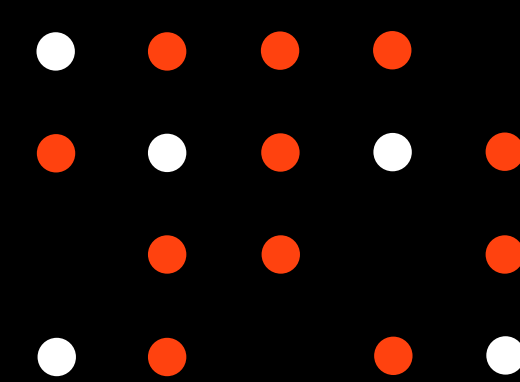




Presented To
Rayback Collective

Presented By
John Strathmann
Kaeden Stander
Kevin Pritchett
on behalf of Bus to Show

bus pickup location partnership proposal

building a partnership with the rayback
collective





COVER letter

Hi Bailey,

This is John, Kaeden, and Kevin following up from our brief conversation today about the Rayback Collective being a possible pick up location for Bus to Show. In this email I just wanted to tell you a little more about Bus to Show and explain what us students are doing for them.

Bus to Show is a nonprofit organization based in Boulder, Colorado, with the mission of reducing event related impaired driving and emissions by providing affordable, accessible, and community-integrated transportation to and from events. As a non profit, Bus to Show relies on donations and partnerships to support its mission. Restaurants that work with Bus to Show typically see increased foot traffic, branding promotions, customer loyalty, and partnership opportunities.

Currently, Bus to Show has given us students an RFP for finding a new pickup location. Since you showed some interest, we are going to develop a proposal explaining the benefits on your part, how the buses would pick up, the amount of individuals that would come, budget, expenses, and just a hypothetical proposal of how it would work for both you and Bus to Show.

Once we have this proposal complete, we will share this proposal with you **(the Rayback)** and Bus to Show to see what you think about it and if either party would actually want to go through with it in actuality.

Thank you!

John Strathmann

Kaeden Stander

Kevin Pritchett

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Bus to Show chose the Rayback Collective as a prime candidate to partner with for pickup's and dropoff's for the 2026 concert season due to the proximity to a plethora of public transport options and our fondness of the Rayback Collective, as patrons of your food and trucks. The demographics of the Rayback Collective and Bus to Show align closely with environmentally sound, community centered, and event loving individuals.

To ensure the least interruption to business, while still keeping our riders in close proximity to the Rayback Collective's food trucks/business's main entrance, we carefully designed a bus pickup and dropoff plan. In our pickup plan we placed our check in stand/tent nearby the outdoor tabled courtyard, and our loading bus by the fence outside of the main entrance. Behind the loading bus, and far away from the Rayback Collective's main patron parking, is where the next bus will wait in a waiting stage after they have turned off from 28th Street. Once loaded, the bus full of riders will pull on the Valmont Road and towards our venues while a bus in the waiting stage promptly takes its place. A detailed map of the plan can be seen on **page 09** of our proposal.

As part of this partnership, the Rayback Collective would incur some fees and expectations to be used as a pickup location. Although there are costs, the revenue and growth over time heavily outweigh them. Additionally, the Rayback Collective would benefit in multiple ways. Benefits for the Rayback Collective include more exposure, growth in sales, brand alignment, and additional marketing. Working with Bus to Show would bring more light to the Rayback Collective through this partnership.

A sample schedule of what an event day would look like is provided on **page 16**, presenting an example of how this partnership would operate. The example day provided, explains that event days may vary as a result of different concert demographics, times, and weather.

Statement of Need

As Boulder continues to grow and develop into a major hub within the Rocky Mountains, so does the demand for safe, community-oriented transportation solutions, that comply with Boulder's values of sustainability and social connection. Bus to Show fills the gap by providing safe and fun transportation to any type of event. Furthermore, our mission aligns with the values set out by the city of Boulder by reducing DUI rates, minimizing traffic congestion and promoting environmental responsibility through ride share solutions.

We have identified the Rayback Collective, a beloved Boulder brewery/food truck spot located near North Boulder, a natural community hub, and a place where locals meet to socialize, attend events, and connect as a potential partner to help us overcome the inefficiencies in North Boulder. Furthermore, the Rayback Collective's ample parking, established presence, and alignment with Bus To Show's mission of fostering community and fun make it an ideal candidate for a North Boulder Bus To Show pickup location.

By partnering with Bus to Show, you, the Rayback Collective, would benefit in a plethora of manners. First, we will be advertising in your area that Bus to Show has a new pickup location in North Boulder which will bring attention to your name to people unfamiliar, and provide a new reason for others to go to your business now that they can enjoy your commodities, and ride to a concert.

Secondly, by establishing a new Bus to Show pickup at the Rayback Collective, together we can:

- Expand accessibility for North Boulder residents who currently lack convenient event pickup options.
- Encourage safe transportation choices for a wider audience, further reducing impaired driving.
- Strengthen community ties by partnering with a popular local venue that shares similar values.
- Provide a new demographic of customers of the Rayback Collective.
- Help build sustainable transportation practices at affordable consumer prices, just as Marion Rayback, would have wanted!



About bts

Founded in 2009 by Dustin Huth, Bus to Show is a non-profit organization that is determined to reduce DUIs and impaired driving by providing a safe and eco-friendly means of transport for eventgoers of all types in the Denver/Boulder metropolitan areas.

Our mission as Bus to Show is to use these safe and eco-friendly means of transport to reduce DUI's and impaired driving to and from events for all age ranges. Our bus drivers are at the center of reducing DUI's and impaired driving, while still allowing our riders to fully be themselves and make the most of their event nights. Bus to Show does not judge any riders, unless their actions are unsafe or will harm other riders.

Furthermore, as a non-profit as Bus to Show makes its money from ticket sales and partners, therefore, allowing Bus to Show to be a cheap alternative for driving to events. The ability to be a cheap alternative to driving means that Bus to Show is able to build a community around it's riders.

As mentioned, Bus to Show takes riders to any type of event, even being able to be hired for events such as weddings, birthdays and private events. However, the biggest route Bus to Show operates is to/from Red Rocks. Buses run all season to/from Red Rocks from the Denver/Boulder areas.

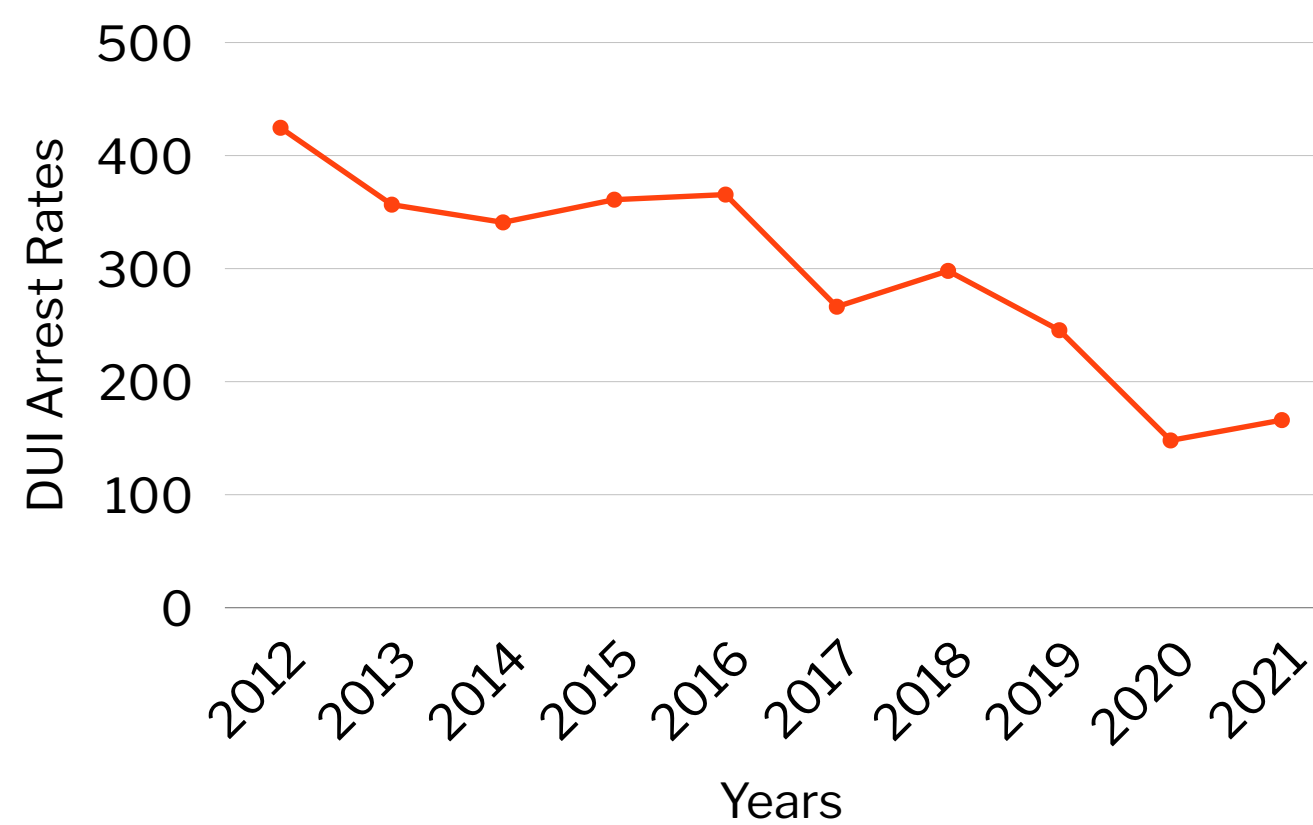
Recently, Bus to Show halted operations due to the COVID-19 pandemic that occurred around the world. However, business was reintegrated during 2022, while missing little additions such as "bus-parties", Bus to Show's commitment to our mission and building community has never faulted, even through the tough times.



current pickup need

Bus to Show’s perception to our riders is one of the most important attributes of our company. As a concert venue bussing company, one of our most important goals is to cut back on impaired driving to and from concert venues.

Looking at crime statistics in Boulder County, one can see the amount of arrests made related to DUIs dropped from 425 in 2012 steadily to 166 as of 2021, a drop that Bus to Show undoubtedly played a role in (**Colorado Department of Public Safety**).



Additionally, Bus to Show helps cut carbon emissions by preventing upwards of 45 cars driving to Red Rocks per bus of riders, all in all upholding our values as a beneficial nonprofit organization to Boulder.

As both employees of Bus to Show, and fond patrons of the Rayback Collective, we look to begin our partnership ahead of the 2026 concert season. With the Rayback Collective’s rich history since Marion Arthur Rayback’s founding as a veteran plumber, it is clear the goals of both Bus to Show and the Rayback Collective mesh in a beneficial manner.

Furthermore, we believe that our proposal addresses the potential business benefits to both Bus to Show and the Rayback Collective, as well as proposed plans for orchestrating pickups and dropoff schedules, and routes in the bustling heart of Boulder. Commercial bussing is heavily regulated at the federal scale, so through our comprehensive research, the proposal aims to outline all the necessary details of such a partnership, as well as the countless ways both companies could prosper together.



John Strathmann

John has a background in customer service and hospitality, previously working in the chautauqua dining halls. John's background and knowledge of the hospitality industry is essential to understanding the needs of the Rayback Collective. John also understands the inner workings of customer service, a skill that is valuable to both bringing business to the Rayback Collective and Bus to Show.



Kaeden Stander

Kaeden has a background in software development and project management, previously guiding projects for key staffing clients and encouraging a philosophy of ambition. Kaeden's background is essential to the precision of the proposal, as he ensures that every section of the proposal allows the addition of a dropoff location to be as smooth as possible between the Rayback Collective, Bus to Show and the City of Boulder.



Kevin Pritchett

Kevin has a background in engineering and planning, making him the perfect man to coordinate bus loading and unloading. Kevin's understanding of city codes and legal compliance through his background as an engineer is what allows him to develop the best plan of action for creating a bus pickup/dropoff for both Bus to Show and the Rayback Collective.



demographics

An important part of creating a mutually beneficial partnership between Bus to Show and the Rayback Collective is the alignment of our consumers. After talking to riders of Bus to Show and clients of the Rayback Collective we have learned more about the types of customers each has:

Rayback Demographics

Young Adults: when visiting the Rayback, it is clear that a portion of their customer base is adults in their 20s and 30s.

Families: the Rayback sees lots of families coming in due to their spacious seating. The outdoors, yard games, and food trucks make an ideal location for family and friends.

Bus to Show Demographics

Young Adults: a large portion of adults in their 20s and 30s ride Bus to Show. It is a fun way to go with a group of friends versus a party bus or uber.

College Students: as Boulder is a college city, we see a lot of college students. It is affordable and convenient for any students on a budget.

Varying Events: Red Rocks holds many different events, so riders per event will vary. For example, if jazz is playing, you are more likely to see older individuals vs college students.

Rayback Customer Interview - A. Capasso

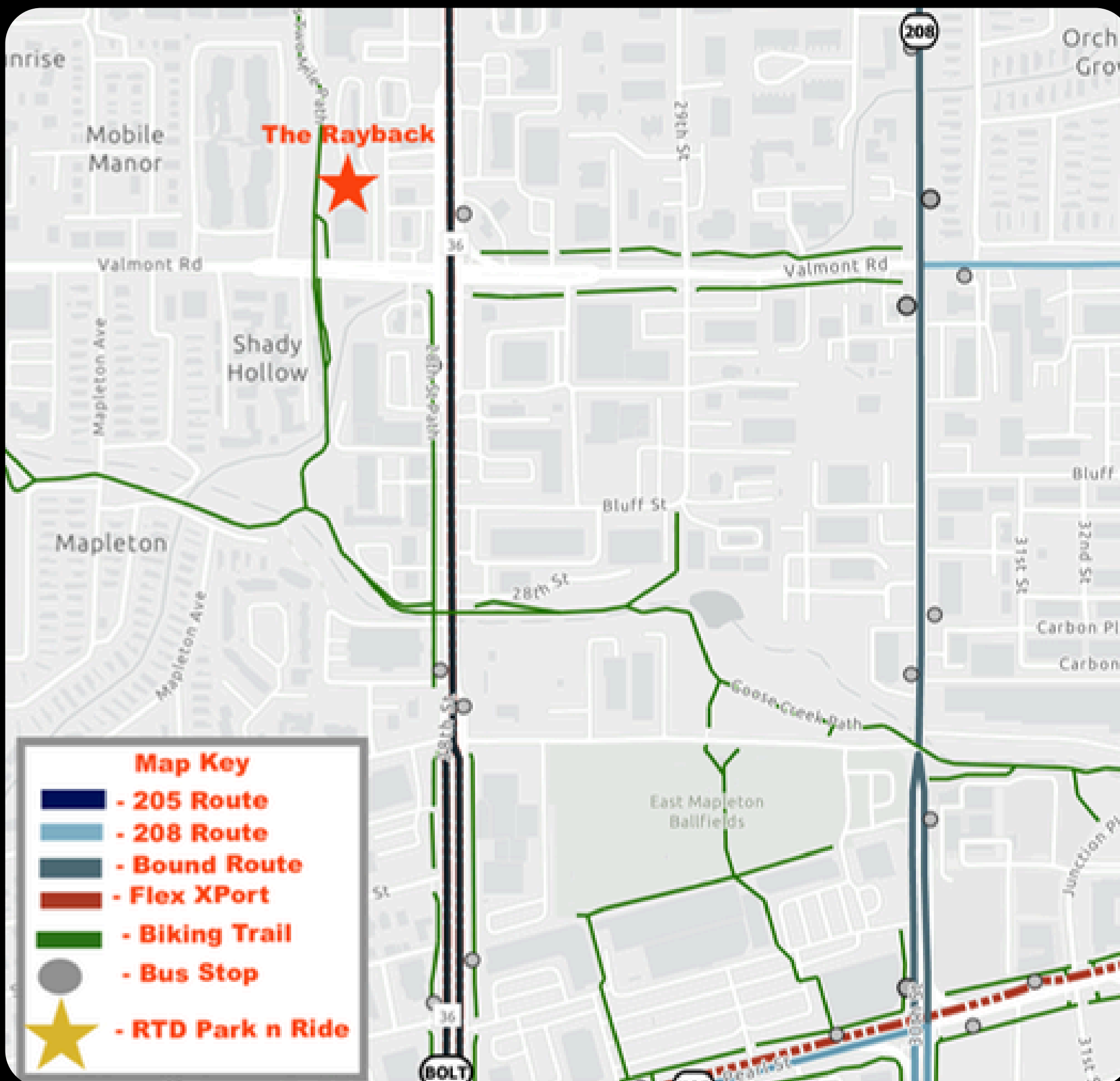
Q: Do you like concerts? How would you feel if the Rayback Collective began to be used as a pick-up location of an organization that drives you to and from Red Rocks?

A: I love live music. I feel like that would be great as this place is good for grabbing a drink and snack before an event.

Bus to Show Rider Interview - A. Patel

Q: Have you heard of the Rayback Collective? How would you feel if we added a pickup location at that restaurant?

A: Yeah, I've gone there with my friends a couple of times. I think it would be a good pick-up location because I have a lot friends that live down towards North Boulder, so it'd be much easier for them.



rt d bus routes

Located on the eastern outskirts of Central Boulder, the Rayback Collective (**marked under the orange star**) provides a faultless place for riders to meet for pickup, check in by Bus to Show, and disperse after their drop-offs. Should some guests opt out of Uber/non-commercial transportation and instead choose public transport, the Rayback Collective offers a plethora of public transport options nearby.

Shown in grey within a block of the Rayback Collective are a multitude of public RTD bus stops. From these stops riders can access the Bolt on an hourly schedule to go right to Pearl Street or even up to Longmont. Overlapping the Bolt route is also the 205 route that also goes between Central Boulder and Gunbarrel. Lastly, picking up from just one stop away is the Bound RTD route which comes every thirty minutes and could bring any riders directly down to South Boulder.

Another small detail to note are the easily accessible walking paths (**shown in green**) that would also serve to keep patrons off the roads, offering a safer way home.

our pickup location goals

1.

Have a Dedicated Check in and Bus Loading Zone

Since our conception in 2013 we've learned the in's and out's of running large commercial bussing operations. From our experience, we want to maximize the number of busses in the check in area to just one, and have another lined up in a loading zone. Usually, it takes about an hour to check in and fill an entire bus, however, the extended time allows our riders to also check out what the Rayback Collective has to offer. Shown on **page 11** is a prospective route of pickups and dropoffs.

2.

Set our Pickup in a Place Accessible for Ordering Food and Drinks from the Rayback Collective

As patrons of the Rayback Collective we sincerely enjoy the many different food options offered. One of the most important parts of designing our bus pickup and dropoff plan is to make sure that these food options are nearby for our riders, before they begin their journey to their chosen venue. Shown on **page 11** is a planned proposal of a check in zone and a bus loading zone near the Rayback Collective.

3.

Allow for a Quick Dispersal of our Riders at Dropoff

Our company image is not only important for the riders, but for the Boulder/Denver community as well. We believe a similar goal is set for the Rayback Collective too. Knowing that concert goers can still be enjoying their night as they are dropped off from our busses is very important for us. We want to ensure we can get riders on their way home as quickly and as safely as possible. While collecting potential partners for the 2026 season, one of the aspects we enjoyed most about the Rayback Collective was the large room to unload multiple busses past business hours when minimal cars are left in the parking lot.

a.

Understanding Pickup Logistics

After having transported 10,500 people last year, our employees know the in's and out's of how to orchestrate a smooth pickup. In addition to our employees helping with the check in and pickup process, we will always share our number of riders prior to an event giving you, the Rayback Collective, ample time to increase your staff numbers **(if needed)** for an expected influx of customers buying food and refreshments.

b.

Driver Orchestration

Our drivers, all CDL certified **(as mentioned in the Compliance section)**, always know their routes and in's and out's of pickups. With this being said, we always keep our pickup's and check in times running smoothly, to steadily prevent any disruptions to the inflow and outflow of customers.

In addition to steady pickup's, having an extra bus on standby, as shown in the next section, allows us to promptly start loading new riders. Introducing an extra precautionary step ensures there won't be a large congregation of riders that congregate in the Rayback Collective's parking areas.

c.

Employee Preparation

For most shows, especially in our first year or two of partnership, only a dozen to two riders will likely purchase tickets. However, we will still require a section of parking lot to be coned off either by a the Rayback Collective employee, or a BTS employee, in order to load riders. Furthermore, for our check in process, all we need is a small area **(shown on page 11)** to setup a table or tent, especially if the weather is not the best.

d.

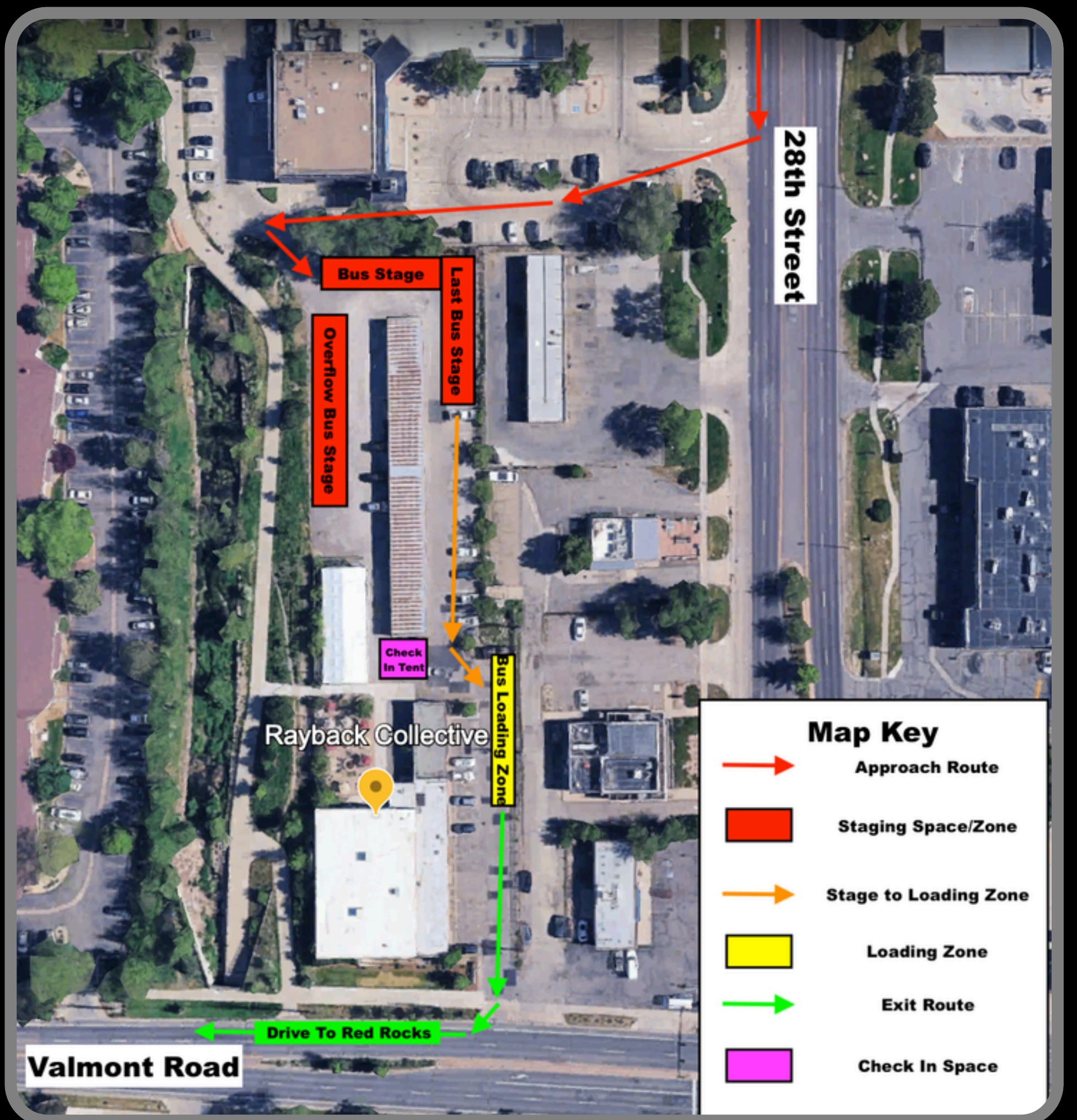
Dropoff and Dispersal

Events often run late into the night, and some drop off times may not occur until 11pm or midnight. However, we have seen certain Bus to Show partners benefit from our rider's business, leading them to stay open later on Bus to Show event nights compared to usual business hours. Incorporating additional hours is completely up to the Rayback Collective, but adding hours allows another opportunity for the Rayback Collective to thrive from our partnership.

pickup plan

Shown left is a map of a potential bussing route, showing how we could pickup/dropoff riders before/after an event (**The Rayback Collective**).

We of course welcome criticisms of our plan if the Rayback Collective has any additional recommendations.



Being located on the corner of 28th Street and Valmont Road is a prime location for a commercial bussing company pickup, the setup of the Rayback Collective's parking lot is also very appealing. With a section of the Rayback Collective's parking lot extending far north from the main building, we believe we could make effective use of such space, while still allowing a lot of room for customers to park near the main entrance.

From our experience, it can take up to an hour for one bus to fill, which is why for some shows there will be two bus waiting bus stages (**shown in red**), and an overflow stage should we ever need it, although not expected. We are not sure about the relation to your neighbors, but another option would be to have busses wait behind the fence of the other shopping block. Additionally, the bus loading zone is placed in close proximity to the Rayback Collective's entrance and food truck court, therefore, allowing riders to check out food and refreshments until they are ready to check in for their bus ride. Also placed near the Rayback Collective is our check in stand/tent. Lastly, once a bus is full, we plan to quickly and safely make a right turn onto Valmont Road to get our riders on their way to the event and allow room for the next bus. At dropoff we would empty busses starting from the loading route's drive off direction and backfill to the staging zones.

Category	Details	Annual Cost
Partnership Cost	Cost incurs an annual fee to be used as a pick up location for Bus to Show	\$5,000/year
Meals for staff and Drivers	Bus to Show requests meals for onsite staff on Bus to Show event days	225 meals/year
Rider Incentives	Incentives for riders (Ex. buy 1, get 1, \$2 off food or drink, free water with ride purchase, etc)	\$500 - \$1,000/year



Yearly Pickup Location Fee

Every Bus to Show pickup location is charged a **\$5,000 annual fee.**

Meals for Staff and Drivers

We ask that the Rayback Collective provide a meal and beverage to Bus to Show staff working events.

Usually, there will be three Bus to Show staff at the event (**including one driver**), making it around three/four meals per event.

Rider Incentives

A big part of our partnership will be incentives for riders to make them want to purchase from the Rayback Collective.

It is fully the Rayback Collective’s decision when deciding on what discount or deal they would like to create. However, we have seen other businesses like Torchy’s Tacos do free chips and guac with a Bus to Show ride purchase.

The annual cost given for rider incentives assumes a \$2 off food and drink with any \$20 purchase Bus to Show ride purchase.



RAYBACK REVENUE

Revenue Explained

We have provided a table showing the expected revenue increase from partnering with Bus to Show. Revenue is calculated through certain assumptions that will be explained.

Year	Assumption	Riders	Annual Revenue
Year 1	Assuming 50% of riders spend \$20 on 75 event days	6-12 riders per event	+\$9,000
Year 2	Assuming 50% of riders spend \$20 on 75 event days	12-24 riders per event	+\$18,000
Year 3	Assuming 50% of riders spend \$20 on 75 event days	24-36 riders per event	+\$27,000

Partnering with Bus to Show will be increasingly beneficial as time goes on. The three year plan provided show's what the Rayback Collective would expect to see in each year of our partnership. In the first year, only one bus would pickup riders from the Rayback Collective, and we would expect between six to twelve riders per event at first. Bus to Show has seen that ridership usually doubles per pickup location in the first three years. After year three, there tends to be an exponential growth as Bus to Show sends more buses to X location and more riders ride from X location.

Assumption Explained

When calculating the expected annual revenue the following assumptions were applied. **Six to twelve riders** are expected at each pick-up event the Rayback Collective holds. It is unfair to assume that all riders will buy food and beverage, so assuming **50% of riders buy food and beverage** is the number we felt was representative. Additionally, Bus to Show has over 100 events per year. Not every event will have riders, and to account for this, we used **75 events** as the base mark for our calculations.

****NOTE: THESE CALCULATIONS DO NOT TAKE INTO ACCOUNT RAYBACK COLLECTIVE EXPENSES****

a.**Increased Exposure**

An advantage of partnering with Bus to Show is the increased foot traffic that would come alongside the new riders. By becoming a pick up location for us, the Rayback Collective would automatically be exposed to more individuals in the Boulder area. Meaning that Bus to Show riders who would not know the Rayback Collective, would be exposed through the pickup location. Alongside increased exposure comes the possibility that riders unfamiliar with the Rayback Collective could grow into returning customers. Additionally, riders who tell friends and family about the Rayback Collective would be increasing exposure through word of mouth. We believe that much results from increased exposure would come in year two or three of our plan.

b.**Sales Growth**

More people means more sales for the Rayback Collective. During the days of events, the Rayback Collective is likely to see purchases from Bus to Show riders. Furthermore, the Rayback Collective would see more sales for drinks, food, especially late at night from those being dropped off post event. In addition, depending on pickup times and dropoff times, the Rayback Collective would see additional business at times when business is typically slower than usual. The Rayback Collective would not only gain more business on days of events, but there would also be an increase in regular customers through our riders increasing sales overall.

c.**Brand Alignment**

Bus to Show and the Rayback Collective's branding is very similar when it comes to values and imagery. Bus to Show promotes reduced emissions, reduced impaired driving, and emphasizes community engagement. The Rayback Collective, which is very community focused and environmentally sound, would have an easy time pairing with Bus to Show. Furthermore, with the connection of artwork between both businesses, some of the Bus to Show buses feature fun murals and artwork similar to that of the Rayback Collective. Both Bus to Show and the Rayback Collective have very vibrant and eccentric branding so through pairing with one another, the Rayback Collective could build it's platform with ease.

a.

Increased Exposure

Bus to Show would see a major increase in exposure as a result of a partnership with the Rayback Collective. Through the colorful buses and online promotion, more Boulder residents and music lovers would be exposed to the brand. Regular and new customers at the Rayback Collective would see our branding and buses allowing for a larger demographic of individuals to experience Bus to Show. Not only would this increase the visibility of Bus to Show, but it would also bring in the possibility of finding new potential riders. By viewing Bus to Show riders in the Rayback Collective, customers who love events may be able to find their next ride through Bus to Show.

b.

Brand Alignment

Bus to Show and the Rayback Collective have very similar branding. The Rayback Collective is very community focused and environmentally aware, creating a strong mesh with Bus to Show. Furthermore, allowing for easy collaboration and promotion amongst Bus to Show and the Rayback Collective as similar branding can attract similar customers. In addition brand alignment is vital to forming a good relationship with our pickup location, as it allows for a smoother and more enjoyable partnership. It is also important that owners of each company have similar goals as, business alignment is what allows for the great relationships.

c.

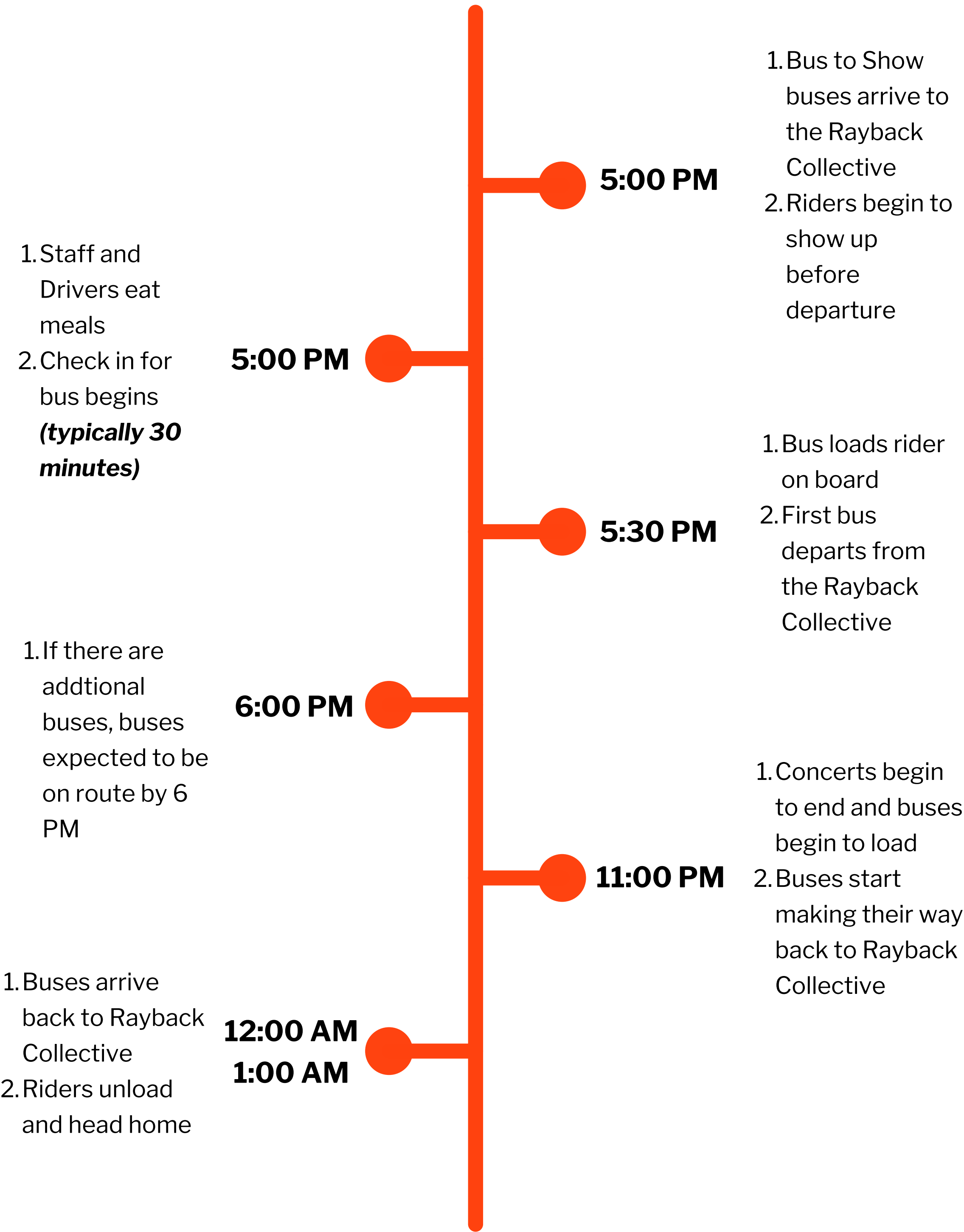
North Boulder Location

A major benefit for Bus to Show in this partnership is a North Boulder pickup and dropoff location. Currently, we have pick up locations mainly on the hill or around the Baseline area. However, residents who want to ride Bus to Show, but reside in North Boulder may have difficulty getting to those locations. The Rayback Collective offers the perfect North Boulder location as it is close to residencies and also to public transportation. Riders can easily get to and from the Rayback Collective through RTD buses, driving, or rideshare. Additionally, the Rayback Collective's parking area works perfectly to allow a bus to easily come in and pickup the riders heading to the event.

Event Day between the Rayback Collective and Bus to Show



sample event day





sustainability alignment

a.

Continuing Marion Rayback’s Missions

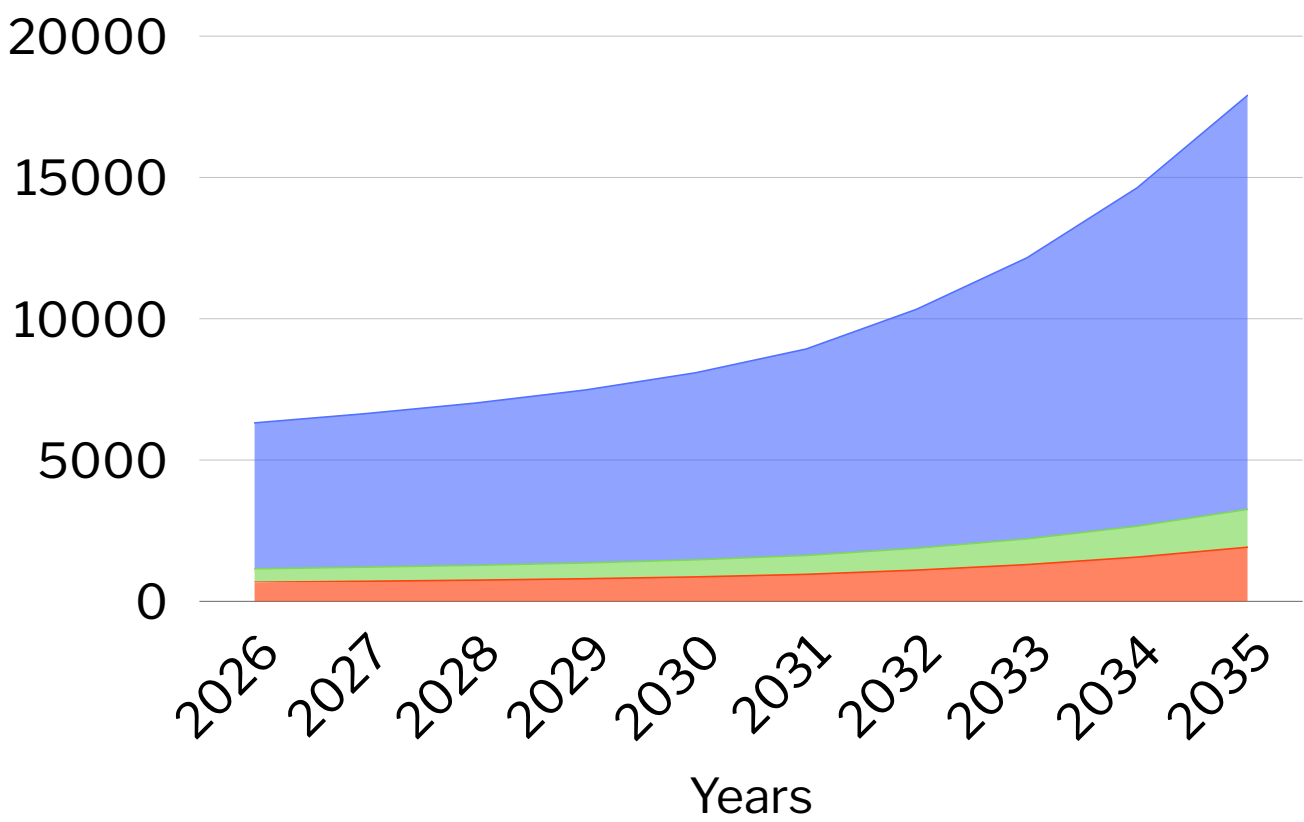
Marion Rayback had been known to repair plumbing supplies to give back to the community. By doing so, he undoubtedly both helped the community save money on ‘those pesky home repairs we all face,’ and cut down on the environmental burden that plumbing and PVC pipe possesses (*The Rayback*).

In a similar manner, Bus to Show strives to provide affordable transportation to the community, while simultaneously cutting down on event related emissions.

b.

Environmental Sustainability

The Rayback Collective promotes environmental sustainability by encouraging community gatherings in a centralized, walkable location, reducing the need for individual transportation, and promoting local food and drink vendors. Similarly, Bus to Show supports sustainability by providing shared transportation to events, decreasing the number of cars on the road, thereby lowering carbon emissions and reducing traffic congestion. An estimated prediction of Bus to Show’s environmental sustainability impact in partnership with the Rayback Collective over the next ten years is shown below.



a.

Driver Licensing

All of the Bus to Show bus drivers are CDL licensed, undergoing rigorous background checks and substance screening.

b.

Motor Insurance Coverage

As per the Colorado Department of Regulatory Agencies Public Utilities Commission, Bus to Show follows the rule that any Limited Regulation Carrier (LMT's) companies that carry thirty-three or more people in a single vehicle must have insurance coverage of at least \$5,000,000 (**4 CCR 723-6. 6008. Financial Responsibility**) as most of our busses have larger capacities than thirty-three (**County Ordinances**).

c.

Motor Vehicle Identification and Stamps

As in Colorado Department of Regulatory Agencies Public Utilities Commission document 4 CCR 723-6 section 6104 we follow that all Bus to Show busses are identified under our ownership, VIN, make/model, and modifications (**such as speaker wiring**) made to any of our busses each year to gain proper motor vehicle stamps (**Transportation**).

d.

Safety and Inspections of Motor Vehicles

We conduct authorized inspections to ensure that all Bus to Show busses are compliant in reference to the Colorado Department of Regulatory Agencies Public Utilities Commission document 4 CCR 723-6 section 6104. Furthermore, all Bus to Show drivers follow a tedious pre-drive checklist that encompasses the drive train, brakes, mirrors and more before taking off on every trip. Please click "**here**" in order to see an instruction manual of the Bus to Show pre-drive checklist (**County Ordinances**).

e.

City and Bus Pickup Plan

When designing our bus pickup and dropoff route we made sure to abide by Boulder County's Traffic and Parking Ordinance section III, by making sure no Bus to Show bus will be parked on a sidewalk, within five feet of a public driveway or junction, or within 10 feet of a city fire hydrant. Following these rules ensures we will have time to check all of our riders in and still have a bus on standby (**County Ordinances**).

Appendix A: Sources

a.

Boulder County. "County Ordinances - Boulder County." Boulder County, 6 Feb. 2025, bouldercounty.gov/government/ordinances.

b.

ORS: Driving Under the Influence-Arrests | Division of Criminal Justice. dcj.colorado.gov/dcj-offices/ors/dashb-dui-arrest.

c.

Transportation | Public Utilities Commission. puc.colorado.gov/trans.

d.

"Transit Maps - Boulder County." Boulder County, 26 Feb. 2024, bouldercounty.gov/transportation/maps/transit-maps.

e.

"the Rayback Collective." Boulder Colorado USA, 2025, www.bouldercoloradousa.com/listings/the-rayback-collective/2244/.

f.

"The Rayback." The Rayback, www.therayback.com.