

2016 COMMUNITY ECONOMIC DEVELOPMENT & 2016 CED-HEALTH FOOD FINANCING INITIATIVE FUNDING OPPORTUNITY ANNOUNCEMENTS WEBINAR

Division of Community Discretionary Programs
Office of Community Services



Important Notices

- Submit applications electronically via Grants.gov
- Applications due 04/27/2016 at or before 11:59pm EDT
- 2 separate announcements: CED and CED-HFFI
 - Awards will not be made to the same applicant under both announcements.
 - Non-HFFI projects will not be funded under the CED-HFFI announcement, and HFFI projects will not be funded under the CED announcement.
- 2-File Limitation (Project Description and Appendices)
- Use compatible version of Adobe Reader for Grants.gov

ABOUT THE CED AND CED-HFFI PROGRAMS

CED Funding Opportunity Announcement:

<http://www.acf.hhs.gov/grants/open/foa/index.cfm?switch=foa&fon=HHS-2014-ACF-OCS-EE-0817>

CED-HFFI Funding Opportunity Announcement:

<http://www.acf.hhs.gov/grants/open/foa/index.cfm?switch=foa&fon=HHS-2014-ACF-OCS-EE-0819>

CED Program Purpose & Strategies

(Section I – Program Description)

- **Purpose:** Create business and employment opportunities for low-income individuals and contribute to community revitalization
- **Strategies:** Grants to CDCs for...
 - Business creation and start-up
 - Business expansion
 - Creation of full-time permanent jobs for low-income individuals

CED-HFFI Program Purpose & Strategies

(Section I – Program Description)

- **Purpose:** Create business and employment opportunities for low-income individuals and contribute to community revitalization **while improving access to healthy food**
- **Strategies:** Grants to CDCs for...
 - **Improving access to healthy food**
 - Business creation and start-up
 - Business expansion
 - Creation of full-time permanent jobs for low-income individuals

Eligible Organizations

- Private, non-profit organization
- Principle purpose must include:
 - Planning, developing, or managing low-income housing, or
 - Community development activities.

Eligible Organizations

- Proof of CDC status:
 1. IRS non-profit determination letter
 2. Article of incorporation, by-laws, or other official documents demonstrating the mission of the organization supports housing or community economic development activities
 3. Tri-Partite Representative on Board of Director from each:
 - Community Residents
 - Business Leaders
 - Civic Leaders
- Community or faith-based organizations that meet these requirements are eligible.

Eligible Uses of Funding

- Business start-up or business expansion
- Equity investments
 - Grant funds can be used in exchange for CDC receiving a percentage of ownership
- Loans and revolving loan funds
 - Businesses must be at or below market rate
 - Funding cannot be gifted or used as a sub-grant

Eligible Uses of Funding

- Purchase, construction, or renovation of property
 - Hard costs of a commercial development
 - Acquisition, construction, or renovation
 - Soft costs of a commercial development
 - Appraisals, environmental studies, and architectural and engineering services
- Notice of Federal Interest (NFI)
 - If CED funding is used for land purchase and or hard cost in construction or renovations, a lien in the form of a NFI is required against the property.

Ineligible Activities

- Reimbursement of pre-award costs
- Making subawards/passthroughs
- Capitalizing loan loss reserve funds
- Making loans with balloon payments
- Microenterprise training and TA centers
- Projects that primarily support job training, job placement, and technical assistance centers
- Projects that do not create new jobs that did not exist prior to the proposed project

Two Separate Announcements

- Applications for general CED projects will only be considered under CED, and applications for healthy food projects will only be considered under CED-HFFI.
- Applicants may apply to both opportunities/submit multiple applications, but only one project per applicant can be funded.

FY 2016 CED Awards

- \$17.7 million in available funds
 - Maximum award : \$800,000
 - Length of project:
 - Non-Construction: 36 months
 - Construction: 60 months
- 22 expected awards
- Healthy food projects not considered for funding under this announcement

FY 2016 CED-HFFI Awards

- \$9.5 million in available funds
 - Maximum award: \$800,000
 - Length of project:
 - Non-Construction: 36 months
 - Construction: 60 months
- 13 expected awards
- Projects not related to healthy food not considered for funding under the CED-HFFI funding announcement

APPLICATION FORMAT REQUIREMENTS

SECTION IV - APPLICATION AND SUBMISSION INFORMATION

Format Requirements

- Submit electronically via www.Grants.gov.
 - Exemption required for paper application
- Double-spaced, 12-point font, Times New Roman
 - Exceptions:
 - Project Summary/Abstract
 - Resumes, logic models, proof of legal status/non-profit status, third-party agreements
 - Letters of support
 - Required standard & OMB-approved forms, certifications, assurances
 - Line-item budget/budget justification
 - Scanned documents

Two-File Requirement

- Upload only 2 electronic PDFs
 - Project Description – 75 pages
 - Appendices – 125 pages
 - Standard forms and OMB-approved forms will be uploaded separately (this includes HUD's Certification of Consistency with Promise Zone Goals and Implementation Form)
 - Resource on converting/combining files:
www.youtube.com/watch?v=IOIy0HwXP_sA

Upload 1: Project Description File (75 page max)

- Items labeled, numbered, & organized clearly in the Table of Contents:
 - Table of Contents
 - Project Summary/Abstract (can be single spaced)
 - Objectives and Need for Assistance
 - Geographic Location
 - Reference to Legal Status of Applicants
 - Business Plan - Project Viability
 - Business Plan - Project Implementation
 - Business Plan - Financial Strategies
 - Business Plan - Organizational Profile
 - Business Plan - Past Performance with Similar Job Creation Projects
 - Business Plan - Staff and Position Data
 - Letters of Support Narrative
 - Project Budget and Budget Justification (can be single spaced)
 - Bonus Points (different for CED and CED-HFFI)

Upload 2: Appendices File (125 page max)

- Items labeled, numbered, & organized clearly in the Table of Contents:
 - Table of Contents
 - Proof of Legal Status/Proof of Non-Profit Status
 - Market Research and Data
 - Evidence of Site Control
 - Financial Documentation (i.e. profit and loss forecasts or pro forma, cash flow projections, balance sheets, and sources and uses of funds statements)
 - Third-party agreements
 - Resumes
 - Letters of Support
 - Audited Financial Statements
 - Other Supporting Documentation

Definitions and Checklist

- Before getting started, review the following sections of the Funding Opportunity Announcement:
 - Definition of Terms: Section I
 - Application Checklist: Section VIII

APPLICATION COMPONENTS

SECTION IV.2: APPLICATION AND SUBMISSION INFORMATION
SECTION V.1: CRITERIA

Project Description Overview

- Project Summary/Abstract
- Evaluation Criteria
 - Objectives and Need for Assistance (5 points)
 - Business Plan - Project Viability (20 points)
 - Business Plan - Project Implementation (20 points)
 - Business Plan - Financial Strategies (10 points)
 - Business Plan - Organizational Profile (10 points)
 - Business Plan - Past Performance with Similar Job Creation Projects (5 points)
 - Business Plan - Staff and Position Data (5 points)
 - Letters of Support (5 points)
 - Budget and Budget Justification (15 points)
 - Project Integration (5 points)
 - Bonus Points (different for CED and CED-HFFI announcements)

CED Objectives & Need for Assistance

(5 points)

- Project goals and objectives align with CED goals and objectives (business development; job creation; community revitalization)
- Project needed in this community (to create or expand businesses; create new jobs; address barriers to employment)
- Project will help address personal and community barriers
- Project target is low-income individuals
- Recent evidence of unemployment and poverty rate higher than state and national levels in the target area

CED-HFFI Objectives & Need for Assistance

(5 points)

- Project goals and objectives align with CED-HFFI goals and objectives (business development; job creation; community revitalization, **healthy food access**)
- Project needed in this community (to create or expand businesses; create new jobs; address barriers to employment)
- Project will help address personal and community barriers
- Project target is low-income individuals
- Recent evidence of unemployment and poverty rate higher than state and national levels in the target area
- **Project needed to bring access to healthy, affordable food**

Business Plan (70 points total)

- Project Viability (20 points)
- Project Implementation (20 points)
- Financial Strategies (10 points)
- Organizational Profile (10 points)
- Past Performance with Similar Job Creation Projects (5 points)
- Staff and Position Data (5 points)

Successful Business Plans

- Successful business plans contain the following:
 - Realistic project plan with timeline and milestones
 - Site control documentation
 - Financial documents
 - Signed agreements

Business Plan: Project Viability (20 points)

- Clear overview of nature of project
 - Construction or non-construction
 - Business creation or business expansion
 - Equity stock or loan investment
- Overall approach to project
 - How businesses will be created and/or expanded
 - How new jobs will be created
- Demonstrate financial feasibility of businesses
 - Sufficient income to realize proposed business objectives during project period
 - Supporting documentation
 - Profit and loss statements, forecasts, balance sheets, sources and uses of funds statements

Business Plan: Project Viability (20 points)

- Clear, well-conceived approach
- Sound, feasible implementation plan
- Create employment in viable industry within 24 months for a 3 year project and 48 months for a 5 year project
- Market research
- Signed agreements demonstrating 75% recruitment strategy and tracking system
- Position descriptions include number and type of positions; anticipated starting wages; benefits, etc.
- Sustainability of positions at least 1 year beyond grant
- Describe handling of confidential/sensitive information

Business Plan: Project Implementation (20 points)

- Describe the following:
 - Project activities and consistency with scope
 - Reasonable staffing, facilities, equipment, and supplies
 - Activities that may compete for project resources
 - Proof of site control
 - Adequate financial management system
 - Equity stock investment
 - Loan or loan fund compliance

Business Plan: Financial Strategies

(10 points)

- Financial assumptions, reasonable financial estimates
- Evidence of project feasibility by conclusion of grant period and sustainability for at least one year
- Ability to carry out project with only CED or CED-HFFI funds or evidence that other unconditional financing has been secured (cash or in-kind contributions)

Business Plan: Financial Strategies

(10 points)

- Cost per position does not exceed \$20,000/per position for non-construction projects and \$25,000/per position for construction projects
- To calculate minimum number of new positions to be created:

$$\begin{array}{ccccc} \text{Total CED or} & & & & \\ \text{CED-HFFI} & & & & \\ \text{Funds Awarded} & \div & \begin{array}{c} \$25,000 \text{ for} \\ \text{construction} \\ \text{projects or} \\ \$20,000 \text{ for non-} \\ \text{construction} \\ \text{projects} \end{array} & = & \begin{array}{c} \text{Minimum} \\ \text{Number of} \\ \text{Jobs to be} \\ \text{Created} \end{array} \end{array}$$

Business Plan: Financial Strategies

(10 points)

- For construction costs, include:
 - Property acquisition
 - Pre-development
 - Architectural
 - Engineering
 - Environmental study
 - Building permit acquisition and use
 - Occupancy costs
 - Hard construction costs

Business Plan: Organizational Profile (10 points)

- Description of experience with similar projects
- Project partner compliance with program requirements:
 - For Projects with Project Partners only
 - Formalize requirements in a Project Partner Agreement

Business Plan: Past Success with Similar Job Creation Projects (5 points)

- Experience needed to successfully carry out project
 - Evidence of two similar business creation or business expansion projects (similar in terms of size and scope)
- Quantitative and qualitative results for each of the previous projects

Business Plan: Staff & Position Data (5 points)

- Identify qualified applicant and project partner staff
 - Percent of time for each key staff member
- Qualifications of identified staff
 - Resumes for key staff (no more than two pages)
 - Resumes may be single spaced; 12-point font
- Ability to fulfill project tasks
- Plan to hire staff that have not yet been hired

Letters of Support (5 points)

- All letters signed and dated
- Each letter contain:
 - Government and/or community support for the project;
 - Relationship the supporter might have to the applicant; AND
 - Knowledge of applicant's experience and qualifications in business and job creation.
 - Support is contingent only upon receipt of a CED award

Budget & Budget Justification (15 points)

- Adequate supply of CED or CED-HFFI and non-CED funding
- Clear linkage between proposed expenditures and activities
- Includes funds for required items and line-items for each budget object in SF-424

Budget & Budget Justification (15 points)

- Narrative descriptions and justifications for:
 - Personnel
 - Fringe benefits
 - Travel
 - Equipment
 - Supplies
 - Contractual
 - Construction
 - Other
 - Indirect charges
 - Program income
- Funding for one staff member to attend annual conference during each year of grant

Project Integration (5 points)

- Cohesive application
- No significant incongruences within the application
- Expenditures align with business plan activities
- How effective will the project be in created/expanding businesses(s) and creating jobs?
- Logical approach to achieving project goals
 - Realistic time frame
 - Necessary resources identified

CED Bonus Points (15 points total)

- Underserved Areas (5 points)
 - Project located in states and trust territories without active CED projects
- Project Located in County with Persistent Poverty (5 points)
 - Project located in a county with persistent poverty as determined by the USDA's Economic Research Service
- Promise Zones Initiative or Choice Neighborhoods Program (5 points)
 - Project located in shared designated target areas that align with/will benefit the selectee(s)
 - Provide letter of support to document or Certification of Consistency with Promise Zone Goals and Implementation Form (HUD Form 50153) – all documents must be signed

CED-HFFI Bonus Points (20 points total)

- Collaboration with Other Federal HFFI Programs and Federal programs that address food deserts (5 points)
- Underserved Areas (5 points)
 - Project located in states and trust territories without active CED-HFFI projects
- Project Located in County with Persistent Poverty (5 points)
 - Project located in a county with persistent poverty as determined by the USDA's Economic Research Service
- Promise Zones Initiative or Choice Neighborhoods Program (5 points)
 - Project located in shared designated target areas that align with/will benefit the selectee(s)
 - Provide letter of support to document or Certification of Consistency with Promise Zone Goals and Implementation Form (HUD Form 50153) – all documents must be signed

APPLICATION SUBMISSION

SECTION IV – APPLICATION AND SUBMISSION
INFORMATION

SECTION IV.3. SUBMISSION DATES AND TIMES

How to Submit an Application

- Applications must be received by:
 - 11:59 pm EDT on April 27, 2016
- Submit electronically at: www.grants.gov
- Organizations must have:
 - Valid Data Universal Number System or DUNS number
 - Updated System for Award Management (SAM) Registration
Formerly Central Contractor Registry (CCR)
 - Grants.gov registration
- **Register Early!**
 - <http://www.acf.hhs.gov/grants/register-and-get-ready>

How to Submit an Application

- Problems with Electronic Submission:
 - Obtain ticket number from grants.gov support center
 - Applicants should retain the Grants.gov Support Center service ticket number(s) as they may be needed for future references
 - If difficulties are encountered, the Grants Management Officer listed in *Section VII. HHS Awarding Agency Contact(s)* will determine whether the submission issues are due to Grants.gov system errors or user error.
- Must submit applications electronically unless **exemption in writing** from ACF Grants Officer is received
 - Details about how to obtain waivers described in announcement Section IV.2
 - If a waiver is granted, hard copy applications due 4:30 pm EDT
 - Refer to the announcement for address to submit application

APPLICATION REVIEW

SECTION V. APPLICATION REVIEW INFORMATION

Application Review Process

- All applications from CDCs received on time and within funding maximum of \$800,000 will be reviewed.
- No more than two files provided to panel to read and review.
- Applications reviewed by a panel of peer professionals with backgrounds in non-profit, community economic development, financing and social services, etc.
- Applications reviewed for content completeness
- Use Application Checklist – Section VIII, Other Information.

Two-File Requirement Reminder

File One: Project Description

- Table of Contents
- Project Summary/Abstract
- Objectives and Need for Assistance
- Geographic Location
- Reference to Legal Status of Applicants
- Business Plan
- Letters of Support Narrative
- Plan for Oversight of Federal Award Funds
- Project Budget and Budget Justification
- Bonus Points

File Two: Appendices

- Table of Contents
- Proof of Legal Status/Proof of Non-Profit Status
- Market Research and Data
- Evidence of Site Control
- Financial Documentation (i.e. profit and loss forecasts or pro forma, cash flow projections, balance sheets, and sources and uses of funds statements)
- Third-party agreements
- Resumes (Note: can be single spaced)
- Letters of Support
- Audited Financial Statements
- Other Supporting Documentation

Application Review Process

- Several factors beyond reviewer scores also taken into consideration:
 - If project was previously funded
 - Applicants with management or financial problems
 - Applicant's past performance on any OCS grant
 - Likely sustainability that the project will continue beyond federal assistance
 - The proposed compliance with CED goals and policy
- Awards will be made no later than September 30, 2016

APPLICATION RESOURCES

Accessing the Announcements

- CED:

<http://www.acf.hhs.gov/grants/open/foa/index.cfm?switch=foa&fon=HHS-2014-ACF-OCS-EE-0817&modnum=2>

- CED-HFFI:

<http://www.acf.hhs.gov/grants/open/foa/index.cfm?switch=foa&fon=HHS-2014-ACF-OCS-EE-0819>

Applicant Resources

- Visit CED page of the OCS website:
www.acf.hhs.gov/programs/ocs/programs/ced
 - Information on registering for Grants.gov and Sam.gov, visit Register and Ready resource: www.acf.hhs.gov/grants/register-and-get-ready.
- Additional tools and resources for applicants can be found on the OCS Program page by searching the Resource Library:
<http://www.acf.hhs.gov/programs/ocs/resource-library>
- Search by Keywords “Applying for a Grant”
- Email questions to: OCSRegistrar@icfi.com