



Build-A-Project

Agenda

10:45-10:50am: Establish Groups/ Intros

10:50-11:15am: Overview of Key Project Components

11:15-11:40am: Build-a-Project Activity

11:40am-Noon: Presentation of 1-2 Project Ideas

Core Project Components

Core Elements of ARC Projects

Strategic

- Project aligns with the goals of the community and regional plans

Impactful

- Project has specific performance targets aimed at helping Appalachia economically prosper

Collaborative

- Project engages partnerships to achieve common or aligned goals

Sustainable

- Project has a plan for maintaining the program or asset after the grant period has ended

Core Elements = Key Components of ARC Applications

**Strategic
Rationale**

Partnerships

Budgets

**Performance
Measures**

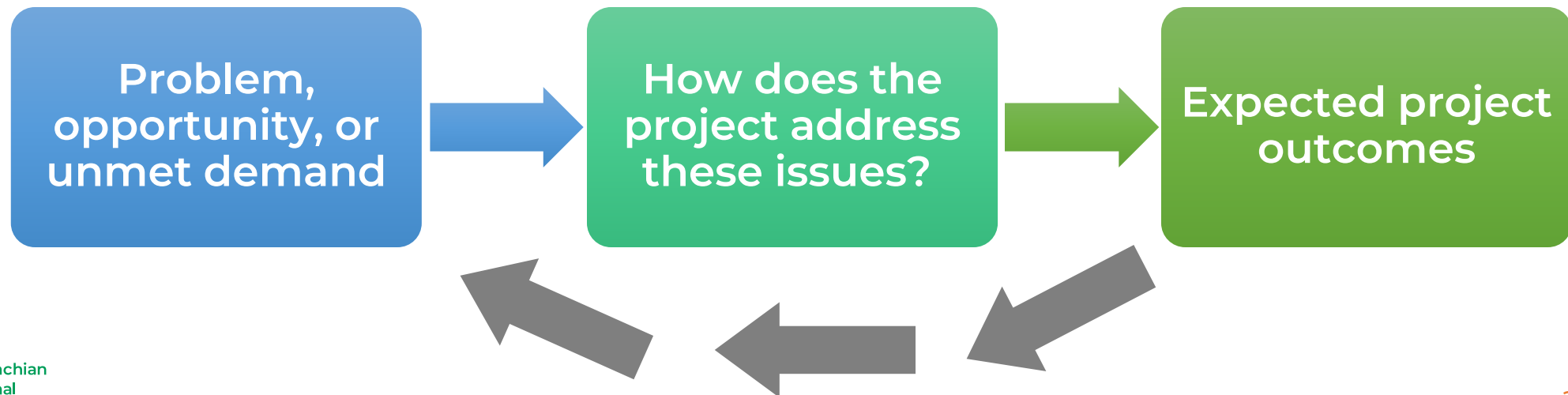
Strategic Rationale



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Strategic Rationale and Project Benefits

- What is the **problem** to be solved or opportunity to take advantage of?
- How does this **impact** the community?
- Letters of **demand** from businesses or other community stakeholders



Address these questions to strengthen the rationale section of your project narrative

Regional Strategy and Planning Assessments

- Progress toward a **regional strategy**?

Analysis of Alternatives

- Most practical, cost-effective, and beneficial way to achieve desired results when compared to alternatives. **Why?**

Evidence of Local Demand

- Describe **local/regional demand** for your project.

Long-Term Impacts

- What are other **benefits** that are likely to result from the project?

Partnerships

Why are partnerships important?

Break down traditional silos to create transformative change

Partnerships extend reach among target populations

Multiple perspectives support creative problem-solving

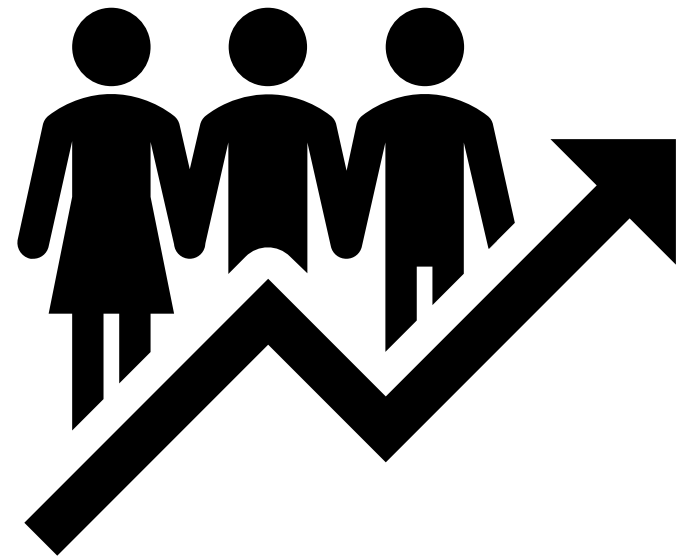
Multiple organizations working together improve project sustainability

ARC and its
state partners place **high
value** on projects that **cultivate
partnerships** and
that make connections within
and among various
agencies and communities

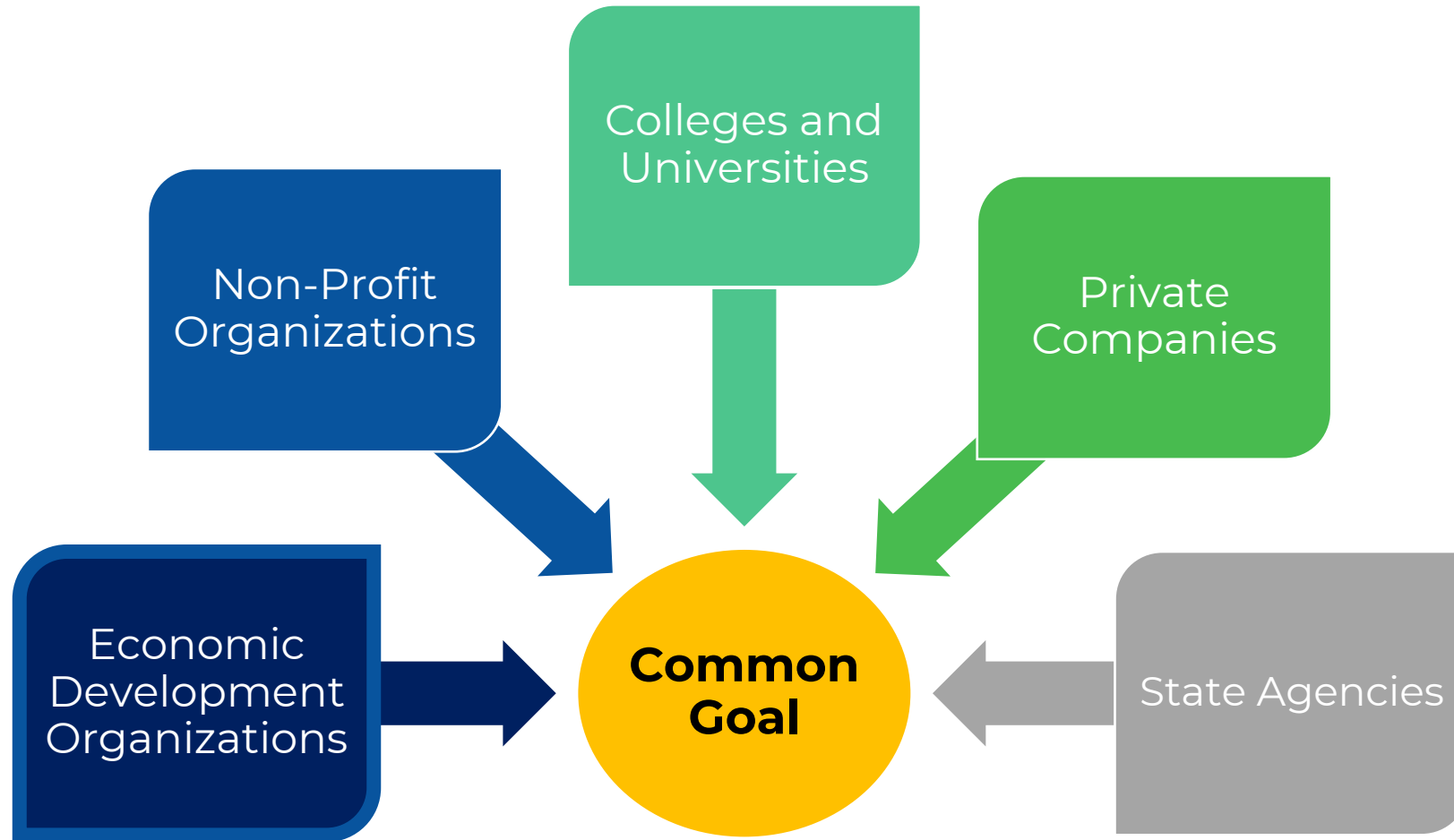
“We are working with
the following partners
on the development
and execution of this
project, and this is how
each one is
contributing....”

Grantees must:

- Show evidence of strong input and engagement of broader community in planning and project design
- Engage multiple stakeholders, work with partners from multiple disciplines
- Leverage program funds from multiple sources (both public and private)



Partnership Example



Performance Measures



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ARC Performance Measures

Why Does ARC Require Performance Measures?

- Determine whether a project achieved its objectives
- Demonstrate accountability for federal funding
- Measure regional economic impact
- Report results to Congress and stakeholders
- Inform future funding decisions

Performance Measures: Basic Requirements

Applicants **must** include:

1. At least **one ARC output & outcome** from **ARC's Guide to Performance Measures** for all implementation grants
 - Planning grants require only a single output of plan/report.
2. Explanation for how measures are **estimated, collected, and tracked** (Methodology).

Simple Formula

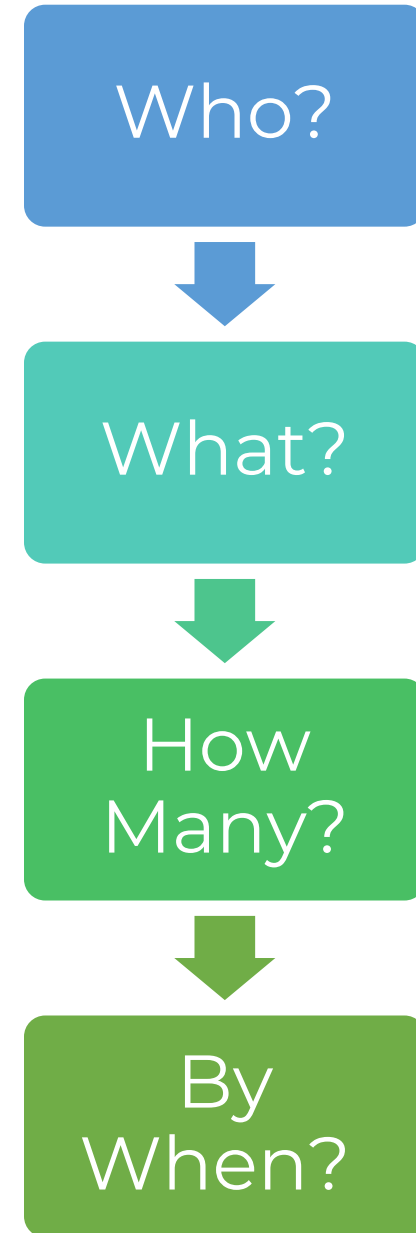
Use this Simple Formula to help you define your performance measures.

Example:

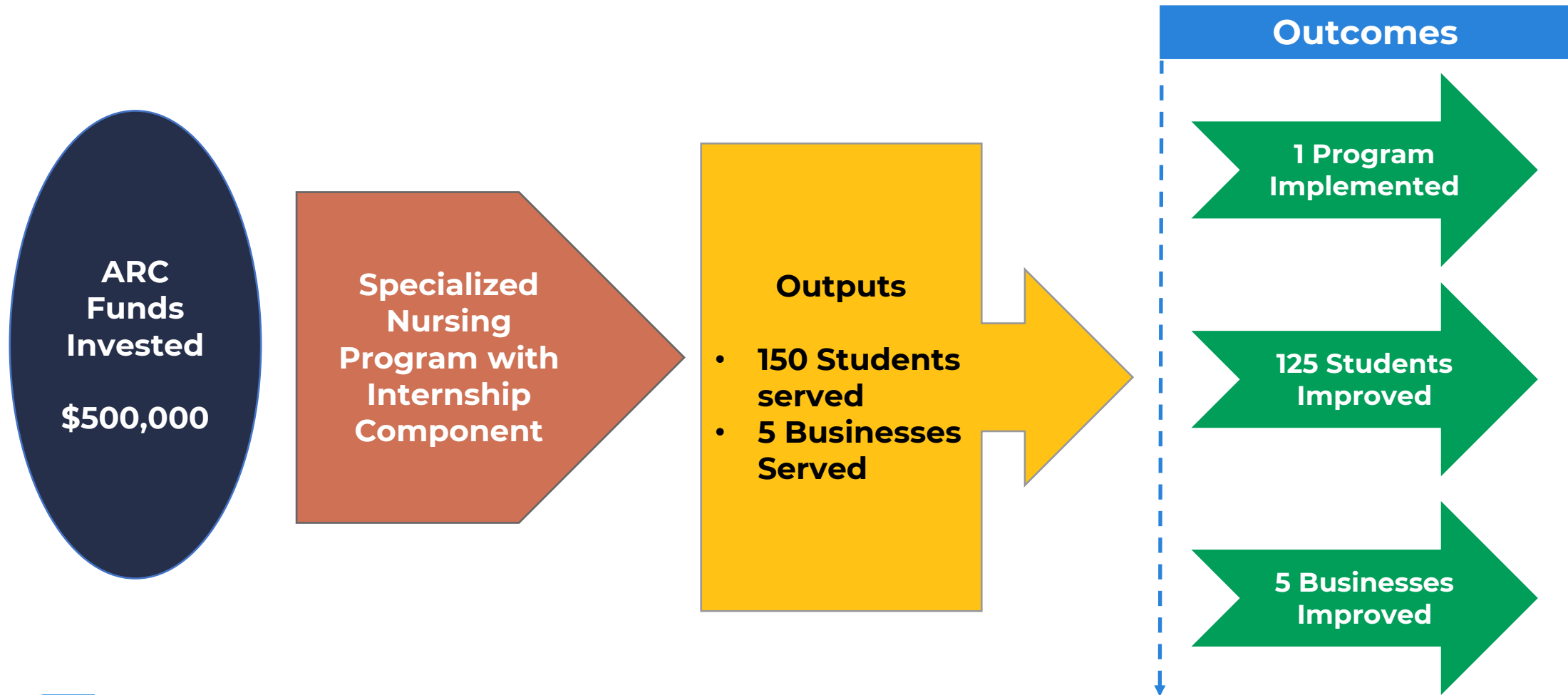
85 workers will **complete advanced manufacturing training** by **December 2028**.

Example:

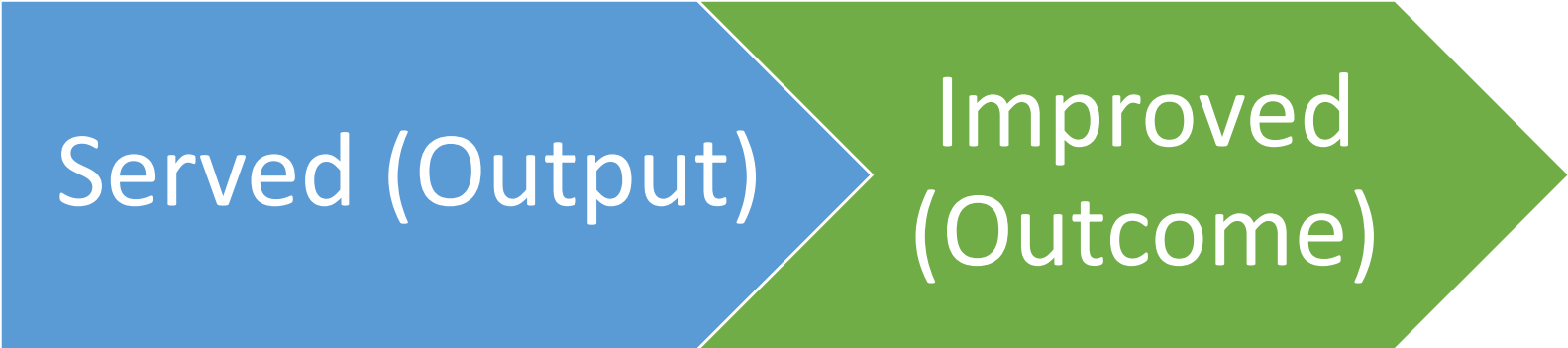
Broadband service will **become available to 1,200 previously unserved households** by **project completion**.



How is Economic Impact Translated into Outcomes?



ARC's Paired Performance Measures

- Businesses
 - Communities
 - Households
 - Organizations
 - Participants
 - Patients
 - Students
 - Workers/Trainees
- 
- The diagram consists of two large, horizontal, right-pointing arrows. The first arrow is blue and contains the text 'Served (Output)' in white. The second arrow is green and contains the text 'Improved (Outcome)' in white. The two arrows are connected at their tips, with the blue arrow's tip pointing into the green arrow's body.
- Applies when outputs **must be paired** with an associated outcome (**you cannot use one without the other**)
 - The number “improved” (outcome) is always **equal to or a subset of** the number “served” (output)

ARC's Stand-Alone Performance Measures

Applies when **outputs and outcomes** can be reported individually and independent of one another

Examples of Stand-Alone Outputs

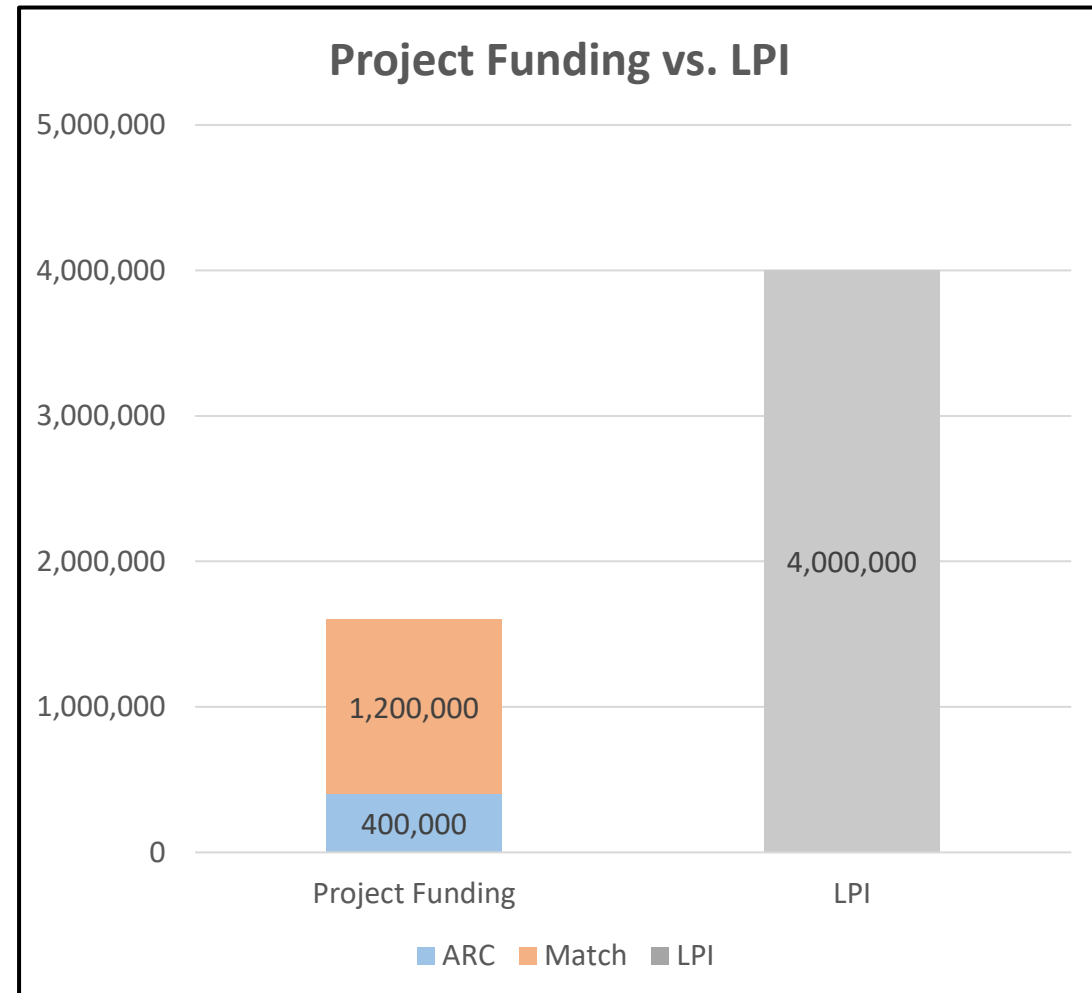
- Specific Speed or Storage Metrics (e.g., Data, Gas, Heat, etc.)
- Installation or Repair Metrics (e.g., Linear or Square Fee)
- New Visitors: day/night
- Plans/Reports

Examples of Stand-Alone Outcomes

- Costs Reduced
- Businesses Created
- Revenues Increased
- **Jobs Created***
- **Jobs Retained***
- **Leveraged Private Investment (LPI)***

Leveraged Private Investment: Defined

- **What it is:** private, non-federal capital—such as cash or equity—that your project attracts or mobilizes because of securing the federal award.
- **What it is not:** Match, public expenditures



Performance Measures Table Example

Workforce Project

Performance Measure	Value	Notes (Definition and Timeframe)
Organization Served	5	Partner organizations that have agreed to accept program participants as interns for additional on-the-job training and exposure will be served by the project <u>during</u> the period of performance.
Organization Improved	5	Benefits to the organization will continue for up to three years after the project has ended with continued referrals and direct placement.
Workers Served	100	We anticipate serving at least 100 workers through this program during the period of performance (by grant closeout).
Workers Improved	85	Of 100 served, at least 85 will complete the training successfully and will go onto paid internship or direct employment opportunities up to three years after grant closeout.
Program Implemented	1	This project will enable the creation and implementation of one <u>new</u> training program. This will be achieved by grant closeout.

How this looks in Pathways...

Measure

Value (Use Numbers!)

Definitions and Timeframes

Performance Measure

Performance Measures

All ARC projects must have documented performance measures. Applicants estimate their project's measures in project applications, and report on progress in interim and closeout reports. Measures must be directly related to the project's goals and are frequently measured in terms of the volume of work accomplished. Measures must be measurable, meaning they can be quantified during and after the project's grant period. They are the measurable results or impact. Measures must be non-zero numeric value in the Value column. Do not enter text into the numeric value. Provide additional information, including definitions and timeframes for attainment, in the Additional Info column.

Note: You will need to explain and provide rationale for the estimated values associated with each of your listed outputs and outcomes in the Project Narrative section of this application.

A detailed Guide to ARC Project Performance Measures is available and we strongly encourage you to review. Please see [Supplemental Guidance - Performance Measures](#)

Measure	Value	Notes
Businesses improved (outcome)		
Businesses served (output)		
Communities served (output)		
Communities improved (outcome)		
Acreage (output)		
Jobs Created (outcome)		
Linear Feet (output)		
New Visitors - Days (output)		
New Visitors - Overnights (output)		
Plans/Reports (output)		
Programs Implemented (outcome)		
Square feet (output)		
Patients served (output)	1	fd

+ ⓘ

Save Selection & Close Save Selection

Now onto the Methodology....

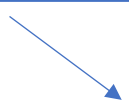
Tourism Project

"The new trail will attract **1,000 new day visitors annually**, an estimated 20% of the non-local visitors **recorded at the river access** (but not coming downtown) in the last year. These visitors will be **tracked via survey, location analytics, and attendance** at trail events. This project will **serve 10 tourism-related downtown businesses** and **improve 5 businesses tracked through survey data**. The local **CVB estimates and will track an additional \$10,000 in revenue** generated from occupancy taxes."

Methodology – Expanding on the Definitions

- Use this section to describe **how each measure was estimated** and **describe how each output and outcome will be tracked and measured.**
- Remember - Estimates should be based on documented, realistic assumptions (avoid optimistic assumptions).

Methodology Explanation



Methodology

Please provide a credible and established methodology for estimating each performance measure that results from the project. If the project creates or retains jobs, please attach letter(s) to document these commitments. Similarly, if the project leverages private investment, please supply additional documentation supporting the investment commitment.

Performance Measures: Key Takeaways

Table:

- **Include only those measures relevant to your project** – quality over quantity (dismiss suggested measures that aren't applicable; include non-suggested measures that are!)
- Include **timeframe** (i.e., achieved at project completion, or up to three years after grant closeout). Define your measures: what is meant by “**served**” and “**improved**”?

Methodology:

- Describe how each measure was **estimated and the tools that will be used to measure and track data**

Attachments:

- Don't forget – **jobs created, jobs retained, and LPI** measures require letters of documentation!

By Project Type



Guide to ARC Project Performance Measures – Downtown Revitalization and Tourism Projects

Standalone Measures

Acreage <i>Output</i>	
Definition	The number of acres improved by an ARC project
Example grant activities	Campgrounds, outdoor recreation space, parking facilities, etc.
How might this be measured?	Number of acres graded and prepared for a campground, number of acres of outdoor recreation land created
Typical timeframe	By grant closeout
Additional guidance	Provide acreage only for area being improved, not for total site

Jobs Created <i>Outcome</i>	
Definition	The number of permanent jobs created as a result of an ARC project
Example grant activities	Trail construction, downtown streetscaping, theater restoration, tourism site development, events, etc.
How might this be measured?	Number of jobs created expressed as full-time equivalents
Typical timeframe	Up to 3 years after grant closeout
Additional guidance	- This measure includes direct hires, excluding construction jobs. - Applicants must submit a signed letter from the employer(s) verifying the number of jobs to be created. Part-time and seasonal jobs should be converted to full-time equivalents.

Leveraged Private Investment (LPI) <i>Outcome</i>	
Definition	The dollar amount of private-sector financial commitments, outside of project costs that result from an ARC project
Example grant activities	Downtown streetscaping, downtown façade improvements, property redevelopment
How might this be measured?	Dollar amount of private investment resulting from an ARC project
Typical timeframe	Up to 3 years after grant closeout
Additional guidance	- Applicants must submit a signed letter from the company or investor verifying the amount of LPI. - Project match is separate from, and therefore cannot be counted as, leveraged private investment.

Full Index



Index of ARC Performance Measures

Measure	Type	Definition	Project Types that Typically Use these Measures
Access Road Miles	Output	The length of the access roads constructed as part of a project	Transportation
Acreage	Output	The number of acres impacted by an ARC site-development or reclamation project	Business/Industrial Site Development Downtown Revitalization and Tourism
Businesses Created	Outcome	The number of new businesses created as a result of an ARC project	Business Development Energy/Utilities/Smart Grid Health, Substance Use Disorder
Businesses Served	Output	The number of businesses served by an ARC project	Broadband Business Development Business/Industrial Site Development Downtown Revitalization and Tourism Education, Training and Workforce Development Energy/Utilities/Smart Grid Health, Substance Use Disorder Transportation Water and Sewer
Businesses Improved	Outcome	The number of businesses with a measurable improvement as a result of an ARC project	Downtown Revitalization and Tourism Energy/Utilities/Smart Grid Health, Substance Use Disorder Housing Leadership and Community Capacity Planning Water and Sewer
Communities Served	Output	The number of communities served by an ARC project	Downtown Revitalization and Tourism Energy/Utilities/Smart Grid Health, Substance Use Disorder
Communities Improved	Outcome	The number of communities with a measurable improvement as a result of an ARC project	Housing Leadership and Community Capacity Planning Water and Sewer
Costs Reduced	Outcome	The costs reduced as a result of project activities	Water and Sewer
Data--Gigabytes (GB)	Output	The fixed data storage capacity of a server room or data center	Broadband
Data--Megabits Per Second (Mbps)	Output	The maximum download data transfer rate of a telecommunications/ broadband network being offered to end users	Broadband

ARC's Guide to Performance Measures:
www.arc.gov/resource/guide-to-arc-project-performance-measures/



Budgets



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Why Your Budget Matters

A project budget is more than numbers—it tells reviewers whether your project is:

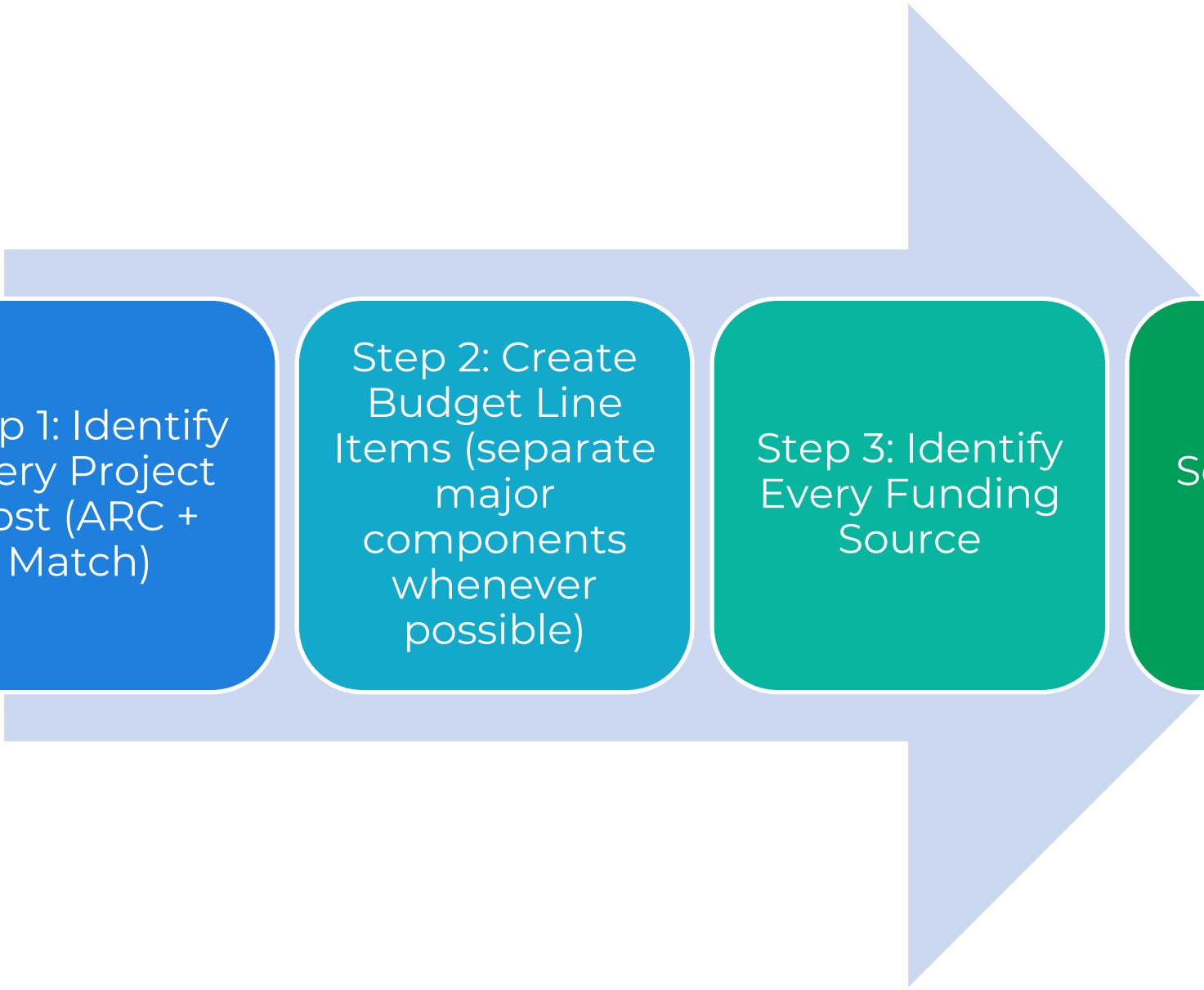
- ✓ Well planned
- ✓ Financially feasible
- ✓ Reasonably priced
- ✓ Ready to implement

Approved ARC Budgets are:

- Complete
- Accurate
- Necessary
- Reasonable
- Allowable
- Well documented

Every dollar should be:

- Eligible
- Supported
- Assigned to a funding source
- Assigned to a project cost category



Step 1: Identify
Every Project
Cost (ARC +
Match)

Step 2: Create
Budget Line
Items (separate
major
components
whenever
possible)

Step 3: Identify
Every Funding
Source

Step 4:
Separate Cash
vs. In-Kind
Donations

Detailed Budget Organization – Non-Construction

Detailed Budget

Budget Category	Budget Line Item Name	Budget Notes	Cash or In Kind?	ARC Amount	Other Federal Amount	State Amount	Other Amount	Total Amount
-Select One- -Select One- Capital Contractual Equipment (non-construction) Fringe Benefits Indirect Charges Other Personnel Supplies Travel			-Select One					0
				0	\$0.00	\$0.00	\$0.00	0
				Save				

Detailed Budget – Non- Construction Example

Budget Category	Budget Line Item Name	Budget Notes	Cash or In Kind?	ARC Amount	Other Federal Amount	State Amount	Other Amount	Total Amount
Personnel	Site Manager (1)	new FTE position to be hired (job description included as an attachment), with 100% of effort dedicated to this project. Oversees day-to-day operations at the Touchstone by the Falls (Ohiopyle) site, coordinates artist-led programs, manages partnerships, and ensures consistent community presence. Compensation is at \$22.58/hour (\$49,956.66/year) over 3 years, for a total of 6,240 hours.	Cash	\$80,870.00	\$0.00	\$0.00	\$60,000.00	\$140,870.00
Personnel	Community Outreach & Events Coordinator (1)	new year-round position to be hired (job description included as an attachment), with 100% of effort dedicated to this project. Coordinates public workshops, events, and outreach to increase community engagement and serve project participants, visitors, and partners. This PT (30 hours/week) position is budgeted at \$20.03/hour (\$31,250/year) over 3 years, for a total of 4,680 hours.	Cash	\$48,750.00	\$0.00	\$0.00	\$45,000.00	\$93,750.00
Personnel	Retail Assistants (2)	two new PT positions to be hired (job description included as an attachment), with 100% of effort dedicated to this project. Supports gallery operations, artist merchandise sales, and visitor transactions, helping grow earned income and expand economic opportunities for participating small businesses (artists). Retail Assistant 1 will be a position working 20 hours/week or 1,040 hours/year over the 3 years of the project period, earning a wage of \$16.60/hour (or \$51,800.57 in total wages). Retail Associate 2 will be a position working 20 hours/week starting in Year 2, or 1.040 hours/year over two years of the project period, earning a wage of \$15.10/hour (\$31,413.71 in total wages).	Cash	\$58,214.00	\$0.00	\$0.00	\$25,000.00	\$83,214.00
Personnel	Workshop & Activities Assistant (1)	one new PT position to be hired (job description included as an attachment), with 100% of effort dedicated to this project. Supports artist-led workshops and residencies, helping deliver high-quality experiences for participants and contributing to participant service goals. Position will be filled starting in Year 2, and will work from May-October, 25 hours/week, at an hourly wage of \$21.37 (total of 1,300 hours over two years and \$27,777.83).	Cash	\$22,778.00	\$0.00	\$0.00	\$5,000.00	\$27,778.00
Fringe Benefits	Site Manager (1)	36 months health insurance @ \$500/month; 3% IRA (24 months- not including year 1); 4% SUI for 36 months; 8% FICA for 36 months	Cash	\$37,722.00	\$0.00	\$0.00	\$0.00	\$37,722.00
Fringe Benefits	Part-Time Positions (4)	4% SUI; 8% FICA	Cash	\$25,972.00	\$0.00	\$0.00	\$0.00	\$25,972.00
Supplies	Tent	30x30 Tent for Outdoor Classroom (sample quote included as an attachment)	Cash	\$3,545.00	\$0.00	\$0.00	\$0.00	\$3,545.00
Supplies	Kiln	Drying ceramics/pottery; sample quote included as an attachment)	Cash	\$7,215.00	\$0.00	\$0.00	\$0.00	\$7,215.00
Supplies	Stools	Sample quote included as an attachment; 18 stools @ \$75/each (with an allowance for cost change when actual stools are chosen)	Cash	\$1,295.00	\$0.00	\$0.00	\$0.00	\$1,295.00
Indirect Charges		10% Indirect rate on MTDC	Cash	\$28,636.00	\$0.00	\$0.00	\$0.00	\$28,636.00
				\$314,997.00	\$0.00	\$0.00	\$135,000.00	\$449,997.00

Detailed Budget Organization – Construction

Detailed Budget

Budget Category	Budget Line Item Name	Budget Notes	Cash or In Kind?	ARC Amount	Other Federal Amount	State Amount	Other Amount	Total Amount
-Select One-			-Select One					0
-Select One-								
Administrative and legal expenses				0	\$0.00	\$0.00	\$0.00	0
Architectural and engineering fees								
Construction								
Contingencies								
Demolition and removal								
Equipment (construction)								
Land, structures, rights-of-way, appraisals, etc.								
Miscellaneous								
Other architectural and engineering fees								
Project inspection fees								
Relocation expenses and payments								
Site work								

Save

Detailed Budget – Construction Example

Budget Category	Budget Line Item Name	Budget Notes	Cash or In Kind?	ARC Amount	Other Federal Amount	State Amount	Other Amount	Total Amount
Construction	Construction	Costs associated with all construction items.	Cash	\$1,755,100.00	\$0.00	\$180,337.00	\$14,563.00	\$1,950,000.00
Contingencies	Contingencies	10% of the construction costs for any unforeseen costs that may occur during project construction.	Cash	\$195,000.00	\$0.00	\$0.00	\$0.00	\$195,000.00
Architectural and engineering fees	Engineering Design	7.71% of construction + contingencies for engineering design and construction management fees.	Cash	\$0.00	\$0.00	\$165,400.00	\$0.00	\$165,400.00
Architectural and engineering fees	Resident Inspection	4.65% of construction + contingencies for providing engineering inspection/observation during construction to ensure the project is designed to plans and specs.	Cash	\$0.00	\$0.00	\$99,700.00	\$0.00	\$99,700.00
Administrative and legal expenses	Legal	Costs associated with contractual and compliance guidelines.	Cash	\$0.00	\$0.00	\$5,000.00	\$0.00	\$5,000.00
Administrative and legal expenses	Administration	Costs associated with grant management, environmental review, compliance, preparing and submitting draw requests, reporting, payroll reviews, close-out documentation, etc.	Cash	\$50,000.00	\$0.00	\$0.00	\$0.00	\$50,000.00
Other architectural and engineering fees	Funding Assistance, Geotechnical Investigation, Permitting, and Property Acquisition	Fees associated with permitting, surveying, easement assistance, etc.	Cash	\$0.00	\$0.00	\$35,000.00	\$0.00	\$35,000.00
				\$2,000,100.00	\$0.00	\$485,437.00	\$14,563.00	\$2,500,100.00

Preliminary Engineering Report/Architectural Report – **Required for Construction Projects**

There may be some exception to this rule based
on project complexity/dollar amount.

Consult your ARC Program Manager.

While ARC does not have an internal or ARC-specific template available for PERs, we have found that the interagency-approved template offered by the EPA is a great example of what can and should be included in a comprehensive engineering report:

https://www.epa.gov/sites/default/files/2017-09/documents/per_508.pdf

Funding Sources in Pathways

Contributor Name	Contributor Type	Funding Type	Funding Amount	Funding Status	Funding Notes	
Blue Ridge Org.	Other	In-kind	\$50,000	Committed		X
USDA RD	Federal	Cash	\$50,000	Pending	Grant contingent on ARC approval - letter attached	X
Foundation of Appalachia	Other	Cash	\$25,000	Committed		X
Virginia CDBG	State	Cash	\$75,000	Committed		X
ARC	ARC	Cash	\$200,000	Proposed		X
			\$400,000			

Equipment Vs. Supplies

Equipment

- Has a **useful life of more than one year, and**
- Has a **per-unit acquisition cost that equals or exceeds \$10,000**

Supplies

- Has a **per-unit acquisition cost that is less than \$10,000, or**
- Have a useful life of **one year or less**

Supply List Example

Item Description	Cost Per Item	Number of Items	Total Item(s) Cost
Transfer Forceps	15.99	5	\$ 79.95
Suture Removal Kits	32.02	5	\$ 160.10
Occluders	7.99	5	\$ 39.95
Tape Measure	11.91	5	\$ 59.55
Male Cath Manikins	861.00	5	\$ 4,305.00
Prostate Model	89.30	1	\$ 89.30
Suture insertion kits	195.00	5	\$ 975.00
Nebulizers	39.99	5	\$ 199.95
Baby Manikins	1,238.00	5	\$ 6,190.00
Inhalers	31.99	5	\$ 159.95
Ear Manikins	176.22	5	\$ 881.10
Ishihara Books	28,49	5	\$ 142.45
Wall Mount Sharps 5QT	46.00	5	\$ 230.00

Equipment and/or supply lists are required as separate attachments as applicable

**Numbers
Alone are Not
Enough!!**

Use the "**Budget Notes**" section to explain:

- What is being purchased?
- Why is it necessary?
- How was the cost estimated?

ARC's Budget Narrative Template

- **Use as a worksheet to draft and calculate detailed budget outside of Pathways**
(and/or submit upon request or as applicable)
- Line Items Included on the Non-Construction Budget Narrative *(includes links to 2CFR200 requirements)
 - Personnel
 - Fringe Benefits
 - Travel
 - Equipment
 - Supplies
 - Contractual
 - Other
 - Indirect Costs
- *Includes Indirect Cost Calculator*

Indirect Costs

- Costs not directly related to the project, but necessary for **general operations** - utilities, accounting, record keeping, etc.
- Calculated as a % of the **modified total direct costs (MTDC)**.
- MTDC excludes equipment, capital expenditures, rental costs, tuition, scholarships, participant support costs, and the portion of each subaward in excess of \$50,000.
- Indirect costs exceeding 15% may be considered **if already approved by another federal agency**.
- Cost rate above 15% may be credited towards match funding commitment.
- If you do not have an established indirect cost rate, **you may use 15% of the modified total direct costs.**

Indirect Costs – Questions to Ask Yourself

- Have you calculated and included **Indirect Costs** based on a breakdown of eligible **Modified Total Direct Costs (MTDC)** using an **approved Indirect Cost Rate**?
- Are any of the included expenses in the MTDC potentially **excluded** expenses?
 - Equipment
 - Tuition
 - Scholarships and Participant Stipends
- If using a NICRA, is it expired? Is the Indirect Cost Rate clearly identified?

Negotiated Indirect Cost Rate Agreement (NICRA)

COLLEGES AND UNIVERSITIES RATE AGREEMENT

EIN: 1626001636A1

DATE:12/19/2019

ORGANIZATION:

FILING REF.: The preceding
agreement was dated
06/10/2019

University of Tennessee - Knoxville
Controller's Office
201 Andy Holt Tower
Knoxville, TN 37996-0100

The rates approved in this agreement are for use on grants, contracts and other agreements with the Federal Government, subject to the conditions in Section III.

SECTION I: Facilities And Administrative Cost Rates

RATE TYPES: FIXED FINAL PROV. (PROVISIONAL) PRED. (PREDETERMINED)

EFFECTIVE PERIOD

TYPE	FROM	TO	RATE(%) LOCATION	APPLICABLE TO
FINAL	07/01/2018	06/30/2019	51.00 On-Campus	Organized Research
PRED.	07/01/2019	06/30/2020	51.00 On-Campus	Organized Research
PRED.	07/01/2020	06/30/2021	52.00 On-Campus	Organized Research
PRED.	07/01/2021	06/30/2023	53.00 On-Campus	Organized Research
FINAL	07/01/2018	06/30/2019	53.00 On-Campus	Instruction
PRED.	07/01/2019	06/30/2023	54.00 On-Campus	Instruction
FINAL	07/01/2018	06/30/2019	38.00 On-Campus	Other Sponsored Activities
PRED.	07/01/2019	06/30/2023	36.00 On-Campus	Other Sponsored Activities
FINAL	07/01/2018	06/30/2019	7.10 On-Campus	IPA
PRED.	07/01/2019	06/30/2023	8.00 On-Campus	IPA
FINAL	07/01/2018	06/30/2019	26.00 Off-Campus	All Programs
PRED.	07/01/2019	06/30/2023	26.00 On-Campus	All Programs

Common Budget Challenges

Here is a list of common budget-related errors, omissions, challenges, and roadblocks:

- Distinguishing between equipment and supplies
- Using whole numbers (please do not include cents!)
- Inconsistency across forms/data fields, letters and other documentation (especially when updates or changes occur that are only reflected in one place)
- Calculating personnel time
- Unallowable costs
- Construction estimates that are out of date (older than 12-18 months)

Before Submitting Your Budget, Ask Yourself:

- Do the cost estimates derive from **credible sources** and are they documented?
- Does **every cost have a funding source**?
- Is every funding source **supported by match documentation**?
- Are totals consistent **throughout the application**?
- Are **match requirements** satisfied?
- Is every expense **allowable**?

Build-A-Project

Community A: Former Coal Community

Challenges: mine closure, aging water infrastructure, high unemployment, outmigration of young adults

Assets: community college, industrial park, interstate access



Community B: Small Rural Town

Challenges: limited broadband, downtown vacancies, workforce shortages

Assets: tourism, local manufacturers, active chamber



Community C: Agricultural Community

Challenges: lack of food processing, low wages, few entrepreneurship resources

Assets: strong agricultural sector, regional airport, technical college



Community D: Southern Community on the Delta

Challenges: infrastructure deficits including broadband, lack of healthcare access, food deserts, limited access to capital

Assets: rich agricultural base, world-renowned history in blues music, major river system, existing railway infrastructure

Core Problem

What are you trying to solve with your project? Choose ONE primary problem.

Remember: Good projects attempt to solve root problems, not just symptoms!

- Businesses cannot expand because infrastructure is inadequate.
- Employers cannot find skilled workers.
- Entrepreneurs lack access to capital and technical assistance.
- Vacant industrial buildings discourage investment.
- Workers cannot access jobs.
- Healthcare workforce shortages.
- Tourism economy is underdeveloped.

Partners

Who would make appropriate partners for this project? Choose 4-6 partners.

Consider and be ready to describe:

- resources offered
- expertise
- potential match contribution
- role in implementation

- County Government
- Community College
- Regional Planning Commission
- Utility District
- Workforce Development Board
- Local Manufacturer
- Chamber of Commerce
- Hospital
- Broadband Provider
- Economic Development Organization
- Nonprofit
- University

Example: **Community College**

- Workforce curriculum
- Training facilities
- Instructor support
- Potential in-kind match

Project Activities

Choose 3-4 Activities

Infrastructure

- Water line extension
- Industrial site grading
- Sewer improvements
- Broadband expansion

Workforce

- Apprenticeships
- Industry certifications
- Training equipment
- Curriculum development

Business Development

- Business incubator
- Entrepreneur coaching
- Export assistance
- RLF capitalization

Tourism

- Wayfinding
- Trail connections
- Downtown revitalization
- Heritage tourism plans

Transportation

- Local Access Road
- New transit or rail lines
- Hanger construction
- Launch site improvement

Miscellaneous (Describe)

- Strategic Planning
- Equipment Purchases
- Renovations
- Program Implementation

Build-A-Budget

Max ARC Request (for Activity Only): \$250,000 Non-Construction/\$500,000 Construction

Construction Budget Categories

Detailed Budget	
Budget Category	Budget Line Item
-Select One-	
-Select One-	
Administrative and legal expenses	
Architectural and engineering fees	
Construction	
Contingencies	
Demolition and removal	
Equipment (construction)	
Land, structures, rights-of-way, appraisals, etc.	
Miscellaneous	
Other architectural and engineering fees	
Project inspection fees	
Relocation expenses and payments	
Site work	

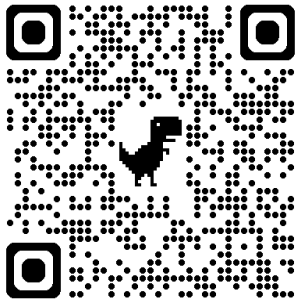
Non-Construction Budget Categories

Detailed Budget	
Budget Category	Budget Line Item
-Select One-	
-Select One-	
Capital	
Contractual	
Equipment (non-construction)	
Fringe Benefits	
Indirect Charges	
Other	
Personnel	
Supplies	
Travel	

Performance Measures

How will you know you succeeded?

Select at least ONE Output and ONE outcome from ARC's Guide to Performance Measures.



<https://www.arc.gov/resource/guide-to-arc-project-performance-measures/>

- Quantify selected measures
- Define in the context of your project – what do you mean by served, improved, created, etc.
- Provide a timeframe – when do you expect these results?
- Explain methodology – how did you arrive at these measures? How do you plan to collect and track data?
- Do your measures require letters of commitment?

Prepare your Pitch

- Our community is...
- The economic challenge is...
- Our proposed project...
- Partners include...
- Budget...
- Expected outcomes...
- Why ARC should invest...

Questions?



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