



Community Engagement and Outreach Plan

Type of Engagement/Outreach	Update Frequency	Notes
Website	Weekly	Construction updates and information on impacts to traffic, neighbors, and guests.
Wayfinding signage and base area map	In progress to debut before we open in June. Will update as needed through summer and fall.	Will guide guests on access to base area activities and areas to avoid due to construction.
Coordinated communications with City	As needed	Will work with City Communications Manager to coordinate communication on construction activities that will have a larger impact to traffic or neighbors.
Coordinated communications with City – Mt Werner Project	Bi-Weekly	Will coordinate with the City of Steamboat / Mt Werner construction team to join their bi-weekly calls with updates on the progress for the resort.
Communication with Community Stakeholders	Regular	At the initial announcement of redevelopment, the project team contacted local stakeholders (nonprofits, community groups and businesses) that would be impacted by summer construction. We will continue regular communications with these stakeholders on changes as the base that might impact their events, work, or regular summer activities.
Community Town Halls and engagement events	2 to 3 times this summer	We currently have a virtual Town Hall scheduled in partnership with Routt County riders to update locals on the status and access to trails and the Steamboat Bike Park through the summer. We are currently discussing other town halls for specific stakeholders and events for the community to learn more about the construction project and future plans for the base area.
Social media photo/video content	1-2 times per month	Will share photos of project milestones on our social media channels as they occur.
Press Releases		For critical information such as traffic impacts, particularly heavy traffic associate with truck hauling.