

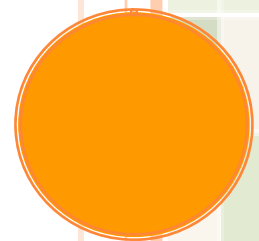
MILE HIGH BUSINESS ALLIANCE

2009 Annual Report

In 2009, the Mile High Business Alliance strengthened its work to build a more resilient local economy. This annual report details activities and accomplishments for the organization

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MILE HIGH BUSINESS ALLIANCE

2009 Annual Report

Founded in 2007, the Mile High Business Alliance is a non-profit membership organization committed to building a stronger local economy. Presently, there are 200+ members including Denver area businesses, non-profit organizations, individuals and community leaders. We are working to build a thriving local economy, which ensures that economic power resides locally and sustains vibrant, livable communities and healthy ecosystems.

Our Mission

The mission of the Mile High Business Alliance is to build better community through better business. Our work is focused on these outcomes:

- Build the number & prosperity of local businesses
- Create awareness of the importance of supporting local business
- Provide a voice to small businesses

A New Business Paradigm

It's time for a new understanding of the role businesses play in our local communities. MHBA is not about "business as usual," which tends to have these characteristics:

- Disconnected from one another & our impact
- Places short-term profit above other values
- Excludes new ideas and avoids change
- Distorts our judgment of what is good
- Is stuck in old ideas and ignores new information
- Devalues people, our environment and our collective challenges

Instead, we're working with entrepreneurs and community leaders to invest in community-centric business, which:

- Acknowledges **people & planet** as vital as profit
- Places our **values** above short term gain
- Understands our **interdependence**
- Takes **responsibility** for our impact
- **Creatively** addresses what's needed to **thrive**
- **Includes, transcends, adapts**

Don't just take our word for it. Here are just six local business owners sharing their motivation for doing what they do:



The Impact of our Work

There are over **500,000 locally owned businesses** in Colorado, **employing more than 1.6 million people** and **providing over 98 Billion dollars** in economic activity every year.

With our current economic challenges, having **healthy local businesses is vital** for providing the goods and services we need. Small and local businesses are also more **adaptable**, more **innovative**, and more **responsible** to our community.

Since money spent at locally owned businesses recirculates at least three more times than at non-local companies, our work directly **increases economic activity** in our

region, helping **stabilize employment**, local tax revenue and other **community infrastructure**.

Our leadership and entrepreneurial approach enables us to launch new programs and strategies to **increase economic resilience** and **address community needs**.

Programs & Accomplishments

MHBA launched in 2007 with less than \$14,000 in revenue. Since that time, we've launched a number of innovative programs focused on strengthening our local economy.

Local Flavor Guides

These full-color walking maps feature locally owned restaurants, shops, art galleries and other neighborhood services.

- 69,500 copies printed
- 7 Denver Neighborhoods
- 2 more in production
- Featuring 464 locally owned businesses

Colorado Local First Directory



A free interactive directory of more than 400,000 Colorado companies, the online directory has had more than 40,000 unique visitors since launch. We now have more than 5,000 unique visitors per month.

Colorado Local First Campaign

Our primary community campaign, Colorado Local First leverages grassroots, traditional and online media to raise awareness of the vital importance of healthy local business. In 2009, Colorado Local First had more than \$75,000 worth of media exposure, including in the following outlets:



Buy Local Week

Denver's 3rd Annual Buy Local Week garnered support from Mayor John Hickenlooper and Governor Bill Ritter. MHBA produced our first Buy Local Week Shopping Guide, which featured 45 local retailers & organizations.



Buy Local Week was featured on all the major local TV news channels and our kick-off event and auction raised more than \$4,000 for the Mile High Business Alliance.

Local Flavor Festival

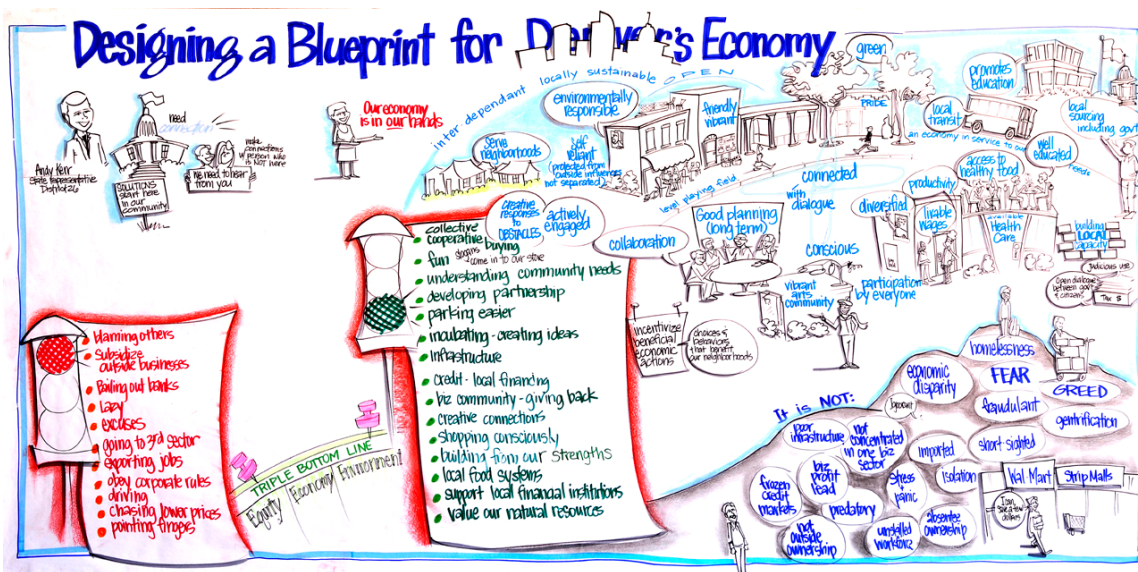
Our first annual Local Flavor Festival included a dozen local businesses and hundreds of visitors. This small scale event was produced in partnership with the Lowenstein CulturePlex in Denver's Bluebird District.



Local Capital Summit & Thriving Economy Event

Two events in the summer of 2009 focused on activating local capital (human, social, built & financial) to address our community's needs. These events brought together nearly 200 local business owners and community leaders to connect with ideas, resources and strategies for mobilizing local capital and addressing a failing economy.

One result of these events was the creation of a "Blueprint for Denver's Economy," demonstrating how easily a shared vision can be created and identifying steps toward building an economy that truly works.



2009 BALLE Conference

The Mile High Business Alliance hosted the 7th annual national conference for the Business Alliance for Local Living Economies (BALLE). More than 300 people convened at the Auraria Campus to focus on building resilient local economies.



Serving as the host city for this event is a testament to the innovation and progress being made by MHBA.

Financial Summary & Outlook

The Mile High Business Alliance saw an increase of 100% of total cash revenues over the prior year. The summary table below describes the general sources of revenue and types of expenses incurred by the organization.

Expenses		Revenue	
General Operating	\$ 28,013	Membership Dues	\$ 17,213
Programs	\$ 110,708	Auction/Donations/Grants	\$ 3,955
<i>(Local First, Local Flavor Guides, etc.)</i>		Program Sponsors	\$ 50,690
Membership Services	\$ 17,420	Event Income	\$ 12,283
Professional Services & Misc.	\$ 3,003	Merchandise & Interest	\$ 394
		In-kind Contributions & Trade	\$ 75,165
Total Expenses	\$ 159,144	Total Revenue	\$159,700

The 2009 Revenue Sources chart shows the breakdown of revenue by type.

Long term liabilities of the organization include back pay owed to the Executive Director and software development contract.

The total operating budget required by MHBA in 2010 to sustain current staff and programs is \$229,000. A major goal of the organization is to diversify funding streams to meet this requirement.

Conclusion

The Mile High Business Alliance continues to build vital relationships within the local business community, and has launched numerous programs that connect neighbors with local business and build our local economy.