



2020 Annual Report for Lake City DIRT

VISION

Mission: Using “Transformational Strategies” work to strengthen, revitalize, and broaden the economic base of Historic Lake City while recognizing and promoting the historic, cultural, social, and economic significance and the spectacular resources of the San Juan Mountains.

- Collaborate with mission-aligned organizations to achieve common goals.
- Increase cooperative and collaborative marketing.
- Increase partnership and community input in all DIRT endeavors.
- Communicate planned actions & results with the public, other organizations, & local government.
- Appeal to all ages using a variety of methods of communication.
- Value diverse opinions and maintain transparency.

Transformational Strategies to increased arts-related and outdoor-recreation-related commercial endeavors and to:

- 1) Maintain a healthy nonprofit organization by attracting volunteers and funding.
- 2) Raise awareness of historic preservation and improve aesthetics of Lake City.
- 3) Improve the business climate and encourage investment.
- 4) Promote and coordinate events to encourage participation by residents and visitors.

2020 BOARD OF DIRECTORS AND STAFF

Elaine Gray
Sandy Murphy
Greg Collins
Ruthanna Hall
Ben Hake
Danielle Worthen

Lake City DIRT
PO Box 973
Lake City, CO 81235
970-596-9071
www.lakecitydirt.com
Kristine Borchers, Executive Director



WHAT WE'VE DONE

595 Hours contributed by DIRT in 2020 (x Independent Sector 2020 value of \$27.20) = \$16,184.00

Overall Management

Marian Hollingsworth received Governor's Award of Vicki Mattox Downtowner of the Year
Conducted annual accreditation meeting with Dept of Local Affairs Colorado Main Street (COMS) program
Conducted ten DIRT board meetings
Reported statistics quarterly
Hosted one Coffee & Conversations and SmartStart business training with Region 10 (February 2020)
Attended multiple virtual community development trainings including Get in the Game & Main Street managers summit

Organization Committee

Compiled and posted results of Celebrate Lake City in the Silver World Newspaper with Chamber of Commerce
Awarded two Lifetime Achievement awards – to John and Venice Benvenuto and to Marian Hollingsworth
Initiated annual solicitation campaign Keep Looking Up
Presented a community grant-writing workshop
Provided funds for Lake City Bucks through Christian Community Services

Design Committee

Installed an "art piano" in bank alcove
Hosted 4th Lake City Blooms project with 20 16-inch hanging baskets, 58 14-inch hanging baskets, and 10 barrel inserts
Purchased 4 additional bear-proof trash receptacles through AARP grant for downtown
Installed 6 new picnic tables in Pavilion funded by private donors and Women's Club
Purchased new Windy Point interpretive signs funded by private donor
Approved test project with Gunnison County Electric Association (GCEA) for utility box (2021 project funding contingent)
Removed mural for new private-owner sponsored parklet downtown
Scholarship funds sent 7 representatives to Saving Places conference in February 2020
Provide scholarship funds for virtual "Crash Course in Historic Preservation" November 2020
Created plan for east entrance to Courthouse; COMS grant extended to June 2021
Two businesses submitted applications for the Heritage Energy pilot project
Approved sign #1 of 2 for the Ute Ulay (previously funded through DIRT by CDPHE) (in district)
Reviewed Hidden Treasure interpretive sign for installation May 2021 (in district)

Promotion Committee

Designated as 17th Gateway Community with the Continental Divide Trail Coalition
Facilitated August is Lake City History Month with written materials and self-guided tours encouraged
Compiled Holiday Calendar and assisted with Christmas in Lake City, hosted by Chamber of Commerce
Hosted the Missing Mistletoe consumer awareness program with encouragement of online / safe shopping
Presented for Downtown Colorado Inc with Planning Pandemic Holidays

Economic Vitality Committee

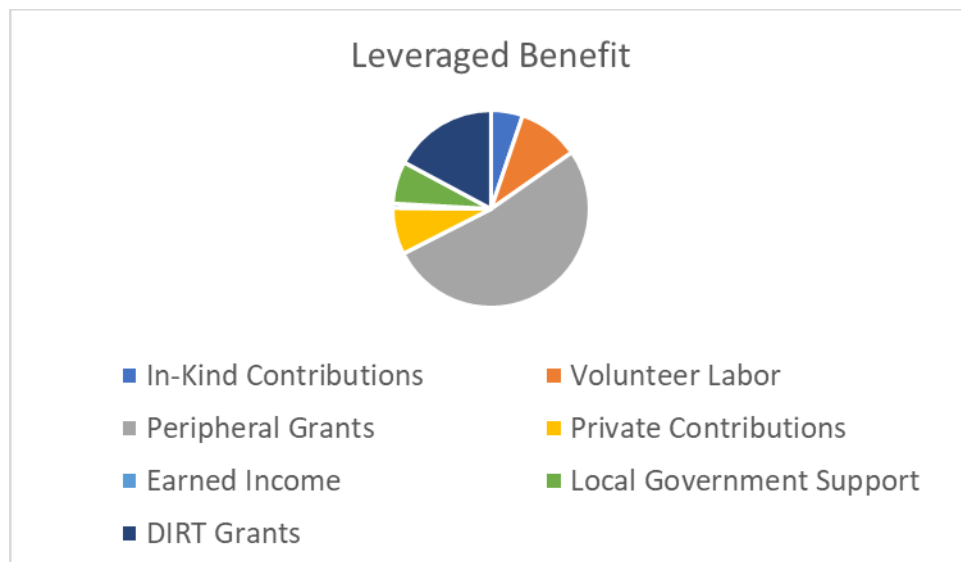
Awarded two additional Revolving Loans to local business
Partnered to install one Fast Charger by Pumpphouse Park (GCEA, County, Town, Chamber, COMS, Charge Ahead grant)
Released final ReFuel Feasibility Study; funded by Colorado Main Street with Ayers Associates (\$34,220 value)
Conducted needs survey at Lake San Cristobal Recreation Area
Provided plexiglass shields and signs for local businesses in response to COVID pandemic

FINANCIALS

Revenue	January through December 2020
Private Contributions	\$ 12,297.00
Earned Income	\$ 1,139.86
Government Support	\$ 11,128.65
Grants	\$ 27,550.00
Total Revenue	\$ 52,115.51
Design Committee	\$ 17,913.54
Organization Committee	\$ 9,159.61
Economic Vitality Committee	\$ 8,734.00
Promotion Committee	\$ 11,357.71
Infrastructure & Management	\$ 16,873.14
Total Expenditures	\$ 64,038.00
Assets	\$ 48,430.01
Liabilities & Equity	\$ 48,430.01

LEVERAGED BENEFIT

In-Kind Contributions	\$ 8,350.00
Volunteer Labor	\$ 16,184.00
Peripheral Grants	\$ 83,720.00
Private Contributions	\$ 12,297.00
Earned Income	\$ 1,139.86
Local Government Support	\$ 11,128.65
DIRT Grants	\$ 27,550.00
Leveraged Benefit	\$ \$160,369.51



Lake City DIRT is a 501c3 nonprofit organization that relies on support of the Town of Lake City, Hinsdale County, the Colorado Main Street program, other nonprofit organizations, local businesses and private contributors. Thank you for your support! More information can be found at www.lakecitydirt.co

