

# Grant(*loan*)writing 101

## Right grant, right time, right project

Khris Dodson  
Environmental  
Finance Center

# 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)

# Is it the Right Grant?

- Are you eligible?
- Can you match?
- How many funded?
- How much money/Range?
- Can you meet guidelines?
- Who do they fund?
- Type of project?

Geographic Spread



# 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

# Keys to Success

Innovation and Creativity is important

Looking for new solutions to old problems

How do you create 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?

# 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?

**“NO RIGHT  
GUNS!”**

# Appropriate Writing Style

- Write to the funding source
- 5 W's
- Never write in 1st person
- Be Clear & Concise
- 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



Now, let's talk  
Money!

# Some popular funding programs

## **USDA Rural Development**

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

## **Community Development Block Grant**

### **NYS DOS**

- Local Government Efficiency
- Local Waterfront Revitalization Program

## **Northern Border Regional Commission**

## **NYSERDA**

### **NYS Dept. of Envi. Conservation**

- WQIP

### **NYS Ag/Markets**

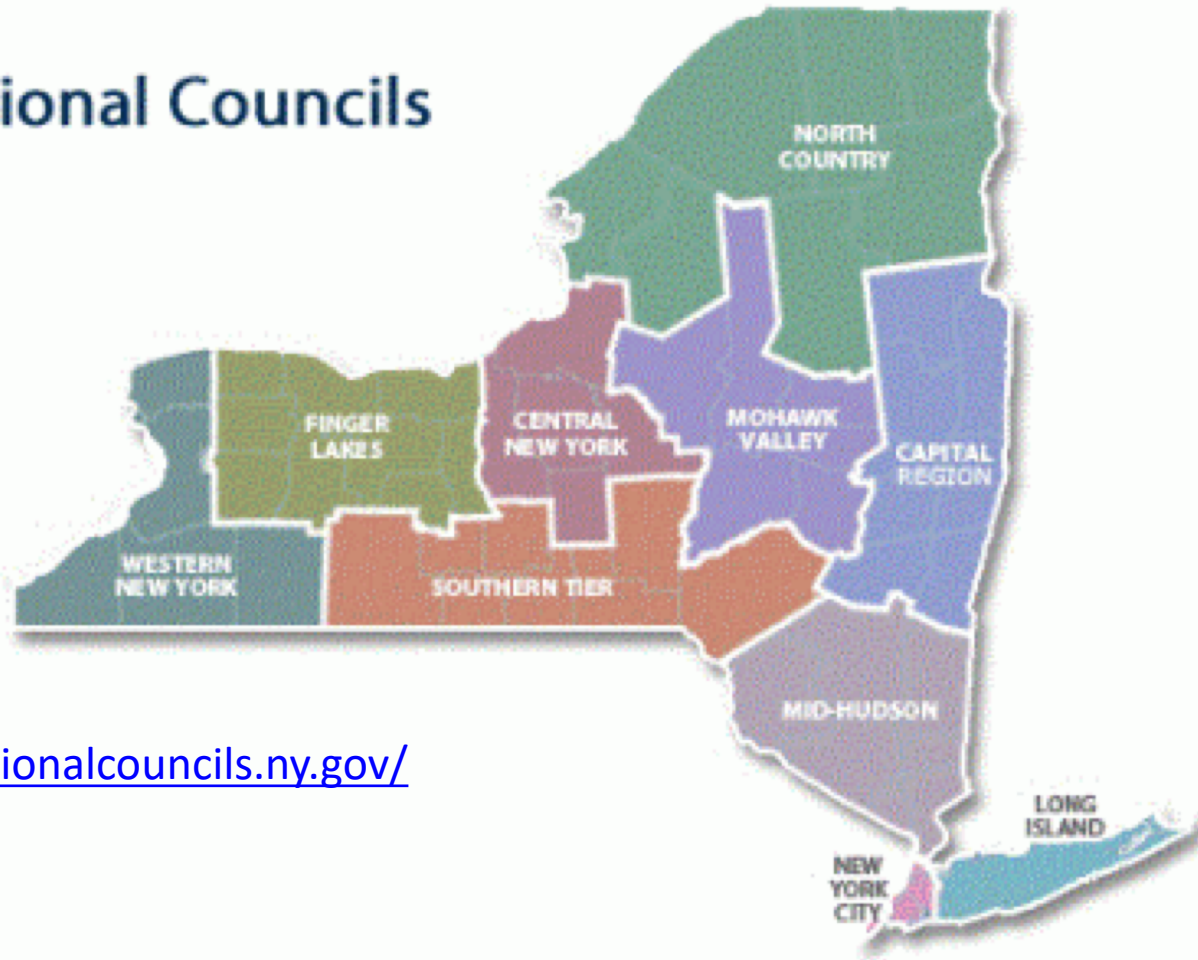
- Ag district planning grants

### **NYS Environmental Facilities Corporation**

- water/wastewater
- GIGP
- Engineering Planning grant

# 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!

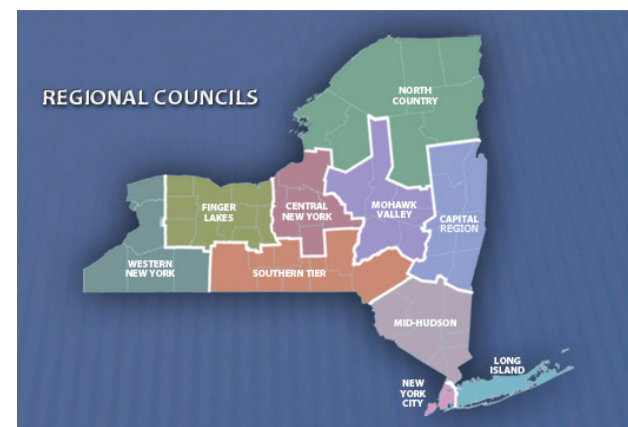
# Guidebook

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



# Western NY

- Key Strategies:
  - Implement Smart Growth
  - Foster a Culture of Entrepreneurship
  - Prepare our workforce (job readiness)



# Recently Funded Project Examples

- Preliminary Engineering Report
  - Village of Wellsville, Allegany County
  - Funded by Housing and Community Renewal CDBG; awarded amount is \$50,000.
- Village of Lewiston Local Waterfront Revitalization Program
  - Update its LWRP, adopted in 1989, to address land use and development issues along the waterfront and business district.
  - Department of State \$20,250



# Recently Funded Project Examples

- Wastewater Treatment Plant Upgrades
  - Village of Little Valley
  - HCR CDBG \$600,000
- Downtown Olean Revitalization
  - Olean Business Development Corporation
  - Empire State Development \$345,000

# Recently Funded Project Examples

- Dutch Hollow Creek Stabilization Project
  - Chautauqua County
  - DEC \$482,179
- Town of Eden and Erie County Water Authority Water System Consolidation
  - identify and quantify redundancies in services and then determine a means of eliminating duplication to the benefit of taxpayers.
  - Department of State \$25,000

# Western NY Contact

- Counties: Allegany, Cattaraugus, Chautauqua, Erie, and Niagara
- Co-Chairs: Satish K. Tripathi (President, U at B) and Howard Zemski (Partner, Larking Development Group)
- 95 Perry Street - Suite 500  
Buffalo, NY 14203-3030  
(716) 846-8200  
(716) 846-8260 Fax
- [NYS-WNY-REDC@esd.ny.gov](mailto:NYS-WNY-REDC@esd.ny.gov)

# Be in the know...[www.regionalcouncils.ny.gov](http://www.regionalcouncils.ny.gov)

## Western New York

### Upcoming CFA Workshops



**5/4/2017**  
2:00PM – 4:30PM  
Fredonia, SUNY Fredonia

[Click here to RSVP](#)

**6/5/2017**  
1:30PM – 4:00PM  
Buffalo, Buffalo State College

[Click here to RSVP](#)

### Consolidated Funding Application Public Information Sessions

Can't make it to one of the CFA workshops in Fredonia or Buffalo? The following information sessions will provide another opportunity to learn more about the available funding programs, selection criteria, and how to access the 2017 Regional Council opportunities using the online application system.

**Friday, May 19th**

10:30 a.m. to 12:00 p.m.

Conference Center Niagara  
Falls – Porter/DeVeaux

101 Old Falls Street  
Niagara Falls, NY 14303

**RSVP**

**Tuesday, May 23rd**

11:00 a.m. to 12:30 p.m.  
Alfred University –  
Franklin W Olin Building  
– Room 302

1 Saxon Drive  
Alfred, NY 14802

**RSVP**

**Wednesday, May 31st**

1:30 p.m. to 3:00 p.m.

Holiday Valley Resort – Main  
Lodge – Birdie Room, 2nd  
Floor  
6557 Holiday Valley Road  
Ellicottville, New York 14731

**RSVP**



**Western New York  
Regional Economic  
Development Council**

### Western New York Contact Info

95 Perry Street – Suite 500  
Buffalo, NY 14203-3030  
(716) 846-8200  
(716) 846-8260 Fax  
[Email Us](#)

### Connect



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WNYREDC E-Newsletter](#)



**2017 New York  
State Agency  
Contact Information**



[M/WBE Resources](#)



[Buffalo Billion Website](#)



**Regional  
Opportunity  
Agenda**

# REDC and the CFA

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

# 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

# Some popular funding programs

## SRF & USDA Rural Development (not CFA)

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



# Recently Funded Project Examples

## **Wastewater Treatment Plant Evaluation**

DEC Engineering Planning Grant

Village of Boonville

Award Amount:\$30,000

## **DOS Highway Asset Management Program**

Local Government Efficiency Program

Otsego County

Award Amount: \$94,071

# Recently Funded Project Examples

## **Water System Improvements**

HCR - Community Development Block Grant (CDBG) -  
Public Infrastructure & Public Facilities

Town of Westmoreland

Award Amount: \$501,500

## **Salt Storage Facility**

Water Quality Improvement Project (WQIP) Program

Town of Boonville

Award Amount: \$380,517

# We're here to help...

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