



Executive Summary

Within the context of the economic downturn, 2009 became a year of maintaining current membership levels, instituting new strategies for becoming financially sustainable, and improving our internal systems to increase our efficiency and enhance our capacity to respond to members.

We also focused on continuing to offer quality timely professional development education, increased the number of green building 101 and professional development classes, added more resources to our website, and increased our focus on the commercial green building sector.

With renewed attention and financial resources gearing up to support the retrofit industry, we directed much of our outreach and education around this part of the industry to ensure our local contractors stay well informed about what they need to know about how to take advantage and leverage these new opportunities for funding, financing, rebates, and marketing ROI.

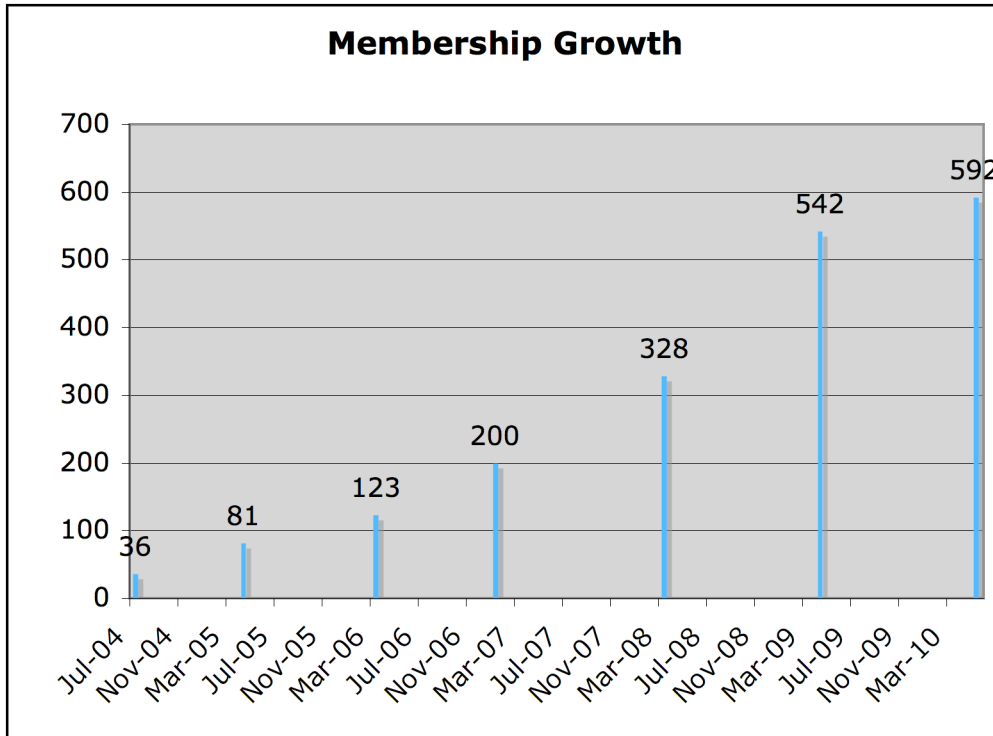
The Guild continues to play a vital role in Boulder County and the green building industry. I look forward to another productive year and will continue to strive to ensure the Guild is a go-to organization that provides regular high quality educational, networking and more business benefits to its members.

Julie Herman
Executive Director

Year in Review

Membership

Since BGBG was established in June of 2004, we grew steadily until the economic recession hit in 2009.



Note in the chart below that the number of large and small businesses and individuals dipped slightly but the overall number of members increased due to an increase in bundled members. We instituted payment plans to encourage our members to keep up with their membership dues and while we lost some, primarily due to the economy, we also gained new members.

Membership By Level And Bundled Members						
	2009			2008		
Member Level	Number of Individual & Business Members	Number of Bundled Members*	Totals	Number of Individual & Business Members	Number of Bundled Members*	Totals
Large	4	49	53	7	39	46

Businesses						
Medium Businesses	17	48	65	15	22	37
Small Businesses	163	117	280	184	70	254
Non-Profits	9	14	23	7	7	14
Individuals	140		140	161		161
Students	31		31	25		25
TOTAL	364		592	399		537

*Bundled members are part of a business membership

Events and Outreach

Highlights of 2009 events include:

- Second Annual Boulder County Green Building Conference with over 173 participants, a keynote by David Johnston, and a residential and commercial track.
- An expanded 3rd Annual BGBG Green Products & Services Fair with 60 member organizations staffing booths and speaking with the general public. Hosting the event next to the Farmer's made the event more successful and increased attendance. We counted over 1,600 people walking through and speaking with our members.
- Over 150 members attended our 4th Annual Member Meeting and new board candidates presented their interest in serving BGBG.
- Five Member Happy Hours facilitated networking and welcomed new members to our organization (average attendance of 30 – 50.)
- The Holiday Happy Hour, with lots of networking opportunities and great raffle prizes, was attended by over 100 members,
- Five Building Onsite Seminars Series had 20-30 participants per event. A commercial building was added to the series this year.
- The first Ask an Expert was implemented as a pilot in partnership with the Center for Resource Conservation.
- The City and County subsidized new Professional Development Trainings including a Green Building 101 classes that sold out with over 50 attendees and a successful 2-Day Green Advantage Training.
- Our monthly Electronic newsletter is now going to over 3,300 green building professionals and enthusiasts (an increase of 28%.)
- We developed and launched the BGBG sponsorship program, designed to give businesses an opportunity to co-brand and co-market through BGBG.

Events and Outreach Projects Underway in 2010

- The 3rd Annual Boulder Green Building Conference offering a new business development track in addition to residential and commercial tracks. Keynote

speaker is Alice Madden, Governor’s Energy Office Climate Change Coordinator and half of the event is dedicated to an open space forum to draw on the expertise of our members and move our ideas to action.

- The 4th Annual Product and Service Fair. For the second year, the Fair has been scheduled in conjunction with the Boulder Farmer’s Market and will be located in the park adjacent to it. Ask an Expert will be part of the P & S Fair in 2010.
- The Building Onsite Seminars (BOSS) series will include 3 residential remodels and a commercial green building.
- Additional professional development classes including 3 more green building 101 classes, another 2 day green advantage class, and 2 more in-depth trainings to be determined.
- The creation and launch of Footprint Radio, a quarterly podcast aired on KGNU and available on the web site.

Legislative and Public Policy

BGBG created a regular placeholder on our monthly eNews to update our constituents on important legislative and public policy issues. We enhanced efforts to provide timely information on new commercial codes from local jurisdictions.

We also sponsored the CASBA legislative briefing and endorsed two Important Energy Bonding Issues Boulder County Ballot Issue 1B and 1C. **Ballot Issue 1B**, had it succeeded, would have authorized up to \$85 million in additional bonding capacity for the ClimateSmart loan program.

In 2010 BGBG will be involved in efforts to ensure a similar initiative passes in November 2010. **Ballot Issue 1C, which did pass**, allows Boulder County to make use of a new federal program, the Qualified Energy Conservation Bond program, which allows local governments to borrow money interest free, to pay for deep energy retrofits to public buildings.

Website Update

We launched our new website during the summer of 2008 so our first full year’s worth of data is for 2009.

BGBG Website Visits/Usage	
Total Visits in 2009	46,784
Average Monthly visits in 2009	3,900
Pages/Visit	3.78
Visits /Day	118.14
New Visitors	22,278 (47.62%)
Returning Visitors	24,506 (52.38%)

Though the vast majority of these visits originate in Colorado (30,984 annually). We also see substantial traffic from the rest of the U.S. and have recorded visits from every populated continent in the world.

Our home page and events make up the bulk of our visits 43,426 and 32,125 respectively, but a substantial number of people, 7,669, come to see our Find a Professional database.

Improvements to our website in 2009 included:

- Improved navigation from our home page
- Upgrading the "Find a Professional" Directory
- Clearer directions for renewing and new members to access profiles and self manage their online information
- Use of online forms to better organize and gather information

Future Plans:

- Adding a searchable list of certifications held by a business (LEED, HERS Rater, Green Advantage, etc.)
- An active "Ask an Expert" discussion forum that aids members in gaining visibility as they answer questions from the public

Social Media Outreach

We created a Facebook *Page* for BGBG administrators to post events. We also have an active Facebook *Group* that is not moderated but a good place for active discussions.

- Fans: 224 to date
- Average Daily Views: 24

We hope to add pictures and increase the interactive options for this page in time and with the assistance of Volunteer support.

eNews

Over 3,300 people subscribe to regular Email Blasts and News. Monthly newsletters convey important information about BGBG events and resources, as well as green building, environmental events and workshops put on by other organizations in our community. Each eNews issue also includes: links to insightful green building national news articles, updates on green building legislation, discount and advertising opportunities for our members, job openings, listings of green spaces for rent and announcements of new/renewing members. We use our eNews to advertise benefits to members and to act as a powerful reference and community organizing tool for green building. We have a high open rate for our emails, 25% to 35% percent of the over 3,000 receiving our eblasts consistently open them.

Member Resources and Benefits

New Benefits added in 2009/ early 2010:

- Enhanced website resources: better navigation of members directory being marketed as Find a Professional, clearer video and presentation library from Brown Bags and other events, clearer instructions on renewing and updating or upgrading membership levels.
- Discounts on publications and resources through BuildingGreen.com
- Discounts on publications and web resources GreenBuildingAdvisor.com

Business members received these new or enhanced benefits:

- Visibility and free and/or discounted advertising in partner publications such as the Re-direct Guide, The Smart! Book, Boulder County Business Report, , Boulder County Home and Gardens Magazine and more as partnerships increase
- BGBG Member decal for you business' window
- Online photo album as part of a business profile

We are continually exploring other ways to enhance our member benefits and will add more as they become viable options

Member Management

One of the biggest challenges is teaching members to use the website to get maximum use of the potential for exposure with the new features, including how their profile appears in the new directory. To address this, the "Membership" section of the website was refined with detailed instructions for use. We also refined the automatic emails that are sent when members join or add to a bundled membership. We have seen an increase in the number of overall members even though the number of businesses has declined. This is due to the number of bundled members who are using the website on behalf of their company.

In 2009 we implemented a payment plan system and refined it to include the ability to set up an auto-pay feature through PayPal. This plan includes an administrative charge for incremental payments.

We are still refining the process of renewing for returning members including looking for Wild Apricot to address the issue of invoicing and receipts for returning users. Other updates we are looking forward to:

- Membership Cards online
- Ability to prorate dues through WA
- Ability to send invoices/ receipts for renewals and for events through WA

Sponsorship Program

An annual sponsorship Program was launched at the end of 2009 in order to provide more financial stability to the organization. This program was designed in response to the growing number of businesses that would like the added exposure of co-marketing and co-branding with BGBG. Sponsors receive visibility through all events, the website, and electronic communications.

Internal Operations

Staff Update

In September 2006, the Board hired a new Executive Director, Julie Herman, for 20 hours a week. The number of paid hours has slowly increased and since January of 2009 the ED is paid for 27 hours a week. During 2009 the Administrative Assistant/Member Manager position worked for 20 hours a week and an Events and Outreach Coordinator was paid for 25 hours. The organization's goal is to make these full time positions to enhance our member work and community contribution.

Staff Operations Manuals have been created and are continually updated with new information regarding duties and details about how to accomplish tasks.

Tracking Progress and Feedback

Staff distributed surveys at every event including Brown Bags, the Annual Conference, and the Product and Service Fair and summarized the results. Feedback was then reviewed and used to improve our events and generate ideas for new ones. We also collected feedback from our members at the annual member meeting in January, asking attendees to break up into groups and discuss what was working well for them and what improvements they would like to see.

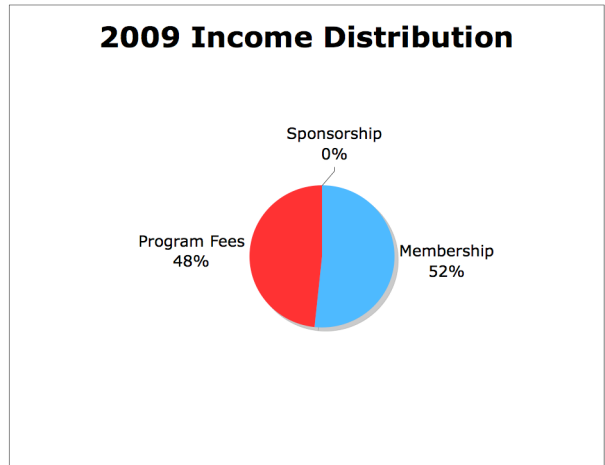
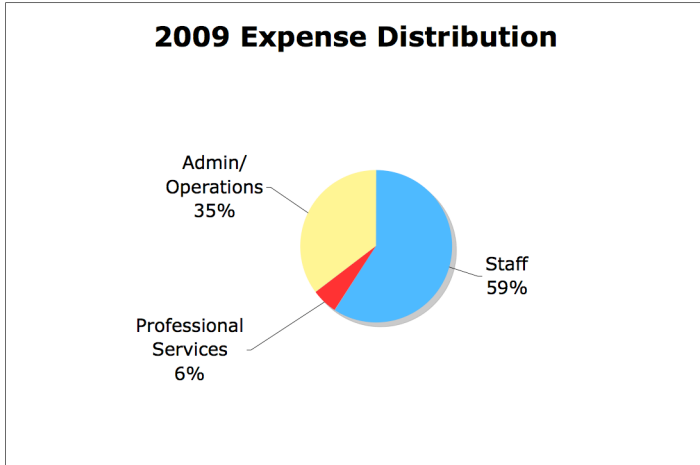
An annual member survey is scheduled to go out in the Spring of 2010 and will incorporate questions asked in a 2009 survey and will also include questions based on ideas generated at the annual meeting. [A summary of those results can be found here.](#)

Strategic Partnerships/Collaborations

Partnerships and collaborations are an important way in which the Guild can leverage resources, develop new program opportunities, and expand our membership base. Over the past several years, the Guild has built relationships with many local non-profit organizations, businesses, and media. We will continue to make this a priority in 2010. Some of the exciting partnerships we have developed over the year *include a working relationship with the City of Boulder, Boulder County (now with a Board Seat), Boulder Chamber of Commerce, the Small Business Development Center, 10 for Change, the ClimateSmart Loan Program, AIA north chapter, and USGBC.*

Finances

The Guild’s income has more than doubled since 2007. A primary goal continues to be to diversify and expand the Guild’s income base. Between 2006 and 2009 revenue from both membership and program fees increased dramatically but have since leveled off in 2009. We will continue to build the sponsorship program as a new long-term strategy to help us reach financial security and renew efforts to grow membership, particularly in the commercial sector.



Income	2007 Final	2008 Final	2009 Final	2010 Projected
Membership	\$55,006.00	\$70,510	\$75,989	\$77,455
Program Fees	\$8,895.00	\$39,567	\$71,057	\$61,685
Sponsorship	NA	NA	NA	\$42,500
Total Income	\$63,901.00	\$110,077	\$147,046	\$165,640
Expenses				
Staff	\$36,252.00	\$67,600	\$86,513	\$90,144
Professional Services	\$1,145.00	\$5,686	\$8,331	\$7,861
Admin/ Operations	\$24,786.00	\$40,642	\$51,707	\$62,618
Total Expenses	\$62,183.00	\$113,928	\$146,551	\$160,622
Net Income	\$1,718.00	(\$3,851)	\$2,044	\$5,017