

**Tamarisk
Coalition
Funding
Webinar
Series**

1% *for* OPEN SPACE



**Understanding Voluntary
Surcharge Programs**



1% for Open Space is:

(Some basic definitions)

- An independent, unaffiliated 501c3 that is...
- A consortium of local businesses working to permanently preserve open space in Gunnison County, Colorado
- We do this by raising funds through participating businesses who ask their customers for a voluntary 1% donation on top of gross sales of products and services
- With this method we have raised over \$1.9 million dollars to protect over 5,100 acres since 1997

This open space serves to protect our:



Spectacular Viewsheds



Recreational Access



Wildlife Habitat



Ranching Heritage



Rural Lifestyle



Watershed & Ecosystem Integrity

Who We Are



The Organization

- Executive Director
- Seven Board Members, the majority of whom are local business owners in the program
- Our methodology of collecting a 1% voluntary donation from customers of participating businesses



The Businesses

- Restaurants
- Retail Shops
- Guide Services
- Building Industry
- Heath & Beauty Service Providers
- Artists
- Property Managers
- Landscapers
- Local Ski Industries
- Realtors
- Any business can participate!



The Customers

- Year-round locals
- Second Homeowners
- Visitors
- Any customer of any participating business

The true beauty of 1% is in its elegant simplicity



The Basic Process




The Customer Experience

- The customer identifies a 1% participating business through signs such as this
- Each business must have a minimum of TWO forms of notification of their participation in the program in their actual place of business
- A variety of signs are provided to the business to fit a variety of places such as storefront windows, registers and menus



If a customer doesn't wish to donate, they simply notify the business and the voluntary surcharge is removed from their tab

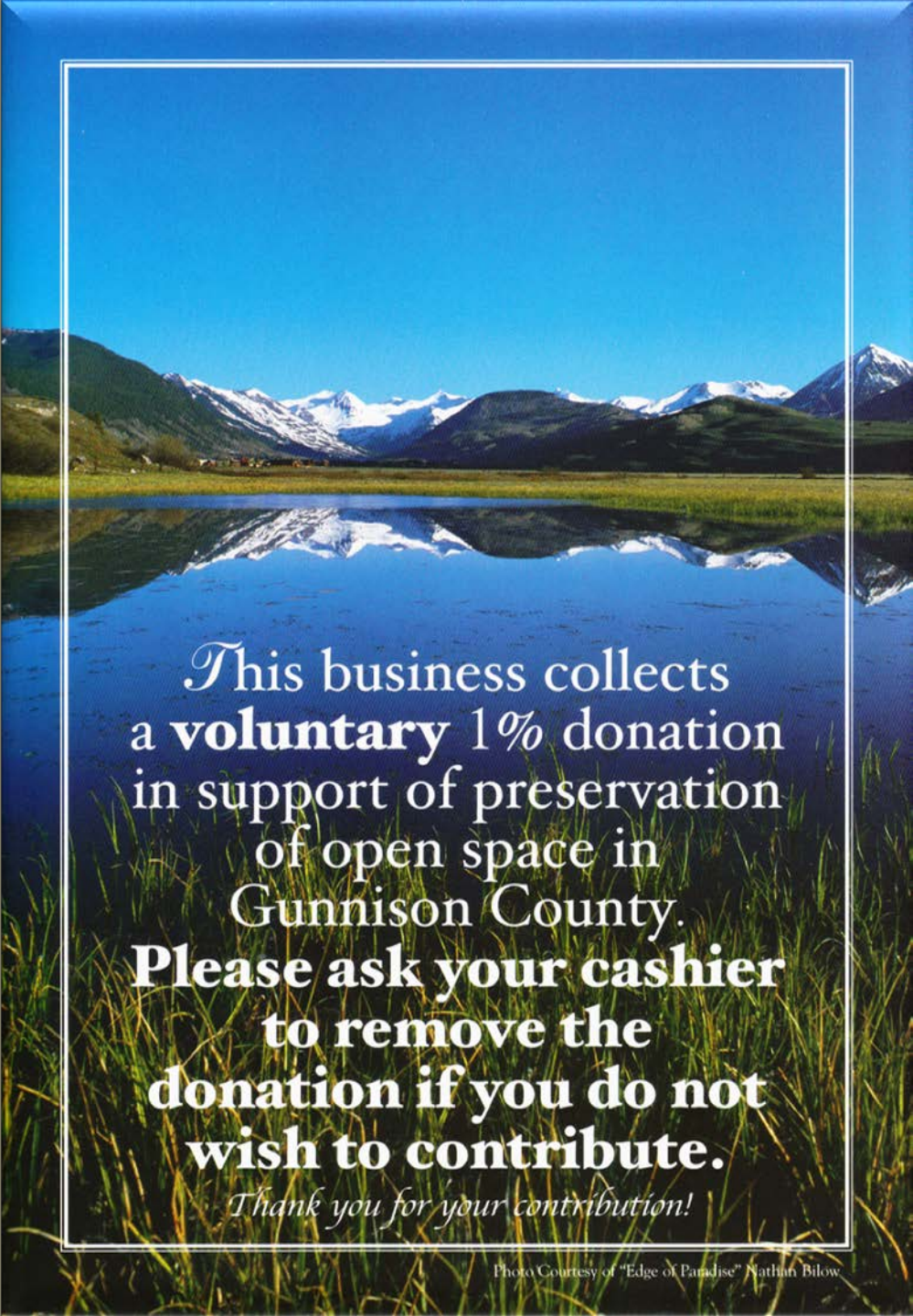


This business collects a **voluntary** 1% donation in support of preservation of open space in Gunnison County.

Please ask your cashier to remove the donation if you do not wish to contribute.

Thank you for your contribution!

Photo Courtesy of "Edge of Paradise" Nathan Bilow



This business collects a **voluntary** 1% donation in support of preservation of open space in Gunnison County.

Please ask your cashier to remove the donation if you do not wish to contribute.

Thank you for your contribution!

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For the customer, the requested donation is typically very small.

For example:

- \$30 of a burrito dinner at Donita's Cantina = \$.30
- \$100 jacket from the Mountain Shop = \$1.00
- \$6,000 weekly cabin rental from Crested Butte Property Management = \$60

For large donations, a tax donation receipt can always be given



What we've learned is that customers are typically thrilled to help preserve the reason they came to live or visit here – the availability of open space

The Business Experience

- Participation is FREE for the business, not impacting their bottom line, but allowing them to contribute to a community program
- They choose on whether to remit their collected donations monthly or quarterly through a contract
- When a business signs up with 1% for Open Space, we immediately begin advertising their participation with ads such as these
- We provide them with free bookkeeping services to help them set up their register and accounting system
- They post their mandatory two signs
- We help educate their staff
- Collections begin



*1% for
Open Space
welcomes*

Third Bowl
Homemade Ice Cream
403 4th Street,
970-349-2888

www.thirdbowlhomemadeicecream.com

*Owners Matt Smith and Kendall Tankersley
have committed to collecting a 1% voluntary
donation from their participating business
customers for the preservation of open space
in the Gunnison Valley. Please visit Third Bowl Homemade Ice
Cream and give your 1% donation to preserve this land you love.*

1% for OPEN SPACE To enroll your business in the 1% for
Open Space program, call 349-1775.
*Participation costs nothing.
It is worth everything.*



We work hard to make participation easy for businesses

- The voluntary surcharge is automatic with the responsibility on the customer to refuse the donation
- Few refuse
- We provide businesses with brochures, flyers, signs, wording for websites, sample invoices and Fact Sheets for Employees



We work hard to promote our participating businesses – when they make money, we make money and more open space is preserved.

Promotions include:

- Thank you ad run every week in local papers listing the businesses
- Press releases on their participation
- Web page built inside our website with contacts and links back to them
- Facebook posts
- Special promotions such as “Trail Fairy Coupons”



would like to thank the following participating businesses and their customers for preserving open space in Garrison County!

<p>Karyn Adelman Acupuncture Alpengardener Altitude Painting Ananda Massage Andrew Hadley Architect Bacchanale Big Al's Bicycle Heaven Bliss Community Chiropractic CB Card Company Creekside Spa Crested Butte Cartoon Map Crested Butte Commercial Building Crested Butte/Mt. Crested Butte Think Local First! Crested Butte Mountain Heritage Museum Crested Butte Mountain Resort: 9380 Butte 66 <i>The Ice Bar at Uley's Cabin</i> <i>Paradise Warming House</i> <i>WoodStone Bar and Grille</i> <i>Jefe's</i> <i>Crested Butte Rental and</i> <i>Demo Center</i> <i>Thin Air Sports</i> <i>Elevation Station</i> <i>On Mountain Basics</i> <i>White Room Apparel</i> <i>Logo'd at Crested Butte</i> <i>Logo'd at Grand Lodge</i> <i>Camp CB</i> <i>Spellbound Pizza Co.</i> <i>Ten Peaks</i> Crested Butte Mountain Guides Crested Butte News Crested Butte Property Management Crested Butte Wildflower Festival CB Nordic Center Cement Creek Ranch Clear Rivers Skin Care Dragonfly Anglers Dragon Sheet Metal Donita's Cantina Elk Mountain Lodge Escape Bodywork Boutique Evans Contracting Gas Café Gîteam Fab</p>	<p>Gunnison Brewery Gunnison Country Shopper Gunnison Country Times Heather Elliot/Graphic Designer Holly's Ride Guides inAWE Gallery Interior Visions Ivy Walker Studio J.C. Leacock Photography Le Bosquet Main Street Clinic Mexicall Grill Mikey's Pizza Montana Distillers Lynn Moore, Moore for Your Money Mountain Colors Mountain Spirits The Mountain Store Mountain Trails Munchkin's Music and Dance Nathan Bilow Photography Office for Resource Efficiency Energy Wise Business Program Oh Be Dogful Pet Ranch Oh Be Joyful Gallery Paragon Gallery Pema Dawa Pioneer Guest Cabins Pitas in Paradise Red Lady Realty RMBL-The Gothic Store Rocky Mountain Trees and Landscaping Ruben's New Mexican Restaurant Sacred Journals by Jennifer Rose Soul Graphics by Jessy Moreland Sprout Studio Strand Sunflower Dell Third Bowl Homemade Ice Cream Third Eye Photography Timberline Mechanical Timothy White Studio Town of Mt. Crested Butte Townie Books Why Cook?!! Wildrose Appraisal Yoga for the Peaceful</p>
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To sign up your business contact Executive Director Molly Murfee at 349-1775 or director@1percentforopenspace.org www.1percentforopenspace.org

The Organizational Experience

- Collecting funds through the voluntary 1% surcharge is the organization's SOLE means of fundraising
- To date we have close to 100 participating businesses
- Through them we raise approximately \$130,000 per year
- We do not own land, hold conservation easements or initiate projects
- We are simply an economic engine whose singular focus is to raise money to permanently protect open space lands



1% for Open Space therefore serves as a granting institution for entities working to permanently protect open space in Gunnison County

The Grantee Experience

- 1% places donations into high interest bearing accounts in anticipation of incoming projects
- Entities wishing to receive these funds must have a focused project and complete the application process
- Funds are granted by majority vote by the Board of Directors
- Thus far, 1% has helped fund projects initiated by the Trust for Public Land, Gunnison Ranchland Conservation Legacy, Town of Crested Butte, Rocky Mountain Biological Laboratory and the Crested Butte Land Trust



Awarded grants have ranged from \$10,000 to \$200,000 per project. The average grant tends to be around \$50,000

Application for funds requires:

- A project description
- Budget
- Environmental, cultural and recreational values
- Public benefit
- Financial statements of the requesting organization
- Proposed easement
- Property uses

In addition to easements, 1% further helps protect land it funds through a Grant Agreement which requires the

Grantee to:

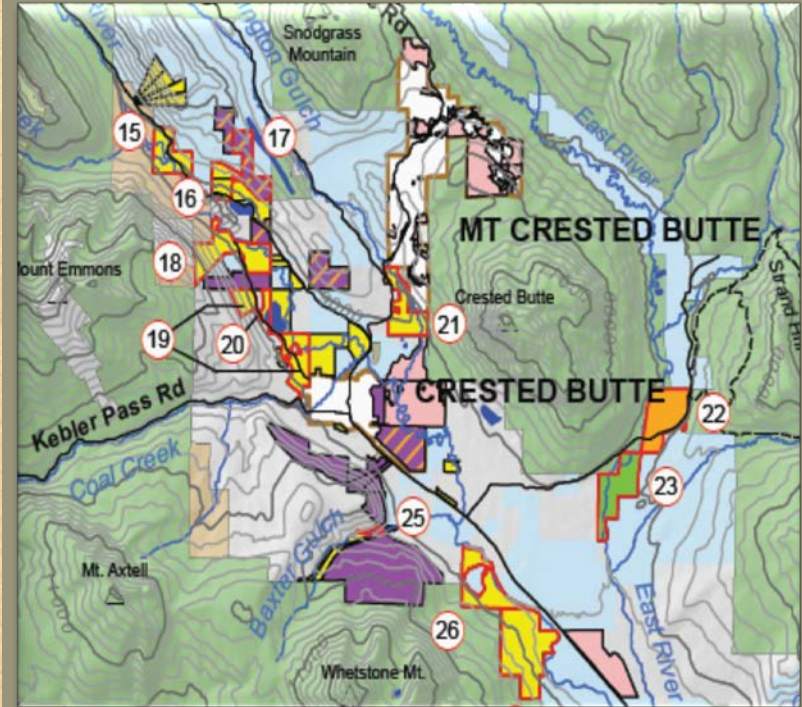
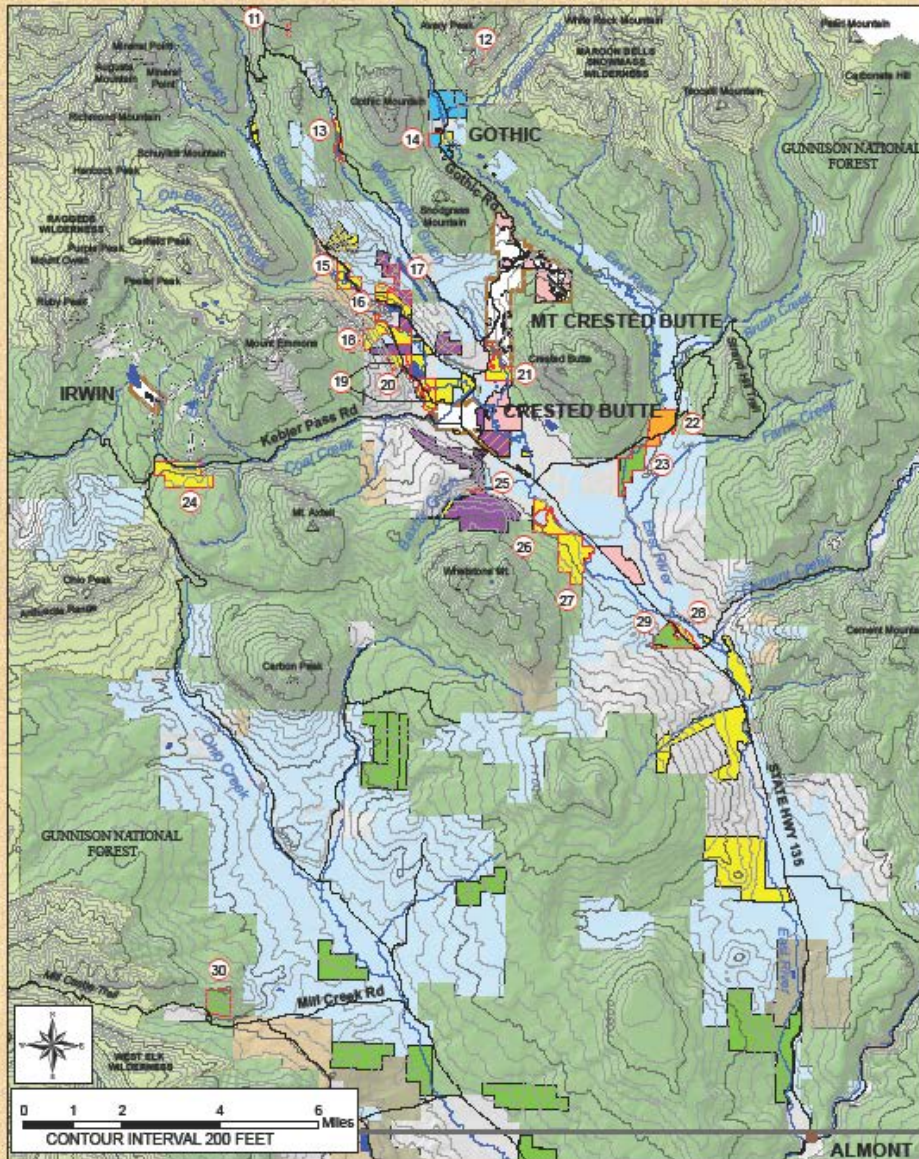
- Maintain the property as defined in the application
- Notification of any potential changes of which 1% reserves the right to refuse
- Yearly reports on the property



1% for Open Space is rarely the only funder of a project. We are rarely the largest. Our power comes from stating with a clear voice that 100 businesses support open space in this county. This helps leverage much larger funds with great effectiveness.

1% for Open Space Funded Properties

North Map



Why does this work so well?

- Participation is free for the business
- Once set up, business participation takes no longer each month than writing a check
- There is a “bandwagon” appeal once the program is established
- Donation is small on the part of the customer, hence out tagline “saving paradise pennies at a time”
- *Everyone* can help preserve open space in this program. Every contribution, no matter how small, counts. You don’t have to be a big donor
- *Every* participant – from customers to businesses - is doing so voluntarily.
- Recreational tourism is the #1 economic driver in Crested Butte
- The ecosystem services provided by this open space that drive participation in the program are beauty, recreation, and preservation of a lifestyle and cultural heritage

1% for Open Space literally preserves the very thing that makes Gunnison County businesses money.



Building a Successful Program

- Businesses appreciate the free marketing opportunities and promoting their business
- Make it easy for businesses to participate
- Make both businesses and customers feel a part of the team and proud of their contributions no matter how large or small
- Make the connections – educate your businesses and customers about the open space land their contributions have preserved
- Pictures speak a thousand words



- Make it personal – use pictures of business owners and customers in your promotions. Customers can drive business actions
- Connect with your businesses – work to fit the program to their needs, get to know their business, let them know you
- Keep it simple to be more economically successful

It's About Making Connections



Through the faces of participating business owners



Connecting customers with these businesses through education



Connecting business owners with the open space they help preserve



Connecting customers with the open space they help preserve

Just Starting Out

- Set a coffee date with potential businesses to have their undivided attention. Plus, coffee is inexpensive for the organization, but appreciated by the business owner
- Create that bandwagon appeal. Go out with your full board, have a happy hour social for the business community
- Create partnerships – have booths at your local water fair, farmer's market and other environmentally focused events. Connect with your tourism association and chamber of commerce
- Get the local newspapers on board. Make them participants through in-kind ad donations. Utilize the free services of press releases and notifying staff photographers of events



Molly Murfee, Executive Director

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