

**Lander Economic Development Association
Half Cent Economic Development Tax
Recommendations to the City of Lander
October 10, 2023**

Breakdown of Funds Available for Distribution and Recommendation:

1. Tax Collection Q4 (April 1, 2023 – June 30, 2023)	\$136,506
2. Funds Returned from Previous Grants	0
3. Carryover Funds from Prior Quarter	<u>0</u>
4. Total Funds Available this Quarter	\$136,506
5. LEDA Recommendation for the Quarter	<u>0</u>
6. Carryover Funds Available for Next Quarter	<u>\$136,506</u>

Summary of Actions and Recommendations

1. LIFT Committee received 8 applications requesting \$440,787. One application in the amount of \$21,113 was determined to be ineligible.
2. All seven eligible applications attended a Pitch Night with the opportunity to present their grant request and answer questions from LIFT Committee members.
3. All seven eligible applications were then scored by the LIFT Committee and those scores were presented to the LEDA board.
4. The LEDA board reviewed each applicant and developed its recommendation for funding to the City of Lander.

LEDA does not recommend funding any of the applications for the current quarter.

Below is a summary each applicant's request for the quarter.

Salt-Taco & Tequila Bar

- A. Requested Funds - \$150,000
- B. Project Description-Renovation of a deteriorated downtown building in order to create a new restaurant concept and further beautify Lander's Main Street, ultimately employing 12-20 people.
- C. LIFT Application Score – 51
- D. LEDA Recommended Funding - \$0

Benessere Clinic

- A. Requested Funds - \$27,749
- B. New Cutting Edge Equipment- Benessere Clinic is a premier aesthetic medical spa with two locations in Fremont County. Lander, established in 2017, and Riverton in 2019, play a pivotal role in providing aesthetic services to the local community and Central Wyoming. To further expand capabilities and improve treatment outcomes, the clinic aims to acquire four cutting-edge medical devices: the Alma Opus Fractional Laser, the Diamond Glow device by Allergan, a Pro-Nox Delivery System, and the Avi Clear Acne Device by Cutera. These state-of-the-art devices will enable the clinic to offer innovative and effective treatments, leading to employee retention, increased skills, higher wage-earning potential for staff, and the creation of a new part-time esthetician position. This endeavor aligns with Benessere Clinic's mission to help individuals feel good, look good, and get more out of life by enhancing their physical and psychological health.

- C. LIFT Application Score – 49
- D. LEDA Recommended Funding - \$0

Grand Marquee Renovation

- A. Requested Funds - \$26,925
- B. This project will renovate the Grand Theater Marquee by the sign company taking down the two current cabinets of the marquee and manufacturing two new cabinets with LED illumination, polycarbonate faces with cut vinyl "Theater" graphics with new neon arrows and new marquee letters.
- C. LIFT Application Score – 46
- D. LEDA Recommended Funding - \$0

Lander Performing Arts

- A. Requested Funds - \$15,000
- B. Increasing Event Success: If successfully granted funding from this grant (\$18,250), would be used to provide crucial support for half of the base cost of the 2023/2024 season lineup's success. This funding will have a significant impact on LPA's financial outlook as it allows us to redirect internal resources that were initially allocated to cover baseline event costs. Instead, our paid employee's efforts will be laser-focused on targeting long-term marketing campaigns, cultivating sustainable community partnerships, and diversifying revenue streams. The Wyoming Business Council estimated that every dollar in additional sales in the creative and cultural sector generates an additional 44 cents in the economy from other businesses. This ripple effect will serve as a catalyst for expanding our offerings in the future and elevating LPA's overall economic impact. Our ultimate goal is to grow from four shows to six by the 2024-2025 season, thereby increasing our reach and engaging a broader audience. By leveraging the grant to bolster event success and establishing sustainable revenue streams, we position LPA for long-term financial benefits.
- C. LIFT Application Score – 45
- D. LEDA Recommended Funding - \$0

Capital Improvements 228 Main

- A. Requested Funds - \$55,000
- B. Capital improvements at 228 Main Street are needed to protect and revitalize a building that has survived over 100 years of wear and tear. Most urgent is replacement of the roof, including and removal or replacement of the large uninsulated clerestory structure that is disintegrating. The expense of re-roofing has undoubtedly caused previous owners to put off the job, but patching will no longer solve the problem. A related issue is the two large trees growing against the back wall of the building. They overhang the roof and are growing around the powerlines serving 228 and at least one neighboring building. To remove the trees, various utility companies will have to be involved, the fence around the patio will have to come down, and neighbors will have to agree to the disruption.
- C. LIFT Application Score – 45
- D. LEDA Recommended Funding - \$0

Hub for Conservation & Nonprofit

- A. Requested Funds - \$45,000
- B. The Wyoming Outdoor Council is in the process of building its 'forever home' in Lander and is requesting support from the LIFT program in part to support its meeting space that will be

available to nonprofits in Lander. As Wyoming's oldest, independent, Lander-based conservation organization, our success has depended on two things: our capacity to attract and keep the most effective advocacy staff to work toward our conservation mission; and our ability to bring people together to find solutions to the conservation threats facing our state today. This new building will support both goals while also providing free meeting space for our nonprofit colleagues in Lander and Wyoming at large. This increase in capacity for staff and ability to host partner meetings and summits will lead to increased payroll as well as hotel stays, gas tax, and investment in local businesses by meeting and summit guests. Additionally, it will reduce the cost burden many nonprofits face when seeking to rent meeting and/or small event space.

As a nonprofit organization with a long history in Lander, we know firsthand how difficult it is to find an affordable/free meeting space that can accommodate a range of technological, accessibility, size, timing, food prep, and other needs. We hear regularly from other groups and individuals about their frustration at not having a sufficient "right-sized" space to hold meetings. While there are a handful of venues throughout the community that provide some support—the Community Center, for example, can accommodate food prep and many people, but is not affordable for some groups; the library, while affordable, can't always accommodate after-hours meetings and is not a good option when groups need to serve food and wash dishes—there are very few if any spaces that hit the sweet spot for what the majority of nonprofits and clubs need for meetings. This meeting space works to address that gap in service by providing free, well resourced meeting space for the nonprofit sector in Lander and Wyoming at large.

The Wyoming Outdoor Council's security system will allow us to provide a unique code for users to access the space after hours. Our ideal reservation system will allow groups to create an account, sign a simple waiver and user agreement, be approved for booking, and then access meeting space availability online. We will also have a staff person to help groups manually reserve the space if needed. We'll be available to provide an overview for technology in the meeting rooms as well as written documentation for after-hours help. The technology that we are planning on using will be fairly intuitive, and our current plan is for the Outdoor Council to take responsibility for accidental technology damage. If that becomes an issue in the future we may consider requiring a deposit for the use of more expensive components.

We'll start small and work out any issues by advertising with groups we partner with already. Then we'll expand availability through an announcement with the Lander Community Foundation as well as the Lander Library. All nonprofits that provide services to the community will be welcome to meet in the space. Our liability insurance will cover meeting attendees as long as groups sign the required waiver.

- C. LIFT Application Score – 42
- D. LEDA Recommended Funding - \$0

Onsite Laundry & Showers

- A. Requested Funds - \$100,000
- B. Renovation of the outside of the entire building with new siding and awning with the installation of a commercial laundromat and shower stalls at 680 Main street.
- C. LIFT Application Score – 41
- D. LEDA Recommended Funding - \$0

**Summary of LIFT Committee Scores
FY 2023-24 - 1st Quarter**

Applicant	Score	Award Matrix	Total Project Cost	Lift Request	Maximum Funding Available
Salt-Taco & Tequila Bar	51	75%	318,000	150,000	50,000
Benessere Clinic	49	75%	229,774	27,749	20,812
Grand Marquee Renovation	46	75%	53,850	26,925	20,194
Lander Performing Arts	45	75%	86,900	15,000	11,250
Capital Improvements 228 Main	45	50%	110,000	55,000	27,500
Hub for Conservation & Nonprofit	42	50%	3,455,509	45,000	22,500
Onsite Laundry & Showers	41	50%	152,500	100,000	50,000

LIFT Scoring Matrix	
61 to 75	100%
46 to 60	75%
31 to 45	50%
16 to 30	25%
0 to 15	0%