# Build Back Better Regional Challenge

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

# Today's Agenda

➤ EDA's American Rescue Plan – *Build Back Better Regional Challenge*

➤ Answering Your Questions: Phase 1 Concept Proposals

➤ Additional Resources

**Phase 1 Concept Proposal due October 19, 2021**

eda.gov/arpa/build-back-better/

| 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 | Accelerate communities impacted by COVID-related travel and tourism decline through state grants ($510M) and competitive grants ($240M) | |
| 4 | **Economic Adjustment Assistance** $500M | Invest in infrastructure, technical assistance, planning, and revolving loan programs through competitive grants available to every community | |
| 5 | **Indigenous Communities** $100M | Additional Economic Adjustment Assistance funds to specifically support Indigenous communities | |
| 6 | **Good Jobs Challenge** $500M | Establish or strengthen regional systems to train workers with in-demand skills through employer-driven training, supporting participants with wrap-around services and employer commitments to hire | |

**www.eda.gov/arpa**

# $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

# 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 **f**or 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

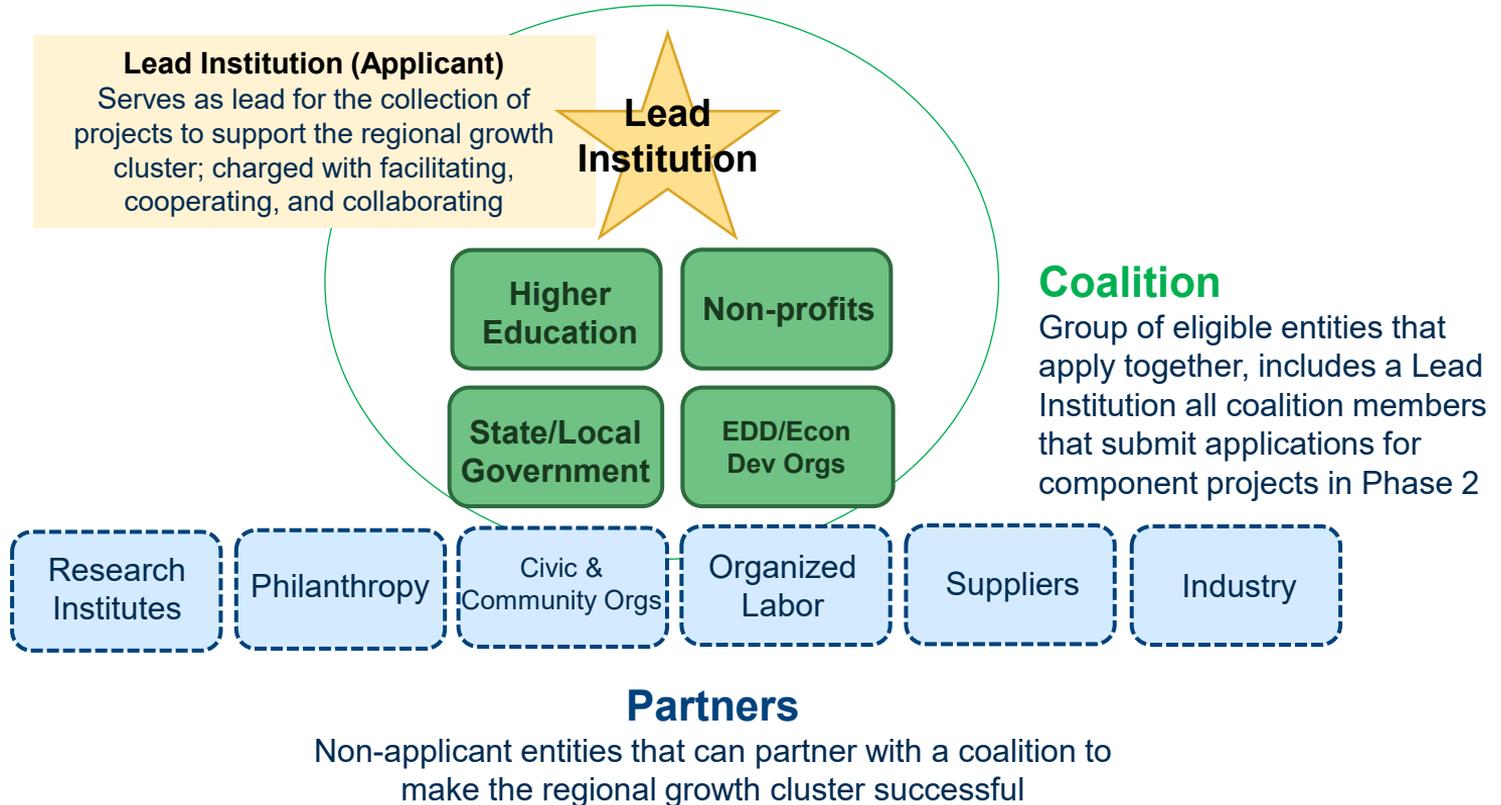| | |
|---|---|
| **Regional Assets** | **Industry Leadership** |
| **Strong Regional Growth Cluster** | |
| **Sustainability** | **Equity** |

All projects should be coordinated such that the result is more than the sum of their parts.
NOFO, Section A.1.c

Key Elements of a Successful Regional Growth Cluster (*NOFO Section A.1.b*)
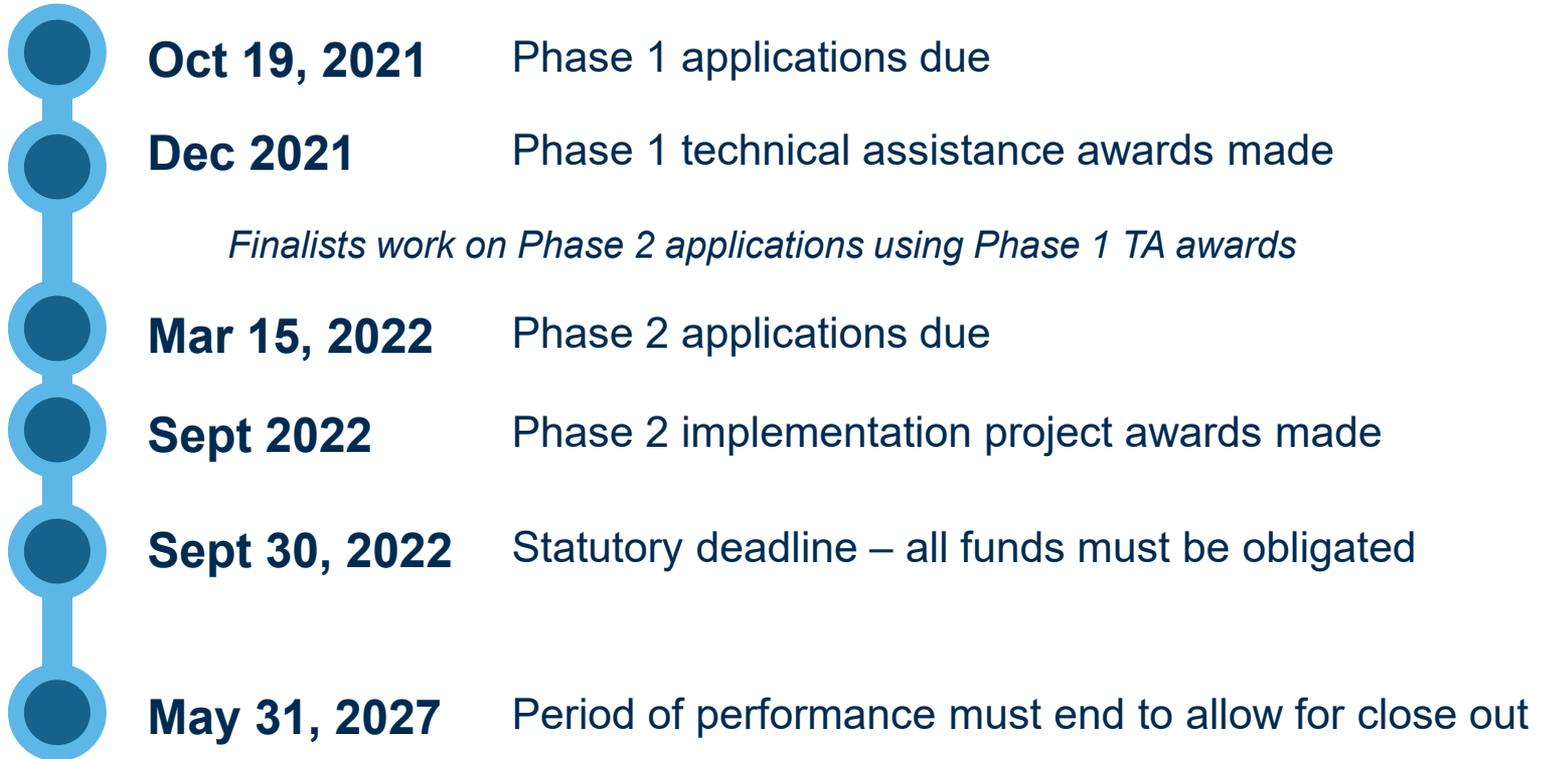
# Cluster Participants

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

**Lead Institution (Applicant)**
Serves as lead for the collection of projects to support the regional growth cluster; charged with facilitating, cooperating, and collaborating

⭐ **Lead Institution**

| Higher Education | Non-profits |
| State/Local Government | EDD/Econ Dev Orgs |

**Coalition**

Group of eligible entities that apply together, includes a Lead Institution all coalition members that submit applications for component projects in Phase 2

| Research Institutes | Philanthropy | Civic & Community Orgs | Organized Labor | Suppliers | Industry |

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

# 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

**Answering Your Questions:
Phase 1 Concept Proposals**

# Who is Eligible to Receive Grants Under this Competition?

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

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

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

# Applications from the Same Industry or Region

- Will EDA accept multiple applications from the same state or region?

- Will EDA accept multiple applications from the same industry cluster?

# What Geographic Footprint Can Our Project Cover?

- Is there a minimum or maximum size we should consider in determining the geographic footprint for our Regional Growth Cluster?

- Can we locate our entire group of projects in a single jurisdiction?

- Can our project have a national scope or footprint?
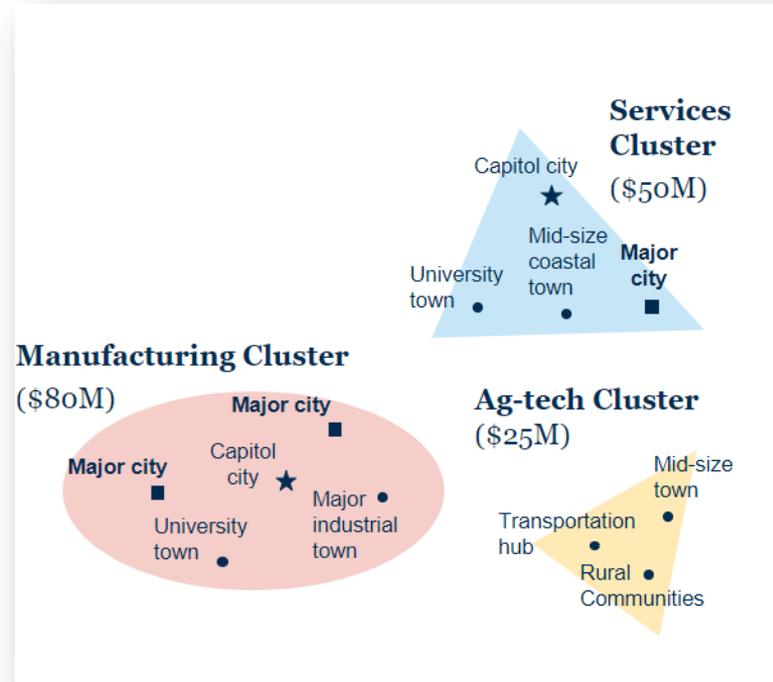
# How will distress be measured?

- What criteria will be used to determine the degree of economic distress in the project region?

- Must all of the component projects be located in a distressed area?

- Are there certain measures or indices that we can use?

NOFO Sections A.1.a, D.2, E.1

# Tools for Measuring Distress

**National Economic Resilience Data Explorer**

Data dashboards for exploring key economic indicators including unemployment, income, GDP, workforce trends, as well as other economic risk and resiliency factors such as COVID-19 and disaster impacts

*StatsAmerica: Measuring Distress*

A fast, simple way to calculate whether a county, region, or neighborhood meets distress thresholds based on unemployment and per capita income.

See more economic development tools from EDA's research and technical assistance partners at: https://eda.gov/resources/tools/

# How Can We Meet the CEDS Requirement?

- How can we ensure that our proposed projects are consistent with a regional CEDS or equivalent economic development plan?

- What if our projects are not included in a CEDS, or there is no EDD for our service area?

- What if the CEDS hasn't been updated to reflect current conditions? Can we still apply?

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

- Find your Economic Development District (EDD): http://www.statsamerica.org/ceds

- No EDD for your area? – contact your EDA representative at www.eda.gov/contact/

NOFO Section A.1.c

# Lead Institution

- Can a lead institution participate in more than one Build Back Better application?

- What is the lead institution's role in both phases of the competition?

- Will the lead institution be responsible to EDA for the component projects that support the cluster?

# Component Projects

- To what extent can projects include several related sub-components?

- If selected for Phase 2, can we include a component project in the Phase 2 Full Application that wasn't listed in my Phase 1 Concept Proposal?

- Must the region's entire group of component projects begin at the same time or have the same period of performance?

# Match Requirements

- Can entities other than the lead institution and members of the applicant coalition contribute to the required match for component projects?

- What documentation must I provide with the Concept Proposal, with respect to the accessibility of matching funds and other complementary investments?

- Will EDA require each component project to meet the match requirement separately, or can the non-federal cost share be met in aggregate by the entire group of projects?

# State Support for Regional Coalitions

- How can a Governor's Office support a regional coalition in this competition?

- Can States provide a letter of support to more than one Build Back Better Regional Challenge applicant?

- Can states use other federal recovery funds to meet the match requirement for this competition?

# Private Sector and Community Support

- Can an industry representative be the lead institution for a Regional Growth Cluster? Can industry be a coalition member?

- How can the private sector support a regional growth cluster?

- How can community and civic institutions that are not applicant organizations support these projects?

# Technical Assistance Award

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

- 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?

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

# $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**

**Ongoing Technical Assistance**

**20-30 selected regions begin Phase 2 implementation.**

**Help non-selected regions mature projects for other funding sources**

Activities 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 NOFO Section H for restrictions on procurement that may prohibit contractors from competing for the final procurement

# What is Required for the Regional Economic Competitiveness Officer?

- Is the Regional Economic Competitiveness Officer expected to work full-time on the project during Phase 1? Or is the position flexible based on the needs and scope of each project?

- Does the Regional Economic Competitiveness Officer position have be funded out of Phase 1 awards, or can the position be funded out of Phase 2 awards?

# Evaluation and Selection Processes

- How will EDA recognize equity considerations in proposals submitted under this competition?

- "Regional Assets," "Industry Leadership," "Sustainability," and "Equity" are named specifically as "key elements of success" in the NOFO but are weighted equally to other review criteria. Are these four elements more important than the others?

# Evaluation Criteria – Concept Proposal

| 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** | • 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 |
| **Feasibility** | • Potential of articulated vision to drive change in identified region and likelihood that individual project components will be complete by September 2027 within budget |
| **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 |

**20 points per category**

NOFO Section E.1.a

# Submitting through Grants.gov

- Where can I get help with Grants.gov?

- Does it matter where I attach specific forms?

# Applicant Checklist for the Ph 1 Concept Proposal

| Documentation | 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. |

# EDA Regional Offices



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

**Philadelphia:**
Puerto Rico
U.S. Virgin Islands

- Connect with the EDA **Economic Development Representative for your state** with project-specific questions: https://eda.gov/contact

- Email general questions to the BuildBackBetter@eda.gov

| 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:** https://eda.gov/arpa/

**Email:** BuildBackBetter@eda.gov

**Thank you, and good luck!**