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An effective resource for your community to get the job done

Proposed By:  
**Michelle Coolidge**

Proposed To:  
**City of Terrytown**

# 1 Introduction

BB Associates is a newly formed consulting business dedicated to furthering the development of rural Nebraska communities and the businesses that call those communities home. Too often, “experts” tell community leaders what they “need” or what they should “want” for their community. BBA is founded in the core belief that the people of the community, whether they are elected leaders, volunteers, business owners, or residents, are the key to identifying what is best for the place where they live and work.

Michelle Coolidge, BBA Director, is a life-long resident of the Nebraska panhandle. Her background includes work in the mortgage servicing industry, conflict resolution, higher ed administrative services and economic and community development. Her community involvement has included volunteering for community boards, church leadership, local youth organizations, and elected leadership positions including city council and a term as Mayor. A self-proclaimed “Doer” and champion for the places everyone calls home, Michelle has used her background to connect needs to resources, navigate the limitations of budgets and legislation, and motivate groups to complete their projects.

# 2 Our Services

¥Communication and Reporting – ensure that we know what you want, and you know what we are doing to make it happen, on the regular and when you need it, no guessing

¥Business Retention and Expansion Visits – working with established businesses of all sizes in the community, gathering data requested by the State of Nebraska Department of Economic Development; identifying needs and trends employers and one-man shops are facing; coordinate resources as identified; reporting to the city in constructive, confidential manner

¥Project Coordination – serve as the coordinator and information repository for both public and private organizations to ensure movement toward a goal and within a timeline

¥Location One Information Services (LOIS) – national database of available sites and buildings for sale or lease to enable relocation or creation of new enterprises in the region; no cost and existing relationship to owner or realtor included to increase visibility



# 2 Our Services

¥RFP or RFI Responses – with approved partnership, work with the State Department of Economic Development to respond to inquiries for industry location in the region based on available property, needed criteria and demographic information

¥LB840 Application administration – work as the applicant resource to ensure information requested by the city meets the economic development plan and facilitate compilation for city staff

¥Downtown Revitalization – identify available resources and programs to benefit a community in reimagining, improving, and energizing their downtown as they would envision – including bringing in outside resources for funding, leverage education, and expert programming

¥Regional leadership and programming awareness and networking to maintain strong relationships with business owners, community leaders, vendors and residents

¥Business coaching – identifying and connecting to resources, application assistance

¥Facilitating Business Groups, Associations, Chambers

# 3 Our Affiliations & Experience

- Certifications with Ongoing Training
  - Heartland Basic Economic Development (IEDC)
  - Marketing and Attraction (IEDC)
  - Nebraska Community Development Block Grant Administrator Certified
  - Destination Creation Training Facilitator (WNCC)
- Memberships (some pending transition)
  - Nebraska Economic Developers Association (NEDA)
  - League of Nebraska Municipalities Associate Member (LONM)
  - International Economic Developers Council (IEDC)
- Western Nebraska Economic Development Coordinator
- Land Bank Consultant/Presenter to League
- LONM Small Communities Legislative Committee member
- Panhandle Area Development District Board Member
- Community Mediation and Facilitation Trained

# 4 Fee Structure

## Annual Rate Option

100 hours at \$3,500 · 230 hours at \$7,250 · 400 hours at \$10,000

- LOIS property information, maintaining Terrytown's presence nationally
- Business Retention and Expansion (BRE) – including Terrytown's business data in the State of Nebraska reporting database as well as information to the City
- Coordinating community volunteer meetings for Terrytown's development as requested
- Compiling available information for grants and other funding opportunities
- Assist in communication with developers as needed for housing projects with referrals if needed
- Responding to RFI/RFP by State, site selectors, and other economic development entities \*

## Additional projects billed at hourly rate of \$45 + expenses

Budget to be submitted prior to agreement where possible

Contract with City or Business owner dependent on project

Examples include:

- Grant administration
- Resource identification
- Application reviews
- Downtown Revitalization Initiatives (Research and Implementation)

Michelle's employment and civic backgrounds have given her a solid understanding of public organizations and the limitations of their budget – both in size and process of creating and operating. Her intent is to support and enhance the goals of your community. Negotiation is encouraged rather than assuming "there is no way".

**Let's talk!**



# Thank You

711 Avenue A, Bayard NE 69334

308-631-4803

[michelle@bbaconsulting.net](mailto:michelle@bbaconsulting.net)



