



# Business Ready Community Grant & Loan Program

## Grant and Loan Application

**Please select an application type:**

- BRC Planning Grant Application
  - Economic Development
  - Feasibility
  - Promotional
  - Tourism
  - Regional Targeted Industry

## **INTRODUCTION: Planning Grant Projects**

**Rules** Rules governing the Business Ready Community (BRC) Grant and Loan Programs are available through the Wyoming Business Council (WBC) or [www.wyomingbusiness.org](http://www.wyomingbusiness.org).

**Applicants** Counties, incorporated cities, towns, and joint powers boards (with approval of all member agencies) may apply. The WBC may enter into contracts/cooperative agreements with Eastern Shoshone and Northern Arapaho Tribes.

**Funds** Planning: There are five types of planning grants available:

1. Economic Development plans. Maximum amount \$50,000. These are plans that address the community as a whole and identify potential future economic development opportunities and further develop a community's economic development strategy. (This is not intended to be used for community development plans such as land use plans, zoning plans, etc.) The plan, if implemented, will potentially lead to the creation of new primary jobs and/or retention of existing primary jobs. The plan will also address sources of funding to implement the plan.
2. Feasibility Studies. Maximum amount \$25,000. These are site specific or industry specific plans must determine the feasibility of a project or plan for a project that addresses an economic development objective. The plan, if implemented, will potentially lead to the creation of new primary jobs and/or retention of existing primary jobs. The plan will also address sources of funding to implement the plan.
3. Promotional Plans. Maximum amount \$25,000. These are plans that specifically address the promotion of a community's economic development asset(s). Examples would be branding or downtown development. The plan, if implemented, will potentially lead to the creation of new jobs and/or retention of existing jobs. The plan will also address sources of funding to implement the plan.
4. Tourism Plans. Maximum amount \$25,000. These are plans that address economic development opportunities for a defined region or community that specifically focuses on the tourism and hospitality industry. The plan, if implemented, will potentially lead to increased visitation to the destination, which would in turn, increase local sales and lodging tax collections to add to the local economy. The plan will also address sources of funding to implement the plan.
5. Regional Targeted Industry Plans. Maximum amount \$50,000. These are plans that encompass a defined region and potential

targeted industries for economic development growth. The plan, if implemented, will potentially lead to the creation of new primary jobs and/or retention of existing primary jobs. The plan will also address sources of funding to implement the plan.

**Due Date** For application deadlines, contact your Regional Director or Program Manager (contact information provided on the following page) or refer to the Wyoming Business Council website at: [www.wyomingbusiness.org](http://www.wyomingbusiness.org)

Recommendations and decisions are subject to WBC Board and State Loan and Investment Board schedules.

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

**Application Instructions**

- If text will not fit within the text field:
  1. Create and save a document
  2. Enter the name of the document in the applications text field for our reference
  3. At time of submission you will be able to upload any referenced documentation
  
- Recommend downloading the application to your device and using a local PDF editor (such as Adobe Acrobat) instead of your Internet browser

**Submissions**

To submit your application contact your Regional Director for submission requirements. Contact information can be found below:

Converse, Niobrara, Platte and Natrona Counties	Big Horn, Hot Springs, Park, and Washakie Counties	Campbell, Crook, Sheridan, Johnson, and Weston Counties
Heather Tupper East Central Regional Director  Tel: 307.777.2804 Cell: 307.772.1265 <a href="mailto:heather.tupper@wyo.gov">heather.tupper@wyo.gov</a>	Kristin Fong Northwest Regional Director  Cell: 307.271.2619 <a href="mailto:kristin.fong@wyo.gov">kristin.fong@wyo.gov</a>	Brandi Harlow Northeast Regional Director  Cell: 307.689.1320 <a href="mailto:brandi.harlow@wyo.gov">brandi.harlow@wyo.gov</a>
Sublette, Teton and Fremont Counties	Lincoln, Uinta and Sweetwater Counties	Albany, Goshen, Laramie, and Carbon Counties
Patrick Edwards West Central Regional Director  Cell: 307.389.2762 <a href="mailto:patrick.edwards@wyo.gov">patrick.edwards@wyo.gov</a>	Kiley Ingersoll Southwest Region Director  Cell: 307.677.0729 <a href="mailto:kiley.ingersoll@wyo.gov">kiley.ingersoll@wyo.gov</a>	Heather Tupper Southeast Regional Director  Tel: 307.777.2804 Cell: 307.772.1265 <a href="mailto:heather.tupper@wyo.gov">heather.tupper@wyo.gov</a>

**APPLICATION CHECKLIST**

- Schedule a Consultation with WBC Regional Directors.** The WBC Regional Director must be consulted with during the application process and provided sufficient opportunity to provide written review and recommend adjustments to the application. The Regional Director, as part of the application, must provide preliminary comments about the plan, addressing how the plan aligns with regional economic and community development endeavors, and stating any early concerns that the Regional Director may have. An early consultation with the Regional Director will allow the applicant to begin addressing those concerns before the application is submitted.  
**THIS IS A REQUIREMENT OF SUBMISSION. IF YOU DO NOT PROVIDE A COPY OF THE DRAFT APPLICATION TO YOUR REGIONAL DIRECTOR TWO WEEKS PRIOR TO THE GRANT DEADLINE, YOUR APPLICATION WILL NOT BE COMPLETE AND WILL NOT BE ACCEPTED.**

- Complete Application.** All questions must be fully answered, and all required documentation included. Incomplete applications will either be tabled or sent back to the applicant for resubmittal at a different time.

- Secure Local Match.** A local match of twenty-five percent (25%) of total eligible project costs for planning grants is required. CDBG funds cannot be used as all or part of the required cash match.

If an applicant has previously recaptured funds from a Business Ready Community grant or loan project, the applicant must provide an accounting of said funds.

- Attach public hearing notice, public hearing minutes.** An applicant is required to inform and educate the public and business community to the greatest extent possible about the proposed economic development project (including, but not limited to the economic development opportunity, possible funding sources and alternative solutions) utilizing a variety of techniques and media. The applicant must make readily available to the public access to the application and associated materials, exclusive of business plans or business financial information which are not subject to public information statutes. An applicant shall actively solicit citizen input which can be submitted via writing, electronically, or in person a public hearing. A minimum of one public hearing before submission of an application. For the purposes of this program seven (7) days is the minimum period for notification of a hearing date. Public notice shall be published in an official medium such as local newspapers, public fora, local governmental social media pages or another venue as approved by the council staff. If the project facility is to be located outside the county boundaries of the applicant, the applicant shall hold additional public hearings near the location of the proposed project facility.

The notice shall contain a concise description of the proposed project and state that time will be set-aside at the public hearing to take testimony from citizens about the project.

To inform the public and to gather information, the public hearings should at a minimum: identify the economic development opportunity(ies); explore all possible funding sources and alternative solutions to the opportunity(ies); contain a comprehensive description of the proposed project; and solicit testimony from citizens who may feel that the proposed use of the project might compete with an existing business.

An application must be accompanied by a description of the applicant's public engagement process, written comments received by the applicant, evidence of the public hearing notification, minutes from the public hearing, and a signed resolution passed by the applicant or participating agencies to a joint powers board after the public hearing is held and public comments are considered.

- Attach Resolution(s) of Support and minutes.** After a public hearing is held, the applicant must pass a resolution of support. If the applicant is a Joint Powers Board, all participating agencies to the joint powers agreement must pass separate resolutions. The resolution should state, at a minimum:
  - the nature of the plan;
  - public benefit;
  - desired economic development outcomes;
  - specified source of match funding by account name or other identifying characteristics;
  - what will happen, and who will be responsible in the case of plan cost overruns.
  
- Attach certifications, if applicable.**
  - If the applicant is a joint powers board, then attach a Certificate of Organization and an executed Joint Powers Agreement to the application.
  - A Certificate of Incorporation is required if a Community or State Development Organization will oversee the planning process.
  
- Attach site information.** If the planning process includes a specific site, please attach a detailed map, photographs and/or site plan showing the general location of the site, project related buildings or any other relevant information.
  
- Include a letter of support from the local lodging tax board (If applicable), convention bureau, and/or visitor's bureau (Tourism projects only).**
  
- Provide a draft RFP that will be used to solicit bids for the planning process.**
  
- If the application will directly benefit a specific business, provide a current business plan for review.** Attach a business plan of the business committed to locate or expand. The business plan must address the following:
  - Values, Vision, Mission
  - Business description
  - Background – history, current status, future plans
  - Management and Ownership (include qualifications and resumes)

- Operations – location, facilities and equipment, and labor
- Provide sources and uses for “Start-up Costs”, “Expansion Costs” or “Working Capital”
  - What will it cost to open the doors?
  - What are the equipment and labor costs to start?
- Organization/Personnel – organizational chart
- Products and/or Services description
- Technology concept – concept development, research plans
- Market Analysis
- Competitive Analysis
- Detailed job creation figures
- Industry trends
- Sales and Marketing information
- Challenges and Obstacles
- Financial information – historical financial performance, pro forma financials, assumptions (balance sheets, profit and loss (income) statements for the last three fiscal years and income projections for the next three years, and cash flow projections for the next three years)
- All supporting documentation – licenses, certifications, contracts, etc.
- Copies of the prior three years of tax statements must be submitted
- Exit Strategy if applicable

Please mark the business plan “Confidential Information.” The WBC will entertain entering into a non-discloser agreement, pending approval by the Attorney General. **The entire BRC application is considered a public record; however, financial and commercial information provided by the business is exempt from disclosure to the extent permitted by Wyoming Statute 16-4-203(d)(v).**

**Applicant and sub-applicant development agreement.** For plans that include a sub-recipient, a draft agreement between the local government and sub-recipient must be received by the WBC with the application. If the application is successful, a formal agreement must be received by the WBC before funds are released.

**Organization standing with the Secretary of State’s office.** If this application is being sponsored by local government on behalf of a non-profit entity, the status of the non-profit organization must be verified through the Secretary of State’s office. This information can be obtained online at:  
<https://wyobiz.wy.gov/Business/FilingSearch.aspx>

Please attach documentation that this standing has been checked. If the organization is not in good standing for any reason, it will bear on the decision to award a grant or not.

**Attach a Contingency and Development Agreement (final draft or executed copy only).** Attach a final draft of the contingency and development agreement between the applicant, the business, and a Community Development Organization

(if applicable), agreeing that expansion or relocation will occur and under what conditions. Along with the details of the project and responsibilities of each party, it should address:

- the public benefit to be derived by the project
- specified source of match funding by account name or other identifying characteristics
- what will happen in the case of project cost overruns
- procurement
- reporting
- timelines

**Include copies of any other community plans and/or planning efforts (including any implementation of these plans and/or efforts if applicable).**



## SECTION I: COVER SHEET

<b>1. PROJECT TITLE:</b>	
<b>2. APPLICANT INFORMATION</b>	
<p><b>Applicant</b> (City, Town, County, JPB, Tribe):  <b>Responsible Elected Official:</b></p> <p><b>Mailing Address:</b></p>	
<p><b>Local Contact:</b>  <b>Position:</b></p> <p><b>Mailing Address:</b></p> <p><b>Phone:</b>  <b>Email:</b></p>	
<b>3. PROJECT ADMINISTRATION CONTACT</b>	
<p><b>Organization Name:</b>  <b>Contact Person:</b></p> <p><b>Mailing Address:</b></p> <p><b>Phone:</b>  <b>Email:</b></p>	
<b>4. TYPE OF PLAN</b> <i>Briefly</i> describe applicable project type.	
<u><b>Project Type</b></u>	<u><b>Brief Description</b></u>
<input type="checkbox"/> <b>Economic Development</b>	
<input type="checkbox"/> <b>Feasibility</b>	
<input type="checkbox"/> <b>Promotional</b>	
<input type="checkbox"/> <b>Tourism</b>	
<input type="checkbox"/> <b>Regional Targeted Industry</b>	
<b>5. PROJECT COSTS</b> Indicate minimum necessary total public project infrastructure costs.	
<p><b>a.</b> Amount of <b>grant</b> requested:</p> <p><b>b.</b> Total match:</p> <p><b>TOTAL Project Cost (a+b):</b></p>	
<p><b>DECLARATION: I HERBY CERTIFY THAT THE INFORMATION GIVEN IN THIS APPLICATION TO THE WYOMING BUSINESS COUNCIL IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE.</b></p> <p>Responsible (Elected) Official's Signature  and Date:  Print or Type Name and Title:</p>	

## **SECTION II: PROJECT INFORMATION**

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**1. PROJECT DESCRIPTION.** Provide a description of the proposed planning process and scope of work. Tell us about this project and why it's important.

**2. COMMUNITY BENEFIT.** What are the proposed benefits to the community? Describe the community benefits that will be created if the plan is implemented.

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

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

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

**6. PLANNING NEEDS IDENTIFIED.** How were these planning needs identified and have efforts been made to address the issue?

**7. COMMUNITY CAPACITY.** What is the community's capacity to implement the Plan once completed? Does the community have the resources to implement projects identified within the Plan?

**8. PARTNERSHIPS.** List any additional project partners.

**9. BUSINESS/INDUSTRY AFFECTED.** Is there a specific business, industry or sector of the economy that could be affected by this potential project? Please explain.

**10. COST ESTIMATES.** How were the cost estimates for the proposed Plan developed? When were the cost estimates developed?

**11. PREVIOUS PLANNING EFFORTS.** Describe any previous planning efforts that could provide a base for information upon which this planning process would build.

**12. PAST BRC PROJECTS.** Please list all the grant/loan projects through the Wyoming Business Council BRC Program and where they are in their lifecycle.

**13. EXISTING REVENUE RECAPTURE.** Attach an accounting of existing revenue recapture funds in the community (whether with the city, town, county or JPB), how those are being used, and why or why not those are being applied to this project.

## SECTION III: SITE INFORMATION

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

Yes  No

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

**2. OWNERSHIP.** Is the property site publicly owned?

Yes  No

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

**3. CURRENT USE.** How is the site currently used?

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

**5. ZONING. Is the site zoned?**

**Yes      No**

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



**6. ENVIRONMENTAL CONCERNS.** Are there any known environmental concerns at the site such as asbestos or other contaminants, wetlands, floodplains, or sage grouse area?

Yes      No

If yes, explain:

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

## **SECTION IV: TOURISM PROJECTS ONLY**

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

## SECTION V: BUDGET INFORMATION

PROJECT BUDGET - The project budget pages need to show how all eligible costs will be covered by both cash and in-kind contributions. Construction costs represented here must be supported by estimates from a qualified engineer or architect.

<b>1. Total BRC Request</b>	\$	<b>1</b>
<b>2. Local Match</b>		
<p><b>a. Cash Match.</b> List cash match funding source(s) and amount. Identify whether the amount has been provided or is being requested. Provide the status and the date funds were approved or the date that funds are expected to be approved.</p>		
<b>Source</b>	<b>Status</b> <i>(approved or pending)</i>	<b>Date of Approval</b>
		<b>Cash Amount</b>
		\$
		\$
		\$
<b>Total Cash Match</b>	\$	<b>2</b>
<p><b>b. In-kind Match.</b> List in-kind contribution types, descriptions, sources and values. These amounts should also be reflected in Part A: Project Costs. <b>Attach Statements of Intent.</b></p>		
<b>Description</b> <i>Ex: Community Assessment</i>	<b>Source</b> <i>Employee(s)</i>	<b>Value</b> <i>40 hrs @ \$15/hr = \$600</i>
		\$
		\$
<b>Total In-Kind Match</b>	\$	<b>3</b>
<b>c. Applicant Match.</b> Applicants must contribute 5% of the total match.	\$	<b>4</b>
<b>3. Total Eligible Project Costs (Sum of lines 1 + 2 + 3 + 4 to the right)</b>	\$	<b>5</b>
<b>4. WBC Percentage (1 divided by 5)</b> The WBC portion of request cannot be more than 75% of total eligible project costs. (Local match must be at least 25%)		%

