

Marketing Your RLF Program

by Mike O'Donnell
Colorado Lending Source

Website

Remarkably different business lending.

We help inspired people create thriving businesses with funding, education and resources.

Explore Loans

Commercial Real Estate

\$25K - \$5.5M



General Business

\$25K - \$5M



Community Advantage

\$50K - \$250K



Colorado Main Street

\$5K - \$50K

Annual Report

2017 

2017 Annual Report



Driven By Purpose



Telling Stories



Inventory Purchase & Working Capital: \$50,000 | Jobs Created: 5

COPPERTOPS PAPERIE

As family-oriented entrepreneurs, Katherine Flanagan and Jessica Burke share a love for sustainability, crafting, design, and of course wine. As a result of marrying these concepts together, Coppertops Paperie was born.

Coppertops Paperie was founded in 2013 and specializes in trendy products for gifting wine, beer, spirits and artisanal food. With a mission “to create innovative, high quality paper and printed items that connect people, convey sincere messages, elevate experiences, and add sophistication – all in a socially responsible manner,” they use certified organic, sustainably produced, and compostable materials. While sourcing their product lines locally and domestically, some of Coppertops Paperie’s most quintessential items include hand towels that double over as wine wraps, Colorado coasters as bottle toppers, and miniature spoons to decorate jars, all with the end goal to enhance relationships, celebrate life, and share hospitality.

Both Jessica and Katherine believe luck has been a major contributor for Coppertops Paperie’s recent and swift success, but luck has not been everything. They bootstrapped their financing with a

line of credit and family loans, conducted market research through calculated product development, and completed the Small Business Development Center’s LEADING EDGE course. The duo also won the first-ever Trout Tank Pitch Accelerator Competition. Yet with so much more room to grow, Jessica and Katherine knew that additional financing would be essential to meet their full potential.

When Jessica and Katherine came across Colorado Lending Source’s character-based loan program, they were glowing with excitement. “The Colorado Main Street loan program was appealing to us because it was the only financing option available that was affordable and felt comfortable. We are incredibly grateful for how this funding has allowed us to grow our business,” states Jessica. **Coppertops Paperie utilized the funds to purchase inventory and additional sample products. It also allowed them to expand marketing efforts for new customer acquisition. Thanks in part to the Colorado Main Street loan program, Coppertops Paperie products can be found in over 300 stores nationwide.**

WE CARE



Colorado Main Street Loan

Videos / Webinars

Creating jobs on Main Street, not Wall Street.

The Colorado Main Street loan program is a character-based financing option available to small businesses who are unable to secure a conventional loan to start or grow their business. Loans range from **\$5,000 to \$50,000** and can be used for a variety of business purposes.

Funding for this loan program comes from several sources including Colorado Lending Source, banks, foundations, private entities and government agencies (specifically the US Small Business Administration and the US Department of Agriculture).



Blogs



When can we expect the next recession?

10/17/2018

October marks the 112th month of steady growth since the Great Recession ended in June 2009, making it the second longest recovery in the history of the United States.

[Read More](#)



Denver Startup Week 2018

10/15/2018

Sponsoring the Maker Track We can't rave enough about Denver Startup Week! As the Maker Track Sponsor for the third year in a row, we're thrilled to share the success and gloat about our impact... The numbers are in and this year Denver Startup Week saw more than 16,000 registrants with 417 events...

[Read More](#)



Why We Love Denver Startup Week

09/20/2018

Denver Startup Week: Tips & Tidbits We are coming up on our third year as the Maker Track Sponsor for Denver Startup Week! Being part of such a robust entrepreneurial community is truly amazing, hence why we love playing such a large role. Created by the community, for the community, Denver...

[Read More](#)

Annual Meeting



Internal Goals

Goals

Outreach and Education Goals:

Our goal is to increase brand awareness of Colorado Lending Source. Marketing will provide support to all departments to help achieve the organizational goals in the following categories:

- Lender Meetings: 85
- Bank Trainings: 20
- Resource Partner Meetings: 40
- Event Attendance: 75
- Ice House Graduates: 30
- Webinar Attendees: 100
- Email Subscribers: 1,500

Loan Approval and Funding Goals:

In order to increase our loan approvals and fundings, marketing will provide support to all departments and will utilize the website loan inquiries to generate new leads, as well as explore other ways to create a strategic customer acquisition funnel and partnerships. The organizational goals to increase loan approvals and fundings include:

- SBA 504 Loan Approvals: 130
- SBA 504 Loan Fundings: 120
- SBA 7(a) Loan Approvals: 120
- Community Advantage Loan Approvals: 35
- Community Advantage Loan Fundings: 25
- Colorado Main Street Loan Approvals: 25
- Colorado Main Street Loan Fundings: 25

Funding Panels



Sponsorships



Community Outreach



CDFI Partnerships



Business Expos



Denver Startup Week



One Million Cups Denver



1 Million Cups Denver

Denver, CO · 2,429 members · Public group



Organized by
Jef R. and 5 others

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Next Meetup

[See all](#)

31
OCT

Wednesday, October 31, 2018, 9:00 AM

1 Million Cups Denver



Hosted by Jef R. and 5 others

See who is presenting this week at <https://www.1millioncups.com/denver> ! 1MC is Denver's most-engaging small business Meetup! Startups have 6 minutes to pitch, then 20 minutes to brainstorm with the audience, gaining feedback on their venture. We work hard to bring in the some of the hottest new startups in Colorado, but you as a member of the audience are what truly make them so valuable! Please join us every Wednesday from 9-10am at...



26 going

Attend



Colorado Lending Source
1441 18th Street · Denver, CO

Bank Trainings



Bank Meetings & Resource Partners

Lender Meetings & Bank Trainings

Marketing provides informational support and collateral as needed in preparation of lender meetings. During meetings, Lenders will be encouraged to schedule a bank training, become a member, sign up for emails, and will be informed on any upcoming events or webinars. Meetings will be strategically scheduled based on 2017 loan approvals for both SBA 7(a) and SBA 504 loan programs. In addition, Marketing will reach out to banks that were trained in 2017 to build out the 2018 schedule.

Enhancing relationships with our current and previous partner lenders is essential for increasing loan volume. The purpose of this outreach will help to diversify partner banks, increase CA and CMSL referrals, increase LSP agreements, and approve/fund more SBA 504 loans.

Resource Partner Outreach

Marketing and Special Markets are collaborating on a resource partner outreach strategy that will start with targeting SBDCs around the state. SBDC outreach includes:

- Meeting with all 14 SBDC directors
- Join quarterly consultant call once a year
- Join monthly director call twice a year
- Attend state director meeting in person
- Communicate funding in SBDC districts and cross reference clients

Partnerships

Educational Outreach (Ice House)

Startup Week

Wright Awards

Colorado SBDC's

SCORE

Trout Tank

Western Slope Office

(all of which translate into)

**BECOMING AN INTEGRAL PART OF THE
ENTREPRENEURIAL ECO SYSTEM IN COLORADO**