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VVREO loans support two Verde Valley businesses

SEDONA, Ariz. – Two Verde Valley business owners say the time was right to take advantage of the VVREO revolving loan program.

“In our industry, timing is everything,” says Christa Brunori, who co-owns Horsin’ Around Adventures of Sedona with business partner Tanner Bryson. “This is a time when we can devote more attention to business and service improvements, and allow for new growth for our company.”

Horsin’ Around Adventures and a second loan recipient, Danza del Sol Veterinary Medical Center in Cottonwood, are receiving funds through the Revolving Loan Program offered by the Verde Valley Regional Economic Organization. The program offers small business owners competitive-rate loans of \$25,000 or more to finance working capital; inventory and equipment; business acquisitions; renovations or lease or purchase real estate to site a business.

A typical loan term is four years and may be available even when conventional funding has been denied.

Kellie Shamrell, the veterinarian-owner of Danza del Sol, is using the loan as a bridge during a business transition. “Circumstances required us to change locations,” she says. “While the business is holding up well through the transition, the loan allows us to retain working capital while we build our savings back up.”

To date, nine businesses have received VVREO business loans. In addition to the latest two, recipients have included an outdoor recreation business, bed and breakfast, and wine tasting room.

“The loan is a great asset for the city and our goals to support business start-ups, relocations and expansions in Sedona,” according to city Economic Development Director Molly Spangler, who’s also on the VVREO board. “The beauty of the revolving loan program is that it gives each business owner the flexibility to invest in resources that best meet their unique needs.”

Funding for the Revolving Loan Program comes from the U.S. Department of Agriculture. For information or to start an application contact Molly Spangler at (928) 203-5117 or mbspangler@sedonaaz.gov.

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