational content to our social audience of 112,000+.

2022 SOCIAL STATS

Follower Count	YOY Growth	Reach	Engagement
40k	+11%	1.8M	6%
72k	+7%	4M	6%



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 sustainable travel. We also highlighted local products, water, trails and arts and culture.

COVERAGE HIGHLIGHTS

- **The Denver Post** – [The Best Colorado Breweries and Distilleries for Apres-Ski Drinks](#)
- **The New York Times** – [Where to Take the Waters: A U.S. Hot Springs Guide](#)
- **Forbes** – [Stay, Ski, Eat, Play: Your Guide to Steamboat Springs Luxury](#)
- **5280** – [7 Local Coffee Shops That Are Serious About Sustainability](#)
- **Travel Awaits** – [10 Amazing Things To Do In Steamboat Springs During The Summer](#)
- **The Denver Post** – [The Best Colorado Summer Food and Drink Events for Every Budget](#)
- **Travel + Leisure** – [This Road Trip Route Leads to Some of Colorado's Best Hot Springs](#)
- **Travel Awaits** – [11 Luxurious and Relaxing Stops on Colorado's Hot Springs Loop](#)
- **Lake and Company** – [58 hours in Steamboat Springs](#)
- **Yahoo! News** – [Hot springs base camps: 4 Colorado destinations for soaking and more](#)

LEVERAGING CO-OPS

COLORADO HISTORIC HOT SPRINGS LOOP

2022 marks the seventh year we've been working with the Colorado Historic Hot Springs Loop, a collection of unique Colorado destinations that boast hot springs and small-town charm. This year's partnership focused on growing the number of participants in the loop to expand our reach and decrease individual costs, acquiring video and photo assets, and growing social media efforts. The Hot Springs Loop partnership extends our reach and creates unique opportunities to speak to a high value guest.

COLORADO TOURISM OFFICE

We leveraged several opportunities to expand our efforts with the Colorado Tourism Office programs including:

International Sales Missions:

- In conjunction with Steamboat Ski and Resort Corp, we co-hosted a group of four international travel representatives from the UK, France, and Mexico

Grants:

- Awarded a 2022 Marketing Matching Grant for \$30,000 which we used to create our Kindness Floats the Boat campaign
- Awarded a 2022/23 Reimagine Destination Grant to guide our Destination Management efforts

SPECIAL EVENTS

STEAMBOAT MARATHON

In 2022, the Steamboat Marathon was back in its entirety. Over 1800 runners registered for the 41st annual marathon, half marathon and 10K, once again bringing runners through the beautiful Elk River valley into downtown Steamboat Springs. The running event brings thousands of people to the unofficial kickoff of summer in Steamboat Springs.

4TH OF JULY PARADE

The traditional July 4 Parade traveled down Yampa Street again this year. Our team worked with City of Steamboat Springs staff to ensure a seamless parade along the Yampa River in response to concerns over traffic on US 40 and potential I-70 closures. Thousands of locals and visitors lined the street to participate in this favorite annual event.



2023 GOALS

- ✓ Advocate for policy that supports business growth
- ✓ Repurpose the Accommodations Tax to fund Destination Stewardship
- ✓ Effectively and efficiently connect membership to resources and advocacy work
- ✓ Create new and improved resources focused on talent retention and attraction
- ✓ Gather membership input to shape advocacy, programming and resource efforts
- ✓ Create forums for stakeholder conversations based on current events and membership priorities
- ✓ Improve quality of life for residents and protect shared resources by executing destination management communications
- ✓ Engage with residents to deepen understanding of our efforts and the economic impact of visitation

CHAMBER STAFF



Kara Stoller
Chief Executive
Officer



Laura Soard
Marketing Director



Kenzie Meadows
Digital Content
Manager



Alexis Herman
Administrative &
Marketing Coordinator



Carol Halik
Finance Manager



Sarah Leonard
Business
Development Director



Angelica Salinas
Membership Manager



Cecilia Morter
Programs Manager



STEAMBOAT SPRINGS
CHAMBER

VITALITY IN THE VALLEY

THANK YOU TO OUR PARTNERS!

