



2013 CED Spring Webinar Series
Track 1: Interested Applicants

Non-Federal Support for Community & Economic Development Projects

April 16, 2013

Please call in:

Audio dial-in number: 888-455-2263

Passcode: 4193459



Agenda

- **Introduction**
- **Using Non-Federal Funding for Your Grant**
 - Bob Giloth, Annie E. Casey Foundation
 - Allison Hagey, Policy Link
- **Insights from Experienced Grantees**
 - Liberty Canzater, The Butterfly Foundation
 - Tim Tramble, Burten, Bell, Carr Development, Inc. (BBC)
- **Q&A Session**

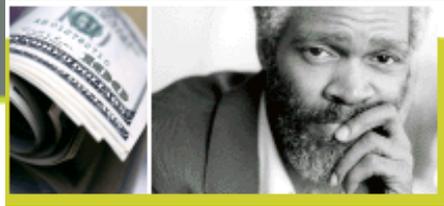


Using Non-federal Funding for Your Grant

Bob Giloth

The Annie E. Casey Foundation

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Non-Federal Support for Community & Economic Development Projects

April 16, 2013

Allison Hagey, Senior Associate
PolicyLink



Lifting Up What Works®

PolicyLink

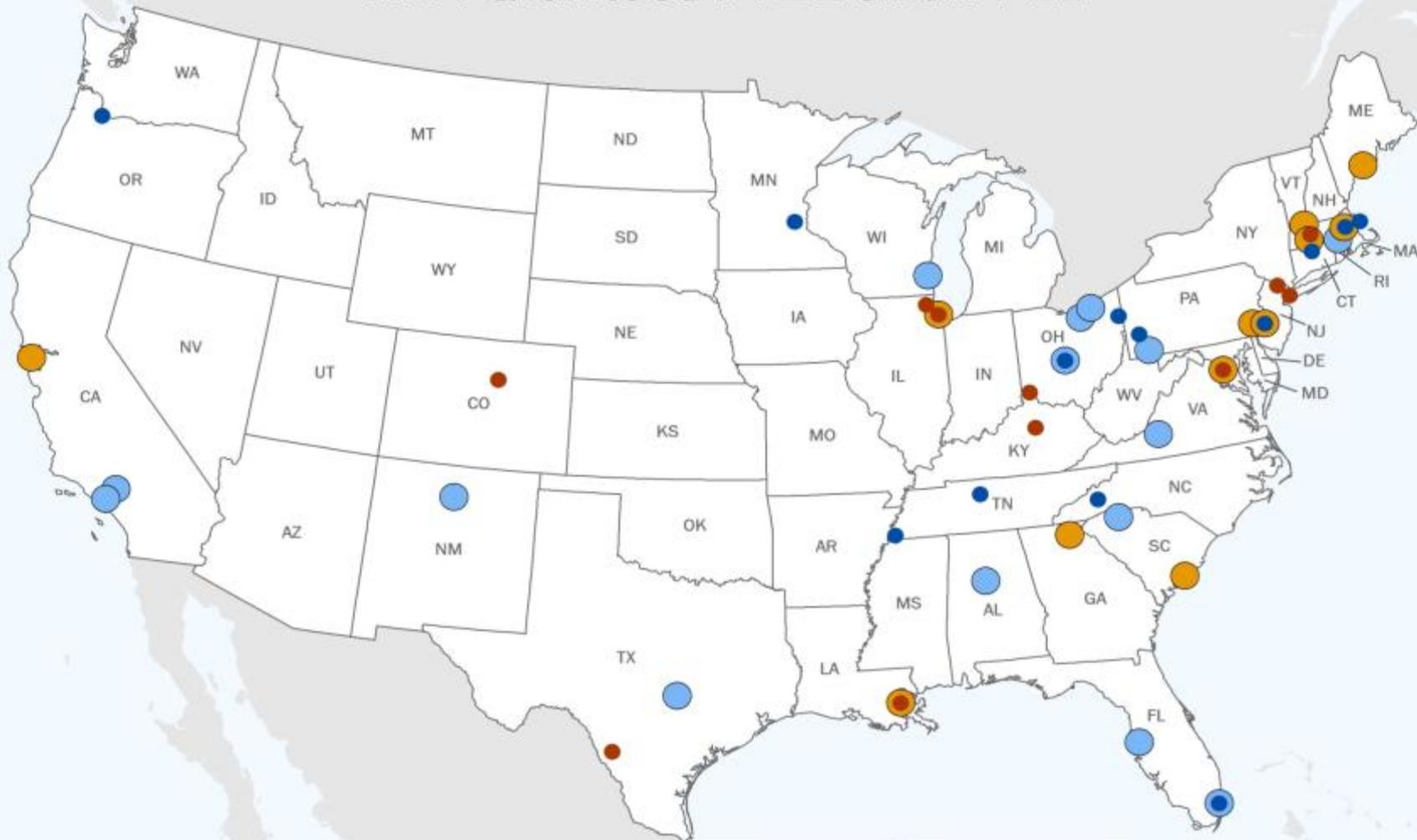
PolicyLink is a national research and action institute advancing economic and social equity by Lifting Up What Works. ®

Healthy Food Financing Initiative

- **Types:** Supermarkets, grocery stores, food hubs, farmers markets, CSAs, corner stores
- **Corporate structure:** For-profit businesses, cooperatives, non-profit organizations, independent grocers
- **Location:** Cities, small towns, rural communities
- **Project size:** From 900 to 70,000 sq. ft.
- **Scope:** New construction, renovation of “dark” locations, modernization, expansion



HFFI Grantees FY11 and FY12



- CDFI 2012 grantee
- CDFI 2011 grantee
- HHS 2012 grantee
- HHS 2011 grantee



Healthy Food Access Portal (www.healthyfoodaccess.org)

[About Us](#) [Directory](#) [Sign In](#) [Discussion](#) [Contact Us](#) [Register](#)

Healthy Food Access Portal

PolicyLink



[Get Started](#)

[Resources](#)

[Find Money](#)

[Policy Efforts](#)

[Retail Strategy](#)

[News & Events](#)



Welcome to the nation's first comprehensive healthy food access retail portal.

Find resources designed to improve healthy food access in communities, build local economies, and enhance public health. Tap into a learning network that's using retail strategies to connect consumers to healthy food.

Treasury NOFA

Up To \$165 Million to Support Community Development in Low-Income Communities



[Resources](#)

[Find Money](#)



Key Players

The following is a guide of many of the key players involved in a healthy food retail project

[News](#)

[Events](#)



Michelle Obama: The Business Case for Healthier Food Options

For years, America's childhood obesity crisis

[Policy Efforts](#)

[Retail Strategy](#)



Mississippi

The Mississippi House of Representatives recently passed **MS HB 798, the Healthy Food**

PolicyLink

The Food Trust

The Reinvestment Fund

Find Money



Featured Content

Grant To Help Meet Demand for Local Food

A \$3.9 million grant will help North Carolina's small farmers and fishers meet the growing demand for local foods by institutional and retail buyers. The grant from the U.S. Department of Agriculture seeks to create a national model for local...

[Read More >](#)



Food System Development Grants: Request for Proposals

The Reinvestment Fund (TRF) invites proposals from food related non-profit and for-profit businesses in the Greater Philadelphia areas for grants and recoverable grants to strengthen and diversify the Greater Philadelphia regional food system...

[Read More >](#)



NYC Foundation Invests \$15 million in Healthy Food

The Laurie M. Tisch Illumination Fund has just announced that they are making a \$15 million commitment over the next five years to healthy food initiatives across New York City. The Healthy Food & Community Change initiative will support novel...

[Read More >](#)



Get Started

[Overview](#)[Making The Case](#)[Are You Ready?](#)[Glossary](#)[Planning Your Retail Strategy](#)[Funding Your Work](#)[Locating Policies](#)

Are you ready to obtain loans and grants for your project?

Funding Your Work

Today more grant, loan, and incentive opportunities exist than ever before to help you build, renovate, or plan for healthy food retail in your community. In most cases, several different grants, loans, and incentives are combined with existing dollars to fully fund a project. As a result, identifying funding sources can be a time-consuming and complex activity. Using the [Find Money](#) section and other resources, your team will be able to identify a variety of tools to meet your project's financial requirements.

This Find Money Assessment Tool is designed to help you assess your level of readiness to finance your healthy food retail project.

Below are examples of the types of questions you are likely to be asked when seeking money (grants, loans, or other incentives). These questions assume that you have identified a location for a specific type of healthy food retail project.

These questions will vary depending on what your role is with respect to the project. If you are a real estate developer, focus on Parts A and B. If you are a healthy food business operator, focus on Parts A and C. If you are a community leader or government official, focus on Parts A and D. Also please check out the other Get Started sections: [Planning Your Retail Strategy](#) and [Locating Policies](#).

Part A: General Questions

1. Is the project located in an underserved community? If you are unsure, see how [underserved communities are defined](#) or map your community using the [Limited Supermarket Access \(LSA\)](#) tool.
2. Is the project located in any of the following: low-income community, a community with high unemployment, urban or rural area? This may qualify you for certain types of funding.
3. Do you have a written plan that sets out the details about the business you seek to attract, create or expand? If not, there are extensive resources available on how to write a [business plan](#), including the U.S Small Business Administration website. Specifically, the [Small Business Development Center section](#) of this site can assist you with finding resources in your community.
4. Have you thought about the characteristics of potential customers within the target area

California FreshWorks

- \$264 million Fund
- Diverse partners



New York Healthy Food & Healthy Communities Fund

- \$30 million Fund
- Financing to facilitate the development of healthy food markets
- Underserved communities throughout New York state



Illinois Fresh Food Fund

- Loan and grant program
- Help grocers succeed in underserved markets that are identified as Limited Supermarket Access areas
- Provides capital financing for full service grocery businesses in Illinois



The Fresh Food Retailer Initiative (FFRI)

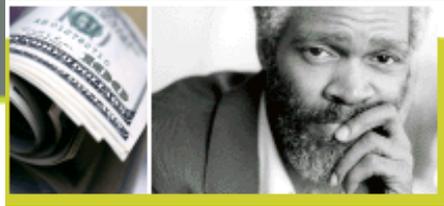
- Combination of low interest and forgivable loans
- Supermarkets, grocery stores, and other fresh food markets
- Low-income, underserved communities across Orleans Parish.



New Jersey Food Access Initiative:

- Loans and grants
- Supermarket operators and developers
- Emphasis on serving ten priority cities





Contact Information

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Insights from Experienced Grantees

Liberty Canzater

The Butterfly Foundation

liberty@butterfly-sc.com



Pathway to Securing Resources

Tim Tramble, Executive Director
Burten, Bell, Carr Development, Inc.
February 7, 2013





Foster a Shared Vision

- Neighborhood Awareness & Buy-in
- Establish Credibility (project & org.)
 - ✓ Self-Investment
 - ✓ Plant seeds for transformation
 - ✓ Create an inexpensive precursor to success
 - ✓ Reputable partners
 - ✓ Requires persistence, stick-to-itiveness, and hard-work
- Leverage Secured Resources

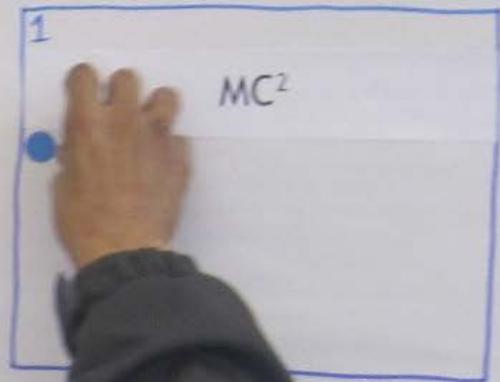




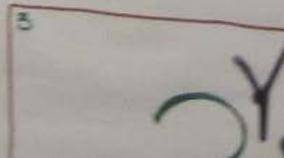
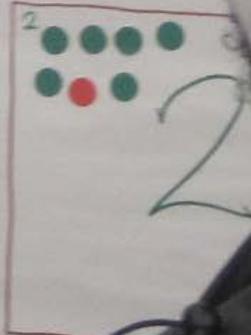
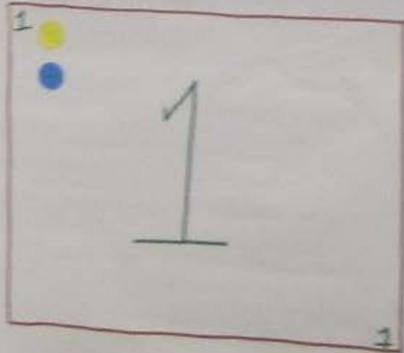
www.kellysfoods.com
If you would like to see the menu of the year visit us!

- Seafood
- Salads
- Sub-sandwich
- Spinach
- Veggie
- Milk Shakes
- Part
- Pastries
- Smoothies
- Pasta
- Fruit
- Vegetables

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The Bistro @
Bridgeport Pla



The Rid-All Green Partnership



Urban Development Strategy

Green n' the Ghetto



URBAN
INNOVATION
ZONES

CONCEPT 1

CONCEPT 2

URBAN
INNOVATION
ZONES

URBAN
INNOVATION
ZONES

A series of posters and diagrams related to urban innovation zones. The top poster shows two concepts, 'CONCEPT 1' and 'CONCEPT 2', each with a photograph of a park area. Below that is another poster with a map and several small images of urban scenes. The text 'URBAN INNOVATION ZONES' is repeated on the posters.







Precursor to MC2 Food Access Initiative

ACTIVE NEIGHBORS FOR HEALTHY NEIGHBORHOODS

- Weekly Health & Wellness Block Party
- Exercise theme for each week
- Healthy food for sale at low prices
- Interactive video games
- Free health screenings



Join Us For Our Weekly Block Party!



Exercise • Healthy B-B-Q Provided by *U Ask For It Restaurant*
Music • Nintendo Wii Video Games • T-Shirts • Raffle Prizes and More!

***EVERY Thursday From 6:00 pm – 8:00 pm**
This Is A Free, Family-Friendly Event!

For more information call Burten, Bell, Carr Development, Inc. at 216-341-1455





Price List

CORN ON THE COB	\$1.25
SHISH-CA-BOB	\$1.50
TOSS SALAD	\$2.00
TURKEY BURGER	\$2.75
BEEF HOT DOGS	\$1.00
POLISH BOYS	\$2.00
BBQ CHICKEN SANDWICH	
2 pc. LEG / THIGH	\$2.00
2 pc. BREAST / WING	\$2.50
WING SAMPLER	
4 pc. BBQ WINGS	\$2.00
6 pc. BBQ WINGS	\$3.00
10 pc. BBQ WINGS	\$5.00
TURKEY WRAPS	\$2.00



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Exercise • Healthy B.B.Q. Provided by U Ask For It Restaurant
Music • Nintendo Wii Video Games • T-Shirts • Raffle Prizes and More!
***EVERY Thursday From 6:00 am - 8:00 pm**

LOWER KINSMAN CORRIDOR

New Sustainable Developments



- 1 Green City Growers Greenhouse
Kinsman Rd & Grand Av
- 2 Bridgeport Place
Kinsman Rd & E 72nd St
- 3 Heritage View Homes
Kinsman Rd between E 69th St & 79th St
- 4 Anton Grdina K-8 School
Kinsman Rd & E 71st St
- 5 Rid-All Green Partnership
Otter Av & E 81st St
- 6 OSU Extension Kinsman Farm
E 82nd & 83rd St north of Kinsman Rd
- 7 CMHA Headquarters
Kinsman Rd & E 80th St
- 8 Urban Agriculture Innovation Zone
E 79th to 84th St north of Kinsman Rd
- 9 Bridgeport Model Block
Colfax Rd between E 68th & 75th St



URBAN INNOVATION
AGRICULTURAL ZONE

SPEED
LIMIT
25







FRESH FOOD & NUTRITION EDUCATION

are cropping up in the Kinsman neighborhood



NOW OPEN!

A healthy, fresh restaurant for Cleveland's East Side Neighborhoods, located in the heart of Kinsman



Breakfast Lunch Coffee Tea Smoothies Sandwiches
Soups Salads Fresh Produce Dairy Wi-Fi

7201 Kinsman Road, Suite 103A | Cleveland, Ohio 44104
(216) 266-0140 | bridgeportcafe.com
Open Mon - Fri: 7:00am-6:00pm and Sat: 10:00am-6:00pm



- **New state-of-the-art kitchen & multi-purpose community space**
- **Centrally located in the Kinsman neighborhood**
- **Hands-on cooking classes, nutrition education courses, and much more**
- **Rent CornUcopia Place today for your meeting/private event**



7201 Kinsman Road, Suite 103B
Cleveland, Ohio 44104
(216) 341-1455
bbdevelopment.org





FINDINGS

Intent

- Focus on the **NEAT FOUR YEARS**
- Defined various **ROLES** that NPI should play
- Targeted roles that need **STRENGTHENED**
- Identified a **COHERENT**, realistic action plan
- Discussed what we **WILL NOT** try to do
- Assembled map to **NEW LEVEL** of functioning
- Outlined necessary **RESOURCES**
- Assigned **RESPONSIBLE** parties
- Developed a reasonable **TIMETABLE**
- Decided on **METRICS** to track, evaluate





BRIDGEPORT MOBILE MARKET



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As of HHS App 6.15.11

Federal	1	\$800,000.00
State	0	\$0.00
Regional	0	\$0.00
Local Government	2	\$90,000.00
Community Foundations	1	\$22,000.00
Corporate Foundations	0	\$0.00
BBC – Self-Investment	N/A	\$20,000.00
TOTAL SOURCES		\$932,000.00

Current Sources

Federal	1	\$759,347.00
State	1	\$100,000.00
Regional	1	\$0.00
Local Government	2	\$90,000.00
Community Foundations	8	\$290,000.00
Corporate Foundations	2	\$120,000.00
In-Kind Support	10	\$30,000.00
TOTAL SOURCES		\$1,389,347.00



Questions

- **Submit a written question via LiveMeeting.**
 - If you have a question, please change your feedback (status) from green to purple to let us know you have a question.

- **Press *1 on your phone.**
 - If your question is answered while you are waiting, please remove yourself from the queue by pressing *2. Wait until the indicated intervals for the question and answer period.