




Marketing your Revolving Loan Program

Website

Remarkably different business lending.

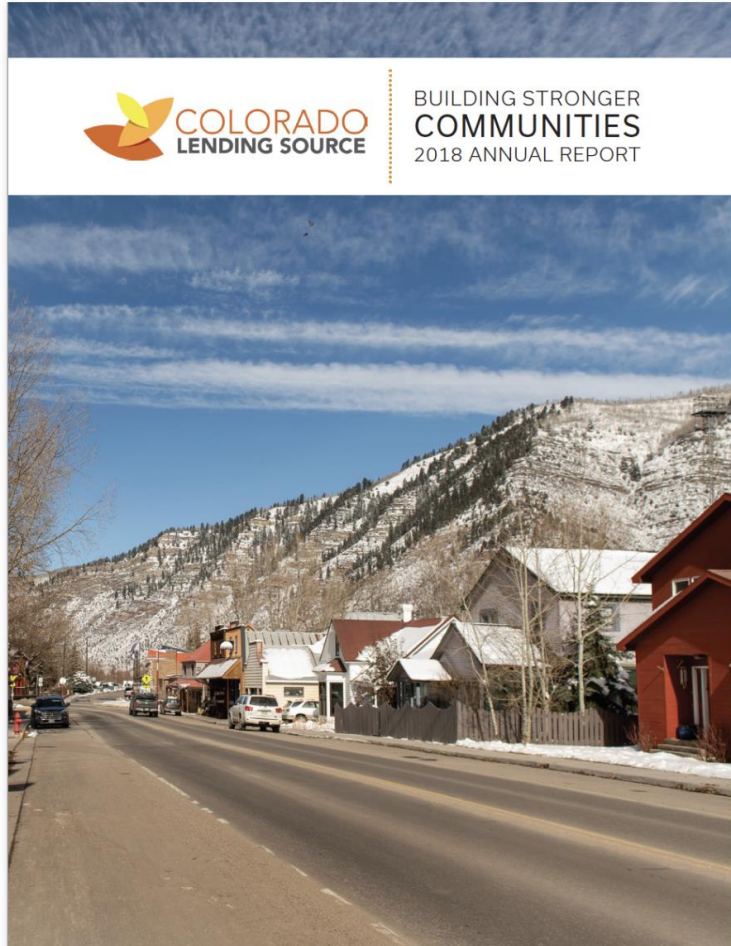
We help inspired people create thriving businesses with funding, education and resources.

Explore Loans

<p>Commercial Real Estate</p> <p>\$25K - \$5.5M</p> 	<p>General Business</p> <p>\$25K - \$5M</p> 	<p>Community Advantage</p> <p>\$50K - \$250K</p> 	<p>Colorado Main Street</p> <p>\$5K - \$50K</p>
--	--	---	--

Annual Reports

2018 



You can download any of our Annual Report PDF's here.

2017 

2005 

2006 

2007 

2008 

2009 

2010 

2012 

2013 

2014 

2015 

2016 

Telling Stories

Western Rise

Following in their families' footsteps as entrepreneurs, Kelly and Will Watters co-founded Western Rise in 2015, a direct to consumer e-commerce brand with a focus on fully functional yet office appropriate athletic apparel. The couple met while living in Beaver Creek, Colorado and had an affinity for cramming as many outdoor activities into one busy workday as possible. But they couldn't find athletic apparel that was appropriate for both being outdoors and for meeting clients. Changing outfits multiple times a day between activities became a hassle and they knew there had to be a better solution. And so the epiphany to launch a performance apparel brand surfaced!

As a third generation textile developer, Will went to school for entrepreneurship while Kelly studied museum education and non-profit management. Their unique backgrounds laid the foundation for a great partnership in both business and as spouses. They found themselves living in Will's hometown of Georgia when they launched Western Rise from a dining room table while storing inventory in a garage. Then they decided to relocate back to Colorado in 2016, bringing the business with them. Kelly explained their reasoning for the move, "Because Western Rise has always embodied the spirit of the mountains, we wanted to be in a community where our products could be supported and tested." In 2016, Western Rise was accepted into the Telluride Venture Accelerator, and since they both loved Colorado, decided the quaint town of Telluride would be the perfect location for growing their business.

Western Rise launched with a complete product line including pants, outerwear and women's clothing. However, after the men's line took off, they decided to exclusively focus on male apparel to fill a much greater need. Now, whether fly fishing or meeting with important business clients, Western Rise offers durable, water resistant, and stain adverse clothing that appeals to both the outdoor-enthusiast and career-driven professional.

As Western Rise grew in popularity, so did the necessity for additional financing, as they ran into cash flow issues like many product-based entrepreneurs. They were constantly facing the inventory battle; Western Rise made money from sales, but needed additional funding to help purchase more inventory for their growing customer base. And being a direct-to-consumer business, they didn't have receivables to lend against, nor did they have other major assets that a bank would take for collateral. They felt "unbankable".

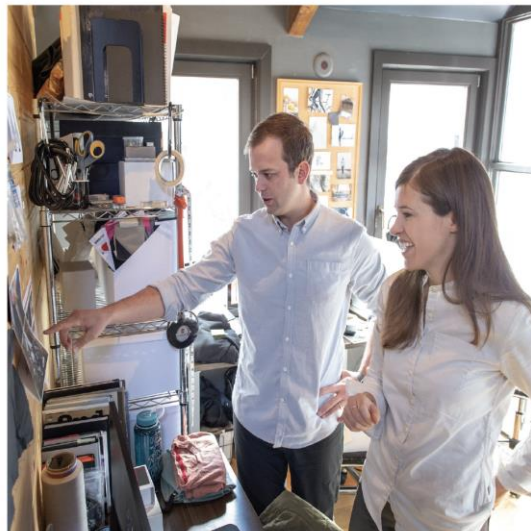
Fortunately, Kelly and Will learned about Colorado Lending Source, and received a Colorado Main Street loan in 2018. This financing allowed them to purchase inventory that supported their growing sales; they also leveraged funds to launch their first Kickstarter campaign. Western Rise blew their modest goal of \$20,000 out of the water, with nearly 4,000 backers who contributed \$599,395 to their campaign. With sales up by 140% compared to the prior year, Kelly and Will's success has been rapid and remarkable, yet they are still juggling the financing and inventory stand off to keep up with the high demand. Will mentioned, "There are different solutions for every stage of growth. You constantly have to be on the look out for the next opportunity." The Colorado Main Street loan provided the capital necessary for their stage of growth at that time. As inventive and resourceful entrepreneurs, there is no denying that Will and Kelly will find the next best opportunity for Western Rise's continued expansion!

7
Employees

\$50,000.00

Total Economic Impact

Telling Stories



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 / Articles



Crafting Economic Development Policy

03/25/2019

At every economic forecast event that I attended over the last few months, all the different presenters highlighted how many jobs Colorado was expected to create this year versus previous years. This was one of the first metrics discussed at each event.

[Read More](#)



Interview with Ice House Grad, Zach Martinucci

03/07/2019

Located in the Five Points neighborhood of Denver, Rebel Bread is a startup bakery with a unique spin on traditional pastries. Owner, Zach Martinucci, challenges the relationship people have with their food. What does this mean exactly? Rebel Bread brings artisanal bread and thoughtful...

[Read More](#)



2019 Loan Review Committee Members

02/27/2019

Check out who's on our 2019 Loan Review Committees! Without our supportive community of Loan Review Committee Members, we wouldn't be able to help finance the small businesses we work with! It's their time, dedication, and support that aids to our success throughout the year! Interested in getting...

[Read More](#)



2018 Annual Meeting

02/06/2019

On January 31, 2019, Colorado Lending Source held its Annual Meeting, a celebration of small business ownership, entrepreneurship, and the incredible community of resources that support those business owners and entrepreneurs across the state of Colorado.

[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

Next Event

Wednesday, April 10 2019 at 9:00 AM at Colorado Lending Source

Meets Weekly

Parking Details

There is ample street parking around and several lots right next door.



TruKno (Truth through Knowledge)

TruKno is building a digital platform to enable enterprise IT users to easily 'FOLLOW' top problems and innovative solutions in Cyber Security



Shadower, LLC

Shadower is an online platform that helps amateurs find experts to shadow experts in real life. Our mission is to make education accessible and effective for everyone, allowing amateurs to make connections and experts to supplement their income.

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**

A photograph of two men in a workshop or office setting. The man on the left is wearing a grey and maroon zip-up jacket and dark jeans. The man on the right is wearing a grey t-shirt, dark pants, a blue and white baseball cap, and glasses. They are both smiling and looking at a small object held by the man on the right. In the background, there are workbenches, a computer monitor, and a poster on the wall. In the foreground, there is a large roll of material on a table with some printed items.

QUESTIONS?

Mike O'Donnell