AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: Grant Application; Rural Economic Development Init

Action Requested:

Parties to the Agreement:

Term Begins: **Term Ends:** **Grant Contract #:**

Summary:

The Rural Economic Development Initiative (REDI) program is designed to help rural communities comprehensively diversify their local economy and create a more resilient Colorado.

Fiscal Impact:

Submitted by: Rachel Sabbato **Submitter's Email Address:** rsabbato@gunnisoncounty.org

Finance Review: (●) Required ( ) Not Required

Comments:

Per grant budget sheet, County match $18,000. Anticipated source of funds TBD if grant application is moved forward and awarded. No concerns at this point. ln

Reviewed by: GUNCOUNTY1\lNienhueser Discharge Date: 3/22/2018

County Attorney Review: (●) Required ( ) Not Required

Comments:

Reveiwed by: GUNCOUNTY1\mhoyt Discharge Date: 3/22/2018 Certificate of Insurance Required

Yes ( ) No (●)

County Manager Review:

Comments:

Reveiwed by: GUNCOUNTY1\mbirnie Discharge Date: 3/22/2018

( ) Consent Agenda (●) Regular Agenda ( ) Worksession Time Allotted: 15

Agenda Date: 3/27/2018

Revised April 2015

Applicant Contact Information:

- **Local/Government Organization:** Gunnison County Community Development
- **Principal Representative:** Gunnison County
- **Responsible Administrator:** Cathie Pagano, Community & Economic Development Director

Applicant Contact Information:

- **Population of County:** 16,816- 2018 population forcast
- **Data Source Used:** Colorado State Demographers Office
- **Community Benefit of Project:** Pending

Project Type: Economic Diversification & Rural Entrepreneurial Engagement

Project Name: Economic Diversification Projects Phase I & II

Phase I: Economic Diversity Project Team & Operations Launch
Phase II: Strategic Marketing Implementation (REDI Grant Funds Request)

Project Description: (4000 characters)

The Economic Diversification Project Phase I plan supports Gunnison County's efforts to build a foundational framework for economic diversification projects in the absence of a formal economic development department or council. Phase II develops the internal/external communication channels necessary to extend efforts initiated in Phase I, which includes the assembly of a collaborative Economic Diversity Action Team, comprised of the ICELab (business and innovation center) and Gunnison-Crested Butte Tourism Association (GCBTA). The full scope of phasing for economic projects in Phase I and Phase II are managed by Gunnison County Community Development and overseen by the Community Builders Task Force (CTBF) as an advisory board.

In 2014, Gunnison County developed the CBTF with representation from Gunnison County, the City of Gunnison, the Town of Crested Butte, Crested Butte Mountain Resort, the Community Foundation of the Gunnison Valley, the Town of Mt. Crested Butte, and Crested Butte South Property Owner's Association. CBTF then conducted a year long, in-depth internal community study, coined the One Valley Prosperity Project (OVPP), which outlined key considerations to drive economic diversification strategies and goals within a recurrent collaborative framework. All deliverables within the Phase I and Phase II project scope are in alignment with the outlined goals of the OVPP.

The Economic Diversification Phase II: Strategic Marketing Implementation project, works in conjunction with Phase I, with continual rollout of Phase 1 and Phase II projects from May 1, 2018 through June 1, 2019. This application only seeks financial support for Phase II, while community match funds cover the full cost of Phase I. To better understand the scope of work, Phases I and II are as follows:

Economic Diversity Project Team, Phase I: Economic Diversity Project Team & Operations Launch

- Develop a working partnership between the ICELab, Gunnison-Crested Butte Tourism Association and Gunnison County Community & Economic Development utilizing existing staff and expertise, with a directive to build and promote regional economic diversity in the absence of a formal economic development department.

- Implement and refine an economic development website and targeted content for Gunnison County in service to our LIVE, WORK, LEARN mission and desire to attract, retain and grow our business impacts to increase diversity in industry, jobs and median income while upholding our local land use and open space values.
- Implement the website with an internal stakeholder roadshow to engage full use and external audience reach and establish the website as a relevant and dynamic interface for local businesses and clients.
- Launch the ICELab as the first point of contact with an intake and lead process for all web and phone inquiries driven from website and other targeted marketing efforts.
- Begin focused business recruitment strategies to attract Outdoor Recreation industry companies to the Gunnison Valley.
- Launch research and development efforts for refined target marketing and project scope to define collaborative work defining Phase III, leading in to 2019.

Economic Diversity Project Team, Phase II: Strategic Marketing Implementation

- Video asset development for internal and external market reach and utilization for all web-based and digital marketing channels. This includes a website homepage video, inspired by ABQ.org, along with a 3-part, "a day in the life" narrative series to accompany the LIVE, WORK, LEARN message.
- Development and production of a LIVE, WORK, LEARN brochure series to conduct external outreach supporting recruitment strategies aimed to attract businesses to the Gunnison Valley and students to Western State Colorado University.
- Development and implementation of the Mountain Cast podcast highlighting both local, regional and statewide stories of rural entrepreneurship in Western Colorado. These will both air live on KBUT public radio and be available as downloadable podcasts through the economic development website, KBUT.org and iTunes as a consistent outreach engagement for full- and part-time residents, remote workforce, tourists and recruitment candidates.

Project Start and End Date: September 1, 2018 to June 1, 2019

Rural Entrepreneurship:

The Phase II, Economic Diversity projects for Strategic Marketing Implementation enable the full launch of Phase I in alignment with community goals and facilitates a full spectrum economic diversification strategy that fully develops an existing partnership and greatly enhances the current efforts of the ICELab, GCBTA, and Community & Economic Development. The project scope specifically markets the assets, strengths and cultural values present and available in Gunnison County to support business startups, expansions and relocations and has the potential and ability to ignite the internal base of residents while also attracting external audiences.

Project Budget:

- **Total Project Budget: $201,800**
- **Community Match: $92,600**
- **REDI Request: $115,200**

- **How were cost estimates determined?**
    - Costs were determined through the working partnership and expertise of the ICELab, GCBTA, and Community & Economic Development Department and are based upon fair market value for each itemized deliverable.

- **Attached Budget Spreadsheet**

Community:

- This project, defined by strategic planning documents for each jurisdiction as a high priority for Gunnison County and the municipalities within, is a necessary initiative to diversify the economy as a coal impacted community currently reliant on tourism with increasing commercial and residential property values.
- Gunnison County is currently engaged in other state economic development programs as a partner and supporter for Startup Colorado, headquarters for the West Central SBDC, Colorado Creative District designation for the Town of Crested Butte, and the county is part of the Region 10 Enterprise Zone. The City of Gunnison has been nominated for designation as a Federal Opportunity Zone and is also seeking Creative District designation in 2018.
- The Strategic Marketing Implementation, Phase II projects, will support economic diversification through increased outreach and awareness of all current community-based entrepreneurial efforts, promotion of the region to non-traditional industries, and serve as a communication plan to ignite internal and external audiences.
- Our community is not at immediate risk for losing a large employer, however with an increase in seasonal tourism and the vulnerability of weather-dependent industries, like Crested Butte Mountain Resort, the urgency to diversify the economy is valley wide.
- This project, in keeping with the values and goals of the OVPP, is developed in collaboration with the ICELab, GCBTA, Community & Economic Development Department with the CBTF acting as advisory.

Local Government Financial Information 2018 :

Assessed Valuation for most recent year	$596,740,430
Total Mill Levy	17.207
Property Tax Revenue Generated	$10,268,113
Sales Tax (percentage and estimated annual revenues)	1% (less 50% shareback in municipalities) county revenue projection is $1,950,550
General Fund Balance as of December 31, 2017	Unreserved projection during 2018 budget process was $4,311,799. Unaudited and projection only.

ECONOMIC DIVERSIFICATION PROJECTS					IN KIND MATCH		DEADLINE
DETAILED LINE ITEM	TOTAL COST	REDI REQUEST	VENDOR	CONSULTANT	MATCH	SOURCE OF MATCH	
PHASE I - COMMUNITY MATCH							1-May-18
Economic Development (ED) Website Design	$ 22,400		$ 12,500	$ 4,400	$ 16,900	GCBTA	
				$ 3,000	$ 3,000	ICELab	
			$ 2,500		$ 2,500	Community Development	
ED Website Content Development	$ 10,000			$ 10,000	$ 10,000	GCBTA / *GC Muncipalities	Ongoing through 1-Jun-19
Website Implementation Roadshow	$ 8,700			$ 8,700	$ 8,700	*GC Muncipalities	Ongoing through 1-Jun-19
Business Recruitment	$ 3,500			$ 3,500	$ 3,500	GCBTA	Ongoing through 1-Jun-19
ED Website Intake & Lead Process	$ 12,000			$ 12,000	$ 12,000	*Gunnison County	Ongoing through 1-Jun-19
Grant Writing	$ -						Ongoing through 1-Jun-19
Research & Development	$ 6,000			$ 6,000	$ 6,000	*Gunnison County	30-Nov-18
Local, Regional & Statewide Advocacy	$ 24,000			$ 24,000	$ 18,000	ICElab	Ongoing through 1-Jun-19
					$ 12,000	GCBTA	
PHASE II - REDI GRANT REQUEST							
ED Website Homepage Video	$ 15,000	$ 15,000	$ 13,500	$ 1,500			31-Oct-18
LIVE WORK LEARN Video Series, 3 Part	$ 40,000	$ 40,000	$ 34,000	$ 6,000			30-Apr-19
Gunnison County Business Assessment	$ 18,000	$ 18,000		$ 18,000			28-Feb-19
LIVE WORK LEARN Brochure Series	$ 7,400	$ 7,400	$ 5,000	$ 2,400			30-Nov-18
Mountain Cast Business Podcast	$ 34,800	$ 34,800	$ 25,200	$ 9,600			Ongoing through 1-Jun-19
TOTALS	**$ 201,800**	**$ 115,200**	**$ 92,700**	**$ 109,100**	**$ 92,600**		
REDI VENDOR TOTAL:		**$ 77,700**					
REDI CONSULTANT TOTAL:		**$ 37,500**					

*denotes funding match requests made and not yet confirmed as of submittal deadline

Gunnison Valley Economic Diversity Project Team
A Partnership of the ICELab @Western, Gunnison-Crested Butte Tourism Association
and the One Valley Prosperity Project

Scope of Work

***

March 21, 2018
[DRAFT]

Managing Agency

Department/Agency: ICELab @Western
Issue Date: May 1, 2018
Project Name: Gunnison Valley Economic Diversity Project Team
Project Contact: Delaney Keating
Contact Email: dkeating@western.edu
Reports to: Gunnison Valley Economic Diversity Project Advisory Team

---

Purpose & Background

The community of the Gunnison Valley seeks to formalize economic development efforts through the assembly of a Gunnison Valley Economic Diversity Project Team overseen by an advisory council. This team would provide a mission critical step toward the achievement of current county-wide strategic planning goals in service to economic diversification and the goals outlined within the One Valley Prosperity Project.

Within Gunnison County there is no formal economic development council or department. In lieu of building a separate department, the Project Team seeks to utilize the high value of an existing partnership between the Gunnison-Crested Butte Tourism Association and ICELab@Western (business and innovation center) to extend current efforts toward economic diversification projects on an annual and recurring basis.

Currently, the action team is comprised of staff from the ICELab and the Gunnison-Crested Butte Tourism Association and reports to the Community Builders Task Force, with individuals from Gunnison County Community & Economic Development, City of Gunnison, Town of Crested Butte, and Town of Mt. Crested Butte as acting advisory council. The ICELab Director acts as project manager to oversee project goals, deadlines and reporting.

The ICELab and GCBTA wish to unify as the Gunnison Valley Economic Diversity Project Team to promote a diverse and resilient local economy through the utilization of local, regional and statewide resources, business development and recruitment, workforce training, supportive development of amenities in service to quality of life, and further development of defined environmental differentiators that enhance the quality of experience for tourists and residents alike. This collaboration will work with maximum efficiency to address all 3 tiers of Smart Growth Economic Development as outlined by the Environmental Protection Agency:

1. Support Business & Entrepreneurship Development
2. Support Workforce Training & Internship/Apprenticeship Development
3. Support Quality of Life

The following scope of work outlines necessary foundational projects establishing internal and external communication channels and refined research driving future projects. The desired outcome is the

creation of a full spectrum economic diversification strategy for the Gunnison Valley. This strategy builds upon the current work of the ICELab and GCBTA, and drives the jointly defined objective of developing a minimum of 5 companies, reporting $10 million in annual revenue inside of the next 7 years. This result will be listed as 5 – 10 – 7 throughout.

Appendix A, attached at page 12, outlines the current work of ICELab and GCBTA jointly promoting and supporting the economic growth and strategic plans for Gunnison County, City of Gunnison, Town of Crested Butte, Town of Mt. Crested Butte and Western State Colorado University. The Appendix highlights the current funding and budget gaps, and indicates where further financial support is necessary. The full budget outline is available in Appendix B, page 13.

The Project Team will be charged with coordinating efforts between central employers and governing agencies county-wide, including, but not limited to, Western State Colorado University, Rocky Mountain Biological Lab, Gunnison Valley Health, Crested Butte Mountain Resort, and the Gunnison RE1J School District. The Team will be tasked with defining an umbrella messaging and management strategy that serves the entirety of the Gunnison Valley to guide the following results and objectives as agreed upon herein for delivery in the 2018 fiscal year. The goals set forth will establish a foundation upon which the Team can research and develop a refined project strategy leading into 2019.

The Project Team, formed entirely of Gunnison Valley residents and leaders, is passionate and dedicated to the 5 – 10 – 7 project as a key driver in resultant economic diversification with the ability to enhance all 3 tiers of sustainable business growth, workforce development and enhanced quality of life simultaneously. Companies with $10 million in revenue hire an average of 30 employees, with average annual salaries of $70k. This kind of growth in service to the current and future residents is essential to our sustainability as a rural and remote collection of mountain towns.

Results & Metrics: 5 – 10 – 7

The Economic Development Project Team will report all updates and findings to the advisory team on a quarterly basis, along with streaming relevant updates/content to local media channels to increase public awareness and engagement. The overarching goal is to develop and/or attract a minimum of 5 companies in the Gunnison Valley with annual revenues of a minimum of $10million within 7 years. These companies would house 80% of their workforce in Gunnison County, with an average of 30 employees and average salaries of $70k. The following will be measured to determine incremental success toward this goal in 2018:

- Economic Development Funding
    - Grant funding received for further project development
    - Increases in local funding for economic development support
- Increased annual averages for specific business development growth
    - Funding for local businesses through loans, grants, and investment
    - Increase in local jobs
    - Number of business relocations, measured by:
        - Increase in number of jobs
        - Potential increase to tax base
        - Alignment with community values as outlined by OVPP
    - Number of startup companies, measured by:
        - Scalable business models with $10 million revenue potential
        - Number of founders, employees, and equity partners
        - Alignment with community values as outlined by OVPP
- Increased internal and external public awareness of economic development mission and efforts:
    - Digital Traction
        - Total podcast downloads
        - Website traffic
        - Defined targeted marketing strategy for 2019/2020
    - Number of inquiries funneled through the intake and lead process
        - Quality of engagement
            - Lead from the GCBTA
            - Cold lead from website or other
            - Tracking of negotiation to definitive point
- Delivery of a minimum of 2 research and development projects (refer to project number IX) to guide 2019 project scope

PROJECT I: Website

Result: Implement & refine the Gunnison-Crested Butte Economic Development Website
Objective: Website to serve internal and external interests, including local businesses and residents, alongside families, individuals and businesses researching relocation options in the Gunnison Valley. Website will structure itself initially around 3 key personas (startups, existing businesses, and relocating businesses). The website navigation and content will be built around the three pillars of "Live, Work, Learn." The website will be a recruiting and marketing tool.
Deadline: May 1, 2018
Lead: Gunnison-Crested Butte Tourism Association will take the lead on the website development, content structure, and implemented design schematic. ICELab @Western will assist where necessary and serve as project editor. Website will require final approval from full project team.
TBD: gcbeconomicdevelopment.com
Cost: $22,400
Budget Responsibility:

- $12,500 Gunnison-Crested Butte Tourism Association
- $2,500 Gunnison County Community Development
- $3,000 in-kind from ICELab for content and development support
- $4,400 in-kind from GCBTA for content and development support

---

PROJECT II: Website Content Management

Result: Website Management
Objective: Maintain relevant content, refinement and publicity of the economic development website.
Deadline: Ongoing through June 1, 2019
Lead: Gunnison-Crested Butte Tourism Association will take the lead on the website management in partnership with the ICELab and Gunnison County Community Development on content creation. GCBTA will also offer hosting and an SSL.
Cost:

- ICELab: $6000
- GCBTA: $4,000 in-kind
- Photography Budget:

Budget Responsibility: Requested Support, $6000 – LOCAL MUNICIPALITIES

PROJECT III: Website Homepage Video

Goal: Website Homepage Video – Introductory LIVE WORK LEARN
Objective: Create an introductory :30 and :60 second video with music composition to capture the "LIVE WORK LEARN" message of the Gunnison Valley as a whole to engage site visitors at first glance. Videos will also serve for distribution to other marketing channels locally and online.
Deadline: October 31, 2018
Lead: ICELab will act as project management for the initial website video. Final cut will be approved by full project team.
Cost: $3800 - $15,000

- ICELab Management: $1500+
- Option A: B-roll version $2300
- Option B: Defined piece, $11,215-13,500

Budget Responsibility: Requested support, $15,000 – REDI GRANT

PROJECT IV: Website Implementation Roadshow

Goal: Website Implementation Roadshow
Objective: Create and deliver a dynamic website presentation to all county-wide organizations and governing agencies to instruct on available assets and linking opportunities, instill local pride and buy-in, and introduce the goals and objectives of the economic development project team. Roadshow will include, but is not limited to, arts centers, libraries, city councils, county commissioners, community foundation, area chambers, RTA, housing authority, RMBL, GVH, CBMR, real estate agencies, and WSCU foundation, cabinet and admissions departments.
Deadline: Ongoing through December 31, 2018
Lead: ICELab will act as project management on the full scope of this deliverable from presentation creation to scheduling and presentation/training delivery. Full project team will assist in editing and approval of the presentation deck.
Cost: $8,700+
Budget Responsibility: Requested Support, $8,700 – LOCAL MUNICIPALITIES

Project V: Business Recruitment

Goal: Bring one new company or branch office of a company to the valley by June 30, 2019
Initial Strategy: Combination of trips to Outdoor Retailer, letter writing campaign, and personal contacts to outreach to potential businesses. Selling points include:

- Inexpensive housing for a ski valley
- Excellent schools
- All the fun mountain sports of any ski valley

Deadline: Ongoing through June 1, 2019
Lead: GCBTA
Cost: $3,500 in-kind from GCBTA
Budget Responsibility: n/a

PROJECT VI: Economic Development Intake & Lead Process

Goal: Economic Development Intake & Lead Process
Objective: Develop an intake process for web and phone inquiries to both manage relocation questions and needs, as well as data collection for community assessment and strategy.
Deadline: Launch by May 1, 2018 as support for GCBeconomicdevelopment.com

- Ongoing through June 1, 2019

Lead: ICELab will act as project management for the full scope of this deliverable, from developing a web-based inquiry form and targeted website content, to serving as the first point of contact for web inquiries (email and phone). ICELab will manage business relocation leads as sourced from the GCBTA. ICELab will collect and report data and findings on a quarterly basis to the governing agencies supporting the Economic Development Project Team. ICELab and GCBTA will implement and work from a jointly accessible CRM to integrate efforts.
Cost: $12,000
Budget Responsibility: Requested Support, $12,000 - BOCC

PROJECT VII: LIVE WORK LEARN Video Series

Goal: Create a video series that captures our key cultural assets for the Gunnison Valley in service to our messaging as a LIVE WORK LEARN destination.
Objective: Launch a 3-episode series of 1-2 minute videos for distribution on website, online media, and local organizational websites. These will be culturally-defined, personality pieces built to engage audiences with an out-of-the-box approach to traditional economic development videos, while serving up something that ignites local pride. Series includes the following:

- A Day in the Life of Gunnison / Crested Butte (LIVE)
- Industry/Business (WORK)
- Education (WSCU, RMBL, etc.) (LEARN)

Deadline: April 30, 2018
Lead: ICELab will lead on project management in tandem with GCBTA. Final cuts will be approved by full project team.
Cost: $24,000 - 40,000

- ICELab Management: $6000
- Full Video Production: $18,000 - 34,000

Budget Responsibility: Requested support, $40,000 – REDI GRANT

PROJECT VIII: Grant Writing

Goal: Ensure regular and increased funding to extend the efforts of the project team.
Objective: Seize all relevant grant opportunities in service to extend the project goals, capital resources and longevity of the economic development project team. defined within this scope of work and increase opportunity to address other project goals as agreed upon by the action team and availability of funds.
Deadline: Ongoing through June 1, 2019
Lead: ICELab in partnership with the Gunnison County Community Development department will track, manage, and submit grant applications on an as needed basis determined by opportunities.
Cost: 10% per grant award or fee per grant application
Budget Responsibility: n/a
Note: First deadline is March 30, 2018 for the REDI grant administered by DOLA.

PROJECT IX: Research & Development

Goal: Develop research and reporting on defined future projects to include, but not limited to, workforce training and curriculum design, community micro-loan fund development, commercial/industrial corridor development strategy, university apprenticeship program, etc.
Objective: Ensure proactive research to guide year two goals for the project team and allow for sufficient financial planning, as well as, the ability to source project/industry specific grants to develop new projects and market-testing as funding allows.
Deadline: November 30, 2018
Lead: ICELab in partnership with the Gunnison County Community Development department will partner on research projects as defined by the economic development project team. ICELab will add value to this project with the addition of Implications Wheel® software as a refined decision-making tool to drive stakeholder and community engagement through strategic process (TBD, dependent upon approval of software funding request).
Cost: $6000

- ICELab Management: $6000+

Budget Responsibility: Requested support, $6000 - BOCC

PROJECT X: Local, Regional & Statewide Advocacy

Goal: Position the economic development project team in place at central agencies on a local, regional and statewide level to maintain cohesion and leverage strategy on behalf of overarching project goals.
Objective: Define key board seats on a local, regional and statewide level necessary for both ICELab and GCBTA to maintain presence in order to best advocate, strategize and leverage goals and objectives of the economic development project team.
Deadline: Ongoing through June 1, 2019
Lead: Board seats and/or liaisons TBD
Cost: $30,000 in-kind
ICELab: $18,000 in-kind
GCBTA: $12,000 in-kind
Budget Responsibility: n/a
Note: ICELab already serves on the Region10 board, partners with both local Chambers of Commerce, integrates with WSCU, manages the West Central SBDC, works closely with Startup Colorado, area incubators/accelerators, regional venture funds, the Greater Colorado Venture Fund, Southwest Innovation Corridor, and other state agencies under OEDIT. GCBTA staff participates in the annual Colorado Tourism Conference as speakers/panelists. GCBTA is also working to recruit a mountain bike industry conference in collaboration with other partners.

PROJECT XI: Local Business Assessment

Goal: In-depth, personal research and development of local business climate through an in-person interview process county-wide.
Objective: Obtain an in-depth, personal understanding through defined interview process to serve local business growth and retention. Business retention is a key aspect necessary to understand and develop strategy in service to our efforts to sustain companies. It is also mission critical to address this as the first tier of a strategy to support current scalable startup efforts through phases of expansion.
Deadline: December 31, 2018
Lead: ICELab will lead on full delivery of a feasibility study that overlays available data with in-person interviews in order to develop a full spectrum understanding of business development needs for growth and retention for our existing base in the Gunnison Valley. Project will work in partnership with Gunnison County Community Development. Final project deliverable will be an archive of the data and findings, along with proposed strategy for resource management and allocation, and development of a triage strategy to better support local businesses at all levels of development.
Cost: $18,000+
Budget Responsibility: Requesting support, $18,000 – REDI GRANT

PROJECT XII: LIVE WORK LEARN Brochure

Goal: Develop 1-2 printed brochures or other print collateral to diversify the messaging strategy
Objective: Develop printed piece to serve one or all of the following:

- Website Inquiries/Tradeshows
- Admission piece to accompany a congratulatory letter from local mayors to all potential incoming student to WSCU

Deadline: November 30, 2018
Lead: ICELab will act as project management for the full scope of this deliverable in partnership with the GCTBA on content creation and design in tandem with the economic development website. Full project team will approve final drafts. ICELab will manage vendors, shipping, printing, and communication with WSCU's Admission Department.
Cost: $4900-7400

- ICELab Management: $2400
- Web Inquiries/Tradeshows Design & Print: $2500
- WSCU Admissions: (2100 avg/year) - $2500

Budget Responsibility: Requesting support, $4900 – 7400 – REDI GRANT

PROJECT XIII: Mountain Valley Business Podcast (Name TBD)

Goal: Develop an entertainment-based messaging tool for internal/external audiences

Objective: Create a dynamic weekly podcast series, potentially in partnership with KBUT that covers local economic development updates, business stories, regional and state news, and unique guests in a format that is defined by the user's available bandwidth (10+ min.) and ability to download via iTunes with other subscription-based podcasts in greater service to our commuter-class, remote workforce, and drive-markets. Sample episode series categories: Why OR companies belong here – in the field?, Startup 365 @ 8000', Rural is the New Urban, HABITs: (High Altitude Business Trends, etc.

Deadline: Ongoing through June 1, 2019

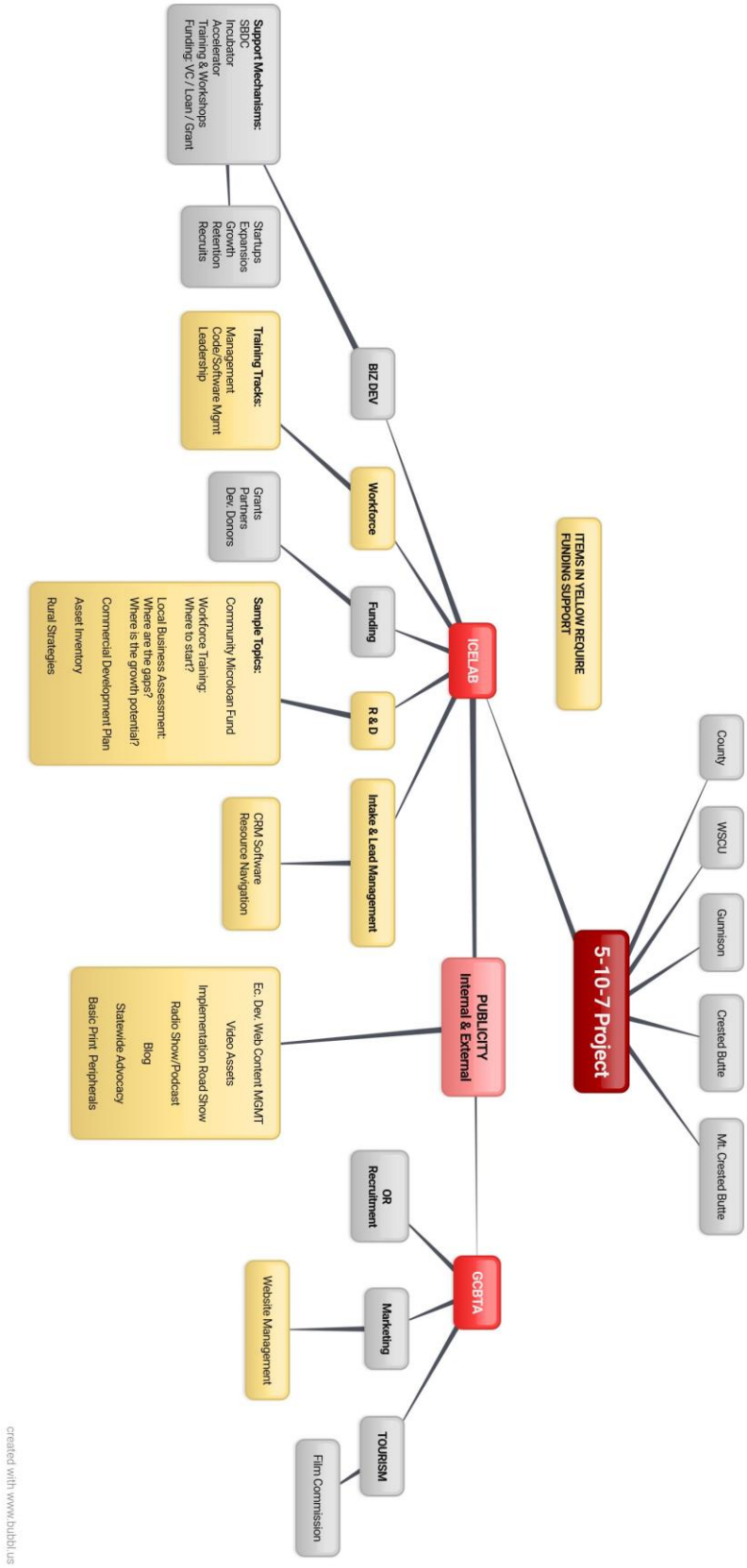
Lead: ICELab will act as project management for the full scope of this deliverable in partnership with the GCBTA and input from the full project team on content creation. Podcasts will archive on both the KBUT and GCBTA websites, available for download.

Cost: $34,800

- ICELab Management: $9,600
- Weekly Business Podcast Production: $21,600 (40 episodes)
- 6x, 60-minute, Storytellers Podcast Production: $3600
- Cost/partnership potential with KBUT?

Budget Responsibility: Requesting support, $34,800 – REDI GRANT

Appendix A


5-10-7 Project
County
WSCU
Gunnison
Crested Butte
Mt. Crested Butte
ITEMS IN YELLOW REQUIRE FUNDING SUPPORT
ICELAB
PUBLICITY Internal & External
GCBTA
BIZ DEV
Workforce
Funding
R & D
Intake & Lead Management
OR Recruitment
Marketing
TOURISM
Support Mechanisms:
SBDC
Incubator
Accelerator
Training & Workshops
Funding: VC / Loan / Grant
Startups
Expansions
Growth
Retention
Recruits
Training Tracks:
Management
Code/Software Mgmt
Leadership
Grants
Partners
Dev. Donors
Sample Topics:
Community Microloan Fund
Workforce Training:
Where to start?
Local Business Assessment:
Where are the gaps?
Where is the growth potential?
Commercial Development Plan
Asset Inventory
Rural Strategies
CRM Software
Resource Navigation
Ec. Dev. Web Content MGMT
Video Assets
Implementation Road Show
Radio Show/Podcast
Blog
Statewide Advocacy
Basic Print. Peripherals
Website Management
Film Commission
created with www.bubbl.us

Appendix B

ECONOMIC DIVERSIFICATION PROJECTS					IN KIND MATCH		DEADLINE
DETAILED LINE ITEM	TOTAL COST	REDI REQUEST	VENDOR	CONSULTANT	MATCH	SOURCE OF MATCH	
PHASE I - COMMUNITY MATCH							1-May-18
Economic Development (ED) Website Design	$ 22,400		$ 12,500	$ 4,400	$ 16,900	GCBTA	
				$ 3,000	$ 3,000	ICELab	
			$ 2,500		$ 2,500	Community Development	
ED Website Content Development	$ 10,000			$ 10,000	$ 10,000	GCBTA / *GC Muncipalities	Ongoing through 1-Jun-19
Website Implementation Roadshow	$ 8,700			$ 8,700	$ 8,700	*GC Muncipalities	Ongoing through 1-Jun-19
Business Recruitment	$ 3,500			$ 3,500	$ 3,500	GCBTA	Ongoing through 1-Jun-19
ED Website Intake & Lead Process	$ 12,000			$ 12,000	$ 12,000	*Gunnison County	Ongoing through 1-Jun-19
Grant Writing	$ -						Ongoing through 1-Jun-19
Research & Development	$ 6,000			$ 6,000	$ 6,000	*Gunnison County	30-Nov-18
Local, Regional & Statewide Advocacy	$ 24,000			$ 24,000	$ 18,000	ICElab	Ongoing through 1-Jun-19
					$ 12,000	GCBTA	
PHASE II - REDI GRANT REQUEST							
ED Website Homepage Video	$ 15,000	$ 15,000	$ 13,500	$ 1,500			31-Oct-18
LIVE WORK LEARN Video Series, 3 Part	$ 40,000	$ 40,000	$ 34,000	$ 6,000			30-Apr-19
Gunnison County Business Assessment	$ 18,000	$ 18,000		$ 18,000			28-Feb-19
LIVE WORK LEARN Brochure Series	$ 7,400	$ 7,400	$ 5,000	$ 2,400			30-Nov-18
Mountain Cast Business Podcast	$ 34,800	$ 34,800	$ 25,200	$ 9,600			Ongoing through 1-Jun-19
TOTALS	**$ 201,800**	**$ 115,200**	**$ 92,700**	**$ 109,100**	**$ 92,600**		
REDI VENDOR TOTAL:		$ 77,700					
REDI CONSULTANT TOTAL:		$ 37,500					

*denotes funding match requests made and not yet confirmed as of submittal deadline