



# **2017 VIRGINIA APPALACHIAN REGIONAL COMMISSION**

## **HOW TO APPLY WORKSHOP**



# ARC Background

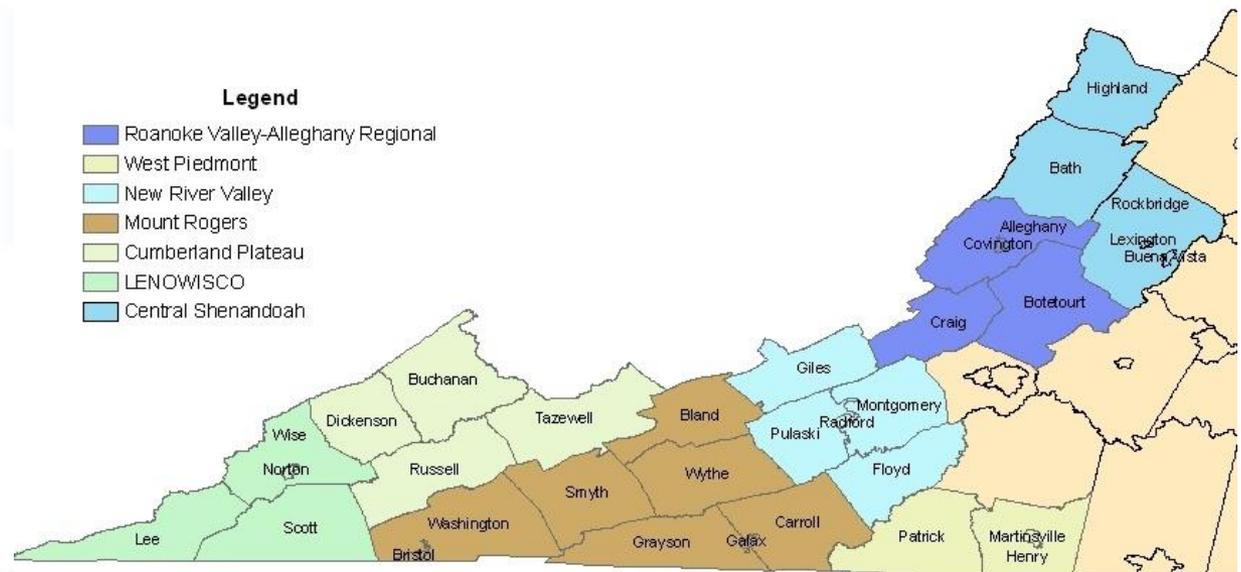
- The Appalachian Regional Commission, or ARC, is an independent Federal agency created through the Appalachian Regional Development Act of 1965
- ARC's mission is to be an advocate for and partner with the people of Appalachia to create opportunities for self-sustaining economic development and improved quality of life



# ARC and Virginia

- Virginia is one of thirteen states in the ARC region
- In Virginia, 25 counties and 8 independent cities are included in the region

## Virginia's ARC Local Development Districts





# ARC in Virginia

- Virginia receives funding on an annual basis and through special initiatives for distribution in the designated localities
- Virginia develops an Annual Strategy Statement to guide the use of its regular funding
- The primary components of Virginia's ARC Program are:
  - Local Development Districts
  - Area Development
  - Access Road



# ARC Announcements

- ❖ Appalachian Regional Commission (ARC) released [\*Bon Appétit Appalachia!\*](#), the largest searchable online map of local food businesses and entrepreneurs operating in Appalachia. *Bon Appétit Appalachia!* currently includes more than 830 (72% increase from 2014) local farms, restaurants, bakeries, breweries, wineries, and festivals operating in the 13 Appalachian states. *An abridged print version of the map is being published in regional Edible Communities magazines in and around the Region.*
- ❖ White House Rural Council Assistance The free series includes at least 60 Made in Rural America small business export workshops hosted by the U.S. Postal Service in 24 states July 26 to Aug. 31. Go to [www.usps.gov](http://www.usps.gov) for more information
- ❖ USDA awarded over \$587,000 to Virginia telemedicine projects that will provide health care services in rural areas, including mental health and drug addiction treatment. A grant of \$434,182 will help the Carilion Medical Center deliver health care in 12 rural counties in southwest Virginia, including 18 sites—15 of which are in StrikeForce counties.



# ARC Announcements

## ASPIRE **APPALACHIA** COLLABORATIONS IN RURAL DEVELOPMENT



An Appalachian Regional Commission Conference Hosted by the State of Tennessee  
August 30-31, 2016 | Johnson City, Tennessee



### POWER Grants

In FY 2016, ARC is providing **POWER implementation grants** (\$4.5 million) and **technical assistance grants (\$1.2 million)** for activities that address the challenges facing coal-impacted communities in the [Appalachian Region](#).



# ARC Announcements 2017 Funding (estimate)

- ❖ \$2.3 million-Area Development
- ❖ \$643,000-Distressed Counties
- ❖ \$3 million-Access Road



# ARC

## 2017 Economic Status Designations

- ❖ Three (3) Distressed Counties
- ❖ Eight (8) At-Risk Counties
- ❖ Eleven (11) Transitional Counties
- ❖ Three (3) Competitive Counties



# Virginia ARC Announcements

## Oak Ridge Program

- Five High School students  
(Tazewell and Rockbridge Counties)
- Two Middle School Students  
(Tazewell and Buchanan)



Virginia Department of Health and Community Development





# DHCD Announcements

## Open Funding Opportunities

- ❖ CDBG Planning Grants
- ❖ CDBG Open Submission
  - ❖ Community Economic Development Fund
  - ❖ Construction Ready Water and Sewer
  - ❖ Community Development Local Innovation

**DHCD How to Apply  
Workshop for Vibrant  
Community Initiative  
(VCI) and Affordable  
Special Housing Needs  
(ASHN) programs  
August 29-Wytheville  
August 31-Webinar**

Registration now open!

**Online Registration  
Now Open!**  
November 16-18, 2016  
The Hotel Roanoke and  
Conference Center

**VAGHC**  
VIRGINIA GOVERNOR'S HOUSING CONFERENCE

[→ READ MORE](#)

The banner features a photograph of a large, multi-story brick building with a Tudor-style facade, including half-timbered upper stories and multiple gables. The building is illuminated at night. The text is overlaid on a green and white background.



# ARC Strategic Investment Goals 2016-2020

- ❖ **Economic Opportunities**-Invest in entrepreneurial and business development strategies that strengthen Appalachia's economy
- ❖ **Ready Workforce**-Increase the education, knowledge, skills and health of residents to work and succeed in Appalachia
- ❖ **Critical Infrastructure** Invest in critical infrastructure-especially broadband; transportation, including the Appalachian Development Highway System; and water/wastewater systems
- ❖ **Natural and Cultural Assets**-Strengthen Appalachia's community and economic development potential by leveraging the Region's natural and cultural assets-
- ❖ **Leadership and Community Capacity**-Build the capacity and skills of current and next-generation leaders and organizations to innovate, collaborate, and advance community and economic development-NEW



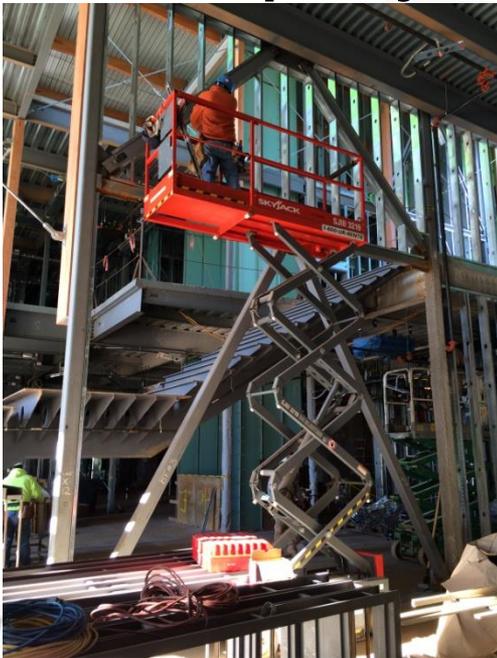
# ARC Virginia State Objectives

- ❖ Promote regional partnerships that support regional economic development, encourage activities that diversify the economic base, enhance entrepreneurial activities, and provide training and technical assistance to agents engaged in economic development.
- ❖ Develop a world class and highly skilled, competitive workforce that is well educated and appropriately trained for the job market, as well as provide adequate health care services throughout the Region.
- ❖ Assist communities to develop, expand, and upgrade infrastructure, including broadband to allow for greater access to resources and opportunities for increased economic growth and improve the quality of life.
- ❖ Natural and Cultural Assets: Assist communities in the preservation, development and promotion of natural and cultural assets for local economies and improve quality of life.
- ❖ Leadership and Community Capacity: Strengthen current and next generation local and regional leadership capacity to innovate, enhance collaborative and community based skills to improve quality of life in Appalachia Virginia.



# ARC Funding Limits

- \$500,000 for construction projects
- \$100,000 for non-construction projects





# Area Development

- ❖ Asset Based Development: (cultural assets, natural assets, community assets, structural assets, and business / economic assets)
- ❖ Telecommunications
- ❖ Energy Efficiency
- ❖ Access Road
- ❖ Planning Grants



# ARC Application Process and Timeframe

Process	Timeframe
ARC Applications Due	October 5, 2016
Funding Announcement	December/January (estimated)
DHCD Submission to ARC	May 31, 2017
ARC Approval	Between July and September 2017
DHCD Contract Negotiations	September –November 2017



# Proposal Components

## Strategic Project and Budget Development



# Request for Proposal

Components	Construction	Non-Construction
Project Narrative	X	X
Goals and Strategies	X	X
Project Description	X	X
Project Rationale	X	X
Project Sustainability and Grantee Capacity	X	X
Performance Measures and Benefits	X	X
Engineer or Architect Budget	X	
Non-Funding Commitments	X	X
ARC Match Rate Calculation	X	X



# Project Description

*Project Description*—Target Population, Strategies, Methods, Timelines, and Capacity

- ❖ Beneficiaries
- ❖ Outline your methodology
  - ❖ How will the project be carried out?
  - ❖ Any innovative approaches?
- ❖ When will things get done
- ❖ Who will be leading the project?



# Project Rationale

- ❖ Problem gives *insight to causes of need*
- ❖ State why *the project is needed and most practical and cost-effective*
- ❖ Make clear the scale of local/regional *demand for a solution*
- ❖ Show how project will *address the problem*



# Project Sustainability Plan

- ❖ Preliminary engineer's report (PER) identifying who will own and maintain construction improvements
- ❖ Pro Forma financial projections for community facilities (museums, schools, and hospital)
- ❖ Independent assessments (i.e. feasibility study or business plan)



# Leverage

## Financial and Non-Financial

- ❖ Detailed project budget that fits project activities and lists sources and uses of all funds by budget line item
- ❖ Detailed personnel, contractual, and indirect costs
- ❖ Provide match letters pledging specific cash or in-kind amounts
- ❖ MAI appraisal for real property offered as match or acquired
- ❖ Consistent project cost totals across all budget forms and narrative.



# ARC

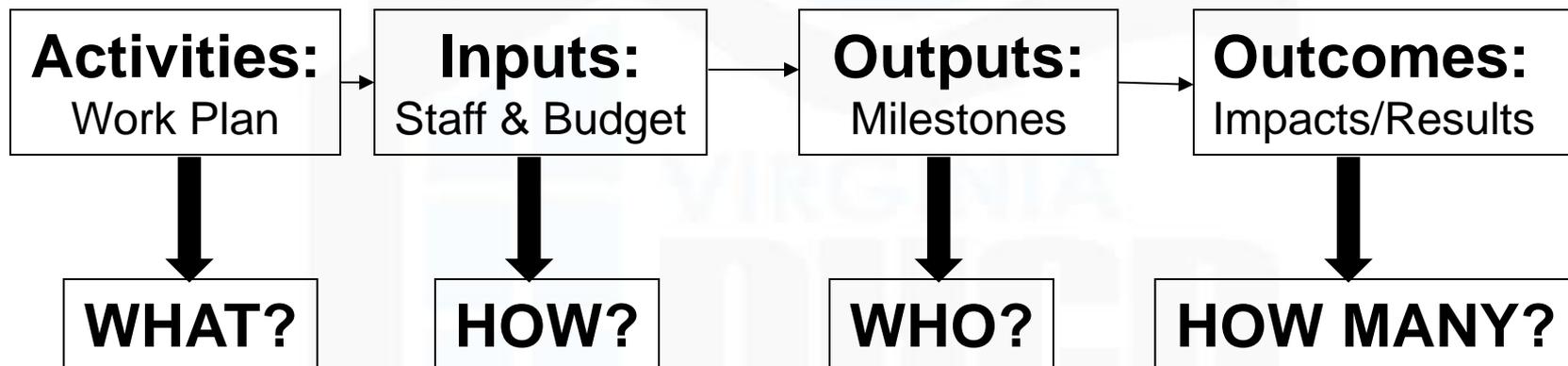
## Match Requirements

All Virginia ARC assistance must be matched **dollar for dollar or 50% match** with local (non-Federal) funding, unless the project is in a:

- ❖ Distressed locality which must provide a 20% match for 80% ARC funds,
- ❖ At-Risk locality which must provide a 30% match for 70% ARC funds, or
- ❖ Competitive locality, which must provide a 70% match for 30% ARC funds.



# Performance Measures Logic Model





# Sample Performance Measures

PROJECT TYPE	COMMON OUTPUTS	COMMON OUTCOMES
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**Ready Workforce**

**Education or workforce development project**



Students served ↔ Workers/trainees served

Students improved  
Workers/trainees improved  
Programs implemented

**Healthcare access, health promotion project**



Communities served ↔ Patients served

Communities improved  
Patients improved  
Programs implemented



# Sample Performance Measures

PROJECT TYPE	COMMON OUTPUTS	COMMON OUTCOMES
<div data-bbox="208 492 343 868" style="writing-mode: vertical-rl; transform: rotate(180deg);">Economic Opportunities</div> <p data-bbox="374 532 745 625">Business Development, Entrepreneurship project</p> 	<p data-bbox="832 532 1078 572">Businesses served</p> <p data-bbox="1147 532 1309 568">↔</p>	<p data-bbox="1373 532 1663 572">Businesses improved</p> <p data-bbox="1373 582 1696 622">New businesses created</p> <p data-bbox="1373 632 1547 672">Jobs created</p> <p data-bbox="1373 682 1557 722">Jobs retained</p> <p data-bbox="1373 732 1779 772">Leveraged private investment</p> <p data-bbox="1373 782 1731 822">Export revenues increased</p> <p data-bbox="1373 832 1779 872">Non-export revenues increase</p>
<div data-bbox="112 886 359 1196" style="writing-mode: vertical-rl; transform: rotate(180deg);">Natural &amp; Cultural Assets</div> <p data-bbox="374 886 687 1025">Tourism facility, revitalization, or trail construction project</p> 	<p data-bbox="832 886 1112 926">Communities served</p> <p data-bbox="832 936 1078 976">Businesses served</p> <p data-bbox="832 986 991 1026">Square feet</p> <p data-bbox="832 1036 948 1076">Acreage</p> <p data-bbox="832 1086 1093 1126">New visitors - days</p> <p data-bbox="832 1136 1180 1176">New visitors – overnights</p> <p data-bbox="1147 886 1360 926">↔</p> <p data-bbox="1147 936 1360 976">↔</p>	<p data-bbox="1373 886 1696 926">Communities improved</p> <p data-bbox="1373 936 1663 976">Businesses improved</p> <p data-bbox="1373 986 1779 1076">Non-export (tourism) revenue increased</p>



# Effective Performance Measures are **SMART**

**S**pecific

**M**easurable

**A**ttainable

**R**esult-oriented

**T**ime bound



# Project Types



# Sample Project Types: Construction

- ❖ Incubators & accelerators
- ❖ Business & technology parks
- ❖ Downtown revitalization
- ❖ Trails, streetscapes, museums
- ❖ School/hospital construction
- ❖ Water/Sewer systems



# Sample Project Types: Non-Construction

- ❖ Small business and entrepreneurial training
- ❖ Tourism promotion
- ❖ Youth leadership academy
- ❖ Workforce training program
- ❖ Health equipment installation
- ❖ Sewer system feasibility study
- ❖ Rail feasibility study
- ❖ Economic development strategy

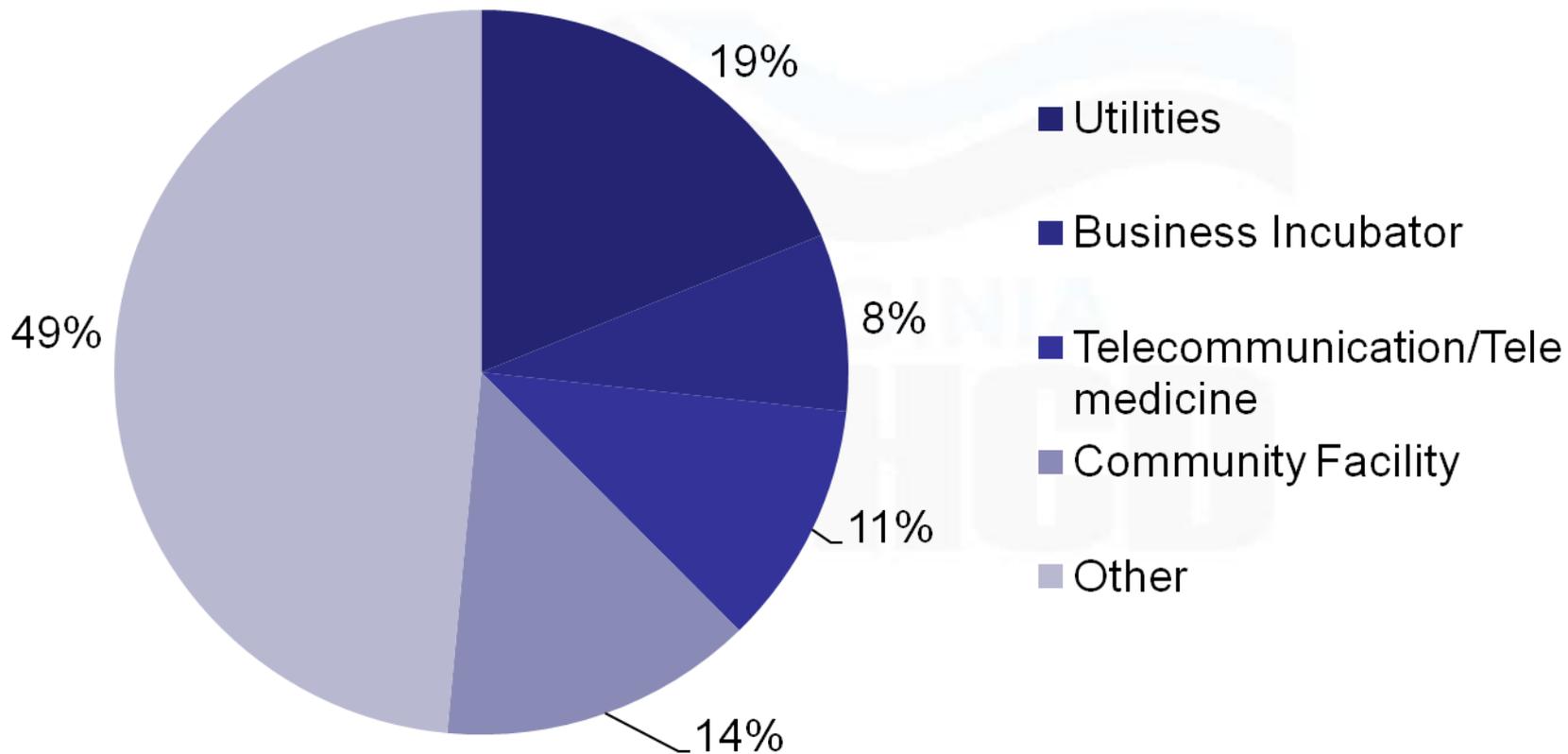


# Questionable Project Types

- Municipal Services
  - Police/Corrections Department Operations
  - Fire/EMS Department Operations
  - Routine Road Maintenance
- Community Centers, Senior Centers, and Assisted Living Facilities
- Public Art With No Clear Economic Development Purpose
  - Statues
  - Murals
- Speculative Buildings with Intent to Sell to a Private Company



# Virginia ARC Funded Projects 2009-2014





# 2016 ARC Recommendations

Applicant	Project Name	Award Offer
City of Bristol	Passenger Rail Study	\$ 100,000
Big Stone Gap	Big Stone Gap Visitors Center	\$ 85,931
Blue Ridge Center for Chinese Medicine	Appalachian Medicinal Herb Growers Consortium – Phase II: Processing herbs and adding more farmers	\$ 125,930
Henry County	Bassett Historic Train Depot Restoration Project	\$ 500,000
Mountain Empire Community College	Healthcare Simulation Access	\$ 100,000
The Wired Road Authority	Wired Road Connector Project	\$ 300,000
Town of Damascus	Damascus Downtown Waterfront Asset Development	\$ 499,908
The Barter Foundation Inc.	Expanding the Production Capacity of Barter Theater – Phase II	\$ 500,000
Lee County	Elydale Water Line Replacement	\$ 140,000
The Crooked Road	Expanding the Crooked Road Brand	\$ 250,000
Scott County	Advanced Manufacturing Center of Excellence – Duffield Satellite	\$ 142,937
New River Valley Regional Commission	Old School Food Center at Prices Fork	\$ 500,000
Virginia Department of Housing and Community Development	Planning Grants	\$ 122,625
<b>TOTAL:</b>		<b>\$ 3,367,331</b>



# Project Examples

## Construction

- ❖ Chestnut Creek School for the Arts

## Non-Construction

- ❖ Mountain Empire Community College  
Access Initiative



# Project Development Scenarios



# Project Development Tips

- Begin Project Development Early
- Prospective applicants can contact DHCD and their LDD's for technical assistance on proposal development. Data is available from ARC at [www.arc.gov/chartbook](http://www.arc.gov/chartbook) and [www.arc.gov/data](http://www.arc.gov/data) (County level data).
- Proposals due October 5, 2016 with an announcement expected by late 2016/early 2017
- Planning grant funds will be available \$200,000 (estimate)
- For additional information on the 2016-2020 ARC Strategic Plan visit <http://www.arc.gov/about/ARC2016-2020StrategicPlan.asp>



# Questions

Tamarah Holmes, Ph.D., Associate Director

(804) 371-7056

[tamarah.holmes@dhcd.virginia.gov](mailto:tamarah.holmes@dhcd.virginia.gov)

Matt Weaver, Senior Policy Analyst

(804) 371-7067

[matthew.weaver@dhcd.virginia.gov](mailto:matthew.weaver@dhcd.virginia.gov)