



Build Back Better Regional Challenge

Economic Development Administration (EDA)

American Rescue Plan Act funding

INVESTING IN AMERICA'S COMMUNITIES

Webinar Notes

- This webinar is designed to complement the BBB Regional Challenge NOFO
- Please enter questions into the Q&A box, not the chat box
- Presentations and Frequently Asked Questions will be posted on EDA's ARPA website soon



Visit www.eda.gov/arpa to learn more about EDA's American Rescue Plan programs.

EDA's Mission

To lead the federal economic development agenda by promoting innovation and competitiveness, preparing American regions for growth and success in the worldwide economy.

- Increase America's global ECONOMIC COMPETITIVENESS
- Support COMMUNITY-LED ECONOMIC DEVELOPMENT
- Help communities develop RESILIENT AND AGILE local economies



\$3 billion in American Rescue Act funding to Invest in America's Communities

This **historic investment** will support bottom-up economic development focused on advancing equity, creating good-paying jobs, helping workers to develop in-demand skills, building economic resilience, and accelerating the economic recovery for the industries and communities hit hardest by the coronavirus pandemic.

EDA investments made under the American Rescue Plan will support the Biden-Harris Administration's commitment to **build the American economy back better and stronger**.



\$3 billion in American Rescue Plan funding to invest in:

Jobs for Today



*Good Jobs Challenge
Travel, Tourism, &
Outdoor Recreation*

Communities Built for All



*Economic Adjustment Assistance
Indigenous Communities
Coal Communities Commitment*

Regions for the Future



Build Back Better Regional Challenge
Statewide Planning, Research, & Networks



\$1 billion to Build Back Better

Transform economically distressed communities through substantial investment in regional growth clusters

Support Regional Growth Clusters

Fund infrastructure, workforce, entrepreneurship, planning, and more to grow a regional industry or industries

Regional “Moonshot”

Build more inclusive, dynamic regional economies for the future through innovative strategies

Coal Communities Commitment

Award at least \$100M of the \$1B in available funding to coal communities



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 **local Comprehensive Economic Development Strategy (CEDS)** or equivalent for every area it will serve

EDA is not authorized to provide direct financial assistance to individuals, small businesses, or for-profit entities under the BBB Regional Challenge



BBB Regional Challenge

Program Intent: Transform regional economies and supercharge business / regional growth clusters through a collection of collaborative, aligned projects designed to grow new industries and scale existing ones.

Regional Growth Cluster: Several entities working together to grow a regional economy through the growth of an existing or creation of a new regional industry.

Grants would support the following types of activities:

Workforce	Entrepreneurship	Planning	Infrastructure
Start and grow workforce development programs to support the needs of industries	Support entrepreneurs to commercialize technologies for industries of the future	Create and scale visionary goals, partnerships, and plans for the future	Build the roads, grids, fiber, and “bricks” that will enable all communities to thrive

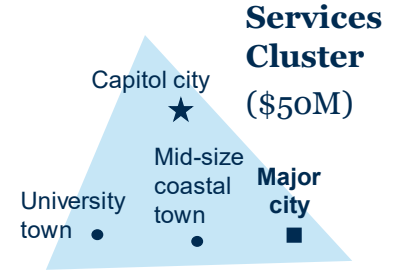
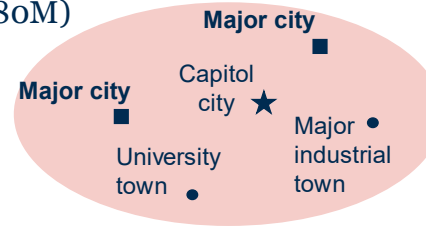


BBB Regional Challenge

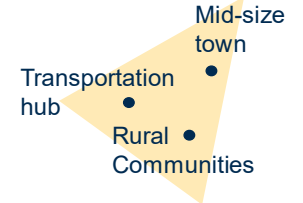
Transform economically distressed communities through substantial investment in regional growth clusters

- Proposals should include regional coalitions, industry support, and high-impact projects with a shared vision for a regional growth cluster
- One key coordinating entity per region
- 3-8 projects per regional cluster
- \$100M to the *Coal Communities Commitment*

Manufacturing Cluster
(\$80M)



Ag-tech Cluster
(\$25M)



Projects can include:

Planning | Infrastructure | Workforce | Entrepreneurship



Two-Phased 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 implementation 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. EDA will refer compelling projects to other agencies.



Phase 1: BBB Regional Challenge

Phase 1 grants provide technical assistance to finalize component project proposals and strengthen regional clusters (~\$500,000 per finalist)

- July 23, 2021:** Notice of Funding Opportunity posted
- Oct. 19, 2021:** Phase 1 applications due
- Dec. 2021:** 50-60 Regional Clusters selected for technical assistance grants

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
- Lead institutions *do not* need to lead every project in the coalition, but must serve as a convener and leader for the regional growth cluster's efforts and partners



Technical Assistance Success

- **Application Readiness** – Funding may be used to develop architectural, environmental, and engineering plans for implementation 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 II application submission.



Phase 2: BBB Regional Challenge

Phase 2 grants provide funds to implement strategy and component projects developed in Phase 1

Project Expectations

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

November 2021 – March 2022: Phase 1 awardees use technical assistance grants to develop and submit Phase 2 applications with a clear regional strategy and implementation plan that requires funding

March 15, 2022: Phase 2 applications due

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

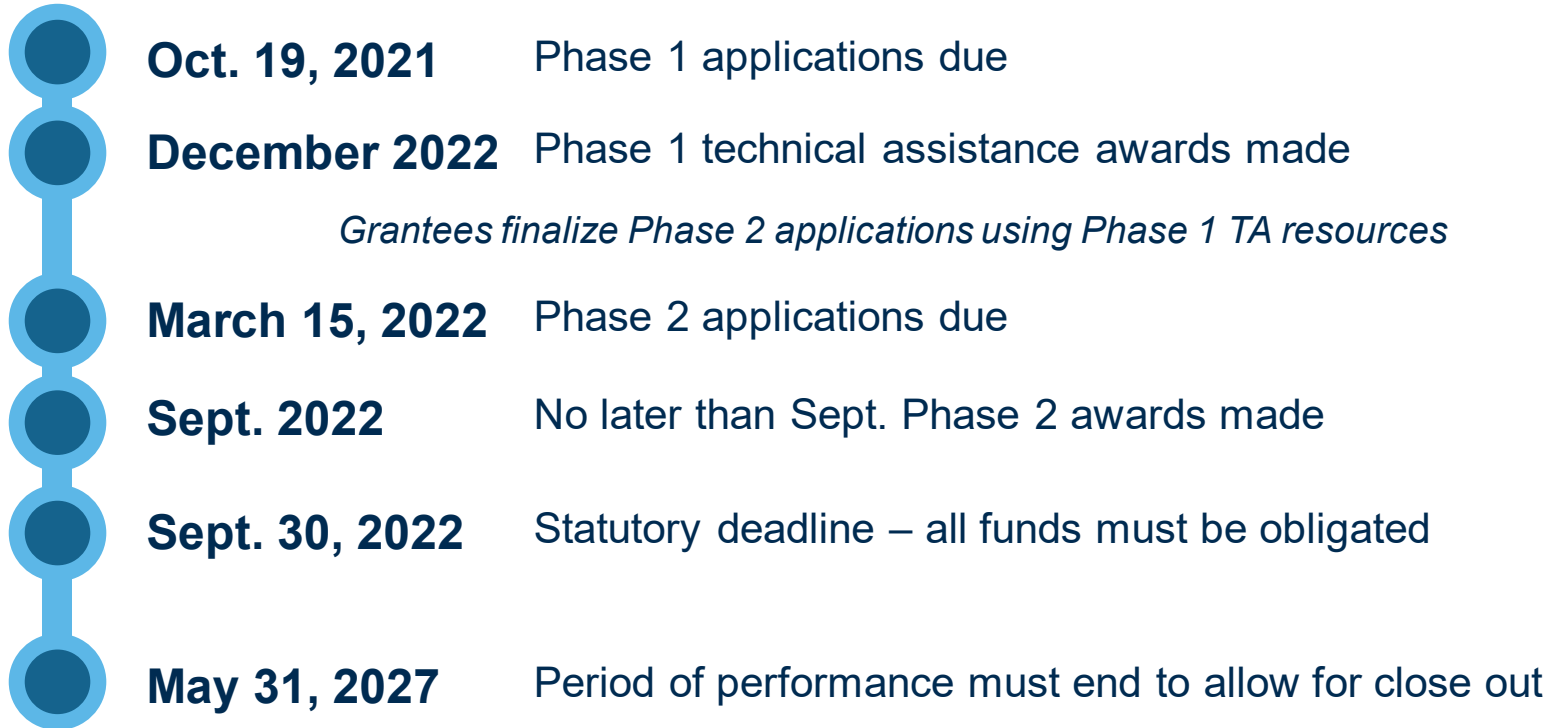


Examples of Key Elements of Success

- **Regional Assets** – Identifies, makes use of, enhances, and/or creates regional assets that will support the regional growth cluster’s competitiveness. Regional assets might include basic infrastructure (e.g., broadband), existing competitive advantages (e.g., access to the ocean, research universities), and newly proposed projects to catalyze economic growth (e.g., a new training facility).
- **Industry Leadership** – Aligns the coalition’s vision with existing or prospective industry needs and strong leadership from the private sector. This could include employer commitments to job creation in the region, expected private sector investments, and the coalition’s private sector engagement strategy.
- **Sustainability** – Plans to maintain or improve the cluster’s economic growth in the years following the American Rescue Plan awards.
- **Equity** – Ensures that the proposed projects’ and broader cluster’s benefits are shared across all affected communities. EDA encourages efforts to reach historically excluded populations, racial minorities, and women.

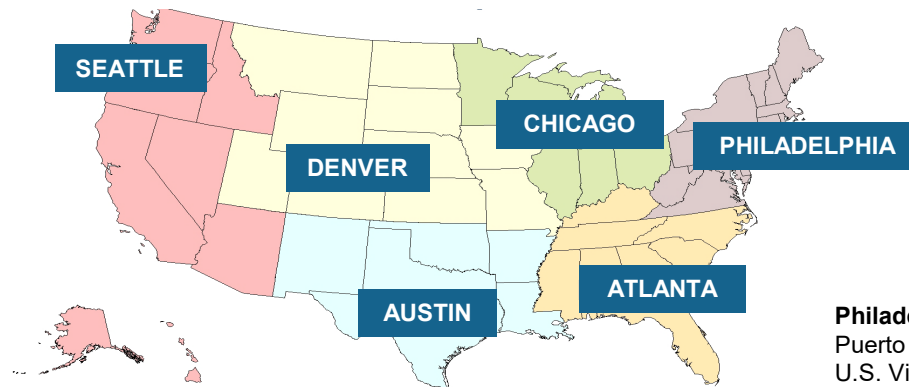


Overview of Award Timeline



Next Steps to Apply

1. **Read the Notice of Funding Opportunity (NOFO) and Eligibility Requirements:** <https://eda.gov/funding-opportunities/>
2. **Find your Economic Development District for planning support and technical assistance:** <https://eda.gov/resources/directory/>
3. **Email your questions** about the American Rescue Plan Build Back Better Regional Challenge to BuildBackBetter@eda.gov



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

Philadelphia:
Puerto Rico
U.S. Virgin
Islands



Questions?

- Does EDA have a preference on what type of entity should lead the coalition and the application process for Phase 1?
- Can my organization submit proposals to this program and another EDA program?
- Can proposed projects support multiple industries?
- How large should my regional growth cluster be, and how much funding should we pursue?



Visit www.eda.gov/arpa to learn more about the American Rescue Plan programs and find contact information for each.

Questions?

- Can we propose multiple similar projects, such as two infrastructure projects and three types of entrepreneurship projects?
- Can organizations lead multiple projects within a regional growth cluster?
- What activities can the Phase 1 TA grant support?
- What is a Regional Economic Competitiveness Officer?



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What activities will the BBB Regional Challenge fund?

EDA can provide funding to support a range of non-construction and construction activities.

Construction activities include:

- Industrial parks;
- Shipping and logistics facilities;
- Business incubators and accelerators;
- Brownfield redevelopment
- Technology-based facilities;
- Transportation enhancements;
- Water and sewer system improvements; and
- Telecommunications infrastructures

Non-construction activities include:

- Design and engineering;
- Technical assistance;
- Economy recovery strategy development;
- Entrepreneurial support;
- Workforce training;
- New academic curricula;
- Market feasibility studies; and
- Capitalization of revolving loan funds (RLFs)