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# LOCAL FIRST ANNUAL REPORT

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*Working with La Plata County's local, independent business community.*





# LOCAL FIRST

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*Photo on cover*  
Downtown Durango, Photo by  
Kara Cavalca

*Photo on left*  
Harvest Dinner, September  
2021



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## WHY LOCAL?

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### OUR MISSION

Working with La Plata County's local, independent business community to create an economy that values people, the planet, and prosperity for everyone!

### THE LOCAL MOVEMENT

Local First represents the 260 La Plata businesses owners and nonprofit leaders working together to grow the local movement in our community.

As an organization, we work at the national, state, and local levels to help level the playing field and protect opportunity for La Plata County's independent business and nonprofit community. Our mission has become increasingly important this past year as we navigated the pandemic and made relief funding & recovery resources accessible to businesses in our county.

### THE LOCAL FIRST FOUNDATION

Local First Foundation was founded in 2019 to provide additional resources to the Local Movement in La Plata County. The work and priorities of Local First and Local First Foundation go hand-in-hand to build a thriving, self-reliant, and resilient community investing in locally owned, independent businesses and organizations that join together to enhance the quality of life for La Plata County residents and visitors.

### OUR MISSION

To conduct education, research, and outreach on the importance of local self-reliance in order to build an economy that values people, the planet, and prosperity for everyone in the greater La Plata County region.



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## MESSAGE FROM BOARD CHAIR

*Tim Wheeler*

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***Celebrate? - Yes, let's Celebrate!*** The past year (or two) brought us a lot of ups and downs, yet our community of independent and local businesses has proved once again our resiliency, adaptability, and generosity. When the ground moves, we pivot, lend a hand, and dance more nimbly.

In the past year Local First responded to your priorities and challenges in many tangible ways; securing and distributing \$436K in COVID-19 relief funds to 93 businesses in partnership with La Plata County, convening local restaurants in a roundtable to help cope with local labor challenges, bringing over \$150K in revenue to local food businesses between the Harvest Dinner and Feed the Frontlines programs. We partnered with Peak Health Alliance, forming a local steering committee through our Foundation to bring a new health insurance option to Southwest Colorado that lowered the cost of health insurance by 35%, saving and recirculating almost \$4M in health insurance costs throughout our community.

We accomplished all this while still carrying on our key programs; publishing the Be Local Book, providing cooperative marketing opportunities, telling your incredible stories on radio and in print, and amplifying your voice in all of our advocacy efforts.

We will remain resilient and effective in 2022 and continue to respond to your priorities and adapt to meet any further challenges. We will introduce some new faces and programs in order to help you, our independent local businesses and local customers succeed.

We all do this because we all choose to live here every day, so let's pause a moment to celebrate our successes this past year and then get back in the saddle to do what we do best, work hard together to continue building the best community in Colorado for our residents and our independent local businesses.

Thank you.



**TIM WHEELER**  
*Local First Board Chair*

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# LOCAL FIRST BOARD & STAFF

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## BOARD OF DIRECTORS

**TIM WHEELER\***

Board Chair

**LISA MASTNY**

Secretary

**PETER SCHERTZ**



**MARY OSWALD**

Vice Chair

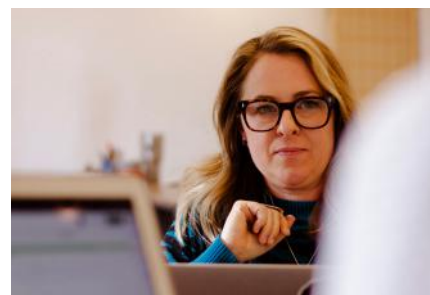
**TED WRIGHT\***

**JOHN LOPEZ\***

Treasurer

**KRISTEN MURANO**

\*also serving on Local First Foundation Board of Directors



## STAFF

**EMILY BELL**

Managing Director  
Local First

**LAUREN HAGGERTY**

Policy and Programs Director

**MONIQUE DIGIORGIO**

Executive Director,  
Local First Foundation (2021)

**FALON MCGINTY**

Membership and Programs Coordinator

**SARAH TOBER**

Executive Director,  
Local First Foundation (2022)

**LOUISE SNODGRASS**

Communications Coordinator

## A LOOK AT MEMBERSHIP

*From Year 2021*

Our membership consists of over 260 value-driven, La Plata business owners and nonprofit leaders who believe that prosperity cannot be measured by profit alone and that true success means that our planet, communities, and bottom lines all thrive. Our dedicated network works together to provide support for one another, understand the breadth of resources available within our own community, and identify barriers for **Local First** and the **Local First Foundation** to advocate for on their behalf - including pandemic relief funding, affordable healthcare options for local employees, and enhancing local procurement policy.

### WHO ARE OUR MEMBERS?

#### Nonprofit, Business, Associate, Individual

In 2021, Local First members completed a comprehensive Annual Membership Survey, which enabled the organization to better understand and serve our member-base moving forward. We now have data from all sector types in our membership base indicating members' demographic makeup, interests, concerns, and desires.



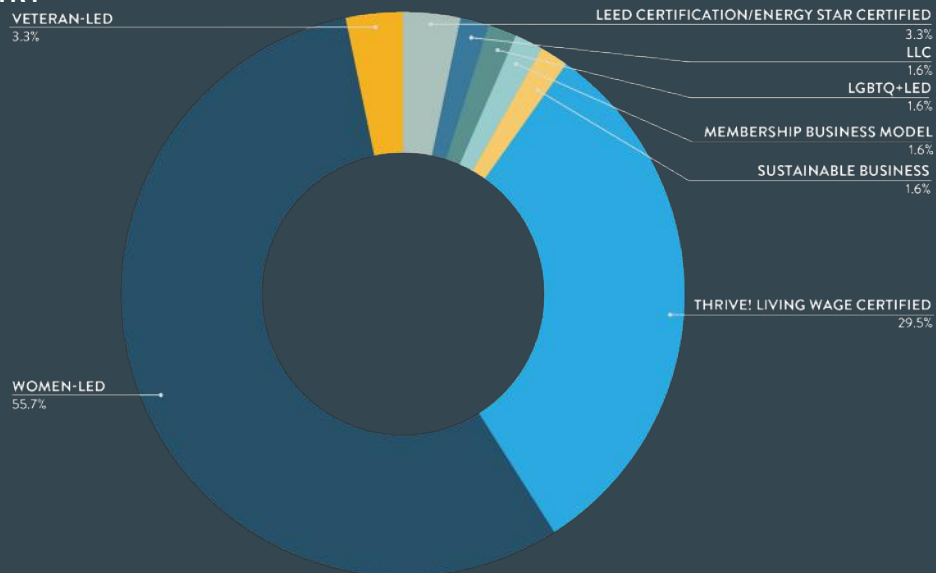
*Jared Scott & Elizabeth Philbrick of EsoTerra Ciderworks*

Survey responses show that an impressive majority (**55.7%**) of business members are women-owned or -led. Moreover, **29.5%** of members participate in Thrive! A Living Wage Coalition, which implies a genuine, shared value for employee wellbeing.

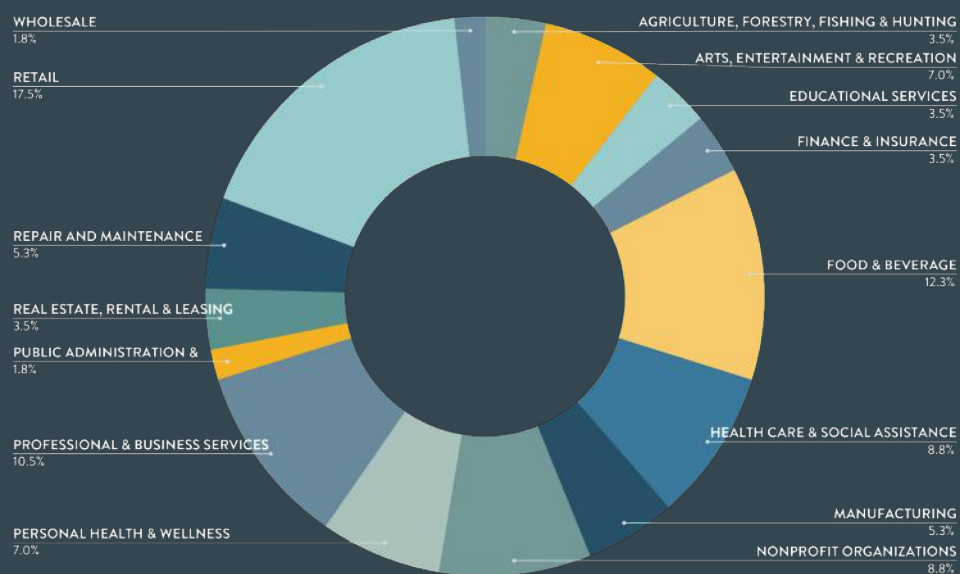
Members also report that their top five issues of interest are workforce housing, environmental sustainability, addressing specific barriers to small business prosperity, healthcare, and labor issues.

Local First staff is centering the priorities of our members through educational events, webinars, and programming. The following are reported as the most popular benefits among members: Be Local Book, Telegraph Advertisements, Noel Night/Holiday Shopping Campaign, Thrive! A Living Wage Coalition, and Peak Health Alliance.

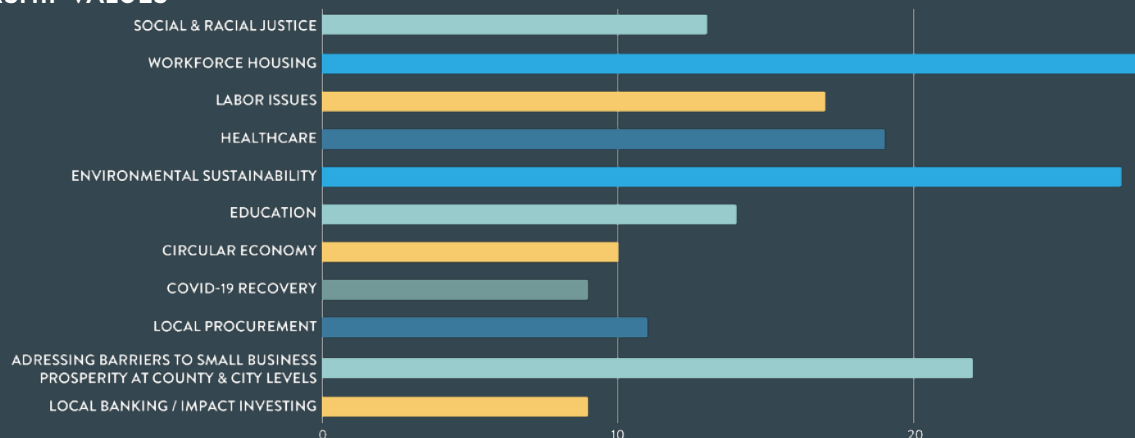
## MEMBERSHIP INDUSTRY



## MEMBERSHIP IDENTITY



## MEMBERSHIP VALUES



A view of the  
Strater Hotel,  
Fall 2021

Photo by Kara Cavalca

# RESILIENT COMMUNITY

Local First and Local First Foundation

## COVID RELIEF FUNDING

**Local First** has worked with our members to identify their highest priorities as we navigate an ever-changing economy and business landscape together. In 2020 and 2021, our business and nonprofit members placed a high priority on obtaining much-needed relief funding during the COVID-19 pandemic.

As a result of those expressed needs, Local First took action and partnered with La Plata County to administer the La Plata Relief funds to hundreds of local businesses in February and March of 2021. These funds helped businesses adapt to public health ordinances and pay for expenses ranging from personal protective equipment, to online and web technology, to building improvements and infrastructure.

In total, Local First distributed **\$436,000** in relief dollars to help **93 La Plata businesses** navigate the impact of the pandemic. The businesses were located throughout the County including the towns of Bayfield, Ignacio, Durango, Hesperus, Marvel, and unincorporated communities in La Plata County.

## FEED THE FRONTLINES

Frontline healthcare and emergency workers are waging an epic battle against COVID-19. These professionals put their health and lives at risk daily for our community. At the same time, local independent restaurants, one of the core elements that make this community so amazing to live in and visit, are

**\$436,000** IN FEDERAL  
RELIEF

**93** LA PLATA COUNTY  
BUSINESSES LOCATED IN

**Bayfield, Durango,  
Hesperus, Ignacio,  
Marvel,**

**& OTHER UNINCORPORATED  
COMMUNITIES IN LA PLATA COUNTY.**

suffering from the devastating economic impact of the virus. Feed the Frontlines helped both of these critical components of our community and economy at the same time.

Between March 2020 and April 2021, this community effort raised **\$139,341** and placed it right back in our local restaurants' pockets while providing **9,722 meals** to frontline workers at Mercy Regional Medical Center, Animas Surgical Hospital, San Juan Basin Public Health, Durango Fire, and Durango Police. The effort was spearheaded and supported by the Ore House and Durango Land and Homes, but over **326** individuals and businesses made donations, making this an incredible community outpouring of support!





## LOCAL FIRST FOUNDATION HEALTHCARE STEERING COMMITTEE

In 2019, Local First embarked on an ambitious goal to stop the rising costs of healthcare crippling our community and impacting our health and well being. We took this challenge on as a direct response to the rising concern we heard from the business community about affordable healthcare. In less than two years, we broke open the black box of healthcare and provided health insurance at approximately **35% less** for everyone in the La Plata County region. This translated into about **\$3,861,258** saved on health insurance costs in La Plata, Montezuma, Dolores, and San Juan Counties with **2,867 enrolled** in a community crafted local healthcare plan. Thanks to our efforts, individuals and businesses can now “shop local” for healthcare.

The **Local First Foundation Healthcare Steering Committee** works with the Peak Health Alliance to achieve our goals, and is guided by a dedicated group of local community volunteers. Our values include transparency and accountability as well as ensuring that as much of our healthcare investment recirculates locally to support local, independent healthcare practitioners and businesses. We believe that affordable healthcare should be available to everyone.

### TOTAL SAVED IN HEALTH INSURANCE COSTS

**\$3,861,258**

### TOTAL ENROLLED

**2,867**

### ACROSS DOLORES, LA PLATA, MONTEZUMA, & SAN JUAN COUNTIES

#### STEERING COMMITTEE

Patrick Gerstenberger, MD  
Gary Keil, American Heritage Railways  
Liane Jollon, San Juan Basin Public Health  
Jack Llewellyn, Durango Chamber of Commerce  
Doug McCarthy  
Nanette Penz-Reuter  
Suzanne Phare, The Durango Network  
Tim Wheeler, Local First  
Monique DiGiorgio, Local First Foundation  
Briggen Wrinkle, Community Foundation  
Serving Southwest Colorado

# PROSPEROUS COMMUNITY

*Local First and Local First Foundation*

## ACT LOCAL

**Local First** continued our partnership with **Good Business Colorado**, a grassroots, nonprofit organization monitoring policy at the state legislature that directly impacts our independent business community. Each month, we invite interested Local First members to join the state-wide discussion and weigh in on issues pertaining to a prosperous economy, equitable community, and a sustainable environment for our community.

Through our annual policy survey, 58 members of Local First's business coalition participated in identifying their top 5 policy priorities for the upcoming year. The results help direct Local First's **Act Local** focus so we can accurately advocate on behalf of our members' most pressing needs.

## CITY COUNCIL CANDIDATE FORUM

Local First hosted a virtual City Council Candidate Forum in March of 2021, which drew **180 RSVPs** and **98 attendees** who joined the event live.

The candidates had a chance to submit responses to questions pertaining to local business topics, such as the Lodgers Tax and potential purchase of the Worldpay building.

## 2021 MEMBER PRIORITIES



**48%** PRIORITIZE WORKFORCE HOUSING

**47%** PRIORITIZE ENVIRONMENTAL SUSTAINABILITY

**38%** PRIORITIZE ADDRESSING SPECIFIC BARRIERS TO SMALL BUSINESS PROSPERITY AT THE COUNTY AND CITY LEVELS

**33%** PRIORITIZE AFFORDABLE HEALTHCARE

**29%** PRIORITIZE LABOR ISSUES (RIGHTS, SHORTAGE, WAGE, ETC.)

## THRIVE! LIVING WAGE COALITION

Thrive! is a coalition of local workers, employers, elected officials, and public partners who care about the long-term economic health and social well-being of La Plata County. The mission of this initiative is to enhance the quality of life in La Plata County through fair and just wages for all. We envision a diverse and sustainable economy that produces the opportunity for business growth, meaningful work and livable wages.

After a brief hiatus because of pandemic complications, La Plata County's Thrive! Living Wage Coalition is relaunching in 2022. Now a proud program of the **Local First Foundation**, Thrive! Employer Recognition Program is a voluntary certification for local businesses that identifies and celebrates employers who are paying a living wage for all their employees.

You may have noted the iconic Thrive! sticker hanging in the window of some of your favorite local businesses or posted proudly on their websites. Since it began in 2014, the recognition program has certified a coalition of over **100 businesses**, and momentum continues to grow.



## LA PLATA COUNTY IMPACT FUND

In 2021, **Local First Foundation** laid the groundwork for a collaborative fund that would make an impactful difference on a systemic community problem. Local businesses in La Plata County have spearheaded the La Plata Impact Fund as a way to give back to the community where they succeeded.

In order to inspire meaningful contributions to the community, local area businesses are committing to giving back 1% of their gross revenues to make a significant impact to the health and well being of the place we call home. In the first year of the Fund's existence, a minimum of 25% of the 1%

pledge will be pooled and leveraged in order to make movement-building and long-term investments to help alleviate our community's most pressing concerns. The La Plata Impact Fund seeks to be a change agent, driving funds to where they can make the biggest difference.

In 2022, our goal is to engage businesses and individuals representing \$400,000,000, or \$4,000,000 in total giving with \$1,000,000 of that amount dedicated to the Impact Funds' investment in social equity as a way to support a fair and just society for the underserved and underprivileged in our community.



# THRIVING COMMUNITY

Local First

## BE LOCAL COUPON BOOK

We were so excited for the return of the traditional sales and production processes for the 2022 Be Local Coupon Book (BLB) after necessary adjustments were made in 2021 to help members' budgets during COVID. The 2022 BLB content sold for full price to members, and we continued to offer Story Posts - a digital form of the Story Page that was offered for the first time during the height of the pandemic.

Over 100 of our members participated in the 2022 book, 13 of which were new members (half of the total number of new members that joined in 2021). The book included **20** Story Pages, **14** Directory Ads, **15** Back of Coupon Photo Pages, and **165** coupons. We printed and sold **3250** books that were distributed to 28 member businesses and organizations, in addition to being sold directly from Local First to individual localists. We are already looking ahead to next year, and hoping to feature exciting content from new businesses and organizations.

## NOEL NIGHT

Noel Night was adapted this year to protect the health and safety of our local businesses and holiday shoppers after safety, capacity, and staffing concerns were expressed by members. Rather than promote a crowded shopping night amidst a COVID-19 spike, Local First ran a month-long **Shop Local for the Holidays Campaign** in order to continuously remind local shoppers to spend their holiday dollars with local retailers and restaurants. The campaign generated **1,367** webpage visits, reaching shoppers across our networks. Although several Main Avenue



TOTAL BE LOCAL BOOKS  
PRINTED & SOLD

**3,250**

**165** TOTAL  
COUPONS

**14** DIRECTORY  
ADS

**20** STORY  
PAGES

**15** BACK OF COUPON  
PHOTO PAGES

businesses still hosted their own version of the event on December 3rd, we found common ground based on our shared goal to support our community and encourage everyone to shop local this holiday season. We were able to voice the importance of shopping local during the holidays by highlighting over **40 local businesses** during the month of December. It was a successful month of promoting health, safety and local holiday shopping for all of our local businesses and community.

*Photo top right*

*Behind the scenes of Local Frequency video shoot at Animas Chocolate.*

*Photo bottom right*

*The Local Frequency app is an easy-to-use loyalty program with an integrated payment system. Load, pay, and earn rewards for supporting local all with through the convenience of your phone.*



## LOCAL FREQUENCY

Almost since Local First was established in 2008, our business members have requested a loyalty and gift card program to build and maintain loyal local customers and attract new business. As a result, Local First has been investigating, defining, and testing various shared loyalty programs with the goal to:

1. Incentivize and reward loyal shoppers rather than provide discounts, and
2. Enable users to accumulate and spend reward points amongst a set of local merchants, rather than just one store.

Over the course of 2021, the Local First team has been working on the **Local Frequency** app, which is a local business Loyalty Program with an integrated payment system that uses what we call **Local Dollars**.

The program is aimed at boosting local business and strengthening our community by offering **cash back rewards, round-up donation options for local non-profits, and effective marketing to customers** with in-app notifications and offers. We anticipate that the app will be ready for use in 2022 for our business members and localist customers to begin using.





*Photo top left*  
Delicious starter  
course items  
presented by El Moro



*Photo bottom left*  
Harvest Season Salad  
presented by the Ore  
House

*Photo right*  
Harvest Dinner Chefs  
and Staff from El  
Moro, Steamworks,  
Ore House, & Primi



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## HARVEST DINNER

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September 2021

The Harvest Dinner came alive in 2021 with a return to an in person event after an adapted take-out version in 2020. Bringing the community together to cultivate connection and support local agricultural producers was one of the highlights of our year.





## HARVEST DINNER HIGHLIGHTS

With the help of **13** restaurants & bars, **14** farms, and **14** local businesses & non-profits, this Local First event fed over **160** community members with a focus on education about our local food industry. **65%** of event tickets were sold to **first-time attendees** largely due to increase in Local First funding and capacity to focus on outreach and coordination.

# \$14,500

RAISED FOR FOOD & AGRICULTURE SUPPORT

# \$8,500

RECIRCULATED BACK  
INTO ECONOMY

# 160

MEALS  
SERVED

# 39

LOCAL BUSINESSES  
& ORGANIZATIONS

### Restaurants, Bakeries, & Beverage Makers:

Bread, Breakthru Beverage Group, Desert Sun Coffee Roasters, El Moro Spirits & Tavern, Fenceline Cider, Four Leaves Winery, Honey House Distillery, Ore House, Peach Street Distillers, Primi Pasta & Wine Bar, Serious Delights Bakery, Ska Brewing, Steamworks Brewing, Sutcliffe Vineyards

### Local Businesses & Organizations:

Create Art & Tea, Durango Farmers Market, Durango Party Rental, Good Food Collective, Honeyville, In the Weeds, Lightning Communications, Mountain Peak Rental, Table to Farm Compost, The Smiley Building, Toast Mobile Lounge

### Farms & Ranches:

Adobe House Farm, Bangas Farm, Beet Street Farm, Fields to Plate, Haycamp Farms, Long Table Farm, Navajo Agricultural Products Industry, Outlier Farms, Pine River Microgreens, Sacred Song Farm, Silver Canyon Farm, Songhaven Farms, Twin Buttes Farm, White Mountain Farm



*Planter Mural at  
Maria's Bookshop  
by Laurie Cullum*

*Photo by Scott DW  
Smith, Imagesmith*

## DURANGO CREATIVE DISTRICT

In 2019, Local First played a critical role in organizing and launching the Durango Creative District. Now, the **Local First Foundation** provides the fiscal and administrative support that the Creative District needs to do its work and maintains a seat on their board.

The Durango Creative District's mission is to unite, celebrate, and expand the local creative economy. The Creative District is also a physical district with a high concentration of arts and culture events, businesses, nonprofit institutions, public art and more. The Creative District aims to beautify the Durango community, create a collaborative and cultural vision for our community, diversify our local economy, advocate for sustainable funding for our beloved arts and culture nonprofits organizations, attract creative entrepreneurs to our community, celebrate and strengthen our unique identity, and improve our local quality of life.



## DURANGO ART BRIGADE

**Local First** continued our partnership with the Durango Creative District this year to support the Durango Art Brigade in pairing artists with businesses who were interested in partnering to create a temporary public art project. Local First supported the Creative District's efforts throughout the campaign to assist with business recruitment, artist selection, and project coordination - resulting in **18** successful projects in 2021.



Photo top

Claire Attkisson joins us in the KDUR Studio for our weekly Be Local Radio Show.

Photo bottom

Emily Bell and Kent Curtis of FSWB speaking to the importance of local banking on KSUT



## TELLING THE STORY OF THE LOCAL

### BE LOCAL RADIO

#### KDUR Durango Community Radio

Local First hosts the Be Local Radio program on **KDUR Durango 91.9 & 93.9FM** every Thursday mornings from 9am-9:30am. This year we provided a platform for more than 52 community and business members to talk about a variety of topics such as local, affordable health care coverage for individuals and groups, the future of local and clean energy from our local electric co-op LPEA, and bringing in health professionals to speak about COVID-19.

### LOCAL LOWDOWN

#### Durango Telegraph

Local First features stories from your favorite local businesses and community members as part of our monthly insert in the **Telegraph**. The "Local Lowdown" will be published quarterly in 2022.

### LOCAL FIRST COLUMN

#### Durango Herald

Each month, our team pens a column in the Herald covering a different topic that's important to our community, from health care to local labor issues. Visit [durangoherald.com/columns/local-first](https://durangoherald.com/columns/local-first).

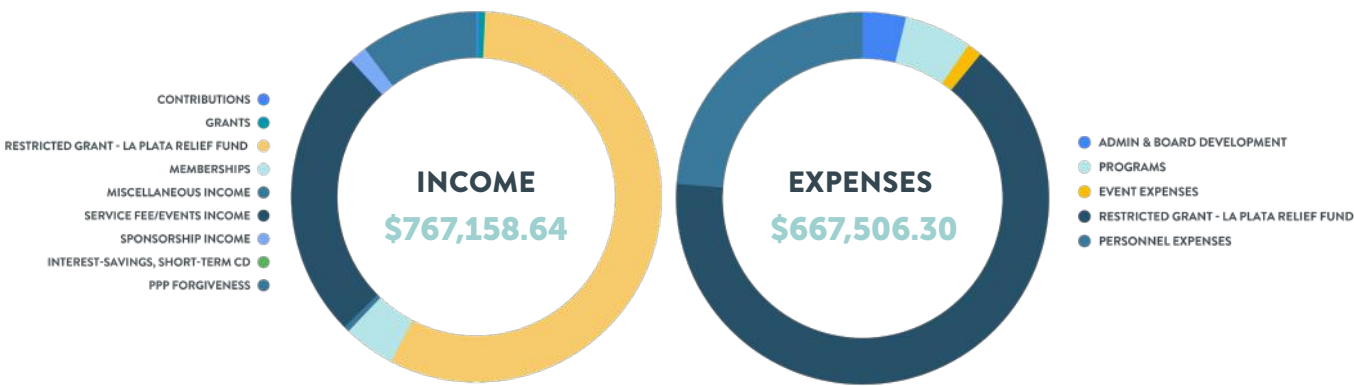




# FINANCIAL REPORT BREAKDOWN

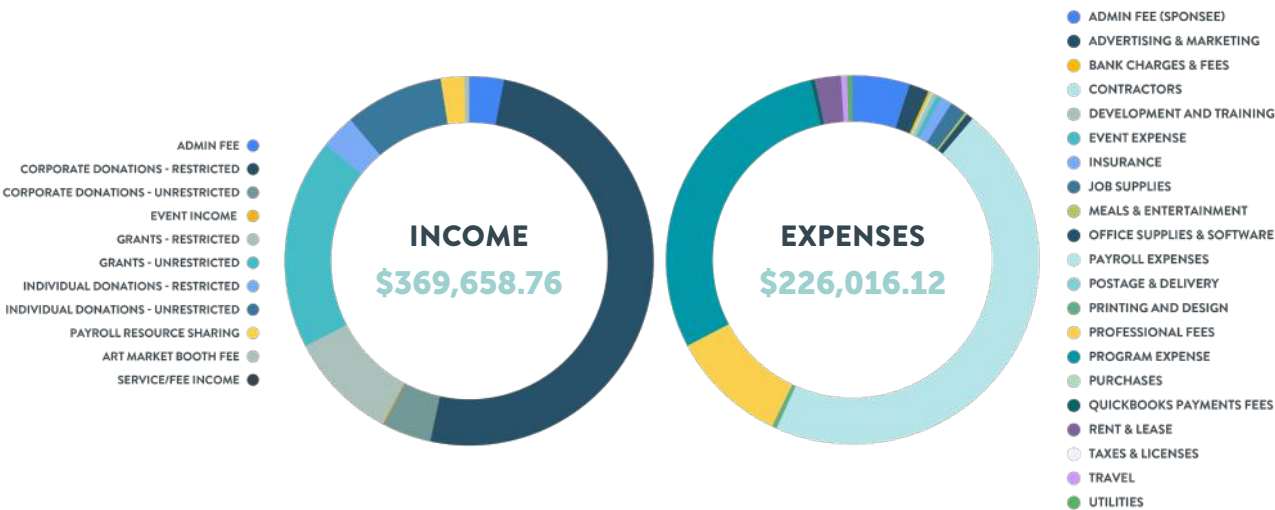
Local First and Local First Foundation

## LOCAL FIRST



NET INCOME: **\$99,652.34**

## LOCAL FIRST FOUNDATION



NET INCOME: **\$143,642.64**

## LOCAL FIRST 2021 SPONSORS:

UltraSteam  
Durango Land and Homes  
AlignTec  
Good Business Colorado  
Pineneedle Dry Goods  
In the Weeds  
First Southwest Bank  
Alpine Bank  
The Smiley Building  
the City of Durango  
Sante Wellness  
Code of the West  
Wells Group

## LOCAL FIRST FOUNDATION 2021 DONORS:

Adele Riffe  
Aiko Aiko Sound DJs  
Alpine Bank  
Amy Ginn  
Andree Stetson Michael Lee  
Animas Mountain Mortgage Inc.  
Animas Surgical Hospital  
Aurum Labs  
Ballantine Family Fund  
Bank of Colorado

Karen Thompson and Larry D Eads  
Karen Zink  
Karla Gardner  
Kathy Fackler  
Kathy Koehler  
Kelly Hebbard  
Kelly Tregillus  
Kennebec Construction Inc.  
Kent Curtis  
Kim Gjere  
Kim Milligan & Chris Meiering  
FredrickZink & Associates, CPAs  
Kristin Brown  
La Plata County  
La Plata Electric Association  
Land Title Guarantee Company  
Larry and Raynelle Thompson  
Laurel Schaffer + Downright Red  
Lawrence Bachus  
Leba Glazner  
Leesa Zarinelli & Don Gawlik  
Linda Buzzalini  
Linda Winkler  
Lisa Barrett  
Lisa Eason  
Lisa Liljedahl & Brenda Rice  
Liz and Luke Mason  
Louise E. Grunewald  
Lyle Hancock  
Lynne Murison  
Mantell-Hecathorn  
Mark Swanson and Ilona Hruska  
Marsha Pfeiffer  
Marsha Porter-Norton  
Mary E. O'Donnell and Anthony E. Rocha  
Mary Lou Newberger

Barbara Fleming  
Bernette Wynn  
Betsy Lloyd  
Bonnie Johnson  
Breakthru Beverage Colorado  
Brian Thomas  
Brooke Kitchens  
Bruce Bigelow  
Carolyn Moller  
Cathy Roberts  
Cheryle Brandsma  
Chris Scott, Spine Colorado  
Chris Serwe  
Christine Goold  
City of Durango  
Classique Builders  
Colleen Leppert  
Colorado Restaurant Association  
Colorado Title and Closing Services  
Community Foundation Serving SW Colorado  
Crawford Family Foundation  
Cynthia Loebig  
Dan and Karassa Yeomans Schaefer  
Daryl Hinderer  
Dave & Mandy Minton  
Dee Dee Carlson  
Desert Sun Coffee  
Devon Wayne  
Dillon Washburn  
Dolores County  
Donald and Leesa Gawlik  
Dorothy Wehrly  
Doug McCarthy  
Durango & Silverton Narrow Gauge Railroad  
Durango Athletic Hall of Fame  
Durango Car Care  
Durango Chamber of Commerce  
Durango Coffee Company

Matthew Byers  
Maura Youle  
Melanie Scales  
Mercy Regional Medical Center  
Michael McGuire  
Mike McMaude  
Nancy Wharton  
Ore House  
Patagonia, Inc.  
Pat Kinnaird  
Petra Hinke  
Premier Vacation Rentals Group  
Priscilla Blevins  
Randy Hawk  
Raymond Leroux  
Richard and Mary Lyn Ballantine  
Richard Owen  
Robin and Tom Maloof  
Rocky Mountain Health Foundation  
Rosie McGowen  
Ruby Jo Jo Walker  
Sam Tisdale  
Samantha Gallant  
San Juan County  
San Juan Hand Therapy  
Sandy Burke  
Scott Bloom  
Scott Dille  
Seth Furtney  
Seth Geiger  
Shannon Winkelman  
Shelly Oxhandler  
Sorrel Sky  
Sotheby's International Realty  
Southwest Appliance  
Steph & Greg Hayes

Durango Electrical Services  
Durango Land & Homes  
Ed and Deanne Idar  
Elizabeth Kamp  
Emile and Steven Elias  
Eric Kauska  
Erteszek Foundation  
Finney Family  
Frank J. Viehmann and Barbara Gysel  
Garrett Brucker  
Gary and Roslyn Nichols  
Gary Skiba  
Gregory, Golden & Landeryou, LLC  
Gwendolyn and Joan Fund  
HomeSlice Pizza  
Jack Graves  
James Ranch Grill  
Jan Derck  
Jan Turner  
Janna Schaefer  
Jeanine Justice  
Jeanne Cleveland  
Jeannie & Steve Wheeldon  
Jeff Holzer  
Jen LaCroix  
Jennifer Floyd  
Jeremy Nelson  
Jill and Ted Wright  
Jill Wright, Sunloops  
Jim and Donna Martin  
John Mahoney  
John Watson  
John Wells  
Josh Neiman  
Julie & Wes Riber  
Justin and Tammy Osborn  
Karen and Jerry Zink  
Karen Skelly Photography

StoneAge Inc.  
Susan Ashburn  
Susan Etter  
Suzanne Null  
Suzanne Tyrapak  
Suzy Phare, Real Ideal Coaching  
Tafoya Barrett and Associates PC  
TBK Bank  
Ted and Bonnie Hermesman, Ted's Rental Center  
Ted Compton  
Terrie & Clyde Troutman  
Terrie Troutman  
Thane Malison  
The Larry and Charley Konz  
The Meunier Family  
The Payroll Department  
The Wells Group of Durango  
Theresa Davis  
Tile & Light Art  
Tim & Ann Wheeler  
Tim and Kathie Propp  
Tim and Kelly Hebbard  
Tom Caver  
Tonny and Tommy Ross  
Town of Dolores  
Town of Silverton  
Travis & La Donna Ward  
Trent Pansze  
Trevor Krueger  
Ultrasteam  
William and Christine Warren  
William Ford  
William Kent Ford  
Zé and Paula Cerqueira

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## JOIN THE MOVEMENT

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*Local First and Local First Foundation*

### BECOME A MEMBER, TODAY!

Local First's mission is to work together with local, independent businesses and organizations to create an economy that values people, the planet, and prosperity for everyone. When you're with us, you're never alone.

As a business owner or organizational leader, you might feel like you're tackling big challenges alone, like adapting to a post-COVID world, competing with online markets, and being undercut by big box stores. But when you're part of Local First, your independent business alliance, you have the support of 260 other business owners facing the same issues.

Together, we can build a thriving economy that builds everyone up, while protecting the place that we work, live, and play in.

For more information about membership, visit [local-first.org/join](https://local-first.org/join).



**Thank you for all you do for us, Local First Team!**

Local First has been supportive of my small business in more ways than I can count, and I believe this sentiment is shared with all of their members. They continue to teach the importance of shopping locally to our community, and are always available to answer questions while helping small businesses navigate through stormy waters.

**CRISTIN SALAZ**  
Owner of WeFill



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# MEMBER INDEX

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2021/2022

## LOCAL FIRST FOUNDING MEMBERS

April's Garden  
Animas Trading Company  
Brainstorm Internet  
Carver Brewing Company  
Dandelion Cafe (formerly Cyprus Cafe)  
Durango Coffee Company  
Durango Magazine  
Durango Natural Foods Co-Op  
DurangoTV  
Maria's Bookshop  
Pine Needle Mountaineering  
Spaaah Shop & Day Spa  
The Durango Telegraph  
The Payroll Department  
There's No Place Like Home  
Ska Brewing  
Strater Hotel  
Sunnyside Farms Market  
Zia Taqueria

## LOCAL FIRST MEMBERS

{re}Love, Consign & Design  
11th Street Station  
2nd Avenue Sports  
365 Roofing, LLC  
4 Corners POS  
4CORE (Four Corners Office for Resource Efficiency)  
4Corners Riversports  
Adela Flora  
Advantage Physical Therapy & Wellness  
Adventure Inn Durango  
Affordable Framing on Main  
AlignTec Incorporated  
Alpenglow Properties  
Alpine Bank  
Animas Chocolate & Coffee Company  
Animas City Theatre  
Animas Craft Woodworks

Animas High School  
Animas Surgical Hospital  
Animas Trading Company  
April's Garden  
Arete Mortgage  
Art Supply House & Custom Framing  
Artesanos  
Axis Health System  
Backcountry Experience  
Backcountry Gourmet  
Backlog Be Gone  
Balanced Aesthetics  
Basin Printing & Imaging  
Bella Vie Salon and Spa  
BEST Cleaning & Disaster Restoration Services, Inc  
Bird's  
Black Bear Cleaning  
Blues Mtn & Soul  
Blush Esthetics  
Bob's Johns  
Boheme Design House  
Botanical Concepts LLC  
Bright Day Orthodontics  
Brookie Architecture and Planning  
Carver Brewing Company  
Catacombs Fitness Collective  
City of Durango  
CJ's Diner  
Coleche, LLC  
College Drive Cafe  
Colorado Title & Closing Services  
Columbine landscapes  
Community Connections  
Community Foundation Serving Southwest Colorado  
Companeros: Four Corners Immigrant Resource Center  
Cream Bean Berry  
Create Art and Tea  
Creature Comforts  
Crow's Closet  
Cryomedspa Wellness and Cryotherapy  
Dalton Ranch  
dancing willow herbs  
Day-to-Day EA

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# MEMBER INDEX *CONT.*

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2021/2022

## LOCAL FIRST MEMBERS

Derailed Pour House  
Desert Sun Coffee Roasters  
Diamond Belle Saloon  
Dietz Market  
Duranglers Flies & Supplies  
Durango Antique Market  
Durango Artisan Foods  
Durango Arts Center  
Durango Business Improvement District  
Durango Chamber of Commerce  
Durango Coffee Company  
Durango Coffee Company (Retail Storefront)  
Durango Compost Company  
Durango Dance  
Durango Doughworks  
Durango Farmers Market  
Durango Insurance Professionals Inc  
Durango Joes Coffee  
Durango Kids Pediatric Dentistry  
Durango Land and Homes  
Durango Magazine  
Durango Montessori School  
Durango Natural Foods  
Durango Nursery & Supply Inc.  
Durango Organics  
Durango Outdoor Exchange  
Durango Running Company  
Durango Shin-Budo Kai Aikido  
East by Southwest  
El Rancho  
Elements Media  
Eolus Bar and Dining  
EsoTerra Ciderworks  
Eyewear Durango - Eye.D  
Farm to Fingers  
FastTrack Communications  
Fenceline Cider  
Fired Up Pizzeria  
First Southwest Bank  
For the Birds  
Forward Movement  
Four Corners Broadcasting

Four Corners Stoves and Spas  
FredrickZink & Associates, PC  
gaiacreative  
Gazpacho New Mexican Cooking y Cantina  
Goldman, Robbins, Nicholson & Mack P.C.  
Good Business Colorado  
Grassburger  
Habitat for Humanity of La Plata County Restore  
Handcrafted house  
Heirlooms  
Hideaway Ukulele Studio  
Hillcrest Golf Club  
Holistic Dentistry Durango  
Home Builders Association of Southwest Colorado  
Homeslice Pizza  
Honey House Distillery  
Honeyville  
IAM Music  
Imagesmith  
Inner Peace Yoga Therapy  
J Manganello Photography  
James Ranch Harvest Grill  
Jay Short Insurance Agency LLC  
Jimmy's Music & Supply  
Joanie's Hideaway  
KDUR  
Kennebec Cafe  
Kinfolk Farms  
Kirkpatrick Law Office  
KSUT Tribal Radio  
La Plata County Economic Development Alliance  
La Plata County Humane Society  
La Plata Electric Association, Inc.  
La Plata Family Centers Coalition  
Los Amigos Del Sur  
Mahogany Grille  
Maka Earth  
Manna - The Durango Soup Kitchen  
Mantell-Hecathorn Builders  
Maria's Bookshop  
Mesa Builders Ltd  
Mill Street Bistro  
Mountain Auto Care  
Mountain Bike Specialists  
Mountain Mesa Training

Mountain Peak Rentals LLC  
Mountain View Family HealthCare  
Nature's Oasis  
Old Barrel Tea Company  
Ore House  
Out of the Blue  
Outdoorsy  
Pamela Hatten RN, Med Spa  
Passion Flower Bouquet Farm  
Pathfinder Chiropractic  
Pathways Physical Therapy  
Peak Rejuvenation  
Pedal the Peaks Durango  
Pediatric Associates of Durango  
Performance Automotive Repair  
Pet Haus  
Philips and Hards, P.C.  
Phoenix Recycling  
Pilates Durango  
Pine Needle Mountaineering  
Pine River Micro Greens  
PJ's Gourmet Market  
Powerhouse Science Center  
PRIMI Pasta & Wine Bar  
Priority Financial Partners  
Prohibition Herb  
Purgatory Resort  
R Space  
Raider Ridge Cafe  
Rang Tang Craft Barbecue  
Reruns  
Rio Rapids Durango Soccer Club  
River Liquors  
Rivergate Pharmacy  
Road Runner Transit / SUCAP  
Roll E Bike  
ROLL Ebike and Paddle Board  
Rugmasters of Durango  
SAGE - Farm Fresh Eats  
Sagebrush Ltd.  
Salt 360 Float Studio  
San Juan Basin Public Health  
San Juan Citizens Alliance  
San Juan Hand Therapy  
San Juan Mountains Association  
Sante Alternative Wellness  
Sara Olsen & Associates  
Sarvaa Superfoods (Solay Superfoods)  
Scenic Aperture  
Second Time Around  
Seed Studio  
Serious Delights  
Shaw Solar  
Singletrack Cafe

Ska Brewing Company  
Ski Barn  
Smart Enterprises  
Smiley Building  
Sorrel Sky Gallery  
Southwest Appliance, Inc  
Southwest Colorado Accelerator Program for Entrepreneurs  
Southwest Colorado Breastfeeding Coalition  
Southwest Eye Consultants  
Southwest Midwives  
Southwest Women's Health  
Star Liquors  
Stillwater Music  
Studio & Gallery  
Sunnyside Farms Market  
Supernova Furniture and Sleep Gallery  
Table to Farm Compost  
Tafoya Barrett and Associates  
Target Rental  
The Billy Goat Saloon  
The Bookcase and Barber  
The Durango Herald  
The Durango Mailroom and Copy Center  
The Durango Network  
The Durango Telegraph  
The Gallant Network at Keller Williams Realty Southwest  
Associates, LLC  
The Greenery  
The Liberty School  
The Mac Ranch  
The Office Spiritorium  
The Payroll Department  
The Strater Hotel  
The Sweaty Buddha  
The Wells Group of Durango  
The Yellow Carrot  
There's No Place Like Home  
Thrive Chiropractic Studio  
Thrive! Living Wage Coalition  
Timber Age Builders & Timber Age Systems  
Tippy Canoe  
To the Penny, LLC  
Toh-Atin Gallery  
Total Life Concept  
Twilight Toys  
Union Social House  
Urban Market  
VanGo Durango  
Visit Durango  
Wagon Wheel Liquors  
WeFill  
Wellspring Acupuncture & Oriental Medicine  
Whole Health Family Medicine Clinic  
Yogadurango





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