AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: Grant Application; DOLA; REDI Grant; IceLab

Action Requested: Discussion

Parties to the Agreement: DOLA

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

Summary:

Application for $60,000 REDI grant in support of economic development programming at the ICELab

Fiscal Impact: 5000

Submitted by: Cathie Pagano **Submitter's Email Address:** cpagano@gunnisoncounty.org

Finance Review: ○ Required ◉ Not Required

Comments:

Reviewed by: Discharge Date:

County Attorney Review: ○ Required ◉ Not Required

Comments:

Reveiwed by: Discharge Date: Certificate of Insurance Required

Yes ○ No ○

County Manager Review:

Comments:

Reveiwed by: GUNCOUNTY1\emense Discharge Date: 3/15/2019

◉ Consent Agenda ○ Regular Agenda ○ Worksession Time Allotted: 0

Agenda Date: 3/19/2019

Revised April 2015

Gunnison County, CO
Community Development Department
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To: BOCC

From: Cathie Pagano, Director of Community and Economic Development

Date: March 15, 2019

Re: 2019 REDI Grant

County staff has worked with John Norton of TAPP and Dan Marshall at the ICELab to draft a proposal for the REDI (Rural Economic Development Initiative) grant process for 2019.

Gunnison County received a $115,200 REDI grant in 2018 and the scope of work for that must be completed by June 30, 2019. The county has contracted with TAPP to complete that scope of work which is underway.

Staff at DOLA indicated that it common for communities to apply for REDI grant funds in consecutive years and receive funding. We have put together a $60,000 request from REDI to support ICELab programming and specifically support the costs associated with consultants (mentors, coaches, etc.) for the accelerator and incubator programs. I have noted a $5,000 contribution from the County which is available in the Community Development budget. There is additional cash and in-kind match from Western and TAPP.

The project description included in the application:

ICELab is located on the Western Colorado University campus and provides program direction, coordination with Western's Outdoor Industry MBA programs and interns, local, state and federal resource navigation, mentor and coaching assistance, industry outreach, program curriculum, and co-working space. Due to the remote location of the ICELab, attracting and retaining high-level industry leaders to provide mentorship and coaching to participants of ICELab's renowned programming, is a difficult task.

Programming in the ICELab space includes Catapult Outdoor Accelerator, ICELab Startup Accelerator, the ICELab Startup Incubator, and the Storyteller series. The success of these ICELab programs depends heavily on the high level of expertise from consultants, mentors and coaches. The program focuses on creating multiple paths of support to ensure success for the region's startup community. All participants complete an assessment prior, during, and post ICELab program that provides a better understanding of the type of mentor and coaching support needed. This ongoing process identifies different gaps and other problems that arise with businesses that participate in ICELab programming. Once the shortcomings and challenges are identified, ICELab staff work with numerous partners to locate and secure industry-specific leaders to find mentors. These individuals bring a level of engagement that a classroom cannot provide. Each business undertakes a unique journey; the identification of a diverse mix of coaches and mentors provides an opportunity to learn from those who have traveled down the same path.

ICELab maintains a list of 40 mentors and coaches that include professors, instructors, professional athletes, business owners, founders, entrepreneurs, coaches, and habitual startup founders. These individuals travel and mentor or coach virtually. ICELab has been very fortunate to attract these former executives and industry leaders. Due to the high demand for these individuals, many require a per day fee that can vary from $200.00 per day to $2,000 per day (not including travel expenses). Others provide ongoing services for up to $500.00 per team/per month. This increases the level of financial stress on the ICELab as focus shifts to fundraising to support the demand for a more diverse field of mentors and coaches. The need to retain high-level mentors and coaches is essential in this highly competitive industry.

Four main programs exist at the ICELab and would be supported by this funding; Catapult Outdoor Accelerator, ICELab StartUp Accelerator, ICELab Incubator, and the Storyteller's Series. The accelerator programs include a competitive process that businesses/entrepreneurs apply for admission. 3-5 businesses are accepted to each accelerator program. The Catapult program focuses exclusively on outdoor industry businesses and aims to take their business to the next level

(funding, distribution, capital). The Startup Accelerator accepts businesses of all types from Gunnison County and also aims to take these businesses to the next level. The Incubator program accepts businesses to a longer term program focusing on developing and enhancing core business principles. The Storyteller series is an opportunity to showcase individuals in entrepreneurial roles and learn from their successes and challenges

To date the ICELab has supported nearly 40 businesses in the incubator and accelerator programs and created 24 full time jobs and 10 part time jobs with an approximate wage range of $17-$20 per hour.

Gunnison County ICELab 2019 REDI Project Budget

	Source of Funds		REDI Grant Request	Applicant Match ($)	Partner Match ($)	Total Funding ($)
CASH						
	DOLA Grant Request		60,000.00			$60,000.00
	Tourism and Prosperity Partnership				113,000.00	
	Gunnison County			5,000.00		
	Catapult Program Sponsorship-(Moosejaw, AIM, OIA)				52,000	
IN-KIND						
	Western Colorado University (building, utilities)				80,000.00	$80,000.00
						$0.00
						$0.00
TOTAL SOURCE OF FUNDS			**$60,000.00**	**$5,000.00**	**$245,000.00**	**$310,000.00**

CASH	**Use of Funds**	**Cost Annual**	**REDI Funds**	**Applicant Funds**	**Partner Funds**	**Total Funding ($)**
Cosulting coaches & mentors	ICELab Programming	55,000.00	55,000.00		-	
Consultant travel	ICELab Programming	19,000.00	5,000.00		14,000.00	$19,000.00
Consultant Lodging	ICELab Programming	11,000.00			11,000.00	$11,000.00
ICELab Programming						$0.00
Curriculum Integration & Delivery	ICELab Programming	25,000.00		5,000.00	20,000.00	$25,000.00
Startup Coaches	ICELab Programming	5,000.00			5,000.00	$5,000.00
Program Materials	ICELab Programming	5,000.00			5,000.00	$5,000.00
Staffing (2 FTE)	ICELab Programming	113,000.00			110,000.00	$110,000.00
USE OF FUNDS - CASH SUBTOTAL			**$60,000.00**	**$5,000.00**	**$165,000.00**	**$175,000.00**

IN-KIND	**Use of Funds**	**Cost Annual**	**REDI Funds**	**Applicant**	**Partner Funds**	**Total Funding ($)**
Materials						$0.00
ICELab building and utilities	ICELab building and infrastructure	80,000.00			80,000.00	$80,000.00
						$0.00
	USE OF FUNDS - IN-KIND SUBTOTAL		**$0.00**	**$0.00**	**$80,000.00**	**$80,000.00**
	TOTAL PROJECT COST		**$60,000.00**	**$5,000.00**	**$245,000.00**	**$310,000.00**