

CLIMBER Business Outreach Pilot Proposal

The staff proposal for pilot program for intensive outreach to Colorado businesses, especially underserved businesses and businesses owned by women, minorities and veterans, includes three elements:

1. A technology platform to manage leads and facilitate outreach and technical assistance
2. The engagement of a limited number of high-capacity community organizations to commit personnel to business outreach
3. The engagement of a single organization with the needed expertise to work with the leads generated by the community organizations and help provide navigation and technical assistance to businesses and facilitate the closing of CLIMBER loans

Staff proposes the CLIMBER Oversight Board authorize the expenditure of up to \$230,000 for this targeted outreach pilot.

[Technology platform](#): OEDIT and Treasury staff are exploring the use of either Salesforce or Hub Spot as a system for managing outreach efforts and CLIMBER business leads identified by those efforts. OEDIT currently uses Salesforce for other programs the office supports. OEDIT has offered to help set up Salesforce for CLIMBER outreach. Staff is exploring the costs of using this tool, which would vary depending on the types of licenses necessary. Additionally, OEDIT staff is also exploring whether Hub Spot, which is a free system, would be an appropriate fit for CLIMBER.

Proposed budget: the maximum budget necessary would be \$2,500 for Salesforce

[Engaging approximately seven local community organizations](#): The Board reviewed, discussed and approved of moving forward on developing an outreach and technical assistance system that would provide funding to engage a limited number of community organizations. These organizations would identify businesses in the CLIMBER target market, contact businesses directly, explain the program, screen business interest for CLIMBER eligibility, and provide a warm handoff to the central navigating organization.

Proposed budget and compensation structure:

- Base fee of \$10,000 per organization
- Success bonus of \$1,000 per lead generated, up to an additional \$15,000 [Note: leads that are eligible for the success bonus payment must be CLIMBER eligible]
- Total budget \$175,000

[Central CLIMBER navigator for business outreach](#): Following the Board's previous discussion, OEDIT and Treasury staff have further explored retaining Apex Business Consulting, LLC. To provide the hub for advancing interested businesses, completing pre-qualification for eligibility,

connecting the businesses with appropriate lenders and providing any necessary technical assistance for completing loan applications.

Proposed budget and compensation structure:

- Base fee of \$20,000
- Success bonus of \$1,000 per successfully closed CLIMBER loan, up to an additional \$30,000
- Total budget \$50,000

Additional considerations: Bear in mind that this is a proposal for a pilot program, to build the system and process and test the effectiveness of this strategy. The program will need to generate approximately 150 loans to underserved businesses and those owned by women, minorities and veterans to meet its goals. If the pilot is effective the Board can consider a broader budget allocation for outreach in the future.

In addition, Treasury will likely need to add capacity to manage the outreach program described above. They are currently exploring some ideas on that front. When they have a better sense of what is needed and what the budget is, the Board might also consider a budget request for that component.