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# CITY INITIATIVES FOR SMALL BUSINESS WORKSHOP

HELEN WEST, COMMUNITY & ECONOMIC DEVELOPMENT SPECIALIST



PLEASE MAKE SURE YOU ARE REGISTERED!



<https://tinyurl.com/cortez-biz-workshop>

## HOW CAN CORTEZ HELP YOU?

- Answer questions / discuss projects
- Assist in compliance and regulations
- Connect you with opportunities and partners
- Resources
- City-led initiatives & funding

# CITY OF CORTEZ RESOURCES

<https://www.cortezco.gov/891/Starting-a-Business>

VIEW PAGE

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## **Business Resources**

<https://www.cortezco.gov/95/Business>

### Starting a Business

Local, regional and state resources for starting a business in Cortez, Colorado.

### **Business Incentives**

Learn more about incentives for the City of Cortez.

### **Enterprise Zone Business Tax Credits**

Enterprise Zone Business Tax Credits

### **Licenses**

Plumbers, gasfitters, tree trimmers, paw brokers all need to have yearly licenses issued by the City of Cortez

### **Sales Tax**

### **Mobile Food Vendors (Food Trucks)**

Mobile Food Vendors (Food Trucks)

### **Refuse/Recycling**

### **Bid Postings**

### **Demographics**

# MARKETING WEBINARS

- Communicating Your Why: Creating a Magnetic Brand Identity
- Developing your Winning Marketing Strategy
- Making your Website Your Most Valuable Team Member
- Demystifying SEO





**Automations: Automate Your Work to Work Smarter, Not Harder**

**Hiring Staff and Contractors**

**Beginner Legals**

**Marketing and Sales**

**Budgeting and Financial Projections**

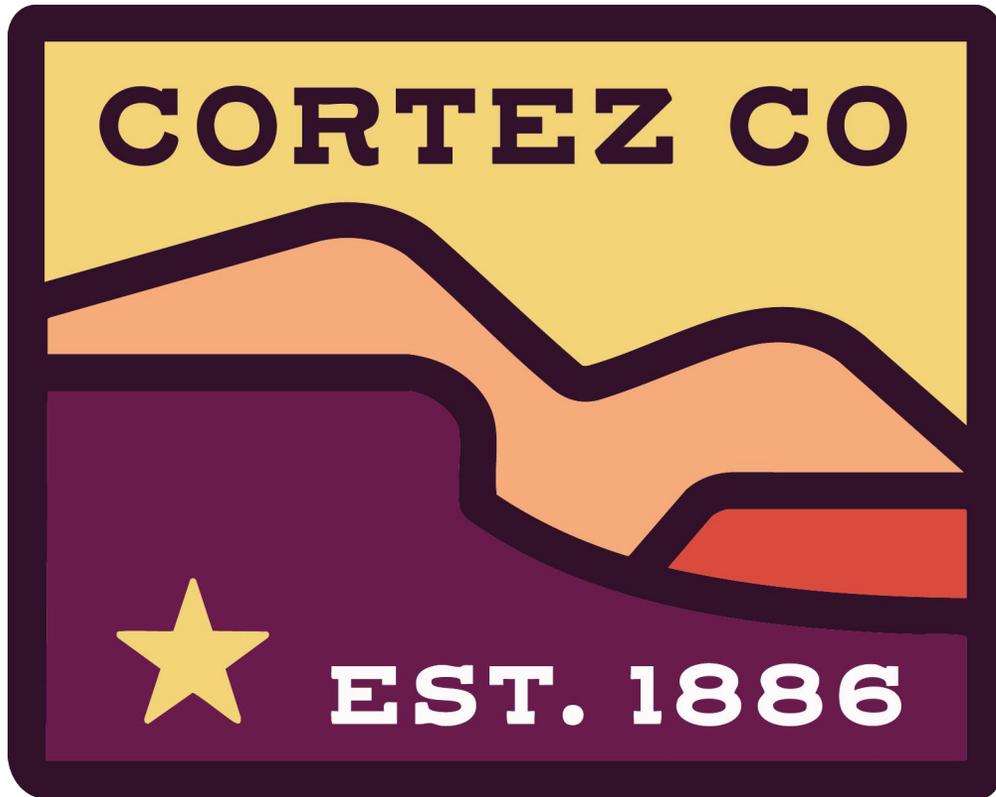
**Pricing Your Services**

**Client Communication**

**Staff Training and Onboarding**

<https://www.cortezco.gov/1002/Outgrow-Your-Garage>

# CORTEZ 140



<https://www.cortezco.gov/995/Cortez-140>



**CORTEZ CO**  
★ EST. 1886

**What is Cortez 140?**  
In 2026, the United States of America will celebrate the 250th anniversary of the signing of the Declaration of Independence, Colorado will celebrate the 150th anniversary of becoming a State, and Cortez will celebrate the 140th anniversary of becoming a city.

**CORTEZ ★ COLORADO**  
★ EST. 1886

USA 250 - Colorado  
Cortez  
Business  
Engagement & Information  
& events. Learn more and sign up at: <https://www.colorado.com/colorado-program-business-interest-form>.

**Stay Informed!**  
Stay up to date with CREA and other local businesses to work together to bring business to Cortez!  
City of Cortez  
@cityofcortezcolorado on Facebook

**Download & Use the Logo**  
Download the **Cortez 140 logo** at: <https://www.cortezco.gov/971/Cortez-140>.  
Use the logo on promotional material, merchandise & swag for the whole year. Files are also available at Pioneer Printing & Brand Central.  
Use of the logo is free.

**CEZ CO ★**  
EST. 1886

**CORTEZ ★ COLORADO**  
EST. 1886

CREA  
@shopcortez on Facebook & Instagram

Let's Talk

More information on State programs: <https://www.historycolorado.org/colorado-150>

## OTHER PARTNERS FUNDING SOURCES (POTENTIALLY)

- Cortez Retail Enhancement Association: <https://shopcortez.com/>
- LOR Foundation: <https://lorfoundation.org/>
- Region 9 Economic Development District of SW Colorado <https://www.region9edd.org/>
- Small Business Development Center: <https://sbdc.colorado.gov/southwest>
- Startup Colorado: <https://startupcolorado.org/>
- State of Colorado Office of Economic Development & International Trade (OEDIT): <https://oedit.colorado.gov/programs-and-funding>
- Manufacturer's Edge: <https://manufacturersedge.com/>
- Amber Women's Grant: <https://ambergrantsforwomen.com/>
- Hello Alice: <https://helloalice.com/funding/grants/>

# CITY OF CORTEZ INITIATIVES

<https://www.cortezco.gov/833/Incentives>

- **Business Beautification Grant** – matching grant up to \$3,000 for façade & primary public entrance improvement.
- **Sidewalk Cost Share** – 50% cost share to repair or replace sidewalks.
- **Turf Replacement Program** – reimbursement grant for replacing turf
- **81321 Launch** – public creative/art grant program, [81321launch.com](http://81321launch.com)
- **Graffiti Cleanup Grant** – assistance program for commercial properties

**For Profit Businesses & Nonprofit – Commercial Property**

## STATE OF COLORADO INITIATIVES

- **Enterprise Zone Business Tax Credits** – business owners & agricultural industry are eligible for income tax credits on certain types of spending. **(MUST BE PRE-CERTIFIED.)**
- **Historic Preservation** – properties on City registry could be eligible for tax credits or grant funding on certain projects. **(MUST BE PRE-APPROVED).**

# SIDEWALK COST SHARE

<https://www.cortezco.gov/239/Sidewalks>

Public Works Department

110 Progress Circle

(970) 565 - 7320



- 50% cost-share agreement for *improvements* to sidewalks
- Could be maintenance, ADA accessible ramps, miscellaneous curb & gutter work
- Applications accepted any time, timing depends on City project allocation
- Does apply to business AND residents – any city sidewalk that needs maintenance

# TURF REPLACEMENT PROGRAM



# TURF REPLACEMENT PROGRAM

<https://www.cortezco.gov/913/Turf-Replacement-Program>

Public Works Department

110 Progress Circle

(970) 565 - 7320

**Reimbursable grant program (\$2 per sq of conversion) for turning grass landscaping into water-wise, drought-resistant plants (not rock-scape).**

- \$2,000 for residential homeowners
- \$4,000 for commercial business owners
- Yard must be visible from the road (front & some side yards)
- Must agree to maintain for 3 years
- Before & after photos
- Applications for 2026 open soon!

# 81321 LAUNCH

<https://81321launch.com/>

- Public Art Grant from LOR Foundation for small, creative projects in Cortez.
  - Public Arts Advisory Committee helps review applications.
- Applications due April 1, July 1, October 1.
- Anyone can apply!



# CORTEZ GRAFITI CLEANUP

[www.tinyurl.com/CT-Cleanup](http://www.tinyurl.com/CT-Cleanup)

Reimbursement grant, 50% of costs related to cleanup and removal of graffiti, up to \$500.

## Eligibility:

- Commercial/industrial properties.
- Graffiti must be removed within 10 days.
- Must have files a report with Cortez Police Department.
- Must apply for program within 30 days of filing police report.
- Proof of Good Standing with State of Colorado & City of Cortez.

- Reimbursement Grant
- Does not require pre-approval.
- Can pay for supplies/materials/contract work to remove graffiti.

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Sign up for the City of Cortez  
business list-serve:

[https://lp.constantcontactpages.co  
m/sl/5bjQhax](https://lp.constantcontactpages.com/sl/5bjQhax)



QUESTIONS?



# STATE OF COLORADO INITIATIVES

# ENTERPRISE ZONE BUSINESS TAX CREDITS

<https://www.cortezco.gov/892/Enterprise-Zone-Business-Tax-Credits>

State program to encourage development in economically distressed areas of Colorado.

EZ Tax Credit	Credit Amount
Investment Tax Credit	3% of equipment (tangible personal property – i.e. computer)
Job Training Tax Credit	12% of qualified expenses
Commercial Vehicle Investment Tax Credit	1.5% of commercial vehicle purchases
New Employee Credit (full time)	\$1,100 per new employee <ul style="list-style-type: none"><li>• <i>Additional \$500 for <b>agricultural manufacturing/processing</b></i></li></ul>
Employer Sponsored Health Insurance Credit	\$1,00 per employee covered during 1 <sup>st</sup> two years in the EZ
R&D Increase Tax Credit	3% of increase R&D expenditures
Vacant Building Rehab Credit (vacant at least 2 years)	25% of rehab expenditures (hard costs) up to \$50,000

# STATE HISTORICAL FUND / HISTORIC PRESERVATION TAX CREDITS

<https://www.historycolorado.org/state-historical-fund>

- Grants for up to \$250,000 for various historic preservation initiatives.
- Commercial properties may receive up to 50% grant for cost of project.
- Property must be listed on local, or state registry.

<https://www.historycolorado.org/preservation-tax-credits>

- Income Tax Credits for approved restoration work on historic buildings.
- Residential *and* commercial properties eligible.
- Property must be listed on local, or state registry.

[hwest@cortezco.gov](mailto:hwest@cortezco.gov)



# 2025 BUSINESS BEAUTIFICATION GRANT



## DEFINITIONS

- **Matching Grant** – the City of Cortez may reimburse up to 50% of total project cost up to \$6,000.
- **Reimbursement Grant** – businesses may be reimbursed by the City of Cortez after submitting paid invoices/receipts.
  - Maximum Reimbursement = \$3,000
- **Pre-approval required** – projects must be pre-approved *before* beginning work or spending funds.
- **Beautification Project** – the approved project or scope of work listed in the grant application narrative & budget.

## ELIGIBILITY

- Cortez-based businesses or nonprofits located within the City limits.
- Grant funds can only be used on *future* projects. Cannot be used for projects already completed.
- Projects must be planned for the current calendar year (2026).
- Project must be planned for the exterior/outside of the business's public-facing façade.
- Applicant business must be in Good Standing with the State of Colorado and the City of Cortez.
- Beautification Projects must be compliant with City codes and regulations.
- All materials and vegetation for the Beautification Project must be purchased from Montezuma County businesses. Contractors must be licensed. Montezuma County contractors preferred, unless unavailable in County.

# ELIGIBLE USE OF FUNDS / ELIGIBLE PROJECTS

- Replacing or upgrading exterior fixtures and materials that have deteriorated
- Replacing, improving, or adding a business sign (*\*applicants may be required to obtain a sign permit. Permit fees are not an eligible use of grant funds*)
- New awnings, resurfacing, stucco, molding repair, signs, new doors or windows
- Replacing, upgrading, or adding outside lighting to the public or primary entrance
- Paving or improving gravel and asphalt to driveways or parking lots
- Interior signs that face the main street (open/closed signs, etc.)
- Painting of building façades
- Temporary window painting (for sporting events, holidays, and other events)
- Purchasing and placement of flowers, potted bushes, other vegetation
- Purchasing outdoor decorations such as seasonal decor



\*For a list of previously funded beautification projects visit: <https://tinyurl.com/mskxej7c>

	<b>Application Deadline</b>	<b>Award Notification/ Project Start Date</b>
Round 1	March 1, 2026	March 14, 2025
Round 2	May 1, 2026	May 16, 2025
Round 3	July 1, 2025	July 18, 2025

*All applications due on the date listed at or before 11:59 PM.*

**Funds are limited. Qualifying requests will be considered on a first come, first served basis, while funding lasts. It is recommended to turn in grant applications as early as possible.**

## EXAMPLES OF PRE-APPROVAL



Business A submits an application on May 1<sup>st</sup> for the new sign they installed earlier in the year.

Business A has an already completed project and did not obtain pre-approval. Grant funding can only be used for **future** projects.

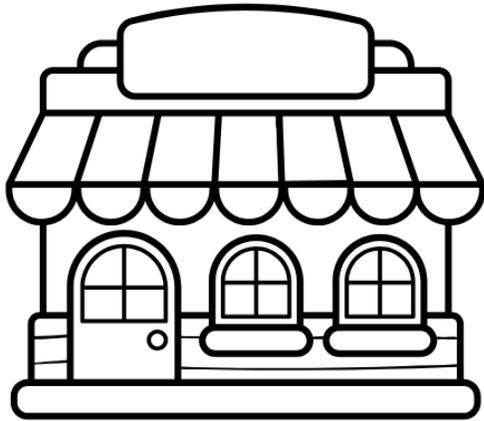
Business A could resubmit an application for a **future** project on July 1<sup>st</sup>.



Business B submits an application on May 1<sup>st</sup> for replacing their parking lots later in the fall.

Business B is seeking approval before beginning work. The project is **future** project and grant funding can be used.

## EXAMPLES OF REIMBURSEMENT AMOUNTS



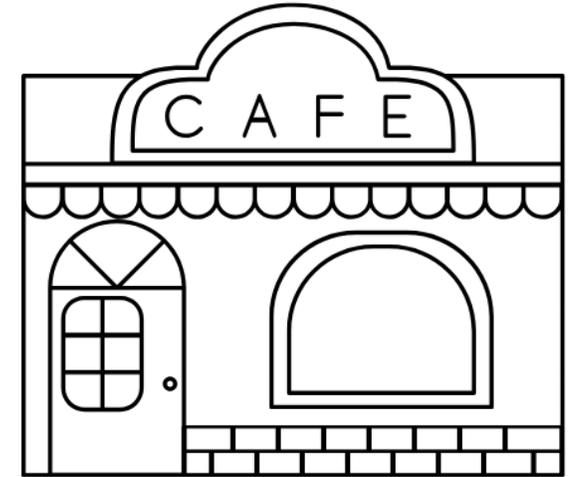
Business A resubmits an application with a Beautification Project estimated to cost \$6,000. The City of Cortez pre-approves up to \$3,000 in reimbursable grant funds.

Business A pays \$6,000, City reimburses \$3,000.  
**(\$3,000 / \$3,000 split)**



Business B's Beautification Project is estimated to cost \$8,000. The City of Cortez pre-approves up to \$3,000 in reimbursable grant funds.

Business B pays \$8,000, City reimburses \$3,000.  
**(\$5,000 / \$3,000 split)**



Business C's Beautification Project is estimated to cost \$1,000. The City of Cortez pre-approves up to \$500 in reimbursable grant funds.

Business C pays \$1,000, City reimburses \$500.  
**(\$500 / \$500 split)**

# INELIGIBLE USE OF GRANT FUNDS

- Local, State, and other government agencies fees. (including permit fees)
- Projects on the INSIDE (interior) of a business.
- Regular business operations, operating costs, working capital, or inventory.
- Expenses outside of the approved Beautification Project.
- Invoices/receipts prior to date of award notification.
- Funds cannot be used to reimburse business for labor hours (by employee or owner) or pay for materials/supplies purchased from the applicant business, including businesses owned by the same parent company.
- Businesses owned by the same parent company can only apply for one business per grant cycle.
- Grant funding cannot be combined with other grants provided by or managed by the City that goes towards the Beautification Project.

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# APPLICATION PROCESS

<https://tinyurl.com/bizbeauty25>

## WHAT YOU NEED

- Business/Nonprofit Information: address, contact info
- A description of your Beautification Project (300 words or less)
- **Project budget**
  - Quotes or Estimates from (1) contracted labor and (2) individual items over \$500
- W-9 Form
- Certificate of Good Standing or Fact of Trade Name from Colorado Secretary of State
- Before Photo of your Beautification Project

## 2025 Business Beautification Grant Application

[Sign in to Save Progress](#)

### Steps

1. [2025 Beautification Application](#)
2. [Section 1: Contact Information](#)
3. [Section 2: Grant Narrative](#)
4. [Section 3: Budget](#)
5. [Section 4: Attachments](#)

### 2025 Beautification Application



#### 2025 Business Beautification Grant Application

Cortez-based businesses and nonprofits can apply for up to \$3,000 in matching funds to improve a business's existing façade or primary public entrance.

All applicants must read the following information prior to completing this application:

- [2025 Beautification Grant Information Flyer](#)

More Information

- [2024 Beautification Grant Webpage](#)

#### Eligibility Determination

\* Indicates a required field.

#### Is the applicant business located within the City of Cortez?\*

*Businesses and nonprofits must be located within the City limits of Cortez, Colorado to be eligible for the Beautification Grant.*

Yes

No

**Have you read the 2025 Beautification Grant Information Flyer?\***

*All applicants are required to read the **2025 Beautification Grant Information Flyer** prior to completing this application.*

Yes

No

**Have you completed work or purchased supplies for the Beautification Project you are proposing in the grant application?\***

*The Beautification Project is the proposed scope of work that your business/nonprofit will be seeking reimbursement for.*

Yes

No

**Has the applicant business received grant funding from the City of Cortez this year (2025)?\***

*Grant funding cannot be combined with other grants provided by or managed by the City that goes towards the Beautification Project.*

Yes

No

**What other grant funding have you recieved from the City of Cortez? What projects did you complete with that funding?**

[Continue](#)

**Steps**

✓ [2025 Beautification Application](#)

**2. [Section 1: Contact Information](#)**

3. [Section 2: Grant Narrative](#)

4. [Section 3: Budget](#)

5. [Section 4: Attachments](#)

**Section 1: Contact Information**

**Business or Nonprofit Name\***

**Business Address\***

**City\***

**State\***

**Zip\***

**Select the type of business applying for the Beautification Grant\***

*Cortez businesses and nonprofits must have a current public-facing facade. Mobile vendors and home based businesses are not eligible for the Beautification Grant.*

For profit business

Nonprofit

Other

**Business or Nonprofit Contact**

*contact must be a real person*

**First Name\***

**Last Name\***

**Contact Phone Number\***

**Email address\***

 Steps

✓ [2025 Beautification Application](#)

✓ [Section 1: Contact Information](#)

3. [Section 2: Grant Narrative](#)

4. [Section 3: Budget](#)

5. [Section 4: Attachments](#)

## Section 2: Grant Narrative

**Provide a brief description of your Beautification project and why your business/nonprofit is applying for grant funding. Narratives must be written in complete sentences, 300 words or less.\***

**Have you completed work or purchased supplies for any portion of the Beautification Project you are proposing in the above narrative?\***

*Grant funds can only be used on **future** projects. Funding cannot be used for projects already completed.*

Yes

No

[Continue](#)

| [Go Back](#)

 Steps

- ✓ [2025 Beautification Application](#)
- ✓ [Section 1: Contact Information](#)
- ✓ [Section 2: Grant Narrative](#)
- 4. [Section 3: Budget](#)**
- 5. [Section 4: Attachments](#)

### Section 3: Budget

#### TOTAL Projected Cost\*

#### Budget Worksheet

No file chosen

**Directions:** Download and complete the budget worksheet and attach it with your grant application. If you prefer you may write your budget in another format and upload the budget here. Please email [hwest@cortezco.gov](mailto:hwest@cortezco.gov) with any questions.

[Budget Worksheet](#) *(The first line of this document has been completed as an example.)*

Please include all supplies, materials, and contract services related to the Beautification Project proposed in the Grant Narrative. Estimating prices for products is allowable, however applicants should be as precise as possible. You may add or delete rows in the budget worksheet as needed.

The grant application **must** include **quotes or estimates** for the following budget items:

- Contracted labor from an outside company
- Individual items costing over \$500.00

*Please note: The Beautification Grant will pay for purchasing materials or outside contract work. Paying yourself or employees for time spent completing Beautification projects is not an eligible expense.*

\*Do **not** purchase products or begin work prior to grant approval. You will receive notification of your application status within 2 weeks of the application deadline.

 Steps

✓ [2025 Beautification Application](#)

✓ [Section 1: Contact Information](#)

✓ [Section 2: Grant Narrative](#)

4. [Section 3: Budget](#)

5. [Section 4: Attachments](#)

### Section 3: Budget

**TOTAL Projected Cost\***

#### Budget Worksheet

No file chosen

**Directions:** Download and complete the budget worksheet and attach it with your grant application. If you prefer you may write your budget in another format and upload the budget here. Please email [hwest@cortezco.gov](mailto:hwest@cortezco.gov) with any questions.

[Budget Worksheet](#) *(The first line of this document has been completed as an example.)*

Please include all supplies, materials, and contract services related to the Beautification Project proposed in the Grant Narrative. Estimating prices for products is allowable, however applicants should be as precise as possible. You may add or delete rows in the budget worksheet as needed.

The grant application **must** include **quotes or estimates** for the following budget items:

- Contracted labor from an outside company
- Individual items costing over \$500.00

*Please note: The Beautification Grant will pay for purchasing materials or outside contract work. Paying yourself or employees for time spent completing Beautification projects is not an eligible expense.*

\*Do **not** purchase products or begin work prior to grant approval. You will receive notification of your application status within 2 weeks of the application deadline.

**City of Cortez Business Beautification Mini Grant**

~~2024~~ **Budget Worksheet**

**Applicant Name:**

**Business Name:**

**Directions:** Complete the budget worksheet below & attach it with your grant application. Include the *total* project cost. Add or delete rows as needed. Estimating prices for products is allowable, however applicants should be as precise as possible. Applicants *must* obtain quotes from contractors to include with grant application. The first line has been completed as an example. **\*Do not purchase products or begin work prior to grant approval. Attach quotes for large purchases & contractor proposed work.**

Line Item	Item Description	Vendor/Contractor <small>*(Montezuma County based vendors preferred)</small>	Price per item <small>*(include estimated tax)</small>	Quantity	Total Cost
0	Paint for business wall	Local hardware store, 1 gallon	\$ 45.00	2	\$ 90.00
1					\$ -
2					\$ -
3					\$ -
4					\$ -
5					\$ -
6					\$ -
7					\$ -
8					\$ -
9					\$ -
10					\$ -
<b>Project Total</b>					<b>\$ -</b>

 Steps

- ✓ [2025 Beautification Application](#)
- ✓ [Section 1: Contact Information](#)
- ✓ [Section 2: Grant Narrative](#)
- ✓ [Section 3: Budget](#)
- 5. [Section 4: Attachments](#)**

## Section 4: Attachments

### Contractor/Vendor Quotes

No file chosen

Quotes are required for all contracted work and single items over \$500.

### Before Photo\*

No file chosen

Please upload a **before** photo of your proposed Beautification Project here. If you have more than one, you can upload them in the additional attachment fields below.

### Certificate of Good Standing

[Please visit the Secretary of State Website to check if your business is in good standing.](#)  
Instructions on how to obtain a certificate from the Colorado Secretary of State: [/DocumentCenter/View/4651](#)

### Additional Attachment

No file chosen

If you have an additional attachment, please upload it here.

### W-9\*

No file chosen

Please upload your business's W-9 here.

You may download a W-9 form here:

<https://www.irs.gov/pub/irs-pdf/fw9.pdf>

### Additional Attachment

No file chosen

If you have an additional attachment, please upload it here.

### Certificate of good standing\*

No file chosen

Please upload your business's certificate of good standing if applicable.

	<b>Application Deadline</b>	<b>Award Notification/ Project Start Date</b>
Round 1	March 1, 2026	March 13, 2026
Round 2	May 1, 2026	May 15, 2026
Round 3	July 1, 2026	July 10, 2026

*All applications due on the date listed at or before 11:59 PM.*

**Funds are limited. Qualifying requests will be considered on a first come, first served basis, while funding lasts. It is recommended to turn in grant applications as early as possible.**

## REIMBURSEMENT PROCESS

- When project complete – take an *after* photo
- Turn in after photo and **all** receipts/invoices incurred during the project.
- Reimbursement requests will be submitted monthly to Finance and checks will be mailed to the address on the business W9.
- Projects must be completed & receipts turned in by November 20, 2026.
- **NEW:** if project has not been completed, awarded businesses must provide project update (short email or phone call) by the following dates: April 15, June 15, August 14.

## UNANTICIPATED COSTS

- Inflation – The City of Cortez has built in potential cost increase. ***Let us know as soon as possible that your costs have increased and what the new estimated cost is.*** We may need to modified your grant amount.
- Project is more complicated than originally anticipated. ***Let us know as soon as possible if your project changes.*** We may ask you to submit additional narrative and documentation.
- **Grant reimbursement cannot exceed \$3,000.**
- All Beautification Projects must be pre-approved for grant reimbursement.

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QUESTIONS?

## UPCOMING EVENTS FOR BUSINESSES FOR CITY OF CORTEZ

- **Business Beautification Grant:** Application goes live January 30<sup>th</sup>, more information at: <https://www.cortezco.gov/931/Business-Beautification-Grant>
- **Outgrow Your Garage:** Starts February 1<sup>st</sup>, register at: <https://tinyurl.com/cortez-outgrow>
- **February 17:** [Maximum Marketing with Canva](#)

Learn to create **professional, on-brand digital assets** quickly and affordably. This hands-on workshop covers using Canva's free tools to design stunning social media posts, eye-catching flyers, menu graphics, loyalty cards, and Google Business Profile visuals that drive local sales and complement your physical space.

- **March 17:** [Zero-Budget Video & Photo: Your Smartphone Content Strategy](#)

Master the art of creating content that sells, using only your phone. Learn simple techniques for capturing **mouth-watering food shots** and **attractive product displays** for social media. This workshop focuses on quick, authentic, short-form video (Reels, TikToks) and high-quality photography, giving you the skills to turn your products and space into scroll-stopping content that drives **local engagement and sales**.

## CONTACT INFORMATION

**Helen West**

Community & Economic Development Specialist

[hwest@cortezco.gov](mailto:hwest@cortezco.gov)

970-331-0213

