

Team Member Recommendations

Town of Star Valley Ranch Five-year Follow Up Community Assessment

Team Leader Report

Jo Ferguson
Wyoming Rural Development Council
214 W. 15th Street
Cheyenne, WY 82002
307-777-5812
jo.ferguson@wybusiness.org

Our time in Town of Star Valley Ranch was very enjoyable. Thank you for your hospitality and friendliness, especially the planning effort, accommodations, and meals that made our visit very comfortable. Town of Star Valley Ranch has great attitudes and abilities to become whatever they see in their vision. Town of Star Valley Ranch is in a good place for going forward because of its progressive leadership and community cohesiveness. The Town of Star Valley Ranch website is evidence of good community outreach; it is full of information and very user-friendly. I also was impressed by the commitment, knowledge and pride that the community leaders have. Mayor Siddoway, the town council and staff show through their efforts in the community that they listen to your wants and needs. The Star Valley Ranch Association cooperation and planning is to be commended on the organization and implementation of this Community Assessment.

I would like to comment on a statement I made after one of the Listening Sessions. One SVR citizen asked me if I knew of any other Wyoming communities that had a Home Owners Association within the town. As I answered no, I was immediately thinking of other small Wyoming towns. My answer was definitely incorrect. I, myself, belong to a HOA in Cheyenne where I pay both HOA fees and my property tax. Many Wyoming communities have HOA's besides Cheyenne—Laramie and Casper for sure. I apologize for any misunderstanding this created.

TOWN REPORT

Theme: Economic Development

Challenge: Retail Business

Solution: 2010 Employer Seminars

Running a business can be a daunting task. Fortunately, there is help for employers. The Wyoming Department of Employment is sponsoring the 2010 Employer Seminars, coming to a town near you. The seminars provide information about workers' compensation, unemployment insurance, workplace safety, labor standards, and labor market information. Upcoming seminars are scheduled for 2010; one in Cheyenne is scheduled for October 21, 2010. Review schedule online at <http://doe.state.wy.us/employerseminars>

Challenge: Retail Business

Solution: Attracting and keeping viable businesses in a community is a long-time planning effort by members of the town council, real estate community, and residents. We heard many comments about the need for recruiting businesses to the area. Town of Star Valley Ranch and its residents have a vision for new businesses that will make available services and products to them. The Business and Industry section of the Wyoming Business Council, along with your WBC Regional Director can point you in the right direction for study and action. The Wyoming Business Council has access to many tools to jump start this effort: SBDC, Marketing Research, Wyoming Women’s Business Center and others. The groups listed above are housed at the University of Wyoming in Laramie and have great tools.

Resources:

Brandon Marshall
Business Retention & Entrepreneurship
Program Manager
Wyoming Business Council
307-777-2820
Brandon.marshall@wybusiness.org

Annie Wood, Sr. Mktg. & Attraction Specialist
Wyoming Business Council
307-777-2844
annie.wood@wybusiness.org

Elaina Zemple, Southwest Regional Director
307-877-2203
Wyoming Business Council
Elaina.Zemple@wybusiness.org

Solution: CDBG (Community Development Block Grant Program) funding for downtown development/community enhancement.

- a) **Economic Development** - Has eight grant categories with most grants requiring job creation: Infrastructure Grants, Job Training Grants, Planning Only Grants, Technical Assistance Grants, Downtown Development Grants, Convertible Loans, Float Loans and Section 108 Loans.

Contact:

[Julie Kozlowski](mailto:Julie.Kozlowski)
Economic Development Program Manager
(307) 777-2812

- b) **Business Ready Community Grant and Loan Program**

This program offers three types of funding:

Business Committed Projects - Businesses committed to locate or expand in the community. Applications are accepted at any time. Maximum award is \$3 million.

Community Readiness Projects - No specific business is committed to expand or locate in the community. The community wants to build facilities to ready itself for new business development under

a specific strategy or plan of action. A community must demonstrate that appropriate planning has been conducted and capacity exists to accommodate new business development. Maximum award is \$1.5 million.

Community Enhancement Projects - An applicant wants to improve the community's aesthetic character or quality of life through such activities as landscaping, recreational or convention facilities in order to make itself more attractive for business development under a specific strategy or plan of action. No specific business is committed to expand or locate in the applicant's community. Maximum award is \$500,000.

Contact:

Molly Davies

Business Ready Community Program Manager

WY Business Council

(307) 777-2811

http://www.wyomingbusiness.org/community/brc_program.aspx

Challenge: Niche Business & Tourism

Challenge: The Town of Star Valley Ranch has many things for tourists; and continued promotion of the activities available will possibly reach the goal of the tourist staying in the area of the Town of Star Valley Ranch any extra day or two. Listening to community members during the Assessment these were some of the things mentioned that Town of Star Valley Ranch offers the tourist: recreational activities, and location. The challenge is how to make coming to the Town of Star Valley Ranch a high priority place for tourists interested in these activities.

Solutions: The Town of SVR website has a wealth of information. Possibly a new business could be established in Town of Star Valley Ranch by finding a niche in offering outings to tourists (domestic and international) with specific hobbies and interests, not just the general public. An example is to have a package program that includes a tour of local historical sites and a program to further educate and entertain the tourists. These packages could be established for each of the specific areas that Town of Star Valley Ranch has to attract tourists.

Resources:

Star Valley Chamber of Commerce

150 S. Washington

Afton, WY 83110

307-885-2759 | 800-426-8833

info@starvalleychamber.com

www.starvalleychamber.com

Melanie S. Wilkes, Executive Director

- **Wyoming Travel and Tourism's In-State Development Program** provides assistance to local destinations in tourism, product, and service development as well as managing the turnouts and signage program dollars. Projects involving turnout construction and signage needs require an application to access the funds. You can download the program brochure to learn about what projects qualify for nomination to the annual grant program. Nomination packets are available in July of each year.

Contact:

Leslie Kedelty

Industry Services Manager

(307) 777-2839 or (307) 214-0465

Email: Leslie.Kedelty@visitwyo.gov

ASSOCIATION REPORT

Theme: Coordination for youth activities.

Solution: “Play for adults is recreation - the renewal of life; for children it is growth - the gaining of life.” Possibly by connecting with some other recreation programs in the region and the state you might find ways to leverage the funding you have available for recreational projects. The City of Sheridan does not have a rec center but they team up with the schools; are funded by the City of Sheridan; and the School District Mill levy and have a staff of seven. That staff includes a Director and both sports and recreation specialists.

The Town of Elk Mountain’s Library includes several computers. Their little library is a hub of activity after school. Perhaps SRVA could pursue acquiring computers for kids, installing them in one of your much used meeting/activity spaces, and have it monitored by volunteers. There are several websites available for information—one is www.computers4kids.net

Resources: Sheridan Recreational District
Richard Wright, Director
307-674-6421
www.sheridanrecreation.com

Town of Elk Mountain, WY
Clerk/Treasurer Judy Christopher son
307-348-7721
Contact: Linda Runyan
townofelkmountain@union-tel.com

JOINT REPORT

Theme: Communication and resource directory

Solution: As a community, Town of Star Valley Ranch has concerned and caring citizens. There is a strong spirit of community service and volunteerism. Unfortunately, the many programs and services available in Town of Star Valley Ranch are not listed in a one-stop kind of publication. Possibly business, government, non-

profit, and other sectors within Town of Star Valley Ranch could work together to create an umbrella type of easily-edited publication or on-line link to keep the community up to date on all activities and available resources. Perhaps one of the civic organizations could take the lead on this. Website postings are also very helpful.

Also coming soon to Wyoming is the 2-1-1 program. 2-1-1 provides free and confidential information and referral. Call 2-1-1 for help with food, housing, employment, health care, counseling and more.

Resources:

Parker, Colorado - <http://www.parkercolorado.net/>

and <http://www.i-neighbors.org/>

Learn more about 2-1-1 by visiting www.211us.org or call Cindy Pomeroy, Coordinator for Wyoming 2-1-1 in Cheyenne, 307-632-5253

Theme: Recreation

Challenge: A year-round recreation center

Solution: This has been a desire/goal of many communities in Wyoming. One way to acquire the funding for a Recreation Center would be for the Town of Star Valley Ranch to tax themselves so this funding could be used to partner with other state and/or federal agencies to complete the project. Many Wyoming have built recreation centers by utilizing the Capital Facilities Optional 1% tax, which is imposed on sales and use and is in addition to the state 4%. The citizens of Town of Star Valley Ranch or the county would have to vote on this tax which must be used for a specific project. The tax is in existence until the needed money has been collected. In other communities, this has been a successful way to raise money for high dollar projects that could otherwise not be built.

Studies are already being completed in SVR on the feasibility of renovating the silo. Continue to review and consider all aspects to determine the best solution. SVRA working with the town may be able to come up with a viable solution.

Local Option Sales Tax and Specific Purpose Tax Information:

Resource:

City of Laramie
Jodi Guerin, Mayor
P.O. Box C
Laramie, WY 82073
307-721-5200
jguerin@ci.laramie.wy.us

MISCELLEANOUS

The Town of Star Valley and SRVA are going through change. The Change Curve Model represents a starting point and a desired ending point. The beginning of change includes many efforts that may seem uncomfortable but are in the long run correct. As we traverse along the path, we encounter obstacles—but we still continue to take the correct (and sometimes continual, long-term) path by following the prescribed initial ideas. We often reach a point of frustration—that point is called the Valley of Despair. At this point, we have a chance to deter our hopefully upward progress by completely quitting the elements of our once-perceived, correct journey—**OR** we can continue with the right stuff that takes hard work, some steps back, courage, cooperation and determination to reach that final goal.

I truly believe the current players in the Town of Star Valley Ranch and the SVRA are ready to continue with the right stuff. More layers of progress will emerge as you and all the citizens of SVR rally to make your beautiful spot the best town ever!

**Town of Star Valley Ranch, WY
Star Valley Ranch Association
Joint
Recommendations**

Town of Star Valley Ranch	Star Valley Ranch Association	Joint-Town of Star Valley Ranch and Star Valley Ranch Association
<ul style="list-style-type: none"> • Pursue Infrastructure: roads, water, sewer • Pursue Economic Development issues: Recruiting businesses that will provide services to residents 	<ul style="list-style-type: none"> • Investigate and expand recreational activities for all ages • Continue process to update DCC&R's • Good accountability to SRVA members on past and present financial status 	<ul style="list-style-type: none"> • SVRA & Town need to work together on best solution for multi-purpose recreational center for all ages • Pursue joint efforts on better communication among all SRV entities—citizens, governments, association, nearby towns