

# LOCAL FIRST 2017 ANNUAL REPORT



The voice of the independent, local business community of La Plata County

## MESSAGE FROM THE CHAIR



Ten years. A decade. Local First published the first BE LOCAL Book ten years ago in 2008 and we celebrate in 2018 our tenth edition. While Local First is perhaps best known for this beautiful publication that deepens community support for our unique, independent, and locally-owned businesses, we do

far more than publish the BE LOCAL Book.

Local First represents a strong ethic of re-investment in our local economy, providing a collaborative voice for others who share this ethic. We demonstrate this ethic by our actions, sometimes quietly, but firmly nonetheless. Our large diverse member-

ship and effective programs, Shop Local, Eat Local, Create Local, and Act Local, focus on investing in the pillars of our local economy.

Anticipating the next ten years, in 2017 we hired a new Managing Director, Monique DiGiorgio, who has strengthened our staff, organization, alliances, and collaboration. We re-evaluated our challenges and opportunities, updated our strategic plan, and initiated a new robust communications effort. We do this to truly represent our members and return the faith they place in us as trustees of this great organization.

The Board and staff of Local First are very grateful to represent our wonderful members and look forward to another decade of fostering investment in our local community. Thank you!

A handwritten signature in black ink, appearing to read 'Tim Wheeler'.

Tim Wheeler, Board Chair

## WHY LOCAL FIRST?

**People connected to their place are more likely to:**

- Vote
- Volunteer
- Donate charitably
- Pay taxes

**Our Mission:** Local First is a non-profit alliance of locally-owned, independent businesses and organizations working together to build an economy that values people, the planet, and prosperity for everyone.



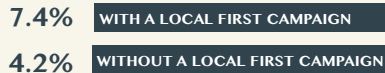
# THE ECONOMICS OF LOCAL

## AMAZON AND EMPTY STOREFRONTS

In 2014, Amazon sold \$44.1 billion worth of retail goods nationwide while avoiding \$625 million in state and local sales taxes, according to a study by The American Booksellers Association and Civic Economics.

Even counting all the jobs in Amazon distribution centers, Amazon sales produced a net national loss of 135,973 retail jobs, and a total of more than \$1 billion in revenue was lost to state and local governments.

### REVENUE GROWTH FOR INDEPENDENT BUSINESSES NATIONALLY (2016)



## LOCAL, INDEPENDENT BUSINESSES

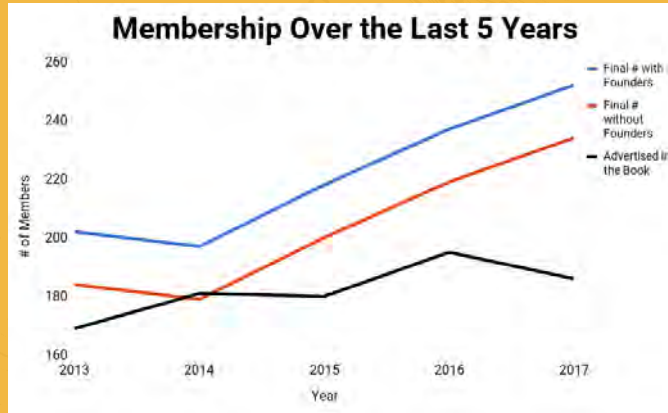
- Drive our economy
- Attract tourists
- Buy from other independent businesses, driving the local multiplier effect
- Donates generously to local causes
- Are committed to community and less likely to pack up and leave when things get rough
- Plug or stop economic leakage

### JOBS PER \$10 MILLION IN SALES IN THE UNITED STATES:

Independent Retailers: 110  
Chain Retailers: 50  
Amazon: 14

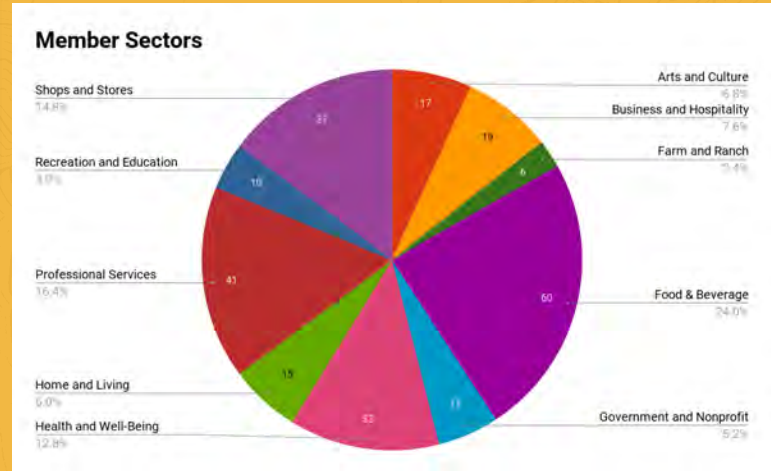


## MEMBERSHIP OVER THE YEARS



We currently have **252 members**, our highest membership to date.

The independent, local business community in La Plata County is growing, and the diversity of our membership is increasing.



# LOCAL FIRST INITIATIVES

## Shop Local

**Purpose:** Bring awareness around the benefits of shopping locally and connect consumers with local, independent businesses.

- Independents Week
- Noel Night
- Be Local Coupon Book
- Loyalty Program



### 2017 HIGHLIGHTS

- 4,800 Books Printed
- 7,500 - 10,000 Noel Night Participants
- 120 Launch Party Attendees
- 10 years of Shop Local campaigns!

## Act Local

**Purpose:** Create positive change in the community to support the economy, the environment, and social equity.

- Local Energy
- Local Procurement
- Cottage Foods Act
- Online shopping - Sales Tax Fairness
- Land Use Planning
- City and County planning
- Creative Arts

**GET INVOLVED!**  
[local-first.org/actlocal](http://local-first.org/actlocal)



## Eat Local

**Purpose:** Increase access to local food for businesses and the community at large.

- Durango Regional Food Hub
- Eat Local Month (September)
  - ✍ Harvest Dinner
  - ✍ Farmers Market presence

### 2017 HIGHLIGHTS

- 150 Harvest Dinner attendees
- \$30,000 raised at dinner
- Event sold out 1 month in advance
- \$500 donated
- \$355,000 USDA Hub grant



## Create Local

**Purpose:** Grow the creative economy while supporting local businesses.

- Creative Arts Project (connecting businesses to artists)
- Arts & Event Center
- Increased recognition of the \$18.1 million in economic impact



### 2017 HIGHLIGHTS

- Exposure for the arts in the Be Local Coupon Book
- 1 Creative Arts Coordinator
- 1 downtown mural underway

## MEMBER BENEFITS



**BUSINESS  
LISTINGS**



**MEMBERS-ONLY  
EVENTS**



**CONSUMER  
EDUCATION**



**BUSINESS  
RESOURCES**



**ADVOCACY  
WORK**



**BUSINESS TAX  
DEDUCTION**



**PREMIER  
ADVERTISING**



**BETTER  
STORYTELLING**

**We are your voice.**

You talked. We listened. We have added new member benefits to increase the success of your business.

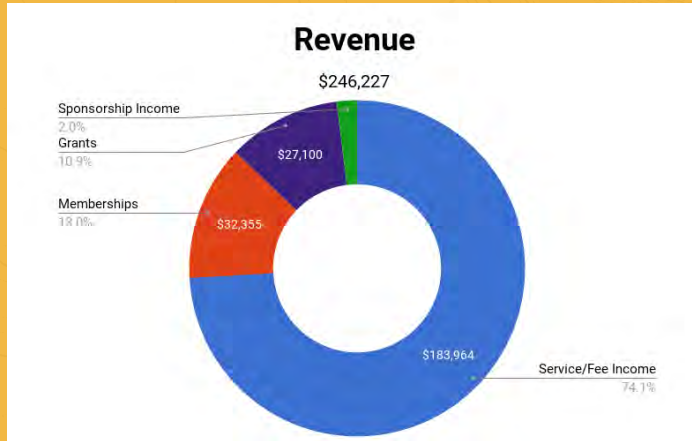
Get the most from your membership by taking advantage of these benefits.

**Want to learn more?** Visit [www.local-first/membership](http://www.local-first/membership) for more details.

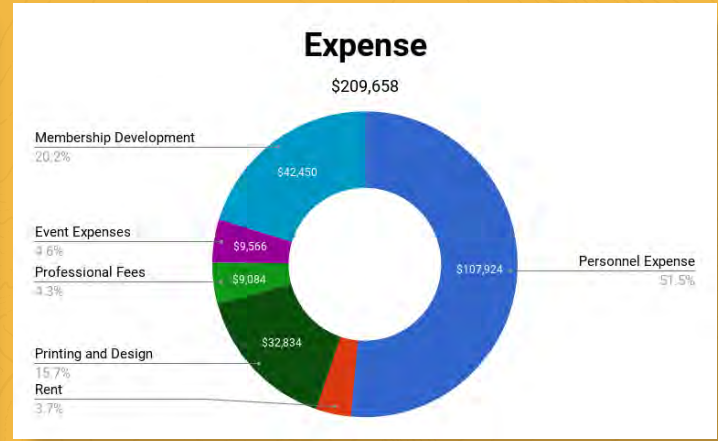


# 2017 FINANCIAL PROFILE

**Revenue: \$246,227.04**



**Expenses: \$209,658**



## AT-A-GLANCE

**NET INCOME\*: \$36,569.04**

**RESTRICTED: \$27,000**

**UN-RESTRICTED: \$9,569.04**

**\*Accrual accounting method. Restricted funds are for program development and implementation. Un-restricted funds will be used for staffing and increased member outreach.**

# 2017 MEMBERS

2nd Avenue Sports  
360Durango  
4 Corners Riversports  
6th Street Liquors  
81301 Coffee Roasters  
A la Car Durango  
A Shared Blanket  
Aaron's Errands  
Absolute Physical Therapy & Wellness  
Advanced Cleaning Solutions, LLC  
Advantage Physical Therapy & Wellness  
Advertising Innovations  
Affordable Framing on Main  
All Seasons Farm  
Animas Chocolate Company  
Animas City Theatre  
Animas Underground Electronics  
Apple Orchard Inn  
Arete Mortgage  
Art Supply House & Custom Framing  
Artesanos Design Collection  
Axis Health Systems  
Azul Gallery  
Backcountry Experience  
Balcony Bar and Grill  
Basin Printing & Imaging  
Bear Smart Durango  
Bella Vie Salon and Spa  
Best Cleaning & Disaster Restoration Services  
Black Bear Cleaning  
BMX Durango  
Bob's Johns  
Body Strategies  
Brew Pub & Kitchen  
Brookie Architecture and Planning  
Buckhorn Limousine  
Cedar Diagnostics  
Chimayo Restaurant  
City of Durango  
CJ's Diner

Coleche, LLC  
College Drive Cafe  
College Plaza Laundry  
Colorado Highland Helicopters  
Colorado Title & Closing Services  
Community Concert Hall at Fort Lewis College  
Cream Bean Berry  
Creative Forces Design  
Crow's Closet  
Cuckoo's Chicken House  
Dancing Willow Herbs  
Derailed  
Desert Sun Coffee Roasters  
Diamond Belle Saloon  
Dietz Market  
Directory Plus  
Dreams of Tibet  
Duranglers Flies & Supplies  
Durango Academic Coaching Center  
Durango Adult Education Center  
Durango Antique Market  
Durango Arts Center  
Durango Bike Company  
Durango Business Improvement District  
Durango Car Care  
Durango Chamber of Commerce  
Durango Coffee Company  
Durango Community Acupuncture  
Durango Compost Company  
Durango Cyclery  
Durango Farmers Market  
Durango Herald  
Durango Insurance Professionals Inc  
Durango Joes Coffee  
Durango Kids Pediatric Dentistry  
Durango Land and Homes  
Durango Mailroom  
Durango Montessori School  
Durango Organics  
Durango Outdoor Exchange

Durango Running Company  
Durango Signs  
Durango Space  
Durango Steampark  
Earthly Ideas, LLC  
East by Southwest  
El Moro Spirits and Tavern  
El Rancho  
ENO  
Eolus Bar & Dining  
EPIC Magazine  
Evolution Powder Coating LLC  
Express Employment Professionals  
Eye. D. - Eyewear Durango  
Fifth Street Eatery  
Fired Up Pizzeria  
First Southwest Bank  
For The Birds  
Fort Lewis Environmental Center  
Forward Movement  
Four Corners Aesthetics and Women's Health  
Four Corners Broadcasting  
Four Corners Office for Resource Efficiency  
Four Corners POS  
Fox Fire Farms  
FredrickZink & Associates, CPAs  
Fusion Interiors  
Gazpacho Mexican Restaurant  
Grassburger  
Groundswell Acupuncture  
Habitat for Humanity of La Plata County  
Halfway to Heaven  
Handcrafted Video  
Happy Paws Pet Spa  
Healthy Community Food Systems  
Healthy Hounds & Fat Cats  
Heirlooms Durango  
Himalayan Kitchen  
HomeSlice Pizza

Honey House Distillery  
Honeyville  
iAM Music  
Imagesmith  
Integrative Osteopathic Medicine  
James Ranch Artisan Cheese  
James Ranch Harvest Grill  
Jonas Grushkin  
Kara Cavalea Camera  
Karyn Gabaldon Fine Arts  
Katzin Music  
KDUR  
Kelly Wright Certified Rolfer  
Ken & Sue's  
Kennebec Cafe  
Kroegers Ace Hardware  
KSUT  
La Plata County Economic Development Alliance  
La Plata County Humane Society  
Lady Falconburgh's Barley Exchange  
LaPlata County Thrive! Living Wage Coalition  
Leland House Bed and Breakfast  
Local First  
Lorenzo's Lovable Latin  
Mahogany Grille  
Mantell - Hecathorn Builders  
Matlock Furniture  
Mountain Auto Care  
Mountain Bike Specialists  
Mountain Tacos & Tequila  
Mountain Waters Rafting & Adventure Company, LLC  
Mutu's Italian Kitchen  
Native Roots  
Nature's Oasis  
New Hat Baking  
Nini's Taqueria  
Obsidian  
Ohara's Jams & Jellies  
Ore House Restaurant

Out of the Blue  
Pamela Hatten, RN  
Pediatric Associates of Durango  
Pet Haus  
Pete Giuliani Music  
PHD Advanced Nutrition  
Phoenix Recycling  
Pilates Durango  
PJ's Gourmet Market  
Point to Point Graphics  
Priority Financial Partners  
Purgatory Resort  
Put UP  
Raider Ridge Cafe  
Rapp Corral  
Regional Housing Alliance of La Plata County  
ReLove  
Rendezvous Doughnuts  
Reruns  
River Liquors  
Rivergate Pharmacy  
Road Runner Transit / SUCAP  
Rocky Mountain Animation Labs  
Sage Mountain Health  
San Juan Basin Health Department  
San Juan Citizens Alliance  
San Juan Hand Therapy  
Sante Alternative Wellness  
Sara Olsen & Associates  
Sarvaa Superfoods (Solay Superfoods)  
Scenic Aperture  
Second Time Around  
Seed Studio Kids  
Serious Delights Bakery  
Shaw Solar  
Ska Brewing Company  
Ska Fabricating  
Ski Barn  
Smart Enterprises  
Smiley Building

Smiley Cafe  
Southern Ute Museum & Cultural Center  
Southwest Appliance Inc  
Star Liquors  
Surya Health and Wellbeing  
Sweaty Buddha  
Table to Farm Compost  
Tafoya Barrett & Associates  
Target Rental  
Taste Coffee  
The Garden Project of Southwest Colorado  
The Liberty School  
The Living Tree Salad Bar  
The Mac Ranch  
The Office Spiritorium  
The Red Snapper  
The Rochester Hotel  
The Soup Palette  
The Technical Guide  
The Wells Group  
The Yellow Carrot  
Thrive Chiropractic Studio  
Thru the Lens  
Tierra Vida Farm  
Tippy Canoe  
Toast  
Toh-Atin Gallery  
Tomsic Physical Therapy  
Trails 2000  
Turtle Lake Refuge  
UltraSteam/Rugmasters  
Urban Market  
Wagon Wheel Liquors  
Whole Health Family Medicine Clinic  
Wild Horse Saloon  
Women's Resource Center  
YogaDurango  
Zen Cuisine

## FOUNDERS

April's Garden  
Animas Trading Company  
Brainstorm Internet  
Carver Brewing Company  
Cyprus Cafe  
Durango Coffee Company  
Durango Magazine  
Durango Natural Foods CO-OP  
IDTV Inside Durango TV  
Maria's Bookshop  
Open Shutter  
Pine Needle Mountaineering  
Spaaah Shop & Day Spa  
The Durango Telegraph  
The Payroll Department  
There's No Place Like Home  
Ska Brewing  
Strater Hotel  
Sunnyside Farms Market  
Zia Taqueria

# OUR TEAM

## BOARD OF DIRECTORS

Tim Wheeler, Chair  
Ted Wright, Vice-Chair  
John Lopez, Treasurer  
Amber Davis, Secretary  
Peter Schertz  
Jennifer Jenkins  
Joy Martin  
Scott Smith  
Cathy Wakeman



970-799-6618  
[local-first.org](http://local-first.org)

## STAFF MEMBERS

Monique DiGiorgio, Managing Director  
Kate Hallock, Community Coordinator  
Kiki Hooton, VISTA Volunteer  
Hayley Kirkman, Creative Arts Coordinator  
Zachary Ray, Membership Coordinator



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