



A Grander Vision for the Heartland

Initiative: 1.4 Local Sourcing

Objective: Launch a local-sourcing campaign – the Grow Grand Island Challenge – that challenges businesses to identify at least one non-local supplier of goods and/or services and switch to a local provider of that same good or service.

Chair: Tonja Brown

Committee: Jessica Hendricks, Tammy Slater, Tanya Potthoff, Freida Jemison, Michelle Fitzke, Sara Bennett, Jay Wren, Cindy Johnson, Griselda Rendon, Sandra Barrera, Steve Gratopp.

Next meeting: 2/16/16, 8am at the Chamber

Goal:	Timeframe:	Assignment:	Progress:
Explore different approaches to take.	2015	Complete	
Explore BRE as a source of data.	2015	Complete	Determined not a good source of data for this initiative.
Identify the geographic boundary.	January 2016	Compete	Hall County
Identify potential funding sources.	Q1	(Nov) Sara: look for grants. (1/14) Sara: get prelim USDA app. (1/28) Sara: find out what is due by 2/26 & send to committee.	(1/14) USDA has rural business development grants. We should keep in mind local trusts & the GGI funds via GICF. (1/28) Deadline is Feb 26!
Establish an initial data base of Hall County businesses by inviting participation in a questionnaire that identifies keywords appropriate for searching an on-line buyer's guide.	Q1	(1/14) Tonja: draft verbiage for invitation msg & work with EDC/Chamber to send out.	(1/15) Sent draft msg to committee for feedback. (1/28) Target: send 1 st msg via Chamber & EDC mid-February; allow a week to complete.

		(1/28) Tonja: send final draft per discussion.	
Develop a website for facilitate the buyer's guide.	Q2		
Develop a "look local" campaign to promote making B2B sourcing decisions locally.	Q3		
Use a variety of venues to promote, such as BRE, The Independent, Chamber/EDC, social media, etc.	Q3		
Measure success.			

Meetings/Attendance:

1/14/16 – Tonja Brown, Sara Bennett, Tammy Slater, Jay Wren, Freida Jemison (5x1hr=5hrs)

1/28/16 – Tonja Brown, Sara Bennett, Jay Wren, Freida Jemison, Tanya Potthoff, Griselda Rendon, Sandra Barrera, Cindy Johnson (8x.75=6hrs)