

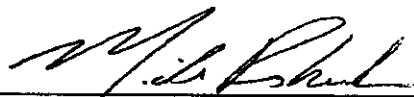
**ORDER: APPROVE ECONOMIC DEVELOPMENT FOUNDATION
PRESENTATION ANNOUNCING AN INITIATIVE BY HEARTLAND
FORWARD TO CREATE THE COMMUNITY GROWTH PROGRAM
AND TOOLKIT CGPT**

Motion was made by Larry Gillespie, duly seconded by Brent Larson, to approve Economic Development Foundation presentation announcing an initiative by Heartland Forward to create the Community Growth Program and Toolkit CGPT.

The vote on the motion was as follows:

Supervisor Brent Larson, voted yes
Supervisor Larry Gillespie, voted yes
Supervisor David Rikard, voted yes
Supervisor Chad McLarty, absent
Supervisor Mike Roberts, voted yes

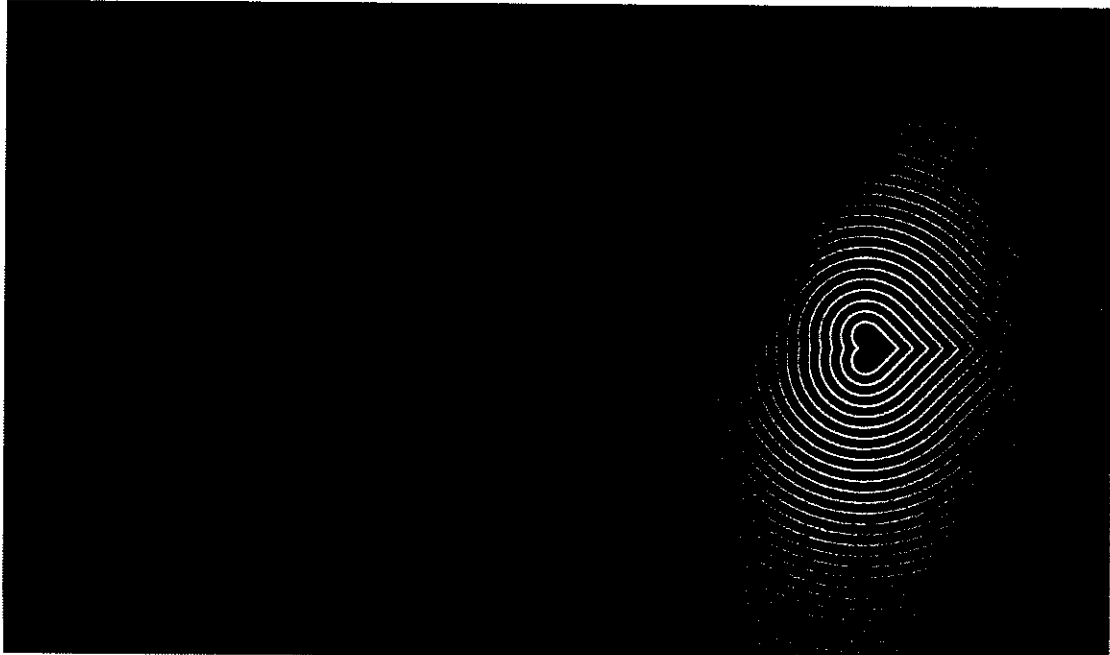
After the vote, President Roberts, declared the motion carried, this the 19th day of April, 2021.



Mike Roberts, President
Board of Supervisors



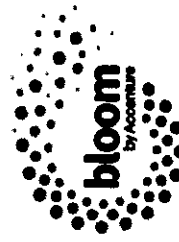
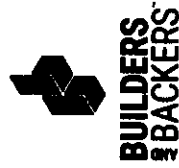
Sherry Wall, Chancery Clerk



HEARTLAND FORWARD

COMMUNITY GROWTH PROGRAM + TOOLKIT

Investment Opportunities



Why the Heartland?

- Our mission is to unleash the Heartland's potential and improve the economic performance in the middle of the United States.
- Since the Great Recession ended in 2009, the American Heartland has experienced weaker economic growth than the East and West Coasts.

"The Heartland underperforms on the development of young firms, which are critical to innovation, economic development and job growth."

- Serious deficits in the region's human capital and innovation capacity pose a serious challenge to improving future prosperity.

**“The jobs of
yesterday are not
coming back. We
need to take an
entirely new
approach to building
communities...”**



Why the Heartland?

The Heartland needs more . . .

- Entrepreneurs
- Aspiring entrepreneurs
- People equipped to get started
- Ideas
- Experiments to see what might work to solve challenges
- New companies
- Startups that scale
- Capital in more places fueling more entrepreneurs
- More diverse funding opportunities

Heartland Forward Footprint



4/6/2021

5

What We Do



HEARTLAND FORWARD

COMMUNITY GROWTH PROGRAM + TOOLKIT

Mobilizing citizens and equipping Heartland communities
to be entrepreneurial and transformative in solving
challenges, while creating value for communities and
increasing access to capital and resources.

How We Do It

Pebble Grants/Idea Accelerator Program

- We start by finding and funding small experiments run by those who already have ideas for their communities.

Buildership™ Workshops

- Then we use those experiments as examples of Buildership™ to help equip the entire community.

Storytelling

- Finally, we tell the stories of those in the community at all stages of the Buildership™ journey.

Platform

- A digital Toolkit of practices, programs and policies to guide builders and backers as they support community change and new ideas.

Founding Partners



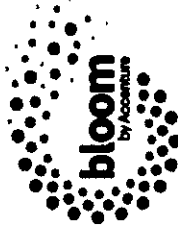
The only “think and do” tank dedicated to improving economic performance in America’s Heartland. We believe the Heartland is a storehouse of economic potential that is too often overlooked in national policy discussions. Heartland Forward brings:

- Research backed solutions
- National economic strategy
- National community network



Created by a serial entrepreneur turned venture capitalist. Builders + Backers helps communities find, mobilize, equip and unleash builders and backers to solve what is broken and create things that scale to create thriving, through a:

- Proprietary Buildership™ program
- Entrepreneurial development methodology based in years of experience
- National network of successful entrepreneurs and investors



Digital-led building and new venture experimentation and global scaling capabilities powered by Accenture

- Tested Human + Value based approach to innovation with clients across multiple industries



Current Status: Community Pilots

Phase 1:

- Select and partner with two pilot communities for launch.
- Secure community buy-in.
- Work towards Platform development Q2 2021.
- Launch programming pilot communities Q2 2021.
- Work to secure local and regional funding for pebble grants.



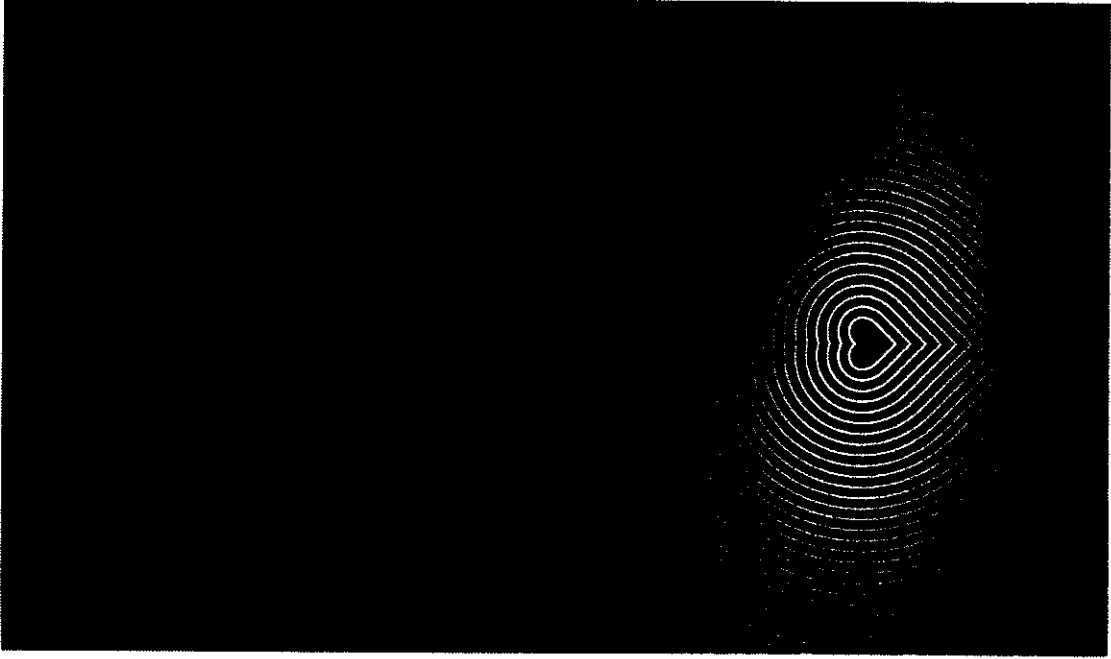
Next: Heartland Rollout

Phase 2:

- Select additional cities for continued Heartland rollout.
- Launch of Platform in Fall 2021.
- Launch full rollout across the Heartland in Fall 2021.
- Host builders showcase at Heartland Summit Oct 2021.



Investment Opportunities



Community Underwriters

Local underwriters are critical partners, enabling the Community Growth Program and Toolkit to reach deep into individual communities.

With local philanthropic support, participating community opportunities include:

- Ensure the Buildership™ Workshops reach every corner of the community.
- Jumpstart storytelling, to inspire the community and activate a cycle of building, creating and solving.
- Fund Pebble Grants to local builders with ideas and experiments.
- Activate a culture of entrepreneurial thinking that can bring the community together.

Community Investment Opportunities

Community Underwriter \$100,000-\$75,000

- Kickstarting the Idea Accelerator: 10-12 builders completely funded.
- Branded recognition of sponsorship in all community signage.
- Branded recognition on all program media.
- Two Heartland Summit passes.

Community Supporter \$50,000-\$25,000

- Kickstarting the Idea Accelerator: 5 builders completely funded.
- Branded recognition of sponsorship in community signage.
- One Heartland Summit pass.

Builder Supporter \$10,000-\$7,500

- Kickstarting the Idea Accelerator: 1-2 builders completely funded.
- Branded recognition of sponsorship in community signage.
- One Heartland Summit pass.

National Investors

National investors can offset the cost of bringing the Community Growth Program and Toolkit to every community across the Heartland.

Opportunities include:

- Philanthropic capital available for Pebble Grants to ignite local experimentation.
- Underwriting the cost of specific program components for every community in the Heartland. For instance, ensuring the Buildership™ Workshop is accessible to everyone, everywhere.
- Support expansion to other communities throughout the Heartland.

National Investment Opportunities

Program Partner \$500,000-\$250,000

- Idea Accelerator completely supported in every pilot community.
- Branded recognition of sponsorship in all program signage and Heartland Forward website.
- Opportunity to collaborate on program initiatives.
- Three Heartland Summit passes.

Program Advocate \$250,000-\$100,000

- Buildership™ Program completely supported in every pilot community.
- Branded recognition of sponsorship in program signage.
- Three Heartland Summit passes.

Program Supporter \$75,000-\$25,000

- Builders Storytelling Program completely supported in every pilot community.
- Branded recognition of sponsorship in program signage.
- Two Heartland Summit passes.