



Where's the Money and How to Get It

Grant(*loan*)writing 101

Right grant, right time, right project

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Environmental Finance Center,
Syracuse University





There's no such thing as free money

What's more painful: developing local revenue sources or administering a grant?

Is the project a funding priority: both for you and the funding source?

What type of planning have you done, and how do those suggest funding be directed?

- Comprehensive Planning
- Asset Management Planning
- Capital Improvement Planning





Developing your project idea

- See what else is out there; who's doing what...
- Have a chat session. How do we pay for this?
- Put ideas to paper
- Thoroughly describe proposed project
- State goals and objectives. Important!
- Establish a timeline
- Estimate costs for staff, materials, and equipment
- Plan for an evaluation of success
- Once you 'build it', how long do you need it, or want it to last? Plan for its future (O&M)



Keys to Success

Innovation and Creativity is important

Look for new solutions to old problems

How do you foster creativity?

Calling the Program Officer is one of the most important elements

85% of all successful grant seekers have had contact with the program officer



What keeps us from applying for grants?

REJECTED



Recycle your Rejected Proposal

Success means having one in three proposals funded

- Only 1 proposal in 5 is turned down because the idea wasn't good
- A rejected proposal is worth the free advice
- The success rate is higher for proposals turned in a second time; the success rate on a third submission is almost 1:1
- **Call the program officer, get feedback**
- **Rewrite, revise, resubmit**



What keeps us from getting grants?

**“I NO RIGHT
GUD!”**



Appropriate Writing Style

- Write to the funding source
- 5 W's
- Never write in 1st person
- Be Clear & Concise: read aloud
- Write to inform
- Write to persuade
- Don't use biased language or hyperbole
- No opinions
- Use reputable data
- Establish credibility



Words that paint a picture

“Improved stormwater management will improve this community.”

“Closed businesses, damaged roads, water and mud in homes are all regular spring occurrences in the Town of Floodsville.”



The Title

The title is important. It should convey what the project is about. The title is your 'elevator speech'

No!: Local Waterfront Revitalization in the village of Littleville

Yes!: Creating a creekside Live/Work/Play district in downtown Littleville



Editing your Grant

- After you have finished your draft:
 - set it aside for a day
 - revise
- Have someone else read it
- Have them tell you what your project is about
- Edit for clarity and brevity



10 Reasons Why Proposals Fail

- Guidelines not followed
- Did not meet program priorities
- Incomplete
- Poor demonstration of need
- Appeared beyond applicant's capacity
- Implementation plan weak
- Unrealistic budget
- Cost greater than benefit
- Poorly written



Is it the Right Grant?

- Are you eligible?
- Can you match?
- How many funded?
- How much money/range?
- Can you meet requirements?
- What do they fund?
- Type of project?

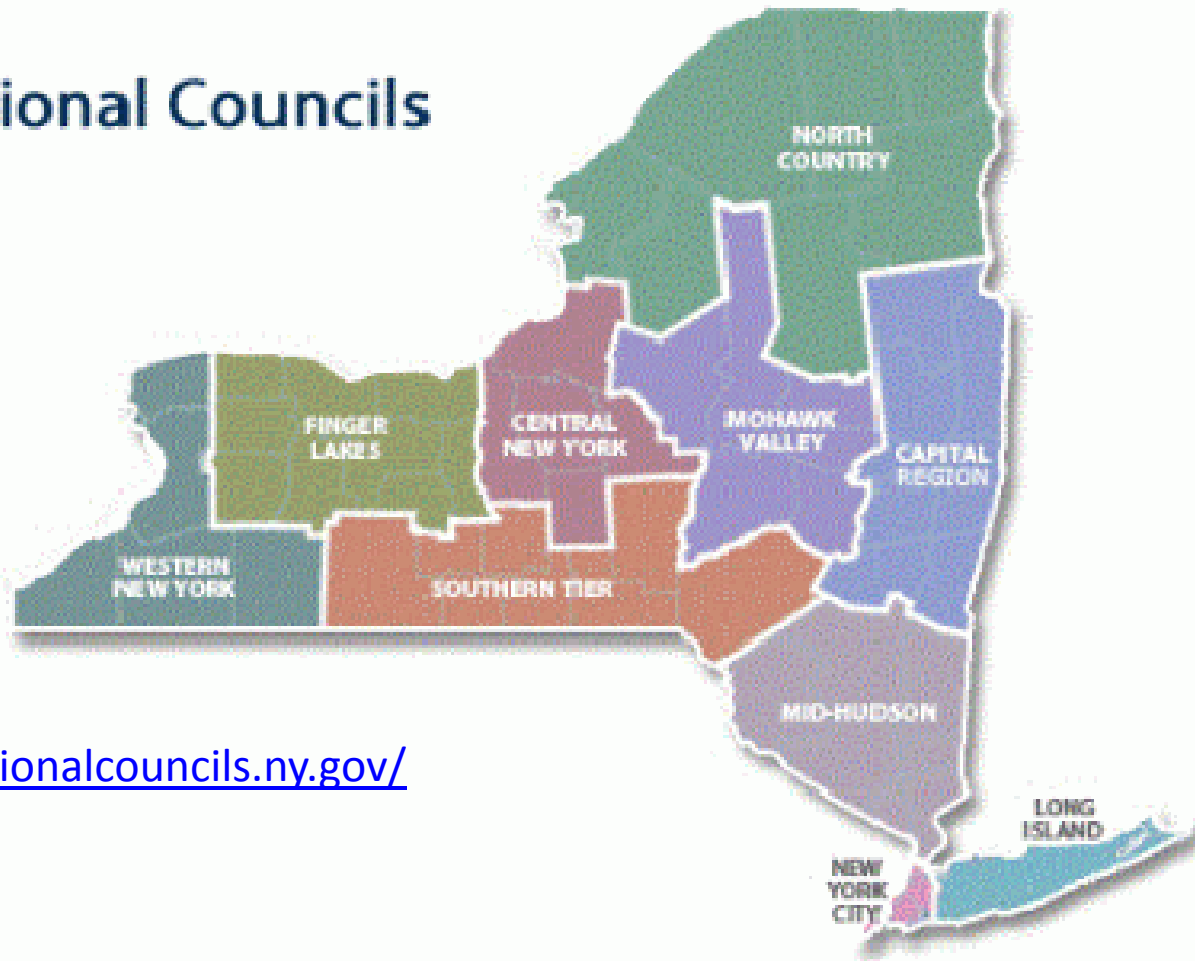
Geographic Spread



Now, let's talk Money!

NYS Regional Economic Development Councils

Regional Councils



<http://regionalcouncils.ny.gov/>

Regional Economic Development Councils (REDC) & YOU

Each Region created a strategic plan.

- Main initiatives
- Critical issues
- Challenges
- Strategies and goals to improve economy

Have the support of your REDC – share your project idea as soon as you can.

Align community strategies with REDC strategies

Get the anticipated 20 points!

Guidebook

- Resources typically announced in May
- Applications typically due in late July



CNY REDC

<https://regionalcouncils.ny.gov/central-new-york>

Central New York Regional Economic Development Council Members

Co-Chairs

Danielle Laraque-Arena, MD, FAAP

President and Health System CEO,
SUNY Upstate Medical University

Randy Wolken

President and CEO,
The Manufacturers Association of Central New York
(MACNY)

Members

Tony Baird

President, Tony Baird Electronics

John Currier

President, Currier Plastics

John DeFrancisco

State Senate, 50th District

Chedy Hampson

President and CEO, TCGplayer.com

Kipp Hicks

Executive Director,
Madison County Industrial Development Agency

Michael Johnson

General Manager,
Johnson Brothers Lumber Company

Greg Larioni

Vice President, Lockheed Martin Corporation

Linda LeMura

President, Le Moyne College

William Magnarelli

State Assembly, 129th District

Cornelius B. "Neil" Murphy Jr.

Professor,
Environmental Resources Engineering, SUNY ESF

Rita Paniagua

Community Relations Manager, Molina Healthcare

Timothy Penix

Vice President,
SUNY Syracuse Educational Opportunity Center

Rob Simpson

President and CEO, CenterState CEO

Deborah Stanley

President, SUNY Oswego

Michael Szidat

President and CEO,
Felix Schoeller North America, Inc.

Ann Marie Talierno

President, UNITE HERE Local 150 AFL-CIO

Mike Treadwell

Executive Director, Operation Oswego County, Inc.

Garry VanGorder

Executive Director,
Cortland County Business Development Corporation

Tracy Verrier

Executive Director,
Cayuga Economic Development Agency

Nancy Weber

President, Oswego County Farm Bureau/
Owner, Mexican Pride Farm in Mexico, N.Y.

Ex-Officio

John Becker

Chairman, Madison County Board of Supervisors

Donnell Boyden

Chair, Cortland County Legislature

Shane Broadwell

Chairman, Oswego County Legislature

Joanie Mahoney

County Executive, Onondaga County

Patrick Mahunik

Chairman, Cayuga County Legislature

Michael Quill

Mayor, City of Auburn

Brian Tobin

Mayor, City of Cortland

Ben Walsh

Mayor, City of Syracuse



Attend the Next CNY REDC Meeting
April 9, 2019
Location: TBD
2:15 PM to 3:30 PM

CNY REDC's three original strategic goals:

1. Strengthen Targeted Industry Concentrations that Leverage Unique Economic Assets
2. Improve Competitiveness in and Connections to Regional, National, and Global Economies
3. Revitalize the Region's Urban Cores, Main Streets, and Neighborhoods

CNY REDC projects align with the four interconnected strategic initiatives identified by New York State. These pillars include:

1. **Placemaking:** Creating accessible job centers, sustainable infrastructure, and livable communities.
2. **Workforce:** Ensuring that jobs in high-paying, in-demand tradeable sectors are filled in an equitable way through targeted job training and education.
3. **Tradeable sectors:** Targeting industry sectors that are part of a global market, including, but not limited to, manufacturing, agricultural products, and energy to increase expert-based employment opportunities.
4. **Innovation:** Creating synergies between research and commercialization to drive the economy forward.

REDC and the CFA

| Selection Criteria for NYS DEC/EFC Wastewater Infrastructure Engineering Planning Grant from 2017 | | |
|---|-----------------|---|
| | Points Assigned | Criteria |
| Regional Economic Development Priority | 20 | Alignment with the goals and priorities of its REDC |
| Performance Measures | 40 | Severity of existing water quality impairments |
| Strategies | 24 | Proposed project is required by a Consent Order, SPDES permit or TMDL |
| Process | 8 | Local commitment |
| Vision | 4 | Planning project is identified in a formally adopted plan |
| NYS DEC Regional Priority | 4 | Alignment with the goals and priorities of the DEC region that the project is located |

Some popular funding programs

USDA Rural Development

- Water/wastewater
- Community Facilities
- Distance Learning
- Telemedicine
- Housing Loans/grants

Community Development Block Grant

SRFs

- water/wastewater

Appalachian Regional Commission

Northern Border Regional Commission

Some popular funding programs

Empire State Development

- \$150 million for ESD Grant Funds
- \$1 million for the Strategic Planning and Feasibility Studies

NYS Council on the Arts

- \$5 million for Arts, Culture and Heritage Projects
- \$5 million for Arts & Cultural Facilities Improvement Program – Large Capital Project Fund

Office of Parks, Recreation and Historic Preservation

- \$19.5 million for Environmental Protection Fund Grants Program

Homes and Community Renewal

- \$20 million for NYS Community Development Block Grant Program
- \$6.2 million for New York Main Street Program

NYS Energy Research and Development Authority

- \$35 million for Energy Efficiency Programs

Some popular funding programs

Department of Environmental Conservation

- \$3 million for NYS DEC/EFC Wastewater Infrastructure Engineering Planning Grant
- \$79 million for the Water Quality Improvement Projects (WQIP) Program
- \$8.78 million for the Climate Smart Communities Program

Homes and Community Renewal

- \$20 million for NYS Community Development Block Grant Program

Environmental Facilities Corporation

- \$15 million for the Green Innovation Grant Program

Department of State

- \$4 million for Local Government Efficiency Grants
- \$15 million for the Local Waterfront Revitalization Program

New York State Canal Corporation

- \$1 million for the Canalway Grants Program

Recently Funded Project Examples

Climate Smart Comprehensive Plan

DEC Climate Smart Communities Planning Grant

Town of Moravia

Award Amount:\$24,118

83-85 Main Street Redevelopment

HCR NYMS

City of Cortland

Award Amount: \$500,000

Recently Funded Project Examples

Limestone Creek and Bishop Brook Bank Stabilization & Riparian Buffer Improvements

DEC WQIP

Village of Fayetteville

Award Amount: \$522,000

Skaneateles Watershed Nine Element Plan

DOS LWRP

Town of Skaneateles

Award Amount: \$235,650

Recently Funded Project Examples

East Lake Commons Mixed-use Redevelopment

ESD Grants

Sutton Real Estate Companies

Award Amount: \$800,000

Village of Central Square Wastewater Treatment Plant Disinfection Study

DEC Environmental Planning Grant

Village of Central Square

Award Amount: \$18,800



We're here to help...

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