

CREDIBILITY

Vision Brookings 2010 has taken great steps to insure that the program is credible and that it has received the endorsement of community leaders. Shortly after the decision was made to proceed with the campaign, many of the community leaders interviewed originally were asked to help refine the program. (A full listing of those participating as members of the **Refinement Task Force** may be found in **Exhibit C.**) The three member organizations of Vision Brookings 2010 have strong staff members that are knowledgeable and effective. They are the “front line” for economic development in Brookings and are uniquely qualified to conduct a broad-based, long-term economic development initiative.

ACCOUNTABILITY

A **Board of Advisors** will act as an oversight committee for the project. Members of this Board have made a personal or corporate financial commitment of at least **\$10,000 per year** or **\$50,000** over the five-year life of the program. While management of the operation rests with the Management Committee, the **Board of Advisors** reviews and recommends budgets, adopts measurable objectives, and determines guidelines and performance standards for providing incentives.

VISION BROOKINGS 2010—A STRATEGIC INITIATIVE

A worthwhile project demands a structured program that is inclusive and inspires the community to become “owners” of the future of Brookings. Over 448 prospective investors will be asked to consider a five-year pledge of support for this effort. All prospective investors are invited to participate and lend their early public endorsement through membership in the Development Council. Dr. Peggy Miller and Dr. Al Kurtenbach have agreed to serve as Development Council Co-Chairs and Jay Bender of Falcon Plastics has agreed to be the Campaign General Chairman.

A committee of knowledgeable citizens reviewed the potential for each prospect. Investors will be asked to consider pledges in four divisions: **Advance**-\$100,000 and up; **Leadership**-\$25,000-\$99,999; **Pacesetter**-\$5,000-\$24,999; and **Special**-below \$5,000. The campaign is currently underway and will be completed by mid-summer 2006. Each prospect in the upper three divisions will receive an opportunity to pledge through personal contact. All investors will become part of the Investors Council and receive special invitations to stakeholder meetings to review campaign progress and to discuss items of interest to the community. Investors will also receive a regular newsletter published periodically by the Vision Brookings Coalition.