



2025 ANNUAL REPORT



STEAMBOAT SPRINGS
CHAMBER

A LETTER FROM THE CEO & BOARD OF DIRECTORS PRESIDENT

2025 was a year of growth and momentum for the Steamboat Springs Chamber. In the second year of our strategic plan, we continued to represent the voice of business both locally and regionally, increased engagement with future generations, and focused our programs on meeting Routt County's evolving business needs. We also began implementing the Steamboat Springs Destination Stewardship Action Plan and shared what it means to Do Steamboat Springs Right with both visitors and locals. This year's annual report highlights how your Chamber is working for your business, employees, and our community by creating vitality in Routt County. In the following pages, you'll see the ways we have elevated our business development programs with expert speakers and timely topics, continued to advocate for pro-business policy and economic growth, and made sure employers and employees had the tools they need to adapt to a changing economic and social landscape. We worked to create long-term value and increased support for our members through proven and new membership benefits, and our destination stewardship work.

In 2025, the Chamber's work touched nearly every corner of our community, supporting over 500 businesses and nonprofits convening and serving on over 20 committees, councils, and task forces, engaging with our Young Professionals Network, and connecting with countless residents who care deeply about Steamboat's future. We advanced this work through collaboration, steady execution of key initiatives, and an unwavering commitment to our mission of building a thriving, resilient Yampa Valley.

None of these accomplishments would be possible without the support of our members, partners, sponsors, and community stakeholders. Your dedication, direction, and leadership continue to shape our programs, strengthen our impact, and give purpose to everything we do. As our community continues to evolve, your engagement and partnership remain the driving force behind how much good we can create together.

We're grateful to our incredible staff and Board of Directors for their vision and dedication to the Yampa Valley's business community, and to our members, partners, and sponsors for investing in our shared work. Looking forward, your Chamber is dedicated to building a thriving future for our community, while protecting the unique spirit, traditions, and character that make Steamboat Springs and Routt County truly special.



Sarah Leonard, CEO



Kathy Elliott, 2025 Board of Directors President

VISION

Economic Vitality in Routt County.

MISSION

**We are the catalyst for business growth.
We are the convener of leaders and influencers.
We champion for a thriving community.**

2025 HIGHLIGHTS



532

Total Members



63

new Chamber members



14.2K

event attendees



25

Chamber events



93%

Member Retention Rate

2024 – 2026 STRATEGIC PLAN: YEAR TWO

2025 marked the Chamber’s second year of executing on our three-year strategic plan goals. We made progress on all key initiatives, which include the following. Learn more about our 2024-2026 strategic plan and goals [here](#).

Financial Health

Membership Revenue

Membership dues generate \$360,000 in revenue.

Chamber Foundation

The Foundation generates \$75,000 in revenue.

Physical Assets

Finalize plan for property. Begin sourcing funding.

Destination Stewardship Foundation

3.3% of City general fund collections dedicated to Chamber DS work.

Organizational Evolution

Regionalization

Increase Chamber membership outside of Steamboat to 91 members.

Communications

Maintain a financial retention rate of 92% or higher.

Future Generations

Develop future generations to have a significant voice, influence & impact on Chamber work, as measured by having at least 3 new “Future Gen” Board Members.

Business Development



Programs

Provide programming that regional businesses consider essential for their employees' personal & professional development.

Advocacy

Define the Chamber's pillars of advocacy and formalize public policy committee structure and communicate policy efforts to membership.

Workforce Attraction & Retention

Define quality jobs for region in ways that can be measured.

Voice of Business

Increase positive perception of the Chamber by both members and non-members as a valuable part of the community by developing & executing a PR plan.

Destination Stewardship



Industry Leadership

Utilize local and state data to inform community leaders of the value of tourism.

Destination Stewardship Planning

Create the draft destination stewardship plan for Steamboat Springs.

Visitor Excellence

Enhance the visitor experience by increasing positive visitor interactions by 10% YOY.

Community Vitality

Receive approval in the City's 2025 budget for promotional efforts in opportunity areas.

YEAR TWO ACCOMPLISHMENTS

- Featured nationally recognized speakers and local thought leaders while growing our summit series.
- Added free business education workshop series for members.
- Launched a new partnership with The Savings Collaborative to serve as a local financial resource for Chamber members and employees.
- Strengthened engagement with the Young Professionals Network through co-branded networking events, targeted communication, and more involvement opportunities.
- Chamber Foundation received a \$20K grant from Belonging Colorado to further the reach and impact of our business development programs.
- Launched the first-ever Steamboat Springs Destination Stewardship Action Plan.
- Created and deployed the Fall Side of Steamboat promotional campaign to increase visitation in the shoulder season.



2025 BOARD OF DIRECTORS

Kathy Elliott

Christy Sports
President

Soniya Fidler

UCHealth
Past President

Adam Wilson

Carpets Plus Steamboat
Executive Committee Member

Loryn Duke

Steamboat Ski & Resort Corp
Vice President & Treasurer

Ulrich Salzgeber

Board of Realtors
Executive Committee Member

Kevin Booth

YVRA
Executive Committee Member

Angelica Salinas

Routt County Commissioner
Ex-Officio

John Sherwood

Ski Town Media
Destination Development Committee
Chair

Nick Sharp

Food and Beverage

Betse Grassby

Steamboat Art Museum
Arts & Culture

Josh Miller

Steamboat Ski & Resort Corp
Lodging

Olympia Von Berg

Organizing by Olympia
Young Professionals Network

Brandon Marr

Holiday Inn
Lodging

Kerry Shea

Ascent Real Estate
SMV

Steve Muntean

Steamboat Springs City Council
Ex-Officio

Celine Wicks

Steamboat Springs School District
Ex-Officio

Liza Scudder

Overland
Main Street Steamboat

Rex Brice

Rex's Family of Restaurants
Food & Beverage

Jeff Steck

Veteran's Center
At Large

Madison Keeffe

Mountain Valley Bank
Finance and Banking

Sam Nelson

Bar-U-Eat
At Large

Jennifer Grathwohl

Grathwohl Creative and
Steamboat Symphony Orchestra
At Large

Meg Tully

Steamboat Tennis and Pickleball
Recreation

Sarah Fox

Fox Construction
Construction

Joella West

Steamboat Springs City
Council
Ex-Officio

Michael LaMotte

Steamboat Ski & Resort Corp
Economic Development
Committee Chair

Ted Carey

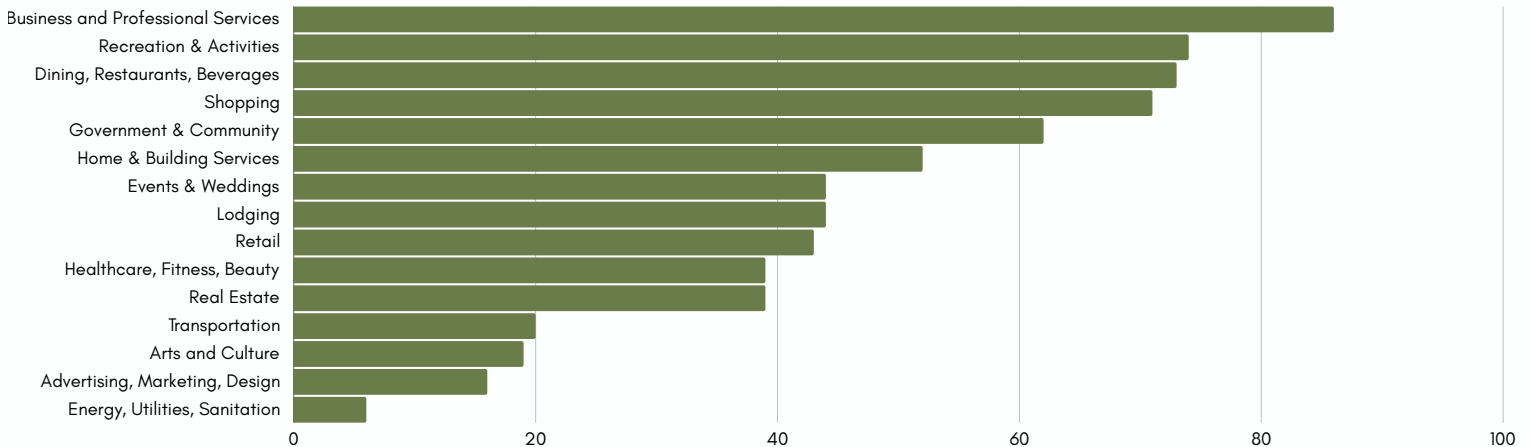
UPS
Professional Services

BUSINESS DEVELOPMENT

2025 MEMBERSHIP

Membership Snapshot

● Number of Members by Industry



180+
Member Email
Campaigns



25+
Press Hits



48%
Open Rate



103.5K
Total Impressions
on Facebook



185.2K
Total Impressions
on Instagram

BUSINESS DEVELOPMENT

Attended by nearly 500 business leaders, employees, and entrepreneurs throughout the year, our 2025 Professional Development Summit Series brought in nationally recognized speakers and utilized expert local speakers to address key topics impacting our business community.



Economic Summit

The 2025 Economic Summit — presented by Colorado Mountain College — emphasized the importance of balance between growth and community sustainability, featuring keynote speaker and author of "Billionaire Wilderness," Justin Farrell.



171
Attendees



6
Speakers



Thrive Together Women's Summit

Thrive Together 2025, sponsored by Alpine Bank, brought together over 200 local women ready to network, get inspired, and learn strategies to help them grow.



223
Attendees



4
Workshops



2
Keynotes



Empower Yampa Valley

Empower Yampa Valley, presented by Steamboat Ski & Resort Corp, is a progressive workplace conference designed to help organizations foster connection, resilience, and long-term success



2
HR Workshops



2
Marketing Workshops



2
Keynotes



101
Attendees

NETWORKING & MEMBER SOCIAL EVENTS



Mixers

Hosts: Mountain Valley Bank, Affordable Flooring Warehouse, Casey's Pond

3 MIXERS | 140 TOTAL ATTENDEES



Winter Expo

Host: The Steamboat Grand

50 TOTAL BUSINESS BOOTHS
500+ TOTAL ATTENDEES



Summer Business Showcase

Hosts: Yampa River Botanic Park & Alpine Insurance Brokers

27 BUSINESS BOOTHS | 75 TOTAL ATTENDEES



Business Education Series

Presenting Sponsor: Mountain Valley Bank

546 VIEWERS | 13 SESSIONS



Navigator Awards Host: Mythology Distillery

5 AWARDS | 120 TOTAL ATTENDEES

Business of the Year: Town Hall Outdoor Co.

Business Leader of the Year: Danielle Skov, Off the Beaten Path

Non-Profit Leader of the Year: Dagny McKinley, Undiscovered Earth

Young Professional of the Year: Angelica Salinas, Routt County Commissioner

NEW AWARD: Changemaker of the Year: Collin Kelley, Owner of Cypress and Primrose

COMMUNITY IMPACT

SPECIAL EVENTS



Steamboat Marathon

In its 44th year, the Steamboat Marathon, presented by Alpine Bank drew visitors from across the country and boosted early-summer spending with record attendance.

1877 RUNNERS (SOLD OUT!) | 4,000 SPECTATORS



Fourth of July Parade

The Chamber is proud to host this annual event, hosted by Yampa Valley Bank, which was attended by around 6,000 locals and visitors in 2025.

49 FLOATS | 6,000 SPECTATORS



OktoberWest

In partnership with Steamboat Mountain Village, the Chamber served as the event producer of OktoberWest. Steamboat's signature fall festival, OktoberWest presented by Resort Group extended the visitor season, driving business for restaurants, breweries, and lodging partners during the shoulder season.

1,000 ATTENDEES (SOLD OUT!) | 42 VENDORS

PROGRAMS

The Savings Collaborative Partnership

The Chamber launched a partnership with The Savings Collaborative this year to extend financial resources to the Yampa Valley community. This partnership provides local businesses and employees access to free financial education, services, and tools.



53

FINANCIAL LITERACY
WEBINAR SERIES ATTENDEES



28

SAVINGS APP
SIGN-UPS



23

NEW SAVINGS
CLIENTS



21%

REDUCTION IN
DEBT RATE



\$41.6K

TOTAL SAVINGS



5

FINANCIAL COACHING
CLIENTS



24

FINANCIAL COACHING
SESSIONS

Shop Local

When residents shop locally, it keeps tax dollars in our community to fund essential services and community amenities. To encourage spending dollars locally both in the shoulder seasons and around the holidays, we ran our Shop Local Steamboat program again this year. This is a year-round program that highlights Chamber member specials on our website and encourages spending at local businesses.



25+

Member Specials
Promoted



2.4K

Webpage Views



12.2K

Total Reach from Shop
Local Social Promos



PROGRAMS

Young Professionals Network

- 80 active members
- 14 events
- Y.E.S. Golf fundraiser raised \$10K in scholarships for high school students heading to college; also raised \$2K for a new professional development scholarship benefitting a YPN member
- Gained 30+ new members and three partner sponsors
- Exceeded sales goal for OktoberWest Beer Stroll fundraiser with nearly 100 tickets sold and over 2k raised
- Hosted 12 monthly happy hours at local businesses like Steamboat Tennis & Pickleball, The Barley, Tread of Pioneers Museum, Billo, West End Sports Grill, Off the Beaten Path Bookstore, and Mythology Distillery



Leadership Steamboat Class of 24/25

Leadership Steamboat is a year-long program designed to develop informed, committed, and passionate leaders in business and community service. Each year, the selected class attends monthly professional development and educational meetings and works together to complete a class project that benefits the local community.

This year's Leadership Steamboat Class fundraised and commissioned a downtown mural designed to benefit REPS (Reaching Everyone Preventing Suicide) to spark meaningful conversations around mental health in Steamboat Springs. Located at the Howelsen Bridge tunnel in the heart of our vibrant downtown, this mural offers a space of reflection, connection, and hope.



PARTNERSHIPS

Local Marketing District (LMD) Board of Directors

Approved by district voters in 2004, the Local Marketing District (LMD) oversees lodging taxes that provide funding for commercial air service into the Yampa Valley Regional Airport (YVRA or HDN). Currently Yampa Valley Regional Airport hosts 6 airlines with 16 non-stop winter flights. The LMD and The Steamboat Ski & Resort Corporation lead the commercial air program and the Chamber serves as the program administrator.

Steamboat Mountain Village (SMV) Board of Directors

In 2025, we strengthened our partnership with Steamboat Mountain Village by overseeing administration, programs, meetings, and events like Steamboat OktoberWest, which grew in sponsorship, vendors, and attendees. This new partnership decreases duplicative efforts and increases the positive impact of both organizations.

Mountain Chamber Alliance

The Steamboat Springs Chamber is a founding member of the Mountain Chamber Alliance. In partnership with chambers in Grand, Summit, Eagle, Chaffee, Lake, Garfield, Pitkin, Gunnison, and San Miguel counties the Mountain Chamber Alliance was formed to amplify the voice of the business community in the mountain region of Colorado on the state and federal level. The Mountain Chamber Alliance (MCA) vision is to advance public policy goals that enhance economic vitality and oppose those that negatively impact our communities and businesses across the mountain region. The Mountain Chamber Alliance (MCA) mission is to apply the collaborative impact of our region's chambers of commerce, including the thousands of businesses and employees they represent, to ensure our mountain communities have a voice on regional and state issues of importance.

COMMUNITY ENGAGEMENT

- Ad Hoc Housing Advisory Committee
- Brown Ranch Community Deliberation & Stewardship Team
- Northwest Colorado Development Council
- Gondola Transit Center Planning Committee
- Routt County Economic Development Partnership
- Climate Action Plan Economy Working Group
- Colorado Competitive Council Steering Committee
- First Impressions Council
- Northwest Colorado Broadband Board
- Colorado Tourism Office Destination Stewardship Council
- Colorado Association of DMOs
- Care for Colorado Coalition
- Economic Development Council of Colorado Board
- Routt Recreation & Conservation Roundtable
- Western Association of Chambers DEI Committee
- Boettcher Foundation Rural Collaborative
- City of Steamboat Springs Community Survey Committee
- Continental Divide Trail Gateway Coalition
- and more!

ADVOCACY

The Chamber represents the business voice at decision-making tables to advocate for resources, policy, and funding. Through member insights and collaborative partnerships, we analyze business needs and work with local and state leaders on members' behalf to implement solutions that create meaningful change.

NATIONAL LEVEL

Congressman Neguse Town Hall & Roundtable

The Chamber hosted an exclusive roundtable for member businesses and community leaders to meet directly with Congressman Neguse.

Senator Bennett & Congressman Neguse Town Hall

While attending Senator Michael Bennett and Congressman Joe Neguse's Town Hall, we advocated for a simpler regulatory environment for our small businesses and addressed the higher-than-average healthcare costs and insurance premiums that exist in rural resort communities.

STATE LEVEL

Senator Roberts & Representative Lukens

The Chamber worked with Senator Roberts and Representative Lukens throughout the year to support business-friendly policy and involve them in our local business development programs. In 2025, we worked with them on the following:

- SB24-221: to increase funding for rural hospitals (passed)
- Affordable housing initiatives and modifications to housing laws at the state level
- A rancher compensation bill that protects ranchers' personal information
- HB25-1031: provides tax incentives for businesses that transition to employee-owned models
- Leadership Steamboat Government Affairs Day

Senator Jeff Bridges

The Chamber met with Senator Bridges to learn more about his policies and priorities as he runs for Colorado Treasurer.

Chamber Roundtable with Governor Polis

Chambers from across Colorado had the opportunity to meet with Governor Polis and provide input on Colorado's State Budget. Our Chamber advocated keeping the state vendor fee for small businesses, exploring tax benefits for small businesses, protecting school funding, and funding the Colorado Tourism Office.

LOCAL LEVEL

Prior to the election in November, The Chamber hosted Croissants & Candidates as a City Council candidate forum to provide members and the community with a free opportunity to learn about this year's candidates.

7 CANDIDATES | 58 ATTENDEES



DESTINATION STEWARDSHIP

Through collaboration with key partners, the Destination Development team successfully executed on objectives that contribute to the economic vitality of Steamboat Springs. Destination Stewardship and responsible tourism are at the forefront of all of our efforts.

In 2024, we adopted the Destination Stewardship Action Plan. This plan is built on three pillars, economy, cultural heritage, and environmental stewardship, and is designed to guide us toward a future that benefits both visitors and residents alike. In our first year of implementation, we focused on the three pillars, created programs, and engaged visitors and residents for each.



2025 HIGHLIGHTS

- Served over 750,000 impressions to promote fall visitation.
- Partnered with Steamboat Mountain Village to promote OktoberWest, increasing paid lodging occupancy 5% YOY.
- Partnered with the Colorado Tourism Office and Expedia to create a Do Steamboat Springs Right takeover, Memorial Day through Labor Day.
- Messaging was exposed to over 10,000 visitors at events, Farmers' Market, giveaways, and outdoor activations.
- Expanded Do Steamboat Springs Right campaign to cultural messaging.
- Partnered with Rocky Mountain PBS to feature Steamboat Springs in Colorado Experiences: Sacred Hot Springs.




WEBSITE

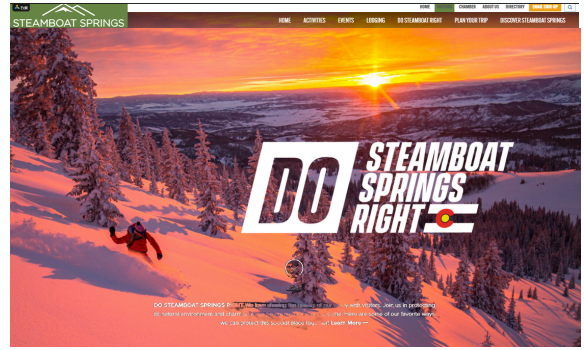
VisitSteamboatSprings.com allows us to tell a year-round story through content for every season. Throughout the year we directed visitors to our Do Steamboat Springs Right pages which cover visitor tips and expectations, stewardship principles, education resources, and more.

 **429K**
Web Sessions

 **384K**
Unique Visitors

 **1.3M**
Pageviews

 **1.5s**
Average Session Duration



DISCOVER STEAMBOAT SPRINGS

More Colorado

Steamboat Springs is nestled in the Rocky Mountains of Colorado, off the beaten path but still within reach. Our Colorado vacation destination is easy to get to by air or by car, year-round. If you're looking for an authentic mountain town, steeped in adventure, history and culture yet full of modern amenities, we invite you to browse our vacation ideas that are as big as the Rockies themselves. However you like to spend your down time, you'll find the perfect mountain vacation here in Steamboat.

EMAIL MARKETING

Our email campaigns engage with a high-intent audience of past, present, and future travelers to Steamboat Springs. We utilize email to keep visitors engaged and thinking often of Steamboat Springs while providing stewardship messaging.

 **532K**
Emails Sent

 **55%**
Open Rate

 **5%**
Click Rate

SOCIAL MEDIA

Social media is one of the most influential parts of our overall marketing strategy. In 2024, we leveraged social media channels to share destination stewardship as a primary message and keep Steamboat Springs top of mind as a destination. We continued to share inspiring and educational content with our social audience of 120,000+.

2025	FOLLOWER COUNT	REACH	ENGAGEMENT
FACEBOOK	42,400	2,230,447	2.45%
INSTAGRAM	83,298	1,978,401	8%

FALL PROMOTIONAL CAMPAIGN

Our fall campaign targeted travelers in several key regional markets like Denver and Salt Lake City to explore the Fall Side of Steamboat Springs.

The campaign resulted in more than 4X the traffic to our fall activities pages and increased YOY paid lodging occupancy by 5%.

- 750,000+ impressions
- 13,000+ clicks
- 1.8% Click Through Rate
- 98,000 completed video views



PR AND TRAVEL TRADE

In 2025, we hosted several Colorado, national, and media visits. International efforts supported travel trade and media from Canada, France, the UK, Mexico, and Germany.

Media Hits:

Outside Magazine | [The Ultimate Guide to Colorado's Best Hot Springs](#)

5280 | [Will Travel for Food: Where To Eat and Drink in Steamboat Springs](#)

On The Snow | [The Best Colorado Towns to Visit This Summer](#)

Cowboys & Indians | [Float the Foodie Boat](#)

Modern Luxury | [The Resurgence of Cowboy Culture in Modern America](#)

Powder | [5 Colorado Ski Towns That Are Magic in the Off-Season](#)

Outdoor Magazine | [The Best Float Trips in the U.S. to Go with the Flow](#)

Forbes | [12 Vacation-Worthy Small Towns In Colorado](#)

Sports Illustrated online | [This Forgotten Mountain Town Is a Fly Fishing Paradise](#)

VISITOR CENTER

The Visitors Center continues to serve an important role, where guests can orient themselves, ask questions, learn about upcoming events, and collect collateral such as Visitor Guides, maps, and more. Destination stewardship remains a top priority, with the guest services team communicating best practices and educating visitors on responsible tourism principles.



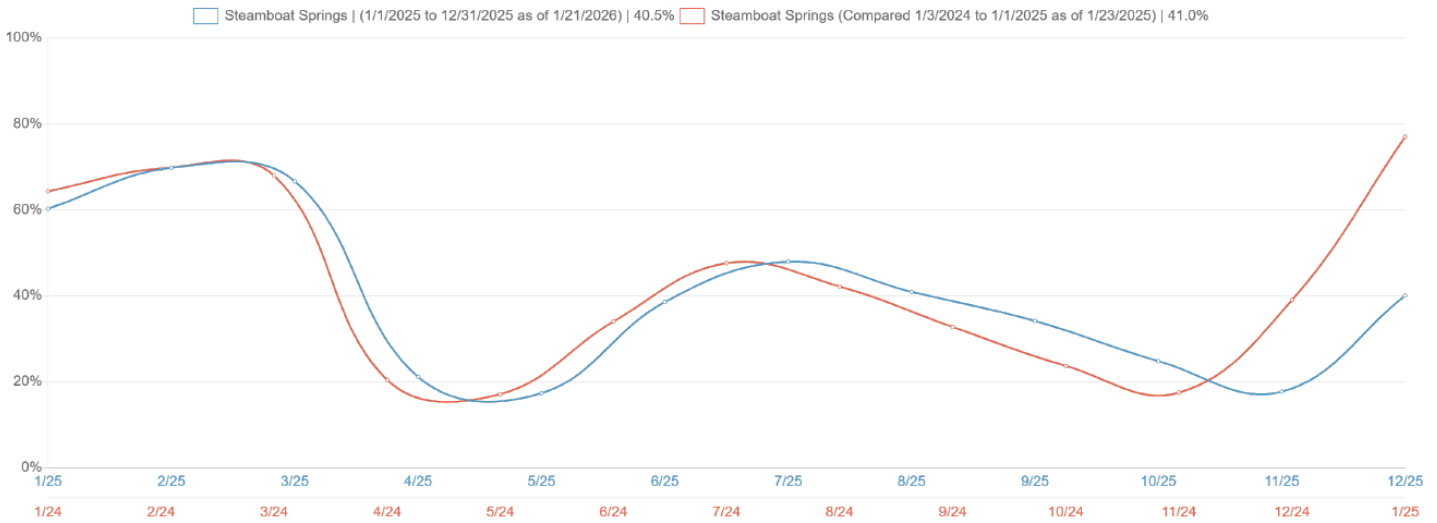
9,000+

visitors helped through our Visitor Center

VISITOR METRICS

Based on metrics provided by Key Data, overall 2025 destination lodging occupancy was flat when compared to 2024.

Steamboat Springs Adjusted Paid & Owner Occupancy

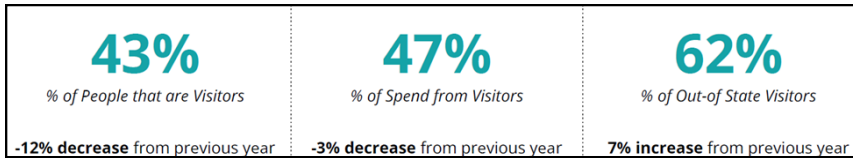


2024 Economic Visitor Impact		% YOY Change
Direct Travel Spending	\$678.1Million	+2.50%
Direct Employment	5,100	+1.70%
Direct Earnings	\$315.6Million	+3.2%
Direct Tax Receipts	\$54.3Million	+5.00%

Source: Dean Runyan Associates

NON-SKI SEASON VISITOR IMPACTS

In 2025, visitors made a **smaller share of observations**, and **visitors accounted for a slightly smaller share of in-market spend** than they did the previous year. However, out-of-state visitation increased year over year, indicating growth outside of Colorado borders.



TOP VISITOR MARKETS MAY-OCTOBER
Denver, CO 34%
Chicago, IL 5%
Houston, TX 4%
Colorado Springs, CO 3%
New York, NY 3%
Dallas-Ft Worth, TX 3%
Salt Lake City, UT 2%
Phoenix-Prescott, AZ 2%
Los Angeles, CA 2%
Atlanta, GA 2%

SOURCE: ZARTICO SPENDING DATA MAY-OCTOBER

COMMUNITY ENGAGEMENT

Steamboat Springs residents, business owners, and government officials are key stakeholders in Destination Stewardship. Our Tourism Data Dashboard provides past and present data to inform the community and guide data-driven decisions.

Our second resident sentiment survey was conducted in 2025 to understand resident perceptions of the area’s tourism industry and overall direction. The Chamber also surveyed local tourism-based businesses over the same time period to better understand their needs and concerns.

A summary can be found [here](#).

The Local Link is delivered monthly to residents and provides visibility into what’s happening around the area and how it could impact your day. Plus it shares data, news, and updates important to our visitor economy.

Additional Community Touchpoints:

- Steamboat Farmers’ Market
- Steamboat Marathon
- Winter and Summer Expo
- Fourth of July Parade





CHAMBER STAFF

Sarah Leonard
Chief Executive Officer

Laura Soard
*Senior Director
of Marketing &
Communications*

Cecilia Morter
*Business Development
& Program Director*

Kenzie Meadows
Digital Content Manager

Annaleigh Bonds
Communications Manager

Alex Weissner
Membership Manager

Catherine Burke
*Admin & Business
Development Coordinator*

Carol Halik
*Finance Manager
(not pictured)*

THANK YOU TO OUR PARTNERS

We want to thank our Partner Members for their continued support of our efforts in 2025. We are also grateful to all the local businesses, government entities, and individuals who sponsored our programs and events throughout the year. We couldn't accomplish this great work without you!

