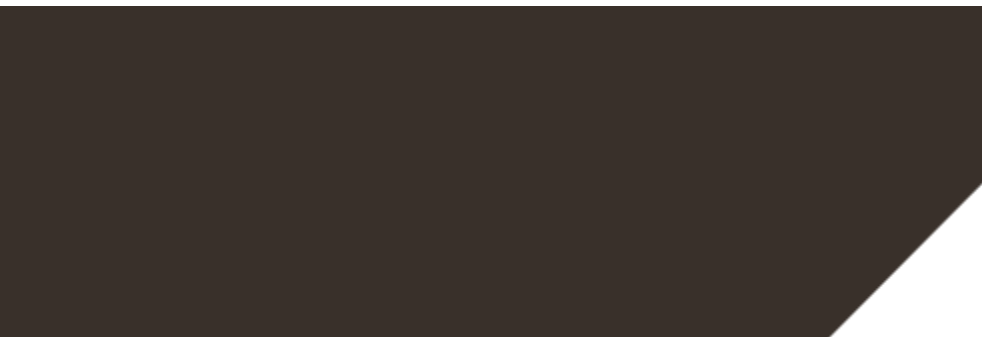




ANNUAL REPORT 2021



CONTENTS

YEAR-in-review	3	
High Beams		3
Low Beams		3
2021 Goals		3
MEMBERSHIP	4	
Membership Summary		4
Membership Levels		4
Marketing		4
Sponsorships	5	
FINANCIALS	6	
Statement of Financial Position		6
Statement of Comprehensive Income (Profits and Losses)		6
2021 Revenue & Expense		6
garage operations	7	
General Update		7
Tools & Supplies		7
Garage Usage Reminders		7
legal	8	
IRS Designation & Governance		8

YEAR-IN-REVIEW

High Beams

- Memberships grew again for 2021.
- Our members are engaged with lots of energy, enthusiasm, and participation.
- We added David Frink to the High Council and haven't regretted that decision...yet.
- We added Common Motor as a community partner (20% discount on all parts).
- We had our Annual Halloween Party and Motos in the Mountains again!
- We hosted another fantastic DGR this year, smashing 2020 numbers.

Low Beams

- While we grew in 2021, we also had some attrition, which made the year relatively flat for regular memberships.
- Overall garage cleanliness and organization was bad (but improved starting in Q3).
- Bay doors are about to fall off and front door (and keypad lock) need to be upgraded.
- We need more female members!

2021 Goals

- Have 50 total members by 12/31/21 - **DONE**
- Establish volunteer committees (operations, events, finance, & marketing) – **WIP**
- Host Motos in the Mountains and a Halloween Party – **DONE**
- Hit 10K Instagram followers – **NOPE (we're at 8,900...still)**
- Host another DGR with 100 registered riders and \$10K raised - **DONE**



MEMBERSHIP

Membership Summary

- 2021 saw roughly 30% growth in membership.
 - We added 5 regular members and 12 social members
- Currently, there are 63 total BSM members: 31 regular and 32 social.
- Membership rates did not increase in 2021 (and have not for 2-years now).
- All female members continue to receive a 10% discount on their dues, which is about equal to the current wage gap in Colorado.

Membership Levels

- Regular Memberships: full use of garage facilities and participation in all events.
- Social Memberships: participation in designated events only, no garage use.

Marketing

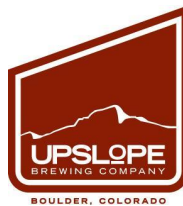
- Word of mouth and referrals remain our number one source of new memberships, followed by drive-by's, Craigslist ad, and social media (Instagram/Facebook).
- BSM pays \$100/month to a local marketing agency to post and manage all social media content, plus our Craigslist ad. The ROI on this continues to be positive.





SPONSORSHIPS

We've kept our regular sponsors for 2021, plus added Common Motor. Regular BSM members receive a 20% discount on all parts purchased at Common Motor. What do our sponsors ask in return for their generosity? Simply give them your business whenever possible, tag them on your social media posts, and spread the word in the community.



		2021												
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Regular Memberships	\$	1,370	\$ 1,370	\$ 1,380	\$ 1,500	\$ 1,620	\$ 1,620	\$ 1,620	\$ 1,440	\$ 1,320	\$ 1,320	\$ 1,320	\$ 1,320	\$ 17,200
Social Memberships	\$	220	\$ 232	\$ 222	\$ 222	\$ 212	\$ 222	\$ 232	\$ 254	\$ 274	\$ 274	\$ 294	\$ 294	\$ 2,952
Storage Tubs (x\$10)	\$	90	\$ 90	\$ 90	\$ 110	\$ 110	\$ 110	\$ 100	\$ 100	\$ 100	\$ 90	\$ 90	\$ 100	\$ 1,180
Moto Storage (x\$35)	\$	465	\$ 465	\$ 535	\$ 640	\$ 675	\$ 675	\$ 780	\$ 675	\$ 675	\$ 605	\$ 605	\$ 640	\$ 7,435
BSM Swag (actuals)	\$	124	\$ 115	\$ -	\$ -	\$ 300	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 539
Facility Rentals	\$	-	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Special Events	\$	-	\$ -	\$ -	\$ -	\$ 500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500
TOTAL REV	\$	2,269	\$ 2,272	\$ 2,227	\$ 2,472	\$ 3,417	\$ 2,627	\$ 2,732	\$ 2,469	\$ 2,369	\$ 2,289	\$ 2,309	\$ 2,354	\$ 29,806
Garage Lease*	\$	1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 13,200
Utilities/Trash*	\$	115	\$ 115	\$ 115	\$ 115	\$ 115	\$ 115	\$ 115	\$ 115	\$ 115	\$ 115	\$ 115	\$ 115	\$ 1,380
Insurance*	\$	-	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 975	\$ -	\$ -	\$ -	\$ -	\$ 975
Texting Service	\$	100	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200
Tools & Supplies	\$	100	\$ 100	\$ 500	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 1,600
Marketing	\$	100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 1,200
Coffee	\$	-	\$ 50	\$ -	\$ -	\$ -	\$ 50	\$ -	\$ -	\$ -	\$ 50	\$ -	\$ -	\$ 150
BSM Swag	\$	1,400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,400
Special Events (DGR)	\$	-	\$ -	\$ -	\$ -	\$ 600	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 600
Alarm Service*	\$	60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 720
TOTAL EXP	\$	2,975	\$ 1,525	\$ 1,875	\$ 1,475	\$ 2,075	\$ 1,525	\$ 1,575	\$ 2,450	\$ 1,475	\$ 1,525	\$ 1,475	\$ 1,475	\$ 21,425
NET	\$	(706)	\$ 747	\$ 352	\$ 997	\$ 1,342	\$ 1,102	\$ 1,157	\$ 19	\$ 894	\$ 764	\$ 834	\$ 879	\$ 8,381
*fixed monthly expense														



GARAGE OPERATIONS

General Update

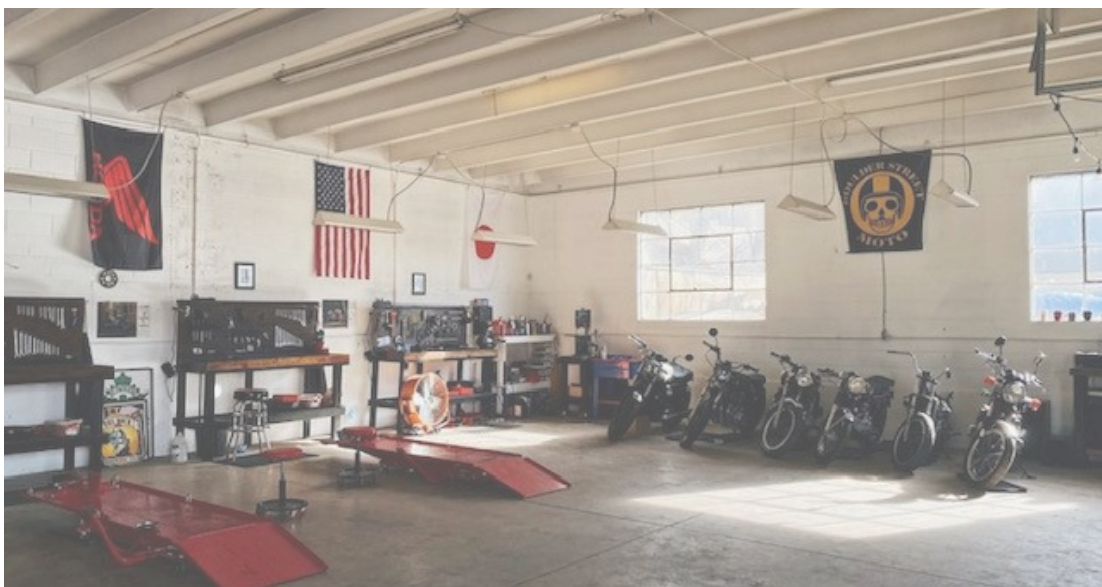
Overall, the garage is functioning relatively well and getting lots of use. The biggest concern is keeping the space clean and organized. The recently implemented BSM Parking Pass has helped remove some bikes that were not being paid for while creating a bit more space.

Tools & Supplies

This past year, investments were made in a couple of small motorcycle jacks, sand blasting cabinet, misc. small tools, solvents, and cleaning supplies.

Garage Usage Reminders

- Cleanliness & Organization: PLEASE leave a workspace cleaner than it was found.
- Closing Procedures: clean work area, thermostats set to 54 degrees, clean coffee maker, turn off stereo and/or projector, turn off all lights, set the alarm, lock the door.
- All donations (parts, tools, fluids, etc.): must first be approved by The High Council.
- Tool Usage: not every tool should be used as a hammer...please be safe and treat all BSM tools with care.
- Cold weather means the keypad lock will get finicky again, so please take time to ensure it locks properly before you leave (we hope to get a better solution soon).





LEGAL

IRS Designation & Governance

- Boulder Street Moto is a 501c7 Social Club.
- The organization is required to file an annual tax return and keep all incorporated records current with the State of Colorado.
- Social Clubs are not charitable organizations; they have a limited and defined membership and exist primarily to serve their members (versus the community).
- The organization is governed by established Bylaws, represented by a volunteer Board of Directors, called The High Council of Wrenchers.
- Membership is invite-only and a majority is referral-based.
- In order to be in good standing, all members are required to have the following:
 - A completed and signed Membership Application (including a signed waiver)
 - A completed and signed Garage Orientation
 - Be current with all membership dues

Our Mission

To provide a collaborative space for non-conformists and risk-takers who build, wrench, and ride their own machines. A place to celebrate making something old work again, versus buying it new. An environment where members can learn, have fun, share, and support each other while creating a vibrant vintage motorcycle community in Colorado Springs.



Boulder Street Moto

745 E. Pikes Peak Ave, Colorado Springs, CO 80919

boulderstreetmoto.com @boulderstreetmoto