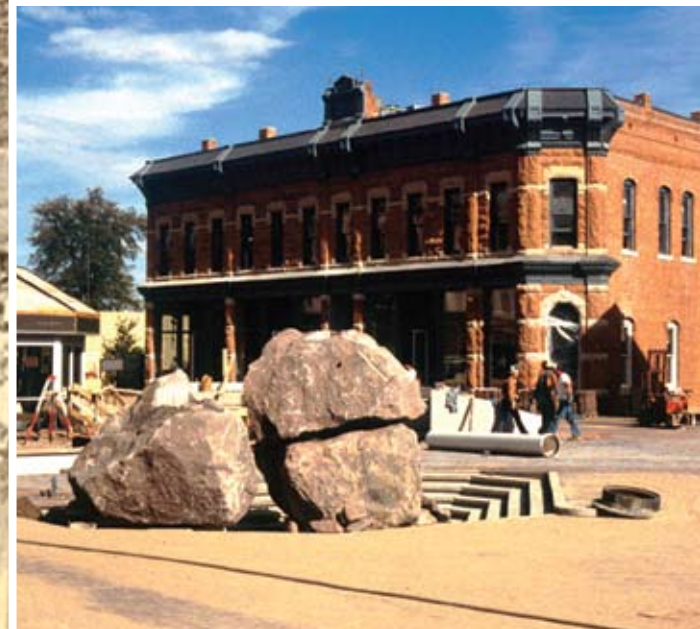




together we thrive



Be Local
Northern Colorado



“As the oldest business in Fort Collins, we know something about being true to our roots. So does Be Local Northern Colorado. Their mission to keep unique businesses like ours thriving and to grow a more responsive community-based economy was an easy one for us to get behind back in 2008 ... and still is today.”

Bonnie & Kim Szidon, Owners, Ranch-Way Feeds

Our Roots

Our past can be our guide. Northern Colorado's beginnings grew from the foundation of community. Native American people, then farmers, settlers, and traders after them, worked together, united with a common purpose to create a home for themselves — a socially, economically and environmentally viable place, able to sustain a healthy life not only for their families but for generations to come.

The foundation they all sought to build was a local living economy. It is a principle – given our present age of weakened self-reliance and fragmented alliances – that is no less relevant to the health and resilience of Northern Colorado today than it was in 1900, or centuries prior.

This is why Be Local Northern Colorado was born.

Living economy communities

produce and exchange locally as many products needed by their citizens as they reasonably can, while reaching out to other communities to trade in those products they cannot reasonably produce at home. These communities value their unique character and encourage cultural exchange and cooperation.



“Be Local NC embraces entrepreneurial enterprises in our community, providing an invaluable support to the unique and inspiring industries created locally. We are proud to be members of Be Local NC, which nurtures our own belief in the communion between audience and artist.”

Denise Freestone, Producing Artistic Director, OpenStage Theatre



Our Role

Simply put, Be Local NC exists to nurture Northern Colorado's living economy. We strive for a community-based economy that is vital, robust, and healthy today and for generations to come. By strengthening the rootedness of our independent businesses, we can continue to adapt and thrive.

We accomplish our mission in three primary ways:

Business Promotion

We promote local-unique independent businesses for greater community visibility and customer loyalty. We build a common voice with them, help them build their expertise and capacity, and encourage sustainable connections among them. And we work to uncover business opportunities and needs that can be filled locally.

Consumer Education

We make finding and supporting independent businesses easy. We encourage consumer choice with accessible tools and creative campaigns in both traditional and the new social media. We collaborate with our business members to profile their goods, services, and community participation.

Community Advocacy

With our partners in local government and civic organizations, we develop projects to focus our shared commitment to sustainable community and quality of life. We work to engage citizens to appreciate their role and responsibilities in our living economy. And we work to identify opportunities to integrate community and economic development.

Our Mission:

To cultivate our living economy of local independent businesses and farms through community advocacy, consumer education and business promotion.

Our Vision:

To unite with a global web of living economies creating economic prosperity, enhancing social equity, honoring cultural diversity and regenerating the life support systems of nature.



“When we first started, Be Local NC was a most valuable supporter. Now as we build our airport shuttle transportation company, we work closely with many Be Local members. Every local independent organization should join and continue to build on the economic strength of Northern Colorado.”

Bob Flynn & Ray Schofield, Founders of Green Ride Colorado



Our Independent Business Network

The heart of our organization is our Independent Business Network. Today our network numbers 270 strong. They represent a wide range of local enterprises: retail shops and arts groups, farms and ranches, cafes, restaurants and breweries, service and health professionals, trades people, and other entrepreneurs.

Their common ground? They are our neighbors doing business with common goals — to create local character, build community, increase economic vitality, and contribute to a healthier environment. In other words, they are our living economy.

The benefits offered to our membership include:

Group Branding and Marketing

Independents chart their own territory and benefit by pooling resources. We have developed a number of low-cost, high-penetration opportunities including:

- < Be Local Book Coupons and Ads
- < BeLocalFirst.org Online Marketplace
- < Winter Farmers' Markets
- < Recognition Decals and Logos
- < News/Events Web Ticker
- < Media Partnerships
- < Cross-Marketing Savings

Group Purchasing

Independents can also work together to increase purchasing power. We bring established suppliers to offer discounts to their fellow members. Currently

we have members offering office supplies and business insurance, and are working toward merchant services.

Consumer Education

Independents rely on reaching the new “conscious consumer” and retaining current customers. To assist them, we have developed:

- < Be Local Book Directory and Stories
- < Be Local 20/20 Challenge
- < Eat Local Food Maps, Films, Radio Programs and Newspaper Series
- < Social Media Outreach
- < Programs for Community and Service Organizations, Schools and Colleges

Business Development

Independents are always improving how they do business. We are developing a peer-mentorship program and currently offer:

- < Business Lunch-&-Learn Programs
- < Networking Opportunities
- < Partnerships with Economic Health Initiatives

Alliances and Conferences

Independent businesses have banded together throughout the country to bring leadership to the new economy. We are a founding member of the Colorado Independent Business Forum and are an active member of the Business Alliance for Local Living Economies (BALLE), a network of more than 80 business networks.

Be Local NC Business Membership





“Growing to fourteen venues, Be Local’s Winter Farmers’ Markets provide increased support to local entrepreneurs - farmers, ranchers, cheese and wine-makers alike. A wonderful celebration of local food and community, too.”

Karen McManus, Owner, Local Roots



Our Eat-Local Food Program

An important sector within our Independent Business Network relates to foods and farms. Our Eat Local food program brings together growers and producers, markets and restaurants, customers and shoppers to create connections, enliven local commerce, and promote greater awareness about the benefits of a healthy, diverse and resilient food system.

In addition to the membership program and benefits that we offer to our entire Independent Business Network, our direct efforts toward a sustainable, re-localized food economy include:

Winter Farmers' Markets

Now in the 5th season, our Winter Farmers' Markets have grown to 12 Markets in Downtown Fort Collins from Oct 30, 2010 – April 9, 2011, and two new Markets in Downtown Loveland's Bonnell Building in November and December. The Markets host 70 different vendors over the winter months who offer late season produce, meat and eggs, sauces and condiments, mushrooms and artisan cheeses, baked confections, and more.

Northern Colorado Food Incubator (NCFI)

Since 2004, NCFI has been offering consultation and advisement for start-up businesses in food and farming sectors. Working within Be Local NC, it hosted the annual *Getting Connected* event for food/farm businesses from 2008-2010. NCFI actively represents

the interests of the food/farm business sector in the planning for a year-round Community Marketplace and coordinates our Eat-Local program.

Education and Advocacy

We produce and disseminate community resources promoting independent farms and food-related businesses and initiatives. We encourage the public to discover where our food comes from and to support the businesses working toward a relocalized food system. Our efforts to date include:

- < Eat Local Food Map
- < Short films: *Taking Root in Northern Colorado* and *Bridging the Seasons*
- < 12-Part Radio Series
- < 12-Part Newspaper Series
- < Social Media "Food-Farm Tips"

Community Marketplace

We work in partnership with the City of Fort Collins, the Downtown Development Authority (DDA), UniverCity Connections, and others to develop plans for a year-round public market facility. The project is currently finalizing its financial feasibility study phase. By late 2010, we will have preliminary design sketches for two possible sites in Downtown Fort Collins, and the DDA Board will make a formal determination about whether to proceed to the next phase of the project.

Economic Development That Tastes Good

The 2009-2010 season for our Winter Farmers' Markets attracted

18,200 shoppers

and helped generate over

\$213,000

in direct earnings for local farmers and food/fiber/herb producers.



“We love everything Be Local NC stands for. It educates our customers about the importance of shopping locally. It drives business into our store and our customers love the coupons. Fort Collins is fortunate to have such a committed and active organization.”

Jenny & Becca Bramhall, Owners, Clothes Pony & Dandelion Toys



Our Achievements

In four short years, we have grown from an idea to an established community organization. During this tremendous journey much has changed, yet our vision and values have remained steadfast, guiding all our efforts now and into our future.





"I support the Be Local NC vision of developing and networking local production/distribution of goods and services in an effort to create a sustainable local economy that celebrates creativity and community."

McCabe Callahan, Owner, Mugs Coffee Lounge

Our Future

As we look forward to the future, we envision a path that addresses the needs of our business network and continues to cultivate our living economy. Existing programs and methods will evolve and new ones will be developed.

2010 - 2015

Business Network

- < Exceed 500 members
- < Achieve regional reach via Online Marketplace: BeLocalFirst.org
- < Establish widely recognized brand and marketing
- < Produce documented change in consumer purchasing decisions in favor of local-unique, independent businesses
- < Catalyze implementation of explicit triple-bottom-line policies and practices among members
- < Demonstrate economic development focused on stemming leakage and addressing import substitution

Food – Farm Sector

- < Achieve year-round, weekly Farmers' Markets
- < Expand the Eat-Local programs throughout the "foodshed," e.g. Loveland, Cheyenne, Greeley
- < Formalize incubation program, e.g. New Farmers, Artisan Bakery, Farm-to-Fork Distribution, Farm-to-School Connection

New Network Sectors

- Explore and establish formal sectoral development programs:
- < "Made/Grown in Northern Colorado"
 - < Resource Recovery-Glass Beneficiation Plant
 - < Sustainable Fiber-Alpaca Socks
 - < Sustainable Manufacturing-Bicycle Parts

New Community Publications and Programs

- < Local Flavor Maps: Uniquely Fort Collins, Wayfinding, and Mason Street Corridor
- < Eat Local Food Map/Resource Guide for Households and Institutions
- < "Localize Your Money: Move It Here. Spend It Here. Invest It Here."
- < "I Love It Local" campaign for locally-sourced and -produced goods

Growing Hometown Distinctiveness Grows Jobs

Be Local NC has had a contract with the City of Fort Collins for the "Uniquely Fort Collins" cluster since 2007.

According to City's 2010 report on this cluster:

"This dynamic cluster grew by
167 Jobs or 18%
over the past 4 years. Meanwhile at the national level, the same kinds of unique, locally owned businesses contracted by 2.3%."



“It’s always good when a new community nonprofit can grow slowly and smartly and maintain financial stability in its early years. From their first deposits in 2006, we’ve watched Be Local NC mature their financial foundation as they grow a solid track record. They are now poised to leverage more investment in and commitment to their visionary efforts.”

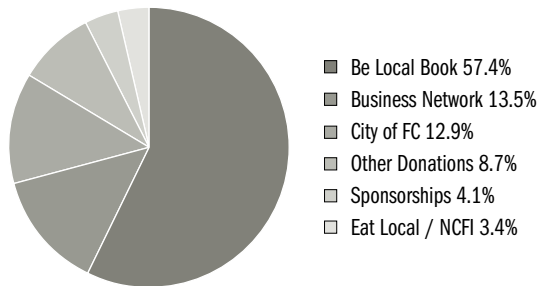
Lorna Reeves, Manager, Cache Bank & Trust



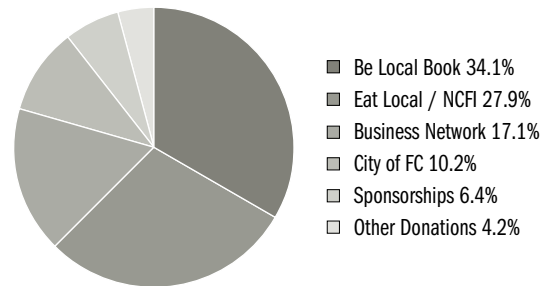
Our Financial Health

Be Local Northern Colorado is a 501(c)(3) Colorado non-profit corporation. We depend on support from a diverse group of stakeholders, including businesses, citizens, private foundations and public entities. As careful stewards of our limited resources, we strive to produce excellent products, publications and programs in support of our mission.

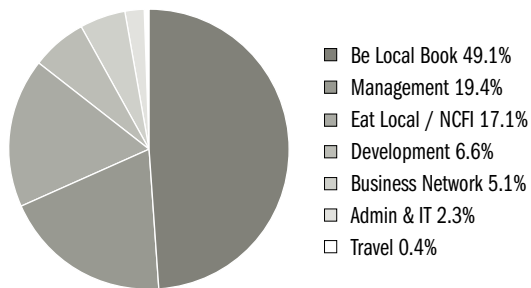
Revenue 2008



Revenue 2009



Expenses 2008



Expenses 2009



Small Change Keeps Money Circulating

Within

6 Months
over
625 People

took the Be Local 20/20 Challenge and we reached the

\$1 Million

economic multiplier mark.

“In addition to a great return rate and increased sales, the Be Local coupon brought new customers into our restaurants, and customers who already knew us were pleased to discover that we were local. In this economy, local sells.”

Kendra Morrish, Marketing, Austin's, Enzo's & The Moot House



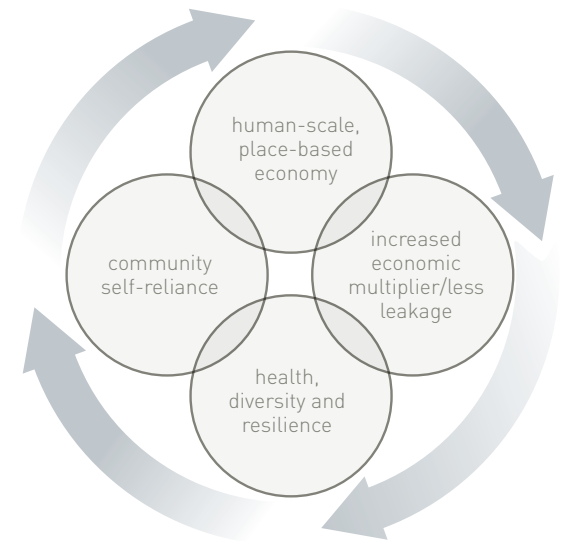
Your Opportunity

Every day, people throughout Northern Colorado become more aware of the importance of a living economy, supporting one-of-a-kind, homegrown businesses and living more place-based lives.

Be Local NC has been no small part of this change. And today we are poised to spread our vision further – into more businesses, households and communities.

We invite you to support us in partnership. Play a key role in our living economy. Make a difference in the economic health of the community. Leave a legacy rooted in this place, which improves the lives of all.

Living Economy Benefits



BOARD OF DIRECTORS

Susie Gordon, Member-at-Large

Hill Grimmett, Be Local NC

Paul Jensen, One Tribe Creative

Gailmarie Kimmel, Be Local NC

Robert Mann, Shadowcliff Retreat Center

Kathe Mehlbach, Home State Bank

Kim Szidon, Ranch-Way Feeds

Dawn Thilmany-McFadden, CSU Agricultural Economics

Christina Vincent, City of Fort Collins, Economic Health



Be Local
Northern Colorado

Be Local Northern Colorado
215 West Magnolia, # 204
Fort Collins, CO 80521
p: 970.219.3382
f: 970.497.2192
info@BeLocalNC.org
www.BelocalNC.org

Be Local NC is a 501(c)(3) non-profit organization.

Printed on 100% Post-Consumer Recycled Paper