

MEMO:

Dawson County is applying for a Building Entrepreneurial Communities Act Grant.

The grant will be matched with funds from the ABLE program and Dawson Area Development.

We want to make sure your community is aware of the activities that will be occurring if the grant is funded. If you are in support of the activities, and would like your community included in the marketing that will be undertaken, please sign the attached page and send a copy of the minutes of the meeting where you show the project was discussed and approved to the Dawson Area Development Office no later than **AUGUST 13th, 2008**.

PROJECT DAWSON: (*Demonstrating Aggressive Ways to Sell Our Nebraska*)

This project involves three main activities,

1. The creation of marketing materials for the retention and attraction of talent to the area,
2. Marketing of the area to those living out of state (primarily Dawson & Gosper County alumni)
3. Entrepreneurship training for area youth

The specific activities being proposed are:

1. Marketing piece to go to all graduating high school seniors focusing on Dawson County Entrepreneurial success stories, quality of life, and www.dawsoncountycareers.com. \$6,000
2. www.dawsoncountycareers.com advertising in all Dawson area yearbooks: \$2,000
3. 2 years of front page links to www.dawsoncountycareers.com on tricitytrib.com, Gothenburgtimes.com, and clipperherald.com: \$3,000
4. Creation of relocation package focusing on quality of life of Dawson County marketed through the website: \$13,000 (this marketing piece will be also handed out at all 10 year reunions in Dawson County).
5. For those who reside out of state who request a "relocation package" through the website – we will reimburse them up to \$300 for transportation costs for coming back and spending the weekend in Dawson County. Where they will be required to take a community tour and a school tour given by a community volunteer. First 30 families = \$9,000

6. Marketing of www.dawsoncountycareers.com through various University and College alumni magazines from NE. ie. UNK, UNL, Chadron, UNO, Community Colleges, etc. \$7,500
7. Presentations from area entrepreneurs who demonstrate trades to students in the ABLE construction program: \$12,000
8. Direct mail piece to alumni living out of state web marketing www.dawsoncountycareers.com: \$3,000

Thank You for your consideration and continued support of Dawson Area Development

Jennifer Wolf

Name of Local Government Applicant C (Lexington)

John Fagot, Mayor of Lexington
Typed Name and Title of Applicant
Government Representative

Signature of Applicant C
Government Representative

Date

(Add additional signature lines as needed.)

Check here if your community has been a partner in a BECA Grant.

NOTE: All local government applicant partners must provide statement of community consideration and approval of project application. This approval does not need to be presented with the application but must be presented **prior to receipt of reimbursement funds**. Acceptable statements include village, community, or county minutes of meeting where project is discussed and approved.