

FOR IMMEDIATE RELEASE

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Downtown Colorado, Inc. receives \$45,000 from USDA to deliver Technical Assistance to Assist Huerfano and Otero Counties

DENVER, CO September 14, 2020 – Downtown Colorado, Inc. (DCI) is honored to announce that we will partner again with the United States Department of Agriculture (USDA) in providing \$45,000 in training and technical assistance to Otero and Huerfano Counties.

“Business is at the forefront of successful rural communities. USDA’s business programs focus on providing assistance for economic development planning and the financing or expansion of rural businesses,” said Sallie Clark, USDA Rural Development Colorado State Director. “Under the leadership of President Trump and Agriculture Secretary Perdue, USDA has been working tirelessly to be a strong partner to rural Colorado in building stronger and healthier communities, because we know when rural America thrives, all of America thrives,” said Clark.

In rural Colorado, DCI will use a \$45,000 Rural Business Development Grant to strengthen local community economic development strategies for entrepreneurial start up, expansion, and training in Huerfano and Otero Counties. “The COVID-19 pandemic has left small businesses and potential entrepreneurs feeling isolated. This grant to DCI will help create an expanded network, introduce resources, and enhance rural innovation,” said Clark. “The investment today, underscores that President Trump feels the same way about rural Colorado and our businesses as I do,” said Clark.

“Rocky Ford's momentum is growing as we see opportunities emerge from our work with the Downtown Colorado, Inc.'s (DCI's) Colorado Challenge Accelerator Program. Our team is thrilled to expand efforts for property owners and businesses through the Rural Business Enterprise Grant from USDA Rural Development. Keep your eye on Rocky Ford, we are ready for business,” said Rocky Ford City Manager, Shannon Wallace.

Downtown Colorado, Inc. is proud to partner with these communities and our consulting partner, DT Redevelopment, to establish development readiness and community engagement. DCI’s approach with this work will help business and property owners understand investments and how to engage local and outside investors. The project will provide necessary training for these communities; ultimately helping them become more proactive with job creation and retention. The specific project will include two (2) key services; namely developing a stronger network of business owners and entrepreneurs, and implementation of a Development Readiness Initiative Training to encourage investment and growth of existing business and use of commercial properties. This support will assist these communities to understand and formulate an approach to engaging business and property owners, potential entrepreneurs and investors, and build momentum around a more sustainable downtown economy.

“This investment from USDA is extremely valuable to support DCI's work to bring together partners invested in small businesses in Rural Colorado. We are so happy to bring these services to Otero and Huerfano counties into 2021. This project is part of a long-term effort

to revitalize downtown and business districts in these communities" said Kylie Brown, DCI's Rural Outreach Coordinator.

To find out more about the work that Downtown Colorado, Inc. (DCI) is doing in Otero, Huerfano, and other rural counties please review our [Colorado Challenge Accelerator Program page](#).

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About Colorado Community Revitalization Association dba Downtown Colorado, Inc.

We are the Doers. Established in 1982 as the Colorado Community Revitalization Association, Downtown Colorado, Inc. is a 501(c)3 nonprofit membership organization that aims to build better communities by providing assistance to downtowns, commercial districts and town centers in Colorado. Organization members represent downtown organizations, local governments, development and improvement districts, consultants, individuals and others involved in downtown and community development. We are the DOers.

About USDA Rural Development

USDA Rural Development provides loans and grants to help expand economic opportunities and create jobs in rural areas, supporting infrastructure improvements; business development; housing; community facilities and high-speed internet access in rural areas. For more information in Colorado, visit www.rd.usda.gov/co.

WE ARE THE DOERS

COMMITTED TO BUILDING DOWNTOWNS THAT ARE PROSPEROUS, EQUITABLE, CREATIVE, AND WELCOMING