

Cents for Steamboat Makes Sense:

What is your ‘two cents’ about sustainable community projects? Perhaps it is an air quality program, a hybrid transportation system, a resource preservation fund, or an energy efficiency program. What would you choose if you had the opportunity to collaborate with other individuals in the Yampa Valley to decide upon sustainable projects working towards preserving the natural environment, natural resources, and landscape that make our area so unique? With a little bit of collaboration, you now have the opportunity to contribute your ‘two cents’ and patron’s cents into the idea pot.

Your ‘two cents’ can now be literally and figuratively contributed to a new program called **Cents for Steamboat** in an effort to support sustainable projects in the Yampa Valley.

The **Cents for Steamboat** Program is a new component of the Steamboat Springs Chamber’s Sustainable Business Program. Any business in the Yampa Valley can join the Sustainable Business Program in an effort to increase sustainability around the workplace. Whether the business is a restaurant, bank, warehouse, construction site, doctor’s office, or a retail facility, the program is designed to be able to cater to all sectors and improve their triple bottom line: financial success, social responsibility, proactive environmental management, and the inter-relationships between them.

There are many benefits of joining the Sustainable Business Program, including the opportunity to give back to sustainability projects in this community by participating in the **Cents for Steamboat** Program.

This program is designed to derive funds from voluntary donations by consumers, i.e. your patron. The monies are not from business income or profit, are not a tax and they are donated directly from the customer.

How Does it Work?

- Sustainable Steamboat participating businesses enter an agreement with the Chamber to participate in the **Cents for Steamboat** Program
- Patrons of the participating business can donate a portion of a business transaction to be voluntarily added on to their bill or invoice
- This money will then be earmarked for sustainability-oriented local projects designed by enrollees in the program and the sustainable business program

The process will be tailored for each business. For example, a restaurant might include the option on the bill or tab for its customer to donate a portion of their transaction. A doctor’s office might suggest a \$1 donation for each doctor’s visit, and a real estate firm might have an optional contribution added on at closing. Collected funds will be tracked separately by the business and submitted to the Chamber for placement into the **Cents for Steamboat** Program account. The monies from this account are then re-invested to support sustainability-oriented projects in the community selected by participating business.

Black Tie Ski Rental participates in a similar program in their Crested Butte office, where the energy and momentum continues to move forward. Ian Prichard, Co-Owner of Black Tie Ski

Rentals has been collaborating with the Sustainable Business Program in implementing Cents for Steamboat. “It is great to get this program started in our community” said Prichard. “It does not cost the business any money and it is a simple way for patrons to make a measurable donation that they spend with the company. It is an easy way to contribute without feeling any pressure,” said Prichard.

By participating in the Cents for Steamboat Program, you have the opportunity to be a part of a group of local businesses who are passionate about preserving the natural environment and resources that make the Yampa Valley a unique place to live, visit, recreate, and enjoy.

Lyn Halliday, President of Environmental Solutions Unltd, LLC and consultant for the Sustainable Business Program has been meeting with business owners as a way to implement the program into their workplace. “I am really excited about the Cents for Steamboat Program as a way for local businesses and their patrons to re-invest in the sustainability of our community. I am looking forward to working with businesses as we implement the program,” said Halliday.

If your business would like to help keep the Yampa Valley and Steamboat Springs a special place by supporting the Cents for Steamboat Program, please visit our website at www.steamboatcchamber.com or contact your Sustainable Business Consultant, Lyn Halliday at lhalliday@environmentalsolutionllc.com