



# City of Brighton

## Press Release

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## City of Brighton DDA launching crowdfunding platform for local businesses

### *Lake Trust Credit Union bolsters initiative with \$25k in matching support*

Following up on last week's discussion amongst a group of local business champions who discussed ways to support City of Brighton businesses through the current health crisis and beyond, City of Brighton DDA Chairman Tim Corrigan and Mayor Shawn Pipoly today announce the first of the initiatives to support Brighton businesses.

"Beginning next week, local businesses within the Brighton DDA district will have access to a robust crowdfunding initiative bolstered by our friends at Lake Trust Credit Union," said Corrigan. "We have a community that is second to none when it comes to supporting their local businesses. Through the use of the Patronicity crowdfunding platform, we will expand the opportunities our community has to support our businesses while practicing our civic duty of social distancing."

"At Lake Trust Credit Union, supporting our members and the communities where they live and work is central to our culture and our mission," said Lake Trust Credit Union President and CEO David Snodgrass. "We are excited about this new collaboration between our organization and the City of Brighton DDA. Small businesses are integral to our community and Lake Trust consistently supports opportunities to support the small business owners and operators that make Brighton a unique place. We are doing our part to support these businesses during this unprecedented time of need."

Beginning next week, local businesses within the DDA will be provided with the resources and support to create an individualized crowdfunding campaign via Patronicity. The community will then be directed to a centralized location where they can browse individual campaigns and choose how to financially support their favorite campaigns based on the merits of each. Although details are yet to be finalized, Lake Trust Credit Union will be bolstering community contributions, across individual campaigns, with up to \$25,000 in total matching funds for City of Brighton businesses.

According to restaurateur Steve Pilon of the Wooden Spoon and El Arból, "I suspect a number of businesses will get very creative in structuring their campaigns to attract patron support. Besides the campaign coaching support that will be available through Patronicity once a campaign is created, I, as well as others, will be ready to assist local businesses in brainstorming campaign ideas." Those helping will include Councilmember Jon Emaus; City Manager Nate Geinzer; City Clerk Tara Brown; Management Assistant Henry Outlaw; Pam McConeghy, President and CEO of the Greater Brighton Area Chamber of Commerce; and Cal Stone of 2 Stones Events and vice chair of the City of Brighton DDA, among others.

"We have a lot of creative and supportive people willing to help our businesses with this initiative in any way we can," said Mayor Pipoly. "Our small businesses throughout the City of Brighton need our support to assist them, not just financially, but emotionally, through this uncertain time. With the greater City of Brighton community behind us, we have an opportunity to rise from the COVID crisis stronger than ever before in more ways than one."