

**SHERIDAN COUNTY**  
**APPLICATION FOR ONE CENT OPTIONAL TAX FUNDS**

RECEIVED

MAR 29 2010

**FISCAL YEARS 2011 TO 2015**  
**(July 1, 2011 to June 30, 2015)**

BOARD OF COUNTY COMMISSIONERS  
SHERIDAN COUNTY WYOMING

**GENERAL INFORMATION:**

**NAME OF ORGANIZATION:** Sheridan County Chamber of Commerce **PHONE:** (307) 672-2485

**CONTACT PERSON:** Janelle Martinsen, Executive Director

**ADDRESS:** P.O. Box 707, Sheridan, WY 82801

**AMOUNT OF FUNDS REQUESTED:** \$15,000 **AMOUNT APPROVED:** \_\_\_\_\_

**TAX STATUS:** 501(C)(6) **FEDERAL ID NO:** 83-0145630

**EMAIL:** jmartinsen@sheridanwyoingchamber.org

**DESCRIBE PRINCIPAL PURPOSE OF YOUR ORGANIZATION:**

- 1) Actively promote a healthy business and economic climate for our area.
- 2) Create a better understanding and appreciation of the importance of local area businesses and a concern for their problems.
- 3) Represent the business community in city, county, state and national legislative and political affairs.
- 4) Promote business and community growth and development; retention and expansion of existing businesses.
- 5) Discover and correct circumstances which prevent the promotion of business expansion and community growth.
- 6) Promote programs of a civic, social and cultural nature which increase the functional and aesthetic values of the community.
- 7) Continue to promote Tourism for the county and to work closely with the City of Sheridan and Sheridan Travel and Tourism.

**DESCRIBE BOARD OF DIRECTORS SELECTION PROCESS:**

A slate of nominees is submitted by our members to a nominating committee consisting of Chamber Board members. When the nomination period is closed, the membership is notified of the slate of candidates and has a time to comment or write in additional candidates. At the close of that time period, careful consideration is given to maintaining representation of a broad cross-section of businesses. The nominating committee reviews the slate and conducts interviews if necessary, then makes a recommendation to the Board. The Board of Directors then votes on the candidates to fill the open seats.

**NO OF BOARD MEMBERS:** 15 **TERM:** 3 years

**LIST NAMES OF BOARD MEMBERS**

Ryan Franklin, Board President, RadioShack  
Randy Bomar, Vista West Engineering  
Eric Brandjord, Inter-Mountain Laboratories  
Mark Englert, Sheridan College  
Theresa Hamilton, Sugarland Ridge  
Christi Haswell, In-Yarak Construction  
Andy Kennah, KASSI Catering  
Chandra Legerski, First Federal Savings Bank

Lynn Reeves, Jentel Foundation  
Jesus Rios, ACT  
Jim Schellinger, Sheridan Media  
Cindi Thiede, Sheridan College  
Ken Thorpe, Powder River Heating and A/C  
Monty Webb, VAMC (VA Medical Center)  
Cindi Williams, Morgan Stanley Smith Barney

**BRIEFLY LIST PURPOSE AND OBJECTIVES FOR REQUESTED FUNDS (Indicate if the funds are to be used for an operational subsidy or for one-time expenditures such as a project or equipment acquisition or capital improvements; indicate whether other sources are available and been applied for; indicate the reason County, rather than the City, Optional One Cent Sales tax funds are appropriate; if possible, estimate the number of citizens that will benefit):**

Optional One Cent Sales Tax funds will be used in part to fund the operations and programs of the Chamber. Funds will be directed toward specific projects wherever practical.

The Sheridan County Chamber of Commerce operates the Wyoming State Welcome Center in Sheridan in cooperation with Wyoming Travel & Tourism, greeting over 93,000 visitors in 2009. The Chamber serves as the primary conduit for information about our community, from requests for general community and event information to inquiries about relocation of families and businesses to our area. The Chamber provides a critical link between those seeking information and resources within our communities and the agencies, businesses, and organizations that provide those resources.

The Chamber works closely with area businesses and state and local governmental officials in the development of public policy that may affect business health in Sheridan County. The Chamber provides a public forum for introduction of candidates during an election and hosts area legislators for public information sessions prior to each legislative session.

The Chamber fosters communication and collaboration between area businesses, helping to create community synergy through information sharing, leveraging of resources, and the development of business connections.

The Chamber plays an active role in economic development in Sheridan County by working closely with Forward Sheridan to facilitate specific economic development projects.

For the first time, the Chamber is currently running a special marketing campaign which will use multiple media outlets to remind our Sheridan County citizens to shop local and to understand the impact their dollars have here. This will have a direct effect on the "Penny Power" we all benefit from, as more sales tax stays in Sheridan County. We have created a new window/door emblem for people to recognize Chamber Members and we use that same emblem in our marketing. We are also marketing this to our visitors, so their contribution to "Penny Power" will be via Chamber Members as much as possible.

Eight standing committees work on specific projects directed toward the Chamber's mission of actively promoting a positive business and economic climate for our area. A detailed listing of Chamber committees and associated projects and programs is attached hereto.

Our reports from last year and what we have seen so far this year, indicates that thousands of people will be impacted by our efforts to support Sheridan County, especially with the marketing campaign reaching our local citizens and our visitors.

**OBLIGATIONS:**

**ANTICIPATED EXPENDITURES OF APPROVED FUNDS (Indicate amount per year and years for which funds are requested):**

	<b>AMOUNT</b>	<b>DESCRIPTION</b>
1.	5,000.00	Convention, relocation, & tourist packages; contents, shipping, & development
2.	2,000.00	Committee projects (see attached list)
3.	3,000.00	Chamber operations and programs, and special projects
4.	5,000.00*	Continue special marketing project for Shop Sheridan County. *Our goal for 2011 is to use these additional funds to expand the Shop Sheridan campaign.

**GOALS AND BENEFITS TO THE SHERIDAN AREA COMMUNITY RELATING TO THE EXPENDITURES LISTED ABOVE:**

1. Dissemination of comprehensive, up-to-date informational materials about our community to those seeking information about and resources within our communities. We are expecting many statewide conventions in Sheridan this year and want to make the best impression.

2. Initiation and completion of committee projects directed toward the Chamber's mission of serving as the proactive voice of local business, working for the promotion, protection and prosperity of our members.
3. Providing staffing and support necessary to continue answering the "front door" for Sheridan County, answering information requests from local residents and business people as well as the thousands of visitors who pass through the Welcome Center each year.
4. Working with all media formats to reach the citizens of Sheridan to remind and encourage them to shop Sheridan County. The campaign will help people understand the impact their dollars have on our community. We hope to help them think before they choose to spend their dollars in other communities and thus help somewhere they don't live! The tag line is "Support those businesses that support your community". The Chamber is currently running radio and print ads, but would like to expand that to television, with the support of One Cent Optional funds.

**DESCRIBE LAST YEAR'S ACCOMPLISHMENTS AND BENEFITS ATTRIBUTED TO CURRENT ONE CENT OPTIONAL FUNDS RECEIVED (If applicable):**

The Sheridan County Chamber of Commerce welcomed over 93,000 visitors to the Sheridan area last year, distributed over 2,600 convention packets, and provided information to over 30,000 website visitors. The Chamber also provided approximately 300 relocation information packages and 150 tourist packages, all at no cost to the requestor. The staff continues to handle dozens of inquiries each day about the Sheridan area and the Sheridan business community, by telephone, email, and walk-in's.

The Chamber sponsored the second annual publication of *Images of Sheridan County*, to promote quality of life in our community, accompanied by a stand-alone website -- [www.imageSheridanCounty.com](http://www.imageSheridanCounty.com) -- focused on relocation-related promotion and information. A new paper directory of Chamber members, by business category, was created to encourage residents and visitors to "shop Sheridan". This was followed by a first-ever visitor coupon booklet, available for the tourist season, to encourage visitors to shop Sheridan and extend their stay in Sheridan. The Visitor Value Booklet was a joint project with Sheridan Travel and Tourism. The online and print Community Resource Directory is continuously updated to identify resource contacts in seven different categories (camps/recreation, churches, clubs/organizations, elected officials, health and family supports, low-income support, and schools). Last year, we were also proud to introduce the very successful 3<sup>rd</sup> Thursday Street Festivals. We plan to expand that event for 2010. Some of the other new things the Chamber did in 2009 was the Fall-A-Day shopping event, partnership to process funds for the Yellow Ribbon campaign to support our troops overseas and expansion of our health insurance program.

In addition to information services provided by Chamber staff, projects of the Chamber committees linked residents and businesses to government, boosted retail sales and community spirit, fostered partnerships between local businesses, and connected business people with area students and other workforce solutions.

The Chamber also provided the 2<sup>nd</sup> Annual Career Expo, for job seekers in the community and for employers looking for employees. At the Career Expo, we also highlight the 16 Career Clusters to help employees understand training and skill need for various industries, in the event they might be considering a career change and are wondering what it may take and to remind them that they can still stay in Sheridan County.

The Chamber now has over 500 members, contributing toward and benefiting from the vitality of our business and economic environment and the quality of life of our community.

**ADDITIONAL INFORMATION ABOUT THE CHAMBER:**

For more information about the Chamber, we have enclosed the following items:

- 2010 State of the Chamber presentation
- Chamber Bucks brochure
- Membership Directory
- A Key To Your Business Success brochure
- 2010 Images Sheridan County

Except for the Images magazine, all the above items are now produced in house.

**PLEASE INDICATE IF YOUR ORGANIZATION IS APPLYING FOR THE CITY OF SHERIDAN OPTIONAL ONE CENT TAX FUNDS. IF SO, THE AMOUNT REQUESTED AND FOR WHAT YEAR(S) AND PURPOSE.**

We are applying to the City for \$25,000 annually for 2011-2015 for the above mentioned goals and objectives

**\*\*PLEASE PROVIDE A COPY OF YOUR LAST FISCAL YEAR AUDIT (Or a Balance Sheet, Profit and Loss Statement).**

**\*\*PLEASE PROVIDE A COPY OF YOUR CURRENT FISCAL YEAR BUDGET.**

**\*\*PLEASE PROVIDE A COPY OF THE LATEST IRS FORM 990 (If Applicable).**

SIGNED: *Jaquell Martinson*  
Title: *Executive Director*  
Date: *3-26-2010*

Enclosed per your request:  
2010 Annual Budget  
2009 P & L  
2008 IRS 990

**Please complete this application. You may provide additional information if you wish.**