

Center for Outdoor Adventure

Funding Strategy

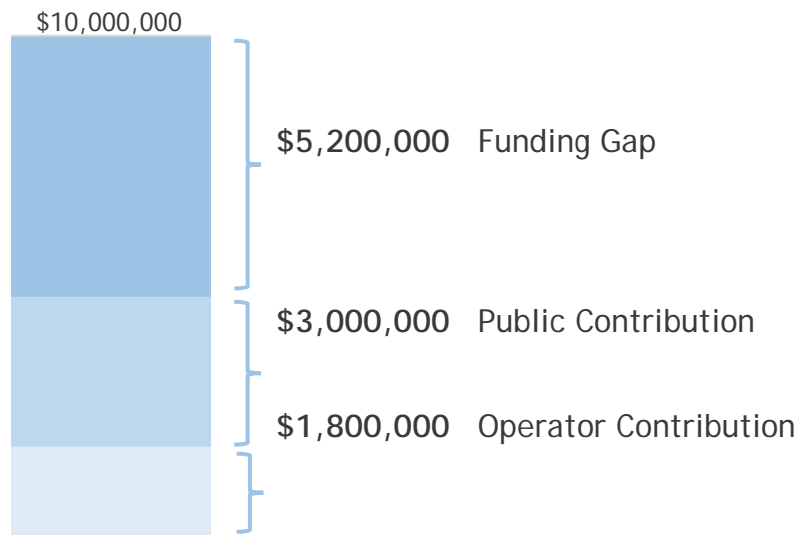
Meeker, CO
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Background

The cost of the 67,000 SF Center for Outdoor Adventure is estimated to be approximately \$10,000,000. According to our estimation of funding sources, otherwise known as the “capital stack,” approximately 20% of the funds will come from the Center’s operator, 30% will come from public sources (Town, County, Rec District), and the remaining 50% will come from a combination of grants and donations, called the “funding gap.” The purpose of this document is to outline a path forward for filling the funding gap.

Below is a visual representation of the preliminary capital stack. As we begin the process of filling the \$5,200,000 funding gap, the capital stack may be adjusted.



The following sections outline methods, approach, and other considerations when it comes to filling the funding gap. The last section outlines the next steps and approximate timeframe for accomplishing the steps involved.

Strategy

Fundraising will largely occur within two phases, with the first being focused on targeting foundation grant money, organizations, and other institutions that may have a vested interest in the projects' success. The second fundraising phase is targeted on high net-worth individuals and is much more visual in approach. The following section approaches overall fundraising approaches and considerations.

Fundraising Phase I - Foundations & Organizations

The first phase of fundraising efforts will focus on foundations and other organizations that either have grants available for projects of this nature, or who may have a vested interest in the success of the Center. The first step of this phase is to do extensive research on available grant money and determine the Center's eligibility. The next step will be to develop a list of organizations within the relevant industries who could potentially be large donors, or who may be interested in securing naming rights for components of the Center. Once these grants and organizations are identified, we will begin applying for grants and speaking with these organizations about contributing to the Center.

Organizations with available grant programs that may be utilized for the Center include Colorado Parks & Wildlife (CPW), the Office of Economic Development and International Trade (OEDIT), the Colorado Department of Local Affairs (DOLA), the USDA, and other industry foundations including the National Rifle Association (NRA), Eastons, and Grand Slam.

Fundraising Phase II - Individuals

The next fundraising phase is focused on high net worth individuals. By networking with people who have connections to Meeker, a passion for "outdoor adventure," or, ideally, both, we will begin to compile a list of potential individual donors who may be interested in a donating large amounts of money as a "legacy project"-something their kids and grandkids can point to. Since this phase is largely dependent on visual marketing materials, this phase will not be pursued until the completion of the marketing materials, addressed below.

Refining the Capital Stack

As we dive deeper into various funding opportunities, the capital stack will adjust according to feedback we receive. For example, if the available grant money is much more than originally anticipated, or if there is a much greater desire from private individuals to donate money, the amount of capital required from the operator and/or the public sector may be reduced. Conversely, if the grant opportunities and private donation opportunities are less than originally anticipated, the amount of capital required by the operator and/or public sector may increase.

Marketing Materials

Professional marketing materials-including photography, videography, content creation, and graphic design-are in the process of being created. Since the goal of “telling the story” is to cast a vision, and a large component of the vision is best communicated visually, it is critical that the marketing materials are representative of the quality of the Center. As outlined above, the first phase of fundraising efforts will be focused on organizations and foundations that will be much less reliant on visual materials than individual donors will be. As such, the first round of fundraising can begin immediately, while the second phase will not be pursued until marketing materials are complete. A detailed Gantt chart of next steps and rough timeframe is outlined in the last section of this report.

Naming Rights

One powerful method of attracting donations for a physical project is naming rights. With a multifaceted project, there are a number of naming right opportunities. For foundations and organizations, a large donation could be a small price to pay for long-term name exposure-otherwise known as advertising. For individuals, having his or her name associated with the Center can serve as a “legacy project” for these individuals-their way of giving back to the community or the sport that they love. Since a number of project components can be named-meeting rooms, shooting ranges, and, of course, the overall facility-there are numerous opportunities for selling naming rights.

Donor Incentives

In a similar fashion, donors of lesser amounts can be offered certain benefits for donating. There could be established different “levels” of donors associated with the size of donations. For example:

1. In-kind donations
2. Bronze \$5,000 - \$9,999
3. Silver \$10,000 - \$24,999
4. Gold \$25,000 - \$50,000
5. Legacy \$50,000+

The entry way of the Center could feature a “founders wall,” which nicely displays the names of individuals and organizations that donated to the Center organized by donor levels. The outdoor path leading up to the entrance could be built with paver stones, with the names of donors etched in them.



Paver Stone Example



Founders Wall Example

Next Steps

As the contact lists are developed and as we begin to receive feedback from potential donors, the approach to filling the funding gap may adjust. Below is an outline of the next steps to begin filling the \$5.2 million funding gap with an approximate timeline.

	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17
Create Marketing Materials	█	█	█					
Grant Research	█	█	█	█				
Organization List Dev.	█	█	█	█				
Apply for Grants		█	█	█	█	█		
Contact Organizations			█	█	█	█	█	█
Individual Donor List Dev.		█	█	█	█			
Contact Individual Donors			█	█	█	█	█	█