



# **FY25 Disaster Supplemental Notice of Funding Opportunity**

**Industry Transformation Path:**  
*The Overarching Narrative:  
Describing Your Projects and  
Regional Transformation*

January 29, 2026

# Objectives & Agenda

---

## Objectives

- Understand the importance of the Overarching Narrative and what reviewers are looking for in it.
- Receive tips for thinking about sharpening your story in the Overarching Narrative.

## Agenda

1. Context for Today's Webinar
2. Application Structure
3. What is the Overarching Narrative
4. Overarching Narrative Sections
5. Housekeeping

# Context for Today's Webinar



U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

# EDA's Disaster Funding Objective

---

The FY 2025 Disaster Supplemental Grant Program is not just about rebuilding—it's about **transforming local economies after a disaster**, with an emphasis on improving communities' economic outcomes and resilience to future disasters.

## Industry Transformation Path Objective:

Accelerate the pace and scale of developing **new sectors** or the growth of **existing sectors** through **large-scale, catalytic** grants to support the implementation of **coordinated projects**.

# Three Funding Pathways

Readiness	Implementation	Industry Transformation
<p>Non-construction grants: ~ \$250,000 - \$500,000</p> <p><i>Deadline: Applications accepted on an ongoing (rolling) basis.</i></p>	<p>Non-construction grants: ~\$100,000 - \$5 million</p> <p>Construction grants: ~\$2 million - \$20+ million</p> <p><i>Deadline: Applications accepted on an ongoing (rolling) basis.</i></p>	<p>A <b>portfolio</b> of 3 - 5 construction or non-construction grants: ~\$20 million - \$50 million total</p> <p><i>Deadline: Tuesday, March 3, 2026 at 5 PM Eastern Time</i></p>

# FY25 Disaster Webinar Series

Webinar 1	Webinar 2	Webinar 3	Webinar 4	Webinar 5
NOFO Overview	Readiness Path Overview	Implementation Path Overview	Industry Transformation Path Overview	Applying in EDGE

Webinar 6 (Today)	Webinar 7 (Thurs 2/5 @ 1pm ET)	Webinar 8 (Thurs 2/12 @ 1pm ET)
Industry Transformation – The Overarching Narrative	Industry Transformation – Governance	Industry Transformation – Applying in EDGE

All webinar recordings and decks are posted on [eda.gov/strategic-initiatives/disaster-recovery/supplemental/2025](https://eda.gov/strategic-initiatives/disaster-recovery/supplemental/2025).

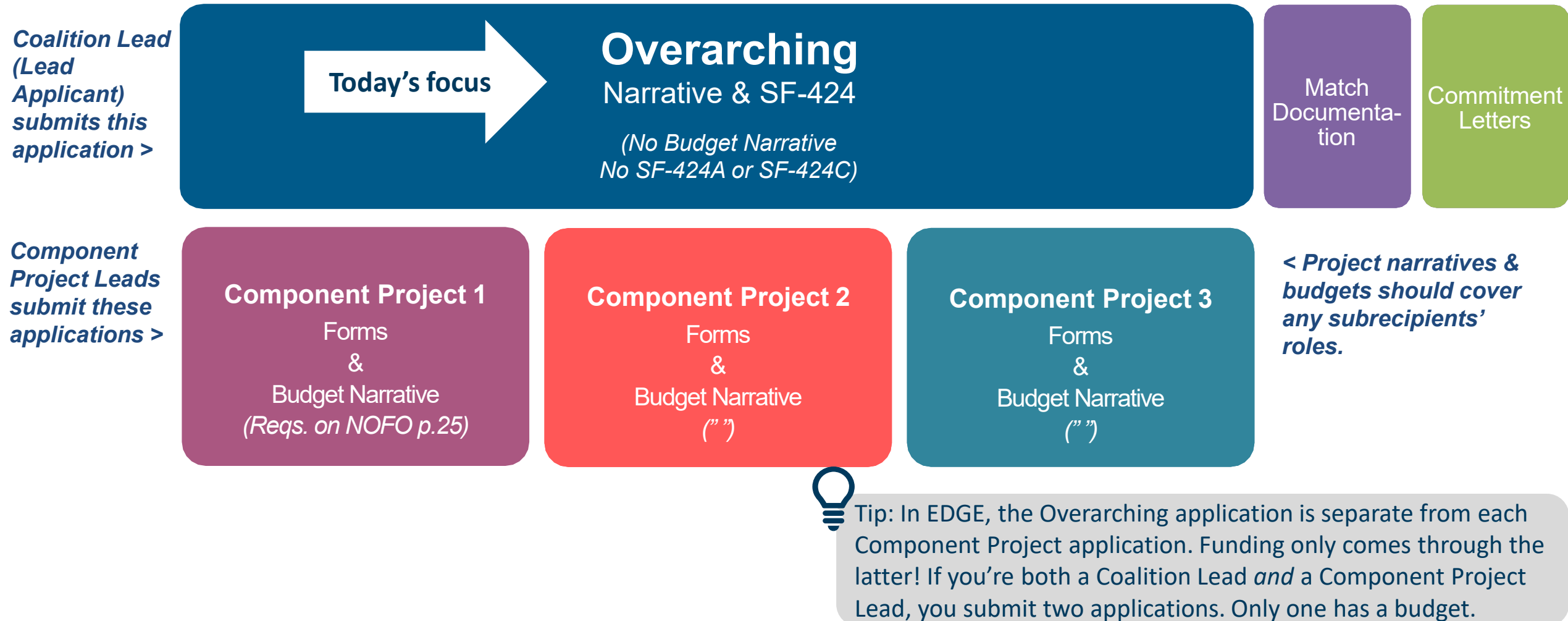
# Application Structure



U.S. ECONOMIC DEVELOPMENT ADMINISTRATION



# Path 3 Application Structure in EDGE





# **What is the Overarching Narrative?**



U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

# What is the Overarching Narrative?

*Takeaway: This is your opportunity to tell a cohesive story, bringing your compliance documents to life.*

- **The Overarching Narrative is a strategic storytelling document.**
- It includes both your near-term actions and your long-term, transformational strategy as a coalition.
- Tell us: How will EDA funding (alongside commitments) fundamentally accelerate the economic trajectory of your region and lead to transformation?
- Tell us: How do your 3-5 projects create impact greater than the sum of their parts?

# Overarching Narrative Do's & Don'ts

---

## ■ DO

- Tell a **cohesive** story.
- Be **clear** and **specific**.
- Be **legible** to multiple readers, even those that aren't familiar with what you're doing. (*Can you explain it at the kitchen table?*)

## ■ DON'T

- Use jargon.
- Describe why your region is special based on atmosphere or subjective anecdotes. (*Base it in assets, evidence, and analysis.*)
- Overpromise. (*We're going to expect you to deliver.*)



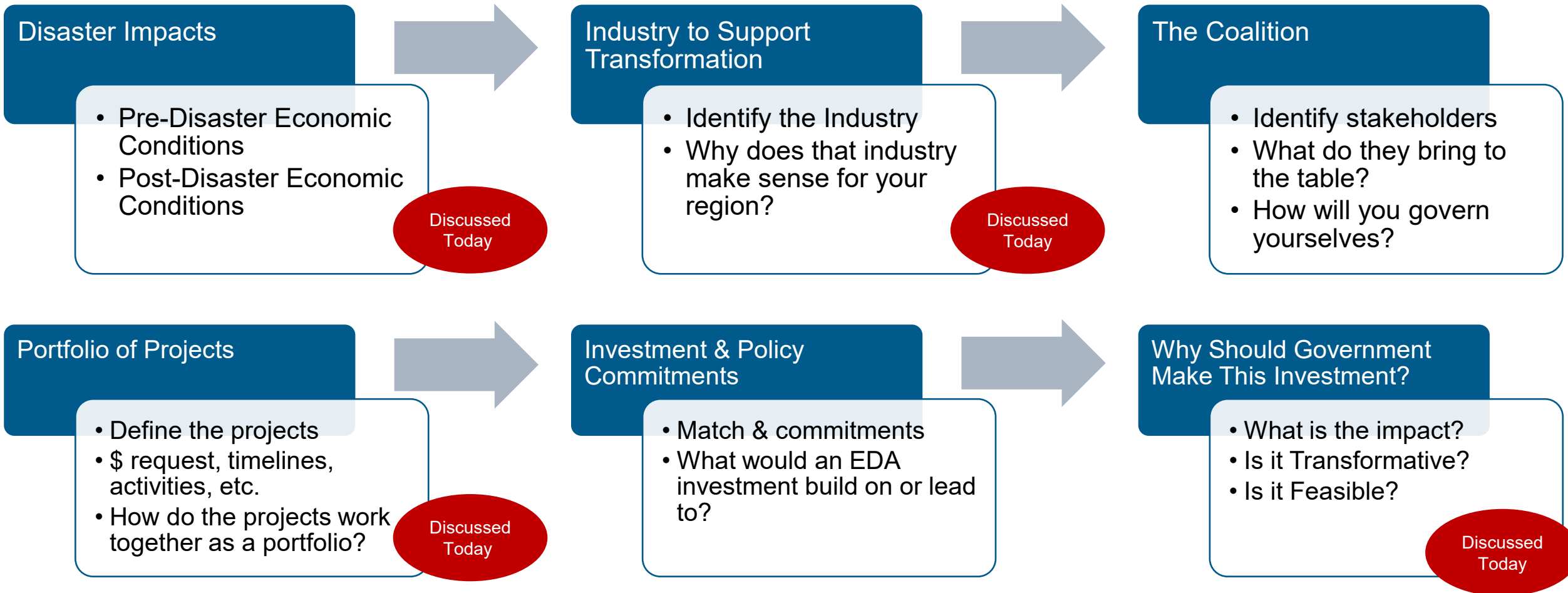
Tip: Have a layperson read your final draft.

# Competitiveness – Evaluation Criteria

*Takeaway: This is how your application will be reviewed comprehensively.*

Application Evaluation Criteria	Weight of Score
<ol style="list-style-type: none"> <li><b>1. Disaster Recovery and Community Need</b> - Clearly articulates an understanding of community's disaster recovery needs</li> <li><b>2. Project Strategy</b> – Project addresses community's disaster needs and the objectives of the Industry Transformation Path</li> <li><b>3. Feasibility</b> - Is likely to succeed?</li> <li><b>4. Coalition Strength</b> – How well prepared is the coalition?</li> </ol>	<b>2/3 of total score</b> (divided evenly across four criteria)
<ol style="list-style-type: none"> <li><b>5. Performance Goals and Measures of Success</b> – Is impactful in driving economic recovery and helping to move the community toward project readiness?</li> </ol>	<b>1/3 of total score</b>

# Disaster Path 3 Story Board



*These considerations are offered to inspire application development. Refer to the NOFO for specific requirements of application.*

# Overarching Narrative Sections



U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

# Overarching Narrative Sections

---

**Ten Pages, Eight Subsections:**

See NOFO p.47

- 1. Executive Summary**
- 2. Disaster Impact**
- 3. Coalition and Stakeholders** – *Next week's webinar*
- 4. Proposed Projects**
- 5. Industry Transformation Impacts**
- 6. Investment & Policy Commitments** – *Next week's webinar*
- 7. Local or Regional Strategic Vision**
- 8. Feasibility**



# 1. Executive Summary

---

**The Executive Summary states the coalition's overall vision for projects, activities, outcomes.**

■ **Include:**

- Project Title
- Summary of overarching plan and approach
- Goals
- Coalition geography
- Coalition members and roles

## 2. Disaster Impact

*Takeaway: Strong applications center on forward-looking transformation, not solely on past damage.*

- **Describe your region's economic conditions prior to the disaster(s), e.g.:**
  - Primary sectors, industries, businesses
  - Unemployment rate
  - Labor force participation rate
  - Average wages/salaries according to sector/position
  - County GDP
- **Outline the disaster(s) and associated disruptions, e.g.:**
  - Businesses damaged or destroyed
  - Resulting loss of employment, total jobs/positions
  - Resulting loss of wages and local/regional spending power,
  - Resulting impact on overall local/regional economy (actual and projected)
  - Post-disaster unemployment rate
  - Projected loss of productivity/profit by sector/industry



Tip: Be evidence-based in describing pre- and post-disaster conditions.

## 4. Proposed Projects

*Takeaway: Your chosen sector should be justified throughout your application.*

### **Identify the economic sector(s) the component projects will support.**

Beyond merely stating the sector, your application should show that it:

- **Utilizes your region's existing assets.**  
*Section 7: Local or Regional Strategic Vision*
- **Is leveraging private investment.**  
*Section 3: Coalition & Stakeholders & Section 6: Investment & Policy Commitments*
- **Can create widespread opportunity for job seekers and new firms.**  
*Section 5: Impacts*
- **Can enable you to compete in domestic and global markets.**  
*Section 5: Impacts*

See NOFO p.11



Tip: Tie all your proposal content together to build your case. Your sections should “talk” to each other.

## 4. Proposed Projects, cont'd

*Takeaway: Be specific so reviewers truly understand how the money will be used.*

### For each project, describe:

- **Who** is responsible for delivering and who uses the outputs.
- **What** the specific activities are; what the inputs and end-products (or services)
- **Where** the project will take place.
- **When** you will meet interim milestones.
- **How** the project will connect to other projects.

## 4. Proposed Projects, cont'd

*Takeaway: Projects should be coordinated to create impact greater than the sum of their parts.*

### Examples of interconnections across projects:

1. **Pooled Assets and Resources** Share these across projects.
2. **Interoperability:** Use common standards so results work together and scale beyond individual projects.
3. **Risk Diversification and Spillover Learning:** Share lessons learned to reduce risk and speed progress.
4. **Input–Output Linkages/Handoffs:** Outputs from one project feed into others as products or firms advance.
5. **Collective Leverage:** Create conditions that multiply impact, such as shared or reinforcing commitments.
6. **Cross-Promotion:** Coordinate visibility to attract partners and expose projects to new industries.



Tip: Complementarity and reinforcement across projects strengthens the case for funding the full portfolio.

# 5. Industry Transformation Project Impacts

## Required Outputs & Outcomes Table: See NOFO p.49

Baseline	Coalition Outputs (1-3 years)	Intermediate Outcomes (3-5 years)	Long-term Outcomes (5-10 years)	Overarching Goal(s)
What is the current starting point or baseline?	What are the key deliverables resulting from Coalition activities?	What measurable results demonstrate early progress?	What measurable results clearly demonstrate the coalition is achieving its goal(s)?	What broader goal(s) do the long-term outcomes contribute to?  How will the Coalition know if the region's economy is transformed?

**Outputs =**  
specific deliverables  
from activities.

**Outcomes =**  
measurable changes  
resulting from  
outputs.



Tip: Include both the most important *component* project outputs/outcomes, plus *overarching* outputs/outcomes.

## 5. Industry Transformation Project Impacts, cont'd

*Takeaway: Your proposed outputs and outcomes are the core basis for EDA funding—define them carefully and credibly.*

**All outputs/outcomes metrics should be:**

- **Transformative.** *Think about where you are now vs. where you need to be in 3, then 5, then 10 years.*
- **Realistic.** *We'll expect you to deliver, and you'll report on your progress semi-annually.*
- **Defensible.** *We might ask you how you arrived at them.*
- **Align logically** across projects. *Show us you won't work in silos.*
- **Specific.** *Put a numeric goal to every metric.*



Tip: Budget staff time for data collection & data infrastructure management.



## 7. Local or Regional Strategic Vision

*Takeaway: Your proposal should reflect a clear connection to your CEDS,\* demonstrating that it's grounded in existing regional priorities.*

- Explain how the project portfolio aligns with the goals of the region (including the CEDS) or multi-regional goals and plans.
- A plan disconnected to a CEDS is a red-flag. It indicates that key regional partners are not working towards the same goals.
- Explain how the project aligns with EDA's economic recovery priorities.  
*See NOFO page 14-15 for definition*

*\*or CEDS-equivalent plan*

## 8. Feasibility

*Takeaway: Seal the deal. Make your case for EDA funding airtight.*

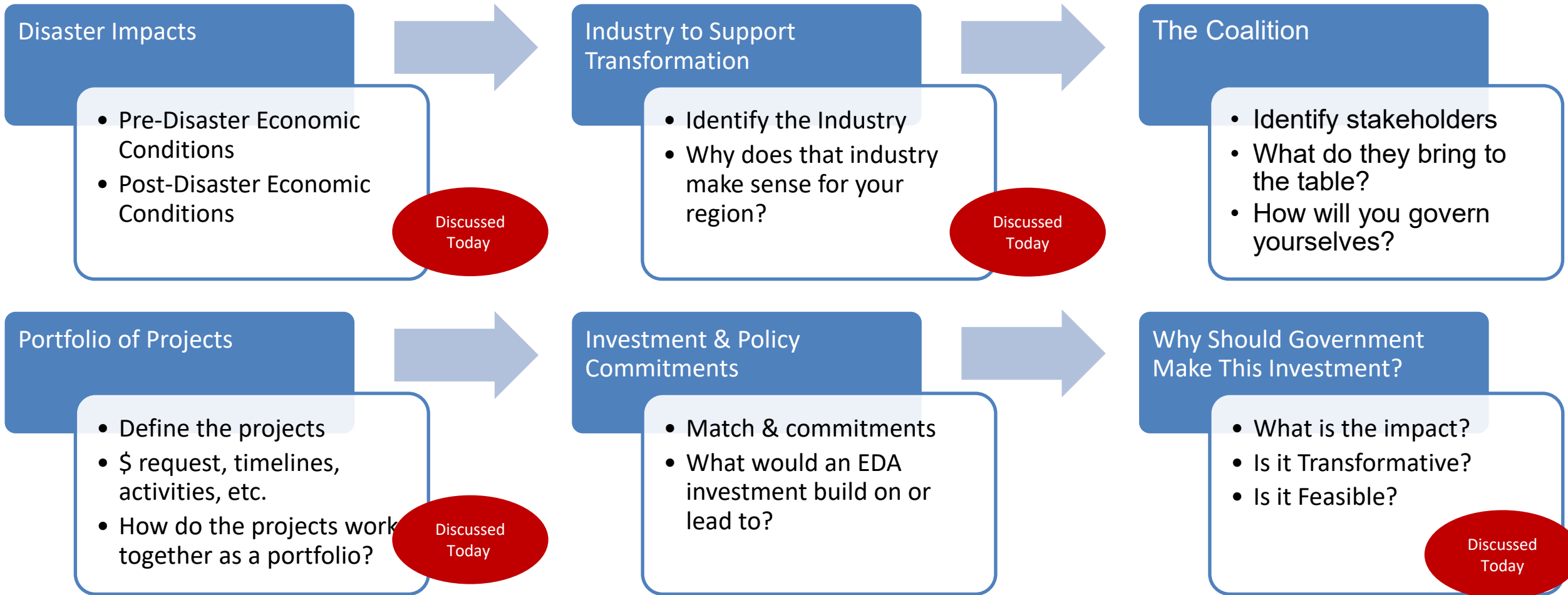
**Explain how the portfolio of component projects will be able to succeed:**

- **Organizational capacity** – *Discussed next webinar.*
- **Private Sector Participation** – *Discussed next webinar.*
- **Realistic project completion timeline** – *See Outputs & Outcomes.*
- **Applicant's previous experience** managing similar grant resources, implementing similar projects, and the results.



Tip: Managing \$20-\$50 million and a coalition of stakeholders isn't easy. Tell us your track record that shows you can do it.

# Disaster Path 3 Story Board, revisited



*These considerations are offered to inspire application development. Refer to the NOFO for specific requirements of application.*

# Housekeeping



U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

# FY25 Disaster Webinar Series

Webinar 1	Webinar 2	Webinar 3	Webinar 4	Webinar 5
NOFO Overview	Readiness Path Overview	Implementation Path Overview	Industry Transformation Path Overview	Applying in EDGE

Webinar 6 (Today)	Webinar 7 (Thurs 2/5 @ 1pm ET)	Webinar 8 (Thurs 2/12 @ 1pm ET)
Industry Transformation – The Overarching Narrative	Industry Transformation – Governance	Industry Transformation – Applying in EDGE

All webinar recordings and decks are posted on [eda.gov/strategic-initiatives/disaster-recovery/supplemental/2025](https://eda.gov/strategic-initiatives/disaster-recovery/supplemental/2025).

# EDA's Commitment to Assisting Applicants

- Read the full NOFO
- Read the FAQs – new questions soon
- Review the FY25 Disaster webinars
- Engage your Economic Development Representative (EDR)
  - To search for your EDR by state, go to "Find Local Contacts":  
<https://www.eda.gov/contact>

**Thank You**



U.S. ECONOMIC DEVELOPMENT ADMINISTRATION