

# EDA

U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

**APPALACHIAN REGIONAL DEVELOPMENT INITIATIVE WORKSHOP**  
**Pamela Farmer, EDA Representative – Commonwealth of Kentucky**





- EDA established in 1965
- Part of the U.S. Department of Commerce
- Economic development arm of federal govt
- **Six** Regional Offices nationwide
- FL, NC, SC, TN, MS, GA, AL and KY are part of Atlanta Region

## Quick Facts About the Economic Development Administration



To lead the federal economic development agenda by promoting innovation and competitiveness, preparing American regions for growth and success in the worldwide economy.



*“In FY 2010 EDA funded approximately \$250 million in economic development projects nationwide. Within the Philadelphia Region, EDA helps support 62 Economic Development Districts who develop and maintain Comprehensive Economic Development Strategies (CEDs) that provide road maps for their regional economies and funds critical economic development projects across those regions.”*

# Who is eligible for EDA's funding?

- City or other political subdivision of a State including special purpose units of State and local government
- State
- Institution of higher education
- Public or private non-profits, including community and faith-based organizations (in cooperation with political subdivision of a State)
- EDDs
- Indian Tribes

# Are There Other Eligibility Criteria?

## YES

- Three EDA programs require the applicant's region (as defined by the application) to meet economic distress thresholds, such as:
- Per Capita Income of under 80% of the National Average (ACS data preferred)
- 24-month Unemployment Rate of 1.00% or more above the National Average (BLS 24 month UR)
- Another "Special Need" such as Industrial Job Loss, Population Decline, etc. (see FFO p31-32)
- A great resource site is [www.statsamerica.org](http://www.statsamerica.org) (funded by EDA).



## EDA's Programs

- ★ Public Works
- ★ Economic Adjustment (Construction/Non-Construction)
- ★ Global Climate Change Mitigation Incentive Fund
- ★ Short-Term Planning\*
- ★ Technical Assistance\*
- ★ University Centers (Competition)
- ★ Competitive Programs (i.e. CTAA, i6 Challenge)
- ★\* Does not require economic distress

# EDA Builds Local Capacity

- EDA has a strong customer service focus and technical assistance orientation to help communities advance strong projects.
- EDR's can provide guidance and feedback to Applicants prior to application submittal.
- 91 EDDs across the Atlanta Region represent a resource to local communities seeking EDA funding.

# EDA Application Basics

- The PW, EA and GCCMIF Programs are on a single FFO dated 10242010. Quarterly deadlines for applications for FY 2011 are 12/15/10, 3/10/11, 6/10/11
- Applications are considered quarterly and all applicants will receive a response within 15-20 business days based upon merit rating and completeness
- The STP and TA programs are on a single FFO dated 11262010. Applications are accepted at any time.

# EDA Application Process (PW, EA, GCCMIF)

- FFO is on [www.eda.gov](http://www.eda.gov) (Program & Funding Opportunities)
- Apply via [www.grants.gov](http://www.grants.gov) (online or hard copy)
- Quarterly Cycle (12/15, 3/10, 6/10, 9/15)
- Competitive Process (Merit + Technical Reviews)
- Non-Competitive, Competitive, Highly-Competitive
- Complete or Incomplete
- Competitive-Complete or higher considered by IRC each quarter

# EDA Review Process (PW, EA, GCCMIF)

- Application receives Merit and Technical Reviews, which include eligibility assessments.
- Merit criteria include how application meets EDA's Funding Priorities (see FFO)
- Merit: Nat'l Strategic Priorities (30%), Economic Distress (25%), Return on Investment (25%), Public-Private Partnerships (10%), and Collaborative Regional Innovation (10%)
- Technical: Is the application complete? Are required elements included? Matching funds? Is a Preliminary Engineering Report needed? Environmental? SHPO?

# EDA Application Process – What to Expect (PW, EA, GCCMIF)

- Must come in by deadline and rate at least Competitive-Complete to be considered in that round
- Non-competitive and any incomplete applications will receive a deficiency letter within 15 business days.
- Competitive-Complete or higher applications will be considered by the IRC
- EDA issues Non-Binding Commitment (NBC) letters to projects that are advancing, denial letters to those that are not

# EDA Application and Review Process (STP, TA)

- FFO is available at [www.eda.gov](http://www.eda.gov) under Program and Funding Opportunities
- Open application process, applications considered every 1-2 months
- Apply via [www.grants.gov](http://www.grants.gov) or via hard copy
- STP and TA are not competitions. EDA evaluates applications individually for their consistency with Funding Priorities and the application's fit with EDA's program criteria

## The Realities of EDA Funding...

EDA receives approximately six times more requests (by dollar amount) than we typically receive allocation to fund. We consider, but are unable to fund, many worthwhile projects.

## What Does This Mean?

For every community that we are the “Prize Patrol” for, there are five good projects that we are unable to assist.

## How Can My Community Compete Better?

*Here are a few ideas for avoiding common mistakes and creating a strong proposal*



# Funder's Perspective: Critical Elements and Common Mistakes

- Tell your story clearly and concisely. Don't assume that the reader is familiar with it.
- Be consistent. Don't use one county to qualify and then start discussing how the project benefits a 10 county region that doesn't qualify. We notice.
- Clearly define what you are applying for and its place in the overall project if it is part of a larger undertaking.
- Build a convincing case for your request
  - Document Distress (using verifiable data)
  - What are the outcomes of an investment in project? Why?
  - Are you creating jobs? Tie them back to your distress!
  - What private investment is being leveraged? When? How?
  - Who are the beneficiaries of the federal funding?
  - DON'T make the reviewer work to find the relevant

information

# Funder's Perspective: Critical Elements and Common Mistakes

- Before you start, read the FFO that applies. FFO's often supersede standard application forms and you'll save a lot of heartburn, if not heartache.
- Follow instructions. Don't leave your application to the last minute as [www.grants.gov](http://www.grants.gov) registration takes time.
- Demonstrate partnerships. We define partnerships as being more than just a support letter.
- Be consistent with the CEDS or Alternate Planning Document for your region. We need to understand where you are in the 'big picture'.
- Matching funds are a MUST. Usually 50/50 for most. We can't proceed if they are not committed and available. There are limits to % federal.
- Find funding to fit your needs, not vice-versa. Don't compromise your needs just to get a funding award, usually no one is happy with the outcome.

# Who Do I Contact?

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Kentucky

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