

CEDS Meeting #4

August 12, 2021



CUPPAD

General info

- ▶ www.CUPPAD.org/EDAfunding
- ▶ All projects must complete by 2027
- ▶ Advice: Watch the webinar, then read the NOFO
- ▶ EDA Investment Priorities: <https://eda.gov/about/investment-priorities/>
 - ▶ Equity
 - ▶ Recovery & Resilience
 - ▶ Workforce Development
 - ▶ Manufacturing
 - ▶ Technology-Based Economic Development
 - ▶ Environmentally-Sustainable Development
 - ▶ Exports & FDI
- ▶ Relate to the CEDS strategy and priority projects

U.S. EDA American Rescue Plan Programs

▶ Build Back Better Regional Challenge

- ▶ Accelerating economic recovery and rebuilding local economies.
- ▶ **Phase 1:** 50-60 regions will be awarded \$500,000 in technical assistance funds to develop and support 3-8 projects in a regional cluster
 - ▶ Deadline to apply: **October 19, 2021**
- ▶ **Phase 2:** 20-30 regional coalitions will be awarded \$25M to \$75M for implementation
 - ▶ Deadline to apply: **March 15, 2022**



Important things to consider

- ▶ Very competitive. Likely one award per state.
- ▶ Intended to focus on specific industry growth clusters (e.g. advanced manufacturing) Each of the 3-8 projects should be aligned and lead to documentable support and growth of the industry cluster
- ▶ Must articulate how the geographic footprint will be bounded in a way that ensures maximum collaboration and impact, and enhances global competitiveness
- ▶ All projects organized under a singular vision to support industry growth
- ▶ Must be sustainable long-term (sustainability plan required)
- ▶ \$200m set-aside for coal-impacted communities

Application - Scoring criteria

1. **Overall Concept and Anticipated Outcomes** - Strength of the proposed component projects, their alignment to support cluster-based economic development and EDA Investment Priorities, related outcomes (e.g., relative regional wage, jobs, and GDP growth), and the evidence-base to support those anticipated outcomes.
2. **Regional Assets** - Strength of the proposed plan to utilize existing and develop new assets to support the region's economic competitiveness.
3. **Industry Leadership** - Strength of the cluster's potential for industry leadership, including private sector led development strategies that support innovation and workforce development for global competitiveness and high-quality jobs.
4. **Sustainability** - Potential of the cluster's plan for sustainability/durability, including the extent to which the project shows support or commitment from regional stakeholders (private, public, and non-profit entities, etc.) and is aligned with and integrated into other public or private investments currently ongoing or planned for the community and region.
5. **Equity** - The extent to which the application articulates a plan for sharing the project's benefits across all affected communities, and how resident and community leadership will be engaged throughout the project's duration. Although not required, EDA encourages efforts to reach historically excluded populations, racial minorities, and women. These strategies should create the connectivity and conditions for growth where it may not exist, such as in rural and underserved communities.

Application - Scoring criteria

6. **Feasibility** - The feasibility of the collection of component projects.
7. **Capacity** - Strength of the coalition identified to support the growth of an industry or industries and the applicants' organizational capacity, including its financial and management capacity; its experience and capacity in managing large federal grants and subawards; and ability to meet stated metrics.
8. **Distress** - The degree of historic economic distress experienced in the project region, including the economic impact of the coronavirus pandemic, as measured by local employment and regional GDP.
9. **Regional Investment** - Availability and commitment of local government, philanthropy, and industry investment to support the growth of a region, i.e. the amount of local leverage that will augment the federal award.

U.S. EDA American Rescue Plan Programs

▶ Good Jobs Challenge

- ▶ \$500M to collaborative skills training systems and programs to build and strengthen systems and partnerships in underserved populations and areas to secure quality jobs that provide good pay, benefits, and growth.
 - ▶ **Phase 1: System Development:** Help establish and develop a regional workforce training system comprised of multiple sector partnerships.
 - ▶ **Phase 2: Program Design:** Develop the skills training curriculum and materials, and secure technical expertise needed to train workers.
 - ▶ **Phase 3: Program Implementation:** Implement non-construction projects needed to provide workforce training and connect workers with quality jobs, including wrap-around services.
- ▶ Deadline to apply: January 26, 2022



Important things to consider

- ▶ Webinar today at 2:00 PM EST <https://eda.gov/arpa/good-jobs-challenge/>

Application - Criteria

- ▶ Development of Key Plans to Support Regional Workforce Training System or Sectoral Partnership (15 points)
- ▶ System Lead Entity's or Backbone Organization's capacity (15 points)
- ▶ Workers Served and Job Placements expected (15 points)
- ▶ Employer partnerships (10 points)
- ▶ Identification of Regional Needs (10 points)
- ▶ Regional investment and sustainability (10 points)
- ▶ Feasibility (10 points)
- ▶ Equity (15 points)

U.S. EDA American Rescue Plan Programs

- ▶ **Travel, Tourism, & Outdoor Recreation**
- ▶ **State Tourism Grants:** \$510 million in non-competitive awards to help states quickly invest in marketing, infrastructure, workforce and other projects to rejuvenate safe leisure, business and international travel.
 - *A formal invitation to apply is required*
- ▶ **Competitive Grants:** \$240 million to help communities that have been hardest hit by challenges facing the travel, tourism and outdoor recreation sectors to invest in infrastructure, workforce or other projects to support the recovery of the industry and economic resilience of the community in the future.
 - *EDA-designated Economic Development Districts, Indian Tribes, State or local government, higher education institutions, non-profits are eligible*
 - *Submit through March 15, 2022*



Important things to consider

- ▶ The recorded webinar is now available: <https://eda.gov/arpa/travel-tourism/>
- ▶ Destination marketing not eligible activity under the competitive award, except under specific circumstances. Refer to State award instead
- ▶ \$10.3M to Michigan

Application - Criteria

- ▶ The extent to which the region to be served by the project has suffered economic injury as a result of job and gross domestic product losses in the travel, tourism, and outdoor recreation sectors;
- ▶ The extent to which the project is responsive to the needs of communities impacted by the coronavirus pandemic's impact on the travel, tourism, and outdoor recreation sectors;
- ▶ The extent to which the project supports the economic recovery and long-term resilience to future pandemics or other sudden and severe economic dislocations for the travel, tourism, and outdoor recreation sectors;
- ▶ The project's demonstrated ability to foster the creation or retention of union and well-paying jobs with good benefits, as well as the extent to which the applicant proposes to incorporate strong labor protections into the performance of the project;
- ▶ The degree of economic distress experienced in the project community/region, including the economic impact of the coronavirus pandemic;
- ▶ The project's feasibility, including the likelihood that the project can be started quickly, the immediacy of its impacts, and the likelihood that it will be completed before September 30, 2027;

Application - Criteria

- ▶ The project's sustainability/durability, including the extent to which the project demonstrates support from community stakeholders and beneficiary commitments, if any;
- ▶ The applicant's organizational capacity, including its financial and management capacity;
- ▶ The project's alignment with the applicable CEDS, Tribal strategy, or other EDA-accepted economic development strategy;
- ▶ The project's demonstrated alignment with EDA's Recovery and Resilience Investment Priority, as well as other current Investment Priorities as outlined at <https://www.eda.gov/about/investment-priorities/disaster-recovery/> and described in section A.2 of this Indigenous Communities NOFO;
- ▶ The extent to which the project is based upon community-oriented and collaborative economic development and redevelopment strategies; and xii. The extent to which the application articulates a plan for ensuring that the project's benefits are shared across all affected communities. Although not required, EDA encourages efforts to reach historically underserved areas, minority populations, and women.

U.S. EDA American Rescue Plan Programs

- ▶ Indigenous Communities
- ▶ \$100 million in American Rescue Plan funding specifically for Indigenous communities, which were disproportionately impacted by the pandemic.
- ▶ A wide range of technical, planning, workforce development, entrepreneurship, and public works and infrastructure projects are eligible for funding under this program.
- ▶ Eligibility:
 - ▶ Indian Tribes or a consortium
 - ▶ Public or private non-profit serving Tribes



Application Criteria

- ▶ Review process by an Investment Review Committee (IRC)
 - ▶ Responsive to needs of community
 - ▶ Resiliency to future economic disruptions or pandemics
 - ▶ Degree of economic distress experienced
 - ▶ Feasibility
 - ▶ Sustainability / durability
 - ▶ Alignment with CEDS or other EDA-accepted economic development strategy
 - ▶ Alignment with EDA's Recovery and Resilience Investment Priorities

U.S. EDA American Rescue Plan Programs

- ▶ Statewide Planning, Research, and Networks
- ▶ \$59 million for Statewide Planning Grants
- ▶ \$31 million for Research and Networks Grants to invest in research that assess the effectiveness of EDA's programs, and provides support for stakeholder communities.



Application Criteria

- ▶ Organizational or Applicant Capacity and Personnel (15 Points)
- ▶ Strategic Approach (30 Points)
- ▶ Feasibility of Budget and Financial Match (15 points)
- ▶ Feasibility of Deliverables and Timeline (15 points)
- ▶ Sustainability, Scalability, and Dissemination (15 points)
- ▶ Cross Collaboration with other EDA and/or other Economic Development Partners (10 Points)

Application- Scoring Criteria

1. Overall Concept and Anticipated Outcomes - strength of proposed component projects, their alignment to support cluster-based economic development and EDA investment priorities, related outcomes (e.g. relative regional wage, jobs, and GDP growth), and the evidence-base to support those anticipated outcomes.
2. Regional Assets- Strength of the proposed plan to utilize existing and develop new assets to support the region's economic competitiveness.
3. Industry Leadership - Strength of the cluster's potential for industry leadership, including private sector led development strategies that support innovation and workforce development for global competitiveness and high-quality jobs.
4. Sustainability - Potential of the cluster's plan for sustainability/ durability, including the extent to which the project shows support or commitment from regional stakeholders (private, public, and non-profit) and is aligned with and integrated into other public or private investments currently ongoing or planned for the community and region.
5. Equity - The extent to which the application articulates a plan for sharing the project's benefits across all affected communities and how resident and community leadership will be engaged throughout the project's duration. Although not required, EDA