The Rural Jobs and Innovation Accelerator Challenge

Applicant Webinar
March 20, 2012

Agenda

▶ Welcome

▶ EDA by Rebecca Moudry

▶ USDA by Nathan Chitwood

▶ ARC by David Hughes

▶ DRA by Kemp Morgan

▶ Closing

▶ Question and Answer Period

Welcome

- Doug O'Brien, Deputy Undersecretary for USDA Rural Development,

- Chris Masingill, Federal Co-Chairman, Delta Regional Authority

- Earl Gohl, Federal Co-Chair, Appalachian Regional Commission

Accelerating Jobs and Innovation

"We know that when rural America is growing, America as a whole is getting strong, and bringing everyone to the table creates more innovation and more jobs."

— U.S. Commerce Department Secretary John Bryson

"The Rural Jobs Accelerator will speed up job creation, new business start-ups and expansions by building regional economic systems in rural areas."

— U.S. Agriculture Secretary Tom Vilsack

The Rural Jobs Accelerator

Strategy

▸ Breaking down silos

▸ Coordinating funding, flexible investments

▸ Supporting locally-driven initiatives and innovation

▸ Leveraging experience from 2011 Jobs Accelerator

Support & Leadership

▸ The White House Rural Council

▸ The Taskforce for the Advancement for Regional Innovation
Clusters (TARIC) – Federal Support Teams

Objectives

▸ Accelerate distressed rural communities' ability to create jobs and strengthen their regional economies; and

▸ Help rural communities identify and maximize local assets, and connect to regional opportunities and self-identified clusters that demonstrate high-growth potential
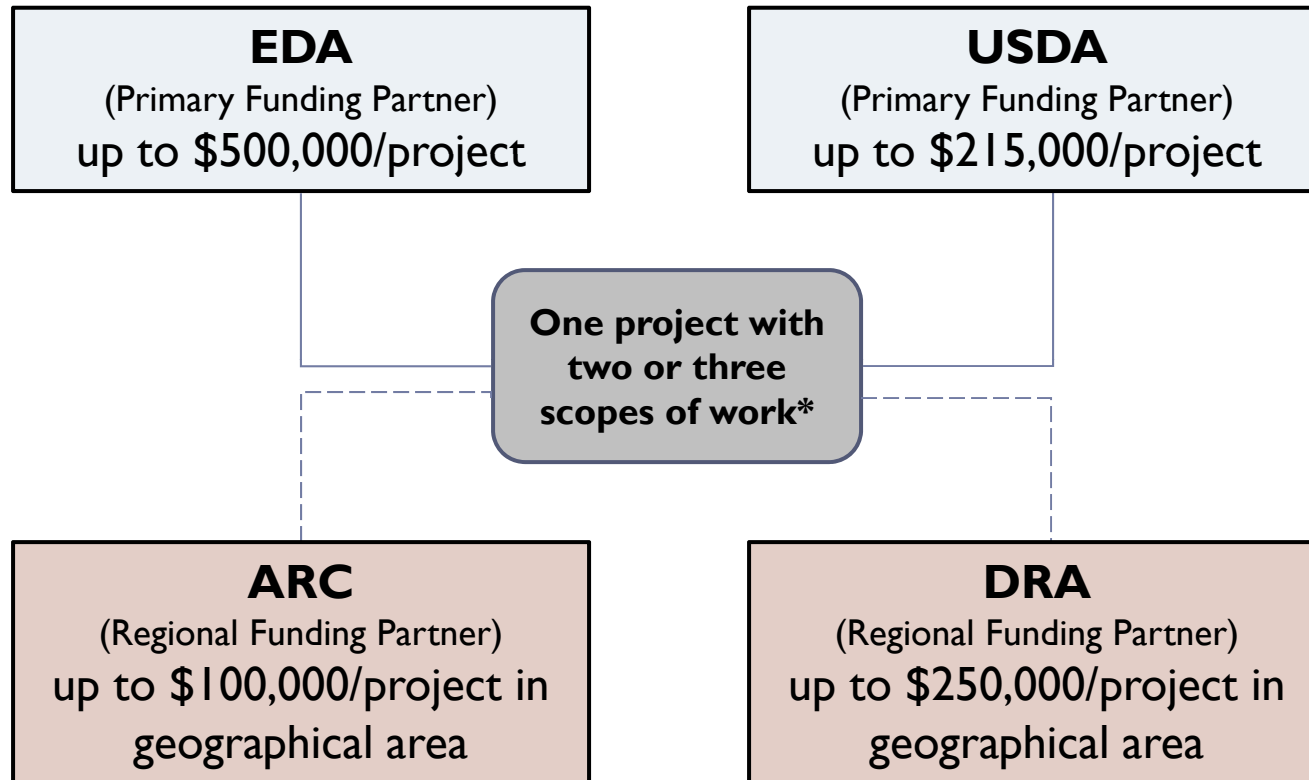
The Rural Jobs Accelerator

- An initiative of four funding agencies and nine support agencies to spur economic growth in rural areas in approximately 20 regions

- Up to $15 million in direct Federal support from:
    - The Department of Commerce's Economic Development Administration (EDA) - $10 Million
    - The US Department of Agriculture (USDA) - $4.3 Million
    - The Appalachian Regional Commission (ARC) - $500,000
    - The Delta Regional Authority (DRA) - $500,000

- The Federal Funding Opportunity (FFO) deadline is May 9, 2012

Funding Overview

EDA
(Primary Funding Partner)
up to $500,000/project

USDA
(Primary Funding Partner)
up to $215,000/project

One project with two or three scopes of work*

ARC
(Regional Funding Partner)
up to $100,000/project in geographical area

DRA
(Regional Funding Partner)
up to $250,000/project in geographical area

*Each application team must propose one project with at least two distinct scopes of work (one EDA scope of work and one USDA scope of work). Applicants proposing a project within the ARC or DRA region must propose one project with three distinct scopes of work.

Funding Overview

- EDA and USDA intend to fund the same 20 projects with distinct scopes of work:
    - Building Community and Regional Capacity – funded by USDA
    - Linking to Regional Clusters and Opportunities – funded by EDA
- Applications for ARC and DRA funds are submitted directly to those funding agencies
- An application for funds may be submitted by an organization or a team of organizations that meet eligibility requirements
- All Rural Jobs Accelerator projects must support non-construction activities

EDA Eligibility and Activities

EDA Eligibility
District Organizations
Indian Tribes or a consortium of Indian Tribes
States, cities, or other political subdivisions of a State, including a special purpose unit of a State or local government engaged in economic or infrastructure development activities, or a consortium of political subdivisions
Institutions of higher education or a consortium of institutions of higher education
Public or private non-profit organizations or associations acting in cooperation with officials of a political subdivision of a State

The region where the project occurs, or a subdivision of the region, must meet economic distress criteria

See pages 10-13 of the FFO for EDA's eligibility requirements and permitted activities.

EDA Eligibility and Activities

▶ EDA will target it's investments to support projects that create regional linkages by connecting communities with innovation clusters and regional opportunities leading to job creation, expanded markets and economic growth.

▶ Allowable activities may include a wide range of non-construction assistance including technical assistance, feasibility studies, planning activities, technology development, cluster networking, asset mapping, market expansion, and many others.

EDA Eligibility & Activities

▸ The project period is expected to last up to 3 years

▸ Funding through existing Economic Adjustment Assistance (EAA) program

▸ Projects must benefit rural, distressed communities, but applicants need not be physically located in a rural community

▸ Applicants must demonstrate a matching share from non-Federal sources

USDA Eligibility & Activities

- Funding though the Rural Community Development Initiative (RCDI)

- Program is to build capacity and ability of nonprofits, communities or tribes to undertake projects related to housing, community facilities, or community and economic development

- The Program is three-tiered
  - Intermediary (Grantee)
  - Recipient
  - Beneficiaries

Intermediary

▶ The Intermediary provides technical assistance to the recipient

▶ Eligible Intermediaries are private, nonprofit, or public organizations that have experience providing technical assistance to multiple recipients

Recipient

▸ The recipient receives the assistance from the Intermediary

▸ Eligible Recipients are private, nonprofit community based housing and development organizations, a low income rural community, or a federally recognized Tribe

Beneficiaries

▸ Entities or individuals that receive the benefits of the assistance provided by the recipient.

Use of Funds

▸ Intermediary hires staff person to provide TA to recipient

▸ Recipient hires staff person under supervision of Intermediary to carry out TA provided by intermediary

▸ Improve recipient's organizational capacity by providing training and resource materials to Recipient

▸ See Page 16 of the FFO for description of USDA permitted activities

Eligibility

▸ The Intermediary and the Recipient cannot be the same entity

▸ The recipient and the beneficiary must be located in a rural area

▸ Low income rural community is defined as a Median Household Income (MHI) at or below 80% of the State or National MHI

▸ Project can last up to 3 years

▸ Rural Area Determination:
http://eligibility.sc.egov.usda.gov/eligibility/welcomeAction.do?pageAction=RBSmenu&NavKey=property@13

Matching Funds

▸ Must be in the form of cash or confirmed funding commitments

▸ Must be at least equal to the grant amount

▸ In-kind contributions cannot be used as a match

▸ Matching funds must be used for eligible purposes

Appalachian Regional Commission

ARC Eligibility & Activities

- www.arc.gov/accelerate

- $500k in total ARC funds

- $100k is maximum ARC award

- Scope of work is limited to activities that address gaps in entrepreneurial ecosystem

- Term may be up to three (3) years

ARC Scope of Work

- Access to capital

- Enabling culture

- Supporting infrastructure, e.g. IT,

- Network support/development

- Technical assistance/Workforce development

DRA Eligibility Criteria

▸ **Applicant Eligibility**

  ▸ Eligible Entities

    ▸ Public Bodies (local and state governments)

    ▸ Nonprofit Corporations

    ▸ Federally Recognized Tribal Groups

  ▸ Entity Qualifications

    ▸ Applicants must have sufficient financial strength and expertise in activities proposed to ensure accomplishment of the objectives

    ▸ Applicants must have applied for both USDA and EDA Rural Jobs Accelerator funding

  ▸ Limiting Factors

    ▸ Any delinquent debt to the Federal Government shall cause the applicant to be ineligible

Eligibility Criteria

▶ **Eligible Grant Purposes**

   ▶ Assist in the economic development of rural areas by providing 1) technical assistance for business development and 2) economic development planning

      ▶ Feasibility and business plan studies

      ▶ Identify, train, and provide technical assistance to entrepreneurs

      ▶ Establish business support centers

      ▶ Conduct economic development planning

      ▶ Establish centers for training, technology, and trade for rural businesses

      ▶ Conduct leadership development training

      ▶ Pay reasonable fees for professional services necessary to conduct the technical assistance , training, or planning functions

Eligibility Criteria

▶ Limiting Factors -- must be located in:

  ▶ Rural Area: Population of less than 50,000

  ▶ DRA Region: Proposed projects must target DRA counties/parishes

Delta Regional Authority Service Area
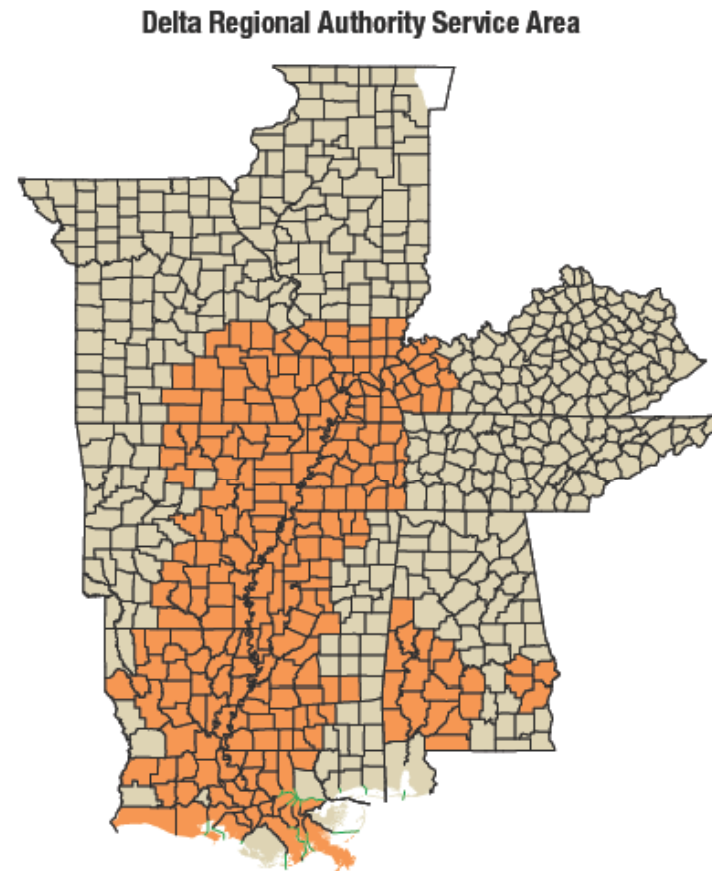
DRA Application Process

- Applications will consist of the following:
    - SF-424
    - SF-424a
    - SF-424b
    - DRA Project Narrative
- Scan into a single PDF and email application documents to accelerate@dra.gov with the title "Rural Jobs Accelerator Application"
- Applicants must identify a distinct scope of work for DRA funds
- Review and approval will follow guidelines established in the FFO beginning on page 40

Application Forms and Content

- To be considered complete, an application package must consist of:
    - (1) All required forms;
    - (2) Project Description; and
    - (3) Addenda to the Project Description.

Forms

- EDA and USDA forms accessed through grants.gov
  - See application instructions on grants.gov for locating and completing forms
- ARC forms available at www.arc.gov/accelerate
- DRA forms available at www.dra.gov

EDA Forms

1) In grants.gov click the 'Application' tab

2) Click 'Download' Instructions and Applications

3) Click 'Download' Application Package'

4) Follow the instructions provided in the application package to select and move mandatory and optional forms into the submission box.'

Save & Submit   Save   Print   Cancel   Check Package for Errors

GRANTS.GOV℠

Grant Application Package

Opportunity Title:	Rural Jobs and Innovation Accelerator Challenge
Offering Agency:	Jobs and Innovation Accelerator Challenge
CFDA Number:	11.307
CFDA Description:	Economic Adjustment Assistance
Opportunity Number:	JIAC2012RURAL
Competition ID:	
Opportunity Open Date:	03/08/2012
Opportunity Close Date:	05/09/2012
Agency Contact:	Rebecca Moudry rebecca.p.moudry@eda.gov 202.482.0562

This electronic grants application is intended to be used to apply for the specific Federal funding opportunity referenced here.

If the Federal funding opportunity listed is not the opportunity for which you want to apply, close this application package by clicking on the "Cancel" button at the top of this screen. You will then need to locate the correct Federal funding opportunity, download its application and then apply.

This opportunity is only open to organizations, applicants who are submitting grant applications on behalf of a company, state, local or tribal government, academia, or other type of organization.

* Application Filing Name:

Mandatory Documents
Application for Federal Assistance (SF-424)
Other Attachments Form
Budget Information for Non-Construction Program
Assurances for Non-Construction Programs (SF-424
Economic Development Administration Application
CD511 Form

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Mandatory Documents for Submission

Open Form

Optional Documents
Disclosure of Lobbying Activities (SF-LLL)
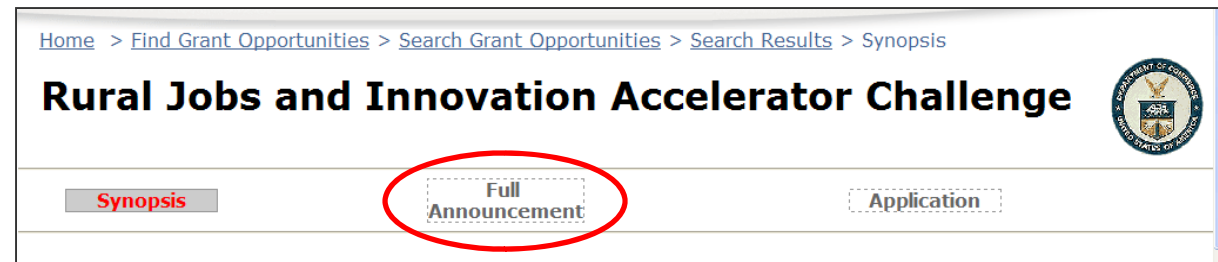
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Optional Documents for Submission

Open Form

Instructions

APPALACHIAN
REGIONAL
COMMISSION

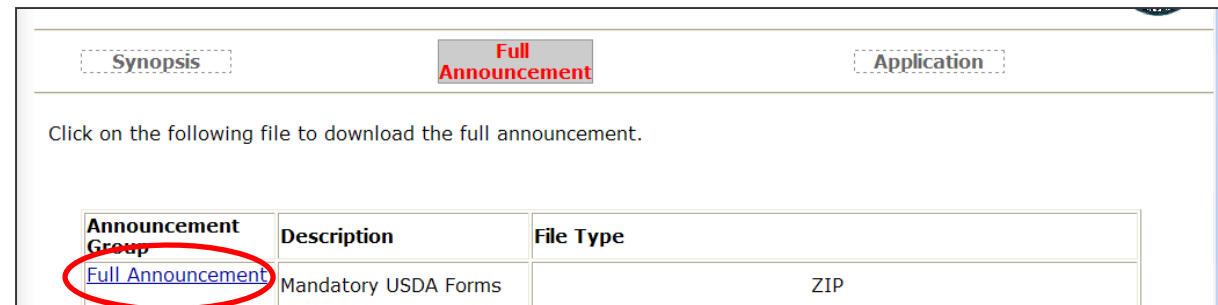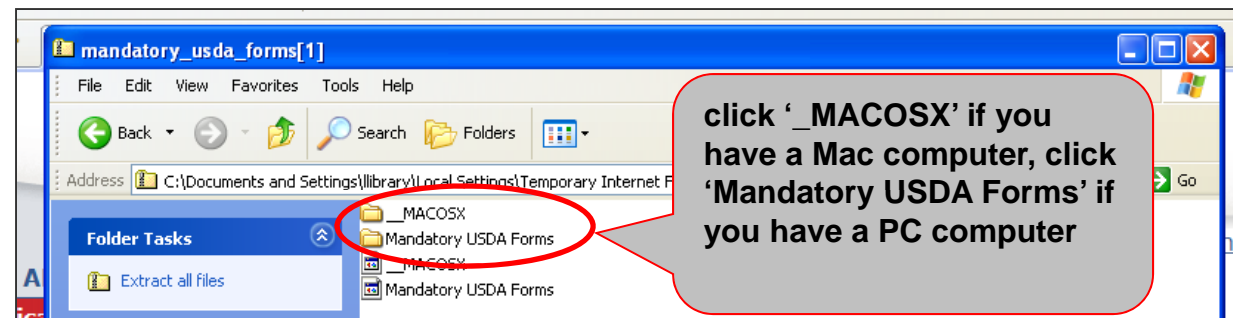Committed to the future of rural communities.

USDA Forms

1) In grants.gov click the 'Full Announcement' tab

2) Click 'Full Announcement' for Mandatory USDA Forms and open folder

3) Click on the appropriate folder to access forms

4) Complete and print each form, scan, and save. If submitting through Grants.gov, attach the USDA forms to the application package as an attachment

Project Description

- **Executive Summary:** Not to exceed two pages, the Executive Summary will serve as a summary of the proposed project

- **Project Description:** A detailed description/outline of all activities that will be undertaken by each Funding Agency (Scopes of Work) and address the evaluation criteria

- **Integrated Work Plan:** Applicants must input details of proposed activities under each scope of work from the Project Description, as well as expected/estimated impacts of the activities, into an Integrated Work Plan (IWP) using the suggested template

- **Budget Description (by Funding Agency):** A separate budget narrative must be created and submitted to support the scope of work for each separate Funding Agency

Integrated Work Plan

▶ The Integrated Work Plan (IWP) documents the key activities that will be supported by each Funding Agency

▶ It should include the following:

  ▶ Dates activities will be completed

  ▶ Anticipated core impacts of each scope of work both within the short-term (during the 3 year project period) and the long-term (within 3 years after the project end date)

  ▶ Grantees will be required to report on progress towards reaching these forecasts

▶ An Excel based template is included in the FFO as Appendix A

Addenda to the Project Description

- Resumes of Key Personnel (by Funding Agency)
- Verification of Matching Funds
- Applicant Team Written Agreement
- Facilities and Administrative or Indirect Cost Rate Agreement
- Comprehensive Economic Development Strategy (EDA)
- Non Profit Organizational Documents
- Recipient Information (USDA)

Submitting through grants.gov

▸ Read the FFO for specific instructions and steps

▸ An applicant team must submit its application package using the registered Authorized Organizational Representative (AOR) for the organization applying for EDA funds

▸ The time-stamp on the validation from grants.gov is the official submission time

▸ An application that is not validated and time-stamped by grants.gov by the deadline will not be processed

Submitting though CD or Paper

‣ Must be received by 5:00pm Eastern Time on May 9, 2012

‣ Applications received after the deadline will not be reviewed

Evaluation Criteria

▸ Region and Cluster of Focus (15 Points)

▸ Integrated Project Concept/Overview (10 Points)

▸ Building Community and Regional Capacity (20 Points)

▸ Linking to Regional Clusters and Opportunities (20 Points)

▸ Project Impact and Measureable Outcomes (20 Points)

▸ Soundness of Approach (15 Points)

▸ Applicant team will also submit Scopes of Work for ARC or DRA projects, if applicable.

Review Process

- **Application and Eligibility Review**

  - Determine agency eligibility and responsiveness

- **Merit Review Panels**

  - Score the evaluation criteria

- **Policy Review and Recommendation Committee**

  - Senior Officials from Funding Agencies review top-ranked applications from the Merit Review Panel and review for policy factors such as geographical distribution of funds

- **Agency Principals and Selecting Official**

  - Make final funding decisions

Application Facts & Dates

▶ The application package is available at grants.gov or on the initiative website: http://www.rurdev.usda.gov/RuralJobsAccelerator.html

  ▶ Funding Opportunity Number: JIAC2012RURAL

▶ Prospective applicant webinar: March 20, 2012

  ▶ Registration link on the initiative website

▶ Application Submission Deadline: May 9, 2012

  ▶ Grants.gov deadline: 11:59pm

  ▶ CD/Paper: Received by 5:00pm Eastern Time

  ▶ Electronic submission through grants.gov encouraged

Additional Resources

▸ Frequently Asked Questions, a recording and a transcript of the webinar, and other resources can be accessed through the Rural Jobs Accelerator website: http://www.rurdev.usda.gov/RuralJobsAccelerator.html

▸ Email questions to ruraljobsaccelerator@wdc.usda.gov or the EDA, USDA, ARC or DRA contact listed in the FFO

Closing

- Matt Erskine, Acting Assistant Secretary, Economic Development Administration

Intermission

We are taking a short break before we start responding to your questions. The webinar will start again in five minutes.

Questions