



2026 Recap





JUNE 29, 2026

Dear Visit Carson City,

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

2026 had a remarkable impact on the community with the largest subsidized Junior racer turnout ever. We sponsored the participation of more than 97 Junior and "Family" ride entrants - DOUBLING our U18 ridership over 2025.

Thank you!

Sincerely,

Carlos Perez and the cast and crew of Stetina's Paydirt.

**THANK
YOU!**





PAYDIRT

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CARSON
CITY NV

CANYON



wahoo



ATHLETIC
BREWING CO®

VOLTA



THE
MEEKER
VINEYARD



By The Numbers



By The Numbers

401 Original registrations | **26** No-shows | **375** Actual competitors

401 Registered in 2026

170 NV - 173 CA - 32 OTHER STATES

375 Arrived and Competed

Party size x1.71* = Est. 641 Present

***Party size has increased YoY by 8%**

Estimated 494 Room Nights Generated



By The Numbers

Alaska: 1

Alberta: 1

Arizona: 2

Canada: 1

California: 173

Colorado: 2

Florida: 2

Idaho: 1

Kansas: 2

Montana: 4

NSW: 3

Nevada: 170

New York: 1

Oklahoma: 2

South Jutland: 1

Oregon: 1

Pennsylvania: 1

Texas: 2

Utah: 2

Washington: 1

Wisconsin: 1



What makes it special?

The Pine Nut Mountains

Juniors race FREE!

FREE Family Ride

The only large scale gravel race in Nevada

Explores two iconic mountain ranges in a single event

The only bike race where you can win an actual silver ingot

It's multiple days!



Paydirt



The Future

- **Minor technical improvements**
- **Continued increase in participation**
- **Grow steady and monitor success**
- **Leverage regional improvements year over year**
- **It ain't broke!**





RETURNS

May 15, 2027