Favorable

Unfavorable

Strengths

- Financing programs are available (i.e. SBA Financing, Colorado Enterprise Fund) to small businesses in Erie, Co.
- Town of Erie has 5 existing URA planning areas, and one in development that may be in a position to provide additional assistance.
- Town of Erie have great
 Economic Development
 Partners to promote existing and future financing tools.

Weaknesses

- The funding available is limited.
- TOE does not qualify for many "Attractive" finance programs because of the high medium income (a good problem)
- Space is a critical need, and often times small businesses can't afford to build, making lease rates a primary concern.
- Traffic to support retail is limited, primary employment is critical need in order to increase daytime population and traffic that would support local small businesses.

Opportunities

- Expand the programming of the Town of Erie Urban Renewal Authority
- Better Market and Promote existing programs offered by Upstate Colorado, SBA Financing, Bank Partners.
- Perform proactive business outreach to identify the needs of existing businesses..
- Development of a home rule charter
- Develop a Primary Employer recruitment strategy

Threats

- Businesses continue to struggle (or pass on) investing in the Town of Erie
- Existing finance programs run out of funding
- Existing businesses miss out on opportunities to access capital at lower financing rates

