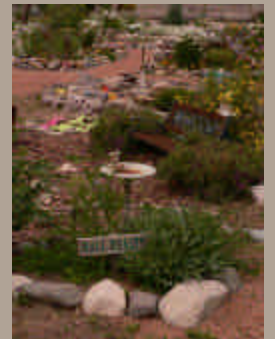


Annual Report

2009

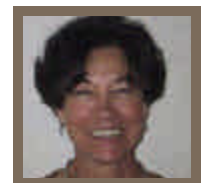


Message from the Chair

Thirty-eight members of our community met in 2003 to address the critical issues of falling sales tax revenues and vacant commercial buildings with representatives from around the state of Colorado. Nine members of this original group served on a committee that eventually evolved into Lake City DIRT. Six years & eleven thousand volunteer hours later, where are we?

Travelers through Lake City called the community a “vibrant oasis that has never looked better” - and this is during an economic slow-down! Together, we’ve planted flower beds, painted store-fronts, installed boardwalks, and started a Youth Corps we’ve begun an open-air market, hosted events, and created a “buzz” about our community ... we’ve offered businesses loans, invited tele-workers to relocate, and provided professional development trainings ... we’ve brought in grant dollars and sold ornaments & aprons. But perhaps the most important gift Lake City DIRT gives its residents & visitors is an opportunity to **make a difference**. Whether it’s in downtown design, promotions & marketing, economic development, or through the operations of our nonprofit organization, there’s an appealing volunteer job for everyone. And while we’re working together—pulling weeds, serving wine, visiting another Main Street community, or whatever—inevitably, someone says, “you know what we could do” — and the voice of community emerges, full of ideas & energy, born out of a desire to give back to this place we all love. Community—thank you.

We make a living by what we do, but we make a life by what we give.
Winston Churchill



Sincerely,

Marian Hollingsworth
Marian Hollingsworth
Lake City DIRT Chair



What We've Done

Hours contributed by Lake City DIRT for our community in 2009

2,729.05 hours x Independent Sector value of \$ 20.85 per hour = \$ 56,900

2009 Accomplishments

- Received Governor's Award for Best Downtown Management Program
- Awarded 7 Presidential Service awards (Russ Brown, Angela Hollingsworth, Marian Hollingsworth, Michelle Pierce, Steve Robinson, Michelle Truly, & Kristine Borchers) for hours contributed
- Identified Angela Hollingsworth as the 2008 DIRT Volunteer of the Year
- Third year of the Lake City Community Youth Corps—a crew of seven youth and two junior leaders were hired. Project outcomes included overall trail maintenance on the Waterdog Trail, First Street Trail construction, lake cleanup at Deer Lakes; painted fence, trash removal, weed removal, and overall cleanup at the Lake City Area Medical Center, trash pickup along Henson Creek, planted trees, spread wood chips, cleaned up one run at the Town of Lake City's Ski Hill, trail reroute at Pumphouse Park, & widened ATV staging area.
- Hosted 9 Coffee & Conversations for business owners.
- Hosted the second annual Economic Development Summit.
- Received notification of successfully receiving Preserve America grant (no funding yet!)
- Received a USDA Rural Business Enterprise Grant to purchase a Snowgroomer
- Published Monthly newspaper ads, electronic DIRT Diggings, press releases, & The Scoop with Chamber
- Assisted eight local businesses with a Revolving Loan program
- Distributed materials for teleworking professionals
- Commissioned a feasibility study prior & subsequently took over the Wine & Music Festival
- Raised over \$15,000 in business & community support for Lake City Uncorked Wine & Music
- Hosted the Lake City Uncorked Wine & Music Festival with more than 650 ticket-purchasers
- Began work on implementing DOLA's Resource Team findings
- Worked with Chamber to host a facilitated conversation to reduce duplication & leverage dollars
- Released the 2009 commemorative ornament—the Hinsdale County Museum
- Participated on the Rural Philanthropy Days steering committee
- Facilitated the second annual Community-Wide Celebration of Volunteers
- Hosted Third Street Market on Saturdays & Wednesdays and the Third Street Gardens
- Facilitated August is Lake City History Month
- Provided business welcomes to new businesses
- Recognized as a Contribution Project by the State of Colorado
- Completed & distributed the "Lake City—a Kid-Friendly Town" publication
- Conducted a successful "Five for Five" solicitation drive
- Facilitated the Town Wide Yard Sale
- Hosted our third Art Walk & Auction
- Began a Lake City Memoirs project
- Received accreditation as a Colorado Main Street community (annual review process)
- Presented "Unlocking Resources" at Downtown Colorado Inc's State Conference
- Installed a bike mural in downtown by Artist Taylor Long and sponsored by a Small Steps grant through the Colorado Council on the Arts
- Hosted the Missing Mistletoe retail-promotion and a Salsa & Dip Contest
- Compiled a holiday calendar with the Chamber
- Began initial planning with CenturyLink to install an interpretive sign
- Attended Downtown Institutes in Montrose, Berthoud, Castle Rock, and Loveland
- Implemented a Diversified Funding Strategy

Partners

A&A Restaurants
 AB Construction
 Alpine Village
 Anschutz Family Foundation
 APH Creative Design
 Back Country Navigator
 Blue Moose Realty United Country
 Blue Mountain Quelle
 Blue Spruce Building Materials, Inc.
 Castle Lakes Campground & Cabins
 CenturyLink
 Community Resource Center
 Country Store
 Downtown Colorado, Inc.
 Downtown Professionals Network
 Elkhorn RV Resort
 Fire Ready
 General Store
 Hall Realty, Inc.
 High Mountain Liquor
 Highlander RV Campground, Inc.
 Hinsdale County
 Hinsdale County EMS & Sheriff's Office
 Hinsdale County Historical Society & Museum
 Hinsdale County/Lake City Chamber of Commerce
 Hinsdale County Lodging Tax Board
 Hinsdale County Public Health
 John Wagner Public Library
 Keep in Touch Salon
 KVNF Public Radio
 Lake City Area Medical Center
 Lake City Arts
 Lake City Auto & Sports Center
 Lake City Bakery
 Lake City Community School
 Lake City Fire Department
 Lake City Stinger Band
 Lake Fork Community Foundation
 Matterhorn Mountain Motel & Cabins
 Mean Jean's Internet Coffee Shop
 Miners & Merchants Bank
 Mocha Moose Coffee House
 National Trust for Historic Preservation
 Native Sun Construction, Inc.
 No Name Restaurant
 Packer's Saloon & Cannibal Grill
 Pioneer Jubilee Women's Club
 Poker Alice
 Pleasant View Resort & Rocky Mtn Jeep Rental

Preserve America
 Old Timer's Café
 On Fire! Glassworks
 Oso Ocho & the Pottin' Shed
 Redcloud Camp
 Region 10
 Rene's Garage
 Republic National Beverage Distributing
 Royal Elk Realty
 Russ Brown Gallery
 San Juan Horseshoe
 San Juan Soda Company
 Silver River Construction
 Silver Spur
 Silver World Publishing
 SKA Brewery
 Slumgullion Gift Gallery
 Southern Wine & Spirits
 Southwest Conservation Corps
 Summit Beverage Company
 Sportsman's BBQ & Backyard
 Squeaky Clean Auto Wash
 St. Rose of Lima Catholic Church
 Storm Front Gallery
 Sweet Peas Natural Foods
 Team Murphy Realty
 TEVA.com
 The Bookworm Books & Gifts
 The Depot
 The Insurance Center
 The Sportsman Outdoors & Fly Shop
 Tic Toc Diner
 Timberline Craftsman
 Town Square Cabins
 Town of Lake City
 Town of Lake City, Recreation Department
 USDA Rural Development
 Utah's Sanitation
 Vickers Ranch
 Velvet Faces
 Water Wheel Inn
 WEBCO



We are also financially sponsored
 by many private donors.

Intentional Collaboration

In a community as small as Lake City—when you see everyone on the street, on the trail, or at the post office—we assume that collaboration just happens. But it doesn't. We have to **intend** to collaborate. We have to commit to work together—through communication, community relationships, & joint projects. The DIRT board views collaboration as a core value. Our accomplishments in 2009 demonstrate the time & effort this organization puts towards "intentional collaboration." While in no way an exhaustive list, these are some of the partnerships that DIRT is most proud of this year:

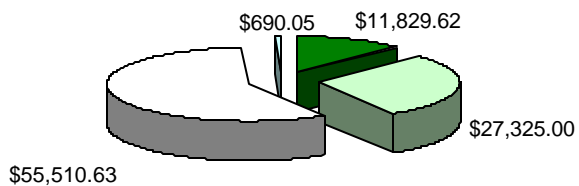
- Colorado Main Street Program, Downtown Colorado, Inc. (DCI), Department of Local Affairs (DOLA), and with the seven other accredited **Colorado Main Street communities**—it is always helpful to review strengths & challenges of other communities, and this year, we have increased our outreach & partnerships by attending three Downtown Institutes, by presenting at DCI's state conference (Sept 2009), and by working more closely with the resources offered to our community as part of our Main Street status.
- Chamber of Commerce, Marketing Board, Lodging Tax Board, and our Main Street program participated with DOLA, DCI, and consultant Stephanie Redman of ReSurge, Inc. to host a **facilitated conversation** identifying each organizations roles, programs, & areas for increased collaboration.
- Many other communities are identifying mission-aligned organizations & looking for increased partnerships. Our **Chamber of Commerce & Lake City DIRT** are moving forward towards a more cohesive approach to local business support including a monthly, joint-e-newsletter, shared staffing opportunities, & grant-seeking.
- **August is Lake City History Month** (our first annual month-long celebration) brought together many organizations involved with heritage preservation & education, including Lake City DIRT, the Hinsdale County Historical Society & Museum, the Pioneer Jubilee Women's Club, Lake City Arts, Forest Service & BLM, Lake City Band, Hinsdale County & Town of Lake City, Western Reflections Publishing, Hard Tack Mine, & other local businesses.
- **Lake City Community Youth Corps** connects youth to meaningful service projects, as well as a variety of partners including private donors, Hinsdale County, Town of Lake City & Recreation Department, the Southwest Conservation Corps, Lake City Community School, Redcloud Camp & St. Rose of Lima Catholic Church, Trails Commission, Forest Service & BLM, Lake City Area Medical Center, Lake Fork Watershed Stakeholders, Hinsdale County Public Health, Chamber of Commerce, and businesses such as the Downtown Professionals Network, the Russ Brown Gallery, Native Sun Construction, & Blue Spruce Building Materials.
- A partnership with the **Lake City Community School** took many forms this year—a photography project with Ms. Levine's English class, Youth Corps (participants receive required community service hours), historic interpretive signs were re-installed, and artist Taylor Long is creating a mural background for the bike rack between Sweet Peas & the library thanks to a Small Steps grant from Colorado Council on the Arts.
- **Rural Philanthropy Days** was created as a way to connect Front Range funders with rural needs. Begun 18 years ago, each region receives an RPD every four years. The steering committee represented the seven county region.
- **Hinsdale County, the Snowmobile Club, and Lake City DIRT** successfully demonstrated the value of a new snowgroomer to Colorado Snowmobile Association & USDA Rural Development to our winter tourism. Grants totaling \$118,000 were leveraged with local contributions & the sale an old machine.
- The **Community-Wide Celebration of Volunteers** brought together 20 local organizations.
- **Lake City Uncorked Wine & Music Festival** (the ninth year of such an event) will take place this year because the community rallied. While under new management, the core of the event remains the same—to support local charitable endeavors, to extend the second homeowner & tourist stay through fall colors, & to bring day-trippers & weekend travelers for good music, good wine & good company. Organizations stepped up to provide funding (Lake City DIRT, Hinsdale County, the Town of Lake City, the Lodging Tax Board, and the Town). We matched this with 56 business sponsorships, 23 vendors, 6 regional bands, 44 donated cases of wine, and marketing & outreach help begged throughout the region. Whether it's fencing, security, or cash—this is clearly a community event.
- **Flower power**—thanks to the model-based leadership of Russ Brown, existing flower beds & revitalized flower gardens bloomed this year. Sponsored beds looked great & the results were breathtaking.

Lake City DIRT is honored to serve & often humbled by the generosity of our residents, business owners, and local governmental partners. Thank you for allowing us this role.

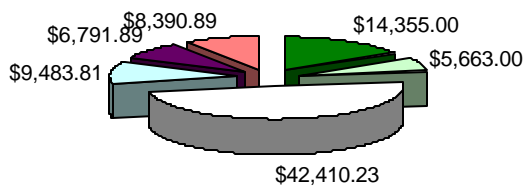
2009 Financials

Revenue	January-December 2009
Private Contributions	\$ 11,829.62
Grants (Organizations & Gov't)	\$ 27,325.00
Program Revenue (including Festival Sponsorship)	\$ 55,510.63
Other Income (Refunds & Interest)	\$ 690.05
Total Revenue	\$ 95,355.30
Expenditures	
Design Committee	\$14,355.04
Economic Restructuring Committee	\$ 5,663.03
Promotion Committee	\$ 42,410.23
Organization Committee	\$ 9483.81
Infrastructure	\$ 6,791.89
Management	\$ 8,390.89
Total Expenditures	\$ 87,094.89
Assets	\$ 61,044.24
Liabilities & Equity	\$ 61,044.24

Revenue



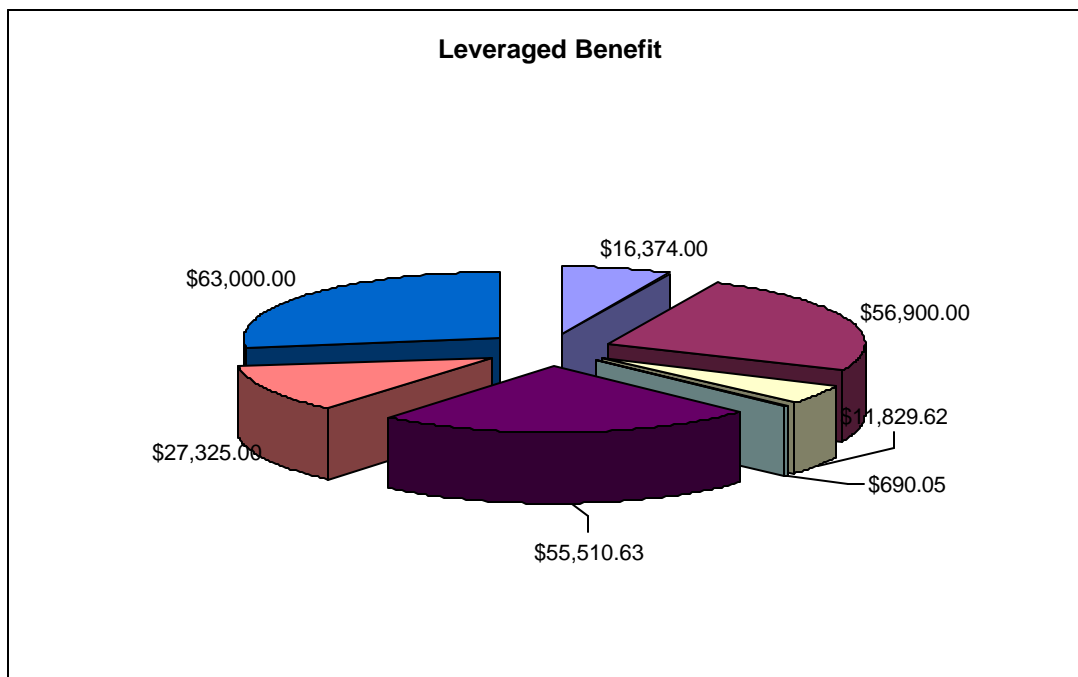
Expenditures



Leveraged Benefit

January—December 2009

In-Kind Contributions	\$ 16,374.00
Volunteer Labor	56,900.00
Private Contributions	11,829.62
Other Income	690.05
Program Revenue	55,510.83
Grants & Gov't Support	27,325.00
Snowgroomer—USDA	63,000.00
Leveraged Benefit	\$231,629.30



What We'll Do in 2010

Lake City DIRT has built a program of excellence thanks to governmental & private financial support, thousands of hours of volunteer labor, and partnerships. Support comes in a variety of ways and we appreciate your assistance for these community efforts.

We will continue Main Street programming following the four-point approach—Design, Economic Restructuring, Promotion, and Organization. Our current Strategic Plan covers 2008-2010. The Lake City DIRT board is working on a five-year Strategic Plan. We welcome community involvement in all aspects of our program. This list is a combination of ongoing projects, our own “wish list”, suggestions made by residents & business owners, and recommendations from the Resource Team Findings (October 2008) & the Economic Feasibility Study (March 2008). These are some ideas for 2010. Let us know what you think.

- Host the fourth year of the Lake City Community Youth Corps.
- Develop opportunities for memorial giving to fund downtown elements.
- Implement design elements identified in the proposed Downtown Design Plan following planning & approval process (such as the four corners area at Gunnison & Third).
- Work with CenturyLink to repair interior boardwalk, sign the WiFi spot, create flower gardens, and install an interpretive sign for historic stage coach.
- Continue to host promotional events that drive retail traffic, including the Lake City Uncorked Wine & Music Festival and open-air market for artisans.
- Conduct business support functions with our partners, including monthly Coffee & Conversations, e-newsletters, welcome visits, and trainings identified by business owners.
- Identify opportunities for workforce development.
- Increase access to the Revolving Loan program.
- Continue to implement teleworking outreach.
- Further develop the cottage industry ideas with specific business owners & increase Lake City exports.
- Fabricate the 2010 commemorative ornament.
- Increase exports from Lake City through online artisan shops.
- Help historical property owners access funds for façade improvements.
- Leverage community funding through grant-seeking & fund-raising.
- Celebrate our community volunteers.
- Participate in community-wide endeavors as appropriate.
- Collect stories through the Lake City Memoirs project with the Historical Society.
- Work with local business owners to encourage historical, interpretive plaque installations.
- A planning retreat for the promotions committee, bringing together all organizations that host events & identify how to leverage helpful resources.
- Develop collateral pieces for regional distribution (DIRT brochure, historic Lake City materials).
- Increase participation on each committee by residents & organizations.
- Continue the community conversations of what Lake City DIRT is doing, where we are going, what is possible, how to leverage time & money, and more intentional collaboration.

Changing demographics, lifestyles and growing global competition are pushing us beyond the past era of excess. New consumption patterns are emerging that place a premium on experience, value, and sustainability. To advance economic development in the exciting era to come, we welcome the return of “back to basics” approaches that build upon a community’s strengths, grow existing businesses, and incubate new local innovative concepts.

- PUMA, November 2009, Economic Strategies

Goals of Lake City DIRT

Encourage the preservation & utilization of historic buildings in Historic Lake City.

Maintain a vibrant organization with a broad volunteer base.

In partnership with local organizations, involve the community in revitalization efforts.

Make historic Lake City “the Place to be”.

Improve the physical appearance of Historic Lake City.

Support, strengthen, and enhance existing businesses.

Recruit new businesses that support our economic, environmental, and social goals.

Board of Directors—2009

Chairman of the Board

Marian Hollingsworth

Vice-Chair of the Board

John Roose

Treasurer

Steve Robinson

Secretary

Greg Collins

Executive Director

Kristine Borchers

Committee Chairs

Angela Hollingsworth

Martha Levine

Michelle Truly

Roger Aymami, Interim

At-Large Directors

Elaine Gray

Grant Houston

Susie Robinson

Lake City DIRT

PO Box 973

Lake City, CO 81235

**A special thank you to these departing directors—
Martha Levine & Michelle Truly.**

**And welcome to Kerry Coy, Ruthanna Hall & Marty
Priest—new 2010 directors.**

