



2021 ANNUAL REPORT

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WWW.KRFCFM.ORG

THE MISSION OF KRFC 88.9 FM IS TO MAKE OUTSTANDING RADIO THAT ENTERTAINS, INFORMS, AND INSPIRES ON LOCAL, REGIONAL, AND GLOBAL LEVELS THAT IS VOLUNTEER POWERED AND DRIVEN.

From the Executive Director

Celebrating 18 years on-air in Northern Colorado this year, KRFC 88.9 FM Radio Fort Collins (KRFC) is a nonprofit community radio station located in the heart of the Music District in Fort Collins. The station provides around-the-clock music and information through the efforts of over 200 volunteers supported by a handful of staff and consultants.

Our programming is created and delivered by locals and is a trusted resource for community news and programming. Over its 18-year legacy of broadcasting in Northern Colorado, the station has evolved into an important cultural institution that impacts both the music industry/economy and quality community of life.

We invite you to tune in and discover YOUR community radio for Fort Collins, Northern Colorado, and the world! For more information about KRFC 88.9 FM, please visit us at www.KRFCFM.org or follow us on social media.

Jen Parker, Executive Director



2021 FINANCIAL OVERVIEW

The following is an overview of KRFC's income and expenses for the fiscal year that ended Dec. 31, 2021

INCOME

Membership Dues	\$100,049
Government Grants	\$267,320
Contributed Income	\$102,177
Program Revenue	\$222,564
TOTAL INCOME	\$692,110

EXPENSE

Program Expenses	\$295,431
General/Management	\$56,315
Fundraising	\$66,869
TOTAL INCOME	\$418,615

KRFC's net income of \$273,495 was largely due to COVID relief funding, increased underwriting revenue, and earnings for KRFC's capital project to build a new radio signal tower. Surplus will be allocated appropriately for the new radio tower and related operational and expenditure increases in FY22.

Additionally, KRFC was fortunate to benefit from significant in-kind resources, including over 9,500 hours in donated time from our dedicated volunteers—valued at \$282,378.

2021 COMMUNITY IMPACT

- ◆ **86** Artists/bands live in-studio
- ◆ **353** Bands featured through Colorado Band of the Day
- ◆ **145** Community guests for in-studio & phone interviews
- ◆ **27** Around Town recorded & re-aired events at local venues
- ◆ **483** Members
- ◆ **71** Underwriting partners
- ◆ **15,241** Social media followers (across all platforms)
- ◆ **205** Volunteers
- ◆ **54** Volunteer trainings





2021 SIGNATURE PROGRAMS

- ◆ **Live@Lunch:** Local and touring bands in the KRFC Ginger & Baker studio for a 1-hour live interview/performance, broadcast live with technical production and streams worldwide on air and video via Facebook.
- ◆ **Locally Sourced:** Live interviews and acoustic sets from local musicians in KRFC's main studio.
- ◆ **Rocky Mountain Roots:** New in 2021, this 1-hour recorded show features Q&A and newly released music with a Colorado Band delving into their story, lives, how they got started, and what inspires them. Also available on podcast.
- ◆ **On-Air Programs:** Live programming with Colorado and world music focus, including NoCo Flow (6am-6pm weekdays), World of Symphony Music, Rocky Mountain Breakdown, Poudre Valley Barn Dance, Tejano in the Mixx, Choice City Funk, etc.
- ◆ **Around Town:** Outstanding recordings of performances as they happen in and around Fort Collins for later listening (via a previous Bohemian Foundation grant). This show takes the Northern Colorado scene to a global audience.
- ◆ **Community At Work:** This weekly public affairs program offers insights into the issues affecting our community and highlights some of the programs and services provided by local agencies and organizations.
- ◆ **In The Loop:** A short news segment airing seven times per week featuring local news and events in Northern Colorado.
- ◆ **Community Hub:** New in 2021, this dedicated portal on KRFC's website pools resource listings from throughout the community. The Hub also features unique content and programming for areas within the Hub, such as Healthy Aging.
- ◆ **Concert & Community Calendars:** Local community and music events announced on air for a wide variety of events throughout the Northern Colorado region, in conjunction with KRFC's comprehensive online concert calendar.

2021 BOARD OF DIRECTORS

Board Member	Position / Term End	Occupation / Affiliation
James Yearling	President Dec 2022	<i>Director of Business Development</i> Rockfan Entertainment
Riley Phipps	Vice President Dec 2021	<i>Project Manager</i> Bohemian Foundation
Michelle Deschenes	Secretary Dec 2023	<i>Senior Analyst, Prospect Research</i> Colorado State University
Nathan Bush	Treasurer Dec 2021	<i>Accountant</i> Soukup Bush & Associates
Jordan Wiswell	At-Large Dec 2022	<i>Associate Attorney</i> Coan, Payton & Payne, LLC
Rob Gray	At-Large Dec 2022	<i>Retired / Former VP at Kodak and Professor of Management at UNC.</i>
Fred Jacobs	At-Large Dec 2022	<i>Senior Manager, Media Relations and Sponsorships Ent</i> Credit Union
Saja Butler	At-Large Dec 2021	<i>Musician/Instructor/Business Owner</i> Urban Monk Studios, Music District
Lori Feig-Sandoval	At-Large Dec 2022	<i>Retired / Volunteer</i>

2021 TOP SUPPORTERS

UNDERWRITING PARTNERS

CANVAS CREDIT UNION
CITY OF FORT COLLINS
COLORADO STATE UNIVERSITY
COMMUNITY FOUNDATION FOR
NORTHERN COLORADO
JACKIE ERICKSON AND ED WARNER
FORT COLLINS JEEP
GINGER & BAKER
HIGH COUNTRY BEVERAGE
ICC INTEGRATED COMPUTER SOLUTIONS
JEFF LEBESCH & ZIA ZYBKO
THE MUSIC DISTRICT
MUSIC GO ROUND
NEW BELGIUM BREWERY
ORTHOPAEDIC & SPINE
CENTER OF THE ROCKIES
WOMEN'S CLINIC OF NORTHERN COLORADO

GRANTING ORGANIZATIONS

BOHEMIAN FOUNDATION
COLORADO CREATIVE INDUSTRIES
NEXTFIFTY INITIATIVE



INDIVIDUAL SUPPORTERS

CHARLIE ANDERSON
CAROL & TIM COCHRAN
FRED COLBY
CHRIS & JULIE DOYLE
LORI & DANNY FEIG-SANDOVAL
ON THE EDGE TUNING / JAMES GRAEF
ROB AND HELEN GRAY
PAUL AND AMY HACH
ZACH KAPLAN
KEYSIGHT TECH/HP ENTERPRISE, BENEVITY
JOHN AND SHARON KOEPKE
DOUG LEE
MIGHTY ARROW FAMILY FOUNDATION
PETE MILLETT
TIM & JACKIE O'HARA
ROB OSBORNE
JEN AND JOE PARKER
DONNA & RAOUL REISER
CHARLIE SNIDER
ROSS AND SUE THOMPSON

KRFC 88.9 FM Radio Fort Collins is tax exempt under Section 501(c)(3) of the Internal Revenue Code.
Donations are tax deductible to the extent allowed by the law.