

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

www.lakecitydirt.com

# 2023 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

## 2023 BOARD OF DIRECTORS AND STAFF

Elaine Gray, Sandy Murphy, Greg Collins, Ruthanna Hall, Roger Presnall, 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 HAVE DONE



## ORGANIZATION COMMITTEE

- Celebrate Lake City volunteer celebration with the Chamber of Commerce
- Presented Volunteer of the Decade awards to Mike & Mary Young of San Luis Valley Brewing and Phil Virden for emcee duties at Festival; presented Volunteer of the Year to Peggy Bales for an excellent Green Room

## PROMOTION COMMITTEE

- Hosted the 22nd annual Lake City Uncorked Wine & Music Festival
- Restarted art and produce market called Wednesday Market for 10 weeks at Veteran's Park
- Hosted Fruit Cake Toss as part of Christmas in Lake City
- Purchased six portable toilets for use in the community

## ECONOMIC VITALITY COMMITTEE

- Hosted "The Hub" co-working space with Visionary Broadband and Community Banks of Colorado
- Conducted administrative work for local Revolving Loan
- Participated in Mission2Market marketing strategy meetings
- Participated in Rural Technical Assistance Program steering committee meetings
- Participated in supporting partnerships connecting Hinsdale, Ouray, San Juan, Dolores, San Miguel, Mineral counties for recreation infrastructure improvements
- Administered Enterprise Zone Contribution Project
- Provided support to Ice Climbs and other outdoor recreation projects, including \$1,000 grant for new pickleball courts
- Welcomed 6 new business owners and/or new businesses or new business locations
- Provided support for proposed Housing project by Town of Lake City

## OVERALL MANAGEMENT

- Conducted annual accreditation meeting with Dept of Local Affairs (DOLA) Colorado Main Street (COMS) program
- Requested Strategic Visioning assistance for Town of Lake City under Main Street program
- Conducted ten DIRT board meetings
- Hosted two Make it Rain work group meetings
- Developed and implemented work plans, budget, and completed all required reports
- Providing support to Town of Lake City for grant-seeking
- Treasurer Roger Presnall and Secretary Greg Collins attended Main Street NOW conference
- Board director Kate Hopson attended Destination Stewardship and Governor's Tourism conference

## DESIGN COMMITTEE

- Hosted 7th Lake City Blooms project with 32 hanging baskets for public entities; purchased flower barrels for Bank
- Purchased additional three hangers for lampposts for 2024 flower baskets
- Installed mural at Underwood Photography
- Hosted Meet & Greet with Historic Preservation Commission & State of Colorado
- Raised funds for 25 Dark Sky toppers; 24 have been installed with extra ready when final lamppost is installed
- Repainting of Art Piano and temporary relocation
- Public art installation planning and fund-seeking work





# THE NUMBERS

2,286 Hours contributed by DIRT in 2023 (x Independent Sector 2023 value of \$31.80) = \$72,694.80



## LEVERAGED BENEFIT

In-Kind Contributions	\$ 11,900.00
Volunteer Labor	\$ 72,694.80
Peripheral Grants	\$ 31,400.00
Private Contributions	\$ 12,060.00
Earned Income	\$ 128,779.85
Local Government Support	\$ 25,009.73
DIRT Grants	\$ 2,072.50
<b>Leveraged Benefit</b>	<b>\$ 283,916.88</b>

## FINANCIALS

Revenue	January through December 2023
Private Contributions	\$ 12,060.00
Earned Income	\$128,779.85
Government Support	\$ 25,009.73
Grants	\$ 2,072.50
<b>Total Revenue</b>	<b>\$167,974.20</b>
Design Committee	\$37,311.01
Organization Committee	\$7,450.33
Economic Vitality Committee	\$10,342.84
Promotion Committee	\$112,473.18
Infrastructure & Management	\$21,962.43
<b>Total Expenditures</b>	<b>\$189,539.49</b>
<b>Assets</b>	<b>\$114,059.91</b>
<b>Liabilities &amp; Equity</b>	<b>\$114,059.81</b>

