

A. General Objectives

The Wyoming Workforce Development Council (WWDC) would like to continue to support Wyoming's Next Generation Sector Partnerships by providing resources in addition to the consultative and technical assistance. The NextGen Support Grants are intended to support the sustainability and growth of Next Generation Sector Partnerships.

B. Eligible Applicants

The WWDC is offering a grant to Next Generation Sector Partnerships that have launched and are actively implementing the Next Generation Sector Partnership model described in the [toolkit](#).

The Next Gen Sector Partnership convener is the lead applicant and the fiscal agent may be a community-based non-profit, a state entity, an economic development organization, or another government agency.

C. Grant Opportunity Details

Funding source

The funding source is the Workforce Innovation & Opportunity Act (WIOA) allowable activity funds. The grant will be awarded through the State of Wyoming Department of Workforce Services as the fiscal agent for the Wyoming Workforce Development Council.

Funding Opportunity

All eligible Next Generation Sector Partnerships have an opportunity to apply for up to \$5,000 to support partnership initiatives with a 10% in-kind (including goods, services, and time) or cash match which may come from businesses, local nonprofit organizations, and foundations. Cash investments may not be state or federal dollars.

Grant funding may be used on a reimbursement basis for:

- Personnel costs for a project manager or administrative staff;
- Materials and supplies for program operations;
- Program outreach and recruitment;
- Travel to include: lodging, mileage (based on State per mile allowance), airfare, local tour bus rental, etc. for work-based learning events, trainings, and meeting support, or travel to National Next Gen events;
- Professional services to include conference speakers, conveners, facilitators, etc.;
- Rental fees for facilities.

Grant funding may not be used for:

- Food and beverages;
- Participant supplies;
- Branding and marketing projects, including website development;
- Indirect administrative costs;
- Politically related activities;
- Entertainment;
- Fines and penalties;

Next Gen Support Grants

- Donations;
- Fundraising activities;
- Individual memberships and subscriptions;

Funding is intended to support and encourage sustainability and growth of established Next Generation Sector Partnerships. Funding will be paid out to the fiscal agent. Grant funding should be reasonable and necessary for implementing priorities of Next Gen Sector Partnerships identified by businesses leading the partnership(s).

Reporting:

1. Invoice(s) to include tracking of cash or in-kind contributions;
2. Success metrics tied to the Action Plan and/or Sustainability Plan; and
3. Submission of your partnership's best practices.

D. Application

Applications must be completed and delivered to: jennifer.wilch@wyo.gov.

Next Gen Sector Partnership Name:	Experience Next Gen Sector Partnership
Region (listed on wyowdc.wyo.gov/next-gen):	Big Horn Basin (Park, Big Horn, Washakie, Hot Springs)
Grant funding requested:	\$ 12,000.00
Cash or In-kind Source:	Big Horn Basin Area Chamber of Commerce, Powell Economic Partnership
Cash or In-kind Amount:	\$1,200.00
Submitting Convener Information	
Name:	Rebekah Burns
Title:	Executive Director
Organization:	Powell Economic Partnership
Address:	111 S. Day St.
Email Address:	Rebekah.Burns@pepinc.org
Phone:	307-754-3494
Public and community partners	
Business Chair	
Name:	Steve Samuelson
Title:	Brewmaster
Organization:	WyOld West Brewing Company, LLC
Phone:	(307) 764-6200
Workforce representative	
Name:	Mark Waltrup
Title:	Center Manager
Organization:	Workforce Services
Phone:	307-587-4241
Postsecondary education & training	
Name:	Christi Greaham
Title:	<i>Training & Development Program Associate</i>



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Organization: Northwest College Center for Training and Development

	Phone:	307-754-6062
K 12 education		
	Name:	We will add a K-12 rep as we move forward but wanted to get started on this project for an early win to build momentum.
	Title:	
	Organization:	
	Phone:	
Community based organization		
	Name:	Ryan Hauk
	Title:	Executive Director
	Organization:	Park County Travel Council
	Phone:	307-585-2297
Economic development		
	Name:	Kristin Fong
	Title:	Northwest Regional Director
	Organization:	Wyoming Business Council
	Phone:	307-271-2619



Next Gen Support Grants

Submit a partnership letter signed by at least three business chairs/champions, workforce, education, economic development and other key community partners. The letter must demonstrate a collective commitment to industry/business identified priorities.

Please submit your current Action Plan and/or Sustainability Plan with your application. The partnership agrees to attend monthly peer calls and the Wyoming Next Generation Sector Partnership Academy.

Please provide a project description to include how the project relates to the Action Plan and/or Sustainability Plan. (May attach up to 1 page)

See attached

Budget

In the budget table below provide the estimated amounts for each activity. Additional rows may be added. *(Grant funding may not be used for: Food and beverages; Participant supplies; Branding and marketing projects, including website development; Indirect administrative costs; Politically related activities; Entertainment; Fines and penalties; Donations; Fundraising activities; Individual memberships and subscriptions.)*

Budget	
Personnel	\$1,000.00
Supplies	0.00
Outreach and recruitment	In-Kind
Travel	\$1000.00
Rental Fee for Facilities	0.00
Professional services	\$10,000.00
Total	12,000.000
In-Kind or Cash	\$1,200.00



Next Gen Support Grants

Total Amount Requested

Grant funding may be used on a reimbursement basis for: Personnel costs for a project manager or administrative staff; Materials and supplies for program operations; Program outreach and recruitment; Travel to include: lodging, mileage (based on State per mile allowance), airfare, local tour bus rental, etc. for work-based learning events, trainings, and meeting support or travel to National Next Gen events; Professional services to include conference speakers, conveners, facilitators, etc.; Rental fees for facilities.

Budget Narrative

Provide a brief budget narrative to describe how you will use the funds. Please discuss the in kind or cash contributions in detail. (May attach up to 1 page)

See attached

Fiscal Agent and Signatory

This Grant opportunity is federally funded, in whole or in part, and all subrecipients shall comply with the Office of Management and Budget (“OMB”) Uniform Guidance procurement regulations located in 2 CFR Part 200.

Applicants are strongly encouraged to review the federal procurement regulations.

By applying and signing below, you are certifying that your entity as a subrecipient will comply with the regulations in 2 CFR Part 200.

Fiscal Agent Legal Name
(As filed with the Wyoming Secretary of State)

Powell Economic Partnership Inc.

Name of person legally authorized to bind the Fiscal Agent

Rebekah Burns

Title of person legally authorized to bind the Fiscal Agent

Executive Director

Signature of person legally authorized to bind the Fiscal Agent



Rebekah Burns
Executive Director
Powell Economic Partnership Inc.
111 S. Day
Powell, WY 82435

3/14/2024

Jennifer Wilch
Director
Wyoming Workforce Development Council

Dear Director Wilch:

This partnership letter demonstrates a collective commitment to the Travel and Tourism Industry through the Experience Next Gen Sector Partnership in the Big Horn Basin. The Experience Next Gen Sector Partnership in the Big Horn Basin is dedicated to filling gaps in local business capacity to access state and federal programs. Firstly, this is done by cataloging our experience businesses, and doing outreach for Next Gen involvement.

The Experience Next Gen Sector Partnership lets rural businesses know they aren't alone. Moreover, this partnership gives the hospitality industry in the Big Horn Basin a collective voice. The intended result of the Next Gen Program is to show rural businesses that growth is possible with incremental steps in the travel and tourism industry.

Sincerely,


Rebekah Burns



Kristin Fong



Ryan Hauck



Matt Hall



ACTION PLAN & PROJECT DESCRIPTIONS:

The action plan for the Experience Next Gen Sector Partnership in the Big Horn Basin is to fill gaps in local business capacity to access state and federal programs. The Experience Sector Partnership collectively believes that we are missing key components of the hospitality industry within the BHB to effectively move tourists around the four-county region. We are committed to building business capacity with a multi-tiered approach within the Next Gen Sector Partnership framework.

Initially, we are leveraging programs from the Wyoming Office of Tourism, local lodging tax boards or other local entities that support travel and tourism in the four-county region that makes up the Big Horn Basin Park, Big Horn, Washakie, and Hot Spring. This is a project to catalogue assets by helping travel and tourism businesses to list themselves on the Industry Portal of Wyoming Office our Tourism website. Which is then searchable online, on the [trip planner map](#) and the content will also be catalogued on other local sites.

We will increase the business listings on the Wyoming Office of Tourism sites by 25%. To complete this goal, we will be working with the local area Chamber of Commerce to identify Experience Sector Business and coordinate local efforts. The initial grant request will provide a professional photographer and copywriter to go to the selected businesses and create the necessary materials that those businesses need for a WOT industry listing. Additionally, this initial program will act as outreach for the Next Gen Sector Partnership and hopefully garner larger business support. This initiative will take approximately 20 to 60 weeks.

Following the initial project, the Experience Sector can broaden our approach. Actionize state agencies to leverage local businesses catalogued to be more visible. For Example, a large trucking company who participates in the Experience Sector suggested wrapping locally owned trucks to act as moving billboards around the state and mountain west. This program is scalable and measurable if there is a call to action that takes vacation road warriors to a digital online asset.

The increase in revenue from the Experience Next Gen Sector Partnerships programs listed above will lead to the need for our rural businesses to access Workforce dollars to increase technical assistance for destination development. This is the long-term job measurable action item. Please see the attached graphic that illustrates how business capacity is layered with state and federal departments. Moreover, the list of workforce training needs that have been identified by our

The Experience Next Gen Sector Partnership lets rural businesses know they aren't alone, give them a collective voice, and show them growth is possible with incremental steps in the Travel and Tourism Industry.

Training

- Leadership
- Grant Writing
- Data Analysis
- Destination Marketing Analytics
- Expanded Outdoor Rec Cert

Aviation Training



Culinary

Recruitment Infrastructure Business Retention
Workforce, Certificates Higher Ed

Meat Cutting

Value-Added Ag

Film Program

Agritourism Cert

Cost of services & deliverables - \$10,000

Travel Wyoming - Catalogue The Businesses

Workflow/Outline - we anticipate a minimum of 20 weeks of actively working with businesses to achieve 25% increase in listings. We will also have prep work prior to beginning. We have broken the project down into five phases. Our goal is to visit 75-100 businesses with the goal of 50 sign-ups.

- Mileage visiting locations one time (including in town travel) totals 1,246. We estimate visiting some locations more than once. This estimate is on the low end.
- Phase 1 - Prep
 - Create a post card with step-by-step instructions for registering their business on Visit Wyoming. We will use a written URL and Travel Wyoming branded QR code. The print costs will be determined and estimated when we are closer to having a number.
 - A postcard for Google Business set up
 - A post card for Park County account set up.
 - Include our contact information (to watch for emailed photos and copy)
 - Space to write down login and password.
 - Create a short questionnaire (interview) I will conduct and make notes for the write up.
 - Create an email template that each business will receive with their write up and photos.
 - What the business gets:
 - In person support on initial business visit - assistance with setup of account(s).
 - Post cards with instructions to set up various accounts.
 - A personal email from us with repeated instructions from the post card and:
 - 3-5 photos

- Engaging paragraph of their business description to add to the account(s)
- Business responsibilities
 - Create their accounts and then utilizing the assets we provide, adding the photos and copy to their profile is ultimately their responsibility.
- Travel
 - We plan to do day trips with a possible overnight in Thermopiles to knock it all out in one go. We anticipate things to go smoothly, bear in mind this is information gathering and photography - we will need office time to edit the photos, do the write ups, and send everything to the business owner.
- Map-it-out | Based on existing accounts we will look up all businesses listed in locations. If the numbers are lower we can do it faster. Again we don't know if its a one to two hundred or several hundred. Upon identifying the businesses we will develop an efficient route for our visits.
 - Phase 2 - Park County
 - Cody, Wapiti- weeks 1-3
 - Powell/Ralston/Garland (Otto?)- weeks 4-7
 - Meeteetse - week 8
 - Phase 3 - Big Horn County
 - Burlington, Greybull, Basin, Manderson, Hyatteville - weeks 9-11
 - Otto, Lovell, Deaver, Byron, Cowly, Frannie - Weeks 12 - 14
 - Meadowlark, Shell - week 15
 - Phase 4 - Washakie County
 - Worland, Ten Sleep - weeks 16-17
 - Phase 5 - Hot Springs County
 - Kirby, Thermopolis - week 18-19

Request for Taxpayer Identification Number and Certification

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

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type. See Specific Instructions on page 3.	<p>1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. POWELL ECONOMIC PARTNERSHIP, INC</p> <p>2 Business name/disregarded entity name, if different from above</p> <p>3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.</p> <p><input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate</p> <p><input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____</p> <p>Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.</p> <p><input checked="" type="checkbox"/> Other (see instructions) ▶ 501 (C) 6</p>	<p>4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) _____</p> <p>Exemption from FATCA reporting code (if any) _____</p> <p><small>(Applies to accounts maintained outside the U.S.)</small></p>
	<p>5 Address (number, street, and apt. or suite no.) See instructions. 111 S Day Street</p> <p>6 City, state, and ZIP code Powell, WY 82435</p>	<p>Requester's name and address (optional)</p>
	<p>7 List account number(s) here (optional)</p>	

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.

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

Social security number									
-				-					
or									
Employer identification number									
4	5								
-									

Part II Certification

Under penalties of perjury, I certify that:

- 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
- 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
- I am a U.S. citizen or other U.S. person (defined below); and
- 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.

Sign Here	Signature of U.S. person ▶ <i>Rebekah A. Burns</i>	Date ▶ 2/10/2023
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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.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.