



"The Alliance will make La Plata County the premier Rocky Mountain destination to start, own, and grow business, while enjoying a superior quality of life."

Partners in Progress Initiative

Accomplishing our Vision

In late 2014, the Alliance developed three strategic initiatives to improve the business environment in La Plata County: a new air terminal and more direct flights; a new business park; and 100% high speed internet coverage of every house and business here.

These initiatives came as the result of feedback from more than 100 businesses and extended engagement with key employers regarding the most important issues affecting business. At our Economic Summit in 2015, all three initiatives polled at over 90% support with our audience. We are confident that these are among the most critical issues for our future economic wellbeing.

In 2015, the Alliance committed almost \$100,000 of funds to our three strategic initiatives. Our funding has helped leverage an additional \$390,000 from community partners and grants, meaning that: in one year the Alliance helped fund almost \$500,000 dollars toward our strategic initiatives.

However, we cannot keep committing Alliance funds at 2015 levels without additional support.

Partners in Progress Capital Campaign

To continue financing and accomplishing our initiatives, in 2016 the Alliance is launching a capital campaign called **Partners in Progress (PIP)**. We are reaching out to you, our existing members first, asking for an increase in your investment. **Any increase your investment will be used exclusively to advance the Alliance's strategic initiatives.**

How the PIP Campaign Works:

Any increase in your membership this year (2016) will be devoted to our strategic initiatives. Additionally, a membership increase will go toward these initiatives for three years. So a \$1,000 increase in membership in 2016 would count as a \$3,000 contribution over three years toward our strategic initiatives.

- The Alliance's goal is to raise \$150,000 over three years toward the Alliance's strategic initiatives.
- No more than 10% of PIP campaign funds may be spent on staff time that supports strategic initiatives.
- No more than half of PIP funds may be spent on any one strategic initiative without Board approval.



Benefits to Participants:

As a participant in the Partners in Progress, you will receive:

- Special recognition on the Alliance website, in our annual report, and at the annual Economic Summit;
- Regular email updates on initiatives;
- The opportunity to assist on the initiative of your choice;
- The opportunity to help identify next initiatives as the current ones are successfully completed; and
- The potential to receive a higher level membership in Alliance if your contribution plus your regular membership puts you in the next Alliance investor category.

If you commit \$7,500 or more over three years (\$2,500 per year), you will receive the same benefits as above, as well as enhanced recognition on our website, thanks and acknowledgement through the Alliance social media (which reaches over 4,000 people regionally), an interview on the Alliance's IDTV news segment, invitations to and recognition at key events for the initiatives (such as groundbreaking ceremonies), and a sponsorship of an Alliance investor meeting.

If you commit \$15,000 or more over three years (\$5,000 per year), you will receive the same benefits as above, plus an opportunity to speak at the Economic Summit (in 2016 or 2017), a radio interview on the Durango Chamber radio's program, your company's logo on our regular strategic initiative progress updates, and the opportunity to meet with Alliance VIP guests for the strategic initiatives.

Additional Details about the Partners in Progress:

As a contributor, you have the option to dedicate all or part of your funds to the initiative of your choice. We ask for a minimum annual contribution of \$250 in addition to your current investment to be a PIP contributor (\$750 over three years).

At the end of 2018, your Partners in Progress contributions will stop and you will only be invoiced for your current investment level.

If you are new to the Alliance in 2016 or later, you may participate in the Partners in Progress. However, we ask that you contribute no more than 50% of your Alliance investment toward the Partners in Progress (minimum of \$500 to be both an Alliance member and Partners in Progress).

For additional information, please contact us at 970-259-1700, or by email at roger@yeslpc.com.