

Irwin County

Creating an Industry that Changes the Game!

Those of us that live in Irwin County believe it is a special place. We know that we have a great school system and relatively low crime compared to our peers. However, we also know that it is difficult for our community to compete with our neighbors on attracting industry and higher paying jobs. Therefore, we believe we need to create a Point of Difference for our Community that Changes the Game on how we bring in incremental Sales Tax Revenue and/or Property and Personal Property Tax Revenue, which are the key drivers for funding our City and County services.

We need your help figuring out what is that Game Changer? How do we leverage our strengths – agriculture, caring people, great schools, relatively low crime, low cost of living, beautiful countryside, and others – to create an “industry” that is uniquely Irwin County?

Please send us your ideas with detailed plans on what could be our Game Changer. There will be a **\$500 prize for the Best Idea** that is thoroughly vetted to answer key questions. All submissions should include the following:

- 1) The Idea – Fully describe the idea.
- 2) Target Audience – Describe the target audience along with potential to participate and affordability of the proposition.
- 3) Economic Impact on Community – How the Idea impacts the potential increase in property tax revenues or other growth opportunities for the community.
- 4) Feasibility – Create a Business Plan that outlines how the Idea will be implemented with high level potential revenue, expenses, management required, marketing, logistics, and other relevant information to show that the Idea is feasible to be implemented and is sustainable over time.
- 5) Point of Difference – Description of how the Idea is unique and different from other rural areas in Georgia or even in the Southeastern US

Questions to be answered in the proposal:

1. What's the PROBLEM? Providing economic growth for Irwin County
2. What's the SOLUTION or IDEA?
3. How large is the MARKET for this IDEA?
4. Who is the COMPETITION?
5. What makes this IDEA so SPECIAL?
6. What's the ECONOMIC MODEL?
7. How exactly will we achieve implementation of the IDEA?
8. What is the qualified TEAM required to implement this IDEA?
9. What RESOURCES are required to implement this IDEA?

Project Rating Criteria:

1. Idea Description (25 points) – Applicant’s concept is descriptive, easily understandable, and concise. Does the proposed Idea address economic growth for Irwin County?
 - a. The idea (maximum 10 points)

- b. How large is the market opportunity (maximum 5 points)
 - c. What makes this idea special (maximum 5 points)
 - d. Reason to believe this idea will work (maximum 5 points)
- 2. Target Audience / Customers (10 points) – Who will this idea appeal to and why? Characteristics of the market and targeted population. Does this idea reach a target that has a real possibility of participating in the Idea and bringing positive economic impact to the community?
 - a. Define the target audience (maximum 5 points)
 - b. Why they will participate and spend money on this idea (maximum 5 points)
- 3. Economic Impact on Community (15 points) – How will this idea positively impact the economic growth of the community?
 - a. Define financial as well as other factors of how this idea will positively influence Irwin County government revenues (maximum 15 points)
- 4. Feasibility of Idea (25 points) – How does this idea get implemented into the community? An assessment of the resources and team required to implement and operate the Idea. Does the community possess the skills and experience required to translate the plan into action? Can the resources required be secured? Will the Idea be able to operate competitively and grow?
 - a. Explain high level potential revenues and expenses (maximum 5 points)
 - b. Explain labor and management required to implement idea (maximum 5 points)
 - c. Explain how the idea will be communicated and marketed (maximum 5 points)
 - d. Explain any logistics required to implement this idea (maximum 5 points)
 - e. Explain any other key elements of implementing this idea for success and create a sustainable business model (maximum 5 points)
- 5. Point of Difference (10 points) – How does this idea separate Irwin County from other surrounding and relevant communities? A demonstration that the proposed Idea is a unique approach. Does the Idea approach the economic growth challenge in Irwin County in an innovative, exciting, and dynamic way?
 - a. Explain why this idea is unique, different, and something Irwin County can uniquely claim as its own (maximum 10 points)
- 6. Overall Quality of Idea and Presentation (15 points) – Is the presentation professional, well-thought through, and representative of the standards of Irwin County?
 - a. The applicant showed thoughtfulness, professionalism, and high-quality work throughout the presentation of the idea (maximum 15 points)

TOTAL POINTS 100: No award will be given to any application that scores below 65.

Deadline for submissions is February 29th, 5 pm EST. Submit all applications to susan@mcwhorterdriscoll.com. **Submission must include proposal as well as this signed document.** Confirmation will be sent within 24 hours of receipt of application. No applications will be accepted received after 5pm timestamp.

By participating in our economic development "Game Changing Idea" promotion, you acknowledge that your idea may be in whole, or part, the basis for a marketing campaign and/or a business plan utilized by the Irwin County Development Authority and Irwin County and any of their agents, assigns, consultants, or other contracted parties. In this regard, you further recognize that the results of your idea(s) may be the basis for economic activity which has pecuniary value for entities or individuals who benefit from your idea(s). By participating in this promotion, you agree to relinquish any and all rights and privileges that you could now, or in the future assert as a result of the use of your idea(s) and assign those rights and privileges to the Irwin County Development Authority. This release of rights and privileges is absolute and leaves participants with no present, future or residual rights to the ideas submitted including but not limited to economic, financial, ownership, creation, distribution, dissemination, reproduction, public display or rights in any derivative work or ideas proceeding therefrom. You further agree that should any part of your idea be used, and/or you win the promotional contest, Irwin County and the Irwin County Development Authority may use photographs of you as well as artistic or graphic expressions of your image and likeness to promote any idea, plan or other marketing promotional ideas and you here by assign those rights and privileges to the Irwin County Development Authority. This use of your likeness is absolute, and you agree to waive any and all claims' rights and privileges associated there with, including economic, financial, ownership, creation, distribution, dissemination, reproduction, public display or rights in any derivative work or ideas or images proceeding therefrom. You further agree to release any and all claims you may have against Irwin County or the Irwin County Development Authority, their heirs and assigns (the released parties) which may arise as a result of your participating in this promotion and their use of your idea(s). This release is not only a covenant not to sue for any and all claims, but an absolute waiver and release of any and all claims whatsoever against the released parties which arise out of your participation in this promotion.

By submitting and executing this application you acknowledge that you have read and agree to all terms set forth herein.

Acknowledgement of Terms & Conditions

Signature

Date

Name

Address

Telephone

email address

