

2018

LOCAL FIRST



ANNUAL REPORT



why local first?

The mission of Local First is to provide locally owned, independent businesses and organizations opportunities to thrive as we work together to build an economy that values **people, the planet, and prosperity for everyone.**



member benefits



Business Listings



Advocacy Work



Member Events



Tax Deduction



Consumer Education



Premier Advertising



Business Resources



Better Storytelling

Find out more at LOCAL-FIRST.ORG/JOIN

message from the chair

The past year was a difficult one locally. Our region took a lot of punches in 2018, beginning with record drought, suffering through the economic effects of the 416 Fire and related flooding, a 40-day train closure during tourist season, and ending the year with a prolonged government shutdown.

Thankfully, as a community we have learned to roll with the punches. And roll we did at Local First. In the past year, despite the difficult business economy, Local First continued moving toward our stated vision of a thriving, self-reliant, and resilient community.

Highlights in 2018 included:

- Business membership grew to an all-time high of 292 members, and we held our first Annual Member Meeting.
- We devised collaborative marketing efforts like the “Let the Love Rain” campaign to assist businesses affected by the 416 Fire, arranged member co-op advertising opportunities, started Be Local Radio on KDUR, and helped the Business Improvement District organize the successful North Main Event.

- We collaborated with key community partners through a USDA grant and established the Good Food Collective to strengthen our local food system.
- We worked with the City of Durango and various other organizations to initiate a state-certified Creative District. We also coordinated artists to complete two beautiful and iconic public murals.
- We coordinated a Cannabis Industry Economic Impact Study, demonstrating the economic value of this local industry to our economy.
- In partnership with the Durango Network, we obtained a grant from the Rocky Mountain Health Foundation to complete a Health Needs Assessment with and for our members.

This is just a sample of everything that the Board and staff of Local First accomplished on behalf of our members as we work together to build and strengthen our community. We are very grateful to our business members and community and look forward to a great 2019. Thank you!



Tim Wheeler, Board Chair

the local first team



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board of directors

Tim Wheeler, Chair
Steve Elias, Vice Chair
John Lopez, Treasurer
Ted Wright, Secretary

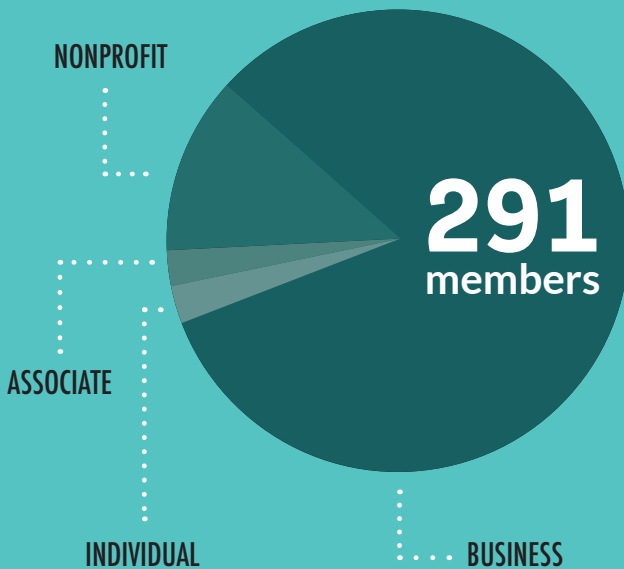
Amber Davis
Joy Martin
Lisa Mastny
Mary Oswald
Peter Schertz

team members

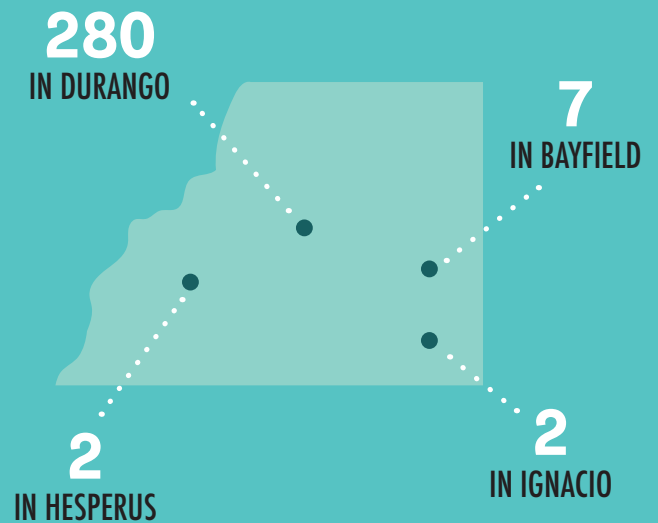
Monique DiGiorgio, Managing Director
Kiki Hooton, Programs & Membership Director
Hayley Kirkman, Creative Arts Coordinator
Jennaye Derge, Communications Coordinator
Rachel Landis, Director of the Good Food Collective

our membership

membership make-up



member locations in la plata county



 **39**
MEMBERS
FROM 2017

“Local First is an awesome organization for local businesses. As a consumer, I love the coupon book. As a business owner, I love being a part of a local-centric organization that helps our community grow and thrive.”

Richard Carpenter
Owner of UltraSteam & Rugmasters of Durango

member meet-ups



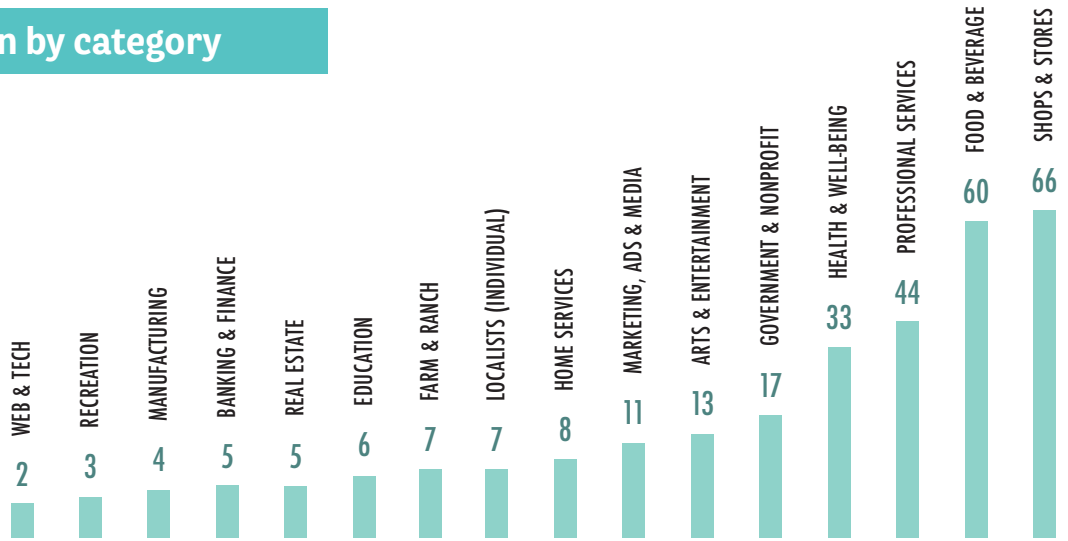
17 TOTAL MEET-UPS WITH **329** ATTENDEES

Covering topics such as the Annual Member Meeting, Act Local meetings, the Creative District, health care, local banking, the 416 Fire, and the Best for Colorado program.

business breakdown by category

For a complete list of our local business members, visit:

**Local-First.org/
Business-Directory**



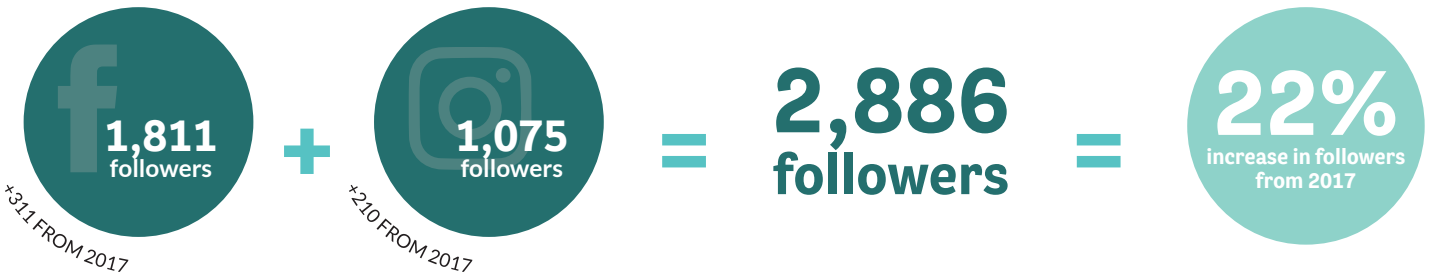
social media

Web: Local-First.org

Facebook: LocalFirstLaPlata

Instagram: @localfirst_laplata

Soundcloud: Local-First



website & mailing list

1,558 
localist newsletters sent

“local lowdown” open rate:

51%

(Average U.S. newsletter open rate: 25%)



13,577
website visits

45,235
page views

financial profile

total revenue
\$311,356

-

total expenses
\$299,482

=

net income
\$10,848*

*Net income includes restricted funds used for program development and implementation.

highlights from 2018



act local highlights:

- The **Best for Colorado Challenge** is a free, confidential tool to measure and improve your business's impact on your workers, your community, and the environment. Local First partnered with the City of Durango to bring this program to our town and presented to the Green Business Roundtable as well as hosted workshops for businesses to improve their impact, which will continue in 2019.
- We hosted monthly **Act Local** meetings for businesses to come and talk about issues in the community that they would like us to work on, from the 416 Fire to sign code updates to new chain stores moving into town. These meetings happen on the second Thursday of each month from 4:30 p.m. to 5:30 p.m. at the Local First office.
- We held **Member Meet-Ups** on a wide range of topics from local banking to sales tax fairness for online retailers and storefronts, with the most notable topic being health care. The health care meet-up in June had over 50 different organizations present and introduced the partnership between Local First and the Durango Network to explore innovative health models for local, independent businesses in La Plata County. This partnership led to the organizations receiving a \$25,000 grant from Rocky Mountain Health Foundation to study the issue further in 2019.
- We worked to organize and fundraise for an economic study that helped businesses and the Durango City Council **discuss the impact of the cannabis industry in La Plata County**. The report quantified total employment, sales and income, industry spending, tax revenues and fees to local and state government, and the economic multiplier effect for the cannabis industry for the first time in La Plata County.



eat local highlights:

- **Eat Local Month** was created to celebrate and promote the different aspects of our regional food system: local food production, local food sellers and grocery stores, and our local restaurants and chefs.
- The **Harvest Dinner**, a collaborative dinner between local chefs, restaurants, and food producers, sold out its 150 seats for the third year in a row. The event aims to raise awareness about local food production, and the funds raised are used to help bring more agricultural members to Local First.
- For Eat Local Month, we started the **Taste-Off Challenge**, which had business owners compete for a trophy and bragging rights at the Durango Farmers Market. Crowd-goers voted with their dollars on their favorite samples of local food and beverages, and our business members attracted new customers through their samples.
- In 2017, Local First and several other organizations received a \$355,000 grant from the U.S. Department of Agriculture to implement a regional food recovery hub called the **Good Food Collective**. The nonprofit operates out of the Local First office and is run by Rachel Landis. This year, thousands of pounds of gleaned fruit were collected, providing food to local restaurants, schools, and nonprofits.



create local highlights:

- Under the **Creative Arts Initiative**, we successfully **completed a mural on the Durango Joes** College Drive location. The lead artists were Hayley Kirkman, Allie Wolfe, Dakota Andreatta, and Sarah Sturm. This project was made possible through various sponsorships and community volunteers. The mural features words that describe our town (voted on by the community) and a fun landscape of Durango in the center.
- We also **completed a colorful 200-foot-long mural on the back wall of Kroegers Ace Hardware** with the help of various sponsorships and the Durango Creates! grant from the Public Art Commission. The lead artists were Lexis Loeb, Matthew French-Holt, and Hayley Kirkman. Over 20 volunteers of all ages helped paint the wall. The mural features various plants, animals, figures, and activities that represent our unique region.
- Local First and a broad coalition of volunteers from multiple organizations established a steering committee to facilitate the year-long stakeholder process of getting Durango certified as a **Creative District**. The Creative District will benefit multiple industries in our local creative economy by bringing greater marketing to Durango, fostering strong relationships with neighboring Creative Districts, and bringing greater funding opportunities to our community.
- We started a radio program on KDUR Community Radio called **Be Local Radio**, where we invite members of the community each week to tell us their stories and how they are living local. The program airs on Thursday mornings from 9:00 a.m. to 9:30 a.m.



CREATE
LOCAL

BE LOCAL
RADIO

SHOP
LOCAL



shop local highlights:

- **Noel Night**, held during the year-end holiday season, has grown to be one of the most successful shopping nights of the year, with 50% of participating merchants reporting a 20% or more increase in sales (compared to an average night in December).
- Now in its 11th year, the **Be Local Coupon Book** continues to provide unique advertising and storytelling opportunities for our business members, while also sharing valuable education to buyers about the importance of shopping locally. We had 186 members participate this year and printed 4,500 books.
- For **Independents Week** in July, we had eight local businesses sponsor the Passport Challenge, a way to encourage local shopping. Each business sponsor received a personal Q&A story on Facebook, one of which engaged over 900 people.
- We teamed up with business owners/community members to create the **Let the Love Rain campaign**, a weekend full of events, sales, and discounts to encourage locals to stay in town during the 416 Fire. Through First Southwest Bank, prizes were given away to participants and commemorative wristbands were given to businesses to sell. An estimated \$10,000 was poured back into the economy that week, and 26,000 people engaged with the event on Facebook!
- The Let the Love Rain campaign wrapped up with a fun date auction at the Balcony Bar & Grill, called **Singles in Paradise**, which prompted participants to take their dates out to local venues. Twenty-one dates occurred as a result of the date auction!



(re)Love, Consign & Design
 11th Street Station
 2nd Avenue Sports
 4 Corners POS
 4CORE
 4Corners Riversports
 81301 Coffee House and Roasters, Inc.
 A Shared Blanket
 Absolute Physical Therapy and Wellness
 Advantage Physical Therapy & Wellness
 Affordable Framing on Main
 Align Tec Incorporated
 Alpenglow Properties, LLC
 Alpine Bank
 Animas Chocolate Company
 Animas City Farmers Market
 Animas City Theatre
 Animas Inspections, LLC
 Animas Trading Company
 April's Garden
 Arete Mortgage
 Art Supply House & Custom Framing
 Artesanos Design Collection
 Ascent Accounting & Consulting, LLC
 Axis Health System
 Azul Gallery
 B'tchin Cookies
 Backcountry Experience
 Backcountry Gourmet
 Backlog Be Gone
 Balcony Bar and Grill
 Basin Printing & Imaging
 Bayberry Market
 Bayfield Chamber of Commerce
 Be Well Family Medicine
 Beads & Beyond
 Bear Smart Durango
 BEST Cleaning & Disaster Restoration Services
 Billy Goat Saloon
 Black Bear Carpet Cleaning and Repair
 Bloom Cafe
 Blush Esthetics
 Bob's Johns, Inc
 Botanical Concepts LLC
 Brew Pub and Kitchen
 Brookie Architecture and Planning
 Buck Horn Limousine, LLC
 CalCom Energy
 Cantera
 Carver Brewing Co.
 Cedar Diagnostics
 Chimayo Stone Fired Kitchen
 City of Durango
 CJ's Diner
 Coleche, LLC
 College Drive Cafe
 Colorado Title & Closing Services
 Columbine Landscapes Co
 Comcast Spotlight
 Common Grounds Cafe
 Community Concert Hall at Fort Lewis College
 Community Connections
 Conundrum Escape Rooms
 Cream Bean Berry
 Create Art and Tea
 Creature Comforts
 Crow's Closet
 Cuckoo's Chicken House
 Cyprus Cafe
 Dalton Ranch
 Dancing Willow Herbs
 Derailed Pour House
 Desert Sun Coffee Roasters
 Diamond Belle Saloon
 Dietz Market
 Directory Plus
 Duranglers Flies & Supplies
 Durango Animal Chiropractor
 Durango Antique Market
 Durango Area Tourism Office
 Durango Arts & Events Center
 Durango Arts Center
 Durango Business Improvement District
 Durango Cannabis Discovery Center
 Durango Car Care Llc
 Durango Chamber of Commerce
 Durango Community Acupuncture
 Durango Compost Company
 Durango Doughworks
 Durango Farmers Market
 Durango Insurance Professionals Inc
 Durango Joes Coffee
 Durango Kids Pediatric Dentistry
 Durango Land and Homes
 Durango Magazine
 Durango Montessori School
 Durango Natural Foods
 Durango Neighbors Magazine
 Durango Organics
 Durango Outdoor Exchange
 Durango Running Company
 Durango Signs
 DurangoSpace

E.P.I.C. Tribe, Inc.
 Earthly Ideas LLC
 East by Southwest
 Ehrin Parker DO
 El Rancho Tavern
 Elements Media
 Eno Wine Bar and Coffee Cafe
 Eolus Bar and Dining
 Evolution Powder Coating
 Eyewear Durango - Eye.D.
 Fired Up Pizzeria
 First Southwest Bank
 FLC Environmental Center
 Floral Expressions
 For the Birds
 Four Corners Broadcasting
 Four Corners Massage
 Four Corners Stoves and Spas
 FredrickZink & Associates, PC
 Gaiacreative
 Gazpacho New Mexican Cooking y Cantina
 Goldman, Robbins, Nicholson & Mack PC.
 Grassburger
 Groundswell Acupuncture LLC
 Habitat for Humanity of La Plata County
 Halfway to Heaven
 Happy Paws Pet Spa
 Harvest Grill & Greens at James Ranch
 Healthy Community Food Systems
 Healthy Hounds & Fat Cats
 Heirlooms Durango
 Hillcrest Golf Club
 Himalayan Kitchen
 Homeslice Pizza
 Honey House Distillery
 Honeyville
 Hope Chiropractic & Yoga
 iAM Music Institute
 Imagesmith Photo
 Jimmy's Music & Supply
 Joanie's Hideaway
 John Rothchild General Dentistry
 Kara Cavalca Camera
 Karyn Gabaldon Fine Arts
 Cassidy's Kitchen
 KDUR Community Radio
 Ken & Sue's
 Kirkpatrick Law Office
 Kroegers Ace Hardware
 KSUT Tribal Radio
 La Plata County Humane Society
 La Plata County Thrive! Living Wage Coalition
 La Plata Economic Development Alliance
 Lorax Tree Service
 Macho's Fast Mexican Food and Drinks
 Mahogany Grille
 Mantell-Hecathorn Builders
 Maria's Bookshop
 Matlock Furniture
 Mountain Auto Care
 Mountain Bike Specialists
 Mountain Mesa Training
 Mountain Middle School
 Mountain Taco & Tequila
 Mountain View Family HealthCare
 Mountain Waters Rafting & Adventure Co.
 Mutu's Italian Kitchen
 Myah Mindfulness
 Natural Born Vitality
 Nature's Oasis
 New Horizons Preschool
 Nini's Taqueria
 O'Hara's Jams & Jellies
 Old Barrel Tea Company
 Ore House
 Out of the Blue
 Pamela Hatten RN, Med Spa
 Passion Flower Bouquet Farm
 Peak Rejuvenation
 Pedal The Peaks Durango
 Pediatric Associates of Durango
 Pet Haus
 Pete Giuliani Music
 Phoenix Recycling
 Pine Needle Mountaineering
 Pine Needle Dry Goods
 PJ's Gourmet Market
 Powerhouse Science Center
 Priority Financial Partners
 Prohibition Herb
 PutUp Bicycle Racks
 R Space at the Rochester
 Raider Ridge Cafe
 Reruns
 RESILIENT LLC Roling Structural Integration™
 Rio Rapids Durango Soccer Club
 River Liquors
 Rivergate Pharmacy
 Road Runner Transit / SUCAP
 Rochester Hotel & Leland House
 ROLL Door-to-Door eBike Rental
 Rugmasters of Durango
 Sage Mountain Health

Salt 360 Float Studio
 San Juan Basin Public Health
 San Juan Citizens Alliance
 San Juan Hand Therapy
 Santé Alternative Wellness
 Sara Olsen & Associates
 Sarvaa Superfoods
 Scenic Aperture
 Seasons Rotisserie & Grill
 Second Time Around
 Seed Studio
 Serious Delights
 Shaw Solar
 SHERPA Sustainability Institute
 Singletrack Coffee
 Ska Brewing Company
 Ska Fabricating
 Ski Barn
 Smart Enterprises
 Smiley Building
 Sorrel Sky Gallery
 Southern Ute Museum
 Southwest Appliance Inc
 Southwest Colorado Patient Advocate
 Southwest Women's Health Associates
 Spaaah Shop & Day Spa
 Spirit Unlimited
 Splendid Kitchens
 Star Liquors
 Stillwater Music
 Stitch
 StoneAge, Inc.
 Studio & Gallery
 Sunnyside Farms Market
 Supernova Furniture and Sleep Gallery
 Sweet CO2 Oil
 Table to Farm Compost
 Tafoya Barrett and Associates
 Target Rental
 The Durango Herald
 The Durango Mailroom and Copy Center
 The Durango Network
 The Durango Telegraph
 The Fallen Angel
 The Gallant Network at Keller Williams
 The Garden Project of Southwest Colorado
 The Greenery
 The Grub Hub at The Goat
 The Kennebec
 The Liberty School
 The Living Tree Salad Bar
 The Mac Ranch
 The Office Spiritorium
 The Payroll Department
 The Red Snapper
 The Roost
 The Sparrow
 The Strater Hotel
 The Sweaty Buddha
 The Wells Group
 There's No Place Like Home
 Thru the Lens
 To the Penny, LLC
 Toast Mobile Lounge
 Toh-Atin Gallery
 Trails 2000
 UltraSteam Professional Cleaning & Restoration
 Urban Market
 Wag Between Barks / Durango Dog College
 Wagon Wheel Liquors
 WeFill
 Wellspring Acupuncture & Oriental Medicine
 Whole Health Family Medicine Clinic
 Wild Horse Saloon
 WildMTN Innovations LLC
 YESS The Book Hutch
 Yogadurango
 Zia Taqueria

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



members in 2018