

Upstate Colorado Economic Development
822 7th St, Ste 550, Greeley, CO 80631

Thursday, January 28, 2021
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Deadline Extended for Weld County Service Industry Relief Fund

Weld County, CO – The Weld County Service Industry Relief Fund has distributed just over half of its allocated funds, providing \$1.2 million to local small businesses hit hardest by restrictions that limit capacity and services provided, including restaurants, bars, food and beverage service providers, gyms, fitness centers, live event venues, movie theaters, and entertainment facilities including bowling centers, arcades, and recreation facilities.

The Service Industry Relief Fund grant, which began in early December to support businesses impacted by increased state guidelines, has extended the deadline for eligible companies to apply through February 28, 2021. This will allow businesses who need extra time to procure supporting financial documentation demonstrating lost revenue and/or pandemic related expenses adequate time to do so. Applications will continue to be reviewed on a bi-weekly basis to get funds in the hands of businesses as soon as possible.

Upstate Colorado is working diligently to process and prioritize first time applicants who meet all eligibility criteria. The county's small businesses play a crucial role in our regional economic strength, and in partnership with Weld County it is our goal to distribute the full \$2 million provided by the county to those businesses who need it most.

Upstate Colorado's President Rich Werner encourages all service-based businesses to apply for the grant saying, "The immediate assistance Weld County put out has allowed many local businesses to recoup lost revenues from closures and allowed them to pay monthly expenses. We understand the critical challenge to get business through the next few months and hope we can reach additional businesses in need throughout the County who have not yet taken advantage of this program in the coming month with this extension."

Additional information, official eligibility guidelines, and the online application for the Weld County Service Industry Relief Fund can be found at www.weldrecovery.com.

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