

SUCCESS STORIES ²⁰¹⁴

WEDA'S MISSION IS TO PROVIDE LEADERSHIP AND SUPPORT TO FOSTER ECONOMIC DEVELOPMENT IN WYOMING.



Successful economic development requires a number of components—building blocks—to ensure the projects and businesses coming online or expanding contribute to the community with livable wage jobs as well as diversify our economy.

As this year's edition of the WEDA Success Stories illustrates, new job creation is just one part of what is helping the state's economy. We've highlighted over 60 economic and community development success stories from all corners of Wyoming that employ the building blocks of economic development to help create wealth, generate jobs, and support sustainable, vibrant communities.

HOW ECONOMIC DEVELOPMENT DOLLARS FLOW IN A COMMUNITY

What makes the headlines are when communities secure grants for economic development projects, but in reality, the funding involved in the economic development process is a cyclical process that goes beyond just a one-time deal and can build on itself and help communities grow and prosper – we like to call it “Revenue Recapture.”

The projects that are funded with Wyoming Business Council grants help pay for public infrastructure. These are wise investments since what these grants pay for stay with the property. It is easy to recognize that present and future businesses and residents benefit from improved roads, water and sewer systems, robust electrical substations, lots in business parks that are ready for development (“shovel ready” lots), and buildings that act as business incubators.

A one-time benefit is from the construction of the project. Additional spending activity is seen in the local retail market with people buying more gasoline, eating at restaurants, staying at hotels etc.

Another stage in the cycle of recapturing the revenue is when the community is able to

negotiate the sale or lease of a lot or building that enables a company to locate or expand in that community. This is an important step in the process as the grant funds that were spent developing the property are collected through sale or lease agreements.

This is where the revenue recapture process really begins to have a life of its own. When the community is able to begin generating revenue from the projects, it is able to become more self-sufficient. These funds can go toward other economic development infrastructure, and part of it can also help fund the economic development or community development organization.

And who knows better what projects are important for a community than its own residents? The State of Wyoming gets a return on the original investment and professional economic development staff in the community can focus on managing their organization's and community's resources; this way they can become less dependent on outside funds from the city, county, and state for the development of the next project.

ECONOMIC DEVELOPMENT BUILDING BLOCKS

LEADERSHIP

TIER 1

The foundation of all economic development is leadership.

Leaders provide vision, planning, communication, and the ability to bring a community together to think creatively about its future.

Cooperative leadership comes from elected officials, civic organizations, chambers of commerce, economic development organizations, and individual business leaders and community members. The critical outcome of this foundational building block is to create a business-friendly climate in which all businesses can flourish.

INFRASTRUCTURE, WORKFORCE & QUALITY OF LIFE

TIER 2

Wyoming's quality of life is unique: wide-open spaces, small rural communities and low population

are just some of its characteristics. For economic development, important components also include good health care and high-quality schools, police and fire protection, affordable housing, cultural and recreational opportunities, and an attractive environment.

Recruiting a well-trained workforce can be challenging because of Wyoming's rural character. Successful new and expanded businesses have discovered that working with Wyoming's institutes of higher education—the University of Wyoming and our Community Colleges—has helped them find talented, motivated workers who want to stay in the state.

Infrastructure like available land and buildings, water, sewer, gas, electricity, telecommunication services and transportation are all critical to successful businesses.

EXISTING BUSINESS & ENTREPRENEUR DEVELOPMENT

TIER 3

With quality of life, workforce and infrastructure needs in place, communities can address

the next tier of economic development, which supports existing businesses and entrepreneurs. Often, communities think recruiting outside corporations is the only way to grow the local economy. In fact, the majority of new jobs created usually come from expansion of existing businesses.

Likewise, local entrepreneurs are usually the best at identifying new product ideas and business opportunities appropriate for their community.

Many success stories reflect the power of creativity to improve existing services and

facilities as a way to invest in the community and enhance its economic potential.

RECRUITING NEW BUSINESS

TIER 4

When the other building blocks are in place, a community is prepared to recruit new businesses.

We've all seen signs of failed economic development efforts—abandoned shopping centers or empty shops along Main Street. To avoid such mistakes it's critical that all the pieces of the puzzle are in place. Building from the bottom up allows communities to attract new businesses and residents with confidence that they can provide critical support so all business endeavors are successful.

Building Blocks of Economic Development



WEDA'S ECONOMIC DEVELOPMENT PRINCIPLES

WEDA believes that legislative, local and state economic development efforts should provide a consistent strategy to encourage private sector development of companies that provide higher than average wages, create primary jobs, diversify the economy and generate tax revenue. Legislative and economic development policy and efforts should meet one or more of these criteria:

- Diversifies Wyoming's economy
- Builds on existing strengths that Wyoming already has
- Increases private investment in Wyoming
- Expands the tax base for state or local government
- Creates new, quality jobs
- Improves Wyoming's competitiveness
- Creates or expands public and/or private infrastructure
- Expands or diversifies the workforce
- Generates funds for state and local governments
- Moves toward more efficient and/or business-friendly government

ALBANY

BUSINESSES HELPED:

LOST AND FOUND

Mike Armstrong, Founder/Owner/Manger
404 S. 2nd St., Laramie, WY 82070
307-760-9171
www.404lostandfound.com/

Business/Economic Development Activity:

Mike Armstrong returned to Wyoming after years in East Asia, where he represented one of the largest beverage distributors, introducing and selling new drinks in several different countries. While there, he opened a successful restaurant/bar and through years of training and experience literally wrote the book on bartending (co-authoring *The Cocktail Cool Bar: A Textbook for Bartenders*, 2008). Upon his return, Mike decided to open Lost and Found; a unique restaurant, featuring stunning cocktails you would expect to find only in exclusive big city lounges, and an event space complete with stage and disco ball.

Mike developed a business plan for his endeavor, obtained financing and started a successful restaurant business in downtown Laramie in May 2014. Mike has created eight new jobs, a great service/business for the community, and contributes to an increased tax base. He has accomplished success despite adverse conditions, including challenges associated with a fire that destroyed an adjoining building. Mike's business continues to grow, earning the top spot on TripAdvisor for restaurants in Laramie. He has a unique restaurant philosophy: take a couple of forgotten recipes and bring them back for a day or two - whether from an employee's grandmother, *The Gun Club Drink Book*, or an old 1930s staple. They may have been forgotten, but now may be rediscovered at Lost and Found in Laramie - where all food is served with a farm-to-table process using the best available local source ingredients.

Assistance Received:

Mike worked with the Wyoming SBDC to develop his business plan, focus his strategy, and understand the marketplace. He also received promotional help from the Laramie Main Street Alliance.

Investment:

In addition to Mike's own investment, he received a bank loan of \$30,000 for start up.

Number of Jobs Affected:

This novel business has created eight new jobs in Albany County, plus the owner's. Lost and Found's central location contributes to the downtown community and offerings, encouraging Laramie residents to shop and dine locally, and enjoy the experience!

Economic Development Contact:

Jim Drever, Regional Director
Wyoming Entrepreneur Small Business
Development Center (SBDC)
www.wyen.biz

BUSINESSES HELPED:

TRIHYDRO

Jack Bedessem, President
1252 Commerce Drive, Laramie, WY 82070
800-359-0251
www.trihydro.com

Business/Economic Development Activity:

Trihydro started as a small engineering and environmental consulting firm by a geologist and a chemist with a vision and a passion for their new business. During the early years, Trihydro was known and named for their technical experience and knowledge in geology, chemistry and engineering. Jack Bedessem, President, states, "Trihydro's business success was built on a dedication to our clients and our ability to apply our expertise to new and evolving environmental regulations. We have advanced purposefully—in infrastructure, air, water, natural resources, and technology—to meet the needs of our clients and provide business solutions for a better and sustainable environment." Trihydro celebrated their 30th anniversary in 2014.

Assistance Received:

It wasn't until the early 2000s that Trihydro, through information provided by the U.S. Small Business Administration (SBA), realized they were eligible to apply for the HUBZone program. With the assistance of the SBA and the Wyoming Procurement Technical Assistance Center (PTAC), Trihydro certified with the SBA and achieved HUBZone status in 2003. The firm has acquired both prime contracts and subcontracts equivalent

to approximately 10-15% of their annual gross revenue as a result of their certification as a SBA HUBZone firm under NAICS code 562910 (remediation services). This growth in revenue means they can provide their employees with greater benefits, expand company capabilities and provide greater value to their community and its members.

In 2007, they secured a Wyoming Business Council Business Ready Community Grant to build additional office space needed to support continued growth at their headquarters in Laramie. According to Keith Marcott, Senior Vice President, "Trihydro understands that because of our status as a HUBZone-certified small business, our company has been granted unique opportunities for growth, and our success provides us greater ability to give back to the economically disadvantaged area that we live in. We have formed partnerships and agreements with multiple local entities that provide innovative benefits to both the community and to our company for the long-term success of each. Our lease payments made to the City of Laramie for the new building are allocated to a segregated fund that recycles money back into the community to promote economic development, usually in the form of low interest/no interest loans for new and/or small businesses."

Number of Jobs Affected:

The business has grown from a two-person firm based in Laramie, Wyoming to a team of nearly 400 employees and 15 office locations, with additional staff resources in 25 states and projects around the globe. The company, in a similar attempt to reciprocate their success to their community, combat unemployment, and fulfill the HUBZone certification requirement that at least 35% of their employees reside in a HUBZone, actively seeks qualified graduates of the University of Wyoming (UW) to fill open positions.

Economic Development Contact:

Deb Farris, Deputy District Director
U.S. Small Business Administration Wyoming
District Office (SBA)
www.sba.gov/wy

BIG HORN

ENTITY HELPED:

LOVELL, INC./GROW BIG HORN COUNTY

PO Box 566, Lovell, WY 82431
307-548-6707
lovellinc@tctwest.net
www.lovellinc.org

Business/Economic Development Activity:

Lovell, Inc./Grow Big Horn County worked with the Wyoming Business Council and Big Horn County to develop the first ever Big Horn County Economic Development Plan. The plan, which was developed by Community Builders, Inc. and Steve Elledge (Wyoming consultants) was completed in November 2014. The planning process combined community input, previous studies and objective analysis to identify specific actions and to grow Big Horn County. The plan addresses all of the economic development building blocks, identifying many targeted ways to strengthen and grow the local economy. The plan also recommends that a countywide economic development organization serve all communities and collaborate with existing resources to achieve local economic development goals.

Assistance Received:

Wyoming Business Council planning grant, with matching funds from Big Horn County and the Towns of Lovell, Greybull and Basin.

Investment:

\$50,000: \$37,500 from the Wyoming Business Council planning grant, and \$12,500 in matching funds

Economic Development Contact:

Sue Taylor, Exec. Director
Lovell, Inc./Grow Big Horn County
www.lovellinc.org
www.growbighorncounty.com

CAMPBELL

BUSINESSES HELPED:

NORTHERN PRODUCTION COMPANY, VISION OIL TOOLS, D & DJ OIL TOOLS, AND OTHERS.

Business/Economic Development Activity:

Campbell County Economic Development Corp. was approached by Northern Production Company, an oilfield service business, to help them find quality employees. CCEDC contacted the Department of Workforce Service and Gillette College and, working together, developed a program to provide training to potential oilfield workers. The courses were designed and provided by Gillette College with the assistance of several oilfield service companies. A Department of Workforce Services Workforce Development Pre-Hire Grant is being applied for, to fund the course of study so that there is no cost to the students.

Assistance Received:

Private businesses, CCEDC, Gillette College and the Wyoming Department of Workforce Services collaborated to develop and apply for a Pre-Hire Grant that will fund the project.

Number of Jobs Affected:

The course is expected to graduate 2 classes per month with 12 to 15 students per class. Each graduate will be able to immediately start work at one of the several oilfield service businesses in Campbell County.

Economic Development Contact:

Phil Christopherson, CEO Campbell County Economic Development Corp. (CCEDC)
www.ccedc.net

BUSINESSES HELPED:

JOYGLOBAL, LIEBHERR, WYOMING MACHINERY, SUNSHINE AUTO AND MANY MORE.

Business/Economic Development Activity:

The businesses in the Southern Industrial Park petitioned the City of Gillette for annexation into the city to receive the benefits of better water, sewer, roads and electrical service. To help with the annexation and to assist in covering the cost of upgrading to increase electrical service Campbell County Economic Development Corp. is assisting the City of Gillette with an application for a state Community Readiness-Business Ready Community grant and loan.

Assistance Received:

CCEDC and the City of Gillette have applied for a Wyoming Business Council's Community Readiness-Business Ready Community Grant

of \$2,000,000 and a loan of \$3,000,000. The City will provide matching funds of \$700,000 for a total project cost of \$5,700,000.

Jobs Affected:

This project will allow the businesses in the Southern Industrial Park to fulfill their expansion goals of increased square footage, added jobs and increased capital investment.

Economic Development Contact:

Phil Christopherson, CEO, Campbell County Economic Development Corp. (CCEDC)
www.ccedc.net

BUSINESSES HELPED:

TURN-KEY TECHNOLOGIES, LLC

Kevin Couch, General Manager
307-680-5688
kcouch@turnkey-tech.com

David Briney, Operations Manager
307-299-6513
David.briney@turnkey-tech.com
P.O. Box 3154, Gillette, WY 82717
307-682-5200
turnkey-tech.com

Business/Economic Development Activity:

The Wyoming Entrepreneur Small Business Development Center first met with Kevin Couch in 2013 as he considered starting an IT consulting business. In August of 2014 Kevin joined forces with Turn-Key Technologies, LLC, a company started in 2013 by David Briney. The duo has combined their technology expertise to provide a wide array of services including business telephone systems, security and surveillance camera systems, phone and data cabling, wireless communication, IT project management, audio/video services, land mobile radio, fiber optics, and paging systems. Turn-Key Technologies' primary service area is in Northeast Wyoming. They've recently acquired Wytel Communications, Inc. and its customer base in Sheridan. Kevin and David anticipate hiring an additional person to service that market.

Assistance Received:

Wyoming SBDC assisted in the development of their business plan, financial projections, and Human Resources management.

Investment:

Turn-Key Technologies financed by personal funding and a loan from a commercial lender.

Number of Jobs Affected:

The company has six full-time and three part-time employees. Turn-Key Technologies, LLC created nine jobs in Northeast Wyoming.

Economic Development Contact:

Susan Jerke, Regional Director
Wyoming Entrepreneur Small Business
Development Center (SBDC)
www.wyen.biz

BUSINESSES HELPED:**BRUSHBEAD BY SARAH FERGUSON**

701 Express Dr., Apt. 134
Gillette, WY 82718
307-299-2117
brushbead@gmail.com
facebook.com/brushbead1/timeline

Business/Economic Development Activity:

Sarah Ferguson is an artist and jeweler, mostly self-taught, who started business in 2011. Her preferred mediums are painting, drawing, beading, metalwork, sculpture and mixed mediums. Sarah's recognized works include her painting of the peacock "Prideful" for which she was awarded people's choice at the 2013 Local Color Gala. She has displayed her art in the Spark Gallery in Denver and locally at both the AVA Art Center and the Campbell County Public Library. Sarah also does commissioned works such as her 2013 Pearls of the Prairie Wine Festival poster, auctioned at the annual event to benefit charity. She participates in many local art shows and held a solo show at the CAM-PLEX Heritage Center Gallery in November 2014. Additionally, Sarah's success has led her to instruct classes at the local art center.

Assistance Received:

The Wyoming Small Business Development Center first assisted Sarah with business start-up and the development of a Facebook page when she first established as "Prairie Gypsy Jeweler." Later she merged her fine art endeavor with the jewelry business and renamed the company to Brushbead. Sarah, once again, received assistance from the SBDC as she transitioned her business.

Investment:

Brushbead has been totally owner-funded.

Number of Jobs Affected:

Brushbead by Sarah Ferguson has resulted in the creation of one job.

Economic Development Contact:

Susan Jerke, Regional Director
Wyoming Entrepreneur Small Business
Development Center (SBDC)
www.wyen.biz

BUSINESSES HELPED:**HIGH DESERT HEALTHCARE, LLC**

Alicia LePard, APRN
405 W. Boxelder Rd., Ste. B-8
Gillette, WY 82718
307-257-7620
office@highdeserthealthcare.org
highdeserthealthcare.org/

Business/Economic Development Activity:

Alicia LePard, APRN, is certified as a nurse practitioner in acute care, family practice, geriatric care, advanced diabetes management and she is a certified diabetes educator. Alicia opened her clinic in June 2013, offering a full range of primary, acute and specialty health care services. Her office is warm and welcoming with themed exam rooms decorated to make patients feel at ease... a Harley Davidson® room, children's story-time characters, etc. Believing in complete transparency and open communication, her website is designed for clients to have full access to their own records. Alicia employs a receptionist, a billing specialist, and a "cleaner/painter/trainer-to-front desk guy". She recently hosted an intern nurse practitioner and hopes to bring her on board after she graduates.

Assistance Received:

Wyoming Small Business Development Center assisted in the development of a business plan and financial projections to help ready Alicia to approach a lender.

Investment:

Owner equity and a commercial bank loan funded High Desert Healthcare, LLC.

Number of Jobs Affected:

This multi-service healthcare facility has created four jobs in the community to-date; plans are pending to add one additional position.

Economic Development Contact:

Susan Jerke, Regional Director
Wyoming Entrepreneur Small Business
Development Center (SBDC)
www.wyen.biz

CARBON**BUSINESSES HELPED:****UNION WIRELESS BUILDING**

Jan Fasselin
2300 W. Spruce, Rawlins, WY 82939
307-782-4326
jfasselin@mtntview.union-tel.com

Business/Economic Development Activity:

This project took an abandoned Phillips 66 station in a distressed area and remodeled the building and landscaped the lot to beautify the west entrance into Rawlins. It created a new location for Union Wireless, and a second space, leased to a coffee shop.

Assistance Received:

- WY Business Council CDBG Economic Development Infrastructure Grant
- WY Business Council Energy Efficiency Program Grant
- WY Entrepreneur Small Business Development Center
- Partnership between Carbon County and Carbon County Economic Development Corp. (CCEDC) Carbon County sponsored the grant that CCEDC wrote. The County gave CCEDC the building to lease; CCEDC receives lease payments as revenue recapture from Union Wireless.

Investment:

- Wyoming Business Council CDBG Economic Development Infrastructure grant - \$245,000
- Union Wireless match and investment - \$136,400+
- Energy Efficiency Program grant - \$5,000

Number of Jobs Affected:

Ultimately 7 jobs will be created between the wireless store and coffee/pastry shop.

Economic Development Contact:

Cindy Wallace, Executive Director
Carbon County Economic Development
Corporation (CCEDC)
www.ccwyed.net

BUSINESSES HELPED:**UNION WIRELESS, RAWLINS STORE**

2300 W. Spruce St., Rawlins, WY 82301
888-926-CARE (2273)
www.UnionWireless.com

Business/Economic Development Activity:

Union Telephone Company, founded in 1914 in Mountain View, Wyoming by John D. Woody, is a family owned and operated telecommunications provider serving Wyoming, Northwestern Colorado, and parts of Utah and Montana. The company currently owns and maintains a vast regional wireless voice and high-speed data network connected to a national network of roaming partners.

Union Wireless has more towers throughout Wyoming than any other wireless provider and continues to expand its network monthly.

Assistance Received:

Union Wireless received assistance for the new Rawlins store building renovation from the U.S. Department of Housing and Urban Development, in the form of a Community Development Block Grant (CDBG), in the amount of \$245,000. Carbon County oversaw the grant and bid process to bring the project to fruition. In addition, Union Wireless secured an energy grant in the amount of \$5,000 from the Wyoming State Energy Office. The Wyoming SBDC assisted with market research and business planning. Carbon County Economic Development, with Cindy Wallace, was instrumental in the grant application process, as was Pat Robbins with the Wyoming Business Council.

Investment:

Union Wireless supplemented the grant assistance with an investment of over \$200,000, as part of their commitment to investing in local communities.

How this Project Affected the Community:

On October 30, 2014, Union Wireless opened the new retail store in a beautifully renovated, historic Phillips 66 service station building. The hope is this project will rejuvenate a part of Rawlins that has been neglected for several years, thus becoming a catalyst for change in that part of town.

Number of Jobs Affected:

The new Union Wireless retail store in Rawlins has created four full-time positions with an annual payroll of approximately \$140,000, plus benefits.

Economic Development Contact:

Jim Drever, Regional Director, Wyoming Small Business Development Center (SBDC)
www.wyen.biz

CONVERSE

BUSINESSES HELPED:

**WENDI LANKISTER, PREVIOUSLY
MARY ANN'S BEANS**

529 Boxelder Rd., Glenrock, WY 82637
307-256-6849
BarDoubleLBeef@gmail.com

Business/Economic Development Activity:

Wendi's business, previously Mary Ann's Beans, provided gourmet bean soup, seasonings and dip mixes to their customers and to retail stores in Wyoming and Colorado.

Assistance Received:

Wyoming Small Business Development Center provided business valuation services and transition assistance to Wendi for the negotiation and sale of this existing food products business to new ownership. "Leonard Holler did a business valuation for me that helped me be able to clearly communicate the value of my business to the buyers," said Wendi Lankister. Suggested negotiation strategies supported the closing of the sale of the business.

Number of Jobs Affected:

The sale of Mary Ann's Beans resulted in three jobs created/retained by the buyer.

Economic Development Contact:

Leonard Holler, Regional Director
Wyoming Entrepreneur Small Business
Development Center (SBDC)
www.wyen.biz

CROOK

BUSINESSES HELPED:

THE REPAIR SHOP, LLC

Will and Lisa Parker
P.O. Box 901, Sundance, WY 82729
307-283-3447
Imp8019@hotmail.com

Business/Economic Development Activity:

Lisa has owned a home-based salon for seven years, purposely keeping it on a very small scale. Will and Lisa met with Wyoming Small Business Development Center (SBDC) to help with guidance in starting another

business. They were exploring two directions, they chose to open a repair shop. Will is a mechanic with more than 20 years of experience. The couple started The Repair Shop, LLC in their garage in 2014. Having only one bay limited the amount business they could take on. Lisa stated, "We proceeded to look into buildings to own or rent to expand The Repair Shop. This is where all the research, data, number crunching and business planning took on a much larger responsibility! Having a resource to fall back on for questions was very helpful." They moved the business into a bigger, three-bay leased building, with the option to purchase in a year. Will and Lisa continued to run and add to the business and their planning has paid off. In November they hired their first part-time employee, to assist in the office.

The Parkers strive to accommodate their customers, residents of Sundance and travelers passing through, with professional services as they work on small engines, foreign and domestic automobiles from simple service and maintenance to major repairs. They continue to see the business expand and look forward to being an asset to their community!

Assistance Received:

Will and Lisa worked with the Wyoming SBDC to develop their business plan and financial projections and they received payroll information from a booklet written by an SBDC business advisor. The Repair Shop received a line of credit from a local bank upon opening.

Number of Jobs Affected:

One full-time job and two part-time jobs were created.

Economic Development Contact:

Susan Jerke, Regional Director
Wyoming Entrepreneur Small Business
Development Center (SBDC)
www.wyen.biz

FREMONT

BUSINESSES HELPED:

HEALING ELEMENT CHIROPRACTIC

Jonathan Faubion, Owner
604 West Main, Riverton, WY 82501
307-856-8800
www.healing-element-chiropractic.riverton.wy

Business/Economic Development Activity:

Jonathan developed his business by walking the neighborhood and letting other business owners know about his chiropractic services. "One business recommending another business was the right thing to do. Word-of-mouth referrals are truly the most effective marketing tool," said Jonathan. His practice grew from 100 patients per month to nearly 100 patients per week. "This never would have happened without the Small Business Administration (SBA) guaranteeing two loans," said Jonathan. The first loan was for necessary equipment and the second loan was for working capital to make it through his first years in business.

Assistance Received:

Jonathan said, "Scott Pettit, Vice President-Loan Officer with Wyoming Community Bank, was a wonderful resource in getting the loans I needed. I had attempted to work with two other banks and the loan size and rates would have taken nearly all of my income while I was starting. Through SBA, and the optional line of credit, I was able to maintain cash flow while repaying the loan. Another great feature of the loans I received is that no penalties were assessed for early payoff." Jonathan also received assistance from the Wyoming Small Business Development Center in preparing his business plan.

With the help that Jonathan received, he was also able to pursue certification in the sports chiropractic field. It is this certification that allows him to assist when accidents occur during a sports game. Jonathan has also extended his assistance to local community colleges in their sports medicine team.

Number of Jobs Affected:

Three full-time employees and supports five independent contractors.

Economic Development Contact:

Sharon Nichols, Program Support Assistant
U.S. Small Business Administration, Wyoming District Office (SBA)
www.sba.gov/wy

GOSHEN

BUSINESSES HELPED:

THE JAVA JAR

Kris Brooks, Patty Harmon, & Julie Haught

1940 Main St., Torrington, WY 82240
307-532-8541

TABLE MOUNTAIN VINEYARDS

Patrick Zimmerer
PO Box 24, Huntley, WY 82218
307-788-1707

ELLIS HARVEST HOME

Dan Ellis
2927 US Hwy 26, Lingle, WY 82223
307-532-1686

FARM GIRLS BOUTIQUE

Julie Kilty
PO Box 40, LaGrange, WY 82221
307-834-2494

SPA 28

Amanda Fear
3075 Monte Vista, Torrington, WY 82240
307-575-7300

HOMESTEADERS MUSEUM

Sarah Chaires
PO Box 250, Torrington, WY 82240
307-532-5612

GOSHEN COUNTY CHAMBER OF COMMERCE

Marsha Middleswarth
2042 Main St., Torrington, WY 82240
307-532-3879

Business/Economic Development Activity:

Goshen County Economic Development Corporation (GCEDC) coordinated a team of businesses and tourism organizations to participate in the Community Reinvention Program – a 2 1/2 day boot camp on how to become a destination business. As a follow-up to the workshop, participating businesses convened for monthly meetings. This effort is one component of the downtown development and tourism development strategies for Goshen County.

Assistance Received:

GCEDC provided a 40% registration cost match for each registrant. GCEDC also assisted each applicant with a Wyoming Workforce Training Grant application. Each business applicant was granted the remaining 60% of the registration costs through the Wyoming Department of Workforce Services, Workforce Development Training Fund.

Investment:

The total cost for the group to attend the business boot camp group was \$15,000.

How this Project Affected the Community:

This project was important for the reinvention of Torrington's downtown Main Street and other county specialty businesses. It acted as an incentive for new businesses to grow and become established in the county.

Economic Development Contact:

Lisa Johnson, Executive Director
Goshen County Economic Development Corporation (GCEDC)
www.GoshenWyo.com

BUSINESSES HELPED:

Over the past four years, Goshen County Economic Development Corp. (GCEDC) assisted 39 businesses through the Progress Program – Capital Matching Fund: 77 Bar & Grill, Asmus Auto, Bear Creek Veterinary Services, Big Sky Ford, Century 21 Valley Realty, Champs Exteriors, Community Drug, Doug's Repair & Towing, Family Dentistry, Gene's Auto Repair, Goshen Hole Grill, Harvest Home, Jackson Chiropractic, LaFamilia Prado, Leithead's Appliance Center, Main Street Magic Theatres, Mel's Gifts, Miller Cattle & Feedyards, North Platte Physical Therapy, Northern Exposure Computer Center, Olson Tire, Serendipity/Wine Time, Spa 28, Sweet Lou's Bakery & Cafe, TDS, The Emporium at Hawk Springs, The Shop LLC, Three D's, Torrington Coin Laundry, Torrington Sod Farms, Wagner Family Limited Partnership, and Western Sugar.

Business/Economic Development Activity:

Progress Program – Capital Matching Fund

Assistance Received:

The Progress Program – Capital Matching Fund can be used for: Storefront remodeling including windows, siding, doors, signage; landscaping, fencing, screening; demolition, cleanup; sidewalk and parking lot–construction and replacement; signs; and ADA accessibility. Specialized equipment may be eligible.

The program is funded using Goshen County's optional quarter-cent economic development tax. This program is intended to take small steps to make Goshen County a better place by helping new and existing

businesses to succeed, make their property more attractive for their customers, and to make the community more attractive to potential new businesses, employees, residents and visitors. This fund will match the investment in commercial and industry property on a 1:1 basis. The Progress Program will invest a maximum of \$10,000 per project.

Investment:

Local sales tax dollars were leveraged 8:1 with private investment of \$845,386. The Progress Program invested \$111,518.

Number of Jobs Affected:

Collectively, the businesses assisted through the Capital Matching Fund created 48 direct new jobs.

Economic Development Contact:

Lisa Johnson, Executive Director
Goshen County Economic Development Corporation (GCEDC)
www.GoshenWyo.com

BUSINESSES HELPED:

WESTERN SUGAR

Raymond Bode
Interim Factory Manager
PO Box 700, Torrington, WY 82240
307-532-7141

Business/Economic Development Activity:
Progress Program – Capital Matching Fund (funded by Goshen County optional quarter-cent sales tax for economic development)

Assistance Received:

Goshen County Economic Development Corporation (GCEDC) provided a \$20,000 incentive to Western Sugar Cooperative for a beautification and maintenance project. The project included preparation and painting two large pellet tanks that are visible on the corner of the plant property adjacent to US Highway 85. The project was completed in conjunction with painting two new juice tanks on the southeast end of the property to keep down the overall cost.

Investment:

The total cost of the painting project was \$95,000. This is part of \$2.5 million of capital investment in the plant.

Number of Jobs Affected:

This project was important for the retention

of one of the community's largest employers; community beautification; and an incentive for the company to invest capital in the Torrington plant, since the cooperative has plants in other locations.

Payroll:

Western Sugar employs 164 for a total annual payroll of \$8 million.

Economic Development Contact:

Lisa Johnson, Executive Director
Goshen County Economic Development Corporation (GCEDC)
www.GoshenWyo.com

TOURISM DEVELOPMENT:

GO GOSHEN TOURISM PROMOTION

How this Project Affected the Community:

Tourism is big business in Goshen County. It is a \$32.7 million industry, supporting 280 jobs. Hotel occupancy has been steady from industry, construction and vacation travelers however, attendance at local attractions and events has been low. Recognizing the need to encourage greater visitation and visitor spending, a partnership was formed by the Lodging Tax board, Chamber of Commerce and economic development office.

Goshen County received a planning grant from the Wyoming Business Council to develop a tourism marketing strategy and implementation plan. This included in-depth market research (which has also been useful for assisting local businesses with business planning,) developing a brand narrative and graphic identity, and strategic action plan for the brand implementation.

Go Goshen Tourism Promotion is funded by the Goshen County Tourism Promotion Joint Powers Board (also known as the Lodging Tax board). The planning and administration is handled by the Goshen County Economic Development Corporation, and the Goshen County Chamber of Commerce manages the visitor center.

The goal of this partnership is to make sure that Goshen County's brand is the guiding principle for its future, not just a logo and line on the letterhead. Action ideas being implemented now included a new web site and visitor guide to put Goshen County's brand to work by bringing visitors to the County to spend more dollars in the local economy.

Investment:

For the development of the brand and marketing plan, the Goshen County Tourism Promotion Joint Powers Board invested \$40,000. The Wyoming Business Council invested \$18,300 through a planning grant. The Lodging Tax board budgets about \$100,000 annually for marketing to implement the brand.

Economic Development Contact:

Jenny Pragnell, Marketing Coordinator
Goshen County Economic Development Corporation (GCEDC)
www.gogoshen.net

JOHNSON

COMMUNITY DEVELOPMENT:

BOMBER MOUNTAIN CIVIC CENTER

Business/Economic Development Activity:

The Kaycee-Buffalo-Johnson County (KBJ) Economic Development Joint Powers Board has taken several momentous steps in its economic development efforts. The organization not only hired its first professional economic development CEO, Dave Simonsen, but also created a new strategic plan, a new marketing plan, and a new website, www.kbjeconomicdevelopment.com.

Recently, the organization acquired the former Clear Creek Elementary School facility from the City of Buffalo. The KBJ Economic Development Board of Directors has since renamed the facility the Bomber Mountain Civic Center in memory of the ten airmen that died when their bomber crashed in the Big Horn Mountains in 1943. The Wyoming Business Council and the State Loan and Investment Board approved a \$1 million Community Facilities Program grant to begin the renovation process of the 65,000 square foot facility. The facility has since become the home for several tenants - the Boys and Girls Club of the Big Horns and the Sheridan College in Johnson County campus are the anchor tenants in the facility.

While not the original intent for the use of the facility, it has become a business accelerator and incubator as well. Two young, non-profit organizations have moved into the facility, as well as a three year old for-profit and two start-up businesses. All finished available

space has been fully occupied. Since the demand for space in the facility is high, the second story is now being planned for future renovations so that it can also be leased.

In addition, the facility is being used for many community recreational activities, and plans are in place to market the facility for local, regional and state-wide meetings and conferences. The original kitchen is being remodeled to be certified as a commercial kitchen, which will enable caterers and entrepreneurs to grow their businesses. A local chef is planning to start teaching culinary classes to both high school and Sheridan College students.

Assistance Received:

\$1 million Community Facilities Program grant through the Wyoming Business Council.

Number of Jobs Affected:

The building has 18 full-time employees and 15 part-time employees working in the facility.

Economic Development Contact:

Dave Simonsen, CEO
Kaycee-Buffalo-Johnson County Economic Development Joint Powers Board (KBJ)
www.kbjeconomicdevelopment.com

BUSINESSES HELPED:

BUFFALO FLOORING

Bill and Jill Corden, Owners
1075 N. Main, Buffalo, WY 82834
307-620-4002
buffaloflooringandmore.com/

Business/Economic Development Activity:

Bill and Jill Corden worked in the flooring business for many years before opening their own store in June 2014. Buffalo Flooring is a reliable Northeastern Wyoming flooring contractor and floor covering store that is strongly committed to quality hometown values. Bill and Jill serve residential and commercial flooring needs, providing top brand, superior products such as tile, carpet, vinyl, and wood and laminate flooring. Additionally, they are Wyoming's only Timberlake Cabinets supplier. In the few short months since opening, Buffalo Flooring has already outgrown the current location; the business will be moving to a larger store before the end of 2014.

Assistance Received:

Wyoming Small Business Development Center

(SBDC) helped Bill and Jill verify their business start-up paperwork was in order and the UW Market Research Center arranged for them to receive weekly Reed Construction Data. They are now planning to hire an employee and received payroll information from a booklet written by an SBDC business advisor.

Investment:

Buffalo Flooring has been funded entirely by owner investment.

Number of Jobs Affected:

This business has created three full-time jobs.

Economic Development Contact:

Susan Jerke, Regional Director
Wyoming Entrepreneur Small Business Development Center (SBDC)
www.wyen.biz

LARAMIE

BUSINESSES HELPED:

MICROSOFT DATA CENTER

Cheyenne, WY 82001
www.microsoft.com

Business/Economic Development Activity:

Microsoft Corp. will be making an additional approximate \$274 million capital investment in buildings and infrastructure for a third phase of their data center in Cheyenne LEADS' North Range Business Park located west of Cheyenne. This is over and above the \$178.5 million Microsoft has already invested in the first two phases of the datacenter.

Assistance Received:

In 2012 the project received a Governor's Data Center Recruitment Grant for up to \$5 million to prepare the site and extend basic infrastructure, conduct soil testing, and build an access road to the property.

Additionally, the first phase of the project received a \$5 million Managed Data Center Cost Reduction Grant through the Wyoming Business Council. This was used to reimburse the company for actual electricity and broadband costs when the data center was constructed and operational, provided that certain benchmarks are met. As a result of the additional employees and capital investment, Microsoft became eligible last year to

receive a second Cost Reduction Grant for their second phase for \$2.25 million.

Cheyenne LEADS offered 50 acres at no cost and an option on an additional 34 acres in the North Range Business Park. The 34-acre option was taken by Microsoft and construction began in 2014. During this third phase, which is still under construction, no further assistance was requested by the company.

Investment:

- Cheyenne LEADS property at no charge (50 acres at \$3.00/sq. ft.) – a \$6,534,000 value
- Governor's Data Center Recruitment Grant - \$5,000,000
- 2012 Managed Data Center Cost Reduction Grant, WY Business Council (Phase I) – \$5,000,000
- 2013 Managed Data Center Cost Reduction Grant, WY Business Council (Phase II)—up to \$2,250,000
- Microsoft Corporation – at least \$178.5 million for Phase I & II
- Microsoft Corporation – approximately \$274 million for Phase III

Number of Jobs Affected:

The Microsoft Data Center continues to create employment at 150% of the county average wage or greater. This phase of the project will create 10 jobs. At full build-out in 10 years it is estimated that Microsoft will employ up to 40 people at wages over \$30 per hour. Additionally, this expansion is supporting hundreds of construction jobs, which is a great benefit to the community.

Payroll:

Estimated wages at \$30.00 per hour or greater.

Economic Development Contact:

Randy Bruns, CEO
Anja Bendel, Director of Business Development
Cheyenne LEADS
www.cheyenneleads.org

BUSINESSES HELPED:

SEARING INDUSTRIES SWAN RANCH RAIL PARK

5310 Clear Creek Parkway
Cheyenne, WY 82007
909-948-3030
www.searingindustries.com

Business/Economic Development Activity:

Assisted with expansion into Laramie County.

Assistance Received:

Cheyenne LEADS partnered with Granite Peak in creating a package to assist Searing Industries with their expansion. Cheyenne LEADS provided portions of the land at a below market rate and assisted with costs to bring rail to the site. Searing Industries constructed a new 200,000 square foot manufacturing facility in Cheyenne to produce welded steel tubing, with a state of the art tube mill and steel coil splitter. The new manufacturing facility is located on rail-served acreage in the Swan Ranch Rail Park, a Granite Peak development.

Number of Jobs Affected

Approximately 50 people in their manufacturing facility, with plans to expand.

Economic Development Contacts:

Randy Bruns, CEO, Cheyenne LEADS
www.cheyenneleads.org

Scott Sutherland, Director Real Estate Procurement, Granite Peak Development
www.granitepeakdev.com

BUSINESSES HELPED:

DOUD BTS dba MRC GLOBAL CHEYENNE BUSINESS PARKWAY

2852 Christensen Rd., Cheyenne, WY 82007
307-996-4102
www.mrcglobal.com

Business/Economic Development Activity:

MRC Global expanded its operations into the Cheyenne community by purchasing approximately 12 acres in the Cheyenne Business Parkway in 2011. MRC Global is the largest distributor of pipe, valve and fitting products and services to the energy and industrial markets. The company purchased an additional 6 acres in the Cheyenne Business Parkway in 2014 from Cheyenne LEADS to expand operations.

Assistance Received:

No funding was requested for this expansion.

Number of Jobs Affected:

With the expansion MRC Global plans to hire an additional 10 jobs. This expansion continues to grow the tax base and to increase sales tax collection in Laramie County.

Economic Development Contact:

Randy Bruns, CEO, Cheyenne LEADS
www.cheyenneleads.org

INFRASTRUCTURE PROJECT:

CHEYENNE PRAIRIE GENERATING STATION

Jason Hartman
6711 HR Ranch Rd., Cheyenne, WY 82007
307-757-3040
jason.hartman@blackhillscorp.com
www.blackhillscorp.com

Business/Economic Development Activity:

The Cheyenne Prairie Generating Station is a new, 132-megawatt natural gas-fired electric generation facility located within the Cheyenne city limits. The facility began operation in October 2014 and will serve Cheyenne Light, Fuel & Power and Black Hills Power customers with safe, reliable electricity.

Since 1882, Cheyenne Light, Fuel & Power has been southeastern Wyoming's electricity and natural gas energy provider. We serve more than 73,000 customers in four southeastern Wyoming communities: Burns, Carpenter, Cheyenne and Pine Bluffs. Cheyenne Light has been committed to community causes and economic development partnerships in this region for more than 130 years.

The \$222 million natural gas fired power plant is jointly owned by Black Hills Corporation subsidiaries Black Hills Power and Cheyenne Light, Fuel & Power. Cheyenne Light owns approximately 58 percent of the 132-megawatt generating station and Black Hills Power owns the balance.

The Cheyenne Prairie Generating Station (CPGS) provides substantial benefits to Cheyenne Light's and Black Hills Power's customers and communities. CPGS supports growth in the communities we serve and satisfies the need for electricity.

The \$222 million Cheyenne Prairie Generating Station was commissioned October 1, 2014 and was completed on schedule, on budget and with zero lost time accidents. The new station uses advanced technology to run efficiently and help us meet increasingly strict Environmental Protection Agency (EPA) air quality guidelines and also benefits customers by providing a secure supply of energy and reduced potential for price volatility.

The 132-megawatt facility contains three gas turbine generators. One is a simple-cycle unit that is wholly owned by Cheyenne Light. The other two are paired in a combined-cycle

with a steam turbine generator that is jointly owned by Cheyenne Light, Fuel & Power and Black Hills Power.

Black Hills Power's ownership in the natural gas-fired generating station replaces the utility's three oldest power plants – the 62-year-old Osage and 45-year-old Neil Simpson I plants in Wyoming, and the 54-year-old Ben French plant in South Dakota. The three coal-fired plants were retired in March of this year to comply with new EPA air emissions regulations.

Investment:

The \$222 million natural gas-fired power plant is jointly owned by Black Hills Corporation subsidiaries Black Hills Power and Cheyenne Light, Fuel & Power.

Number of Jobs Affected:

At the peak of construction, the project had approximately 340 contractors and currently employs 17 full-time staff members.

Economic Development Contact:

Sharon Fain, Sr. External Affairs Program Manager, WY, Black Hills Corporation
www.blackhillscorp.com

BUSINESSES HELPED:

CHEYENNE DOG FOOD COMPANY, LLC

Larry Bowman
801 W. Pershing Blvd., Cheyenne, WY 82001
307-514-6555
cheyennedogfoodcompany.com
facebook.com/Cheyennedogfoodcompany

Business/Economic Development Activity:

Cheyenne Dog Food Company was founded by Leonard Bowman. An avid outdoorsman and dog lover, he could always find a way to do what he loves and bring his dogs along for the adventure. His dogs are an integral part of his lifestyle and a natural fit.

In 2007 the dog and cat food industry experienced a horrific failure as many food companies, using contract manufacturers to make their food, discovered a highly toxic ingredient had been used in their products. Leonard was feeding his dogs one of the affected brands and they became deathly ill. Thousands of dogs and cats died from this poisoning. Leonard's vet acted quickly to identify the symptoms and after extensive hospital care, all three dogs survived and lived a full healthy life.

Because Leonard began feeding his dogs a diet of raw meat and bone from known sources in the USA, premium food, he had peace of mind that his dogs were getting all they needed nutritionally. This experience kicked off a passion for learning about dog nutrition and eventually led to leaving his high-tech business and start a dog/cat food store with the best available foods and treats.

The independent dog food industry has grown by leaps and bounds recently and Cheyenne Dog Food Company is proud to offer the best food on the planet for your companions. They offer this food, much of which is manufactured with human-grade ingredients in human-grade kitchens, with confidence.

All of Cheyenne Dog Food Company's foods are made in the USA, with regional ingredients from known, good sources. The chosen food manufacturers are also passionate about their foods, their processes, and their commitment to our pets; they have dogs and cats too! Leonard and Company are pleased to offer food made with compassion, love, commitment, care and unsurpassable quality.

Assistance Received:

The Small Business Development Center assisted with business planning which included market research information detailing industry, consumer, and retail trends and competition to the business start-up. The information provided by the SBDC significantly contributed to Leonard's selection of Cheyenne as the place to start his company.

Investment:

Leonard worked with the City to create a development plan for an abandoned commercial building located on a major city thoroughfare. Cheyenne Dog Food Company, including the purchase of a commercial building and store-front improvements, was funded by owner equity investment. All re-model and property improvements were completed by local contractors.

Number of Jobs Affected:

Cheyenne Dog Food Company created four full-time jobs paying above average wages.

Economic Development Contact:

John Privette, Regional Director
Wyoming Entrepreneur Small Business Development Center (SBDC)
www.wyen.biz

BUSINESSES HELPED:

EMPLOYEE ON-BOARDING SPECIALTIES, LLC (EOS)

Kathleen Parmer, Founder
1651 Carey Ave., Ste. 1-C
Cheyenne, WY 82001
307-640-1560
info@employeeonboarding.net
employeeonboarding.net/

Business/Economic Development Activity:

Employee On-Boarding Specialties (EOS) provides business-to-business occupational health services and training courses for business employees and other professionals.

Assistance Received:

EOS offers employers an alternative to sending employees to walk-in health clinics for drug testing or physical exams. The company provides one location for new-hire screening, training and ongoing occupational health needs, depending on the workplace requirements. The EOS team of providers and support staff work to ensure the highest standards of health and safety in the workplace can be achieved and maintained, while maximizing convenience and saving both employees and employers time and related costs.

Services provided by EOS include Work-STEPs physicals, DOT and health/wellness physicals, and consortium services for small businesses and independent drivers. Services also include blood-draws for wellness analysis; collection of urine, blood, hair or saliva for drug testing; breathe alcohol and nicotine testing; respiratory fit and pulmonary function testing; and hearing testing. Additionally, they provide Basic Life Support, CPR, AED, First Aid and Blood Borne Pathogens training for the American Heart Association, as well as MANDT System training for people who work with the mentally ill or handicapped. EOS provides most services on a walk-in basis, with the exception of hearing and respiratory testing, and regularly scheduled training classes. Their mobile services unit enables them to provide on-location, cost-effective services for employers and large groups, saving organizations time and administrative costs.

Kathleen Parmer, founder, is a Registered Nurse in Colorado and Wyoming with five years' experience in acute hospital care. She has a Bachelor of Science degree in Nursing,

a Bachelor of Science degree in Biology, and a Bachelor of Arts degree in Philosophy and Religious Studies. She is also NIOSH certified in pulmonary spirometry, CAOHHC certified in Occupational Hearing Conservation, and carries American Heart Association trainer certification.

The Small Business Development Center provided assistance developing a business plan, marketing strategy advising, and sales training.

Investment:

Owner investment equity and a Small Business Administration (SBA) loan funded EOS.

Number of Jobs Affected:

EOS has two full-time employees and one part-time employee.

Economic Development Contact:

John Privette, Regional Director
Wyoming Entrepreneur Small Business Development Center (SBDC)
www.wyen.biz

BUSINESSES HELPED:

FLYDRAGON DESIGN ART STUDIO, LLC

1822 E. 16th St., Cheyenne, WY 82001
307-514-5547
www.flydragondesign.com

Business/Economic Development Activity:

Retail services - a design art studio located in Cheyenne offering artistic services, an art gallery, and arts and crafts supplies.

Assistance Received:

Owner Christina Blooding offers a creative retreat from the daily whirlwind of life through her guided painting and pottery classes. Artistic talent is not a requirement but the willingness to express ones' inner child through art is beneficial. Even if you can only draw stick figures, Christina will guide you through the creative process to paint a picture or throw a piece of pottery. Painting on canvas with acrylic paints or kneading clay is a fun way to remove the stresses of the day.

Christina desires to create a fun, relaxing place for people to express their creativity, regardless of their artistic skills. The creative and fun venue is ideal for private parties, team building, birthdays, and men's, women's, or couples' night out.

The Small Business Development Center helped Christina develop her business plan and guide her through the business startup process. She also utilized the services of the UW Market Research Center to explore the trends and potential market in Cheyenne and surrounding region.

"We would not have had the courage to start this business without the help of the Small Business Development Center. John Privette counseled my husband, Aaron, and me and gave us the necessary tools to create an effective business plan, and develop our financial spreadsheet so we could see if we even had an idea that could be successful. We are grateful our state provides this free service and especially thankful to John for his continued support and expertise."

Investment:

The business was funded with owner investment.

Number of Jobs Affected:

Flydragon Design Art Studio, LLC has one employee.

Economic Development Contact:

John Privette, Regional Director
Wyoming Entrepreneur Small Business Development Center (SBDC)
www.wyden.biz

LINCOLN

BUSINESSES HELPED:

PEARSON HOSPITALITY GROUP

Graydon Pearson
2055 So. Redwood Rd
Salt Lake City, UT 84104
801-641-0490
ghpslc@yahoo.com
www.pearsonhospitalitygroup.com

Business/Economic Development Activity:

The 60-room Fairfield Inn & Suites by Marriott in Afton, Wyoming is scheduled to open in the fall of 2015 with its smart, inventive public space and guest room design, and its bright and inviting décor. Located at 501 E. 1st South, the Fairfield Inn & Suites Afton will operate as a Marriott franchise, owned by Star Valley Investors LLC, developed by PEG Development of Provo, Utah and managed

by the Pearson Hospitality Group of Salt Lake City, Utah. This is the first Fairfield Inn & Suites in the area and will feature the brand's new design and décor, which enhance the guest experience through flexible features, and a warm and welcoming environment.

Afton is located in Star Valley Wyoming, only 90 minutes from Jackson Hole, and is known as the gateway to Grand Teton and Yellowstone National Parks. The new Fairfield Inn & Suites is to be located on Highway 89 directly across the street from the new Afton City Civic Center and just minutes away from world-class fishing, hunting and snowmobiling. "With the addition of this property we hope to bring more travel and recreation dollars to the Star Valley area," said Graydon Pearson, president of the Pearson Hospitality Group.

Assistance Received:

Lincoln County Economic Development group worked with the Town of Afton and other government agencies to help move this project forward. This project also received letters of support from the Governor's office.

Number of Jobs Affected:

The hotel will employ approximately 20 to 25 employees. A new hotel in Star Valley will help to promote the area to visitors and increase the tourism market. It will now be possible to have a greater number of conferences and events in the Star Valley area with increased lodging capacity.

Economic Development Contact:

Deb Wolfley, Board Member, Lincoln County Economic Development Organization (LCEDO)
dwolfley@lcwy.org

COMMUNITY DEVELOPMENT:

STAR VALLEY COMMUNITY COMPLEX

Lincoln County owns the renovated school building in Etna, Wyoming. The building is operated by a volunteer board of directors.

How this Project Affects the Community:

The Star Valley Community Complex started the new Business Competition in 2013 as a way to encourage and assist Star Valley residents hoping to start a new business. In the inaugural year there were five competitors. The winner would have rent-free access to a room in the Star Valley Community Complex for one year. With the knowledge that most businesses fail within a

few years the Board wanted to do something to increase the odds of success. By offering a series of eight business-related classes taught by local successful business owners the board felt the knowledge gained would aid the competitors in achieving success. The classes are free of charge and open to the general public. Each competitor was required to attend all eight classes to be eligible for the judging. Upon completion of the classes each competitor was required to submit a business plan to the five-member judging panel and one week later give an oral presentation to the judges. The business plan counted for 60% of the score and the presentation 40% of the score. The Wyoming Entrepreneur Small Business Development Center offices provided great assistance with everything from market research to help with business plans. A mentoring committee is available to the winning business for one year for consulting purposes.

The format for the second year of competition is very similar to 2013. More attention will be given to encourage the competitors to work on their business plans early instead of waiting until near the end of the classes. The Community Complex has all available rooms leased so the prize has changed to a grant fund. The Board will provide the winning business with access to a grant fund to help with start-up costs for one year. The business would come to the Board with a written request for aid in funding a specific need and the Board would decide on the amount to fund. The amount of the fund will be approximately equal to a year's lease for a room in the facility. The money in the fund is provided by the Star Valley Community Complex and donations from local businesses.

The program received very positive feedback on last year's competition from the competitors, instructors, judges and the public. We feel this program is very beneficial to the business community of Star Valley and western Wyoming.

Investment:

Lincoln County received grant money from the Wyoming Business Council to help renovate the school building. This building is used by the public and community for a variety of functions and it also houses several small businesses.

Economic Development Contact:

Deb Wolfley, Board Member, Lincoln County
Economic Development Organization (LCEDO)
dwolfley@lcwy.org

NATRONA

BUSINESSES HELPED:

GRANITE PEAK DEVELOPMENT

Scott Sutherland, Director Real Estate
Procurement
1300 Venture Way, Casper, WY 82609
307-472-7275
scott@granitepeakdev.com
www.granitepeakdev.com

Casper Crude to Rail (CCR) is a joint venture between Granite Peak Development and Cogent Energy Services. CCR is located along Six Mile Road, within the Casper Logistics Hub, and adjacent to the Casper/Natrona County International Airport.

Business/Economic Development Activity:

Natrona County submitted a Wyoming Business Council BRC Committed Business grant application for the necessary water and sewer infrastructure to the Casper Logistics Hub to serve CCR. The Casper Area Economic Development Alliance (CAEDA) acted as the Project Administrator.

Assistance Received:

This project was a joint venture between Granite Peak Development and Cogent Energy Services. Additionally, there was a private/public partnership that enabled the necessary infrastructure to be developed in the Casper Logistics Hub. This was realized by the submittal of a Wyoming Business Council BRC Committed Business grant application. The cash and in-kind matches for the grant application came from both public and private organizations, including CAEDA, the Economic Development Joint Powers Board (EDJPB), and Granite Peak Development.

Investment:

The investment into the water and sewer infrastructure for the Hub includes:

1. Wyoming Business Council BRC Committed Business grant - \$1,500,000
2. Casper Area Economic Development Alliance (CAEDA) - \$250,000

3. Economic Development Joint Powers Board (EDJPB) - \$250,000

4. Granite Peak Development - \$1,036,452

The dollar amounts provided above enabled the following investments to be made into the community:

- Increase in property tax of approximately \$200,000/year.
- CCR investments will exceed \$20 million and could quickly come close to \$50-\$60 million in capital expenditures.
- The water and sewer infrastructure developed via the grant application will also support the Casper/Natrona County International Airport.

Number of Jobs Affected:

Anticipates creating 20-55 new, full-time jobs.

Payroll:

The 20-55 full-time jobs that CCR anticipates will be above Natrona County's mean and median wages.

Economic Development Contact:

Bill Edwards, President & CEO, Casper Area
Economic Development Alliance (CAEDA)
www.caeda.net

BUSINESSES HELPED:

FARNHAM'S FURNITURE GALLERY

Charles Farnham
4075 CY Ave., Casper, WY 82604
307-472-4153
www.farnhamsfurniture.com

Business/Economic Development Activity:

Farnham's Furniture opened in 1993 in a 10,000 square foot location in Casper. In 2006, Charles purchased a vacant grocery store and converted its 45,000 square feet into today's mega furniture showroom.

Assistance Received:

In order to move into his new showroom, Charles utilized an SBA 504 loan, which gave him a great low interest rate and a long payoff term. With the assistance of the WIDC/Frontier Certified Development Company and Wells Fargo Bank he was able to get his building loan approved in a short period of time. "SBA was extremely proactive and wanted to be part of Farnham's expansion, and without SBA it wouldn't have been possible," states Farnham.

The SBA 504 loan program partners local

certified development companies (CDC) with banks to bring low interest, fixed rate financing to small businesses looking to expand and grow. "Chaz Farnham needed a larger retail building for display and increased storage for his growing inventory," comments Sandra Materi, Portfolio Manager/Loan Officer for WIDC/Frontier CDC. The SBA's 504 program also allows for a smaller down payment by the business owner, letting them keep valuable working capital to use on other necessary business needs.

As Farnham's Furniture grew, Charles needed additional working capital and applied for a loan in the amount of \$320,000 for inventory pay-down. This loan is down to approximately \$140,000. He also applied for an SBA Patriot Express loan in the amount of \$200,000 and this loan is now paid in full.

Investment:

SBA 7(a) and 504 loans totaling \$1,308,000

Number of Jobs Affected:

Employs 12 full-time individuals.

Economic Development Contact:

Sharon Nichols, Program Support Assistant
U.S. Small Business Administration, Wyoming
District Office (SBA)
www.sba.gov/wy

BUSINESSES HELPED:

ROOTZ SALON

David Anderson, Owner
163 North Park Street, Casper, WY 82601
307-472-7668
www.rootz-salon.com

Business/Economic Development Activity:

ROOTZ Salon offers a wide range of personal services. They do everything from haircuts and coloring to facials, lash extensions, nails and pedicures. David also reaches out to his community. He sponsors "Spread the Love" events for Seton House. Residents are given a makeover complete with haircut and makeup. He also provides salon services for silent auctions that raise money for the Central Wyoming Rescue Mission.

Assistance Received:

David began working as an assistant for a celebrity stylist. He learned more about hair styling, how best to serve customers, and received business training. David also learned

how to be a platform artist while working for a major beauty supply company. He demonstrated cuts and coloring on stage to train other beauticians. At 31, he returned to Casper.

Focused and driven, David was looking forward to establishing his own salon. He worked hard to put together a down payment. In 2007, David had paid down his debt and approached a lender. After all his hard work, he found that he didn't have quite enough money, preventing him from moving forward with his dream. In 2008, David began working with Adam Booth, a loan officer at Hilltop Bank in Casper. He suggested that David apply for a 7(a) loan available from the Small Business Administration. He was approved, and ROOTZ Salon opened in 2008.

Investment:

\$57,000 SBA 7(a) guaranteed loan.

Number of Jobs Affected:

Nine full-time individuals.

Economic Development Contact:

Marilyn Coy, Program Support Assistant
U.S. Small Business Administration Wyoming
District Office (SBA)
www.sba.gov/wy

BUSINESSES HELPED:

FITNFLASH, LLC

Katrina Lorenzen, Member
1417 Heathrow, Casper, WY 82609
(307) 266-1539
www.FitnFlash.com

Business/Economic Development Activity:
FitNFlash publishes sets of flash cards incorporating a learning activity with a physical activity. Designed to be used in a classroom, the teacher stands holding up a physical activity card with an exercise, such as jumping jacks, next to a card with a math problem. Students solve the math card problem and the answer is the number of exercise repetitions they must do.

Assistance Received:

- Small Business Development Center consulting (business and marketing plans)
- Recipient of Wyoming Business Council Trade Show Grant
- Consultation with Manufacturing-Works

Investment:

Personal Loan: \$6,000

Owner Investment: \$2,000
WBC Trade Show Grant: \$950

Number of Jobs Affected:

One job was created. In addition, this business is using a local printer in Cheyenne, injecting dollars into that business. In 2012, FitNFlash LLC was selected as one of ten semi-finalists in the Partnership for a Healthier America National Innovation Challenge—a fight against childhood obesity. Numerous teachers and school districts in Wyoming have purchased FitNFlash in order to improve classroom attention while fostering physical activity.

Economic Development Contact:

Cindy Unger, Business Advisor
Wyoming Entrepreneur Small Business
Development Center (SBDC)
www.wyen.biz

BUSINESSES HELPED:

GOEDICKE'S CUSTOM FRAMING AND ART SUPPLY

Claire and Tyrell Marlow
120 E. 2nd St., Casper, WY 82601
Goedickes@gmail.com

Business/Economic Development Activity:
A custom framing and art supply retailer.

Assistance Received:

Claire Marlow discovered Goedicke's Custom Framing and Art Supply business while browsing business listings. Out of curiosity, she investigated the downtown business opportunity. Claire said, "This is totally me." After nearly six decades in the framing and art supply business, the owners, John and Judy Goedicke, wanted to retire. Claire always wanted her own business and with a father in the painting business and her artistic and visual orientation as a photographer, the business appealed to her.

Claire contacted the Small Business Development Center for assistance with the purchase of this existing business. The SBDC advisor helped determine a fair market value and assisted with negotiation strategies, deal structure, and a purchase agreement. The advisor also provided insight into how to negotiate an unknown inventory value, what financing would be needed, and reviewed the business plan to support financing through a local bank.

Number of Jobs Affected:

Two full-time employees were retained and two jobs were created.

Economic Development Contact:

Leonard Holler, Regional Director
Wyoming Entrepreneur Small Business
Development Center (SBDC)
www.wyen.biz

BUSINESSES HELPED:

RED BUTTE RANCH, LLC

Ruth Romp, Owner
8550 S. Bessemer Rd., Casper, WY 82604
307-472-3784
www.redbutteranchlodging.com

Business/Economic Development Activity:

Red Butte Ranch is nestled along the North Platte River, near Bessemer Mountain. Red Butte Ranch offers a unique vacation experience. The ranch has one main cabin with two rooms that are rented out as a Bed and Breakfast. Additionally, there is a private three-bedroom cottage that sleeps up to six guests and a private lodge that can accommodate up to 12 guests. Red Butte Ranch also offers a picturesque outdoor summer wedding venue.

Assistance Received:

Wyoming Entrepreneur Small Business Development Center provided business plan assistance.

Number of Jobs Affected:

One job was created and supported. This business attracts many out-of-town and out-of-state tourists. There are no restaurant facilities at the guest ranch; beyond the exclusive breakfast for the main cabin guests, lodgers tend to go into town to patronize local restaurants and stores. Additionally, the owner has a partnership with a fly fishing business and both organizations cross-refer their clients, helping to bring external dollars into the community. The wedding business also results in expenditures with local service providers for photos, tents, catering, etc., which are likely to be higher than expenses for similar products/services for in-town affairs.

Economic Development Contact:

Cindy Unger, Business Advisor
Wyoming Entrepreneur Small Business
Development Center (SBDC)
www.wyen.biz

BUSINESSES HELPED:

WYOMING RECOVERY, LLC

Carolyn and Berton Toews
231 S. Wilson, Casper, WY 82601
carolyntoews@gmail.com

Business/Economic Development Activity:
Medical Treatment Facility

Assistance Received:

Over the years, the Toews have utilized resources of the Small Business Development Center on numerous occasions. Carolyn has attended various courses that helped her develop their business plan, which she used with occasional updates to manage their business. She has participated in the SBDC classes to develop a marketing plan and her staff has attended the SBDC classes on various topics including web-page development and using Facebook for marketing. The classes helped them focus on long-term planning rather than crisis management.

When the Toews started thinking of retiring they used the services of the SBDC to help value their business. The information they obtained enabled them to negotiate a reasonable sales price. Carolyn says, "Starting and running a small business is a daunting prospect but the resources at the SBDC were a great asset."

Number of Jobs Affected:

16 full-time employees retained

Economic Development Contact:

Leonard Holler, Regional Director
Wyoming Entrepreneur Small Business
Development Center (SBDC)
www.wyen.biz

NIOBRARA

COMMUNITY DEVELOPMENT:

TIGER PLUNGE

The Town of Lusk
Mayor Patricia Smith
PO Box 390, Lusk, WY 82225
307-334-2154
office@townoflusk.org

How this Project Affects the Community:

The Tiger Plunge swimming pool became a reality in July 2014 after not having a pool in the community for over two years. Mayor Pat

Smith was a strong advocate in having a new pool built. A committee was formed that explored the possibilities of building a new pool. The committee educated the community on the importance of the pool and the citizens approved a 1% sales tax in 2013 and construction began. A grand opening was held in the summer of 2014.

The pool has hosted several events for the community. The pool has created interesting activities such as lap swim, night swim, water aerobics and swimming lessons.

Investment:

Over the past three years the local recreation grant has awarded the pool \$60,000 and the pool had a total project cost of \$2.9 million.

Economic Development Contact:

Jackie Bredthauer, Exec. Director
Niobrara Chamber of Commerce
www.luskwyoming.com

PARK

BUSINESSES HELPED:

CODY LABS WAREHOUSE

Bernhard Opitz and Ryan Osborne
601 Yellowstone Ave., Cody, WY 82414
307-587-7099
www.codylabs.com

Business/Economic Development Activity:

Cody Labs began manufacturing small quantities of pharmaceutical products in 2000 and has since grown significantly. In 2007, Cody Labs was acquired by Lannett Company, Inc (NYSE:LCI). In 2010, Cody Labs approached Forward Cody to discuss their plans to expand by adding a warehouse. During the design of the warehouse, it became apparent that the growth potential at their current site was limited. It took time to shift locations and redesign but that planning is becoming a reality. It is scheduled to be completed in April 2015, the first phase of a multi-phase strategy to develop large scale pharmaceutical manufacturing in Cody.

This company represents the ultimate homegrown success story. From its humble beginnings in a garage to potentially becoming the largest private employer in Park County it is a powerful indication of how Wyoming companies can succeed in a global industry.

Assistance Received:

After reviewing the initial plans for the warehouse, it was realized that the current site was limited by physical, geographic, and regulatory constraints. Forward Cody, the City of Cody and many other local contractors and resource professionals injected a significant amount of planning and design to get to a point of bidding the project.

Investment:

The project has an approximate budget of \$3.7 million. Partners in the project are the Wyoming Business Council at \$2.5 million through a Business Committed Investment, the Cody Land Development Corporation with land valued at \$150,000, Forward Cody with a cash investment of \$400,000 and the Lannett Company at \$650,000.

Number of Jobs Affected:

When Cody Labs first approached Forward Cody in 2010 they had 81 employees. The projected positions with the completion of the warehouse are targeted at 126 employees. Cody Labs is working to overshoot this target and currently has 122 employees with 14 openings at present. The average wage at Cody Labs is \$55,000.

Economic Development Contact:

James Klessens, CEO/President, Forward Cody
www.forwardcody.com

ECONOMIC PROJECT:

LARGE FUND ECONOMIC LOAN PROGRAM THROUGH THE STATE OF WYOMING

Created through partnerships with over 800 people.

Business/Economic Development Activity:

Cody Labs/Lannett Company's decision to move their warehouse to a different location prompted the opportunity to expand their manufacturing facility on the same site. An initial assessment and a budget were developed showing a project cost exceeding \$100 million. While this was an exciting announcement, it was soon realized that to make the project happen, it would take significant assistance from the State to address a project of this size. The planning team met with the top elected officials and legislators from around the state seeking their support for legislation that would put the appropriate

tools in place. While Forward Cody pursued this legislative change to entice the Lannett Company to put deeper roots in Cody, this change in legislation will benefit every community in Wyoming. The result of this effort was the creation of a loan program for large-scale projects, which provides low interest state financing directly to a participating business. The program creates a clear but efficient process, which will allow large-scale financing for capital intensive, quality job creation projects. The approval requires legislative action plus the involvement of the Governor, State Treasurer, SLIB Board and the Wyoming Business Council. This finance tool filled the gap for financing that lies between Wyoming Business Council programs and Industrial Development Revenue Bonds.

Assistance Received:

With the support of leadership around the state, Forward Cody reached out to local representatives; Senator Hank Coe, Representative Sam Krone and Representative David Northrup to introduce Senate File SF0097 in the Budget Session of 2014. They were joined on a state level by sponsors Senator(s) Jim Anderson, Gerald Geis, William Landen, Phillip Nicholas, Ray Peterson and Chris Rothfuss, and Representative(s) David Blevins, Mike Greear, Steve Harshman and Lloyd Larson. Through an intense effort by Senators Coe, Nicholas, Bebout and others, an acceptable bill was created, amended and passed both House and Senate by the required 2/3 majority. In all, well over 800 people participated in the effort.

Investment:

The Bill appropriated \$25 million in capital for the large project economic development fund. As loans are made from this fund, the repayments are reinvested in this fund for future project work. Projects seeking to access this fund for a specific project may be required to seek legislative support to add capital to this pool.

The Lannett Company is completing their application process and will have the first application for this funding submitted by year-end.

Number of Jobs Affected:

This new program will have significant impact in Wyoming's ability to facilitate

large-scale economic development projects. As our State draws more attention in the national rankings for a quality business climate, communities across the State will see opportunity to develop responses that can make a difference. As is often said, this is one more tool in the toolbox, and certainly one that will make a difference in Cody. When the Cody Labs expansion is fully operational in 2017 it will add 100 employees and a \$5.5 million dollar payroll. Their projections anticipate adding an additional 130 employees by 2026 and growing their overall payroll to nearly \$20 million dollars.

Economic Development Contact:

James Klessens, CEO/President, Forward Cody
www.forwardcody.com

BUSINESSES HELPED:

WYOMING AUTHENTIC PRODUCTS

David Fales
2517 LT. Childers St., Cody, WY 82414
307-587-9841
www.wyproducts.com

Business/Economic Development Activity:

David Fales was born and raised in Park County where his family has deep roots. Over his business career, which was primarily in the food industry, David lived and worked in all corners of the U.S. However, he returned to Cody in 2009 to help his elderly father. When his father passed away, David decided to stay in Cody and establish his own company, Wyoming Authentic Products. He believes this company, featuring Wyoming Gourmet Beef, will benefit the entire ranching and beef industry in Wyoming. David intends to put Wyoming Gourmet Beef on the map. Wyoming Authentic Products opened their new meat processing plant in October 2013 and David's dream of gourmet beef, synonymous with Wyoming, is becoming a reality.

Assistance Received:

David approached Forward Cody in 2011 with the idea of developing Wyoming branded meat products. With David's experience in marketing food products for the Chiquita, J.R. Simplot and Columbo brands, it seemed he had the unique capability to make Wyoming Authentic Products a success. David worked with Small Business Development Center (SBDC,) the Wyoming Business Council (WBC) and

Forward Cody to fine tune his plan and to apply for investment from the Wyoming Business Council. In October 2013, Wyoming Authentic Products, LLC opened its 5,000 square foot, value-added meat processing facility in Cody. It achieved USDA plant approval and started producing high quality "Wyoming Gourmet All Natural Angus Beef" products.

Investment:

Forward Cody worked with the Wyoming Business Council to obtain a \$1.2 million Business Ready Community-Business Committed Grant while David raised over \$2.5 million in equity funding and \$1.4 million in financing for cattle purchases and equipment to help build the plant. This is the only USDA approved meat processing plant in Wyoming.

Number of Jobs Affected:

What began as a 2-person operation has grown to 13 full-time positions.

Economic Development Contacts:

James Klessens, CEO/President, Forward Cody
www.forwardcody.com

Leah Bruscino, Regional Director
Wyoming Business Council (WBC)
www.wyomingbusinesscouncil.org

Bruce Morse, Regional Manager
Wyoming Entrepreneur Small Business Development Center (SBDC)
www.wyen.biz

BUSINESS PLANNING:

GUNSMITHING SCHOOL - FEASIBILITY STUDY

Business/Economic Development Activity:

Over the last few years, gun companies across America have become interested in relocating their operation to gun-friendly states. Cody, along with many other Wyoming communities, sees firearms companies as a key recruitment target. For Cody, home of the Cody Firearms Museum, which houses the largest collection of American made firearms in the world, it's not hard to attract the initial interest of these companies. However as the discussion ensues, the ability of the area to prove a suitable trained workforce is seriously questioned. When compared to eastern U.S. communities who are home to major firearms manufacturers, most Wyoming communities have many of

the right attributes, but no workforce conditioned to carry out machining, fit and finish or assembly operations.

Forward Cody began to look for a solution to this workforce problem and, considering our current assets as a community and a state, felt that it would be worthwhile to establish a facility to train workers on the skills and the craft of gun making. In 2013 Forward Cody applied for a feasibility study grant to better understand the needs of industry and the feasibility of a program in Cody. The study is nearing completion and the results are positive. The final pieces will determine the method in which a program can be delivered.

Assistance Received:

Forward Cody received a Wyoming Business Council Planning Grant of \$25,000 and a USDA Rural Business Enterprise Grant of \$25,000 along with a local contribution of \$5,000 to conduct the study. The final project will be completed in December 2014.

Number of Jobs Affected:

This project will provide a training ground for persons seeking skill in making firearms. These skills are readily transferable to other industries as well.

Economic Development Contact:

James Klessens, CEO/President, Forward Cody
www.forwardcody.com

BUSINESSES HELPED:

JUNIPER + BAR + MARKET + BISTRO

Michele Prevost
1128 12th St., Cody, WY 82414
307-587-4472
info@juniperevent.com

Business/Economic Development Activity:

Retail liquor store, bar and restaurant

Assistance Received:

Juniper Bar + Market + Bistro began as Juniper Events, Cody's only full-time professional wedding and event planning service, operated by Michele Prevost. She started from her home and later rented a small house downtown. As Michele's clients kept asking for hard-to-find wines and spirits, she opened a retail store in the Bohemian 2AB corridor. The 2007 move took advantage of an available county liquor license. Juniper

focused on fine wines, premium spirits and craft beers. Though the business had a loyal clientele, it was a bit "out of the way".

Michele became acquainted with the Small Business Development Center in 2006 when she attended business roundtables and took a couple of local classes. The Market Research Center assisted with industry trend reports and other marketing ideas. Early in 2013 Michele began planning to move her business back to the downtown area, possibly adding other services.

Michele contacted Bruce Morse to learn more about specific funding options. By summer 2014, Juniper was relocated to downtown Cody, expanding into a full bar and small-plate restaurant with both indoor and outdoor seating. This new location allows expanded retail inventory and the opportunity for walk-in and tourist traffic.

Investment:

"Bruce helped me learn about the many options for financing our building purchase, which empowered me to competitively shop for a small business loan from a local lender with a low, 10-year fixed rate" Prevost said.

Number of Jobs Affected:

As a result of the move and expansion, the business now employs four full-time people and another four to five part-time folks.

Economic Development Contact:

Bruce Morse, Regional Director
Wyoming Entrepreneur Small Business Development Center (SBDC)
www.wyen.biz

BUSINESSES HELPED:

SWI, LLC

P.O. Box 1240, Powell, WY 82435
307-754-8166
www.swiwyoming.com

Business/Economic Development Activity:

In 2013, SWi, LLC (SWi) approached the Powell Economic Partnership, Inc. (PEP) to understand what possible options might be available to them. A recent restructuring of a failed business had left them with no credit lines with their suppliers, but yet they had a season full of contracts in hand. Local traditional lenders were unwilling to take on the risk, nor was there a match with a typical economic development financial tool.

Assistance Received:

Mezzanine financing through an independent source was utilized for the project. PEP was able to connect SWi with an independent source of financing and SWi secured a bridge loan with this source to keep their operations going through the summer. Mark Olson, Managing Member of SWi, LLC described the impact of this connection as follows, "This loan gave us the opportunity to start again and stay focused on our goals. We were able to get back to work." SWi is now self-sustaining and has completely paid off their bridge note.

Number of Jobs Affected:

This PEP connection helped save 13 well-paying jobs in the Powell area.

Payroll:

The annual payroll retained in Powell for these 13 positions is \$730,000.

Economic Development Contact:

Christine Bekes, Exec. Director
Powell Economic Partnership, Inc. (PEP)
www.pepinc.org

ECONOMIC DEVELOPMENT:

ECONOMIC DEVELOPMENT STRATEGIC PLAN FOR THE CITY OF POWELL.

Zane Logan, City Administrator
270 N. Clark, Powell, WY 82435
307-754-6901
www.cityofpowell.com

How this Project Affected the Community:

An economic development strategic plan for the City of Powell was long overdue. The newly formed Powell Economic Partnership, Inc. (PEP) took the lead to initiate a community-driven strategic plan. After a competitive bidding process, PEP selected Building Communities, Inc., (BC), a firm based in Idaho, to facilitate the process and compile the community results.

In November 2013, a PEP Steering Committee of more than 50 Powell stakeholders and residents came together for two full days to start a process that took one year to bring to completion. All of our major employers and institutions were represented, along with multiple other businesses and organizations. From company presidents to grandparents, voices were heard. Additionally, multiple

outreach meetings were held by BC and PEP with even more community stakeholders.

The PEP Steering Committee blended with the PEP Advisory Board at this point and more than 100 individuals actively reviewed the document and helped with revisions. An electronic link was also provided so that it could be shared with any other community members interested in the review process.

A Resource for Our Community

This plan will prove to be a valuable resource for at least the next 5 years. It is a plan that is "in motion," so it will go through a regular review by PEP and the City of Powell. Examples of its value include:

- PEP has accessed the document multiple times to gain documentation on our underserved with regards to healthcare and transportation. Our organizational strategies are in line with the plan and we can state confidently that we are responding to the community's wishes for economic development.
- PEP is in the process of building a new website and both the consultants and PEP will access parts of the plan in developing content.
- The City of Powell Planning and Zoning Commission has also utilized the plan as they are in the process of completely revamping our city zoning ordinances.
- Parks and Recreation Dept. has also accessed the plan for use in their strategic planning process.

Investment:

- Wyoming Business Council CDBG Planning Grant \$50,000.
- \$16,667 matching funds provided by PEP.
- Over 1,300 community volunteer hours.

Economic Development Contact:

Christine Bekes, Exec. Director
Powell Economic Partnership, Inc. (PEP)
www.pepinc.org

BUSINESSES HELPED:

GTS WELL SERVICE

Greg and Tammy Spomer
889 Ln., 7, Powell, WY 82435
307-754-2412
ggsponer@yahoo.com

Business/Economic Development Activity:
Oil and Gas Industry – Work-over Rig

Assistance Received:

Greg first contacted the Small Business Development Center in October of 2004 regarding his idea to purchase a work-over rig and start his own business servicing the nearby oil and gas industry. Some preliminary work was done and Greg decided to pass, yet he kept the idea in mind. Then, in early 2011, he again started to look for a suitable rig and began to inquire about available work. Greg did preliminary business planning, but again the right circumstances didn't come together. Finally, in September of 2013, he was ready to make the leap into owning his own business. The bank was willing to provide financing based on Greg's comprehensive business plan and financial projections he had honed over several years.

Greg's experience in the industry and contacts with key companies in the area resulted in obtaining work as soon as he could purchase and equip his rig. The oil and gas industry in Wyoming plays a vital role and this type of quality service is always in demand. In addition to business planning and projection assistance, GTS also used the services of the SBDC QuickBooks advisor as Greg and Tammy established the accounting system for the company.

Investment:

The business purchase was originally funded by a small business loan from a local lender using an SBA Guarantee.

Number of Jobs Affected:

Greg has continued to stay busy. He currently employs five people full-time and one person part-time, providing good paying jobs.

Economic Development Contact:

Bruce Morse, Regional Director
Wyoming Entrepreneur Small Business Development Center (SBDC)
www.wyen.biz

BUSINESSES HELPED:

POWELL LOCK & SECURITY

Jim Moore
366 N. Gilbert St., Powell, WY 82435
307-271-7247
powelllock@gmail.com
www.powelllock.com

Business/Economic Development Activity:
Locksmith and Security

Assistance Received:

In 2011 Jim and his wife, Kimberly, began looking into purchasing her father's locksmith business located in Powell. Due to various circumstances, the transition never happened. In early 2013 the opportunity again presented itself and they began pursuing the purchase in earnest. With business planning assistance from the Small Business Development Center (SBDC) they were able to finalize the ownership change by mid-year.

By implementing strategic changes, excellent customer service and a very professional appearance, Jim has been able to grow the business. He has added services previously unavailable; Jim is now able to code vehicle transponder keys and accept credit card payments. He is constantly attending classes to enhance his knowledge and expertise to incorporate new technologies, techniques and solutions. Additionally, Jim has seen an increase in his business activity since the close of a competing company in a nearby community.

The UW Market Research Center assisted with the development of Powell Lock's informational website.

Investment:

The business purchase was funded by a small business loan from a local lender. The purchase of additional equipment has been funded internally.

Number of Jobs Affected:

Jim is a one-man shop, providing services to Powell and 12 nearby communities.

Economic Development Contact:

Bruce Morse, Regional Director
Wyoming Entrepreneur Small Business Development Center (SBDC)
www.wyen.biz

PLATTE

ENTITY HELPED:

TOWN OF WHEATLAND

Cindy Kahler
600 9th St., Wheatland, WY 82201
307-322-2962
www.wheatlandtown.com

Community Development Activity:
16th Street Infrastructure Planning, Wheatland

Assistance Received:

Platte County Economic Development (PCED) and the Town of Wheatland have had many successes this year. Through the Wyoming Business Council, the Town of Wheatland and PCED received grants to fund a number of projects to enhance life and business in Wheatland and Platte County.

PCED received funding for a \$50,000 Wyoming Business Council (WBC) planning grant to address major issues on 16th Street in Wheatland, which is the main corridor into Wheatland. The street has many difficulties such as uneven lanes, lack of striping, lack of sidewalks, drainage issues, lighting and safety issues.

Investment:

This is a very important project for Wheatland's business sector and would not have been possible without the \$50,000 planning grant from the WBC along with matching funds of \$16,700 from the Town of Wheatland.

Economic Development Contact:

Daphanie Taylor, Interim Executive Director
Platte County Economic Development (PCED)
www.pcedwyo.org

ENTITY HELPED:**TOWN OF WHEATLAND**

www.wheatlandtown.com

Business/Economic Development Activity:

Commercial Kitchen/Community Center
Feasibility Study

Assistance Received:

Platte County Economic Development (PCED) and the Town of Wheatland received Wyoming Business Council grants to fund a number of projects to enhance life and business in Wheatland and Platte County.

One funded project was a Commercial Kitchen feasibility study grant for \$15,000 with a local match of \$5,000, for a total project cost of \$20,000, to address the need for an upgrade or new construction for a Commercial Kitchen/Community Center in Wheatland. That study was completed and is being utilized to plan a future project to construct a Commercial Kitchen/Community Center.

Economic Development Contacts:

Daphanie Taylor, Interim Executive Director
Platte County Economic Development (PCED)
www.pcedwyo.org

Cindy Kahler, Town of Wheatland
www.wheatlandtown.com

Dan Brecht, Manager
Platte County Main Street
dcbrecht1951@gmail.com

ENTITY HELPED:**TOWN OF WHEATLAND**

www.wheatlandtown.com

Community Development Activity:

Splash Park for community enhancement

Assistance Received:

The Town of Wheatland, with assistance from Platte County Economic Development, received a \$125,000 Community Enhancement grant last year from the Wyoming Business Council to construct a Splash Park for the kids to enjoy on hot summer days. The projected total cost of the project is approximately \$250,000 with a 50/50 match from the Outdoor Recreation Fund and other private donors. The Splash Park will help make Wheatland a more attractive community to those potential businesses looking to relocate to Platte County. The project is scheduled to be open to the public this summer, 2015.

Economic Development Contacts:

Daphanie Taylor, Interim Executive Director
Platte County Economic Development (PCED)
www.pcedwyo.org

Cindy Kahler, Town of Wheatland
www.wheatlandtown.com

BUSINESSES HELPED:

This Business Committed Grant benefits the entire Guernsey Industrial Park with infrastructure improvements and improved roadways, but was targeted for:

JOHN BUNNING TRANSFER

1600 Elk St., Rock Springs, WY 82901
www.bunningtransfer.com

Business/Economic Development Activity:

John Bunning Transfer had located a pipeyard in the Guernsey Industrial Park several years earlier, but needed increased infrastructure to continue to grow. This grant extended services to their business as well as other areas of the park. Since receiving the grant, John Bunning Transfer has expanded its

footprint in the industrial park twice. In addition to John Bunning, several businesses have located in the Industrial Park since the improvements have been completed.

Assistance Received:

This project was funded through the Wyoming Business Council Business Ready Community Grant Program. A Business Committed Grant funded \$1,485,000 of the project, while the Town of Guernsey contributed \$100,000 and the Guernsey Economic and Tourism Development Corporation contributed \$50,000 to the project.

Jobs Affected:

The expansion of operations for John Bunning Transfer positioned them to address the increased oil production in the area, thereby retaining existing jobs and creating additional pipeyard jobs. It also increased the need for truck drivers and office staff to handle the increase in production.

How this Project Affected the Community:

The improvements at the Guernsey Industrial Park affected the entire park. The park has 28 lots and now has only 11 available. It currently houses a concrete plant, a hot mix plant location, a hog feed mill and truck wash, and a rural fire department. Several lots are available for lease with build-to-suit options.

Economic Development Contact:

Bruce W. Heimbuck, Community Development Coordinator, Guernsey Economic and Tourism Development Corporation
www.guernseyeconomicdevelopment.com

SHERIDAN**BUSINESSES HELPED:****ZOWADA PLUMBING & HEATING INC.**

Dan Black
724 Val Vista St., Sheridan, WY 82801
307-674-8254
Zph1@actaccess.net

Business/Economic Development Activity:

Zowada Plumbing & Heating provides plumbing and heating for residential, commercial, institutional and government customers in areas ranging from new construction and remodels to service work and emergency repairs.

Assistance Received:

Zowada Plumbing & Heating has been operating since 1968. Dan Black joined the team in 1994, eventually taking ownership in 2005. Since the purchase of the business, Dan has had the business working on projects of all sizes. He was able to get the business involved with government procurement early on working as a sub-contractor, particularly with his local VA. He soon discovered if he could get Zowada Plumbing & Heating registered as a Service-Disabled Veteran-Owned Small Business (SDVOSB) and Center for Verification and Evaluation (CVE) verified, the business would be able to pursue appropriate government contracts as a prime contractor, and that's exactly what he did!

Dan was referred to the Procurement Technical Assistance Center (PTAC) nearly two years ago by the Small Business Development Center (SBDC). He was seeking assistance while applying for the CVE verification. After receiving his certification and completing his required government registrations, Dan started to bid on, and quickly received, awards from the Sheridan VA Medical Center as a prime contractor. To date, Zowada Plumbing & Heating has installed hot water heaters, replaced sewer lines, repaired a water treatment plant, and responded to many emergency repairs for the VA. In roughly a year's time, Dan has been able to get Zowada involved in over \$2 million in government contracts.

Number of Jobs Affected:

At any given moment, Zowada has roughly 11 employees on the payroll, including service plumbers, available and on call 24 hours a day. Positions include office staff, master and apprentice plumbers, and laborers. With the increase in projects being awarded from the VA, Dan has been able to hire three new employees: an estimator, a master plumber and an apprentice.

Economic Development Contact:

Alyssa Lozier, Procurement Specialist
Wyoming Entrepreneur Procurement
Technical Assistance Center (PTAC)
www.wyen.biz/ptac/

BUSINESSES HELPED:

CORE PHYSICAL THERAPY, LLC

Katie Ligocki, DPT & Kara Bateson, MPT
51 E. 1st St., Sheridan, WY 82801

307-672-5000

coreptwyo@gmail.com
www.coreptwyo.com/

Business/Economic Development Activity:

Physical therapists Kara Bateson and Katie Ligocki are passionate about patient-centered care and providing the highest quality of care through a customized physical therapy program. Their goal is to help patients regain strength and achieve optimal daily performance. Together they formed Core Physical Therapy, LLC, which opened in September 2014.

Assistance Received:

The Wyoming Small Business Development Center assisted Kara and Katie with the development of their business plan and financial projections prior to them approaching a lender.

Investment:

Owner equity and a commercial bank loan funded Core Physical Therapy, LLC.

Number of Jobs Affected:

Three full-time positions and one part-time contract position were created.

Economic Development Contact:

Susan Jerke, Regional Director
Wyoming Entrepreneur Small Business
Development Center (SBDC)
www.wyen.biz

SUBLETTE

BUSINESSES HELPED:

CAMRANGER, LLC

Melissa and Hayley Ryckman
PO Box 848, Pinedale, WY 82941
740-215-1761
gsa@camranger.com
camranger.com

Business/Economic Development Activity:

CamRanger, LLC manufactures accessories and software that allow wireless control of digital SLR cameras from devices such as smartphones and tablets. Its products include the CamRanger, a device that connects to a camera and creates wireless connection with a smartphone or tablet to enable control of the camera and the CamRanger PT Hub and MP-360 motorized tripod head, devices that

enable control of the camera including the ability to pan or tilt. All products are controllable through the free CamRanger App.

Assistance Received:

CamRanger was founded and developed by Dave Pawlowski and his wife Melissa Ryckman. Both have a love of the outdoors and enjoy long-distance backpacking and kayaking. It was actually on a kayaking trip when the idea for CamRanger was first formed. It was very difficult to take a picture from a distance, with both Dave and Melissa in the kayak, and get the focus and framing correct. Surprised by the lack of wireless control options, they used their engineering background and iOS development experience to create their own: the CamRanger.

Since starting the company in June 2012, the CamRanger products have become increasingly popular and have won numerous awards, including two Professional Photographer Hot One awards (2013 and 2014), a Digital Photo/Practical Photography award for Gear of the Year in 2013, a Technical Image Press Association award in 2013, and Editor's Choice awards from Digital Photo and Outdoor Photographer. These awards are voted on by industry experts, as well as customers and readers of industry publications, attesting to the value of the CamRanger products within the industry.

The popularity of the CamRanger products has resulted in them being sold through a variety of channels, including directly through the company's website (camranger.com) and other online retailers like Amazon, B&H Photo and Video, as well as traditional retail outlets. CamRanger also distributes products globally and makes sales to government agencies. Despite its growth, the company keeps a small, local team with Melissa, her sister Hayley, and Dave at its core. Additionally, they employ others from the community and have one employee who made the move from Virginia to Wyoming to join the CamRanger team.

In order to increase their sales to the government, Melissa and Hayley attended a Wyoming Procurement Technical Assistance Center (PTAC) webinar on selling through the General Services Administration (GSA). Getting on a "GSA Schedule" is a popular way to sell products or services to government agencies through an expedited process that eliminates the time between an agency creating,

competing, and awarding a contract and making payment upon receipt of goods or services. After attending the webinar, Melissa and Hayley began working with Brett Housholder, Wyoming PTAC, in June 2014 to make sure they met all necessary requirements in order to go after a GSA Schedule; having a DUNS Number for the business, registering in the System for Awards Management, and completing the proposal for their GSA application.

The process can be cumbersome and intimidating for a company who hasn't been through it. Melissa, Hayley and Brett met regularly over the course of the next four months to work on the proposal. In October 2014, all the required documents were finalized and sent to GSA for review. Brett also helped set up a daily notification of government contracts, available in their industry, and helped them determine how to market their products to specific agencies at tradeshow and matchmaking events.

Economic Development Contact:

Brett Housholder, Program Manager
Wyoming Entrepreneur Procurement
Technical Assistance Center (PTAC)
www.wyden.biz/ptac/

SWEETWATER

ENTREPRENEURSHIP PROJECT:

SMALL BUSINESS ROUNDTABLE PROGRAM.

Business/Economic Development Activity:

In February 2014, the Rock Springs Chamber of Commerce, in partnership with Commerce Bank of Wyoming and the Small Business Development Center, launched a free monthly Small Business Roundtable program. With the increase in young entrepreneurs in Sweetwater County and the growth of small businesses that are currently contributing to the economic base in Sweetwater County, we deemed it necessary to create a program that would educate our businesses and help them develop and operate their businesses successfully. Statistics show that 80% of all startup businesses fail in 3 years without the proper business planning. We have set the capacity limit of 25 and we have reached

that capacity goal every month since we have launched the program.

Each month, we survey our attendees on the types of topics that would be most beneficial. In response to their requests, we have had presentations on Tax Preparation for Small Business, Wyoming Department of Workforce Services Training Grant Program, Website Marketing for Small Businesses, and our latest one was Human Resources from A-Z. We have gained a lot of great feedback from the businesses that attend regularly and we have a variety of Chamber non-members and members who attend these, so this also opens up the opportunity for us to increase our membership numbers. It helps our presenters gain business, as well as additional promotion for their business. It is also very effective for our small businesses, because it gives them the opportunity to interact one-on-one with the experts at no cost.

How this Project Affects the Community:

There are many reasons why we feel this program has been so successful. We continue to engage new and already established businesses that attend monthly. We also promote the no-cost program through social media and a local radio station (96.5 KQSW). The help from our partnerships with Commerce Bank of Wyoming and the Small Business Development Center are instrumental to the underwriting of this program and its continued success. We know that because the topics are relevant and we recruit speakers who are experts in their fields that this program will continue to flourish.

Economic Development Contact:

Dave Hanks, Director
Rock Springs Chamber of Commerce
www.rockspringsbd.com

TETON

ORGANIZATION HELPED:

SILICON COULOIR

Liza Millet, Co-Founder and Board Member
PO Box 14211, Jackson, WY 83002
info@siliconcouloir.com
www.siliconcouloir.com

Business/Economic Development Activity:

Entrepreneur's Pitch Day: Silicon Couloir, a

Jackson-based 501(c)3 whose mission is to "Nurture Entrepreneurship in the Tetons," held its 3rd annual Pitch Day in August 2014. Pitch Day is an opportunity for local growth capital entrepreneurs seeking capital to present their businesses in front of a large group of potential investors and mentors. We had 20 companies apply for the final 6 presentation slots. Over 160 people attended the afternoon event and were inspired by these local entrepreneurs! Presenting companies included Yellowberry, Yellowstone Company & Commodities, Channel Signal, Cultivar, GearWise and Alert-Plus.

Assistance Received:

The Silicon Couloir Pitch Day is sponsored by the local office of First Western Trust and First Interstate Bank. We also had some funding from the Wyoming Business Council Regional Office.

Investment:

Megan Grassell, the CEO of Yellowberry, a company that seeks to empower young girls through its line of fun, colorful and non-sexualized 'tween bras, completed a \$500,000 seed round of funding through her involvement in Pitch Day. Information can be found at yellowberrycompany.com. Several other companies who presented are in the negotiation and due diligence processes at press time.

Number of Jobs Affected:

Silicon Couloir hired its first part-time employee in April 2014. Yellowberry has hired several employees since they closed their funding round.

Economic Development Contact:

Liza Millet, Co-Founder and Board Member
Silicon Couloir
www.siliconcouloir.com

ORGANIZATION HELPED:

JH START UP INSTITUTE

PO Box 14211, Jackson, WY 83002
startup@siliconcouloir.com
www.siliconcouloir.com/startup

Business/Economic Development Activity:

The Start Up Institute is a 10-week intensive entrepreneurial training program co-offered by Central Wyoming College and Silicon Couloir. In 2014, we trained 30 new and

already launched entrepreneurs in 2 different sessions. Each session includes 200 hours of classroom time as well as 10 hours of consulting time after the formal classroom experience. It is an intensive, immersive learning experience.

Assistance Received:

The program is offered through a partnership between Central Wyoming College and Silicon Couloir, a local non-profit whose mission is to "Nurture Entrepreneurship in the Tetons." Over half of the Start Up Institute participants took advantage of Wyoming Workforce Development Training Grants to help them attend the course. Central Wyoming College offered scholarship money to many participants. The Latino Resource Center in Jackson also offered scholarship dollars. The State SBA and WSBDC Directors presented to the class.

Investment:

A handful of companies have raised angel investment or Kickstarter money since they finished the program.

Number of Jobs Affected:

The majority of the graduates have launched or expanded their businesses and several have hired people since the course ended. Vera Iconica Architecture has hired 5 people since founder Veronica Schreibeis finished the program. Garagegrown gear.com launched their website, formed an advisory board, participated in the Silicon Couloir Pitch Day as an Honorable Mention, raised angel investment and hired several part-time people. Lynsey Dyer and her company Unicorn Picnic did a very successful KickStarter campaign and used proceeds to produce the first all-female ski movie, Pretty Faces. Lynsey is currently in the middle of a nationwide movie tour with the message of empowering girls in sports. Matt Donovan and Jeff Stein are creating the Contour Music Festival, a multi-day music and cultural festival, to be held in Jackson in June 2015. They received investment from the WY Travel and Tourism Board and other angels. Juan Morales' company NaughtyFruit recently launched a KickStarter campaign. The Teton Adventure Park, driven by Sue Muncaster, is an aerial adventure park set to open at the base of Snow King Mountain in the spring of 2015. Ashley Mudge created Because I Like U, an online gift-giving site.

She recently had the official launch of her website and e-commerce store. Attorney Alex Freeberg launched his business and website UncoupleLaw.com, an online site for legal help with a divorce. He is currently serving clients in Wyoming. There is a high success rate for entrepreneurs coming out of the Start Up Institute program. Each graduate has their own story to tell but many have been able to quit their day jobs to formally step into the CEO shoes full-time and support their lifestyles doing so.

Economic Development Contact:

Liza Millet, Program Director
JH Start Up Institute
www.siliconcouloir.com/startup

UINTA

ENTITY/BUSINESSES HELPED:

EVANSTON MAIN STREET PROGRAM

1200 Main St., Evanston, WY 82930

ANA'S ON MAIN STREET

927 Main St., Evanston, WY 82930

MOONFLOWER YOGA

221 10th St., Suite 301 and 308
Evanston, WY 82930

SERENDIPITY BOOKS, ANTIQUES, & COFFEE SHOP

900 Main St., Evanston, WY 82930

Business/Economic Development Activity:

The Evanston Main Street Program became one of two entities in Wyoming awarded a "crowdfunding" pilot platform from the Local Crowd, LLC based in Laramie. The Local Crowd's purpose is to design and implement a crowdfunding model to help small businesses overcome the barriers of accessing non-traditional capital in rural communities like Evanston. Three Evanston Main Street Program businesses applied to participate in the pilot program: Ana's On Main Street, Moonflower Yoga, and Serendipity Books, Antiques & Coffee Shop.

Ana's on Main Street offers an eclectic mix of lattes, Mexican inspired food and fresh juices. In order to serve their customers better and more efficiently, Ana's requires a commercial juice extractor and citrus juicer that can more effectively extract the juice from

the whole fruits and vegetables used in their custom juice blends. Contribution goal: \$3,000.

Moonflower Yoga imparts personal instruction and the many health benefits of this traditional mind/body practice to its growing student clientele. In order to better serve their pupils, advanced training for the instructors is essential. Such increased education for instructors is crucial for Moonflower to grow and expand. Contribution goal: \$4,000.

Serendipity Books, Antiques & Coffee Shop provides customers with a vast array of gifts, vintage novelties, books and an ever-expanding menu at their coffee shop. To better serve their patrons, Serendipity needs new commercial flooring to make the shop cleaner and easier to access. Contribution goal: \$ 6,000.

All three campaigns launched on October 6, 2014, and ran for varying timeframes (19 – 30 days). Social media, the local newspaper and personal networks were used to raise awareness and market the campaigns. The community responded well and upon conclusion of the campaigns, results were as follows: Ana's on Main Street raised 100.5% of their \$3,000 goal, Moonflower Yoga raised 50% of their \$4,000 goal, and Serendipity raised 100% of their \$6,000 goal.

The businesses that participated in the crowdfunding pilot also benefited in non-monetary ways. Each business created relationships with the other participating businesses and joint marketing efforts and complementary partnerships were developed. For example, both Ana's and Serendipity now have items on their menus named for Moonflower Yoga. All three businesses expanded their customer bases during the pilot. Social media activity was tracked throughout the pilot and, as an example, Ana's on Main Street saw their Facebook page "likes" increase by 82% over a 6-week period. Moonflower Yoga was able to hire two additional part-time employees to expand class offerings to the community.

The crowdfunding model will continue to be tested in Evanston, but the three Main Street small businesses that participated in the pilot experienced long-lasting impacts.

Economic Development Contact:

Amy Grenfell, Director of Administrative Services/City Clerk, City of Evanston
www.evanstonwy.org

ENTITY HELPED:

CITY OF EVANSTON, WY AND SURROUNDING AREAS

Business/Economic Development Activity:

With an ever-growing need for rail access sites by various businesses in Evanston, the surrounding area, and those companies seeking to relocate and expand in Southwest Wyoming, the City of Evanston pursued and was awarded a CDBG Planning Grant from the Wyoming Business Council. This project will ultimately have a positive impact on the city and surrounding areas, as once completed, it will provide a fundamental conceptual plan for a sizeable (300-1,000 acres) rail access business park. It is anticipated that the finished master plan will identify an area within Uinta County where a large rail access business park with several lots/parcels can be located. The plan will also contain cost estimates for utilities and operations and potential customers and tenants. It will allow us to promote and showcase our area and assets much more effectively to prospective and area businesses. We will have a tangible document to hand to business prospects, demonstrating not only that we are progressive and innovative, but also intensely interested in increasing their business success and our local economy.

Historically, the main line of the Union Pacific Railroad has been a major economic driver in Evanston and the neighboring communities. This project will provide a substantial guideline that will continue to strengthen this economic tradition.

Assistance Received:

\$66,667 from Wyoming Business Council CDBG Planning Grant and local matching funds.

Economic Development Contact:

Mieke Madrid, Community Development Coordinator—EDFP, City of Evanston, WY
www.evanstonwy.org

WASHAKIE

ENTITY HELPED:

WASHAKIE MEDICAL CENTER

Mark Schlattman
Facility Op's/EVS Mgr. Sr.

WASHAKIE MEDICAL CENTER-BANNER HEALTH

P.O. Box 700, Worland, WY 82401
307-347-6954

mark.schlattmann@bannerhealth.com
www.bannerhealth.com

Business/Economic Development Activity:

The Washakie Medical Center Facility is owned by Washakie County and managed by Banner Health. Washakie County has a County Commission appointed hospital board that acts as a liaison between Banner and the county. The hospital board is responsible for the maintenance of the county-owned facility and receives rent as revenues.

The project was an emergency created by a premature failing of the roof system on 31,850 sq. ft. of roof area. A leaking roof is not acceptable in a medical facility and created safety and health code infractions.

Assistance Received:

The hospital board did not have immediate adequate funds to cover such a large project. They approached the County Commissioners with the emergent issue and Mark Schlattman of Banner Health worked with the architect to put the project documentation together. Washakie County also lacked the funds and thus an emergency Mineral Royalty Grant was applied for from the State Loan and Investment Board. LeAnn Chenoweth, Executive Director of Washakie Development Association, was asked to prepare the grant application for the project.

Washakie County Commissioner Ron Harvey appeared before the SLIB and the grant was awarded. The bid has been awarded and the project is underway. This project was successful because of the cooperation between entities and willingness to communicate openly to solve an emergent issue. Our community values the importance of our award-winning critical access hospital and the over 140 employees and professionals who work there.

Investment:

- Washakie County Hospital Board Match funds - \$194,336
- Mineral Royalty Emergency Grant SLIB - \$583,009
- Banner Health made the investment of project coordination and management of actual construction. Washakie Development Association invested time to prepare

the grant application and coordinate with Banner Health on project details.

Economic Development Contact:

LeAnn Chenoweth, Exec. Director
Washakie Development Association (WDA)
www.washakiedevelopment.com

ENTITY HELPED:

CITY OF WORLAND

Mayor David Duffy
P.O. Box 226, Worland, WY 82401
307-347-2486
www.cityofworland.org

Business/Economic Development Activity:

City of Worland Comprehensive Master Plan: The City of Worland was using a county-wide comprehensive land use plan dated 1978. The Board of Planning and Adjustment with the guidance of City Building Official Ron Vanderpool chose to open conversation with the city council about an update. The Worland City Council, with the assistance of Clerk Treasurer Tracy Glanz, made application to the Wyoming Business Council for a Planning Grant. Upon approval of the grant a steering committee was formed made up of a diverse group of volunteers led by Ron Vanderpool.

Assistance Received:

A community assessment through Wyoming Rural Development in the fall of 2013 was the first step toward seeking public input for a new comprehensive plan. The steering committee was instrumental in the coordination of the assessment process.

In late 2013 Community Builders, Inc. was chosen as the consultant to create the comprehensive plan. It has been a pleasure to work with Bobbe, Kathy, Joe and Lisa. Through various techniques community input was once again sought to compliment information gathered in the community assessment piece. The steering committee, BAPC, and City Council have continued to work together, review and revise information along the process and anticipate a finished plan in July 2015.

This plan will allow Worland to look to the future to determine where and how the community can deal with sustainable growth, become more business-friendly, and maintain the safe community with the diverse economy Worland now enjoys. The plan has forced the

community to think about what the citizens want, the process to make some of those goals attainable, as well as the resources that will be needed along the way.

A realistic timeline for the process is one key factor that is helping all the necessary pieces to come together, while allowing for public input at every step in the process. Identifying necessary ordinance changes and opportunities for the county and city to co-operate is also a must. A Wyoming consultant who understands the lifestyle and small community dynamics has also been beneficial to the progress of the project.

A clear mission and vision statement, a brand, and plan to succeed will allow Worland to be more prepared for growth and change while providing a road map for the future along with a guide to resources available. A Comprehensive Master Plan is one of those projects that we will wait 20 years to truly know how successful it is.

Investment:

- City of Worland - \$8750 Matching Funds
- Washakie Development Association - \$2500 Matching Funds
- Wyoming Business Council Planning Grant - \$33,750

The value of the volunteer time donated by the steering committee and the investment by the community, Worland City Council, Board of Planning and Adjustment, Tracy Glanz, Sara Firnekas and Ron Vanderpool is priceless.

Economic Development Contact:

LeAnn Chenoweth, Exec. Director
Washakie Development Association (WDA)
www.washakiedevelopment.com



**WYOMING
ECONOMIC
DEVELOPMENT
ASSOCIATION**

W E D A

307-772-9001

info@wyomingeda.org

www.wyomingeda.org

WESTON

ORGANIZATION HELPED:

OSAGE IMPROVEMENT SERVICE DISTRICT: OSAGE KITTY MOATS COMPLEX PROJECT

551 Metz Street
P.O. Box 144, Osage, WY 82723
Cynthia Crabtree, Treasurer
cynthia1@rtconect.net

How this Project Affects the Community:

In 2012, the Osage Improvement Service District and North East Wyoming Economic Development Coalition (NEWEDC) requested a Community Facilities Program Grant from the Wyoming Business Council to renovate and restore the Osage Kitty Moats Complex facility, formerly the Osage Kitty Moats School.

The town has limited alternatives for public gathering space. The facility has been used for a variety of community activities; however, the renovations will allow the community to expand that usage. The renovation will provide the community and region with a facility that can be utilized for gatherings, recreation, youth activities and many other purposes.

The building has a total of 28,000 square feet, which includes a 6,664 square foot gym, a 3,172 square foot auditorium, as well as a commercial kitchen, library, youth play area and leasable space.

The former classrooms will provide the only space in the community where a business can locate that meets current building codes. Several businesses and agencies in the area are exploring the possibility of renting space. Building renovation began in July, 2014 and it is expected to be completed by December 2014. It is expected to have a very positive impact in Osage.

Investment:

The total cost of the project is expected to be approximately \$1.2 million. The Wyoming Business Council - Community Facilities Program grant of \$1.0 million made this project possible.

Economic Development Contact:

Dell Atkinson, Executive Director
North East Wyoming Economic Development Coalition (NEWEDC)
www.newedc.com

MULTI-COUNTY

ALBANY, GOSHEN, LARAMIE & PLATTE

ENTITIES HELPED:

The counties served with the Southeast Wyoming Regional Broadband Project were:

ALBANY COUNTY

Josh Boudreau, Laramie Chamber Business Alliance, 307-742-2212

GOSHEN COUNTY

Lisa Johnson, Goshen County Economic Development, 307-532-5162

LARAMIE COUNTY

Anja Bendel, Cheyenne LEADS, 307-638-6000

PLATTE COUNTY

Daphanie Taylor, Platte County Economic Development, 307-322-4232

Business/Economic Development Activity:

Southeast Wyoming Economic Development District (SWEDD) received funding for a regional broadband plan to identify needs within the region and a solution to broadband problems. The purpose of the project was to develop a strategy to fill in the gaps and develop a feasibility plan to address regional, county and community broadband needs. The plan identified long-haul fiber access, potential fiber/broadband routes, and wireless options; defined the public/private relationship and costs to address underserved areas and lead to construction. The planning document can be used to show needs, solutions, and assist in seeking funding for construction.

The first portion of the plan is completed and SWEDD is looking to develop additional planning to assist with broadband needs.

Investment:

SWEDD received a \$50,000 Wyoming Business Council Planning Grant as well as \$50,000 from the US Department of Commerce, Economic Development Administration

Economic Development Contact:

Karen Guidice, Exec. Director, Southeast Wyoming Economic Development District
www.southeastwyomingedd.org