



AUGUST 1, 2022

Dear Visit Carson City,

We would like to thank you for your tremendous support of the first edition of Stetina's Paydirt.

The production costs associated with this event are substantial. Without the support of crucial sponsorship revenue we would not be capable of conducting this event in the manner that has attracted such great reviews, and quickly made it a commanding event in the gravel segment of the cycling industry.

Your support helps us to dedicate more resources toward details that make Paydirt a favorable experience to competing events, and ultimately an experience that people are drawn to for the long term in an increasingly competitive gravel cycling event market.

The **event sold** out in 2022 with a total of 662 registered participants\*.

Attached is a summary of the impacts recorded from the 2022 edition of the race.

Thank you once again for the opportunity to create such a world-class experience in one of the most beautiful places on earth.



## *2022 Economic Impact Summary*

These statistics reflect the economic impact of the 2022 edition of the Paydirt.

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- 662 Registered riders participated in 2022.
  - 103 Nevada Residents / 559 Non-Nevada Residents
- The event was deliberately oversold due to attrition related to COVID and deferred entries. Approximately 500 participants actually competed.
- 500+ Additional Spectators (friends/family members) participated as additional festival goers.
- Total approximated attendance: 1,000
- Average nights stayed per survey response regardless of lodging method: 1
- Average nights stayed in hotel: 1.7 x 39% of 662 participants booked lodging in Carson City
- Approximation of total room nights: 438



## 2022 Economic Impact Summary

### Participant Demographics

Geographic		Regional	
AB	1	WITHIN NEVADA	103
AK	1	OUTSIDE NEVADA	559
<b>Antwerp</b>	<b>1</b>	<b>Gender: 22% Female</b>	
AR	1	Female	143
AZ	3	Male	518
CA	487	Neutral	1
CO	21	<b>Route Distribution</b>	
GA	3	Long	570
ID	5	Medium	92
KS	1		
MA	2		
MD	1		
MT	1		
NV	103		
OH	1		
OK	1		
OR	8		
RI	1		
TX	8		
UT	3		
VA	3		
WA	6		