

# Community Economic Development Program

## *Outreach Conference Call - May 16, 2008*

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CED/OCS Website: [www.acf.hhs.gov/programs/ocs/dcdp/ced/](http://www.acf.hhs.gov/programs/ocs/dcdp/ced/)



# Before we start...

- . . . let's know the *acronyms*:
- OCS – Office of Community Services
- CED – Community Economic Development Program
- CDC – Community Development Corporation

# Introduction

- The *purpose* of the Community Economic Development program is to *create new jobs* and business development opportunities for low-income individuals and to re-build economically distressed communities.
- CED projects are expected to further the Department of Health and Human Services goals of strengthening families and promoting self sufficiency.
- The CED program seeks to promote community development corporations (CDCs) achieving public-private partnerships that develop employment and business opportunities for low-income people that revitalize communities.

# Scope of CED Projects

- Must result in the creation of new full time jobs for low-income individuals through a variety of ways:
  - Business start-ups,
  - Business expansion and
  - Development of new products and services

## **Target:** to assist *low-income individuals* in economically distressed communities

- Unemployed persons, public assistance or TANF recipients, custodial and non-custodial parents,
- residents of public housing, persons with disabilities, homeless individuals and formerly incarcerated individuals returning to the community.

## Who is Eligible

- Private Non-Profit organizations with 501 (c) (3) IRS status as well as Faith-based community organizations that meet the CDC eligibility requirements.

# OVERVIEW OF FUNDING

- Average # of Applications: 250 - 300
- Anticipated # of Awards: 45 – 51
- Award Ceiling: \$700,000
- Length of Project period:
  - Construction Projects Up to 5 years
  - Non-Construction Projects Up to 3 years

# What are the CDC eligibility requirements?

- Community Development Corporation or CDCs are private non-profit organizations that are:
  - *First*, governed by a board that consist of residents of the community and business and civic leaders and
  - *Second*, have as a principal purpose planning, developing, or managing low-income housing or other community development projects.
- Organizations are required to **provide a listing of the board members** designating who is a *resident*, who is a *business leader* and who is a *civic leader*

# How do eligible CDCs apply

- **There are two ways to submit applications:**
- 1. Electronically – submit via [www.Grants.gov](http://www.Grants.gov).
  - Please NOTE that the registration process for GRANTS.GOV can take up to five days. In addition, you must UPDATE your registration annually.
- or
- 2. Hard Copy - Must submit one signed original and two copies by mail or by hand delivery to
  - **OCS Operation Center, 1515 Wilson Blvd., Suite 100, Arlington, VA 22209.**
- This address is also referenced in Section IV.6 in the program announcement.

# Application's Requirements

There are ten major components to the application:

1. Project Summary/Abstract
2. Objectives and Need for Assistance,
3. Results or Benefits Expected
4. Approach
5. Third Party Agreements and Third Party Financial Viability
6. Cooperative Referral Agreements
7. Budget/Budget Justification
8. Organizational Profile
9. Evaluation and
10. Bonus Points

# 1. PROJECT SUMMARY/ABSTRACT

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- A brief statement describing the community where the project will operate, who the project will serve and the types of jobs proposed for creation.
- The abstract should not exceed one or two paragraphs or 350 words.

## 2. OBJECTIVES AND NEED FOR ASSISTANCE

- Organizations *must document* how does the project addresses a vital need in a distressed community. Ensuring the inclusion of both, the unemployment rate and the poverty level for the targeted community and comparing it with the State or national level will be a determining factor in providing the most recent available statistics from trusted-available sources.
- Statements that describe how the applicant is an active partner in new or continuing community development revitalization project is looked-for in order to support your application.

### 3. RESULTS OR BENEFITS EXPECTED

- Applicants must demonstrate how the project has the ability to produce measurable results that will reduce the incidence of poverty in the community and lead TANF recipients and other low-income persons from dependency on public assistance toward economic self-sufficiency.

## 4. APPROACH (a)

- Identify what kinds of jobs will be created, the outlook for the industry of the jobs, any critical risks or assumptions relied upon and milestones to check the progress of the project.
- Must address how your targeted, low-income population will access these new jobs including a plan to offer any needed support.
- 90% of all jobs created must be filled by low-income persons. Describe how it will locate low-income persons to fill the jobs and any support it will offer in order to address the barriers to employment experienced by the low-income persons.
- Substantiate how the project will operate at least two years after the end of the CED project period

## 4. APPROACH (b)

- Present clear evidence that the project is financially viable.
- Include all of its additional funding for the project in the proposal.
- Evidence provided should include profit and loss forecasts, cash flow projections, balance sheets, and a ***Sources and Use of Funds Statement*** for all funds available to the project.

## 5. THIRD-PARTY AGREEMENTS & THIRD-PARTY FINANCIAL VIABILITY (a)

- Application should contain documentation of all signed third-party agreements between the third-party and the applicant.
- The third-party agreement must clearly outline the technical and financial assistance that will be provided by the grant applicant.
- If the applicant is investing equity of 25% or more in the business partner, show that it has representation on the board of directors.
- A detailed description of the method (s) to provide to the third party support and technical assistance in areas of recruitment and retention of low-income individuals.

## 5. THIRD-PARTY AGREEMENTS & THIRD-PARTY FINANCIAL VIABILITY (b)

- Provide a signed statement from a ***Certified or Licensed Public Accountant*** as to the capability of the third party's financial management system and
- Financial statements for the *prior three years*,
- Collaboration agreements from public assistance and other agencies providing referrals and resources to the project, particularly local child support agencies, TANF and employment education and training programs and
- Documentation that illustrates organizational experience related to employment, education and training programs for low income persons.

## 6. COOPERATIVE REFERRAL AGREEMENTS

- Should include:
  - Goals and objectives of the applicant, TANF and other involved agencies,
  - Detailed activities and actions that will be used to integrate all services,
  - The target population that this collaboration will serve,
  - The mechanism to be used in the coordination of events
  - The relationship of all the activities regarding the goals and objectives to be achieved through the collaboration and
  - A description of the significance of the activities in regards to the success of the project.

## 7. BUDGET AND BUDGET JUSTIFICATION

- Applications will be rated on how well the applicant provides evidence of all capital requirements and methods for obtaining needed resources.
- Include evidence of adequate non-CED financing required to fully implement the project: e.g., evidence of loans, municipal or state tax credits, equity investments, or other supporting grants.
- Cash resources such as cash or loans contributed from all project sources (except for those contributed directly by the applicant and supported by an applicant financial statement of cash available) are clearly documented by letters of unconditional financial commitments from third parties making the contribution.
- Demonstrate how well the Federal funds requested are commensurate with the level of effort necessary to accomplish the goals and objects of the project.
- Includes travel for two staff persons to attend a training and technical assistance conference in Washington, D.C

## 8. ORGANIZATIONAL PROFILE

- Show your organization's capability and applicable experience in developing and operating similar programs to those addressed by your project.
  - Document your organization's experience that summarizes at least *two relevant projects* undertaken by you earlier in economically distressed communities.

## 9. EVALUATION

- Include a well thought-out Evaluation Plan that presents
  - (a) process and
  - (b) outcome measures.
- Evaluation plans should be able to answer key questions that:
  - (a) explain the cause-and-effect relationships tested and
  - (b) include a tracking system to measure the results of the business plan.

## 10. BONUS POINTS – 5 POINTS

- Applicants that propose projects in any of the high growth industries:
  - Advanced Manufacturing, Aerospace, Automotive, Biotechnology, Construction, Energy, Financial Services, Geospatial, Health Care, Technology, Homeland Security, Information Technology, Retail and Transportation
- Applicants from traditionally OCS under-represented states:
  - Iowa, Nebraska, Nevada, North Dakota, Utah and Wyoming

## What happens once an application is submitted?

- All applications are reviewed for content completeness to all ten components.
- Submit all required forms and follow format requisites.

# Note Checklist Table !

- Ensure compliance with the **CHECKLIST TABLE** in the *Submission Dates & Times* section of the CED program announcement.
- Review will start by checking all the forms required and then discuss the content of your narrative.
  - The application must not exceed 60 pages. This does not include the SF 424 forms, required assurances and appendices.
  - Please do not submit tapes or brochures these will not be duplicated for the panel review.
  - For a complete-detailed list of requirements, please check the program announcement closely.

# Once applications pass...

- ... initial OCS screening, they will be reviewed and rated by a panel of non-federal reviewers.
  - Reviewers are experts with skills and knowledge in community economic and business development, banking, lending and non-profit management.
  - The review panel awards points only to applications that are responsive to the program elements and relevant review criteria within the context of the program announcement.
  - The OCS Director and program staff use the reviewer scores when considering competing applications.
  - Reviewer scores will weigh heavily in funding decisions, *but may not be the only factors considered.*

# New Awards will be announced:

- no later than September 30 of this year
  - All unsuccessful applicants will be notified via mail, by mid-October.

# Application Deadline...

- **Wednesday, June 25, 2008, no later than 4:30 pm** eastern standard time.

# Final Thoughts...

- *The purpose* of the CED program is to create new jobs and business development opportunities for low-income individuals and to re-build distressed communities.
- Only Private Non-Profit organizations with 501 (c) (3) IRS status as well as Faith-based community organizations that meet the CDC eligibility requirements are eligible to apply.

## Contact Information for additional questions:

- **[CED\\_TA@icfi.com](mailto:CED_TA@icfi.com)**
- This conference call will be available on the CED website no later than Friday, May 23<sup>rd</sup> if you need to hear it again.

# Thank you!

- We thank you as well as our team of community development specialists for their assistance today.
- This concludes today's conference call.