Our Mission:

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

4,057
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

64
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: $253,358
EXPENSES
Program Expenses: $176,428
General and Administrative Expenses: $89,754
NET ASSETS: $1,221,962

BBB HELPS PEOPLE FIND BUSINESSES AND CHARITIES THEY CAN TRUST

BBB BUSINESS PROFILE INQUIRIES 743,000
INSTANCES OF SERVICES 790,000
READ CUSTOMER REVIEWS 3,800
SOCIAL MEDIA IMPRESSIONS 2,200,000
CHARITY REPORT INQUIRIES 3,100
COMPLAINTS FILED 1,932
## Top 10 Industries

### Most Inquiries

<table>
<thead>
<tr>
<th>Rank</th>
<th>Business Category</th>
<th># of Inquiries</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Roofing Contractors</td>
<td>43,872</td>
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<tr>
<td>2</td>
<td>Online Retailer</td>
<td>33,529</td>
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<td>3</td>
<td>General Contractor</td>
<td>23,432</td>
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<td>4</td>
<td>Online Education</td>
<td>23,026</td>
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<td>5</td>
<td>Plumbers</td>
<td>18,928</td>
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<td>6</td>
<td>Landscape Contractors</td>
<td>13,655</td>
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<td>7</td>
<td>Painting Contractors</td>
<td>12,669</td>
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<td>8</td>
<td>Construction Services</td>
<td>11,333</td>
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<tr>
<td>9</td>
<td>Heating and Air Conditioning</td>
<td>11,113</td>
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<tr>
<td>10</td>
<td>Car Dealers</td>
<td>11,012</td>
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### Most Customer Reviews

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<td>1</td>
<td>Roofing Contractors</td>
<td>356</td>
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<tr>
<td>2</td>
<td>Online Education</td>
<td>253</td>
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<td>3</td>
<td>Online Retailer</td>
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<td>4</td>
<td>Plumbers</td>
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<tr>
<td>5</td>
<td>Marketing Programs</td>
<td>103</td>
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<tr>
<td>6</td>
<td>Moving Companies</td>
<td>98</td>
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<tr>
<td>7</td>
<td>Painting Contractors</td>
<td>90</td>
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<tr>
<td>8</td>
<td>Construction Services</td>
<td>79</td>
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<tr>
<td>9</td>
<td>Heating and Air Conditioning</td>
<td>66</td>
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<tr>
<td>10</td>
<td>Home Inspection</td>
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### Most Complaints

<table>
<thead>
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<th>Rank</th>
<th>Business Category</th>
<th># of Inquiries</th>
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<tr>
<td>1</td>
<td>Online Retailers</td>
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<tr>
<td>2</td>
<td>Magazine Distributors</td>
<td>117</td>
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<tr>
<td>3</td>
<td>Car Dealers</td>
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<tr>
<td>4</td>
<td>Information Technology Services</td>
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<tr>
<td>5</td>
<td>Cell Phone Equipment</td>
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<tr>
<td>6</td>
<td>Cooking Utensils</td>
<td>59</td>
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<tr>
<td>7</td>
<td>Subscription Agents</td>
<td>57</td>
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<tr>
<td>8</td>
<td>Hotels</td>
<td>51</td>
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<tr>
<td>9</td>
<td>Property Management</td>
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</tr>
<tr>
<td>10</td>
<td>Roofing Contractors</td>
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</tr>
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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:** Intermountain Record Center, Casper, WY
- **MEDIUM BUSINESS CATEGORY:** All Phase Restoration, Windsor, CO
- **LARGE BUSINESS CATEGORY:** Group Publishing, Loveland, CO
- **NONPROFIT CATEGORY:** Larimer Humane Society, Loveland, 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.

- All About Insurance, Loveland, CO
- American Electrical Innovations, Wellington, CO
- everHuman, Fort Collins, CO

**BEST IN SAFETY AWARD**
Honored 6 businesses with the Best in Safety Award

- A&A Glass Co., Aurora, CO
- Better Electric Inc., Sterling, CO
- Diesel Services of Northern Colorado, Fort Collins, CO
- Hahn Plumbing & Heating Inc., Fort Collins, CO
- Hot Corner Concepts, Fort Collins, CO
- Marrou Concrete Inc., Fort Collins, CO
THOUGHT LEADERSHIP EVENT
Collaborated with the Daniels Fund Ethics Initiatives at Colorado State University, University of Northern Colorado and the University of Wyoming to host a fall thought leadership event on trust and ethics. 105 businesses, students and university faculty were in attendance.

SAFETY SEMINARS
Trained 179 businesses on Workplace Safety through Safety Seminars Sponsored by Pinnacol Assurance

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 987 people.

STEPS TO GROW YOUR BUSINESS SEMINAR
More than 100 small businesses attended the seminar to hear from experts on topics like:

- Cybersecurity in Business
- Telling Your Brand’s Story
- 5 Gestures of Trust in Business
- Recruiting in the Workforce
BBB Board of Directors

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Lisa Hudson, Director, East Small Business Development Center
Kent Noble, Bill Daniels Chair of Business Ethics, University of Wyoming
Wes Sargent, Owner, The Wes Sargent Company
Michael Shirazi, Benefit Advisor, Shirazi Benefits
Zachary Wilson, President, The Wilson Law Firm PC
Denver Chamber of Commerce Hosts Sixth Annual Cherry Ball Gala

The Denver Metro Chamber of Commerce held its 15th Annual Cherry Ball Gala on Saturday, November 2, at The Denver Center for the Performing Arts. The gala celebrated the chamber’s contribution to the city’s economic growth and development and honored three organizations for their accomplishments.

The event was known as the “Cherry Ball” to recognize the red cherries that are indigenous to the area. The gala included a black-tie dinner and entertainment, including a live auction and entertainment provided by the Denver Metro Chamber of Commerce’s Young Professionals Group (YPG).

The gala also featured a presentation of the chamber’s annual awards. The chamber presented the Cherry Award to the Denver Metro Chamber of Commerce Young Professionals Group (YPG) for its outstanding work on behalf of the chamber and the community.

The gala included a special performance by the Denver Metro Chamber of Commerce’s Young Professionals Group (YPG). The group performed a series of songs and dance routines, including a medley of musical numbers from the Broadway musical “Wicked.” The performance was a highlight of the night and received enthusiastic applause from the audience.

Following the performance, the chamber presented the Cherry Award to the Denver Metro Chamber of Commerce Young Professionals Group (YPG) for its outstanding work on behalf of the chamber and the community.

The gala concluded with a live auction, which featured a variety of items, including tickets to events, artwork, and other items. The auction raised funds for the Denver Metro Chamber of Commerce and its initiatives.

The event was attended by hundreds of guests, including business leaders, community members, and members of the Denver Metro Chamber of Commerce. The gala was an opportunity to celebrate the chamber’s contributions to the city and to honor the organizations that have made a difference in the community.

The Denver Metro Chamber of Commerce is a membership-based organization that serves the business community of the Denver metropolitan area. The chamber provides a variety of services to its members, including networking opportunities, educational programs, and advocacy efforts.

The chamber’s mission is to promote the economic growth and development of the Denver metropolitan area. The chamber works to create a business-friendly environment and to support the needs of its members.

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Better Business Bureau Serving Northern Colorado and Wyoming  
BBB Foundation  
8020 South County Road 5, Suite 100  
Fort Collins, CO  80537  
970-484-1348  
go.bbb.org/wynco-info  
info@wynco.bbb.org

BBB Accredited Business Contributors

297 To view list, visit go.bbb.org/1xbO0jY