

CULINARY DISTANCING COS FACT SHEET

- Community Facebook group connecting Colorado Springs and El Paso County, Colorado food and drink business owners with eaters and drinkers committed to supporting struggling businesses during pandemic on-site dining restrictions.
- Launched March 15, 2020, two days before the first state-wide stay-at-home order for Colorado was issued.
- Currently has 8,500 members.
- \$1.096 million in social return on investment (SROI) for 2020 (as researched and calculated by Colorado Institute for Social Impact).
 - SROI is the measurement, in a language of dollars and cents, of the value of an organization's efforts to alleviate a social, environmental or community issues.
 - First SROI Study on a pandemic business solution.
 - First SROI Study conducted by Colorado Institute for Social Impact on a purely volunteer effort (as opposed to a business or non-profit effort). "While pure volunteerism is not a realistic business model for even a mission-driven organization, this is a powerful story of two people wanting to bring a community together around food and beverage during a pandemic, and changing the community's trajectory financially, emotionally, and digitally for the foreseeable future." – Stacey Burns, Co-Founder and Chief Impact Officer of Colorado Institute for Social Impact
- Impact of Group on Business Owners:
 - More than three-fourths say the group has been helpful to their business during the pandemic.
 - More than three-fourths say the group positively impacted them emotionally.
 - Almost two-thirds say the group helped their business financially.
 - Almost half say the group helped them pivot or adapt their business to survive and/or thrive.
 - Nearly one-third say the group has changed the way they will market their business (and responses to open-ended questions indicate several business owners found new ways to market through group interaction).
- Impact of Group on Members
 - 99% are more informed about local food and drink industry.
 - 93% of group members feel more connected to the broader community because of Culinary Distancing COS.
 - 89% feel more invested in the local food and drink community; 25% of those say they'd do whatever they can to help that community survive.
 - 85% support different restaurants now than they did before joining Culinary Distancing COS.
 - 58% discovered a food or drink business that has now become one of their favorites.
 - 53% either have or intend to support a BIPOC-owned business; 47% either have or intend to support a woman-owned business; 43% either have or intend to support a veteran-owned business.
- Funding for studying and reporting on the group was made possible by the Pikes Peak Regional Retail and Hospitality Sector Partnership, convened by the Pikes Peak Workforce Center. The funding originated through Lives Empowered, an initiative to bring together retail businesses interested in working collaboratively to increase economic mobility for frontline workers across Colorado and contribute to a strong economy. Lives Empowered is made possible by a \$4.1 million grant from Walmart to the Colorado Workforce Development Council.