

End of Year Report 2020



Our Team



Kate Beezley
Executive Director



Billy Dixon
*Marketing +
Communications
Manager*



Daniel Dunn
Stewardship Manager



Ryan Kuehn
*FRCS Program
Manager*

2020 Major Achievements



- 4,403 volunteer hours = \$121,083 value
- Most wag bags distributed ever
- Most feet of trail built of any year
- Most bolts replaced of any year
- Joined the Harbeck House, a coworking space for environmental and social justice nonprofits
- Kept crags open and communicated closures during a pandemic
- Pivoted effectively and got creative with planning
- Implemented Salesforce Nonprofit as organization wide CRM



2021 Goals

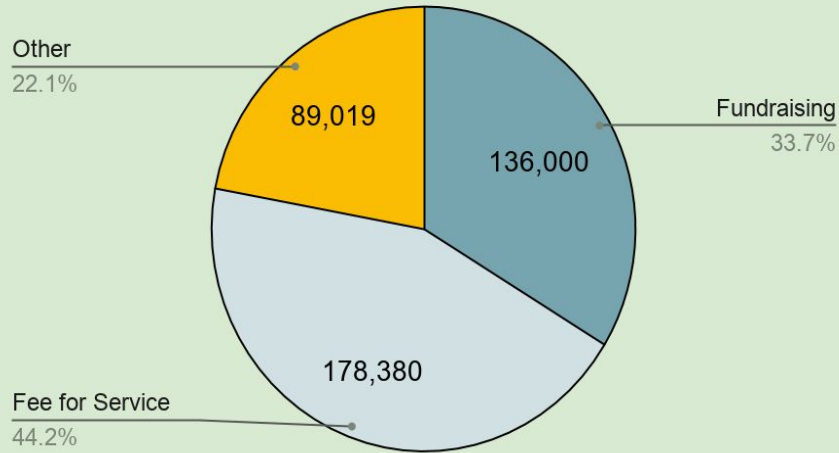


- Continue work on Boulder Canyon Management Plan
- Establish baseline data for trails and bolt programs in Boulder Canyon
- Replace 500+ bolts in Boulder Canyon and other targeted locations
- Increase the number of BCC funded trail work weeks in Boulder Canyon: Avalon and Upper Dream Canyon
- Hold 6-stewardship days (crag clean-ups)
- Increase climber connectivity in the Front Range Zone (aka greater Denver Metro area)
- Increase total membership by 30%
- Host more member events
- Highlight monthly an affinity group doing JEDI work in the climbing community
- Implement best practices in diversifying communications

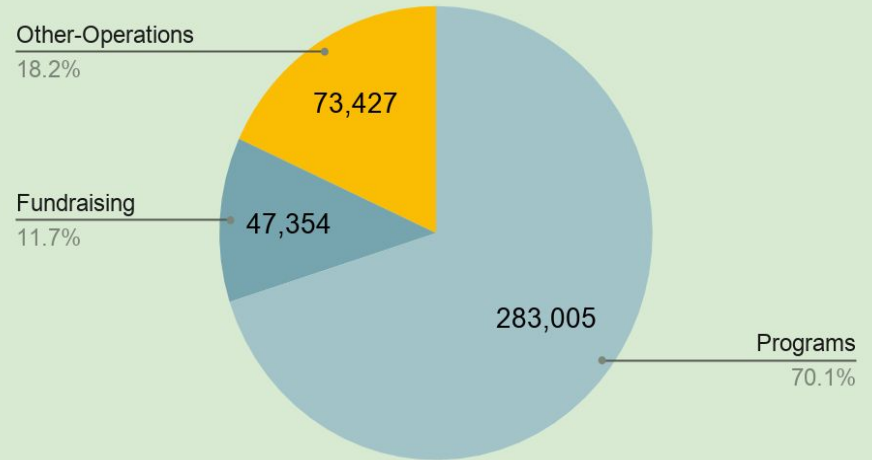


Financial Snapshot: 2020

Revised Revenue 2020: \$403,399



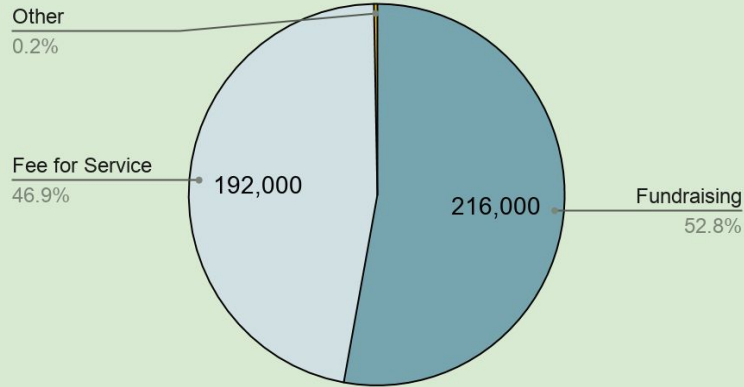
Revised Expenses 2020: \$403,789



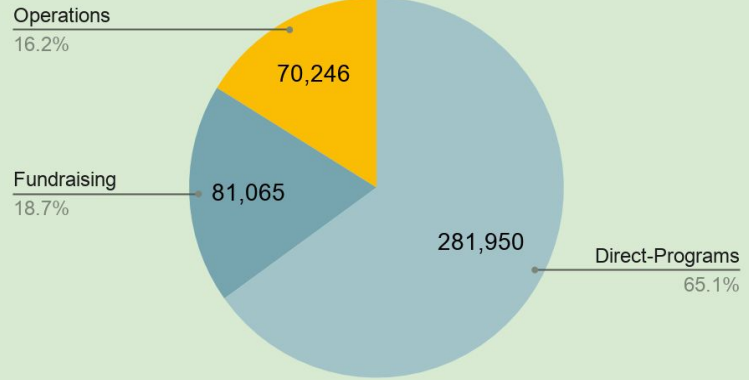
*Revenue includes a 2020 PPP Loan

Financial Snapshot: 2021

Anticipated Revenue 2021: \$409,00



Expenses 2021: \$424,013



Expenses (in order of magnitude): salaries and benefits, insurance, tools and supplies (drill bits, bolts, etc.), and wag bags.

2020 FRCS Trail Crew Season:

Despite a shortened COVID season, the trail crew completed 25 weeks of work:

- 5 Weeks Castle Rock Overlook
- 4 weeks Upper Dream Canyon
- 3 Weeks Indian Peaks Wilderness
- 3 Weeks Flagstaff
- 6 weeks Cathedral Spires
- 4 weeks Flatirons (1-2 Descent Trail)

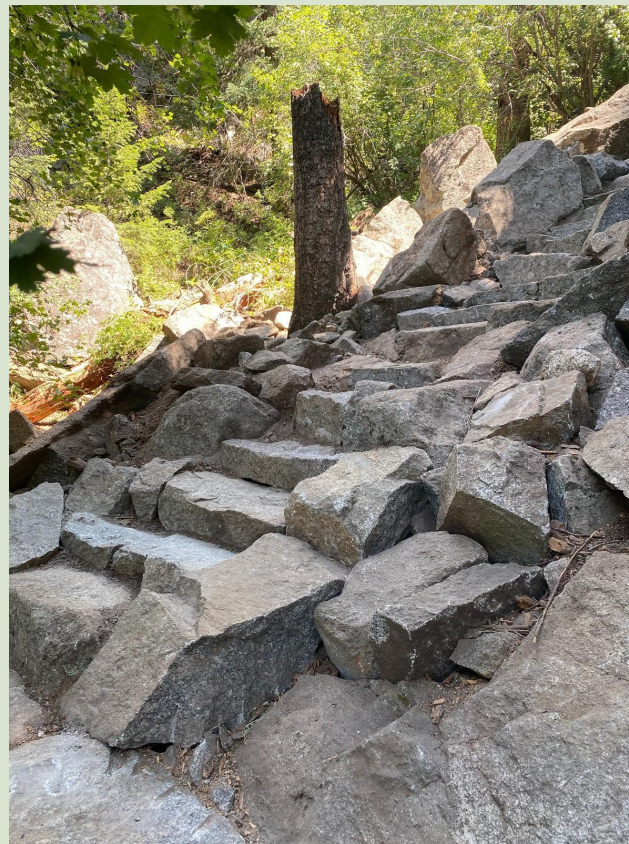


2020 FRCS-Trail Crew: Ryan Kuehn, Program Manager; Matt Ellsworth, Crew Lead; Sam Andree, Alex Stettner, and Emma Hulme (Crew)

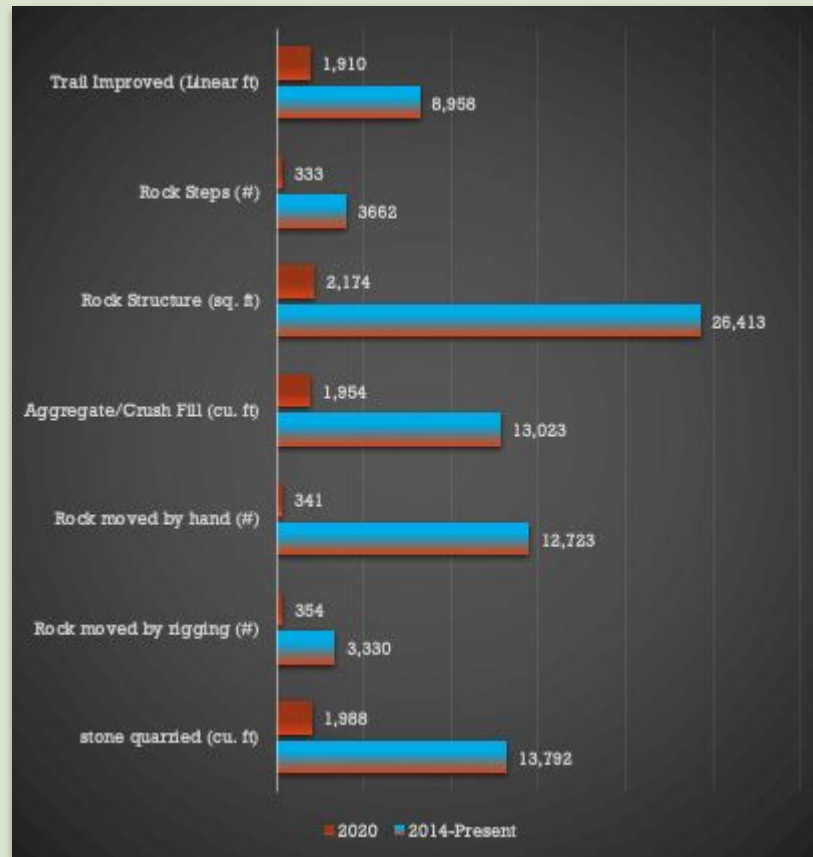


2020 FRCS Trail Program Project Metrics

	2020	2014-2020
Project Days	100	950
Total FRCS Labor Hours	4,134	30,355
Total FRCS Admin Hours	560.25	5,575
Volunteer Hours	2,443	15,939



2020 FRCS Trail Project Metrics



Castle Rock Before and After Photos



Isabelle Glacier Before and After Photos



1-2 Flatirons Descent Trail Before and After Photos



Stewardship Work

Bolts replaced: 273 🛠️

Wag bags distributed: 2,900 🐛

*That's ~1500 pounds of poop out of the watershed

Amount of graffiti removed: 250 sq. ft. 🎨

Number of eagles fledged: 1 🦅

Volunteer time spent in these programs: over 900 hours 💪
(valued at almost \$25k for the community)



Human Waste Program

One emoji to sum up 2020: 🍌. This has been the busiest year for wag bags in program history with over 2,900 bags distributed at 15 stations. Major highlights include:

- 1 new crag station at Seal Rock
- 2 new stations at partner gym locations
- Increased interest and financial support from land managers
- 1 new porta potty installed at Castle Rock



Anchor Replacement Program (ARP)

The BCC's rebolt program has been rebranded into the ARP with a dedicated committee and goal of making fixed hardware in the Front Range as safe as possible. Some of the major ARP accomplishments of 2020:

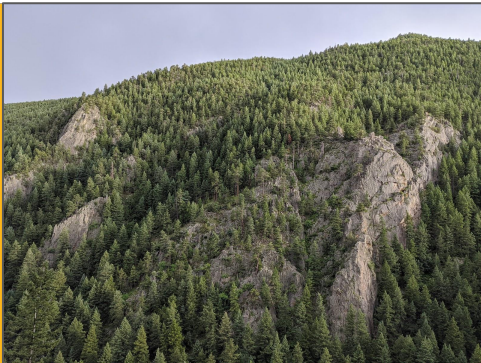
- 273 bolts replaced
- 3 full crag makeovers at Oceanic Wall, Nip & Tuck, and Golden Cliffs (NTM)
- Hardware grant program implemented to support community work
- Proposal for full Boulder Canyon replacement effort in the next 5 years
- Public tracking data available via Mountain Project



Advocacy

As BCC is still finding its voice in the advocacy realm we were able to make some great leaps in 2020. Major highlights include:

- No climbing resources closed during COVID lockdowns thanks to BCC messaging and land manager communications
- Boulder Canyon climbing approach trails to become system trails and be open to intensive stewardship in the future
- Climbing Management Plan with the USFS Boulder Ranger District prioritized for 2021



Other Stewardship Achievements



- One Golden Eagle fledged at Eagle Rock
- Graffiti cleanups at 3 different climbing areas
- National Public Lands Day double whammy with Jefferson County working on trails and bolts at North Table Mountain
- Pathway to re-opening Ralston Buttes identified and ready for action in 2021

Communications

- We far surpassed our goals for growth in 2020, while responsibly engaging our community about the COVID pandemic, social justice initiatives, route names, and wildfire closures
- Partnered with CU on an impact report that showed a large decrease in climbing after launching our COVID recommendations
- Created multiple videos and a printed brochure to better convey the BCC's mission and work
- Increased our newsletter list by 1,290 people (56%) ↑
- Increased our Instagram followers by 1,224 (54%) ↑
- Increased our Facebook followers by 542 (16%) ↑
- Increased website visits by 8,000 (90%) ↑



Membership

- Revamped our membership program with additional levels, discounts, and free or discounted merch and events
- Brought on over 200 new members this year
- We increased total membership by over 30%, and plan to break the 1,000 member mark in 2021

Merchandise

- Launched our first ever merch page!
- 94 smiling faces repping the BCC out in the community



Events

- In a year where events changed drastically, our creative approach to events was featured in Elevation Outdoors Magazine, Boulder Lifestyle Magazine, and the Access Fund's Global Climbing Advocacy Conference.
- We offered many of our events with a suggested donation option, keeping them accessible to roughly 500 extra people who joined events for free in 2020
- We had 1,595 people attend a BCC event this year, and we held our most attended event ever with our premiere of the Friday Night Film Festivals (796 viewers)
- We successfully pivoted our biggest fundraiser of the year to virtual
- We gave away \$5,000 of Neptune gear to one lucky winner during the Soirée!



Join Our Community: Become a Climbing Steward

- Become a member
- Volunteer
- Champion us to your friends!



- Follow us on Instagram and Facebook
- Join us at an event
- Represent with our new merch

boulderclimbers.org

