

BRC Planning GRANT APPLICATION

Business Ready Community
Grant & Loan Program



□Promoting economic development at the local level in order to create additional economic health and a stronger state economy□

- *Support to Wyoming's communities which are diverse in size, resources, and economies*
- *Focus resources on projects that are likely to produce benefits that endure beyond the funding of the program*
- *Support projects which will help people, families and communities thrive*
- *Increase the capacity of community and economic development partnerships, and cooperative efforts between the private and public sectors*
- *Support and encourage communities that develop innovative responses to their economic challenges*

INTRODUCTION: Planning Grant Projects

- Purpose** The primary intent of this program is the development of a planning document that either creates or further develops a community's specific economic development strategy. The plan at a minimum must identify the potential future economic development opportunity(ies) and sources of for funding the identified opportunity(ies).
- Rules** Rules governing the Business Ready Community (BRC) Grant and Loan Programs are available through the Wyoming Business Council (WBC) or www.wyomingbusiness.org.
- Eligibility** Counties, incorporated cities, towns, and joint powers boards (with approval of all member agencies) may apply. The WBC may enter into contracts/cooperative agreements with Eastern Shoshone and Northern Arapaho Tribes.
- Funds** Planning: There are five types of planning grants available:
1. Economic Development plans. Maximum of \$50,000. These are plans that address the community as a whole and identify potential future economic development opportunities and further develop a community's economic development strategy. (This is not intended to be used for community development plans such as land use plans, zoning plans, etc.) The plan, if implemented, will potentially lead to the creation of new primary jobs and/or retention of existing primary jobs. The plan will also address sources of funding to implement the plan.
 2. Feasibility Studies. Maximum of \$25,000. These are site specific or industry specific plans must determine the feasibility of a project or plan for a project that addresses an economic development objective. The plan, if implemented, will potentially lead to the creation of new primary jobs and/or retention of existing primary jobs. The plan will also address sources of funding to implement the plan.
 3. Promotional Plans. Maximum of \$25,000. These are plans that specifically address the promotion of a community's economic development asset(s). Examples would be branding or downtown development. The plan, if implemented, will potentially lead to the creation of new jobs and/or retention of existing jobs. The plan will also address sources of funding to implement the plan.
 4. Tourism Plans. Maximum of \$25,000. These are plans that address economic development opportunities for a defined region or community that specifically focuses on the tourism and hospitality industry. The plan, if implemented, will potentially lead to

increased visitation to the destination, which would in turn, increase local sales and lodging tax collections to add to the local economy. The plan will also address sources of funding to implement the plan.

5. Regional Targeted Industry Plans. Maximum of \$50,000. These are plans that encompass a defined region and potential targeted industries for economic development growth. The plan, if implemented, will potentially lead to the creation of new primary jobs and/or retention of existing primary jobs. The plan will also address sources of funding to implement the plan.

Due Date The WBC will accept applications semi-annually. The following are suggested submission dates, but recommendations and decisions are subject to WBC Board and State Loan and Investment Board schedules. Please consult the WBC website for any updates to board meeting dates.

| Application Postmark Deadline | WBC Board Recommendation | SLIB Decision (Cheyenne) |
|-------------------------------|-------------------------------|--------------------------|
| December 1, 2012 | March 14, 2013 (tentative) | April 11, 2013 |
| June 1, 2013 | September 5, 2013 (tentative) | October 3, 2013 |

Review The review process includes an initial WBC staff screening and report to WBC Board. The WBC Board will make recommendation to the State Loan and Investment Board (SLIB). The SLIB will determine grant awards. Applicants will be notified of all meetings. Timing of the approval process will depend on when the application is received and WBC and State Loan and Investment Board (SLIB) meeting schedules. **Applicants are strongly encouraged to attend the WBC and SLIB meetings at which their project is to be discussed.** Costs may not be incurred prior to a signed grant agreement, typically 4 weeks after a SLIB decision.

Submissions Applicants shall submit one copy of the completed application to the WBC Regional Director, three original complete applications to the WBC staff in Cheyenne, and one electronic copy of the completed application. Applications must be submitted on 8 ½ X 11" format. It is recommended that applications be submitted in 3 ring binders with attachments clearly labeled or tabbed. Contact information follows.

| Converse, Niobrara, and Natrona Counties | Big Horn, Hot Springs, Park, and Washakie Counties | Campbell, Crook, Sheridan, Johnson, and Weston Counties |
|---|---|---|
| <p>Kim Rightmer East Central Regional Director 300 South Wolcott, St 300 Casper, WY 82601</p> <p>Tel: 307.577.6012 Fax: 307.577.6032 Cell: 307.287.2309 kim.rightmer@wyo.gov</p> | <p>Leah Bruscino Northwest Regional Director 143 South Bent, Ste B Powell, WY 82435</p> <p>Tel: 307.754.5785 Fax: 307.754.0368 Cell: 307.421.0140 leah.bruscino@wyo.gov</p> | <p>Dave Spencer Northeast Regional Director PO Box 962 Gillette, WY 82716</p> <p>Tel: 307.689.1320 Fax: 307.686.7268 Cell: 307.689.1320 dave.spencer@wyo.gov</p> |
| Lincoln, Sublette, and Uinta Counties | Fremont and Teton, Counties | Albany, Goshen Laramie, and Platte Counties |
| <p>Elaina Zempel Southwest Regional Director 1100 Pine Avenue, Ste F Kemmerer, WY 83101</p> <p>Tel: 307.877.2203 Fax: 888.507.4482 Cell: 307.723.1510 e.z@wyo.gov</p> | <p>Roger Bower West Central Regional Director 213 West Main Street, Ste B Riverton, WY 82501</p> <p>Tel: 307.857.1155 Fax: 307.857.0873 Cell: 307-851-0908 roger.bower@wyo.gov</p> | <p>Tom Johnson Southeast Regional Director 1938 E. Harney Street Laramie, WY 82072</p> <p>Tel: 307.766.5357 Fax: 307.222.0532 Cell: 307.631.9275 thomas.johnson@wyo.gov</p> |
| Carbon and Sweetwater Counties | <p>Send copies of completed applications (3-bound and 1-electronic) to:</p> <p>Dave Simonsen, Program Manager Business Ready Community Grant and Loan Program Wyoming Business Council 214 W. 15th Street Cheyenne, WY 82002 Phone: (307) 777-2813 Fax: (307) 777-2838 Email: dave.simonsen@wyo.gov</p> | |
| <p>Pat Robbins South Central Region Director 1400 Dewar Drive, Ste 208A Rock Springs, WY 82901</p> <p>Tel: 307.382.3163 Fax: 307.382.3217 Cell: 307.389.0867 pat.robbsins@wyo.gov</p> | | |

APPLICATION CHECKLIST

- ☐ **Schedule a Consultation with WBC Regional Directors.** The WBC Regional Director must be consulted with during the application process and provided sufficient opportunity to provide written review and recommend adjustments to the application. The Regional Director, as part of the application, must provide preliminary comments about the plan, addressing how the plan aligns with regional economic and community development endeavors, and stating any early concerns that the Regional Director may have. An early consultation with the Regional Director will allow the applicant to begin addressing those concerns before the application is submitted.
- THIS IS A REQUIREMENT OF SUBMISSION. IF YOU DO NOT PROVIDE A COPY OF THE DRAFT APPLICATION TO YOUR REGIONAL DIRECTOR TWO WEEKS PRIOR TO THE GRANT DEADLINE AND OBTAIN THEIR SIGNATURE YOUR APPLICATION WILL NOT BE COMPLETE AND WILL NOT BE ACCEPTED.**
- ☐ **Complete Application.** All questions must be fully answered.
- ☐ **Secure Local Match.** A local cash match of twenty-five percent (25%) of ***total eligible project costs*** for planning grants is required. CDBG funds cannot be used as all or part of the required cash match.
- ☐ **Attach public hearing notice, public hearing minutes.** An applicant is required to solicit citizen input through a published public hearing before submission of an application. For the purposes of this program **seven (7)** days is the minimum period for notification of a hearing date. An affidavit of publication or tear sheet, a completed Certification of Applicant form signed by the chief elected official as well as the certified or signed minutes from the public hearing and any other written comments received must be attached.
- ☐ **Attach Resolution(s) of Support and minutes.** After a public hearing is held, the applicant must pass a resolution of support. If the applicant is a Joint Powers Board, all participating agencies to the joint powers agreement must pass separate resolutions. The resolution should state, at a minimum:
- the nature of the plan
 - public benefit
 - desired economic development outcomes
 - specified source of match funding by account name or other identifying characteristics
 - what will happen in the case of plan cost overruns
- ☐ **Attach certifications, if applicable.**
- If the applicant is a joint powers board, then attach a Certificate of Organization and an executed Joint Powers Agreement to the application.

- A Certificate of Incorporation is required if a Community or State Development Organization will oversee the planning process.

- ☐ **Attach site information.** If the planning process includes a specific site, please attach a detailed map, photographs and/or site plan showing the general location of the site, project related buildings or any other relevant information.
- ☐ **Include a letter of support from the local lodging tax board (If applicable), convention bureau, and/or visitor's bureau (Tourism projects only).**
- ☐ **Applicant and sub-applicant development agreement.** For plans that include a sub-recipient, a draft agreement between the local government and sub-recipient must be received by the WBC with the application. If the application is successful, a formal agreement must be received by the WBC before funds are released.
- ☐ **Organization standing with the Secretary of State's office.** If this application is being sponsored by local government on behalf of a non-profit entity, the status of the non-profit organization must be verified through the Secretary of State's office. This information can be obtained online at: <https://wyobiz.wy.gov/Business/FilingSearch.aspx> Please attach documentation that this standing has been checked. If the organization is not in good standing for any reason, it will bear on the decision to award a grant or not.
- ☐ **Include copies of any other community plans and/or planning efforts (including any implementation of these plans and/or efforts if applicable).**

SECTION I COVER SHEET

| | |
|---|--|
| 1. PROJECT TITLE: Gillette Visitor Center Location Study | |
| 2. APPLICANT INFORMATION | |
| Applicant (City, Town, County, JPB, Tribe): | Campbell County Lodging Tax Joint Powers Board |
| Responsible Elected Official: | Charles Schlesselman, Chairman |
| Mailing Address: | P.O. Box 1393, WY 82717 |
| Local Contact: | Mary Silvernell |
| Position: | Executive Director, Campbell County Convention & Visitors Bureau |
| Mailing Address: | 1810 S. Douglas Hwy., Ste A Gillette, WY 82718 |
| Phone: | 307-686-0040 |
| Email: | cccvb.director@orbitcom.biz |
| 3. PROJECT ADMINISTRATION CONTACT | |
| Organization Name: | Campbell County Convention & Visitors Bureau |
| Contact Person: | Mary Silvernell |
| Mailing Address: | 1810 S. Douglas Hwy., Ste A Gillette, WY 82718 |
| Phone: | 307-686-0040 |
| Email: | cccvb.director@orbitcom.biz |
| 4. TYPE OF PLAN <i>Briefly describe applicable project type.</i> | |
| <u>Project Type</u> | <u>Brief Description</u> |
| <input type="checkbox"/> Economic Development | |
| <input type="checkbox"/> Feasibility | |
| <input type="checkbox"/> Promotional | |
| <input checked="" type="checkbox"/> Tourism | Planning Study to evaluate and determine the best location and building size for a Gillette Visitor Center that will help to increase visitation to the Campbell County area, which will in turn increase local sales and lodging tax collections to add to the local economy. Based on traffic flow information, indicate potential sites and inventory available, proposed floor plan and estimated building cost, and identify possible community partners/ownership. |
| <input type="checkbox"/> Regional Targeted Industry | |
| 5. PROJECT COSTS Indicate minimum necessary total public project infrastructure costs. | |
| a. Amount of grant requested: | \$25,000.00 |
| b. Total local contribution (match and ineligible project costs): | 12,000.00 |

| | |
|--|--------------------|
| TOTAL Project Cost (a+b): | \$37,000.00 |
| DECLARATION: I HERBY CERTIFY THAT THE INFORMATION GIVEN IN THIS APPLICATION TO THE WYOMING BUSINESS COUNCIL IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE. Responsible (<u>Elected</u>) Official's Signature and Date: Print or Type Name and Title: Charles Schlesselman, Chairman, CC Lodging Tax Joint Powers Board | |

SECTION II: PRELIMINARY REGIONAL COMMENTS AND CONCERNS

The Regional Director must provide an overview of the proposed planning process and address any concerns he or she may have. If there are concerns, the applicant is urged to address those as soon as possible, before submitting the application. (Note, these comments are preliminary, and the Regional Director will have an opportunity to revise during the recommendation process.)

Regional Director Signature

Date

SECTION III: PROJECT INFORMATION**1. PROJECT DESCRIPTION.** Provide a description of the proposed planning process.

A team would be selected from an RFP bid to study and recommend the optimum location for the Gillette Visitor Center (GVC). In addition, the building's size requirement would be determined, along with an estimated cost of securing the optimum location and building the appropriately sized and configured structure.

2. PUBLIC BENEFIT. Describe the public benefits that will be created if the plan is implemented of including the importance of the planning process and how it will lead to economic development.

The tourism industry is a very large contributor to the Campbell County Economy. Currently bus tour groups depart from the GVC to a local coal mine for summer tours. We also have many tour bus companies that stop at the GVC nearly year-round. Both of these Visitor Groups come into the Center for information and a restroom, often 24 to 50 people at a time. The current GVC has only 1 restroom, and only 104 square feet of public space in the information area.

3. PROJECT GOALS AND OBJECTIVES. Describe the goals of the planning process and identify indicators or measures to be used to determine at the conclusion of the planning project if goals were achieved and if the project is a success

1. Determine optimum location for the GVC, based on traffic counts and routes and accessibility.
2. Based on actual visitation numbers, determine the recommended building size for the needed functionality, including a possible floor plan.
3. Based on the recommended optimal location and building size and floor plan, evaluate available inventory, and determine a cost-estimate to build out the GVC.
4. Evaluate the potential community partners who might share the building with the Campbell County Convention & Visitors Bureau staff.

5. To increase Campbell County visitor length of stay, higher utilization of retail and dining businesses, and increase the number of jobs. Per the Randall Travel Marketing Visitor Profile and Inquiry Conversion Survey of 2012:

National data tells us that about 10% of travelers will stop at a visitor center. Approximately one-third of those that do stop at a visitor center will stay longer, spend more, or otherwise change their behavior based on information they find at the visitor center.

This is good news for Campbell County. Since a relatively high percentage of Campbell County visitors go to the Visitor Center, that gives the CCCVB a good chance to influence the behavior of a significant portion of visitors and encourage them to stay longer, spend more, etc.

4. JUSTIFY THE NEED FOR THE PLAN. Describe in sufficient detail the need for the plan and why BRC funds are necessary. Include any other funding options which have been pursued for this plan. Evidence of need is demonstrated through a well-developed justification for public financing. The discussion should also address why other financing options could not be obtained or are not feasible and repercussions if funding is denied.

By Wyoming Statute, the Campbell County Lodging Tax Joint Powers Board receives income at levels below the minimum required to make capital investments. With this Plan, we will present the information needed to secure the necessary funding from each of the Joint Powers partners, and from other investors. The current GVC was never intended to be a permanent facility or location, and the mechanical equipment, such as HVAC and plumbing fixtures are beyond their normal life expectancy. The community needs a better facility – Gillette has grown exponentially since the building was first installed, which has changed the traffic flow and counts. The area is very congested with the Flying J trucker customers, to the point where often in the summer there is no parking available for the GVC staff, or for visitors.

5. TIMELINE. Describe a realistic timeline for the planning process

Once the BRC Planning Grant is approved, and the grant funds have been released, the RFP process would begin immediately, a company selection would be made, and the Planning research work would begin within 60 days of the Grant approval. The actual study/assessment would be given a 6 month deadline, for a total of 8 months, start to finish. If the Grant is approved in September, 2013, we will hire the Consultant and hope to have the report by May, 2014. The funds needed can then be budgeted for by the City and County for the FY2014-15 budget.

SECTION IV: SITE INFORMATION

1. Does the planning process pertain to a specific piece of property?

Yes ☐ **No** ☒

If yes, what is the location/address of the property?

2. Is the property site publicly owned?

N/A- We will not know this until the study is complete

Yes ☐ **No** ☐

If "no," identify current property owners with contact information.

5. How is the site currently used?

N/A

6. What is the proposed future land use of the site? Is it based on a community development plan? Reference the plan and describe how this project is consistent with that land use plan.

N/A

7. Is the site zoned?

N/A- We will not know this until the study is complete

Yes ☐ **No** ☐

If "yes," then what is the current zoning designation and is the proposed use consistent with that designation?

8. Are there any known environmental concerns at the site, especially asbestos, mold, lead-based paint, wetlands, floodplains, or sage grouse area?

Yes ☐ **No** ☐

N/A

If yes, explain:

9. What infrastructure is necessary to serve the proposed site (i.e., water, sewer, electricity, natural gas, transportation facilities, and telecommunications) and what are the current coverage, quality, and capacity of the existing infrastructure? If there are deficiencies within any of the infrastructure systems, explain how the deficiencies will be improved.

Water, sewer, electricity, telephone and internet, (wifi), parking, handicap access, public restrooms to reasonably accommodate up to 50 people at one time with reasonable wait

times. Currently there is a covered porch with ramp, approximately 104 square feet of public space inside plus one bathroom. Parking is shared with the Flying J and is quite often very limited until the overnight truckers leave the site. The existing double-wide trailer being used as the GVC is 25 years old.

10. Please discuss the community's capacity to implement the plan that results from this planning process.

Funding for a new Visitor Center would be contributed by Campbell County and the City of Gillette from the FY2014-15 budget year funds, and possibly with private and corporate donations through fund-raising. As was done in the past for the existing Visitor Center, the CCCVB would make monthly rent payments for the new building to defray the expenses incurred by the Joint Powers entities. In addition, if the Center were to include components of an Energy Interpretive Center, there could also be other potential rental partners, yet to be formed or determined.

SECTION V: TOURISM PROJECTS ONLY

1. Please attach, or provide a brief narrative regarding current methods that are in place to track visitation or visitor profile analysis: Tourism related project applicants should describe any current methods that are used to track visitation to the destination. For destinations with current visitation data, it is requested that they provide the past three years information.

We currently record daily and by the hour the number of visitors entering the Center. This information is available in Excel spreadsheet format, from February 2010 through current. The annual reports for calendar years 2010, 2011 and 2012 are attached. For mine tour participants, we have records of where each participant is from, whether local, WY, US, or international, since 2010. Those reports are also attached. We have additional data from travel industry surveys from 2010 and 2012 (attached) and will have updated destination assessment survey data for 2013.

SECTION VI: BUDGET INFORMATION

| | | | |
|---|------------------------------------|-----------------------------|--------------------|
| 1. Total BRC Request | | | \$25,000.00 |
| 2. Local Match. | | | |
| Cash Match Source | Status (approved or pending) | <i>Date of Approval</i> | Cash Amount |
| Campbell County | Pending | | \$ 6,000.00 |
| City of Gillette | Pending | | \$ 6,000.00 |
| Total Cash Match | | | \$12,000.00 |
| 3. Total Project Costs (Sum 1+2) | | | \$37,000.00 |