



# **Build Back Better Regional Challenge**

Economic Development Administration (EDA)
American Rescue Plan
INVESTING IN AMERICA'S COMMUNITIES



# Agenda

- ➤ EDA's American Rescue Plan Build Back Better Regional Challenge
- ➤ Two-Phase Competition
- Getting Started: Phase 1 Concept Proposal
- Frequently Asked Questions
- Additional Resources



	NOFOs		Description		Total American Rescue Plan funding:	: \$3B		
1	Statewide Planning, Research, & Networks	\$90M	Invest in economic plans, research to assess the effectiveness of EDA's programs, and support for stakeholder communities around key EDA initiatives					
2	Build Back Better Regional Challenge	\$1B	Transform 20-30 economically distressed regions through substantial investment through groups of 3-8 projects, totaling ~\$25-75M per region; open to proposals up to \$100M					
3	Travel, Tourism, & Outdoor Recreation	\$750M		-	by COVID-related travel and tourism decline competitive grants (\$240M)			
4	Economic Adjustment Assistance	\$500M			ssistance, planning, and revolving loan programs e to every community	3		
5	Indigenous Communities	\$100M	Additional Econo	omic Adjustment A	ssistance funds to specifically support Indigenou	ıs		
6	Good Jobs Challenge	\$500M	through employe	• • •	stems to train workers with in-demand skills supporting participants with wrap-around ats to hire	PROJ BACK RETTOR BERCING CHARLES  * * * E-D-A  & France Stronger INVESTING		
						AMERICA'S OMMUNITIES		



### \$1 Billion Build Back Better Regional Challenge

Program Goal: Transform economically distressed communities through substantial investment in regional growth clusters.

#### Awards in Two Phases:

- Phase 1: 50-60 regional coalitions whose Concept Proposals are selected as finalists receive technical assistance grants of up to \$500K per region
- Phase 2: 20-30 regional coalitions receive from \$25-75M, and up to \$100M, in funding for 3-8 implementation projects per selected region

### **Programmatic focus:**

- ✓ Funds infrastructure, workforce, entrepreneurship, planning, and more to grow a regional industry or industries
- ✓ Builds more inclusive, dynamic regional economies for the future



Phase 1 Concept Proposal due October 19, 2021 by 11:59pm ET



### **Coal Communities Commitment**

EDA will award at least \$100M of the \$1B in available funding to coal communities and regions that reasonably demonstrate how changes in the coal economy have resulted or are anticipated to result in job losses and layoffs in any coal-reliant commercial sector.

This includes, but is not limited to:

- Coal mining
- Coal-fired power plants
- Related transportation, logistics, and/or supply chain manufacturing industries





# **Eligible Applicants**

Eligible lead institutions or regional coalition members include a(n):

- District Organization of an EDA-designated Economic Development District (EDD);
- Indian Tribe or a consortium of Indian Tribes;
- State, county, city, or other political subdivision 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;
- Institution of higher education or a consortium of institutions of higher education; or
  - Public or private non-profit organization or association acting in cooperation with officials of a political subdivision of a State

Applicants must show alignment with the appropriate Comprehensive Economic Development Strategy (CEDS) or an equivalent plan for every area a project will serve.



EDA is <u>not</u> authorized to provide direct financial assistance to individuals, small businesses, or for-profit entities under the Build Back Better Regional Challenge





# **Two-Phase Competition**



## **Two-Phase Process**

Phase 1: 50-60 regions awarded technical assistance grants to help regions prepare for Phase 2 and mature their clusters

Total: ~\$500,000 per region

Phase 2: 20-30 regions from Phase 1 regions awarded <u>implementation</u> grants from full project cluster applications

Total: ~ \$25-\$75M, up to \$100M per region Phase 1 concept proposal deadline: October 19, 2021

Phase 2 application deadline: March 15, 2022



Non-selected projects may be eligible for other EDA and federal funding.



### Phase 1: Build Back Better Regional Challenge

Phase 1 grants provide technical assistance to build out strategy and finalize component projects (~\$500,000 per finalist)



July 23, 2021: Notice of Funding Opportunity posted



October 19, 2021: Phase 1 applications due



### **Applicant Information**

- Applicants should identify one key coordinating Lead Institution per regional cluster that will be the lead applicant
- Tribes, coal communities, and underserved communities can and should apply
- Phase 1 grants may be used for planning and to develop architectural, environmental, and engineering information for projects





### Phase 2: Build Back Better Regional Challenge

Phase 2 grants provide funds to <u>implement</u> strategy and component projects developed in Phase 1

### **Project Expectations**

- Each application should propose a collection of 3-8 interrelated projects totaling \$25-75M; up to \$100M
- At least \$100M will be awarded to coal communities as a part of EDA's Coal Communities Commitment





**Sept. 2022:** No later than Sept., EDA provides implementation grants to 20-30 regions with the most promising projects

**Sept. 2022 – May 2027:** Award period of performance







## Getting Started: Phase 1 Concept Proposal



# **Application Package**

Build Back Better Regional Challenge Phase 1 Package requires:

- ✓ Concept Proposal and required attachments
- √ Technical Assistance award application and required forms

Notice of Funding Opportunity (NOFO) available on <u>Grants.gov</u>:

EDA-HDQ-ARPBBB-2021-2006976

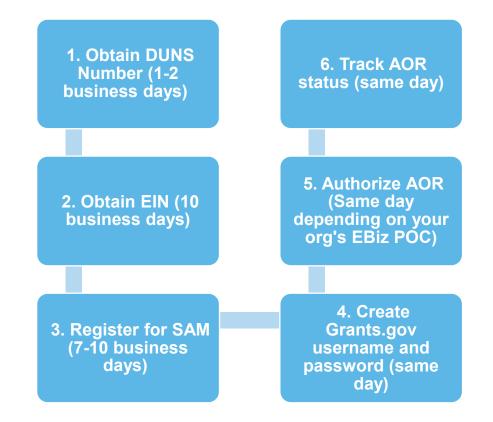
Click here for direct link to NOFO on Grants.gov





## **Pre-application Actions**

- Register with SAM at <u>https://www.sam.gov</u>
- Lead institution must be registered with <u>Grants.gov</u>
  - <u>To register on Grants.gov, click</u> <u>here.</u>







# Applicant Checklist for the Ph 1 Concept Proposal

<b>Documentation</b>	NOFO Section	Required for All Applicants?
Concept Proposal Narrative	Section D.2.a.1	Yes
Appendix for each of the four key elements of a strong regional growth cluster	Section D.2.a.2	Yes
Lead Institution and Regional Competitiveness Officer	Section D.2.a.3	Yes
Support documentation from each coalition member	Section D.2 a.4	Yes
Additional letters of support	Section D.2.a.5	Yes
Project & budget narratives for Technical Assistance (TA) Award	Section D.2.a.6	Yes
Form SF-424 Application for Federal Assistance (for TA Award)	Section D.2.a.7	Yes
Form SF-424A Budget Information-Non-Construction Programs (for TA Award)	Section D.2.a.7	Yes
Form CD-511 Certification Regarding Lobbying	Section D.2.a.7	Yes
Form SF-LLL Disclosure of Lobbying Activities	Section D.2.a.7	No. Only if applicant conducts certain lobbying activities.
Articles of incorporation, current certificate of good standing, and bylaws	Section D.2.a.7	No. Only if the applicant is a nonprofit that is not an institution of higher education.



## **Evaluation Criteria – Concept Proposal**

20 points per category

Category	Highlights		
Overall Concept & Anticipated Outcomes	Strength of proposed component projects and alignment to support cluster-based economic development		
Regional Assets	Strength of proposed plan to utilize existing and develop new assets		
Industry Leadership	Strength of cluster's potential for industry leadership, including private sector-led development		
Sustainability	Potential of cluster's plan for sustainability/durability, including the extent to which the project shows support or commitment from regional stakeholders		
Equity	<ul> <li>Extent to which 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</li> </ul>		
Feasibility	<ul> <li>Potential of articulated vision to drive change in identified region and likelihood that individual project components will be complete by September 2027 within budget</li> </ul>		
Capacity	Strength of coalition to support growth of an industry or industries and applicants' organizational capacity, including its financial and management capacity		
Distress	Degree of historic economic distress experienced in project region, including the economic impact of the coronavirus pandemic		
Regional Investment	Availability and commitment of local government, philanthropy, and industry investment to support the growth of a region		





## 1. Concept Proposal Narrative

Eight main elements:

5 page maximum 12-point font. 1-inch margins



Vision

Economic opportunity

Coalition members

Component projects

Metrics for success

Available matching funds

Barriers & mitigation

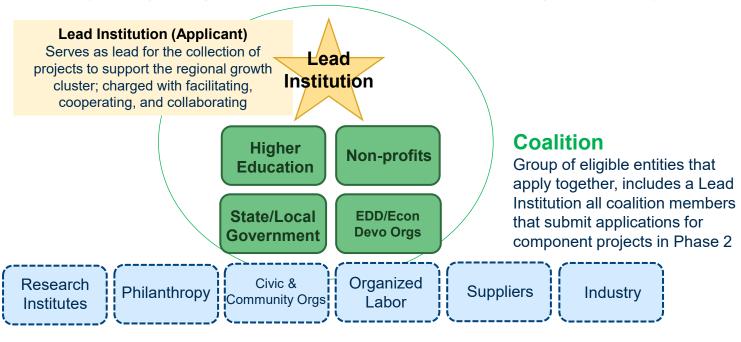
Timeline





# **Cluster Participants**

A **regional growth cluster** forms when several entities work together to grow a regional economy through the growth of an existing/creation of a new regional industry





#### **Partners**

Non-applicant entities that can partner with a coalition to make the regional growth cluster successful

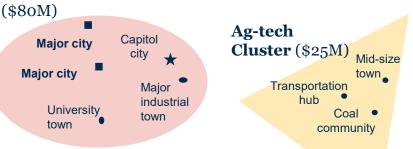


# **Concept Proposal Vision and Projects**

Proposed projects should be **strongly connected** through government, industry, labor and academic leaders **aligned around a shared vision** for building, strengthening or scaling a strategic industry or industries

- Define the region and industry(ies) for the proposed regional growth cluster
- Describe projects' alignment to support cluster based economic development
- Geographic footprint can span multiple jurisdictions and even cross state lines.
- Component Projects do not have to be in contiguous areas







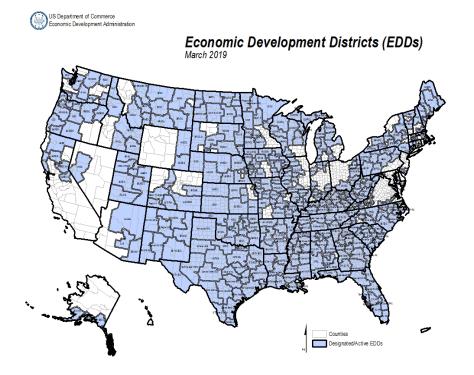
Services Cluster



## **CEDS Alignment**

<u>Projects MUST</u> be consistent with the region's current <u>Comprehensive Economic</u> <u>Development Strategy</u> (CEDS) or an **equivalent** economic development plan

- CEDS is a "regional roadmap" for economic planning
- Document CEDS alignment in your Project Narrative and/or through a letter of support from your local EDD
- Find your Economic Development District (EDD): <a href="http://www.statsamerica.org/ceds">http://www.statsamerica.org/ceds</a>
- No EDD for your area? contact your EDA representative at www.eda.gov/contact/







# **Concept Proposal: Economic Opportunity and Metrics of Success**

These online
resources can help
to analyze,
quantify, and
present key data
on the economic
conditions, assets,
industry trends,
and growth
opportunities for
your project area
and cluster.



<u>National Economic Resilience Data Explorer</u>: Helps applicants view key economic indicators aligned to EDA eligibility and investment priorities. View data on industry concentration, workforce, economic risks and equity issues, pandemic impact and other conditions facing your region.

- <u>Stats America:</u> This portal houses a variety of tools useful for <u>Measuring Distress</u> based on an area's unemployment and income levels, building regional data profiles (<u>THE</u> <u>REGIONIZER</u>) and exploring knowledge-based clusters (<u>Innovation Index 2.0</u>.)
- <u>US Cluster Mapping:</u> On this site, users can view a registry of industry clusters across
  the country and explore data by region and by cluster.
- <u>Census Business Builder, Edition 3.4:</u> This US Census Bureau tool includes a new Industry Cluster feature in its <u>Small Business Edition</u> that allows the user to build a cluster of two or more industries and view the data as a map or report.

#### **METRICS** of success

for proposed projects may include anticipated job creation, wage growth, regional GDP growth, reduced unemployment, workers placed in quality jobs, beneficiary population





# 2. Appendix to include: Four Key Elements of a Strong Regional Growth Cluster



- Regional Assets A strong regional growth cluster will identify, make use of, enhance, and/or create regional assets that will support the regional growth cluster's competitiveness.
- Industry Leadership A strong regional growth cluster will demonstrate strong alignment with existing or prospective industry needs and strong leadership from the private sector, aligned to the coalition's vision.
- Sustainability A strong regional growth cluster will have a plan to maintain or improve the cluster's economic growth in the years following the ARPA awards.
- Equity A strong regional growth cluster will ensure that the proposed project and broader cluster's benefits are shared across all affected communities.







## 2. Key Elements Appendix: Regional Assets

- List regional assets critical to the success of the regional growth cluster
  - Briefly describe each, including how it will support the cluster (2-5 sentences each)
- If assets listed are managed by an entity that is <u>not</u> a coalition member, a letter of support is recommended
- Review EDA's non-relocation policy in section H.6. of the NOFO







## 2. Key Elements Appendix: Industry Leadership

- Describe the cluster's private sector engagement strategy (up to 1 page)
- **List** the partner employers critical to the success of the regional growth cluster. For each, describe:
  - the engagement the coalition has had with the employer and local labor associations in the 3 months prior to submitting the application;
  - any commitments received from the employer (e.g., hiring commitments, financial investments); and
  - the specific role the coalition expects the employer to play in the cluster
- If possible, include a letter of support from the employer(s) and any labor unions







## 2. Key Elements Appendix: Sustainability

- A succinct draft plan detailing the coalition's proposed plan for the sustainability of the regional growth cluster in the years beyond ARPA funding
- No more than 2 pages







# 2. Key Elements Appendix: Equity

- A succinct draft plan for sharing the benefits of the cluster equitably across all affected communities, both urban and rural, including efforts to reach historically excluded populations, racial minorities, and women
- No more than 2 pages
- Include specific outreach strategies and letters of support from any community or other groups that will support implementation
- Letters of support should articulate the role the groups played in developing the plan









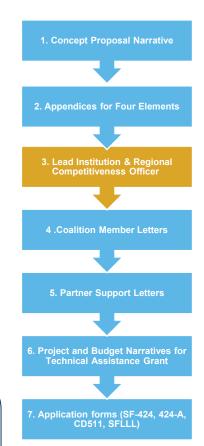
- Identify key coalition member to serve as Lead Institution whose role includes:
  - Acting as the lead applicant for the technical assistance grant in Phase 1, (and as lead applicant for component projects in Phase 2, as appropriate); and
  - Facilitating communication, cooperation, and collaboration between various partners during both Phases



If the Concept Proposal is selected, the Lead Institution receives the technical assistance award







# 3. Regional Competitiveness Officer

- Identify a Regional Competitiveness Officer (or strategy to hire) within the Lead Institution whose duties include:
  - Serving as the central coordinator of new and existing resources to the benefit of regional competitiveness;
  - Convening public, private, academic, and civic leaders around bottom-up competitiveness;
  - Establishing a coordinated line of communication between regional growth clusters and EDA that accelerates collaboration and support; and
  - Ensuring technical assistance provided by EDA and any partners are absorbed effectively within communities.







### 4. Coalition Member Letters

- Documentation showing each coalition member has:
  - Read the application; and
  - Is committed to executing its component(s) of the regional growth cluster
- At least one member of the coalition should be a unit of state or local government – if not, include a letter of their support for the coalition's proposal







## 5. Partner Support Letters

- Letters of support from additional cluster partners
  - Highlights how they plan to support the coalition projects and targeted cluster
  - Should be broadly representative of the economic and social characteristics of the region
  - Make sure letters are signed
- If a coalition does not include at least one unit of local or state government, the applicant must include at least one letter of support from a unit of local or state government







### 6. Narrative for TA Award

### **Technical Assistance Project Narrative**

- Describe key tasks for the technical assistance grant and outputs of those tasks.
- Include a timeline for the proposed scope of work, including start, duration and end dates for the technical assistance

### **Staffing Plan**

- Identify and describe personnel and roles
- Include the Regional Competitiveness Officer or plan to hire
- Indicate % of time each person will devote to the project

### **Budget Narrative**

- Provide description of intended use of funds for each line item corresponding with the budget categories on the SF 424 A
- Up to \$500,000 may be requested
- Matching funds are not required for the Phase 1 award





## **Optional Budget Template for Phase 1 TA**

Authorized Budg									
Column E should match the SF-424A form (t Budget will autopopulate from Budg									
Total Project Budg	Additional Details								
Federal Share (EDA grant funded)	\$0.00								
Non-Federal (Matching) Share		TI				pl (till )	0.00		
Total Project Budget	\$0.00	This table will autopopulate from the Budget Narrative Tab. Please fill out all other tabs.							
Federal Grant Rate (s/b 100%)	#DIV/0!								
		Year 1 Yea		ar 2 Year 3					
Line Item Budget		Federal Share	Non-Federal Share	Federal Share	Non-Federal Share	Federal Share	Non-Federal Share		
Personnel	\$0.00	\$ -		\$ -		\$ -			
Fringe Benefits	\$0.00	\$ -		\$ -		\$ -			
Travel	\$0.00	\$ -		\$ -		\$ -			
Equipment	\$0.00	\$ -		\$ -		\$ -			
Supplies	\$0.00	\$ -		\$ -		\$ -			
						\$ -			
use of funds for each line item						\$ -			
						\$ -			
1 - 1 1   4									

- Description of intende
- Federal vs. Non-federal share allocations
- MUST be consistent with SF-424 and SF-424A

### **Staffing plan:**

- Identify and describe personnel and roles
- Time and salary dedicated to the project

#### Timeline:

Gantt Chart may be helpful





# \$500K Phase 1 TA Grant Lifespan

12 to 24-month performance period anticipated but may vary based on each finalist's needs

Dec 2021
50-60
regional
clusters
selected to
receive up
to \$500K
TA grant

## Develop Full Application: Activities may include:

- Onboard Regional Competitiveness Officer
- Develop design & engineering studies\*\*
- Map assets
- Engage community & employers,
- Convene regional meetings
- Build coalitions
- Develop equity & sustainability plans
- Secure commitments
- Submit Phase 2 applications

Primary Deliverable Ongoing Technical Assistance

20-30 selected regions begin Phase 2 implementation.

Help non-selected regions mature projects for other funding sources

#### Activity may include:

- Regional Competitive Officer continues work
- Continue regional meetings
- Mature project ideas
- Integrate asset, GIS & other reports
- Implement equity & sustainability plans
- Align regional plans
- Coordinate resources



\*\* Refer to <u>NOFO</u> Section H for restrictions on procurement that may prohibit contractors from competing for the final procurement





# 7. Forms for the Technical Assistance Grant

SF-424 Organization Information

Form CD-511
Certification Regarding
Lobbying

SF-424A Budget Information

SF-LLL
Lobbying Certification
(if applicable)

Articles of incorporation, current certificate of good standing, and bylaws (if applicable)

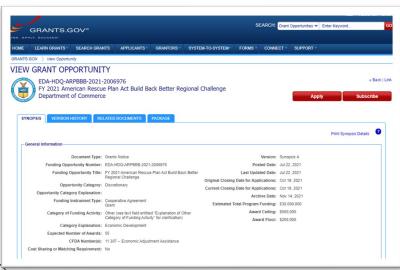


EDA Customer Support Module: <a href="https://eda.gov/arpa/resources">https://eda.gov/arpa/resources</a>



## Fill Out Your Application on Grants.gov

Notice of Funding Opportunity available on <u>Grants.gov</u>



- After submitting the Concept Proposal, it undergoes a validation process through <u>Grants.gov</u>:
  - Applications may be accepted or rejected by the system
  - Applications that contain errors will be rejected and will not be forwarded to EDA
  - Applicants must correct any errors before Grants.gov will accept the application
  - Validation may take 24 to 48 hours





# Coordinated Projects Set Clusters Up for Success



Projects should aim to collectively address the following outputs and outcomes:

- Develop a long-term transformational vision and execution plan for a region's industry
- Integrate efforts across diverse stakeholders and communities
- Advance equity and support economically disadvantaged communities
- Increase regional innovation and entrepreneurship capacity
- > Foster and grow a workforce for industry
- Build assets and infrastructure for growth
- Catalyze private sector investment and tangible outcomes for regional growth

All projects should be coordinated such that the result is more than the sum of their parts.

NOFO, Section A.1.c





### **Overview of Award Timeline**



Oct 19, 2021

Phase 1 applications due



**Dec 2021** 

Phase 1 technical assistance awards made

Finalists work on Phase 2 applications using Phase 1 TA awards



Mar 15, 2022

Phase 2 applications due



**Sept 2022** 

Phase 2 implementation project awards made



**Sept 30, 2022** 

Statutory deadline – all funds must be obligated



May 31, 2027

Period of performance must end to allow for close out





## **Frequently Asked Questions**



### Are co-applicants allowed in this competition?

Only the Lead Institution may receive a Phase 1 technical assistance grant, although the Lead Institution may subaward portions of that grant to other eligible coalition members.

Co-applicants are permissible for Phase 2 implementation proposals, but should be limited to the coalition members who will perform the implementation component project and any other eligible entities that are required for project performance, such as the owner of necessary real estate property.





### Can my organization serve as a Lead Institution or coalition member on more than one application in this competition?

An eligible entity may be included as a coalition member to implement distinct projects under more than one application. The capacity of such coalition members to undertake multiple projects to support different regional growth clusters, and their likelihood to complete all projects on time and within budget should be addressed in each applicant's Concept Proposal.

Given the central coordinating and collaborative role required for the coalition's Lead Institution, it may be unlikely that the same organization could successfully serve in this central capacity for multiple Build Back Better Regional Challenge coalitions.





# How should we consider match requirements as we approach each Phase?

While Phase 1 technical assistance grants do not require match, there will be a ~20% match required for Phase 2 projects, which should be considered as applicants submit Phase 1 proposals.





# What project costs are eligible for funding under Phase 1 of this competition?

Uses of the Technical Assistance award can include:

- Component Project Application Readiness Funding may be used to develop architectural, environmental, and engineering plans for implementation component projects.
- Equity Funding should help coalition members mature plans and strategies to reach historically excluded populations, racial minorities, and women
- Regional Economic Competitiveness Officer Funding should support the creation of a Regional Economic Competitiveness Officer to serve as a coalition leader and liaison to EDA and to other federal agencies.
- Create long-term infrastructure Technical assistance efforts should benefit the regional growth cluster long after Phase 2 application submission





### Are there restrictions on using contractors procured under the Phase 1 Technical Assistance grant in the implementation projects that EDA may fund in Phase 2?

Yes. The Procurement Standards of the Uniform Guidance at 2 C.F.R. 200.317 – 200.327 govern all procurements under the BBBRC, and these include certain restrictions that may exclude contractors - such as a professional engineer or architect that undertakes preliminary design activities for a project - from bidding on the same work under an EDA award.

Please see section H.3 of the BBBRC NOFO (pg. 43) "Notice of Government-wide Procurement Restriction."



Visit EDA's Build Back Better Regional Challenge FAQs for additional guidance on procurement topics issue or reach out to your regional POC with any questions.



# Can my coalition use Phase 1 Technical Assistance funds past the Phase 2 deadline even if my coalition's projects are not selected for Phase 2 awards?

Yes. If the region is not selected in Phase 2, this funding could be used to mature the projects for future funding opportunities at EDA or other agencies and support other activities that could lead to increased regional economic competitiveness.

If the region is selected in Phase 2, the Phase 1 technical assistance grant funds may go towards additional planning activities that support the approved Phase 2 implementation projects.





# Can a state or other partner organization support <u>more than one</u> Build Back Better Regional Challenge application?

Yes. EDA encourages regional applicants to demonstrate strong collaboration with state government partners, as well as with local government, private sector, labor, and community-based organizations. Cluster activities that are well coordinated and strategically aligned with state economic development priorities and resources are well positioned to foster long term growth and sustainability.

EDA expects the competition for Build Back Better Regional Challenge to be strong, and encourages governors, state agencies and other partners to consider applicant projects in the context of their statewide plans and initiatives for regional recovery, and to work with lead institutions for each coalition to provide a compelling letter of support as part of a competitive application for assistance during the Concept Proposal, and subsequent Full Application phase.







### **Additional Resources**



## **EDA Regional Offices**

#### Seattle:

American Samoa Guam Federated States of Micronesia Palau Marshall Islands Commonwealth of the Northern Mariana Islands





- Connect with the EDA Economic Development Representative for your state with project-specific questions: <a href="https://eda.gov/contact">https://eda.gov/contact</a>
- Email general questions to the <a href="mailto:BuildBackBetter@eda.gov">BuildBackBetter@eda.gov</a>



Resource:	Link:
NOFO	https://www.grants.gov/web/grants/view- opportunity.html?oppId=334735
Program Overview (One-Pager)	https://eda.gov/files/arpa/one-pagers/EDA_ARPA_BBB-One-Pager.pdf
Application Checklist	https://eda.gov/files/arpa/build-back- better/BBBRC-Application-Checklist.docx
FAQs	https://eda.gov/arpa/build-back-better/faq/
Optional Staffing & Budget Template	https://eda.gov/files/arpa/build-back- better/BBBRC-TA-Award-Staffing-and-Budget- Template.xlsx
Webinar Overview & Slides	https://eda.gov/news/media/2021/08/02/build- back-better-arpa.htm https://eda.gov/files/arpa/webinars/Build-Back- Better-webinar-slides.pdf
General Customer Support	https://eda.gov/arpa/resources/





## **Important Deadlines & Resources**

### Phase 1 Application Deadline:

October 19, 2021 @ 11:59 pm EST

### **Grants.gov Funding Opportunity Number:**

EDA-HDQ-ARPBBB-2021-2006976

Website: <a href="https://eda.gov/arpa/">https://eda.gov/arpa/</a>

Email: BuildBackBetter@eda.gov







Thank you, and good luck!