

# LAKE CITY DIRT<sup>inc.</sup>

www.lakecitydirt.com

# 2022 ANNUAL REPORT

## VISION

Lake City DIRT's mission is to cultivate strong local businesses by broadening our economic base and enhancing our community's beauty, pride, and vibrancy by connecting resources, people, and opportunities. We endeavor to preserve our downtown with a specific focus on our cultural, historical, and natural resources. Lake City DIRT supports business sustainability by cultivating the historic, artistic, and aesthetic beauty to create a vibrant downtown district beloved by the community and visitors alike.



## TRANSFORMATION STRATEGIES

Lake City DIRT executes on its Mission and strives to achieve its Vision through its focus on four Transformational Strategies. These define the organization's priorities and serve as the foundation for goal setting and projects Lake City DIRT undertakes. Our work aligns with and is a result of collaborative partnerships with the Town and County, community stakeholders, area organizations, and businesses.

1. Local & Regional Convener
2. Local Business Attraction & Retention (Vibrancy)
3. Arts & Events
4. Downtown Aesthetics & History/Heritage

## 2022 BOARD OF DIRECTORS AND STAFF

Elaine Gray, Sandy Murphy, Greg Collins, Ruthanna Hall, Ben Hake  
Danielle Worthen, Lydia McNeese, Diane Bruce, Doug Hamel, Kate Hopson  
Kristine Borchers, Executive Director



**COLORADO**  
Department of Local Affairs  
Division of Local Government



Lake City DIRT  
PO Box 973 Lake City, CO 81235  
970-596-9071 • [www.lakecitydirt.com](http://www.lakecitydirt.com)



## WHAT WE'VE DONE

2,145 Hours contributed by DIRT in 2022 (x Independent Sector 2022 value of \$29.95) = \$62,242.75



### OVERALL MANAGEMENT

- Conducted annual accreditation meeting with Dept of Local Affairs (DOLA) Colorado Main Street (COMS) program
- Conducted ten DIRT board meetings
- Attended a Marketing Round Robin with the Chamber of Commerce and Marketing Committee
- Updated Strategic Plan and lakecitydirt.com website with funding from DOLA/COMS
- Developed and implemented work plans, budget, and completed all required reports

### DESIGN COMMITTEE

- Installed art utility box wrap funded by Lake Fork Community Foundation with Gunnison County Electric Association
- Hosted 6th Lake City Blooms project with 88 hanging baskets and 14 barrel inserts
- Installed 4 bike racks funded by American Association of Retired Persons (AARP)
- Hosted Meet & Greet with Historic Preservation Commission & State of Colorado
- Raised funds for 23 historic lamppost retrofit toppers for Dark Skies (2023 project)
- Received 2nd interpretive sign for Ute Ulay (not yet installed)
- Hidden Treasure interpretive stop completed by Hinsdale County Road & Bridge (in district)
- Funding received from Lake Fork Community Foundation for Underwood Mural project (2023 project)



### ORGANIZATION COMMITTEE

- Celebrate Lake City volunteer celebration with the Chamber of Commerce
- Presented Lifetime Achievement award to Ruthanna Hall
- Received an Office of Economic Development & International Trade recovery grant
- Received an Energize Colorado recovery grant

### ARTS & EVENTS

- Hosted the 21st annual Lake City Uncorked Wine & Music Festival
- Hosted 6 "Arts in the Park" vendor events at Pavilion
- Purchased designation signs and reprinted day hike brochure with Gateway Community advisory group
- Hosted Fruit Cake Toss as part of Christmas in Lake City
- Promoted August is Lake City History Month

### ECONOMIC VITALITY COMMITTEE

- Opened "The Hub" co-working space with Visionary Broadband and Community Banks of Colorado
- Awarded 2 additional Revolving Loans to local business
- Participated in Restart Destinations for winter tourism expansion and America's Byways Silver Thread Scenic Byway
- Participated in High Alpine Counties Partnership connecting Hinsdale, Ouray, San Juan, Dolores, San Miguel
- Administered Enterprise Zone Contribution Project
- Provided support to Ice Climbs and other outdoor recreation projects
- Welcomed 14 new business owners and/or new businesses or new business locations







# THE NUMBERS

2,145 Hours contributed by DIRT in 2022 (x Independent Sector 2022 value of \$29.95) = \$62,242.75



## FINANCIALS

Revenue	January through December 2022
Private Contributions	\$ 7,442.99
Earned Income	\$150,074.52
Restricted Donations (Dark Skies)	\$ 16,200.00
Government Support	\$ 28,400.00*
Grants	\$ 40,300.00
<b>Total Revenue</b>	<b>\$242,417.51</b>
Design Committee	\$16,174.49
Organization Committee	\$9,355.91
Economic Vitality Committee	\$16,311.22
Promotion Committee	\$89,465.60
Infrastructure & Management	\$14,907.12
<b>Total Expenditures</b>	<b>\$146,214.34</b>
<b>Assets</b>	<b>\$153,979.41</b>
<b>Liabilities &amp; Equity</b>	<b>\$153,979.41</b>

## LEVERAGED BENEFIT

In-Kind Contributions	\$ 12,076.00
Volunteer Labor	\$ 62,242.75
Peripheral Grants	\$ 27,685.00
Private Contributions	\$ 7,442.99
Earned Income	\$ 150,074.52
Restricted Donations (Dark Skies)	\$ 16,200.00
Local Government Support	\$ 28,400.00*
DIRT Grants	\$ 40,300.00
<b>Leveraged Benefit</b>	<b>\$ 341,421.26</b>

\*Includes 2022 and 2023 Lodging Tax

