

# Impact of Events On Small Communities

Tiffany Swindlehurst





Beaver City  
Population:

**3072**

Piute County  
Population:

**1,524**

# National Recognition and Exposure



## GRAVEL GRINDER

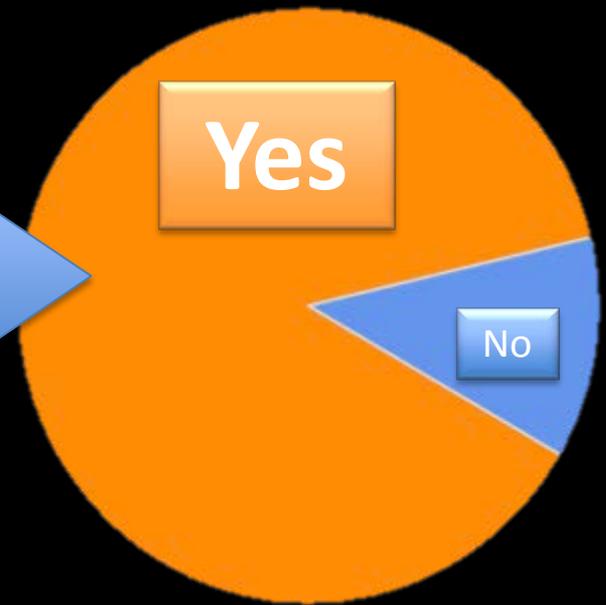
**What:** A race on gravel or fire roads, originally birthed by Midwest bikers.

**Why:** Miles of backwoods trails on your road bike, with no cars or strip malls in sight and none of the scary downhill prevalent at mountain-bike events.

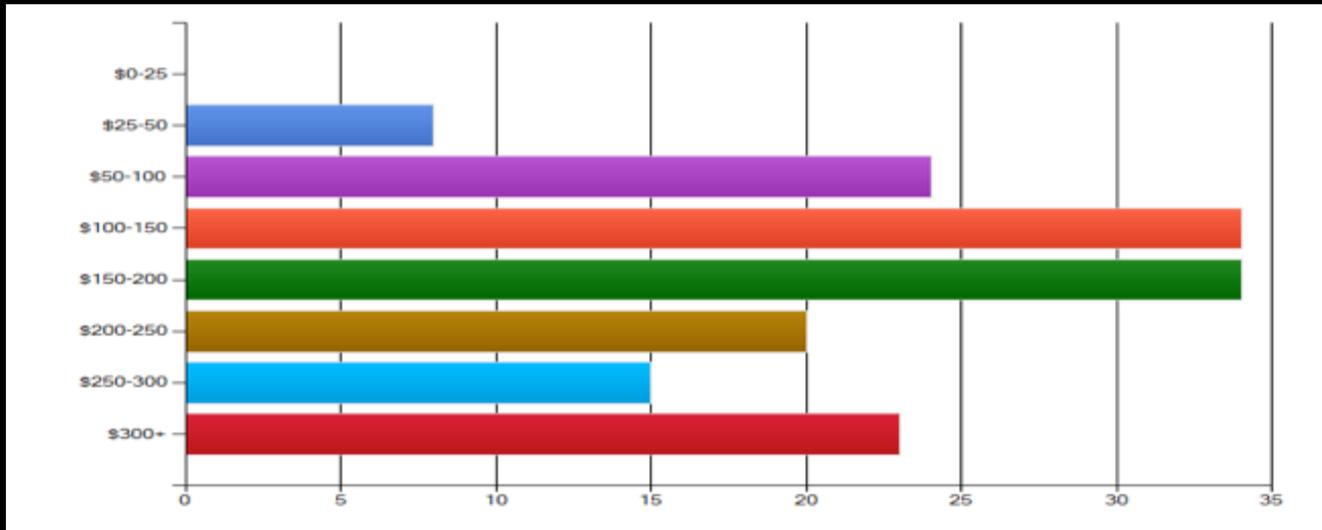
**The Best:** Crusher in the Tushar (Beaver, Utah; July; [tusharcrusher.com](http://tusharcrusher.com)); Dirty Kanza (Emporia, Kansas; May; [dirtykanza200.com](http://dirtykanza200.com))



88% of respondents are more likely after event experience to stop in Beaver County for food, fuel, or recreation outside of Crusher participation



## Money Spent on Lodging, Fuel, and Food



# Elevate Expectations





# Discover Your Greatest Assets



# Dance at the Finish Line



***TUSHAR***  ***CRUSHER***