

Urban River Adventures (URA) was created after Covid shut down Steve Capp's Fitfest events. He wanted to create a business that is socially distant and aligns with his mission to get people living an active lifestyle. URA provides an opportunity for people with little or no camping experience to enjoy a beautiful backcountry island in a very comfortable and adventurous way. Over the years, he traveled the world doing all sorts of activities, camping, and adventures. He's lived in Spruce Grove / Edmonton his entire life and has always thought our River Valley was underutilized.

Steve received the authorization to use the river valley island in November of 2020, at this time he was already working on the website to get the concept live and ready to sell for December. The sales started coming in quickly, URA started getting media attention and we started meeting/exceeding our sales targets. As the months went on, Steve purchased the accommodations, camping gear, river activities and a jet boat. He also started hiring staff for the May 2021 start date.

The first island glamping experiences were ready on May 14th, 2021. Creating something totally unique has been an adventure. Steve had sold out almost every day of the season and has had over 4000 guests experiencing our island in the 2021 season. Now that we have the 2021 island glamping season behind us, Steve is now creating a 128-acre eco-tourism resort. As the resort continues to evolve, we will add more glamping sites, integrate new programming for guests, add staff to lead the programming, increase the level of customer service and improve our overall operations. The programming will include river activities, indigenous history, environmental education, and outdoor adventure activities.



STEVE CAPP
PRESIDENT

