

## INITIATIVE: CERTIFIED SMALL BUSINESS COMMUNITY



NUMBER OF OFFERINGS: 2

### OVERVIEW OF INITIATIVE & ANTICIPATED OUTCOMES:

Entrepreneurs can be the driving force in a local economy, especially ones that have been hit by large company closures and relocations. Entrepreneurs can create jobs, invest in the community, improve the quality of life, and assist communities in competing in a regional, national and global economy. The Certified Small Business Community Initiative is a Colorado SBDC Network offering that will assist rural communities who want to take their entrepreneurship promotion and retention to the next level and be a standard bearer for the State of Colorado. Selected communities (can be one town/city, several towns working together or a county) will receive a designation of a “Certified Small Business Community” to promote a great place to “Work, Live and Play” in Colorado

### WHAT YOUR COMMUNITY CAN EXPECT:

- ▶ Featured on a dedicated SBDC website developed for certified Communities
- ▶ Possible highway signage designed and installed with assistance from CDOT
- ▶ Up to \$10,000 in coaching, mentoring and technical assistance from the Colorado SBDC Network
- ▶ Up to \$30,000 in cash to assist with the completion of an action plan project (priority projects include – SBDC/Satellite office in community, co-working space in community, others on a case-by-case basis)

### POTENTIAL OUTCOMES:

- ▶ At the end of this program, the community will have developed a clear strategic growth plan and action plan to diversify its local/regional economy through the promotion of entrepreneurship.

### REQUIREMENTS:

- ▶ Your community will need to have a defined sense of place or niche that sets them apart, and have a concentration of entrepreneurship.
- ▶ Your community will need to be actively engaged in the promotion and retention of small businesses as demonstrated by various programs and services that assist them.
- ▶ Your community (if several towns or a county working together, you will need to demonstrate a history of collaboration/cooperation) will need to designate a project leader/champion.
- ▶ Your community will need to have or develop an action plan based on your vision for success that includes a long-term plan for sustainability.
- ▶ Your community will need to demonstrate a need for additional support in fostering entrepreneurship and completing action plan items.

