



## **SBT GRVL Community Impact Narrative**

Since inception in 2019, SBT GRVL has been dedicated to impacting our community in a positive way, bringing year round jobs to Routt County, donating time and resources to local nonprofits, fostering a healthy lifestyle for locals and visitors, and making a strong impact on the local economy by drawing thousands of visitors to our local establishments.

### **Financial Contribution to Routt County**

SBT GRVL has been the single largest local economic contributor on the summer event calendar in Routt County, Colorado since 2019. Participants and their friends and families spend more than \$5,000,000 in Routt County during the SBT GRVL weekend on lodging, restaurants, shops and entertainment.

In addition to SBT GRVL visitor economic impact, SBT GRVL is a local, woman-owned business that provides local jobs and directly spends more than \$200,000 each summer with local Routt County businesses and services\* (see list below).

SBT GRVL has also donated \$136,000 to local Routt County non-profits since inception. The non-profits include: Boys and Girls Club of Northwest Colorado, The Cycle Effect, Routt County Search and Rescue, Old Town Hot Springs, Community Agriculture Alliance (2019-2023), Routt County Riders, SSWSC Cycling Team, Yampatika, 4-H Scholarship Foundation, Rotary Club of Steamboat Springs and STARS.

In addition to these financial donations to local nonprofits, the SBT GRVL team has volunteered with Street Smarts, teaching elementary school aged children about bike safety. The SBT GRVL leadership team has given speeches about goal setting to the adolescent leadership team at the Boys and Girls Club and they have taught indoor cycling classes combined with life lessons to The Cycle Effect Girls. SBT GRVL also purchased a pig at the Routt County Fair, to support the 4-H Scholarship Foundation.

### **Controlled Growth**

Over the past 6 years, the event has intentionally controlled growth with self imposed limits of 2000 riders in 2019, 2500 in 2021, 3000 in 2022, 3000 in 2023, and 3000 in 2024. Demand has far exceeded those caps but SBT GRVL organizers implemented the limit before the county mandated it to ensure a safe and enjoyable rider experience. SBT GRVL has invested heavily in operations and medical support and has set the standard both in terms of local events and with cycling events across the country.

## **2024 Changes**

Over the past year, SBT GRVL has dedicated time and resources to listening and addressing local concerns about negative impacts of the event. The changes made for 2024 were substantial, including:

- Moving courses to more remote locations in Routt County
- Eliminating 2-way cycling traffic
- Altering timing and courses to avoid commuting delays (e.g. all riders were off of CR44 by 9:30am)
- Increasing Colorado State Patrol presence, medical support and traffic control
- Adding a Command Center to enhance event week communication with residents
- Attempting to visit every on-course residence to communicate event day impacts
- Increasing on-course signage
- Increasing portalets on course
- Eliminating all but 2 shakeout rides and hiring support to enforce rules of the road
- Educating participants on rules of the road and stewardship through targeted campaigns
- Committing to move the 2025 event date away from haying season and the Routt County Fair in August.

SBT GRVL's local community outreach included the following actions:

### **April and May:**

- Started on-course residence in-person visits
- Launched Routt County Heritage Sock contest with proceeds going to 4-H Scholarship Foundation
- Created a Respect the Routt [video](#) and social/email campaign with rules of the road, GRVL Oaths, and expectations of behavior

### **June:**

- Sent a letter to all rural on-course residents, letting them know about what to expect around the August event, thanking the community for their support, and giving our contact information for them to reach us as needed
- Emailed our local and business database and all Yampa Street residents (more than 500 unique subscribers from Steamboat, Hayden, Oak Creek, and Stagecoach) with the details and information about the event in August
- Emailed ALL registered riders reminding them of the SBT GRVL Oaths that they are required to follow

### **July:**

- Sent out a direct mailer to all on-course residents letting them know of the race and key dates, important information, what to expect, and how to reach us with questions
- Held Information Sessions for rural community members to share key data such as the rider timetable and information about the new courses: July 11th in Hayden and July 18 in Oak Creek

- Emailed our local and business database with information about the courses, what to expect regarding timing, and details about the new SBT GRVL Command Center and how to report issues and contact SBT GRVL
- Emailed our local advocacy partners to inform them about weekend event information
- Distributed a notification letter to The CSU Extension Office that was distributed to the entire local 4-H database with key information about the August event
- Hung flyers and posters all throughout the rural communities (Clark, Hayden, Stagecoach, Oak Creek) as well as all through downtown Steamboat Springs giving a full schedule of events for the August event
- Sent Respect The Routt [video](#) and social media/email campaign discussing the rules of the road and rider expectations for event week and emailed to all riders including 300+ locals.

#### **August:**

- Featured a spot in the Steamboat Springs Chamber newsletter with important information about the event
- Featured three separate Steamboat Radio ads letting people know of the event coming later in the month
- Sent an [email](#) to our local and business database to send a monthly reminder about what to expect with the event
- Sent out a final [direct mailer](#) to all on-course residents letting them know of the race and key dates, important information, what to expect, and how to reach us with questions
- Hung a banner across Lincoln Avenue leading up to the event with the days the event was taking place
- Sent an [email](#) to all participants reminding them of GRVL Oaths and etiquette.
- Published a mention in the Pilot Happenings weeks prior to the event
- Emailed our local and business database with a final reminder about timing, events and how to reach the SBT GRVL Command Center
- Displayed 3' x 3' orange notification signs on Routt County road as well as Routt county lighted message boards out on SR 40 for all vehicle traffic to be notified two weeks prior to the event
- Finished attempted visits to the 300 addresses located on course (information provided by the Routt County GIS). Houses that were not visited had visible 'No Trespassing' signs
- Attended the Routt County Fair and purchased a 4-H Scholarship Pig

All of these changes substantially increased the operational budget and were directly funded by SBT GRVL without investments from Routt County or the City of Steamboat Springs. In our follow-up meetings with the City of Steamboat Springs and Routt County, the general consensus was that improvements this year greatly reduced the negative impact on the local community. Our team has been commended for accommodating feedback from residents, local agencies, and our local participants.

## **Local Business Feedback:**

*"This year alone our business was able to bring in enough revenue during race week to pay our property tax and liability insurance bill for the entire year. I can't emphasize enough how critical this is for us as a startup small business trying to make ends meet in a town and county that is extremely difficult to do so due to the extreme cost of living and cost of doing business."* - **The Steamboat Social Club**

*"In addition to receiving the revenue bump, we believe our business (as well as the entire Yampa Valley) enjoys a boost in positive publicity. The race execution is professional, and with that comes a variety of professional media opportunities that highlight the Yampa Valley in a really positive light."* - **Mountain Tap Brewery**

*"SBT GRVL directly supports Colorado Event Rentals with a very large rental order over a weekend that is historically not busy for our organization. The first weekends after the schools go back into session are not as desirable for our other clients, as travel for their guests can be challenging over that time. SBT GRVL not only provides much needed revenue for us, it also allows us the opportunity to give our team full hours and not have to cut shifts. This is incredibly important."* - Colorado Event Rentals

*"This event is a primary source of revenue for our business as it represents not only direct sales, but then continued and sustained sales from people who were able to try our coffee in person and continue to purchase online. Not only would the currently submitted limitations restrict these sales opportunities, but would prevent us from crucial community exposure for the thousands of Routt county locals who connect with us through this event."* - **Seedhouse Coffee**

## **Rider Testimonials**

*"We have found silver linings and comfort and healing with SBT GRVL and with Amy, Ryan and the amazing team. I am a huge advocate to the female cycling community. It was wonderful hearing that 30% of the entries were female this year! Every time we experience SBT GRVL, we learn from it, and want to be the best team and promoters of this sport because of it! We have been and will always be part of the cycling family and are thrilled to feel "home" whenever we share the joy of racing in Steamboat."*

*"SBT GRVL has been one of the most fun experiences I have ever had. It has been a highlight of each summer since the first time I did the race when I was 9. I look forward to doing it with my mom each summer. I was super excited to finish the red course this year. It's fun to see all the different areas of our county. I've also met so many nice people from all over the country on the rides."*

## **\*SBT GRVL spend \$200k with local Businesses and Services**

910 Yampa Association  
Ace Hardware

Alpine Insurance  
Duke Media Solutions  
Blizzard Broadcasting  
Boatyard Parking Lot  
Chaos Ink  
Steamboat Springs CSOs  
Colorado Cattlemen's Agricultural Land Trust  
Colorado Event Rentals  
Colorado News Meda  
Conroy Moving & Storage  
Routt County (County Electronic Signs)  
Deep Sky LLC dba Reel Steamboat  
E3 Chophouse  
El Charro Food Truck  
EMS Unlimited  
Event Day Drivers (Locals - Tom and Matt)  
Fitch Processing and delivery  
FM Light & Sons  
Holler & Associates  
Veloscapes  
KPA Productions  
Lance Whitner  
Lukens Mountain Media  
Local Staff and contractors  
Mainstreet Steamboat  
Maverik Adventures First Stop  
Mountain Resorts  
Natural Grocers  
Noteworthy Graphics  
Omni Printing  
Steamboat Springs Police  
Retreatia  
Performance Concrete (Rob Harvey)  
Romick Diamond Gallery  
Rotary Club of Steamboat Springs  
Routt County Fair - 4-H Scholarship Foundation  
Routt County Riders  
Saheb Creations LLC  
Ski Town Liquor  
Songbird Creative  
Steamboat Discount Liquors  
Steamboat Pilot  
Steamboat Meat and Seafood

Steamboat Social Club  
Swift Communications  
TN Visual  
Velocity Car Wash  
Wagner Rentals  
Yampa Ice  
Yampa Sandwich  
Yampa Valley Brewing  
Yampa Valley Tap House  
Yampa Valley Sustainability Council