



# PROGRESS PROGRAM

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CAPITAL MATCHING  
Grant Application

## GO GOSHEN

110 E 22ND AVE  
TORRINGTON, WY 82240  
(307) 532-5162

[GOGOSHEN.COM](http://GOGOSHEN.COM)

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THIS GRANT IS FUNDED BY THE:



## What is a Progress Program Grant?

The Progress Program is a local matching grant that Go Goshen utilizes to push funds back into Goshen County to enhance economic development projects. Grant funds are collected through the quarter cent economic development sales tax. Since its inception in 2011, The Progress Program has assisted over 285 businesses, non-profits, and municipalities in Goshen County and awarded over \$1.7M back into the community towards economic development projects. Applications are received and reviewed by a committee consisting of community members, Go GOSHEN board members and staff. Final approval is awarded by the GO GOSHEN Board of Directors.

## Goal of the Progress Program

The Capital Matching Fund 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.

## How the Progress Program Works

The Progress Program Capital Matching Fund will match the investment in commercial and industrial property. Applicant will submit a completed application, cost estimates, and estimate of construction timeline. The Progress Program will pay based on submittal of paid bills for the project, final report, and inspection by GO GOSHEN designee when the project is completed. Total of paid bills MUST equal the Total Project Cost to receive reimbursement. All projects require matching funds and must be submitted for pre-approval of the project and labor/businesses BEFORE the project begins.

## Who Can Apply for a Capital Matching Progress Program Grant

Capital Matching Progress Program Grants are intended for Goshen County businesses and non-profits.

## What Does the Capital Matching Progress Program Grant Cover?

### Capital Improvements

Improvements to a business can pay dividends to businesses need for expansion. Funds will be designated to businesses that want to improve their building or place of business. Multiple bids must be sought in order to qualify, preference is given to local contractors. If the project cannot be contracted locally, proof must be shown in the application. Prove the economic development merit of the project in the application.

## Capital Improvements (continued)

Funding options:

- New Construction
- Renovation as a result of an addition/expansion
- **Roofing and/or HVAC – not eligible**

Eligibility:

- Business located in Goshen County
- Commercial space must be owned by the business owner OR lessee **MUST** provide a 5-year lease agreement

## Façade and Signage

Building appearance and the overall aesthetic of commercial buildings help attract other business and enhance the appearance of the community. The façade grant is to help update the appearance of building frontage and/or signage for the business. Multiple bids must be sought in order to qualify, preference is given to local contractors. If project cannot be contracted locally, proof must be shown in the application.

Eligibility:

- Business located in Goshen County
- Commercial space must be owned by the business owner or lessee **MUST** provide a 5-year lease agreement

## Specialized Equipment Upgrade

Purchasing new equipment can be an expensive endeavor. Newer, more efficient equipment can pay dividends to business owners. Multiple bids must be sought in order to qualify, preference is given to local contractors. If project cannot be contracted locally, proof must be shown in the application.

Eligibility:

- Business located in Goshen County
- Technology upgrades and deferred maintenance are NOT eligible (examples include Computers, Printers, Monitors, HVAC, etc.)

## Workforce Training

This program is meant to help Goshen County businesses train their workforce. This program could compliment Wyoming Workforce Development funding as Wyoming Workforce Training funds are becoming more competitive and awards have been cut.

Eligibility:

- Businesses located in Goshen County

## Capital Matching Grant Fund Terms

### What Does the Capital Matching Progress Program Grant Cover? (Continued)

#### E-Commerce Accelerator

This program is to encourage businesses to diversify by establishing or enhancing their online presence.

E-Commerce has become increasingly important due to COVID-19. It is a great way to keep local money, local. Multiple bids must be sought in order to qualify, preference is given to local contractors. If the project cannot be contracted locally, proof must be shown in the application.

#### Eligible Expenses:

- Website creation (must include E-commerce capabilities)
- E-commerce platform set-up and annual subscription fee (shopping carts, online security tools, membership, etc.)
- App Creation
- POS system upgrades necessary to integrate with e-commerce platforms
- Contactless Payment or Online Reservations
- Logo Creation
- Social Accounts Established
- Online ID: Claiming Google My Business, etc.
- Marketing: Plan & Budget

#### Eligibility:

- Businesses located in Goshen County
- Businesses must be up to date on Sales Tax payments

#### Program Details

- To qualify for the LAUNCH grant, the business cannot have a commerce-based online presence (social media presence does not apply)
- To qualify for the AMPLIFY grant, the business must have an e-commerce site that can be improved.

#### Special Projects

This program is meant for projects that do not fit the framework of Progress Program but still carries economic development merit. These funds would have to be matched with other funding as the match table does not change. Examples of Special Projects would be: Feasibility studies, Engineered and/or Architecture Drawings, Planning studies, etc.

#### Eligibility:

- Businesses located in Goshen County
- Businesses planning on locating in Goshen County

### What are Ineligible Uses for the Capital Matching Progress Program Grant?

No project shall be financed from this fund which will allow it to unfairly compete with existing projects or organizations (non-profit or for profit). Restructuring existing debt will not be considered. No project shall be funded that violates any local, state or federal laws or regulations.

### Select the eligible use for the Capital Matching Progress Program Grant

#### Capital Improvements

#### Facade/Signage

#### E-Commerce Accelerator

#### Workforce Training

#### Special Projects (Describe below)

**Specialized Equipment Upgrade** (may be eligible with prior approval) (Describe below)

### What are the Qualifications for Capital Matching Progress Program Grant?

Project is located in Goshen County on properly zoned or planned commercial or industrial property. Applicant is current on all property tax, copy of paid tax receipt is attached.

Project not to be started nor completed prior to recipient consultation review and approval of the application by GO GOSHEN.

Entity has obtained all necessary permits/licenses and copies are provided if required.

## Capital Matching Grant Fund Terms

### Capital Matching Progress Program Grant Features

Total Project Cost	Award Level
\$1 to \$25,000	Up to 50% Total Project Cost ( <i>Max Award \$12,500</i> )
\$25,001 - \$100,000	Up to 40% Total Project Cost ( <i>Max Award \$40,000</i> )
\$100,001 - \$250,000	Up to 30% Total Project Cost ( <i>Max Award \$75,000</i> )
\$250,001 +	Discretion of the Go Goshen Board of Directors

- Project may receive less funding than amount requested in the application.
- Preference will be given to first time applicants and nonprofit organizations.
- One project may be awarded per fiscal year per applicant.
- GO GOSHEN reserves the right to publicize awards.
- Applications will be reviewed continually, subject to funds availability on a first come first serve basis.
- If approved applicant has one (1) year to complete the project. If reimbursement is not requested within one (1) year, applicant will be required to reapply for grant funds. We encourage all grant applicants to use Goshen County businesses, vendors, and contractors. GO GOSHEN will provide a member list for bid solicitation if needed.
- GO GOSHEN Board of Directors reserve the right to make final determination on all projects.

### How do I apply for the Capital Matching Progress Program Grant?

If you want to apply for the Capital Matching Grant, you need to contact Go Goshen. They will assess your eligibility and advise you with grant application process.

1. Complete grant application.
2. Consultation with Go Goshen of complete application prior to application submittal. You may be asked to provide additional information.
3. Sign completed application and submit prior to publicized deadline. You will be provided with a copy of the application and all supporting documents.

### After you submit your application

When Go Goshen has received your application, it will be reviewed on an as needed basis. All applications are reviewed by the Progress Program Committee consisting of Go Goshen board members and Goshen County community members. Applications are recommended to the Go Goshen Board of Directors for approval. Go Goshen reserves the right to make final determination on all projects.

**NOTE:** You may not use grant funds to pay for any part of the project before approval of the application.

### When can I access the grant funds?

When your application is approved, you can begin the project. Progress Program grants are reimbursable grants. To claim the grant funds awarded, you must submit the following once the project is completed:

- Submit a Final Report
- Paid invoices of all goods and services purchased
- Evidence of payment
- Inspection of completed project by Go Goshen staff
- Other documents as set out in the application

A check will be issued upon review of final report and inspection of project.

## Capital Matching Grant Fund Terms

### Certification

The failure of applicant to comply with any of the terms of this agreement shall constitute an event of default and require repayment of all funds to GO GOSHEN. If approved for the match, the applicant will provide PAID invoice(s) for

all goods and services purchased, submit a final report

of the project 30 days of the completed project and allow inspection of completed project by Go Goshen prior to grant funds reimbursement. Go Goshen reserves the right to use the results of the report in published reports and/or articles as an example of the project funded by the Progress Program.

Signature \_\_\_\_\_

Title \_\_\_\_\_

Printed Name \_\_\_\_\_

Date \_\_\_\_\_

### Please note –

All submitted material must be filled out completely and typed. Incomplete or handwritten submissions will NOT be accepted.

Applications are reviewed as needed and awards made within 45 days of the submittal date. Applications and supporting materials must be submitted in their entirety before the application will be given to the Committee for review.

Applications may be mailed or hand-delivered to:

**Go Goshen 110 West 22nd  
Avenue Torrington, WY 82240**

Office hours are 8:00 am to 4:00 pm, Monday through Friday, or by appointment.

For more information, please contact:

**Brian Young, CEO 307-532-5162  
brian@gogoshen.com**

### Applicant Checklist

Capital Matching Application Form

Capital Matching Narrative

Capital Matching Project Budget Form

Cost Estimates (please attach)

Photo Release Form Consultation with GO GOSHEN staff (must take place prior to submission of application)

Capital Matching Final Report



# **Wyoming Use Tax and YOU**

## ***The History***

Wyoming followed the lead of several other states in passing the Sales and Use Tax Act of 1937. Everyone is familiar with sales taxes. But many do not understand the use tax portion of this legislation. The specific statute imposing use tax is W.S. 39-16-103(a)(i-iii). Use taxes are often described as complementary to sales taxes. Use tax applies to purchases of goods from outside Wyoming for storage, use or consumption in Wyoming. This puts all purchases on equal footing for the payment of tax.

Let's assume you make a purchase of tangible personal property outside of Wyoming's taxing jurisdiction. The purchase might include (but is not limited to) the following: appliances, boats, building materials, clothing, furniture, groceries, supplies, cigarettes, other tobacco products, etc. If the purchase is destined for storage, use or consumption in Wyoming, it is subject to use tax. The purchase could have occurred on a visit to a bordering state. A mail order or internet purchase could have been shipped directly to you. In any of these cases, if no sales tax was charged, you are required to pay use tax on the purchase.

## ***The Problem***

The world has changed significantly since 1937. With ease of travel, purchases from neighboring states are an everyday event. Mail order and internet purchases have opened the world to us. When these transactions go untaxed, we are all affected. Look around and consider what your local taxes provide. Schools, law enforcement, healthcare, hospitals, highways and even county dirt roads are all funded by sales and use taxes. We enjoy having these benefits. But remember, sales and use taxes help fund them. In purchase transactions where no sales tax is charged, the use tax liability remains. It is up to each Wyoming purchaser to pay the use tax they owe.

## ***Business & Personal Use***

It is important to recognize that the use tax statute applies equally to business purchases as well as those made by a private consumer. If a business orders business supplies from an out of state vendor and those supplies are delivered to Wyoming, then that transaction is subject to use tax. This can apply to common supplies such as copy paper, toner, light bulbs, etc.

Use tax applies equally to purchases by businesses and professional persons of equipment and tools and supplies for use in conducting their businesses. Examples would be hand and power tools, computers, or testing devices. Use tax applies to those supply items to be consumed by the business, not items of inventory that are purchased for resale.

## ***The Solution***

Educating the public about this obligation is the first step. Please report all purchases of tangible personal property purchased outside the State of Wyoming for storage, use, or consumption within Wyoming. By paying the use tax on your untaxed out-of-state purchases, you do *your* part. People of conscience with a common purpose are capable of great things.

## **Start by doing your part today!**

- ✓ **Private individuals, please remit your Wyoming Consumer Use Tax on Form 44.**
- ✓ **Licensed Wyoming vendors: - if you use Form 41, enter your use tax due in column 5. If you use a Form 42, enter your use tax due in column 6.**
- ✓ **Contractors – Remit your use tax on a Form 45.**

### ***Become a part of the solution! Remember...***

- *Both our state and local communities benefit from the collection of use tax.*
- *The collection of use tax levels the playing field for Wyoming merchants.*
- *Purchasers receive an off-setting credit for any legally imposed sales or use tax paid to another state on purchases.*

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The appropriate use tax rate is the same rate as the current sales tax rate for the county in which possession of the tangible personal property occurs.

**This is a public education initiative of the Wyoming Department of Revenue. For more information please contact:**

**Excise Tax Division  
122 West 25<sup>th</sup> St.  
Cheyenne, WY 82002-0110  
307-777-5200  
(Fax) 307-777-3632**

## Collection of Use Tax on out of State Purchases

I, \_\_\_\_\_,  
Print legal name

I hereby acknowledge that upon my submission of all final paid receipts/invoices that Goshen County Economic Development will deduct from final reimbursement all sales use tax not paid or collected by businesses or vendors, and will pay on your behalf to the Wyoming Department of Revenue as stated in the "Wyoming Use Tax and You" publication, and Sourcing: Where and When Tax is Due (Revised February 21, 2019 Wyoming Department of Revenue) [W.S. 39-15-104(f)(i) in full text under supporting authority]

\_\_\_\_\_  
Applicant's signature (must sign in front of a notary)

State of Wyoming        )  
                                  ) SS  
County of Goshen        )

Subscribed and affirmed before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
Official signature of Notary Public

(Notarial seal)

\_\_\_\_\_  
Commission expiration date



# Request for Taxpayer Identification Number and Certification

Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

**Give form to the  
 requester. Do not  
 send to the IRS.**

**Before you begin.** For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

<b>Print or type. See Specific Instructions on page 3.</b>	<b>1</b>	Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)		
	<b>2</b>	Business name/disregarded entity name, if different from above.		
	<b>3a</b>	Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.  <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate  <input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____ <b>Note:</b> Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.  <input type="checkbox"/> Other (see instructions) _____	<b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):  Exempt payee code (if any) _____  Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____  <i>(Applies to accounts maintained outside the United States.)</i>	
	<b>3b</b>	If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions _____ <input type="checkbox"/>		
	<b>5</b>	Address (number, street, and apt. or suite no.). See instructions.	Requester's name and address (optional)	
	<b>6</b>	City, state, and ZIP code		
	<b>7</b>	List account number(s) here (optional)		

## Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

<b>Social security number</b>									
				-					
<b>or</b>									
<b>Employer identification number</b>									

**Note:** If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

## Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

<b>Sign Here</b>	Signature of U.S. person	Date
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## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

## What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

## Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they

# PROGRESS PROGRAM – CAPITAL MATCHING FUND – BUSINESS APPLICATION FORM

GENERAL CONTACT INFORMATION										
Business Name										
Mailing Address										
City/State/Zip					FOR INTERNAL USE ONLY					
Applicant/Contact Person					Date application received					
Phone					Date approved					
Email					Amount approved					
FEDERAL TAX ID					Inspection completed					
Physical Address of Project					Date of Consultation					
Date Business Established					Date payment mailed					
PURPOSE OF REQUEST										
<input type="checkbox"/>	NEW BUSINESS			<input type="checkbox"/>	PURCHASE EXISTING BUSINESS			<input type="checkbox"/>	COMMUNITY DEVELOPMENT	
<input type="checkbox"/>	EXISTING BUSINESS			<input type="checkbox"/>	BUSINESS/EQUIPMENT UPDATES			<input type="checkbox"/>	OTHER	
MATCHING FUNDS REQUESTED: \$					TOTAL PROJECT COST: \$					
BUSINESS OWNERSHIP INFORMATION										
<input type="checkbox"/>	SOLE PROPRIETORSHIP			<input type="checkbox"/>	PARTNERSHIP			<input type="checkbox"/>	LIMITED LIABILITY CORP	
<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>	CORPORATION (C CORP OR S CORP)	
KEY OWNER'S NAMES			% OWNERSHIP		SOURCE OF FUNDS FOR PROJECT:			AMOUNT:		
					<input type="checkbox"/>	Loan	<input type="checkbox"/>	Cash	\$	
					<input type="checkbox"/>	Loan	<input type="checkbox"/>	Cash	\$	
					<input type="checkbox"/>	Loan	<input type="checkbox"/>	Cash	\$	
BANKING INFORMATION										
If loan is source of funds is loan: <input type="checkbox"/>			PART OF CONSTRUCTION FINANCE <input type="checkbox"/>			PERMANENT FINANCE <input type="checkbox"/>				
FINANCIAL INSTITUTION:			CONTACT PERSON:			PHONE NUMBER:				
EMPLOYEE INFORMATION (FT = Full Time / PT = Part Time)										
CURRENT EMPLOYEES	FT		AVG SALARY		PT	AVG SALARY				
AFTER 1 YEAR	FT		AVG SALARY		PT	AVG SALARY				
AFTER 2 YEARS	FT		AVG SALARY		PT	AVG SALARY				
TOTALS	FT		AVG SALARY		PT	AVG SALARY				

APPLICANT CERTIFIES that he/she is duly authorized to verify the foregoing application, that applicant has read the same and is familiar with the statement contained herein and that the same are true in substance and in fact.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

# PROGRESS PROGRAM - CAPITAL MATCHING FUND - EXECUTIVE SUMMARY

Please complete this form if you are not submitting a full business plan. ALL new businesses MUST submit a business plan. **Please type – handwritten form will NOT be accepted**

Describe the proposed project and in detail how the funds will be used:

Please provide a project timeline & implementation schedule (start to completion):

Describe the degree of financial support the project has in Goshen County, including in-kind & volunteer participation. If leveraging funds, please indicate the amount, source, and status (*approved, approval pending*) of local matching funds:

How will this project impact the community?

Products/Services:			
Local Competitors:			
How does your business differ from your competitors?			
What percent of business income is from each of the following areas?			
Goshen County:	Wyoming:	Out-of-state:	International:
How many new jobs will project create? Full-Time:		Part-Time:	
If new jobs are created, what will be the average annual salary of the new jobs?			
Additional Information regarding this project:			

**PROGRESS PROGRAM - CAPITAL MATCHING FUND - PROJECT BUDGET FORM**

Project Expenses: List expense items for this project in the table below or attach a detailed budget.

Expense Item	Amount Requested from Progress Program	Cash Match	Funding from other sources	Total Budget
Labor				
Equipment				
Supplies				
Permits/Licenses				
Other (specify)				
Other (specify)				
Other (specify)				
<b>Total Project Expense</b>				

Notes and details regarding the budget:



# PHOTO RELEASE FORM

Company: \_\_\_\_\_

GO GOSHEN Program Capital Matching Funds \_\_\_\_\_

I hereby authorize Go Goshen (GO GOSHEN) to publish any photographs taken by representatives GCEDC and any pertinent information associated with the photographs, submitted to GO GOSHEN, for use in printed publications and online.

I acknowledge that since participation in publications and web sites produced by GO GOSHEN is voluntary; \_\_\_\_\_ will receive no financial compensation. I agree that the photographs may be edited and otherwise altered at the sole discretion of GO GOSHEN and used in whole or in part for any and all broadcasting, audio/visual, and/or exhibition purposes in any manner or media, in perpetuity, throughout the world. I understand that I have no rights to the printed publications and web site or any benefits derived there from.

I agree to indemnify and hold harmless the Go Goshen from and against all claims, losses, expenses, and liabilities of every kind including reasonable attorney's fees arising out of any inaccuracy or breach of any provision of this Agreement. I expressly release the Go Goshen from any and all claims arising out of the use of the printed publications and web site.

This agreement represents the entire understanding of the parties and may not be amended unless mutually agreed to by both parties in writing.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## PROGRESS PROGRAM - CAPITAL MATCHING FUND – FINAL REPORT

**Note:** Please submit a narrative of the following questions as they apply to your project. Please type, handwritten forms will not be accepted.

**NOTE:** If Progress Program funds are awarded for your project, this Final Report must be submitted within 30 days of the completed project. Funds will be disbursed upon receipt of this Final Report, PAID invoices, and inspection of the project by GO GOSHEN designee. Final Report may be submitted electronically to [brian@gogoshen.com](mailto:brian@gogoshen.com) or delivered to GO GOSHEN, 110 W. 22nd Avenue, Torrington, WY 82240.

1. Briefly describe the progress of your project from start to finish including any unexpected opportunities and obstacles. If applicable, explain any discrepancies between what was proposed and accomplished, did your project meet or exceed application goals?

2. List the number of new jobs your project created or will create, full and part-time, because of Progress Program funds being awarded. Provide a timeline of future job creation.

3. How did the grant funds affect your municipality? Describe the economic impact your project will provide to the community and Goshen County. Describe the residents that will benefit directly and indirectly from your project and in what capacity.

4. Describe how your project enhances the quality of life for the community and/or Goshen County residents.

## Media Promotion Plan – Progress Program

### **Provided Window Cling - REQUIRED**

- **Purpose:** To visibly display the achievement of the project and promote awareness to visitors.
- **Timeline:** Display within the first month of receiving the grant.

**Please choose 3 options to promote your project success and the Progress Program award.**

### **Components:**

#### **1. Press Release**

- Announce to the public via newspapers and online news platforms.
- **Action Steps:**
  - Draft a compelling press release including details about the grant, its purpose, and anticipated impact.
  - Obtain quotes from key stakeholders.
  - Distribute the press release to local newspapers, online news sites, and community newsletters.
  - Follow up with media contacts to encourage coverage.
- **Timeline:** Within the first week of receiving the grant.

#### **2. Social Media Campaign**

- Promote in the community and spread the news quickly through social media platforms.
- **Action Steps:**
  - Create a series of posts for Facebook, X, Instagram, and LinkedIn.
  - Include high-quality images or videos and relevant hashtags.
  - Schedule posts over a period of one month to maintain momentum.
  - Respond to comments and engage with followers.
- **Timeline:** Start within the first few days of receiving the grant and continue for one month.

## Media Promotion Plan – Progress Program

### 3. Radio Ads or Interviews

- **Purpose:** To reach the community that is not active online.
- **Action Steps:**
  - Develop a concise and engaging radio ad script.
  - Contact local radio stations to arrange for ad placements and interview opportunities.
  - Prepare talking points for radio interviews focusing on the grant's impact and future plans.
  - Conduct interviews and record ads.
- **Timeline:** Within the first two weeks of receiving the grant.

### 4. Website Announcement

- **Purpose:** To inform website visitors about the project and bring awareness to the grant program.
- **Action Steps:**
  - Update the website's homepage with a banner announcing the grant.
  - Create a dedicated page with detailed information about the grant, including its purpose and expected impact.
  - Publish a blog post or news update mirroring the press release content.
- **Timeline:** Within the first week of receiving the grant.

### 5. Community Events and Public Speaking

- **Purpose:** To engage with the local community and stakeholders in person.
- **Action Steps:**
  - Plan to announce the grant at upcoming community events or organize a special event.
  - Prepare a speech or presentation outlining the importance of the grant and its expected outcomes.
  - Create handouts or brochures with detailed information about the grant and how the community can get involved.
- **Timeline:** Coordinate with existing event schedules or plan a dedicated event within the first two months