

# CRC Infrastructure Sub-Committee

## Project Identification Template and Instructions

### Project Identification Template

**Instructions:** Please complete all of the information requested with the best information you have available. Limited attachments are acceptable if necessary to adequately describe the project but the **total length should be limited to 6 pages** one-sided (including attachments). This Identification Template is intended as a preliminary mechanism by which proposals and projects to improve the resiliency of Coastal Alabama are solicited and captured with some consistency of format, scope definition, and project benefits and impact. **This is only a first step: proposals and projects will not be funded based upon this submittal. Further information and details will be solicited at such time as the screening and funding process is more fully defined.**

Responses should be received by **November 26, 2010**, to be included in the appendix the Coastal Recovery Commission Report to the Governor to be submitted **December 15, 2010**. Submittals after that date will be accepted for consideration but will not be included in the Project Appendix.

Completed Templates may be submitted:

- Electronically (.pdf preferred) to: [crcalabama.templateresponse.com](http://crcalabama.templateresponse.com).
- By US mail to: Coastal Recovery Commission.

P.O. Box 881, Mobile, AL 36601-0881

### **I. What – Project Information/Basic Facts**

1. Project Scope EDA Special Oil Spill Grant Request, "Website Enhancement, Baldwin County Economic Development Alliance  
\_\_\_\_\_
2. Project duration or schedule by phase and status of any work in progress Phase 1, 6 months to build state of the art GIS enhancements into website, Phase 2 and 3 last for two years and include addition of new data needed to recruit business and industry  
\_\_\_\_\_

2.1. Conceptual and Feasibility Planning, Engineering, Construction RFP has been drafted

3. Estimated Cost (plus or minus 30%) \$60,000

3.1. Indicate level of confidence in accuracy of these estimates 99%

## II. Why - Project Description relative to Impact and Criteria

1. Identify what need, threat or opportunity that this project, study, or recommendation will address BCEDA does not have funding needed to create a state of the art economic development website with interactive capabilities. This hurts us in competing for new jobs for the area.
2. How does this project or recommendation address and impact the recommended evaluation criteria:
  - 2.1.1. Coastal Recovery Will make us more competitive in bringing in new high paying jobs.
  - 2.1.2. Resiliency Helps diversify the economy and removes risk of income and job losses related to emergency issues.
  - 2.1.3. Transformational Will help change county from a hospitality dominated one to a more balanced economy. Will increase high paying jobs.
  - 2.1.4. Regionalism Companies considering locations in Mobile and Pensacola look for up to date data on the entire region. RFPs that we and other regional economic dev organizations receive often requires regional data. Most of the data is obtained from websites and our data is not as current as needed.
  - 2.1.5. Economic Diversification The website envisioned will have targeting tools built in which will allow us to analyze competitive issues and find economic gaps which need to be filled.

3. Project Economics We do not have the economic resources to do this without help.
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4. Identify Direct Project benefits to Coastal Alabama, including avoided costs, consequence of “No Build” alternative. Provides us with better, more current data and a better delivery system to reach corporate real estate executives and site location consultants.
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- 4.1. Impact on employment, job training and development, both short term and permanent Our goal is 15 new corporate locations creating a minimum of 1000 jobs in 2011 and to grow that annual numbers to 20 companies and 1500 new jobs by 2015.
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- 4.2. Oil spill mitigation outside of claims process NA
5. Identify Indirect benefits and costs
- 5.1. Collateral Benefits to the objectives of Healthy Environment, Healthy Economy and Healthy Society (subjective responses allowed) improve image of county, raise incomes, add new and sell existing housing, recruit new doctors, enhance QOL.
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- 5.2. Collateral Costs or impacts to the objectives of Healthy Environment, Healthy Economy and Healthy Society ( subjective responses allowed) No negatives.
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- 5.3. Connectivity and Linkage to other projects or initiatives: Does this project complement or compete with other projects? What other projects would be precluded if this project is funded? This project will help us market other key projects addressed in the CRC report including a convention center and development of a certified mega-site.
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### III. Who/How - General Information

1. Name and contact information for Entity, Collaboration or Person submitting project or recommendation nomination. Robert Ingra, President, BCEDA, [ringram@baldwineda.com](mailto:ringram@baldwineda.com), 251-947-5714
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- 1.1. *Entities and communities sharing a common threat or need are encouraged to collaborate for a joint/combined project submittal to raise the profile of the issue and solution to be addressed. Also please indicate the level of community support or resistance and hurdles to collaboration.*
2. Identify Sponsoring Entity for oversight and accountability if different from above.
- 2.1. Existing or to be created? Existing \_\_\_\_\_  
 \_\_\_\_\_
- 2.1.1. If to be created, what parties or interests must be involved and what level of effort is required to do so? \_\_\_\_\_
- 2.2. Describe governance, organizational capacity, availability of skills, experience of sponsoring entity to implement the Project BCEDA has been recognized as one of the Top 10 economic development organizations in the US. Its personnel are limited in number but outstanding in expertise.
- 2.3. Project complexity: Hurdles and barriers to project implementation, completion and sustainability. Identify regulatory issues. Funding is the only issue.
3. Identify any known or anticipated administrative, regulatory, or legislative action that would be required at either the local, state, or federal governmental level. none
4. Requested funding from Coastal Recovery Fund (CRF) \$50,000
5. Identified potential funding sources other than the CRF Local matching funds
- 5.1. Leverage or multiplier on CRF investment: matching funds, public or private 20% match
- 5.2. Public Private Opportunities, user fees, Federal funds, private foundation grants, bonding capacity, etc. We will seek donations from local business for our match
6. Forecast of ongoing maintenance or operating costs and source of funding if not self sustaining \$5000 a year after year 3.

