



# Federal Economic Development Funding Opportunities

September 9, 2021

# Agenda

1. Introduction from MAPC
2. The Economic Development Administration
3. The MAPC Economic Development District
4. The EDA American Rescue Plan Act
5. Question & Answer Session
6. Next Steps & Closing

# Welcome



**Marc Draisen**  
Executive Director  
Metropolitan Area Planning Council

# The Economic Development Administration



Source: EDA.gov

# Economic Development Administration (EDA)



**EDA's mission is to lead the federal economic development agenda by promoting innovation and competitiveness, preparing American regions for growth and success in the worldwide economy.**

# EDA's Eligibility Criteria

- **Eligible recipients** include units of state and local government, Indigenous tribes, public and private non-profits, district organizations, universities and other institutions of higher education.
  - Non-profit organizations are required to act in cooperation with officials of **general purpose units of local government** with jurisdiction over the project area.
  - Individuals and for-profit businesses are not eligible for EDA assistance.



# EDA's Investment Priorities



**Recovery & Resilience**



**Workforce Development**



**Manufacturing**



**Exports & Foreign Direct Investment**



**Equity**



**Technology-Based Economic Development**



**Environmentally-Sustainable Development**

To learn more about EDA's Investment Priorities, visit <https://eda.gov/about/investment-priorities/>

# EDA's Traditional Investment Priorities

- **Recovery & Resilience**: Projects that build **economic resilience** to and **long-term recovery** from economic shocks.
- **Workforce Development**: Projects that support workforce **education** and **skills training** activities directly connected to the hiring and skills needs of the business community and that result in well-paying, quality jobs.
- **Manufacturing**: Projects that encourage **job creation**, **business expansion**, technology and capital **upgrades**, and **productivity** growth in manufacturing.
- **Exports & FDI**: Projects that enhance or build community assets to support growth in US **exports** or increased **foreign direct investment**.

# 2021 Investment Priorities

- **Equity**: Projects that advance equity across America through investments that directly benefit **traditionally underserved populations**.
- **Technology-Based Economic Development**: Projects that foster regional knowledge ecosystems that support **entrepreneurs** and **startups**.
- **Environmentally-Sustainable Development**: Projects that help address **the climate crisis** including through the development and implementation of green products, processes, places, and buildings.





# MAPC Economic Development District

- Strategic economic development **planning**.
- Leverage involvement of public, private, and non-profit sectors in **collaboration**.
- Maintains a **data** warehouse to support economic development in the region.
- **Guide** potential **applicants** through the application process.
- Creation of a regional economic development **strategy** to be utilized by applicants.



# Comprehensive Economic Development Strategy Goals

1. Residents of the region achieve financial stability in order to **withstand** three to six months of **economic hardship**;
2. There is **increased parity** between the wealth of **BIPOC** (Black, Indigenous, and People of Color) and White people in the region; and
3. Everyone in the region can **access jobs, goods, and services** close to their homes via **affordable transportation** options, with shorter commutes and fewer transfers.



The MAPC CEDS can be found here: <https://www.mapc.org/wp-content/uploads/2021/02/Final-CEDS-022521.pdf>

# EDA's American Rescue Plan Grant Programs



# EDA's American Rescue Plan Grant Programs

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

This investment is to 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.



More information on EDA's ARPA Programs can be found here: <https://eda.gov/arpa/>

# EDA's American Rescue Plan Programs



**Build Back Better Regional Challenge**



**Travel, Tourism, and Outdoor Recreation**



**Good Jobs Challenge**



**Statewide Planning, Research and Networks**



**Economic Adjustment Assistance**



**Coal Communities Commitment**



**Indigenous Communities**

# Build Back Better Program

\$1 billion to transform 20-30 economically distressed regions through regional growth clusters.

Substantial investment through groups of 3 to 8 projects. Totaling ~\$25-100M per region.

\$100 million will be dedicated to Coal Communities.

*Proposals should include opportunities to grow new regional industry clusters or scale existing ones through planning, infrastructure, innovation and entrepreneurship, workforce development, access to capital, and more.*



More information on this program can be found here: <https://eda.gov/arpa/build-back-better/>

# Build Back Better Program

**Phase 1:** 50-60 regions awarded technical assistance grants to help regions prepare for Phase II and mature their clusters.  
Total: ~\$500,000 per region.

**Phase 1 concept proposal deadline: October 19, 2021**

**Phase 2:** 20-30 regions from Phase I regions awarded implementation grants from full project cluster applications.  
Total: ~\$25-\$75M, up to \$100M per region

**Phase 2 application deadline: March 15, 2022**

**Contact:** Josh Eichen ([jeichen@mapc.org](mailto:jeichen@mapc.org)) Raul Gonzalez ([rgonzalez@mapc.org](mailto:rgonzalez@mapc.org))



# Statewide Planning, Research & Networks

Designed to build regional economies from different avenues:

- **Statewide planning** – Develop economic development plans that identify new or existing industry clusters that would benefit from specific infrastructure, studies, and/or workforce investment to facilitate expansion
- **Research Networks** – Fund data, tools and institutional capacity for evaluating and scaling economic development programs
- Create **Communities of Practice** to connect and provide technical assistance to existing EDA grantees



More information on this program can be found here: <https://eda.gov/arpa/planning-grants/>

# Statewide Planning, Research & Networks

**Funding Available:** \$59 million for Statewide Planning, \$31 million for Research and Communities of Practice

**Deadline for Application:** October 31, 2021

**Project Examples:** Developing multi-state regional economic development plans, develop a tool to scale up existing industry clusters.

**Partners to Collaborate With:** Economic Development Districts (EDDs), University Centers (UCs), Revolving Loan Funds (RLFs), and Build to Scale (B2S) Grantees.

**Contact:** – Will Dorfman ([wdorfman@mapc.org](mailto:wdorfman@mapc.org)) or Raul Gonzalez



# Good Jobs Challenge

Seeks to 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.

- **Focus:** Job placement is key! Please note that employer commitments to hire are NOT required but will likely help make your application more competitive.
- **Document CEDS alignment** in your project narrative and/or through a letter of support from EDD.
- **Program Structure and Collaboration:** System lead entity, sectoral partners convened by backbone organizations (if multiple sectoral partnership and same as system lead entity if one sectoral partnership), contractors. *Must* be EDA eligible.



More information on this program can be found here: <https://eda.gov/arpa/good-jobs-challenge/>

# Good Jobs Challenge

**Project Examples:** Applicants may propose developing or strengthening a regional workforce system made up of several sectors/industries, or single sectoral partnership (one sector/industry). Such as: Skills Training, Programs Registered Apprenticeship, Other Work-and-Learn Models, Certification or Credentialing Programs etc.

**Awards:** Between 25 and 50 awards at ~\$5-25 million each; phased funding.

**Grant Rate:** Projects will be funded at a 100% grant rate; projects that leverage other funds will be more competitive

**Deadline:** Full applications due **January 26, 2022**

**Contact:** Sukanya Sharma ([ssharma@mapc.org](mailto:ssharma@mapc.org)) or Raul Gonzalez



# Travel, Tourism, & Outdoor Recreation

To assist communities and regions in recovery from COVID's negative impact on travel, tourism and outdoor recreation sectors. There is a state allocation as well as competitive grant.

- **Requirements:** Consistency with CEDS, EDA Recovery and Resiliency Investment Priorities, Environmental and historic preservation requirements
- Eligibility is very broad however local tourism promotion and marketing **ARE NOT** eligible under the competitive grant.
- **Potential projects** may include projects that are non-construction (a tourism pandemic recovery strategy) or construction (visitor information centers), owned by eligible applicants.



More information on this program can be found here: <https://eda.gov/arpa/travel-tourism/>

# Travel, Tourism, & Outdoor Recreation

- **Competitive Grant Deadlines:** Eligible applicants should try and submit by Jan 31, 2022.
- **Competitive Grant Funding amount:** 150 awards between \$500,000-\$10,000,000 within \$95M awarded to Philadelphia Regional Office.
- **Competitive Grant Match:** Competitive Tourism Grants will fund at least 80% and up to 100% of eligible costs. If you can show that you can match costs you may be more competitive.
- **State Allocation:** \$16 million for Massachusetts.

**Contact:** Jenn Kaplan ([jkaplan@mapc.org](mailto:jkaplan@mapc.org)) or Raul Gonzalez



# Economic Adjustment Assistance Program

The most flexible American Rescue Plan program; intended to fund **non-construction** and **construction** activities not already part of another NOFO.

A wide range of **technical assistance**, **planning**, **workforce development**, **entrepreneurship**, and **public works** and **infrastructure** projects are eligible for funding under this program.

EDA encourages application submissions based on long-term, regionally oriented, coordinated, and collaborative economic development or redevelopment strategies that foster **economic growth** and **resilience**.



More information on this program can be found here: <https://eda.gov/arpa/economic-adjustment-assistance/>

# Economic Adjustment Assistance Program

**\$500 million** in infrastructure, technical assistance, planning, and revolving loan programs through competitive grants.

**\$200 million** will be dedicated to **Coal Communities**.

**Total** per project ~\$500,000 – \$5 million

**Grant Deadlines:** Eligible applicants should try and submit by March 31, 2022.

**Match:** The presumptive grant rate is 80%; EDA has discretion to reach 100%.

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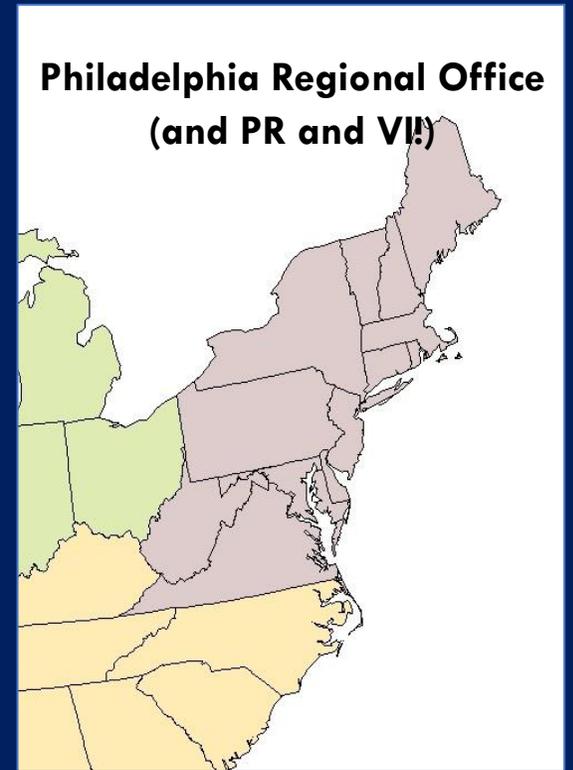


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# Question & Answer Session

# Recommended Next Steps

1. Read the Notice of Funding Opportunity (NOFO) and Eligibility Requirements for each program: <https://eda.gov/funding-opportunities/>
2. Review successful awards by searching EDA's Award Website: <https://eda.gov/grants/>
3. Reach out to MAPC (or your Economic Development District) for planning support and technical assistance: <https://eda.gov/resources/directory/>
4. MAPC will provide for you a checklist so that you can see how closely your project aligns with EDA's requirements: [https://mapc.az1.qualtrics.com/jfe/form/SV\\_cOdgFhLSGUWAa7Y](https://mapc.az1.qualtrics.com/jfe/form/SV_cOdgFhLSGUWAa7Y)
5. MAPC will then connect with your Economic Development Representative with questions: <https://eda.gov/contact>



We will follow up with a recording of the webinar along with answers to your questions!

# Municipal Webinar

## How Municipalities Can Make Meaningful Investments With ARPA Dollars

Wednesday, September 15

2 p.m. to 3 p.m.



Join MAPC for a discussion with the Massachusetts Taxpayers Foundation on how cities and towns can make these strategic investments for a more prosperous and equitable region.

Speakers include:

- Lizzi Weyant, Director of Government Affairs, Metropolitan Area Planning Council
- Doug Howgate, Executive Vice President, Massachusetts Taxpayers Foundation



# Thank You



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