



2022 Annual Report



Photo by RCR Member/'22 Photo Contest Winner Kirsten Wilson

Routt County Riders advocates to implement positive change for all types of cyclists in Northwest Colorado

Routt County Riders
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Letter from the Board President

Fellow Cyclists,

I hope you all enjoyed an excellent year of riding bikes in 2022. Mother Nature was very kind to us. Favorable weather patterns brought us rain, which kept the forest fires at bay, and the trails in great shape. We also enjoyed an extended fall riding season with gorgeous colors. I have fond memories of riding through golden aspen groves on Buff Pass last fall, and thinking how fortunate we are to be in such a special place.

We had a very busy year at RCR. We launched the Street Smarts program for 6th graders, our Bike Match program successfully matched over 150 bikes to deserving riders, Adopt-a-Highway volunteers kept our section of highway 131 looking beautiful, 45 Trail Ambassadors assisted and educated trail users, the Emerald Mountain Epic race went off without a hitch, we again deployed several port-a-potties for rural road and gravel riders, we had fantastic turnouts for our trail work days on Emerald, Buff Pass, and other locations, and our fat bike trail grooming on Emerald rolled right along in spite of the massive amount of snow we got this winter. We also continue to tirelessly advocate for the Mad Rabbit trails - currently we are awaiting the final project plan. Lastly, we worked with the City of Steamboat Springs to gain approval for a new downhill trail on Emerald, which could see groundbreaking as early as summer 2023. Our staff and board work hard to facilitate these programs and advocacy efforts, but ultimately we rely on our many community partners and a small army of volunteers to make them successful. Thanks so much to everyone who showed up for us. We are amazed by the generosity and involvement of our biking community.

Speaking of generosity, RCR has enjoyed unprecedented financial support during 2021 and 2022. Thanks to everyone who has made contributions to our organization! As a non-profit group with a volunteer Board of Directors, your money goes directly to fund our programming and pay our amazing staff. With your continued support we hope to expand the Street Smarts and Bike Match programs. We will also be continuing our other programs, so come on out and join us for a trail work day or a highway cleanup. Meet some new people, give back to your community, and have some fun.

Finally, I would like to offer a special thanks to all of our members. RCR membership is at an all-time high, and we are indebted to all of you who appreciate our efforts enough to join us as members. You give us strength when we stand up in public forums to advocate for cyclists, you give us support to expand and improve our programming, and best of all, you make us feel great about the wonderful community of cyclists we serve.



Craig Frithsen
RCR Board President



Routt County Riders - 2022 Team



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Matthew Rochon - Community Outreach Program Manager

Kat Ciamaichelo - Community Outreach Program Coordinator

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2022 Season Highlight Reel



In May 2022, RCR partnered with Steamboat Springs Middle School to bring the first ever “Street Smarts for 6th Grade” bike safety program to 150 middle school students. This program focused on proper gear, trail etiquette, speed limits, hand signals, managing intersections, and much more. We even got a handful of “never evers” learning to ride for the first time! Big time thanks go out to the school administration and staff, SBT GRVL, Routt County Public Health, CO Department of Public Health and Environment, and Children’s Hospital Colorado for their support and collaboration to make this program a success.



The 2019 Parks, Recreation, and Open Space (PROSTR) Master Plan identifies the need for additional directional and user-specific trails on Emerald. We take this recommendation to heart. **Over the past year, we have worked closely with the City of Steamboat Parks and Recreation department to prepare and submit the Emerald Directional #2 Proposal for approval through the local public process.** In early December, City Council voted unanimously to approve this project (7-0). This new downhill trail will begin near the radio towers on Emerald and follow a northeasterly direction down the ridge, past the Quarry, and continue to the base, providing a blue/black “primitive” style trail experience that is currently lacking on the Emerald network. We appreciate Parks + Rec staff for their assistance in navigating the new City of Steamboat project proposal process, and our crew of dedicated local riders who showed up at City Council to provide comments in support. We are hoping to break ground in summer 2023!



Last June, RCR Bike Match teamed up with Steamboat Creates and art instructor Tony Urbick to facilitate a weeklong bike building summer camp, “Art That Moves You”. Kids were able to paint and decorate their

recycled bike frames prior to helping build them back up with a mix of new and used components (thanks, Ski Town Rotary)! Many thanks to all of our awesome Bike Match volunteer mechanics for teaching the build



process, and to Iron Wheel Trading in Hayden for boosting our supply of components. Make sure to shower these kids with compliments when you see them cruising the Core Trail on their personalized works of art.



We were proud to host the **2022 Colorado Mountain Bike Coalition (CMBC) Annual Summit** here in Steamboat Springs the first weekend of October. During the weekend, we met with statewide MTB advocacy organizations and land management agency representatives to discuss all the fun challenges and opportunities presented to our sector these days. And, just our luck - the pouring rain took a break long enough for us to squeeze in a couple of group rides! We were pleased to be able to show off a bit of “hero dirt” for our crew during their visit.



....and finally, we'd be remiss if we didn't mention the **global debut of Prickly Pedal Session Ale!** RCR staff and board were lucky enough to join the Mountain Tap family in brewing this session-style beer with prickly pear fruit and guava, paying homage to desert riding season and providing a crushable, quenching beer benefiting RCR programs. Keep an eye out for it again in spring '23!

2022 Overall Season Accomplishments



RCR Partnered with the City of Steamboat Springs, U.S. Forest Service, Bureau of Land Management, Oak Creek Mountain Park, and CDOT Adopt-a-Highway for **16 volunteer trail work days** which resulted in:

- **242 volunteers** on projects
- **1,000+ person-hours** at work
- **20 miles** of trail maintained + corridor cleared
- **17 signs** installed or repaired
- **20 bags** of roadside trash removed
- **41 trees** cleared from trail corridors
- **24 feet** of fence constructed
- **11 feet** of bridge constructed
- **500 feet** of non-system trail closed
- **\$30,000 value** contributed to the community

Our third season of RCR Trail Ambassador program provided:

- **45 volunteer ambassadors** in uniform jerseys throughout the season
- Ambassadors performing education and outreach in popular trail use zones
- Approximately **900 volunteer-hours** in jersey on trails
- 53 trailhead BLM user surveys administered at Beall/Ridge Trailheads
- Estimated **\$29,000 value** to the community

We also completed a host of other programs and projects including:

- **150 SSMS 6th grade students** educated through pilot Street Smarts road safety program
- **6 roadside porta-johns** funded and implemented on popular road riding corridors
- Installed and monitored **26 infrared and magnetic usage counters** all across the local trail network
- Co-produced and managed the **3rd annual Emerald Mountain Epic** - over 1,000 athletes participated
- Groomed **15 miles of winter singletrack** on Emerald Mountain
- Advocated for the cyclist's perspective through active participation and membership in a variety of local, statewide and nationwide committees and groups



Routt County Riders Bike Match



Bikes matched: 154 this year (212 total)

Volunteer mechanics: 20+ volunteers

Volunteer hours: 120

Bikes repaired: 350

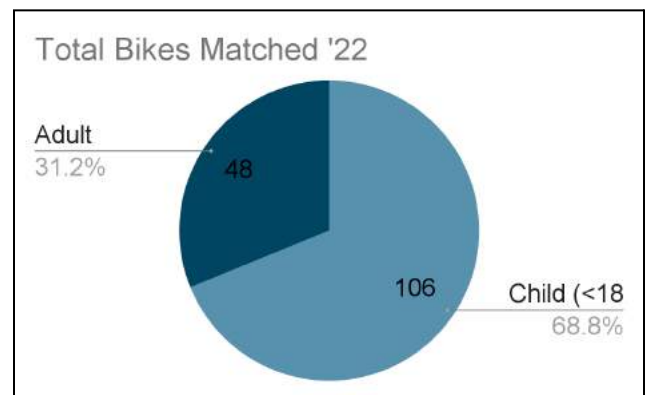
PARTNERS

- Boys and Girls Club of Steamboat Springs
- The Cycle Effect
- Steamboat Springs Winter Sports Club
- Partners in Routt County
- Steamboat Springs Workforce Center
- Integrated Community
- Steamboat Creates
- Craig Scheckman Family Foundation
- The Rotary Club of Steamboat Springs
- Ski Town Rotary
- Mark Satkiewicz Legacy Fund Dirt to Snow
- Tour de Steamboat
- Iron Wheel Trading



FACTS AND FIGURES

- Over 60 bikes repaired for the Boys and Girls Club of Steamboat and Craig
- 17 bikes to The Cycle Effect (includes staff and family of TCE athletes)
- Presence at Steamboat, Oak Creek, and Hayden farmer's markets
- ~\$46,000 value of bikes matched
- 10 bikes built w/Steamboat Creates



Volunteer Spotlight: Ty Ryland, Bike Match Mechanic Extraordinaire

Note: Ty was selected as a 2022 Paul Harris Fellow by the Rotary Club of Steamboat Springs for his outstanding community service.

Q: Tell us a bit about how you became familiar with the RCR Bike Match program. What drew you in?

A: Three years ago, I saw an article in the Steamboat Pilot that Matthew Rochon had been hired to start a Bike Match program for RCR and that he was looking for bike donations. I had a bike I was no longer using - so I emailed him with a photo of it. He replied that he'd come by and pick it up. In conversation with Matthew, I told him if he needed any help, to please give me a call. His immediate response was, "do you have any experience wrenching on bikes, and what are you doing Thursday night?" Since that conversation three years ago, I have helped Matthew at as many events as possible.

The concept of Bike Match drew me in. Bikes are donated, repaired by volunteer mechanics and given to a recipient needing a bike, thus, giving everyone the opportunity to participate in the sport we all love. Seeing the smiles on the faces of those receiving a donated bike is all the reward you need.

Q: Are you a rider yourself? What kind of riding do you do, and what else keeps you busy in the Yampa Valley?

A: I am a rider! My go-to is mountain biking. I also enjoy road biking during the shoulder seasons, and fat biking during the winter. When I'm not biking or working, I enjoy skiing and snowmobiling. What great opportunities we have in the Yampa Valley!

Q: Why do you volunteer in the community?

A: I feel that volunteering helps strengthen the community while giving you a chance to give back and meet great new friends along the way.

Q: Why do you choose to support RCR as a member?

A: RCR provides great opportunities for all of us living in or visiting Routt County. From advocating for cyclists, to superb trail maintenance for those of us who bike, hike and run the trails, RCR provides a great service to our community. I feel it is important for those who recreate on the trail systems to support the RCR organization as members.



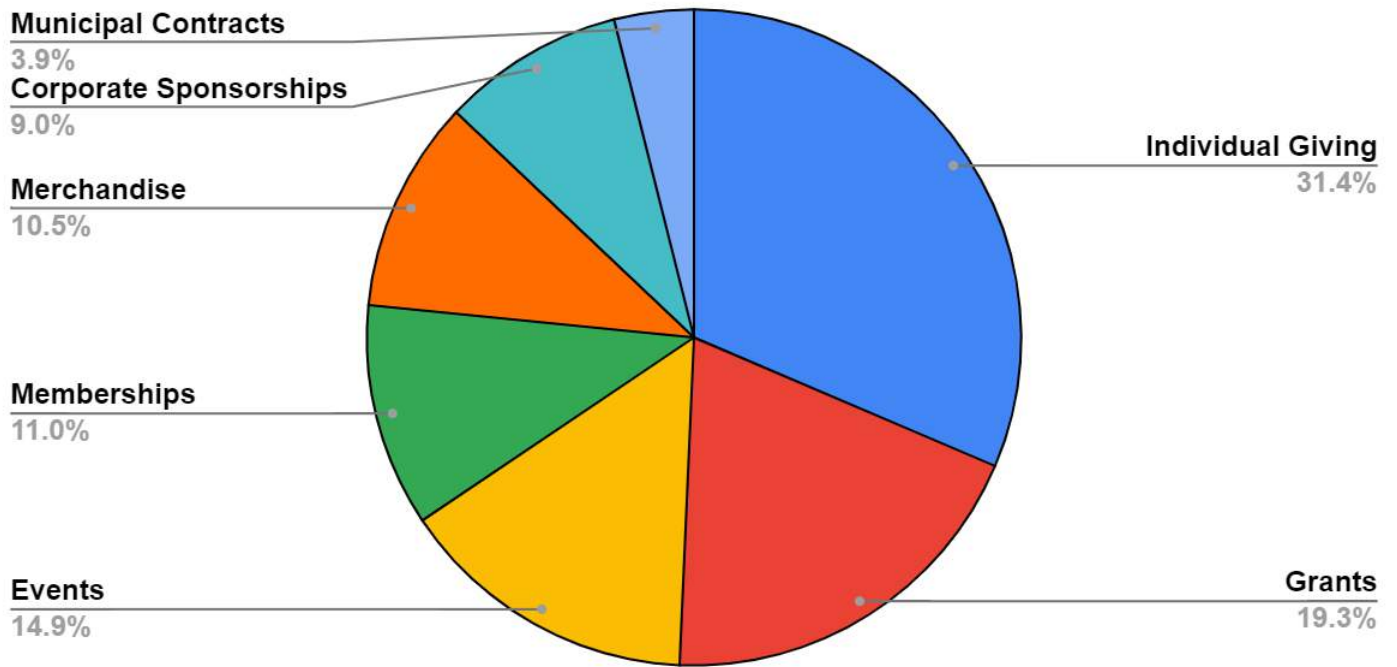
2022 Financials

Revenue	
Administrative Income	\$611.26
Ambassadors' Contract	\$7,000.00
Discount Income	-\$4,513.07
Donations	\$74,256.47
Bike Match Support/Grants	\$31,500.00
Event Revenue	\$35,171.20
Other Grants	\$14,125.00
Jersey Sales	\$2,491.00
Membership Revenues	\$25,993.00
Corporate Sponsorship	\$10,826.00
Jersey Sponsorship	\$10,500.00
Merchandise Sales	\$22,265.50
Trail Counters Contract	\$2,300.00
Total Revenue	\$232,526.36
Cost of Goods Sold	\$113.60
Cost of Jerseys Sold	\$11,325.00
Gross Profit	\$221,087.76
Expenditures	
Advertising	\$4,783.21
Ambassadors Expense	\$4,911.68
Automobiles	\$110.36
Bike Match Equipment/Supplies	\$17,571.64
Trail Counter Contractor	\$2,300.00
Dues and Subscriptions	\$156.00
QuickBooks Accounting	\$975.00
Events	\$1,623.77
Insurance	\$5,070.00
Legal and Professional	\$2,700.00
Licenses, Permits & Fees	\$63.00
Meals	\$54.86
Meetings/conferences	\$2,152.71
Merchandise	\$2,226.62

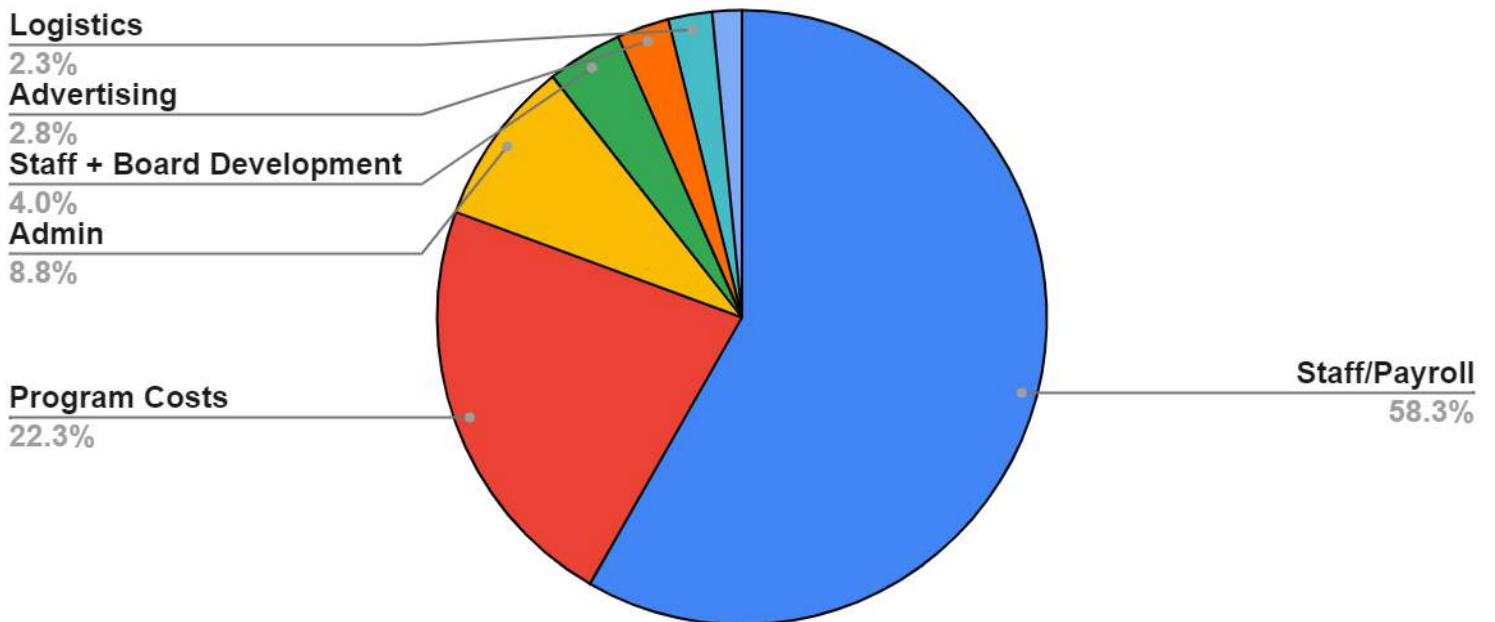
Office Expenses	\$81.65
Office Rent	\$2,260.00
Total Payroll	\$98,379.26
Postage	\$120.00
Printing	\$60.20
Professional Development	\$6,922.00
QuickBooks Payments Fees	\$211.37
Reimbursements	\$465.09
Road Related Expense	\$6,718.14
Software/Website	\$1,655.38
Square Fees	\$489.30
Telephone	\$1,359.12
Snowmobile Grooming Expenses	\$767.60
Trail Maintenance	\$5,579.89
Trail Work Days/Volunteer Expenses	\$2,890.72
Total Expenditures	\$172,658.57
NET OPERATING REVENUE	\$48,429.19



2022 Revenue



2022 Expenditures



Many thanks to our 2022 Supporters!

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