

Budget Approval: CLIMBER Public Service Announcement Production

The CLIMBER Oversight Board has approved the proposal from the Colorado Division of Film, Television and Media within the Governor's Office of Economic Development and International Trade (OEDIT) included below.

CLIMBER Fund - Public Service Announcement series

Goal/Purpose: Create a series of public service announcements (PSAs) featuring prominent local businesses and lending institutions to educate Colorado business owners about the new CLIMBER Fund program and encourage them to apply.

Message: The CLIMBER Fund communications team will spearhead PSA messaging in partnership with Jim Janicek's production team (more info under "Production Team"). The succinct messaging will address the who/what/how of the CLIMBER Fund, i.e., the CLIMBER Fund has \$250M available in working capital loans for

Format: These will be character-driven PSAs, featuring local businesses and financial institutions which will grab the audience's attention and ensure that the message is effectively communicated. The Colorado Treasury Department and the Colorado Housing and Finance Authority will be vital in casting relevant faces and names to deliver the CLIMBER Fund message.

In addition to businesses and lenders, the PSAs will showcase Dave Young to provide a consistent presence and message. One way to do this may be to bookend each PSA with a message from the Treasurer. An example of this can be found with Governor Polis' role in the recent Paycheck Protection Program (PPP) PSA series, [which can be viewed here](#).

The production team will capture b roll during interviews, highlighting the various institutions and their communities to provide greater context of their place in the Colorado business community.

Production team: The CLIMBER Fund PSAs will be produced by Janicek Entertainment, the same production team behind the PPP PSAs. Janicek Entertainment is a staple in the Colorado film industry and has produced work for Disney, NBC, Universal, Warner Brothers, and more. Jim Janicek works frequently with state agencies, most recently creating two sets of PSAs with Attorney General Phil Weiser's office geared towards suicide prevention ("[You Are Not Alone](#)") amongst teens and gun safety (to be released Feb. 2021).

Timeline: Given the launch of the CLIMBER Fund in February 2021, it is important to produce these PSAs quickly and in conjunction with other messaging coming from CST and CHFA. Should the board approve this proposal, the timeline could look as follows:

- Casting: Feb. 4 - 9
- Pre-production: Feb. 10 - 12
- Production: Feb. 13 - 19

FINAL AND APPROVED February 4, 2021

- ● Post-production: Feb. 20 - 22
- ● Final videos released: Feb. 23

Budget: Six PSAs - \$10,000