BBB’s mission is to be the leader in advancing marketplace trust.

**We do this by:**
- Setting standards for marketplace trust
- Encouraging and supporting best practices by engaging with and educating consumers and businesses
- Celebrating marketplace role models
- Calling out and addressing substandard marketplace behavior
- Creating a community of trustworthy businesses and charities
BBB Sets the Standards for Marketplace Trust

3,973
BBB Accredited Businesses in Northern Colorado and Wyoming commit to BBB's Standards for Trust:

- Build Trust
- Advertise Honestly
- Tell the Truth
- Be Transparent
- Honor Promises
- Be Responsive
- Safeguard Privacy
- Embody Integrity

83
local nonprofits have met BBB’s 20 Standards for Charity Accountability which are a baseline set of best practices and review four key areas of interest to donors:

- Financial Management
- Fundraising and information materials
- Governance and Oversight
- Measuring Effectiveness
BBB Foundation

We provide ethics based assessment, training and recognition programs for businesses, consumers, nonprofits and students in Northern Colorado and Wyoming. The BBB Foundation is a 501(c)(3) nonprofit. Our Programs are:

BBB Torch Awards for Ethics • BBB Spark Awards for Entrepreneurship • Charity Accreditation • Military and Veterans Initiative

INCOME: $384,233
EXPENSES: $328,250
Program Expenses: $265,740
General and Administrative Expenses: $62,510
NET ASSETS: $1,252,611

BBB HELPS PEOPLE FIND BUSINESSES AND CHARITIES THEY CAN TRUST

BBB BUSINESS PROFILE INQUIRIES 785,693
INSTANCES OF SERVICES 866,714
CHARITY REPORT INQUIRIES 2,700
COMPLAINTS FILED 3,356
SOCIAL MEDIA IMPRESSIONS 3,400,000
CUSTOMER REVIEWS SUBMITTED 3,825
### Top 10 Industries

<table>
<thead>
<tr>
<th>Most Inquiries</th>
<th>Rank</th>
<th>Business Category</th>
<th># of Inquiries</th>
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<tbody>
<tr>
<td>1</td>
<td>Online Retailer</td>
<td>70,155</td>
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<tr>
<td>2</td>
<td>Roofing Contractors</td>
<td>38,863</td>
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<td>3</td>
<td>General Contractor</td>
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<td>4</td>
<td>Plumbers</td>
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<td>5</td>
<td>Online Education</td>
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<td>6</td>
<td>Heating and Air Conditioning</td>
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<td>7</td>
<td>Landscape Contractors</td>
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<td>8</td>
<td>Car Dealers</td>
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<td>9</td>
<td>Electricians</td>
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<td>Home Builders</td>
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<td>1</td>
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<td>2</td>
<td>Online Retailer</td>
<td>179</td>
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<tr>
<td>3</td>
<td>Heating and Air Conditioning</td>
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<td>4</td>
<td>Marketing Programs</td>
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<tr>
<td>5</td>
<td>Plumbing and Heating</td>
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<td>Painting Contractors</td>
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<td>7</td>
<td>Plumbers</td>
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<td>8</td>
<td>Gutter Contractors</td>
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<td>9</td>
<td>Home Inspection</td>
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<td>10</td>
<td>Moving Companies</td>
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<tr>
<th>Most Complaints</th>
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<td>3</td>
<td>Magazine Distributors</td>
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<td>Debt Relief Service</td>
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<td>5</td>
<td>Hotels</td>
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<td>6</td>
<td>Property Management</td>
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<td>7</td>
<td>Credit Reporting Agencies</td>
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<td>8</td>
<td>Cell Phone Equipment</td>
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<td>Restaurants</td>
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<tr>
<td>10</td>
<td>Information Technology Services</td>
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</table>
BBB Celebrates Marketplace Role Models

BBB TORCH AWARDS FOR ETHICS

Provided an out-of-the-classroom ethics learning experiences for more than 85 college students at Colorado State University, University of Northern Colorado and the University of Wyoming and honored three businesses and our first nonprofit with the BBB Torch Award for Ethics.

- **SMALL BUSINESS CATEGORY:** AGPROfessionals, Greeley, CO
- **MEDIUM BUSINESS CATEGORY:** Jonah Bank of Wyoming, Casper, WY
- **LARGE BUSINESS CATEGORY:** Halladay Motors, Cheyenne, WY
- **NONPROFIT CATEGORY:** Fort Collins Habitat for Humanity, Fort Collins, CO

Best Student Paper Award went to Colorado State University

BBB SPARK AWARDS FOR ENTREPRENEURSHIP

Honored emerging businesses less than three years in operation for their commitment to building a business based on Character, Culture, and Community. Honored three businesses to represent the inaugural class of Spark Award winners.

- Blue River Vision, Silverthorne, CO
- Career Allies, Fort Collins, CO
- Define the Line, Fort Collins, CO
- Zova Marketing, Greeley, CO

BEST IN SAFETY AWARD

Honored 10 businesses with the Best in Safety Award

- 3H2O, Inc., Littleton, CO
- A&A Glass Co., Aurora, CO
- Bishop Plumbing, Heating & Air Conditioning, Glenwood Springs, CO
- Courtesy Mazda, Longmont, CO
- Fun Services, Denver, CO
- Hahn Plumbing & Heating, Inc., Fort Collins, CO
- Metal Distributors, Fort Collins, CO
- Newstripe, Inc., Aurora, CO
- Northern Colorado Air, Aurora, CO
- Pro Mold Associates LLC, Berthoud, CO
New Community Center Launch

30 Accredited Businesses or Nonprofits used the Community Center rooms in 2019-2020 for more than 370 attendees.

OPEN HOUSE

On October 1, 2019, BBB hosted an Open House to introduce BBB Accredited Businesses and Community leaders to our new Community Center. The Community Center provides state-of-the-art, professional space to host client, staff and board meetings, strategic planning sessions, leadership retreats and training. The space provides the community with two meeting room options with essential amenities and varying seating capacities supporting up to 30 people. In addition, we offer a client meeting room for one-on-one meetings.
BBB Educates Consumers, Businesses and Nonprofits

**Safety Seminars**
Hosted 5 Safety Seminars for 104 attendees on topics such as workplace safety programs and ergonomics.

**Military and Veterans Initiative**
Partnered with the Airman and Family Readiness Center and Blue Federal Credit Union to provide scam prevention and smart buying education information at F.E Warren Air Force Base in Cheyenne. Reached 881 people.

**Partnered with Estes Park Nonprofit Resource Center**
Held 10 lunch n’ learn sessions for 12 Estes Park based nonprofits to help them achieve BBB Charity Accreditation.

**Ethics Scholar Internship Program**
Hired our inaugural class of Ethics Scholar Interns, college Juniors or Seniors at Colorado State University, the University of Northern Colorado or the University of Wyoming. Our interns were paired with the 2020 BBB Torch Award for Ethics Candidates who worked collaboratively together to prepare the nomination paper on behalf of the nominated business or nonprofit. Inaugural class members include:
- Mamadou Balde, Colorado State University
- Kyrie Blaney, University of Wyoming
- Jenna Gardner, University of Wyoming
- Jada Harben, University of Northern Colorado
- Kenna Noble, University of Wyoming
- Courtney Yarrington, University of Wyoming

**Hosted Networking Opportunities**
Through BBB’s new Community Center, we hosted 5 networking events for 287 people.

**Amplified our Community Outreach**
- Sponsored 9 events for 2,140 people
- Staffed exhibitor booths at 7 events for 1,410 people
- Guest speaker at 8 events for 570 people
- Attended more than 85 business events throughout Northern Colorado and Wyoming
BBB Board of Directors

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Shelley Polansky, President/CEO, Better Business Bureau
Seth Baker, MBA Student, Colorado State University

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WESTERN STATES BANK

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Hub International
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Professional Finance Company
University of Wyoming

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Brock and Company
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Envirotech
FirstBank of Northern Colorado
McGee, Hearne & Paiz
Palmer Flowers
Peters, Schulte, Odil & Wallshein LLC
Shirazi Benefits
Wyoming Business Report

Better Business Bureau Serving Northern Colorado and Wyoming
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