

Part III. Application Form

Building Entrepreneurial Communities Act

Applications must be kept to **10 or fewer typed pages** (this does not include the cash match support letters, media coverage area maps or budget justification documents)

1. Project name: (Please limit project name to four or five words .) Better Tomorrows in Dawson County			
2. Grant Amount Requested: <u> \$64,100 </u> Planning Grant Application <input type="checkbox"/> <i>(Planning grants may request up to \$5,000. Other grants may request up to \$75,000.)</i>			
3. Application project must be a collaboration of at least <u>TWO</u> local units of government with the exception of planning grant applicants. (Planning grant applications may be submitted by a single government entity wishing to build a coalition.) At least ONE applicant must meet either the <u>distress</u> criteria OR the <u>limited resource area</u> criteria. Determination of grant match category (<u>distress</u> or <u>limited resource</u>) will be based on the eligibility of Applicant A. (Only list the <u>collaborating partners</u> here. A detailed description of the <u>project partnership</u> is requested in question #6.) Applicant A: City of Lexington Applicant B: Dawson County (List only collaboration partners – not all participants)			
4. Check <u>DISTRESS</u> criteria (if applicable). See Part IV for distress eligibility determination. (Skip this section if Applicant A is a Limited Resource Area.)			
	Unemployment Rate	Per Capita Income	Population Loss
Applicant A:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Check <u>LIMITED RESOURCES AREA</u> criteria (if applicable). See Part V for limited resources area eligibility determination. (Skip this section if Applicant A is a Distress Criteria Area.)			
	Per Capita Income	Population Loss	
Applicant A:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
6. Project Partnership: (Planning grant applicants – skip this section.) Describe the <u>partnership</u> that will financially support this project: <i>names of communities, organizations, agencies (public and private)</i>. (A signed letter of commitment from each partner <u>detailing their CASH match support</u> is required with the application, and is not counted in the 10-page maximum. Only list here those partners who are actual CASH supporters.) Dawson Area Development (DAD) and the Advocating for Business Labor Education (ABLE) Program will be providing cash match support for this project. DAD will be providing \$7,400. DAD will be using contributions received from the cities of Lexington, Gothenburg, Cozad and the villages of Sumner, Eddyville, Miller, Eustis, Farnam, Smithfield, Elwood and Overton. ABLE, under the Career Services Inc. umbrella, will be providing \$10,500 from donations received from area businesses which include: Paulsen, Inc., Baldwin Filters, Eilers Machine & Welding, Designer Craft Woodworking, Dawson Public Power, and Fairbanks International. See attachments A and B			

7. Fund Recipient: (Funds will only be disbursed to the local government designated as Applicant A. Fund recipient will redistribute funds to third party designated in Question #8 below, if Applicant A is not the administering entity. This contact information will be used for concerns about reimbursement payments.)

Fund Recipient: City of Lexington

Contact Person: Joe Peplitsch, City Manager

Mailing Address: 406 E. 7th Street, P.O. Box 7

City, NE, Zip: Lexington, NE 68850

Phone: 308-324-2341

Fax: 308-324-4590

Email: jpepp@cityoflex.com

8. Administering Agency/Entity: (This will be the entity administering the grant program and responsible for the monitoring, reporting and preparation of reimbursement requests.)

Name of Administering Agency/Entity: Dawson Area Development

Contact Person: Mary Gohl

Mailing Address: P.O. Box 106

City, NE, Zip: Cozad, NE 69130

Phone: 308-784-3902

Fax: 308-784-3941

Email: mgdad@cozadtel.net

9. Project Summary: (Please provide a concise summary - approximately **25 words or less** - suitable for use in news releases.)

"Better Tomorrows in Dawson County" will focus on providing area residents with advanced entrepreneurship education, focusing on opportunities available in Dawson County and promoting Dawson County as a great place to live.

10. Project Description: *This section needs to be filled in by all applicants including those applying for planning grants.*

➤ **Identify the geographic area represented by this project.**

The Dawson County area consists of three cities, Lexington, Cozad, and Gothenburg and four villages, Overton, Sumner, Eddyville and Farnam. Other villages that serve as bedroom communities for Dawson County include Smithfield, Elwood, Eustis and Miller.

➤ **How will the project realize multi-area or multi-community cooperation and impact?**

All of the communities named above are financially supportive members of Dawson Area Development and all school districts represented by these communities are financially supportive members of the ABLE program. Dawson County and the surrounding areas are struggling to retain and recruit entrepreneurs and residents to the area. This project will work with all the communities to ensure the existing population and newly relocated individuals will be provided entrepreneurship education, for both youth and adults. This will help to increase the number of small businesses which are vital to the sustainability and growth of our area. Collaboration on marketing to attract and retain families will mutually benefit all communities, and will compliment ongoing efforts.

➤ **If project includes a request for marketing assistance, identify target market and briefly describe marketing campaign.**

All print advertising will focus on the promotion of www.dawsoncountycareers.com which is used as a reconnecting tool to assist alumni with their return back to Dawson County. Ads will be placed in alumni publications for colleges in Colorado, Kansas and Iowa. The Dawson County Careers site provides visitors with a plethora of information pertaining to Dawson County, which relates to: job opportunities, business opportunities, resume submission, schools and education, medical facilities, daycare services, area housing, local media, area demographics, location, climate, and cost of living.

Website advertising will feature front page links to www.dawsoncountycareers.com on newspaper websites. Because many out-of-state alumni do not subscribe to the newspaper, they will be able to stay up-to-date with Dawson County news via newspaper websites. This direct link provides another portal

back to Dawson County and the surrounding areas. Since the creation of these banner ads, they have been the number one point of access to the www.dawsoncountycareers.com site. Because website upgrades are being proposed, it is important to keep this preferred way of access available to future Dawson County residents. **SEE ATTACHMENT C.**

- **List measurable project goals. Describe how they will be documented and measured.** (*Use precise measurements, not general terms.*)

The following measurements will be used to document success of this project:

GOAL 1: Provide Entrepreneurship education curriculum (ESI workbooks) to each school serviced by the ABLE program, which includes: Gothenburg, Cozad, Lexington, Overton, SEM, Eustis-Farnam, and Elwood. The ABLE Coordinator will visit each school every other week and present entrepreneurship classes with the ESI curriculum. The focus of the ABLE program is to provide students career education which directly relates to existing local businesses. With the receipt of BECA funds, schools can be provided with specific curriculum related to entrepreneurship education. Educating our youth about entrepreneurship in Dawson County is a vital piece to the puzzle when trying to recruit and retain as many youth after high school graduation. With this curriculum, students will be able to see all the opportunities that Dawson County and the surrounding area have to offer and they will graduate knowing that "home" is the best place to start their own business.

GOAL 2: Assist 50 new or existing entrepreneurs in Dawson County or the surrounding area with adult entrepreneurship education. Individuals will pre-register for classes so an exact number can be tallied at the end of the project.

GOAL 3: Each year, 200 Dawson County and surrounding area sophomores will be informed about career opportunities in Dawson County and discover what career pathway will be best for them in the future. The Connecting the Dots program will be held twice in the fall, each session totaling 100 students.

GOAL 4: Increase the number of visits to www.dawsoncountycareers.com from out of state visitors by 40 percent in the next two years. Weekly data reports are submitted to DAD which tracks the number of visits per week, month, and year, along with other valuable data. We will also work closely with each community in Dawson County and the surrounding area to monitor the number of actual relocations of Dawson County area alumni, aiming to reach a target goal of 15 family relocations over the next two years.

- **How will the project demonstrate sustainability, or how will the project build economic development capacity?**

Small business is vital to the success of Dawson County and the surrounding areas. By educating the youth and adult population of the importance and requirements to succeed as an entrepreneur, the Dawson County area will continue to thrive with the creation of jobs and employee incomes spent at local businesses.

It is vitally important that the Dawson County area recruits individuals wishing to relocate to Nebraska in order to maintain a healthy economic status. Dawsoncountycareers.com is being utilized across the county and surrounding areas as a way to show those interested in relocating, what we have to offer. This website is the primary source of information for those residing out of state that desire to relocate to the Dawson County area. This site provides visitors with a plethora of information pertaining to Dawson County, which relates to: job opportunities, business opportunities, resume submission, schools and education, medical facilities, daycare services, area housing, local media, area demographics, location, climate, and cost of living, as well as links to other websites from cities and villages in Dawson County. "Better Tomorrows in Dawson County" will not only benefit the Dawson County area presently, but the knowledge gained by residents will play a major role in the economic future and so will the relocation of numerous families to the area.

- 11. Provide a brief timeline for the project.** *This section needs to be filled in by all applicants including those applying for planning grants. State your timeline goals in quarterly segments identified as Quarter 1, Quarter 2 and continuing quarterly until project completion or two years, whichever date is earliest. We recognize the timelines may need adjusting after the awards. Please do not use calendar dates.*

Quarter 1:

- A.** The first two sessions of a new career education program, Connecting the Dots, which is sponsored by the UNL Extension, will be offered to Dawson County and surrounding area high school sophomores. The program will be repeated for the next two years, for a total of seven sessions. Each session includes a "real life" simulation to help students learn how high school choices impact post secondary study and work experiences. Information about favorite careers, learning the importance of networking to help prepare for future careers, building work readiness skills including resume building and interviewing, personality inventories to help students relate to future jobs, and a fun learning experience with a diverse population of students are also benefits that the students take with them. Local businesses will be present to represent the 16 Career Clusters and businessmen from the area will also speak with students about the opportunities in Dawson County and the surrounding area.
- B.** Print advertising which focuses on www.dawsoncountycareers.com will be purchased from colleges in Colorado (University of Colorado), Kansas (KSU and KU) and Iowa (ISU).
- C.** Website advertising on local newspaper websites will be purchased, providing a direct link to www.dawsoncountycareers.com for out of state alumni. These links will appear on the Lexington Clipper Herald www.lexch.com, Tri-City Tribune www.tricitytrib.com, and Gothenburg Times www.gothenburgtimes.com sites. They will remain active for two years.
- D.** Entrepreneurial education curriculum (ESI) will be submitted to schools for use during the 2011 spring semester and 2011-2012 school year. Times will be designated every week for the ABLE Coordinator to visit the classrooms and instruct the students. This curriculum will be used not only during the grant term but into the future as the schools allow.
- E.** Entrepreneurship education will be enhanced with a program called Community Connections, developed by Diane Vigna and Nancy Eberle. The program will be facilitated by Mary Gohl, Business Education Coordinator (ABLE Coordinator) for Dawson County and the surrounding area. Meetings, group activities, such as a retreat, and other entrepreneur promotion activities will take place in Dawson County. This project is intended to build relationships between the youth and adults in the area in order to connect the youth with the opportunities to start their own business in their communities. Participants will include area students interested in entrepreneurship, local entrepreneurs, and other business people from the area. This will take place throughout the term of the grant and continue as needed.

Quarter 2:

- A.** Improvements to the existing www.dawsoncountycareers.com will be made. New information will be provided and the ease of use will be improved. These features will make the website more attractive and informative, encouraging more out of state alumni to return to Dawson County.

Quarter 3:

- A.** The beginning stages of the Teacher Internship Project will take place, which will include the application process, interviews, and the coordination between businesses and teachers. This will be followed by placement of teachers into a business or industry they are interested in. Lastly, the teachers will complete a four day internship in the business and a one day "planning and developing" session at ESU 10 to assist them in creating curriculum using the information they attained during the internship.
- B.** The development and creation of marketing materials for out-of-state job fairs and recruitment will take place.

Quarter 4:

- A.** Entrepreneurship Education for adults in Dawson County and the surrounding area will begin. Informative classes will be offered in four week modules, allowing future and/or current business owners in the area to attend the module or modules that best fit their needs. Module topics will include: Marketing: Analysis, Understanding, Strategies, Tactics, and Implementation; Financial Overview: Books, Records, and Controls; Managing Your Money: Financial Planning, Budgets, Developing and Using Cash Flow Projections, and Understanding and Using Financial Statements;

Financing Your Business: Sources of Money; and Green Business Opportunities: Environmental Solutions.

Quarter 5:

- A. Connecting the Dots program continues for the second time with two sessions, 100 students each session.

Quarter 7:

- A. Summer Teacher Internship Project takes place for the second time.

12. Has any partner in this grant received BECA funding for a previous project? Previous funding does not disqualify applicant.

No Yes

If yes, are all reporting requirements for the previous grant current? Yes No

13. Has any portion of this project ever received a grant from any source? If yes, state grant amount, purpose and source.

- Newspaper Website Banner Ads-\$5,400-easy access to site for out-of-state residents-BECA
- Advertising in college alumni magazines-\$3,600-promote the use of www.dawsoncountycareers.com to college graduates-BECA

14. Is this project an existing project? If so, discuss how the grant will not be used for replacement funding (including replacing funds from a previous grant source). Explain how the grant will expand the existing project complimenting the earlier work.

This project consists of nine different activities, two of which are existing activities, alumni magazine advertising and banner ads on newspaper websites. The funding received for these activities will be used to increase the number of out-of-state people who view our banner ad which is currently the number one way out-of-state individuals access the www.dawsoncountycareers.com site. Since upgrades to the site are planned, it is necessary for the banner ads to continue on the local newspaper sites to insure that we attract as many visitors to the site to view updated and new information about Dawson County. The number of college magazines DAD and ABLE will also increase to more out-of-state colleges. This will broaden the scope of out-of-state graduates we are targeting to relocate to Dawson County.

Identify name and agency of application preparer:

Mary Gohl, Dawson Area Development, ABLE Coordinator

Identify the county of each applicant partner:

- Lexington, NE—Dawson County, NE
- Dawson County, NE

Identify the state legislative district and state senator for each APPLICANT partner.

Applicant A: _____ City of Lexington _____ District# 36 Senator John Wightman
(community)
Applicant B: _____ Dawson County _____ District # 36 Senator John Wightman

All local units of government applicant partners must sign grant application:

City of Lexington

Name of Local Government Applicant A (Community)

Mayor, John Fagot

Typed Name and Title of Applicant A
Government Representative

Signature of Applicant A
Government Representative

Date

Dawson County

Name of Local Government Applicant B (Community)

Bill Stewart, Chairman

Typed Name and Title of Applicant B
Government Representative

Signature of Applicant B
Government Representative

Date

(Add additional signature lines as needed.)

NOTE: All local government applicant partners must provide a 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 the approval of any request for reimbursement. Acceptable statements include village, community, or county minutes of meetings where project is discussed and approved