

# LAUNCHING GRO 3.0



COMMUNITY  
FOUNDATION  
of the OZARKS

## Why GRO?

- Does it feel like your town's **best days** are behind you?
- Are you aspiring to bring **good jobs** back to your community?
- Would you like to **welcome people** back home to your town?
- Are you frustrated with **blight and disrepair** that you see in your town?
- Are you **tired** of conversations that don't translate to actions and outcomes?
- Are you seeking ways to get local leaders to **row in the same direction**?

## Background

Growth In The Rural Ozarks (GRO) program was launched in 2016 and expanded in 2018. Currently there are 5 communities (Aurora, Buffalo, Marshfield, Salem, Sarcoxie). The program is focused on helping communities design and launch a community and economic development plan that can begin help bring prosperity into the communities. In 2020, the program will be expanding to include 10 new communities.

## Community Selection Criteria:

1. Dedicated and diverse local leadership
2. A strong community commitment
3. An acute local need
4. Track history and proven history to accomplish goals
5. Commitment to support the broader GRO program

## Core Program Elements

Business  
Growth

- Grow local businesses.

People  
Development

- Nurture local workforce and leaders.

Infrastructure &  
Placemaking

- Improve the physical vibrancy of the community.

Community  
Engagement

- Create a more engaged and committed citizenry.

## NOW ACCEPTING APPLICATIONS

Applications Due April 27<sup>th</sup> | Program Launch June 1, 2020  
Alice Wingo | [awingo@cfozarks.org](mailto:awingo@cfozarks.org) | 417.447.5364



WILL YOU BE OUR  
NEXT GRO  
COMMUNITY?

## FREQUENTLY ASKED QUESTIONS:

### (1) What is the duration and cost of the program?

The program requires a 3-year commitment and a total financial cost of \$30,000. The cost of the program will be broken down as follows: Year 1: \$15,000; Year 2: \$10,000; Year 3: \$5,000. At least 20% of the costs must be matched by the local CFO Affiliate.

### (2) What value and outcomes can we expect from the program?

Your community will receive support in the following 6 categories:

- A comprehensive local community assessment and prioritize action items
- Program management, coordination and communication tools.
- Access to GRO tools, programs, technology (example: Business attraction, Business retention and growth, Poverty Alleviation: Project RISE, Leadership program, Business911 platform, Business speaker series, etc.)
- Hands-on expert coaching and guidance.
- Access to GRO community leaders, experts, community forums
- Technology tools (Website and mobile application) to help engage community and manage the program.
- Annual federal grant prioritization, grant writing and management.
- Marketing materials and expertise to drive local community engagement

### (3) How will we measure the impact of our work?

The effort will focus on moving a combination of the following metrics:

- Number of businesses in the community
- Number of open commercial and retail spaces in town
- Average household income
- Population size
- Population with certifications and degrees
- Local poverty rate
- Asset base of local foundation (measure of community engagement)
- Local tax base (sales, property, bed)
- Average household property value
- Number of people actively (>5 hours/month) engaged in community development
- Community confidence and enthusiasm

### (4) What is the selection criteria to qualify for the program?

(i) Most critical element of the selection criteria is a local committed and cohesive leadership team that is willing to spend time, energy and resources to help improve their local community. (ii) Become actively engaged in the GRO cross-community programming and help the fellow communities succeed.

### (5) Is there a sample schedule of programming?

There is a base programming calendar. This curriculum will be customized based on each community's local assessment.

### (6) Important dates to note.

- **February 14<sup>th</sup>**: Letter of interest due to participate in the program and launch
- **February 21<sup>st</sup>**: Launch local Community Confidence Survey
- **March 20<sup>th</sup>**: Conclude community confidence survey data collection
- **April 6<sup>th</sup>**: GRO team to send out results of the community confidence survey
- **April 27<sup>th</sup>**: GRO Program applications due
- **May 15<sup>th</sup>**: Community interviews concluded, and winners announced
- **June 1<sup>st</sup>**: GRO 3.0 Program launch

### Open Community Call

9-10am CST

Friday January 17, 2020

Friday January 24, 2020

### Conference Call Details:

<https://zoom.us/j/4638592307>

OR

929-436-2866; Code: 4638592307

