

Saving Paradise Pennies at a Time



83 acre Woods Walk preserved in 2000 with CBLT

*A consortium of local businesses working to permanently preserve
open space in Gunnison County. Come join us today.*



www.1percentforopenspace.org

DEAR GUNNISON COUNTY BUSINESS,

Thank you so much for your interest in the 1% for Open Space program.

Open space in Gunnison County is an economic driver for our communities. Whether it's a visitor selecting the area for their vacation time, a full-time resident planting deep roots and establishing a life here, or a second home owner wishing to invest their resources, it is the wide open spaces that magnetize everyone to choose this place.

The land here provides a myriad of opportunities. For the rancher it is a place to graze their cattle, and to continue an industry that began in 1874, predating both mining and tourism. For the recreationist there are literally hundreds of miles of trails for hiking, biking, skiing and horseback riding. For everyone, there is a sense of peace by simply sitting outdoors and watching the light change over the mountains and meadows. In these moments we are able to forget the annoyances of the day and realize how lucky we are to experience such beauty and have such access to the land's resources.

As a local business you have the opportunity to help preserve these open spaces by simply becoming a member of the 1% for Open Space program. For the customer, the donation is in most cases very small. A \$50 purchase would only generate a fifty-cent donation request. It's couch change, really. We have found that visitors and residents all too readily understand the connection between their experience here and the open spaces that surround them. More often than not, they are excited for the opportunity to give back to a place that has given them so much.

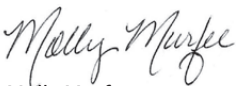
Business participation is free, and we help you get started with free bookkeeping services at your disposal. In gratitude we host a variety of advertising and exposure opportunities for you, so that customers are educated as to your involvement and know how to find you. In the end, you'll find that participating in 1% literally takes only a few minutes each month.

There are many reasons for open space. It provides recreational opportunities and access to our wilderness areas. It preserves important habitat for wildlife, allows our ecosystems to thrive and protects our watershed. Open space allows us to have unencumbered views, and provides a means for our ranching families to continue with their legacy.

Preserving open space in our community is simply good business. When we protect open space we are protecting not only our lifestyles, but the means through which we make a living here. It is an important investment in our economy's future. We are fortunate to live in this wild place, which attracts thousands of visitors each year through the sheer fact of its beauty.

We hope this informational packet answers many of your questions about the program and how you may become involved. For further information, please don't hesitate to contact me. I am more than happy to make an appointment with you, so we may discuss your participation in person.

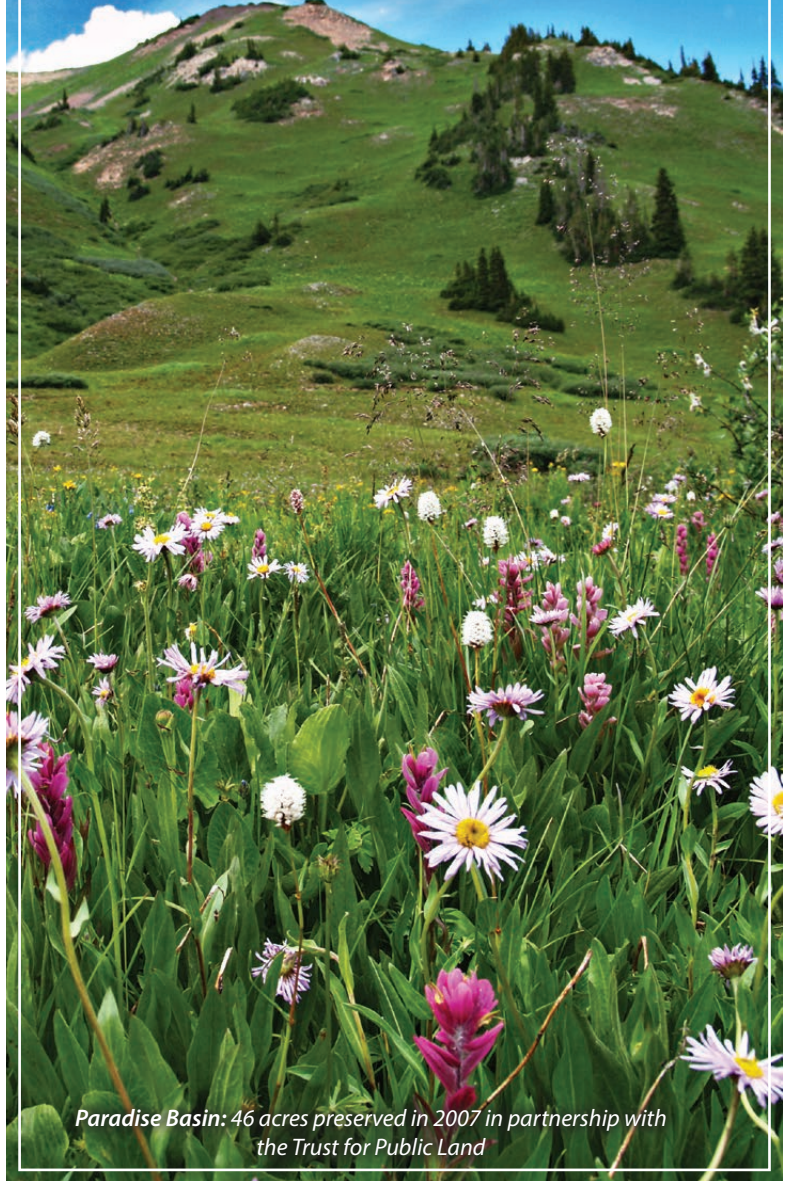
Sincerely,



Molly Murfee
Executive Director

"Land conservation helps communities grow smart, attract investment, revitalize cities, boost tourism, protect farms and ranches, prevent flood damage and safeguard the environment."

—"THE ECONOMIC BENEFITS OF LAND CONSERVATION," TRUST FOR PUBLIC LAND



Paradise Basin: 46 acres preserved in 2007 in partnership with the Trust for Public Land



For real-time updates on current participating businesses, recently funded projects, presently serving board members, and other information, please visit our website.

Contact Information:

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Schofield Park: Over 80 acres preserved through seven different projects in 1999, 2005, 2006, 2009, 2010 and 2011 in partnership with RMBL, TPL and CBLT

"Scientists need open space. It is a tool that we can use to understand the environment, so it is important for us to support the 1% for Open Space program."

**– Ian Billick, Rocky Mountain Biological Laboratory
Executive Director and 1% for Open Space participant**

About the Program

WHO WE ARE

1% for Open Space is a consortium of local businesses working to permanently preserve open space in Gunnison County. 100% of our income is collected by these businesses. This open space serves to protect our spectacular viewsheds, recreational access, wildlife habitat, ranching heritage, rural lifestyle, and watershed and ecosystem integrity.

1% for Open Space is the oldest, most established and most successful collection program of its kind in the country. As of 2012, we have raised over 1.7 million dollars to preserve over 4,500 acres in Gunnison County. We are an independent, unaffiliated, 501c3 non-profit organization.

The program is overseen by an Executive Director and a seven-member Board of Directors. The majority of the board is comprised of local business owners who participate in 1% for Open Space.

HOW IT WORKS – THE BASICS

Funds are raised solely by the participating businesses collecting a voluntary 1% donation on the gross sales before taxes of products and services from their customers. Businesses mail their collected donations to 1% on a payment plan of their choice. The money is then put into a variety of high interest bearing accounts where it sits until an application is presented requesting funds for a project.

This money is granted to requesting entities for the permanent preservation of land solely in Gunnison County. Any organization wishing to receive these funds for open space preservation projects must complete a formal application, which must then be approved through a majority vote of the Board of Directors.

The program has thus far funded projects initiated by the Trust for Public Land (TPL), the Crested Butte Land Trust (CBLT), the Gunnison Ranchland Conservation Legacy (GRCL), the Rocky Mountain Biological Laboratory (RMBL) and the Town of Crested Butte.

Gunsight Bridge: 120 acres preserved in 2002 in partnership with CBLT



Razor Creek Ranch: 1,040 acres preserved in 2001, 2006 and 2012 in partnership with GRCL



Rec Path / Robinson Parcel: 131 acres preserved in 1997 in partnership with CBLT



More About the Program –



Paradise Divide: 28 acres preserved in 2007 in partnership with TPL

WHO PARTICIPATES

There is no limit to what kind of business can participate, nor are there any commitments on how *much* your business must contribute. No donation is too big or too small. Because we fund projects throughout the county, both Gunnison and Crested Butte businesses may participate.

As of 2012 there are over 80 participating businesses in the program. They include restaurants, retail shops, realtors, building industry contractors, lodges, health and beauty service providers, artists, property managers, guiding companies, animal service providers, landscapers, educational institutions, and the local ski industries.

HOW ORGANIZATIONS RECEIVE FUNDS

Anyone who wishes to receive money from 1% must submit a formal proposal requesting funds. The application requires a project description; budget; environmental, cultural and recreational

values; public benefit; financial statements of the requesting organization; proposed conservation easement; and property uses.

Money is granted for the actual purchase of land or easements and the costs incurred with those transactions. Funds must be requested and approved by the Board, and this may only occur when a physical project is at hand.

NORTHERN AND SOUTHERN ACCOUNTS

We are organized by a North Account and a South Account. Funds from businesses operating north of Almont go into the North Account. This money is only available for projects geographically located in this same area. Funds from businesses operating Almont and south go into the South Account. Likewise this money is only available for projects in the southern end of the valley. This means that where you do business is where your money goes.

“Protecting agricultural lands is important to people not only for ecosystem and watershed preservation, but to also preserve the rural character of the place as well as provide food security for a region.”

–LORI LYNCH, UNIVERSITY OF MARYLAND, “ECONOMIC BENEFITS OF FARMLAND PRESERVATION”

HOW THE LAND IS PROTECTED

Our funds help protect land in perpetuity. This means that no matter if an organization or landowner goes bankrupt, or if land ownership changes hands, that land is still permanently protected. This protection is upheld by a court of law.

Conservation easements

Most of the properties we help preserve are placed under a conservation easement. A conservation easement is a restriction placed on a piece of property to protect its associated resources. The easement is voluntarily donated or sold by the landowner and constitutes a legally binding agreement. Easements define how the land might be used such as trail construction, ranching, hiking, biking, equestrian, skiing, camping, or hunting.

Easements are further managed by a system of checks and balances. Whereas one entity might actually own the land, another must hold the conservation easement. This assures that the conservation easement restrictions are not being violated by mandating that two entities watch over the property.

Preserving ranches

Working ranches are also preserved through conservation easements. The

easement will allow for the historic, agricultural uses of the land. Conservation easements on ranchland allow the current owner to pass his or her legacy down to their heirs. An easement might include provisions for a landowner to build a structure, and how large it might be. Each easement is different and includes the desires and needs of the land owner, subdivision or conservation organization.

Public land & private stewardship

Sometimes 1% helps purchase land outright, as opposed to funding a conservation easement placed on the land. In some of these cases, the land is then conveyed to a public entity, such as the United States Forest Service, for maintaining the preservation and proper stewardship of the land.

In other instances, the organization requesting the funds may privately own the land while agreeing to become stewards of the land to assure its environmental integrity. In both cases of public conveyance and private ownership, 1% demands that these properties be permanently preserved and stewarded in perpetuity. These lands also remain accessible to the public.




Rozman Ranch: 469 acres preserved in 2004 and 2008 in partnership with GRCL, CBLT and the Nature Conservancy

The 1% grant agreement

Additionally, 1% requires that every organization that receives our funds must sign a Grant Agreement. This states that the property must be maintained as defined in the application; that we must be notified of any potential changes; and that we reserve the right to refuse these changes. Each entity receiving money from us must submit us a yearly report on the state of the property so that we may keep track of such matters.

1% for Open Space does not own land or hold conservation easements. We simply help purchase them.



1% for Open Space is one of the great programs that allows us to maintain our one of a kind community."

—ETHAN MUELLER, CRESTED BUTTE MOUNTAIN RESORT VICE-PRESIDENT
& GENERAL MANAGER AND 1% FOR OPEN SPACE PARTICIPANT

Lower Loop: 193 acres preserved in 1998 in partnership with CBLT

Xavi Fane



Tomichi Creek Ranch: 160 acres preserved in 2000 in partnership with GRCL



Kebler: 320 acres preserved in 1999 in partnership with CBLT

WHO CAN USE THE PROPERTIES AND HOW

All of the properties we have funded, with the exception of conservation easements placed on ranchlands, are available for public use. How the public can use the land is defined in the conservation easement. Most have trails on them, some do not. A variety of uses are allowed on the properties including hiking, biking, cross-country skiing, snowshoeing, horseback riding and hunting. For properties that do not have trails, the lands are still available to the public for such activities as camping, photo taking, picnicking, viewing and other non-trail uses.

For conservation easements placed on ranchlands, those lands are protected so they may continue to function as working ranches. While the public can not physically access these areas, we all benefit in the protection of viewshed, ecosystems, wildlife habitat and rural lifestyle that these ranches provide.

A full list of each of our properties can be found on the website which includes specific location, uses according to the conservation easement, ecological and cultural value, photos and other information about the property.

HOW WE DO BUSINESS

We work hard to keep our expenses down. Only 20% of collected donations fuels our operating expenses. This means that for every \$100 you collect, \$80 goes to actual land and easement purchases. The national average for non-profit operating expenditures is 35%. We keep it streamlined and simple to preserve as much land as we possible can.

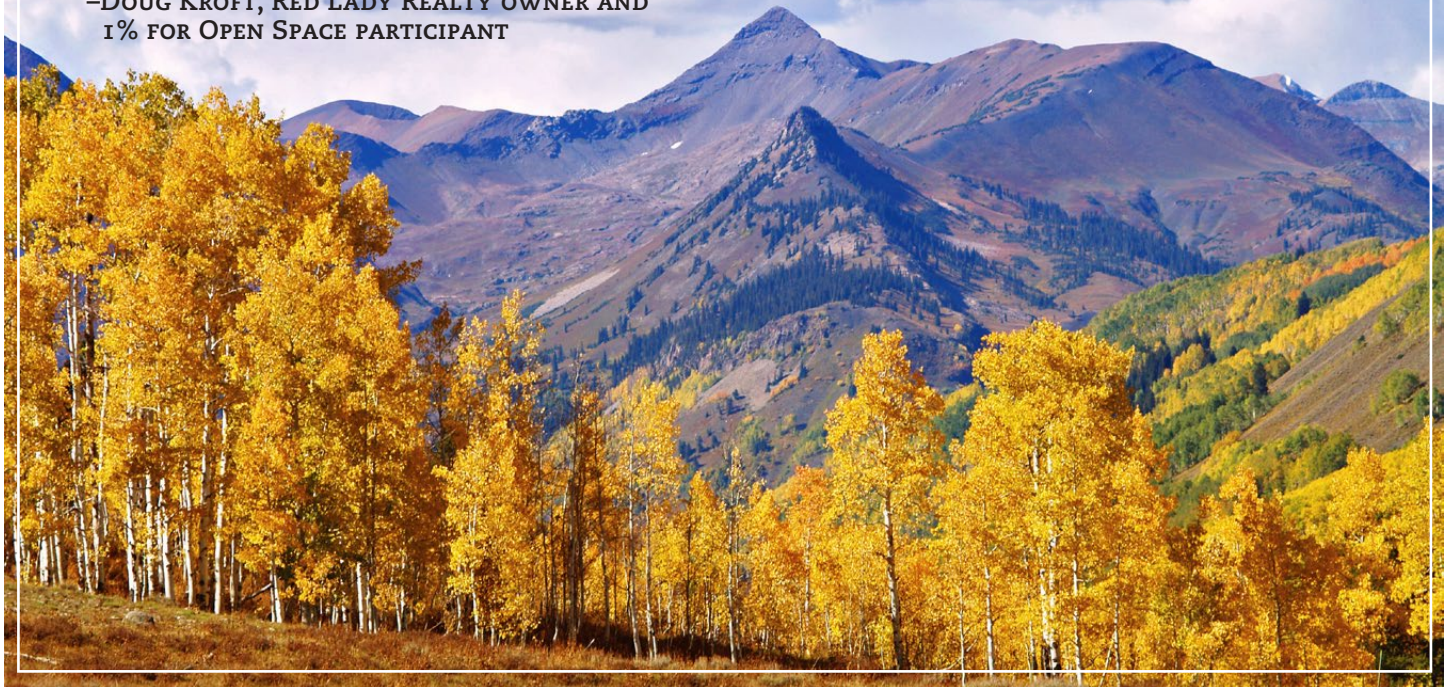
OUR PARTNERS

1% for Open Space believes that people target this area for its incredible natural beauty. We also believe that this type of guest or resident is naturally concerned about the environment. We have therefore partnered with two programs who also work closely with businesses and who we feel help further the concept of ecotourism.



"I personally believe we can draw a direct line between open space and the enhancement of human values and property values. 1% for Open Space helps our property owners preserve the value of their property, and their investment in real estate."

**—DOUG KROFT, RED LADY REALTY OWNER AND
1% FOR OPEN SPACE PARTICIPANT**



The Logistics of Participation

HOW YOU MAY PARTICIPATE

* The first thing to know about participating as a business in 1% for Open Space is that it is free and easy. Once set up, participation often takes no more time than writing a check.

* Most businesses collect a 1% voluntary donation on every sale they conduct. Some businesses have particular needs. In these cases, we will work to find a reasonable alternative if the typical collection method does not work for you.

SET UP

- * All participants must sign a contract where a payment schedule of monthly, quarterly or seasonal payments are established.
- * If possible, add a line item that appears on the receipt indicating to the customer that a 1% voluntary donation is being collected.
- * For businesses who invoice we may provide a sample for you as a model.
- * We can provide you with educational verbiage for your website, brochure, flyers, invoices, forms and other media.
- * We offer free bookkeeping counseling from our volunteer bookkeeper to assist with the set-up of your accounting system.
- * Our board members are participants in the program and available for any questions.
- * We can also put you in touch with similar participating businesses
- * We can provide you with a "Fact Sheet for Employees" and conduct staff trainings for you at no cost.
- * We provide you with a variety of sign styles and sizes to indicate your participation.

WORKING WITH THE CUSTOMER

- * You are not expected to explain the program to each customer at each transaction. Your signs serve as notification of your participation in the program.
- * Your notifications should explain that donations to the program are entirely voluntary.
- * If a customer does not wish to donate, it is your responsibility to take the 1% donation off of their bill. This rarely happens.
- * Since this is a donation, no sales tax is due on the contribution.
- * If a customer has a question you can't answer, please ask them to call the 1% for Open Space office directly.

TAX DEDUCTIONS

- * The customer is making the donation and it is tax deductible for them. We supply tax donation receipts on request.
- * If the business is making the donation, then the business is entitled to the deduction.

SENDING COLLECTIONS

- * 1% does not provide a notification when your donations are due. We can, however, supply remittance envelopes if desired. Please indicate this on your contract.
- * You will be notified if your donations are late.
- * If your payment lapses six months or more, your business will be taken off the bi-weekly newspaper ad and other advertising opportunities offered by the program until full payment has been made. Once payments have resumed, so will your advertising opportunities.
- * The amount of donations from each business is kept strictly confidential.

"Wild and undeveloped places are the economic backbone of the outdoor recreation industry."

—PETER METCALF, BLACK DIAMOND CEO



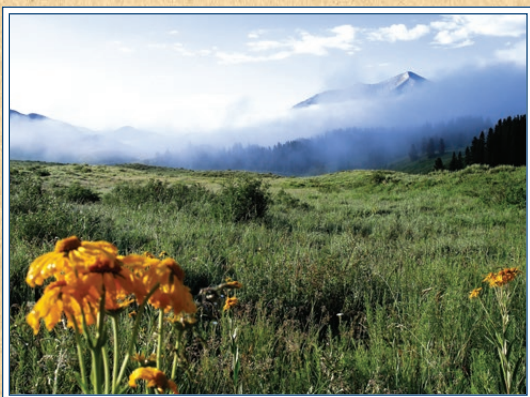
Baxter Gulch: 11 acres preserved in 2010 in partnership with the Town of Crested Butte



Cold Spring Ranch: 190 acres preserved in 2011 in partnership with TPL



Gothic Meadows: 44 acres preserved in 2004 in partnership with RMBL



Kikel: 70 acres preserved in 2007 & 2008 in partnership with CBLT

What We Do For You

We know that signing up is a commitment. Here are some things we promise to do for you in gratitude for your efforts. It's an ever-growing list, new opportunities happen every year.



PROMOTIONAL EFFORTS

* We run a "Welcome New Business" ad in local papers announcing you as a new participant.

* Your business name is added to our thank you ad run bi-weekly in local papers.

* We regularly run press releases in the local papers educating readers about new participating businesses as well as land conservation activities of the program.

* Your business profile is added to our website. This includes your picture, contact information, website link, and detailed information about your business.

* We are constantly working through creative advertising to drive more business to you. These include such efforts as coupon promotions, education of your involvement to our friends and business associates, facebook campaigns, and radio exposure.

* Through our partners, the Crested Butte / Mt. Crested Butte Chamber of Commerce's Think Local First Campaign and the Office for Resource Efficiency's EnergyWise Business Program, we consistently work for new ways to positively expose your involvement in the program through a variety of cross-marketing campaigns.

* We are an advocate for promoting open space and ecotourism as economic drivers in our communities.

KEEPING YOU INFORMED

It's important to us that you stay excited about being a part of the 1% for Open Space program so we work hard to keep you educated and informed about our activities.

* Electronic newsletters are sent throughout the year to update you on our activities.

* We send an annual letter letting you know how much money your individual business has raised throughout the year, as well as figures on how much the organization raised as a whole.

* Our website is updated regularly with business announcements, project updates and other trail and conservation news and opportunities we think you might be interested in.

STAYING IN TOUCH

* The Executive Director and Board of Directors make regular visits to your business to answer questions and resupply your materials, typically at the beginning of the winter and the summer seasons.

* We know, however, that there are times you need to just be left alone to run your business. When you're busy, we'll leave you alone unless you call.

* You are welcome to call the Executive Director or any member of the Board of Directors should you ever have a question about the program, a funded project or other activity, or need extra materials.

Sign Up Check List

1. Decide you love the ease, efficiency and mission of the program
2. Fill out the contract and send it to 1%
3. Set up your cash register or computer system to add the 1% donation to your receipts
4. Set up your accounting system to track 1% income
5. Train your staff
6. Put up your signs
7. Collect the donations
8. Send in your collected funds as indicated on your contract
9. Always call the Executive Director if you ever have any questions, comments or concerns
10. Feel good that you are doing something that preserves the incredible beauty that supports our economy, lifestyles, culture and natural heritage in the Gunnison Valley

"Wilderness is a commodity that no longer just tugs at the heartstrings. It's become abundantly clear that it tugs at the purse strings too."

—BRUCE BARCOTT, "AS A MATTER OF FACT MONEY DOES GROW ON TREES," OUTSIDE MAGAZINE

Kochevar Parcel: 110 acres preserved in 2010 in partnership with the Town of Crested Butte

1% for OPEN SPACE



John Fielder

Paradise Divide: 74 acres preserved in 2007 in partnership with TPL

1% for Open Space businesses raise funds to preserve our spectacular viewsheds; recreational access; wildlife habitat; ranching heritage; rural lifestyle; and watershed and ecosystem integrity.

FOR MORE INFORMATION PLEASE CONTACT US

Molly Murfee, *Executive Director*

1% for OPEN SPACE

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