



Appalachian Regional Commission Grant Workshop

STC's Planning School

May 23th, 2017



Southern Tier Central :

- STC works with local government, economic and community development organizations, and human services agencies to identify issues and provide solutions that will improve the economy, the environment, and the quality of life in the STC region.
- As the local development agency for both the Appalachian Regional Commission and the Economic Development Administration, and through its work with other funding sources, Southern Tier Central Regional Planning and Development Board brings millions of dollars to the region and provides assistance as well as funding. STC collaborates with the region's resources on the local, state, and federal levels to find solutions for today's and the future's issues and needs.



STC's Planning School

Planning School has assisted hundreds of attendees and dozens of communities and organizations!

June 13, 2017	NYS Municipal Finance Model & Open Book NY.
June 27, 2017	Land use, Advertising, & Public Health by STTAC
July 25, 2017	TBD
August 22, 2017	Overtime/Labor Law Review by Harter Secrest & Emery
September 26, 2017	SEQRA training
October 10, 2017	TBD
October 24, 2017	Agriculture and local government
November 28, 2017	FOIL training from Bob Freeman of the NYS Committee on Open Government
December 12, 2017	Clean Energy Communities Program & Solar with Frank Vanca of STC



Fiscal Year 2018 ARC Grant Application Guidance

Presented by the Southern Tier
Central Regional Planning &
Development Board





What is ARC?

The Appalachian Regional Commission (ARC) is a federal agency created to improve the economy and quality of life in a 13 state Appalachian Region.

The local activities of the ARC are accomplished by a network of 73 multi-county Local Development Districts (LDDs) in the 13-state, 420-county Appalachian region. **Southern Tier Central (STC) is your Local Development District.**

ARC programs are provided through a unique federal, state and local partnership.





ARC General Goals

Goal 1: Economic Opportunities

Goal 2: Ready Workforce

Goal 3: Critical Infrastructure

Goal 4: Natural and Cultural Assets

Goal 5: Leadership and Community Capacity





ARC PROGRAM AREA: Asset-Based Development

Development strategies include:

- Capitalizing on traditional arts, culture, and heritage.
- Leveraging ecological assets for outdoor sports such as fishing, camping, white-water rafting, and rock climbing.
- Helping communities build stronger local food systems to revitalize their economies, improve public health, create jobs, and spur entrepreneurship.
- Adding value to farming through specialized agricultural development, including processing specialty food items, fish farming, and organic farming.
- Getting the most from hardwood forests by maximizing sustainable timber harvesting and value-added processing.
- Encouraging the development of local leadership and civic entrepreneurs.
- Converting overlooked and underused facilities into industrial parks, business incubators, or educational facilities.

- **Blue Ridge National Heritage Area Online Directory**

In 2005, the Blue Ridge National Heritage area and the North Carolina Folklife Institute initiated an online directory of traditional artists. Project managers with expertise in folklore interviewed artists for possible inclusion and selected 250 for the directory, which went online in 2007. The directory was later expanded, with the help of an ARC grant, to nearly double the original size. Each entry includes biographical information, a description of the tradition represented and its significance to the Region, and services offered for public programs.

- **Gems of Appalachia Training and Capacity Building**

The gateway communities in the Tennessee Overhill are positioned to benefit from travel trends that point to increased interest in outdoor recreation, cultural tourism, ecotourism, and agri-tourism. Through this training project, community leaders, elected officials, property owners, and businesses from three counties learned about the possibilities and options for tourism development and planning for sustainability. Strategies for preserving farms, including conservation easements, forest legacy programs, downtown preservation, retail recruitment, and marketing were included in the training.



ARC PROGRAM AREA: Community Infrastructure

ARC's community infrastructure work focuses primarily on the provision of water and wastewater services to support business and community development projects, and to alleviate public and environmental health hazards.

Many Appalachian communities lack basic public services and do not have the financial capacity to fund water and wastewater improvements. More than 25 percent of the Region's population is not served by a community water system and must rely on private well water for their drinking water needs. Nearly half of all Appalachian households rely on on-site wastewater disposal. ARC's residential infrastructure program targets the Region's most economically distressed communities, and utility systems that are struggling to resolve public health and environmental emergencies.

ARC also supports infrastructure investments that promote economic and employment opportunities. The provision of water, sewer, gas, fiber, and access roads are critical to attracting new development and supporting the expansion and economic health of the Region's existing business sector. ARC uses grant funds to leverage other public dollars and private-sector investment to attract commercial and industrial development.

- **Working Together for Mutual Benefit: Rainsville Industrial Park Infrastructure**
With the closure of five textile plants in De Kalb County during a recent two-year period, local community leaders recognized the need to attract other industry to the Rainsville Industrial Park. By improving the park's water supply and sewer capacity, community leaders were able to develop a \$10 million facility to make interior and exterior plastic parts for a new Honda assembly plant in nearby Lincoln. Officials expect at least 120 new jobs to be created at the new Rainsville Technology, Inc., plastics manufacturing site, a subsidiary of Moriroku Company Limited of Japan.
- **Kentucky PRIDE** Eastern Kentucky has long been plagued with pollution problems that affect residents' health and quality of life, and that undermine the region's appeal as a host for businesses and tourists. In many mountain areas illegal trash dumps pollute hillsides and waterways, and raw sewage from straightpipes and failing septic systems contaminates streams. In 1997 Congressman Hal Rogers and the late General James Bickford launched PRIDE: Personal Responsibility In a Desirable Environment. PRIDE is a non-profit group that encourages citizens to take responsibility for protecting their environment. The initiative brings together volunteers from numerous counties to clean the region's waterways, end illegal trash dumps, and promote environmental awareness. In addition, PRIDE offers grants to eliminate straight pipes and failing septic tanks, construct sewer systems, and eliminate dumpsites. PRIDE programs include an annual Spring Cleanup and environmental education programs.

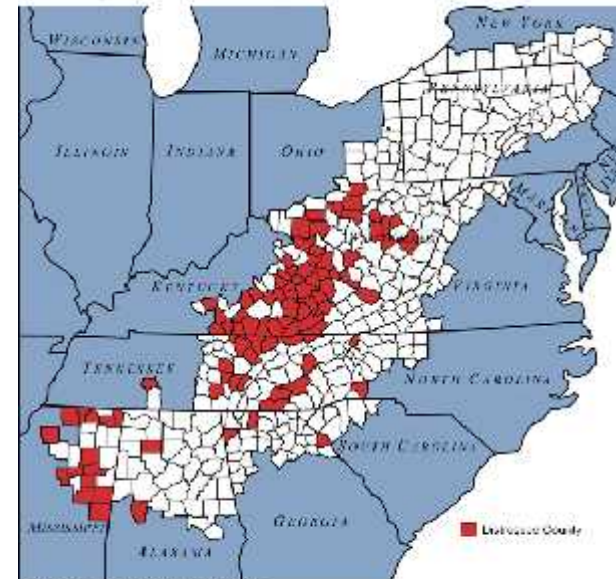


ARC PROGRAM AREA: Distressed Counties

In October 2000, the Commission approved the creation of an enhanced program for distressed counties. The program has two parts: a capacity-building effort and a telecommunications and information technology initiative. The capacity-building program is designed to strengthen communities and help organizations fulfill their mission in an effective manner. Elements of the program include:

- A mini-grant program to provide strategic planning and technical assistance so local communities can jump-start the process of economic development;
- Workshops, knowledge sharing, and other activities to encourage community learning and leadership development; and
- ARC outreach efforts that give local communities access to other resources, including nonprofits, foundations, and government agencies.

ARC-Designated Distressed Counties, Fiscal Year 2016



Created by the Appalachian Regional Commission
 Data Source:
 District Information: U.S. Department of Justice, Bureau of the Census, (July, 2011, 2012)
 American Factfinder: U.S. Department of Commerce, Bureau of Economic Analysis, (2010, 2012)
 Poverty data: U.S. Department of Commerce, Bureau of the Census, American Community Survey, 2009-2012



ARC PROGRAM AREA: Education and Training

Education and training are driving forces behind Appalachia's economic growth, preparing students and workers to compete successfully in the world economy. ARC education and training activities focus on a range of issues including workforce skills, early childhood education, dropout prevention, and improved college attendance. Strategies include:

- Supporting the development and expansion of workforce training and vocational education programs;
- Supporting local and regional efforts that raise the levels of educational achievement and attainment for all students;
- Supporting programs that increase college-going rates;
- Supporting the development of access to early childhood education programs; and
- Supporting dropout prevention programs.

Greene County Schoolhouse Project Improves Access to Science and Technology Resources

When schools in rural Greene County, Pennsylvania, wanted to integrate technology into the classroom to prepare students for new technology jobs, the West Greene School District and the RJ Lee Group, a consulting company based in Pittsburgh, formed a partnership to develop innovative curricula and School-to-Work programs that can be used as a model for developing high-technology jobs in rural areas. West Greene School District and RJLG purchased and installed a scanning electron microscope and a computer lab in West Greene High School, and installed high-speed connections to the Internet to allow RJLG, as well as other schools and researchers, remote access to the microscope.

RJLG trained both teachers and students to use the microscope. Two teachers act as liaisons between RJLG and the Schoolhouse Project and teach students and teachers how to use the microscope and the computers. Through the Internet and video-conferencing, the Schoolhouse Project also works with Columbia Basin College in Washington State, Iowa State University, and the Oak Ridge National Laboratory in Tennessee.

Teachers now incorporate one of the most sophisticated scientific instruments into the chemistry and biology courses at the high school. RJLG hired two students to prepare specimens and arrange them for remote viewing and analysis when they rent the microscope outside of school hours.



ARC PROGRAM AREA: Entrepreneurship and Business Development

ARC supports a variety of activities to promote entrepreneurship and business development in the Appalachian Region. These activities help diversify the Region's economic base, develop and market strategic assets, increase the competitiveness of existing businesses, foster the development and use of innovative technologies, and enhance entrepreneurial activity. ARC entrepreneurship and business development activities include:

- Giving entrepreneurs greater access to capital, including support for microcredit programs, revolving loan funds, and development venture capital funds.
- Educating and training entrepreneurs through youth education programs and adult training initiatives.
- Encouraging sector-based strategies to maximize the economic strengths of local communities; and
- Providing strategic support for business incubators and other forms of technical assistance.

Natural Capital Investment Fund

With the help of an ARC grant, the Conservation Fund will continue to develop the West Virginia Natural Capital Investment Fund (NCIF), which provides strategic capital—a mix of debt and equity—to start-up and expanding businesses in the target region. The NCIF will build on the successful models of rural development venture capital funds from across the United States, making investments in firms from \$50,000 to \$250,000. Matching grants from foundations and USDA Rural Development will provide operating support.

The Conservation Fund plans on raising \$5 million in capital, which will enable the fund to leverage support from the Small Business Administration's New Markets Venture Capital program, resulting in the creation of a \$12.5 million investment fund.



ARC PROGRAM AREA: Energy

ARC provides a range of assistance to help communities develop clean energy programs, as well as support to help new energy businesses expand and create local jobs. Commission-supported activities include:

- Training and education programs focusing on energy efficiency, renewable energy, and clean fossil energy production.
- Direct grant support for energy-efficient buildings and water facility projects, and the underwriting of programs to help clean-energy businesses expand and grow.
- Strategic partnerships to develop new policies and programs with leaders in the new energy economy, such as industry trade associations, nonprofit organizations, utilities, and public agencies.
- Research into economic opportunities provided by the new energy economy.

Wind-Solar Energy Certified Education Program, Frostburg State University

A certificate program on the design, installation, and maintenance of solar- and wind-powered residential electric generation systems was developed at Frostburg State University (FSU). The program included workshops on wind generation and PV solar installation that consisted of eight weeks of interactive online instruction and three days of hands-on training and lab work at FSU. The workshop prepared participants to take the North American Board of Certified Energy Practitioners certification test for solar and wind installation.



ARC PROGRAM AREA: Export and Trade Development

Expanding export trade opportunities is an important strategy for increasing economic and employment success in the Appalachian Region. In 1995, ARC established the ARC Export Trade Advisory Council (ETAC) to advise the Commission on developing trade policy issues and to serve as an advocate for the Region within the global businesses community. [Council members](#) include trade directors and other officials from the 13 Appalachian states, international trade experts from the U.S. Commercial Service, representatives from the Development District Association of Appalachia, and members of the ARC federal staff.

Through the council's Appalachia USA initiative, created in 2005, ETAC members plan and administer a variety of activities focused on promoting export opportunities for businesses across the Region. ETAC helps establish and sustain export trade partnerships and information-sharing opportunities, and focuses special attention on helping small to medium-sized Appalachian businesses become more successful in international commerce. Projects include support for conferences and events stressing trade economics and best practices, and for research on issues affecting the Region's ability to engage, compete, and succeed in the global economy of the 21st century.

Each year business, civic, and academic leaders join together in Appalachia USA delegations, working to strengthen the Region's competitive presence in a variety of global markets, including Europe, Central and South America, and Asia. The council also works with colleges and universities on activities to strengthen the Region's global competitiveness, and works closely with the Network Appalachia initiative to enhance the Region's transportation access to both domestic and international markets.



ARC PROGRAM AREA: Health

Access to comprehensive, affordable health care is vital to social and economic growth in the Appalachian Region. ARC's health projects focus on community-based efforts to encourage health-promotion and disease-prevention activities. Strategies include:

- Using best practices in public health to develop targeted approaches to wellness and disease prevention;
- Supporting partnerships that educate children and families about basic health risks;
- Using telecommunications and other technology to reduce the high cost of health-care services; and
- Encouraging the development and expansion of health professional education services within the Region.

ARC health grants have helped provide equipment for hospitals and rural clinics, training for health care professionals, and support for community-based health education activities.

ARC also works with other organizations to address the high incidence of life-threatening diseases in the Region, as in its ongoing partnership with the Centers for Disease Control and Prevention in diabetes and cancer education, prevention, and treatment programs in the Region's distressed counties.

Recruiting and Retaining Nursing Professionals

To address the crucial nursing shortage in the Southern Tier West region of Appalachian New York, the Commission contracted with Jamestown Community College to enroll licensed practical nurses in a registered nurses' program.

The project intends to develop a regional recruitment strategy for Chautauqua, Cattaraugus, and Allegany Counties. Part of this strategy involves encouraging high school students in local school districts to pursue careers in health care. To do so, health career fairs will be held in each county and will offer recruitment incentives for students.

Marietta College Master's-Level Physician Assistant Program

A study conducted for ARC by Project HOPE highlighted a shortage of health care providers, particularly in the Region's distressed counties. One solution to this physician shortage is to establish a group of second-tier providers known as "physician extenders"—physician assistants, nurse practitioners, and advanced practice nurses. So, ARC contracted with Marietta College to assist in developing a master's-level physician assistant program that will graduate 20 to 25 new physician assistants each year.



ARC PROGRAM AREA: Leadership Development and Capacity Building

ARC grants supports projects that build leadership development skills; foster broad citizen involvement; support the development of strategic planning processes; and promote collaborations among business, government, nonprofit, and philanthropic organizations. Strategies include:

- Building the capacity to collaborate among government, business, and nonprofit and philanthropic sectors;
- Encouraging partnerships and promoting regional efforts in economic development;
- Promoting community dialogue on economic development; and
- Providing training and consultation services to local governments and nonprofit organizations engaged in economic development.

Completing a strategic plan can help a community:

- recognize its development assets and opportunities;
- identify trends and activities that shape the community;
- analyze the community's context and link to the larger region;
- get the support of state, federal, private, and nonprofit partners;
- identify the time, money, and other resources needed to support community change; and
- integrate the perspectives of a variety of community members in the plan for change.



ARC PROGRAM AREA: Telecommunications

ARC, through its Information Age Appalachia (IAA) program, is engaged in helping make advanced communications systems a reality in all of Appalachia. IAA is built around four main pillars: access to infrastructure, training and education, e-commerce and tech job creation. The program is also geared toward assisting in the uses of an advanced telecommunications infrastructure, including

- distance learning applications for rural school systems;
- advanced telemedicine applications for rural health clinics;
- high-speed internet access for business applications; and
- access to training curriculum for workforce training.

Using Technology to Expand Health Care: TeleHome Care Project

In southeastern New York, home health care can be costly for those with limited mobility due to chronic or terminal illnesses. Community-based nurses cannot provide the optimal number of home visits because of heavy caseloads, strained resources, and long distances. With the help of a grant from the Appalachian Regional Commission, Delaware, Otsego, and Schoharie Counties are working to remedy the problem. Using televisions and telephones, homebound patients and their nurses will soon be able to conduct telehome visits, allowing health care professionals to monitor a patient's condition via a video system. These video visits require only a fraction of the time and money needed for at-home monitoring, allowing nurses to consult with a greater number of patients over the system. The grant provides funds to train more than 70 health care professionals at four clinics and three hospital emergency rooms for this service, which continues to benefit over 100 chronically ill patients with diverse needs. This is of value not only to community health nurses but also to nurse practitioners and physician's assistants working in primary care.

Connecting Schools and Community: The ChattoogaNet Project

In Chattooga County, Georgia, local businesses, government agencies, and community groups have joined forces in support of ChattoogaNet, an Internet service provider (ISP) run by local students. The program not only teaches participating students the mechanics of operating an Internet server, but also provides free Internet access to all segments of the community, including businesses, local government agencies, and residents. The students receive intensive technology training and fully participate in helping manage the ISP's day-to-day operation. As part of their training, students learn Web page development, a talent reflected in the Chattooga community Web page. In addition to improving technical skills, the program also teaches students the importance of learning partnership skills, sharing resources, and contributing to the community.



ARC PROGRAM AREA: Tourism Development

Tourism development can be an important part of a community's strategy for building a sustainable economic future. Many Appalachian communities have developed successful tourism strategies based on the Region's cultural heritage, history, and natural beauty. ARC supports a wide variety of tourism projects, including:

- building and rehabilitating facilities and infrastructure to make the Region more accessible and attractive to visitors;
- training artisans and artists to improve their business and marketing skills;
- developing strategic plans and feasibility studies to help communities maximize the potential of their cultural assets; and
- investing in new technologies that create new experiences for visitors.

Each project has specific and community-based goals, but all contribute to the overall impact of tourism as a key component in building long-term economic health in the Region.

Kentucky Artisan Heritage Trails

To support the development of artisan businesses, the Kentucky Artisan Heritage Trails (KAHT) program created a driving tour from I-75 to cultural heritage attractions and artisan businesses in the area.

Information on regional, cultural, and heritage locations are distributed through:

- an interactive Geographic Information System (GIS) kiosk located at the Berea visitors center;
- a Web site providing access to area crafts businesses; and
- a printed map of cultural and heritage attractions.

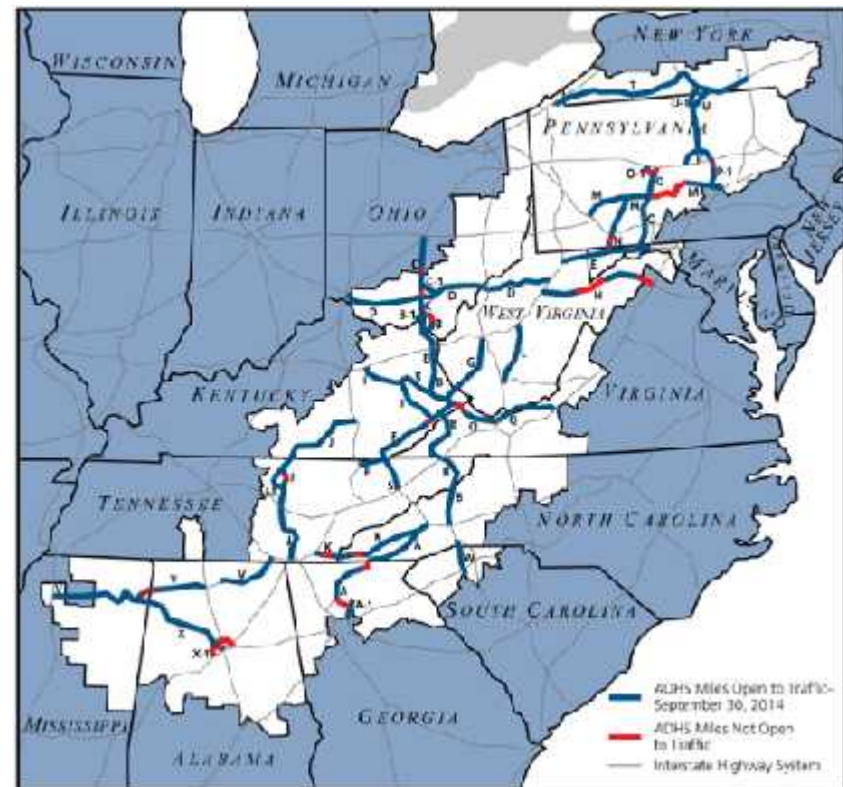
The grantee, Eastern Kentucky University, works with local communities and business associations to identify sites and businesses of interest, and the final products are promoted by the Kentucky Cabinet for Tourism Development. During phase two, the grantee will implement a Web-based training program for KAHT participants.



ARC PROGRAM AREA: ~~Transportation and Highways (ADHS)~~

ARC's transportation development strategies include:

- Completing the Appalachian Development Highway System;
- Improving the capacity, efficiency, and responsiveness of Appalachia's railways, including the development of new intermodal corridors and critical short line rail links to smaller communities and rural areas;
- Enhancing the growth and success of Appalachia's waterway navigation system, including obtaining Marine Highway Corridor designation for key inland navigation links;
- Strengthening Appalachia's access to key coastal ports, which serve as Appalachian gateways to international commerce; and
- Developing new intermodal terminals throughout the Region to better coordinate highway, rail, and inland navigation services and to ensure convenient access to the transportation system by Appalachia's businesses, communities, and people.





New York State Priorities

Advance locally-generated regional plans, CEDS and/or REDC strategies

Promote economic development

Increase employment through job creation

Train the State's workforce for employment in meaningful careers

Enhance community capacity

Help New Americans become participants in the region's economic growth.

Develop green technologies and industries

*Foster the rehabilitation of local pockets of distress**





Southern Tier Central Provides the Following Assistance:

- Creates and distributes application materials and guidelines
- **Provides the first point of contact for applicants in Chemung, Schuyler, and Steuben Counties**
- Assists project sponsors to develop realistic and fund-able projects
- Identifies additional potential funding sources and matches
- Provides review and advice for improving draft applications
- **Reviews and rates all project applications**

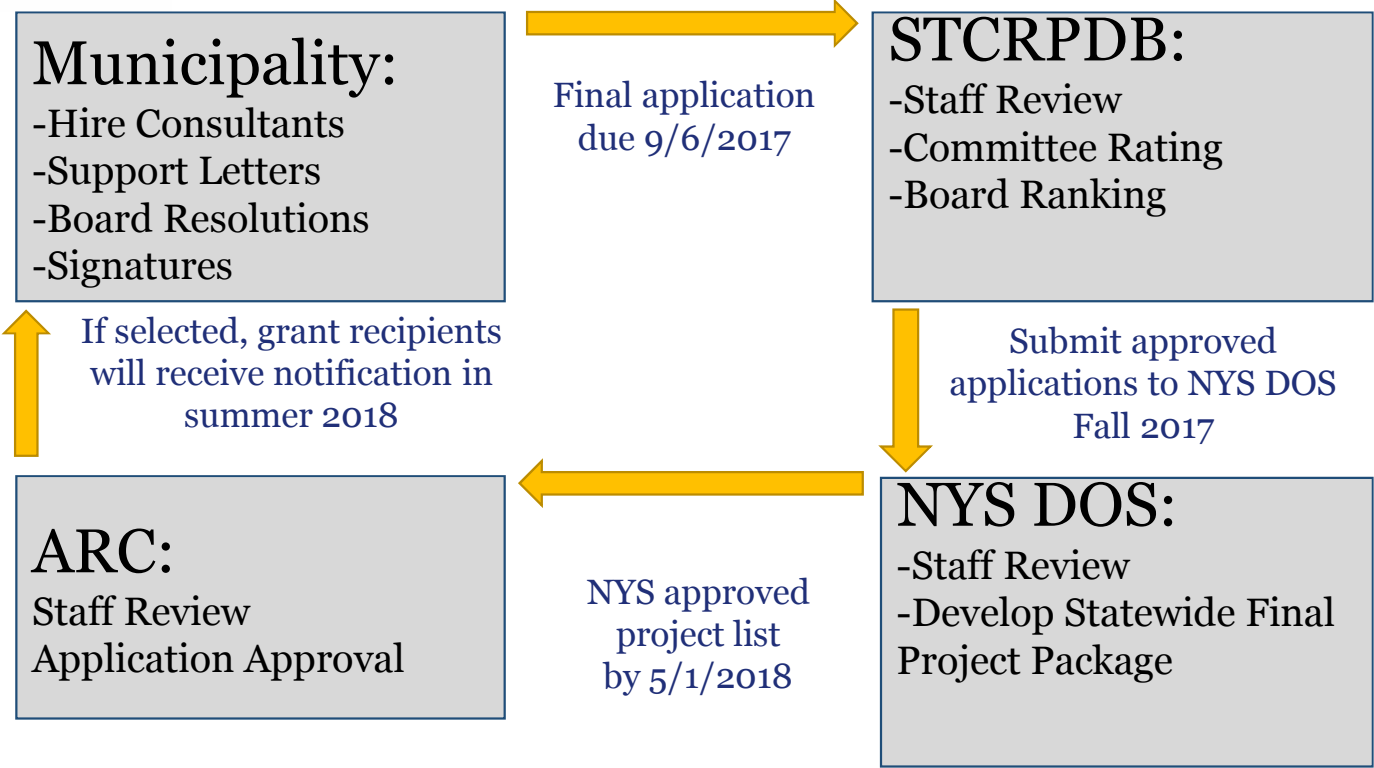


How does the application process work?

ARC is a unique federal/state/local partnership; which means your application is reviewed many times.

STC just released the FY 2018 applications. Don't worry, you have time to develop your projects.

- Applications are due 9/6/2017 (Subsequent USDA applications may be necessary as well for projects that need a Basic Agency).
- STC will review the applications and submit to NYS in October 2017.
- NYS will review the projects and submit the selected projects to ARC in 'late Spring' 2018.
- Selected applicants will be notified in June/July if they are selected.





First Steps:

- Review the application materials
- Consider your sources of match (50%- 50%)
- Is your project sustainable in year 2? How can you make it sustainable
- Are you in contact with all your project partners?
- Have you reached out to USDA/HUD if you need a basic agency?



What is a Basic Agency?

A Basic Agency agrees to oversee a construction project on behalf of ARC.

Three organizations have Basic Agency agreements with the Appalachian Regional Commission in NY:

- USDA RD: a complete USDA RD application is/will be required for USDA RD to act as an ARC Basic Agency.
- HUD: can only act as an ARC Basic Agency for projects with HUD funding.
- Empire State Development: can only act as an ARC Basic Agency for projects with ESD funding & ESD permission.



Who Can Apply for Grants?

- Local Governments
- Educational Institutions
- Industrial Development Agencies
- Economic Development Agencies
- Not-for-Profit Organizations



Eligible Project Activities?

- Asset-Based Development Projects
- Customized Workforce Skill Training
- Improve regional Health and Wellness
- Access to Quality Child Care & Early Childhood Education
- Water and Wastewater Systems
- Accessibility and Use of Telecommunications Technology
- Leadership Training
- Local Economic Development Studies



Ineligible Activities

- Continuation of ongoing programs and activities.
- Replacement of money from budget cuts or cost overruns.
- Projects that promote unfair competition between businesses in the same immediate service area.
- Projects to enrich for-profit organizations or individuals.



Is a Match Required? How Large a Grant Can a Project Receive?

Match funding is a required part of the ARC grant program. Applicants must provide match that is at least equal to the ARC grant portion for each project. Example: \$50,000 of ARC funds require \$50,000 match for a total \$100,000 project cost.

The maximum grant level allowed by New York State is \$150,000.



Types of Match

- A match can be either cash, in-kind or a combination of both.
- Other state, federal, or private grants and loans may be used for a match.
- However, federal funding can only be used for 80% of the total project cost (20% non-federal funding is required).
- The match should be secured before the application is submitted, applicants must agree that ARC funds are 'last in.'



How long is the application?

Full applications can be between 20-45 pages

Applicants must include:

- Project summary
- SF-424
- SF-424 (a & b) or (c & d)
- Certifications, assurances, and agreements
- Project narrative
- NYS Smart Growth Compliance Form
- Budget (sources & uses),
- Commitment of match
- Individual letters of support
 - Don't forget the Southern Tier Regional Economic Development Council
- A preliminary basic agency letter
- Map of proposed project area
- Project Outcomes



Completing the application:

This year, there is only one type of application; construction and non-construction applicants use the same document. You must complete a project specific sections of the application based the type of project.

Construction applications are longer, include construction focused budget forms, engineer's reports, and basic agency requirements.

Non-construction applications (planning, studies, and capacity building projects) are slightly shorter. It can be slightly more difficult to show the outputs and outcomes of the project (see the app. guidance).



Accessing the Application Guidance?

Additional application guidance is released by NYS.

The latest draft of the Application Guidance is on STC's website. The guidance provides specific suggestions for outputs and outcomes for each ARC goal and NYS strategy.

Please contact STC to ensure that your proposed outputs and outcomes are aligned with the NYS application guidance.



Avoid These Common Mistakes

Do not submit the application in binders or folders. Please submit your applications clipped together.

STC can provide assistance to applicants completing a table of contents, please ask for details from V. Ehlen or Ms. Weber.

Always include all letters of support; acquire a letter of support from any organization mentioned in your application.

All budget estimates referenced in your application should match the SF 424's, the narratives, and the supporting documentation.

Applications are not complete without signatures on the cover form, SF424, and each page of SF424 a&b or SF424 c&d. This includes a signature on the self-sufficiency statement.



On form SF424 B, Each line should represent a distinct funding source. ARC funds on line 1, local match on line 2, and so-on

BUDGET INFORMATION - Non-Construction Programs OMB Approval No. 3345-0044

SECTION A - BUDGET SUMMARY

Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1.		\$	\$	\$	\$	\$ 0.00
2.						0.00
3.						0.00
4.						0.00
5. Totals		\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00



On form SF424 C, line 17: The question is “Federal assistance requested, calculate as follows:” You must input a percent (between 0-50); the form will auto-calculate a dollar value. This dollar value must match the amount requested from ARC in all other forms.

15. Project (program) income	\$.00	\$.00	\$	0.00
18. TOTAL PROJECT COSTS (subtract #15 from #14)	\$		0.00	\$		0.00	\$	0.00
FEDERAL FUNDING								
17. Federal assistance requested, calculate as follows: (Consult Federal agency for Federal percentage share.) Enter the resulting Federal share.			Enter eligible costs from line 18C. Multiply X _____ %				\$	(1.00)
<i>To autocalculate, press TAB key after entering percent. These instructions will not print.</i>								

Previous Editions Usable

Authorized for Local Reproduction

Standard Form 424C (Rev. 7-87)
Prescribed by OMB Circular A-102



Grant Writing

Guidance from a grant reviewer



Grants are not just “free money”

You need to do the work you say you will do.

You need to report on your activities.

Oversight is usually a component of grant administration.

You may end up changing your project to meet the scope of the grant.

You may end up increasing your project costs to qualify for the grant (only do this if the incentive is worth-while).



Follow all instructions in the grant guidance/ funding announcement

Follow every one of their requirements. Remember they are trying to give you money, use the grant application to show that you can follow directions.

- Page numbering
- Font size and spacing
- Stapling, paperclips and binder clips
 - Binder clips for ARC applications please.
- Maximum length per question or total application
 - 15-20 pages for an ARC application, not counting supplemental forms.



Your project should benefit your residents but it must also meet the funder's goals

Their goals, requirements, and policies are laid out in the funding announcement.

- The funding source may be required to 'show success' by funding projects with quantifiable outcomes. Learn to quantify your outcomes.
- Output: 1000' of replaced water main, Outcome: 300 residents of the water district will have tap water that meets state standards.
- Output: Provided training to 25 students, Outcome: 23 students are able to obtain employment within 12 months of graduating the program.
- Don't divorce the outcome from the funding source. If the grant is part of a bigger project with wonderful outcomes, then find a way to include those wonderful outcomes in your grant application.

If you have questions about the 'fit' between your project and the grant, call the grant reviewer.

The funder's goals and objectives outline the "what and how", use the funder's priorities to outline the "who and why" of your application.



Goals vs. Objectives vs. Approach

- ARC Goal: “Strengthen the Capacity of the People of Appalachia to Compete in the Global Economy”
 - ARC Objective: “Increase the Availability of Affordable, High-Quality Health Care”
 - ARC funded project: Patient Centered Medical Home Certification in STW
 - Approach: provide direct training to potential Home Health Aids
- ARC Goal: “Increase Job Opportunities and Per Capita Income in Appalachia to Reach Parity with the Nation”
 - ARC Objective: “Develop Leaders and Strengthen Community Capacity”
 - ARC funded project: Southport Economic Development Strategy
 - Approach: A community based economic strategy for the town



Does the grant reviewer know about your community? No

This person has no idea who you are or what you can do. The only information they use when judging your application is the application itself.

- Use the biography/staffing plan to your advantage. Explain the reasoning behind including each of your team members.

It is OK to explain your thought process; in fact, explanations can help.

- “In the recent past, several rural communities in our region have received funding through this grant program. The success of the grant funded efforts in Town A and Town B were notable to our residents. With the support of our residents and elected officials, our community is well prepared to follow the program laid out in the application.”



Lead the grant reviewer through your project

- There is some major problem (let us say water quality issues)
 - Tell the grant reviewer why this is a huge issue in the community
- Is the problem impacting resident's health or economic wellbeing?
 - Then tell the reviewer about the impacts and the numbers affected.
- *Why is this the grant funder's concern?*
 - *Describe how well your local problem and the grant goals are aligned.*
- What is your solution?
 - Tell the grant reviewer almost everything about your solution
 - How you came up with it
 - How it will solve the problem
 - How it meets the funder's goals (also NYS goals...)



If you said it out loud to explain the project, then write it in the application.

- If you have spoken to your residents and staff about the project, be sure to include answers to all the questions that came up in your discussions....
 - If residents were worried about tax increases, then use the application to show the reviewer that tax increases will not be a problem.
 - If staff were concerned about the project responsibilities, then use the application narrative to describe how you solved any staffing concerns.
 - If the engineer has rescheduled the project to accommodate the seasons or some major event in town, then tell the grant reviewer about it in the project narrative.



Answer the questions honestly

- A reviewer can tell when you are stretching the intent of the project or the requirements of an answer.
- Don't just repeat back their buzzwords. Use the narrative to show that you understood their 'buzzwords' and provide evidence for your agreement with their 'buzzwords'.
- By showing your problem solving techniques in the application narrative, you are demonstrating that you have actually considered the project & potential problems.



Use plain language

Use normal written language.

- A reviewer would rather read and understand a ‘simple sentence’ then spend time trying to decipher an overly complex sentence.
- Typically written in the ‘third person’.
- Use an active voice, “build sentences around the principle actor”
- Choose a ‘voice’ and use it consistently throughout the application

Use Thesis Statements throughout your application.

- Answer who, what, when, why, and how in one or two sentences. Use the following sentences to provide evidence or supporting documentation.



Show your Work

Do not ask the reviewer to make any intellectual leaps or assumptions.

- Use if, then statements to show causal relationships in your narrative
- “If the town receives this funding, then town staff will be able to undertake an energy audit. If implemented, then the recommendation of the energy audit will result in reduced energy costs to the town.”

‘Back-up’ all your written statements with evidence

- “This grant will provide funding to resolve significant drinking water problems in the community. In the planning process residents expressed strong support for this project; furthermore residents identified drinking water problems as their primary issue with local government.”

Show your work for calculating local match

- How did you estimate the hours of DPW time needed on the project?
- How did you calculate the wage rate for DPW staff?
- Will this project result in increased equipment maintenance costs?
- How were those costs calculated?



Finding sources of match

Budget for your match.

- Grants come out every year; you can plan in advance for this funding.

Ask around.

- Foundations, IDA's, and community partners can be sources of cash match.

Do It Yourself (in-kind match).

- Paid staff time, supplies and equipment can be used as match.
- The value of space can sometimes be used.
- The value of land and buildings can be used.
- Sometimes, volunteer time can be used as match.



Questions about grant writing or ARC funds? Call STC.

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