

**Lander Economic Development Association**  
**Half Cent Economic Development Tax**  
**Recommendations to the City of Lander**  
**September 11, 2024**

**Funds Available: \$584,157**

**Summary**

- LIFT received 7 applications that were eligible for funding. Total funding request of all applications \$127,238
- LIFT Committee recommends funding 5 projects for a total of \$79,016

**Breakdown of Applications and Recommendations:**

**Balsamaroot Production:**

- Requested \$21,070
- Project Description
  - o They intend to increase their capacity to roast coffee by 500%.
  - o They will use the funds to purchase an 8kg roaster, a Destoner and a commercial grinder.
- Vision
  - o They will be able to offer coffee on the shelves of local grocery stores, markets, and gift shops. Cafés and restaurants will be able to serve the product. They will be able to ship the product out of state to customers, as well as collaborate with local breweries, bakeries and creameries.
- Economic Benefit
  - o Keeping dollars spent on coffee in the community, creating year round jobs, capturing outside money via tourism spending and online ordering, occupying one of the many vacant commercial spaces, hiring local contractors, and collaborating with other Lander small businesses.
- Discussion
  - o There was discussion that this project doesn't directly compete with another local business. This should be complimentary to many of the businesses in town.
- Recommendation
  - o LIFT scored project at 57
  - o LIFT recommends that project is funded at 75% = \$15,803

**Slow Food Wind River:**

- Requested \$10,958
- Project Description
  - o Creating and funding a marketing strategy for Meadowlark Market
- Vision
  - o They simply intend to begin marketing Meadowlark Market to gain market share
- Economic Benefit

- Meadowlark Market currently supports almost 70 Wyoming farmers, ranchers and food producers (over half of which are Lander-based) and offers hundreds of local food products including meat, milk, cheese, breads, produce, honey, eggs and more.
- A marketing strategy could allow them to gain market share and, thereby, help these local producers sell more product
- Discussion
  - There was discussion about the sustainability of the marketing position. It isn't clear if Meadowlark Market can support their marketing strategy long term without grant money.
- Recommendation
  - LIFT scored project at 54
  - LIFT recommends project is funded at 75%, however due to the incentive stating that asks of 15k or less get an automatic step up on the grading scale they would qualify for 100% funding = \$10,958

### **Little Green Truck Expansion**

- Requested \$22,797
- Project Description
  - Purchase another vehicle and build a pop-up counter option in order to meet demand
- Vision
  - The other vehicle will either be exactly the same as the current model, or slightly larger. The pop up counter will be built with a freezer that has the capacity to hold more ice cream than the current truck holds, helping to adapt to larger crowds at certain events.
  - With an expansion, LGT would be able to be at multiple events, even if they are the same day and at the same time. Events include both public and private weddings, concerts, birthday parties, sporting events, etc.
- Economic Benefit
  - Intent is to hire 4-6 part-time employees on a seasonal basis
- Discussion
  - It was discussed that this business does directly compete with other ice cream companies in town. It is unique to them that they travel to events.
- Recommendation
  - LIFT scored project at 51
  - LIFT recommends project is funded at 75% = \$17,098

### **Fencing for Lander Valley High School Tennis/Pickleball Courts**

- Requested \$12,400
- Project Description
  - Purchase fencing and containment netting stands as an essential element of pickleball courts, offering a multitude of benefits that enhance the playing experience, promote safety, improve aesthetics, and reduce maintenance requirements. These improvements will provide a state-of-the-art pickleball facility for future tournaments as well provide the school district, its students and community at large

- Vision
  - They would like to increase the number of Pickleball Tournaments in Lander and invite other cities to participate in these tournaments.
    - They are planning to host several tournaments in 2025 and inviting other cities around Wyoming to participate in these events.
  - The new equipment will increase the appeal of the local courts and increase safety.
- Economic Development
  - Hosting tournaments will drive visitors to Lander providing revenue to local businesses
- Discussion
  - This seemed to be a good project for LIFT. The equipment can be used by many in the community plus has potential to bring visitors to Lander.
- Recommendation
  - LIFT scored project at 51
  - LIFT recommends project is funded at 75%, however due to the incentive stating that asks of 15k or less get an automatic step up on the grading scale they would qualify for 100% funding = \$12,400

### **Scaling up the Lander Free Medical Clinic**

- Requested \$45,513
- Project Description
  - They're requesting money from LIFT to pay the salary of a full time care coordinator.
- Vision
  - Hiring a full-time care coordinator will allow them to see more patients
- Discussion
  - It's historically been communicated that city council doesn't want LIFT funds to go directly to salary. We communicated that to the Lander Free Medical Clinic.
- Recommendation
  - LIFT scored project at 35
  - LIFT recommends project is funded at 50% = \$22,757

### **Ten Tempura Business Updates**

- Requested \$7,500
- Project description
  - The owner wants to purchase an A/C unit for the Ten Tempura food truck and expand sauce bottling to sell as a retail product
- Vision
  - Owner needs to install an A/C unit on the food truck to make working conditions more bearable during the summer months.
  - Owner wants to begin bottling and selling sauces as a complimentary revenue stream
- Economic Development
  - Potential to hire additional employees at undetermined point in the future
- Discussion

- He really doesn't have a business plan and we're going to recommend that he spend some time with the SBDC in the coming months. He was very passionate about his business.
- Recommendation
  - LIFT scored project at 29
  - LIFT recommends project is funded at 25% however the matrix deems that projects earning a score of under 50% will not be funded.

## **23 Squared Growth and Expansion**

- Requested \$7,500
- Project description
  - They are requesting money for new store displays, a website designer and marketing.
- Vision
  - Owners believe that new displays will give an updated look to the store and increase traffic.
  - They need a website presence to be able to sell merchandise.
  - They would like to begin marketing the store.
- Economic Development
  - Potential to hire additional employees at undetermined point in the future
- Discussion
  - They need to understand how they would run an online marketplace. It was discussed that running the online marketplace may be a good idea, but they weren't ready to take that step.
- Recommendation
  - LIFT scored project at 30
  - LIFT recommends project is funded at 25% however the matrix deems that projects earning a score of under 50% will not be funded.