

*Commonwealth of Virginia
Appalachian Regional Commission*

**20
11** | **AREA DEVELOPMENT
REQUEST FOR PROPOSALS**



**VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT**

Partners for Better Communities

www.dhcd.virginia.gov

ARC AREA DEVELOPMENT TABLE OF CONTENTS

PROGRAM AND CONTACT INFORMATION.....	3
VIRGINIA ARC PROGRAM OBJECTIVES	5
Virginia ARC Objective I	5
Virginia ARC Objective II	6
Virginia ARC Objective III.....	7
Virginia ARC Objective IV	8
VIRGINIA ARC AREA DEVELOPMENT	9
Implementation Strategy.....	9
ELIGIBLE APPLICANTS.....	9
Economic Stress Designations.....	9
Funding and Match	10
Submission Requirements.....	10
Timetable	11
ARC Resources	11
Planning District Commission Review.....	11
PROPOSAL FORMAT – AREA DEVELOPMENT PROJECTS.....	13
Section 1 – Cover Sheet	13
(See APPENDIX A).....	13
Section 2 – Project Proposal Summary	13
Section 3 – Project Narrative	13
Goals & Strategies	13
Purpose, Description, & Rationale –	14
Relation to Other Local / Regional Activities:.....	15
Benefits and Performance Measures	15
Agency Capacity & Qualifications.....	16
Capacity / Staffing Plan:.....	17
Section 4 - Budget Information and Supporting Materials.....	18
Detailed budget and budget narrative –	18
Budget Justification	19
Proposed Basic Federal Administering Agency and Approval Status:.....	21
Submittal to Planning District Commission:.....	21
Application Review Process.....	21
APPENDIX A – COVER SHEET	23
APPENDIX B – OUTPUTS AND OUTCOMES	25
Goal 1 – Economy	25
Goal 2 – Health and Education.....	26
Goal 3 - Infrastructure	27
Goal 4 – ADHS System.....	27
APPENDIX C – PROJECT SUMMARY FORMAT	29
APPENDIX D –BUDGET FORMS	31

VIRGINIA APPALACHIAN REGIONAL COMMISSION PROGRAM AND CONTACT INFORMATION

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.

Virginia is one of thirteen states in the ARC region. The Appalachian Regional Commission programs, other than the Highway program, are administered in the Commonwealth of Virginia by the Virginia Department of Housing and Community Development. The Virginia ARC Program is managed by:

William C. Shelton

Director
ARC State Alternate

Denise H. Ambrose

Associate Director
ARC Program Manager
(804) 371-7029
denise.ambrose@dhcd.virginia.gov

Contacts for the 2011 Competition:

Chris Thompson

Program Manager
(804) 371-7056
Chris.Thompson@dhcd.virginia.gov

Keith Sherrill

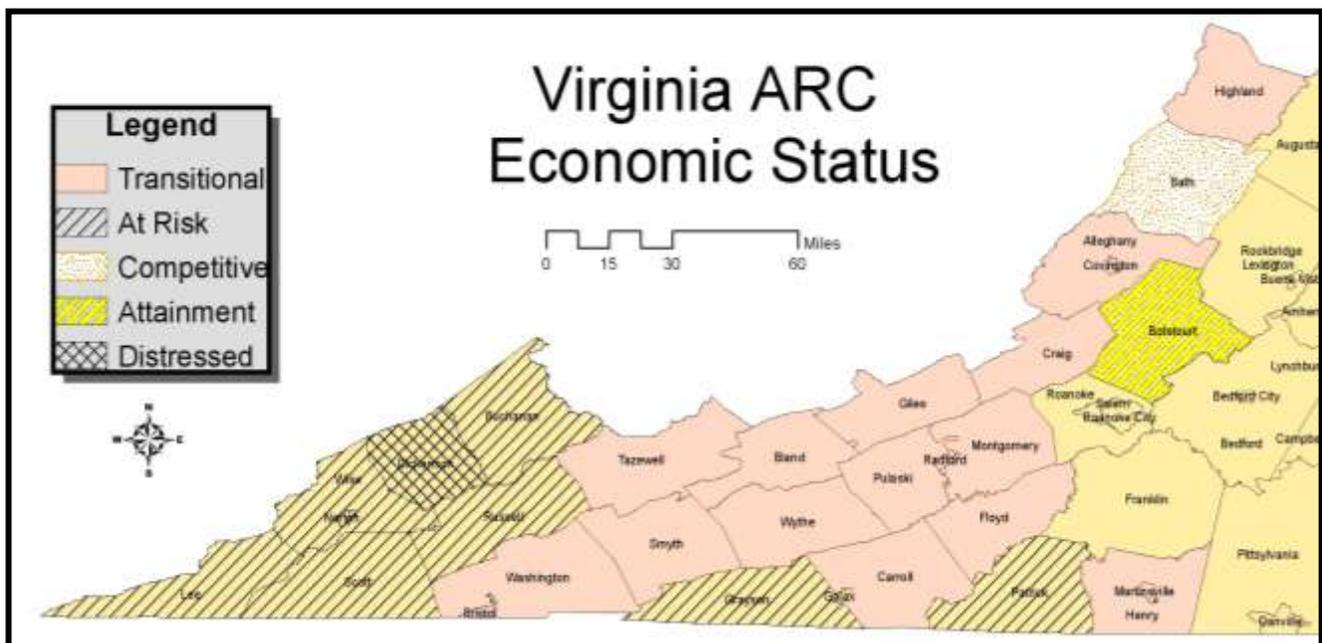
Policy Analyst
(804) 371-7055
Keith.sherrill@dhcd.virginia.gov

In Virginia, twenty-five counties and eight independent cities are eligible for in the ARC program. These localities and their economic stress designation are as follows:

Counties			
Alleghany County	<i>Transitional</i>	Lee County	<i>At Risk</i>
Bath County	<i>Competitive</i>	Montgomery County	<i>Transitional</i>
Bland County	<i>Transitional</i>	Patrick County	<i>At Risk</i>
Botetourt County	<i>Attainment</i>	Pulaski County	<i>Transitional</i>
Buchanan County	<i>At Risk</i>	Rockbridge County	<i>Transitional</i>
Carroll County	<i>Transitional</i>	Russell County	<i>At Risk</i>
Craig County	<i>Transitional</i>	Scott County	<i>At Risk</i>
Dickenson County	<i>Distressed</i>	Smyth County	<i>Transitional</i>
Floyd County	<i>Transitional</i>	Tazewell County	<i>Transitional</i>
Giles County	<i>Transitional</i>	Washington County	<i>Transitional</i>
Grayson County	<i>At Risk</i>	Wise County	<i>At Risk</i>
Henry County	<i>Transitional</i>	Wythe County	<i>Transitional</i>
Highland County	<i>Transitional</i>		

Cities			
City of Bristol	<i>Transitional</i>	City of Lexington	<i>Transitional</i>
City of Buena Vista	<i>Transitional</i>	City of Martinsville	<i>Transitional</i>
City of Covington	<i>Transitional</i>	City of Norton	<i>At Risk</i>
City of Galax	<i>Transitional</i>	City of Radford	<i>Transitional</i>

Virginia receives funding from the Appalachian Regional Commission on an annual basis and through special initiatives for distribution in these localities. Virginia prepares a State Strategy on an annual basis which guides its use of ARC funding.



VIRGINIA ARC PROGRAM OBJECTIVES

Virginia's Four Year Development Plan and Annual Strategy Statement identify the objectives of Virginia's program which are consistent with ARC's strategic goals. The state objectives are closely correlated to the Appalachian Regional Commission Goals, and several specific strategies are developed for each objective. Virginia's objectives, the corresponding ARC goal, and the specific strategies are as follows:

VIRGINIA ARC OBJECTIVE I

Promote regional partnerships that support regional economic development, encourage activities that diversify the economic base, enhance entrepreneurial activities, develop a highly skilled, competitive workforce, and provide training and technical assistance to agents engaged in economic development.

ARC Goal:

Increase job opportunities and per capita income in Appalachia to reach parity with the nation.

Strategies:

- 1.1 Encourage public-private sector partnerships and regional approaches to economic development, marketing, regional competitiveness, and business assistance.
- 1.2 Develop and market strategic assets for local economies (heritage and cultural tourism and creative economies).
- 1.3 Support tourism activities that are directly linked to overall regional economic development strategies.
- 1.4 Encourage projects which diversify the economic base, including asset-based development and energy-related projects.

- 1.5 Encourage communities and community leaders to develop the skills and tools necessary to use existing and innovative telecommunications technology to assist in their community and economic development efforts.
- 1.6 Participate in business development efforts which will assist existing businesses with expansion activities.
- 1.7 Assist with installation of public infrastructure (water, sewer, fiber) for new business location / expansion, creating jobs for the Region.
- 1.8 Assist in the expansion of the availability of capital for small and medium-sized businesses, including microenterprises and new small technology-based companies through the use of revolving loan funds or other financing mechanisms.
- 1.9 Assist small and medium-sized businesses to access markets for their products, with emphasis on export training and assistance that will enable them to participate in the international marketplace.
- 1.10 Encourage the development of telecommunications and other technologies to assist in improving the participation of Appalachian businesses in the international marketplace.
- 1.11 Support the expansion of value-added businesses and sustainable development strategies to build sustainable local economies.
- 1.12 Capitalize on the economic potential of the Appalachian Development Highway System.

- 1.13 Support programs that will ensure the availability of a workforce with skills and abilities required to promote economic retention and growth.
- 1.14 Implement workforce readiness programs such as technologically literate workforce training and technological training in math, science, and engineering that will ensure students are given the necessary skills to enable them to find and hold jobs.
- 1.15 Strengthen the delivery of workforce training programs among the various provider agencies in order to improve the business retention, expansion, and formation efforts.
- 1.16 Support programs that will provide access to entrepreneurship training for high school students and adults.
- 1.17 Foster civic entrepreneurship.
- 1.18 Assist communities and regions in establishing ongoing strategic planning and management processes.
- 1.19 Encourage efforts to establish ongoing local and regional civic and leadership development programs.
- 1.20 Encourage Local Development Districts (LDDs) to become more involved in local and regional capacity building.
- 1.21 Support energy-related projects, including research of carbon sequestration, energy-efficiency technologies, alternative energies and biofuels, and coal mine reclamation.
- 1.22 Support projects that encourage broad-based, regional cooperation and provide increased regional economic growth opportunities.

VIRGINIA ARC OBJECTIVE II

Develop a world class work force that is well educated and appropriately trained for the job market, as well as provide adequate health care services throughout the Region.

ARC Goal:

Strengthen the capacity of the people of Appalachia to compete in the global economy.

Strategies:

- 2.1 Provide skill development training for high demand jobs which currently lack adequate training programs (ex. Construction, telecommunications, energy).
- 2.2 Continue to support initiatives that will reduce the school dropout rates.
- 2.3 Support programs that will improve the enrollment of Virginia Appalachians in post-secondary education.
- 2.4 Continue to expand educational opportunities through telecommunications.
- 2.5 Strengthen the delivery of workforce training programs among the various provider agencies in order to improve the business retention, expansion and formation efforts.
- 2.6 Implement work force readiness programs such as technologically literate work force training and technological training in math, science that will ensure students are given the necessary skills to enable them to find and hold jobs.
- 2.7 Encourage educational programs which train students in cultural and heritage arts, such as traditional music and craft production.
- 2.8 Encourage communities and community leaders to develop

knowledge, skills and abilities necessary to use existing and innovative telecommunications technology to assist in their community and economic development efforts.

- 2.9 Encourage the establishment of partnerships and innovative arrangements among health care providers in Appalachian Virginia in order to assure quality care and the efficient use of available health care resources.
- 2.10 Encourage the use of telemedicine technology to assist in the delivery of rural health care services, to include wellness and prevention efforts.
- 2.11 Support projects which include wellness and healthcare prevention efforts.
- 2.12 Continue efforts to place doctors and other medical professionals in medically underserved areas through physician and other recruitment programs.
- 2.13 Support efforts to initiate and expand early childhood education programs.
- 2.14 Support programs to increase access to quality child care.
- 2.14 Encourage local leaders to develop innovative, cost-effective arrangements for delivery of healthcare services, including regional approaches, privatization and service consolidation.
- 2.15 Foster civic entrepreneurship.

VIRGINIA ARC OBJECTIVE III

Assist communities to provide and develop an adequate physical infrastructure to support economic development opportunities and improve the quality of life.

ARC Goal:

Develop and improve Appalachia's infrastructure to make the Region economically competitive.

Strategies:

- 3.1 Assist community water supply and wastewater treatment projects that will support private investment leading to job creation or retention.
- 3.2 Assist community water supply and wastewater treatment projects that will support private investment leading to job creation or retention in distressed counties and that will address serious health/environmental compliance problems. Such projects could be proposed to be carried out through a Self-Help method of implementation.
- 3.3 Support continued efforts to expand the Region's stock of safe, affordable housing.
- 3.4 Build and enhance environmental infrastructure, such as brownfields redevelopment and eco-industrial activities.
- 3.5 Support infrastructure projects where installation of telecommunication conduit (dark fiber) is included in construction with the larger infrastructure project, to increase local and regional connectivity.
- 3.6 Provide financial and technical assistance to communities for development of industrial sites and parks, shell buildings, business incubators and micro-enterprises.
- 3.7 Increase accessibility and utilization of telecommunications technology, especially to identify markets and consumer groups.
- 3.8 Support public-private sector partnerships, which provide clear and measurable service outcomes

directly associated with quality sustainable job creation activities, to deploy advanced traditional and nontraditional cost-effective solutions and increase advanced telecommunications infrastructure capacity.

- 3.9 Provide access to child and adult care services in specific work-related environments.
- 3.10 Assist in the local revitalization efforts that will increase the physical and economic revitalization of communities, neighborhoods and downtowns.
- 3.11 Support local access road projects which would result in job creation or retention opportunities or community revitalization.
- 3.12 Help establish multi-county projects for establishing solid waste collection, disposal and recycling.
- 3.13 Foster development of an intermodal transportation network.
- 3.14 Capitalize on the ADHS and its development potential.
- 3.15 Support projects that promote energy conservation, green building, use of eco-friendly resources, and sustainable land-use practices.
- 3.16 Encouraging sustainable economic use of natural resources.
- 3.17 Conserving the natural places in the region for ecotourism.
- 3.18 Supporting land use and development strategies that promote sustainable communities and which seek to align transportation, housing, economic development, and environmental issues.

VIRGINIA ARC OBJECTIVE IV

Expand and upgrade existing roadways in rural communities to allow greater access to resources and opportunities for increased economic growth.

ARC Goal:

Build the Appalachian Development Highway System to reduce Appalachia's isolation.

Strategies:

- 4.1 Capitalize on the ADHS and its development potential.
- 4.2 Promote a development approach for the ADHS that preserves the cultural and natural resources of the Region while enhancing economic opportunity.
- 4.3 Encourage strategic, appropriate development along ADHS corridors (industrial parks, commercial development, and intermodal transportation).
- 4.4 Continue to support the development of the Coalfields Expressway.
- 4.5 Support infrastructure projects where installation of telecommunication conduit (dark fiber) is included in construction with the larger infrastructure project to increase local and regional connectivity.
- 4.6 Foster civic entrepreneurship.

VIRGINIA ARC AREA DEVELOPMENT

IMPLEMENTATION STRATEGY

Approximately \$2,300,000 is expected to be available in this round of funding for ARC Area Development projects. DHCD reserves the option to add additional ARC funds, if available. Final funding figures will be based on Virginia's ARC allocation pending federal budget approval for fiscal year 2011.

Eligible funding requests must meet the following criteria:

- Are clearly described with achievable performance outcomes,
- Applicant has the capacity to implement the project,
- Non-ARC resources are in place to leverage the requested funds,
- Project will be implemented using a collaborative approach, and
- The project is sustainable.

ELIGIBLE APPLICANTS

Non-profit organizations, educational institutions, Local Development Districts (Planning District Commissions), and state and local governmental entities are eligible to apply for Virginia ARC AD funding. Private organizations or for-profit businesses are not eligible to apply.

Nonprofit organizations must demonstrate adequate capacity to be an eligible applicant for ARC funds. To show adequate capacity, an applicant must have fulltime staff, a track record with managing comparable projects, and a current 501(c)3 status.

ECONOMIC STRESS DESIGNATIONS

Available ARC funding levels are based on the relative economic stress of the applicant's locality. Each eligible locality is classified into one of five categories. A description of this process, from the ARC website (www.arc.gov) is as follows:

The Appalachian Regional Commission (ARC) uses an index-based county economic classification system to identify and monitor the economic status of Appalachian counties. The system involves the creation of a national index of county economic status through a comparison of each county's averages for three economic indicators—three-year average unemployment rate, per capita market income, and poverty rate—with national averages. The resulting values are summed and averaged to create a composite index value for each county. Each county in the nation is then ranked, based on its composite index value, with higher values indicating higher levels of distress.

County Economic Levels

Each Appalachian county is classified into one of five economic status designations, based on its position in the national ranking.

Distressed

Distressed counties are the most economically depressed counties. They rank in the worst 10 percent of the nation's counties.

At-Risk

At-Risk counties are those at risk of becoming economically distressed. They rank between the worst 10 percent and 25 percent of the nation's counties.

Transitional

Transitional counties are those transitioning between strong and weak economies. They

make up the largest economic status designation. Transitional counties rank between the worst 25 percent and the best 25 percent of the nation's counties.

Competitive

Competitive counties are those that are able to compete in the national economy but are not in the highest 10 percent of the nation's counties. Counties ranking between the best 10 percent and 25 percent of the nation's counties are classified competitive.

Attainment

Attainment counties are the economically strongest counties. Counties ranking in the best 10 percent of the nation's counties are classified attainment.

FUNDING AND MATCH

Available Funding

The maximum amount of Virginia ARC Area Development assistance available per project is \$500,000 for a Construction project and \$100,000 for Non-Construction projects.

Required Match

All Virginia ARC Area Development 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.

SUBMISSION REQUIREMENTS

It is strongly suggested that applicants contact DHCD to discuss the submission of their proposal. This discussion will ensure

that the applicant's proposed idea is eligible and will provide insight regarding DHCD's investment philosophy on the proposed project.

All proposals must contain direct responses to all required items, must be printed in a font size no smaller than 12 point, and must provide well organized information in the form of complete sentences, proper paragraphs, and bulleted lists, charts and tables, where appropriate. Only relevant attachments should be included and these should be organized as requested.

Proposals should be submitted to:

Denise H. Ambrose
Associate Director
Project Management Office
Department of Housing and Community
Development
600 East Main Street, Suite 300
Richmond, Virginia 23219

An original and four (4) copies of the proposal should be submitted by October 13, 2010. In making your submission, applicants are encouraged to provide clear but **brief** responses to the requested items. Documentation such as PERs, studies, etc. should be identified in the proposal and 1 copy must be submitted with the proposal. Additional copies will be required at a later time if a proposal is recommended for funding. Specific items an applicant should be prepared to submit are underlined in this RFP. Additional items, not specifically identified here, may also be required.

All proposals should be assembled using a binder clip. Please do not assemble proposals using staples, 3-ring notebooks, or other forms of binding. Applications must be assembled in the order that is shown in the RFP guidelines, according to sections.

Please do not use tabs when assembling applications.

Pages must be numbered for the entire application (to include attachments, budget forms, etc.). Pages should be numbered continuously throughout the application; do not restart numbering at the beginning of new sections.

TIMETABLE

DHCD anticipates completion of proposal reviews by late November 2010. Notice of funding decisions should follow in early 2011. All proposals should include performance targeting, outputs, and outcomes. Outcomes which can be achieved within the one year contract should be identified. Additional long-term outcomes may be projected for up to two years beyond contract expiration and must be tracked.

Proposals should assume the receipt of contracts and initiation of activities by August 2011. The start date should be projected to be no earlier than August 1, 2011. Be aware, if project activities begin prior to ARC approval and contract execution the entire project is at risk of being deemed ineligible. This includes activities funded by match that is used as leverage for the ARC request.

ARC RESOURCES

Applicants are encouraged to visit the ARC website at: www.arc.gov. This site contains numerous data sets, research reports, and links to other sources of information.

PLANNING DISTRICT COMMISSION REVIEW

Copies proposals must be provided to the local Planning District Commission (Local Development District). **This should be submitted to the PDC no later than September 30, 2010.** The purpose of this requirement is to keep the PDC informed of potential projects. The PDCs are also available to assist applicants in developing projects. The PDC role is not to accept, reject, or otherwise screen these proposals.

LENOWISCO PDC

Mr. Glen Skinner
P.O. Box 366
Duffield, Virginia 24244
Phone: (276) 431-2206

Cumberland Plateau PDC

Mr. Jim Baldwin
P.O. Box 548
Lebanon, Virginia 24266
Phone: (276) 889-1778

Mount Rogers PDC

Mr. David Barrett
1021 Terrace Drive
Marion, Virginia 24354
Phone: (276) 783-5103

New River Valley PDC

Mr. Kevin Byrd
6580 Valley Center Drive
P. O. Box 21
Radford, Virginia 24141
Phone: (540) 639-9313

Roanoke Valley-Alleghany PDC

Mr. Wayne Strickland
P. O. Box 2569
Roanoke, Virginia 24010
Phone: (540) 343-4417

Central Shenandoah PDC

Ms. Bonnie Riedesel
112 MacTanly Place
Staunton, Virginia 24401
Phone: (540) 885-5174

West Piedmont PDC

Mr. Robert Dowd
P.O. Box 5268
Martinsville, Virginia 24115
Phone: (276) 638-3987

PROPOSAL FORMAT – AREA DEVELOPMENT PROJECTS

This section applies to all proposals submitted for the ARC Area Development program. Note that some items provide more specific instructions for proposals that are either Construction or Non-Construction.

SECTION 1 – COVER SHEET (SEE APPENDIX A)

Project Name

Applicant Contact Information

Person Who Prepared this Application

Project Location

Census Tracts Served

Project Funding Summary

DUNS NUMBER

SECTION 2 – PROJECT PROPOSAL SUMMARY

Using the template provided in APPENDIX C please complete the Project Proposal Summary. This summary must be limited to two-pages in length. Outputs/Outcome measures must include ones as appropriate from the listing in APPENDIX B for the relevant ARC Goal Area.

NOTE: The ARC Summary should be completed exactly as requested since it will be submitted to ARC. If it is completed incorrectly, you will be

requested to revise it and this step could hold up the submittal of your project to ARC.

SECTION 3 – PROJECT NARRATIVE

Goals & Strategies

Indicate which of the following four ARC Goals the proposed project will address. Only the ONE goal the project will primarily address should be selected.

1. Economic Development and Job Creation,
2. Health, Education, and Training,
3. Infrastructure,
4. Appalachian Development Highway System.

While projects may address more than one ARC Goal, choose the one that most closely fits your project.

Further indicate the State Objective (there is one for each goal) to be addressed by the project. The State Objectives are identified on page 3.

List the Strategies by number and write out the full Strategy (do not just provide the number). For example, in a project including creation of a workforce training program for a needed degree program, the

ARC Goal would be Goal 2: Health, Education, and Training, and the State Objective would be “2.6 Implement work force readiness programs that will ensure students are given the necessary skills to enable them to find and hold jobs.” Consult the draft 2011 Virginia ARC Annual Strategy for additional information on the Goals and Virginia’s Objectives and Strategies.

Purpose, Description, & Rationale –

Indicate the NEED for the project, specifying both the need for ARC resources as well as the problem(s) the project will address. Describe the challenge, issue, or asset you are seeking to address and show how ARC funds in the implementation of this project will help do so.

State in one sentence the main purpose of the project in terms of the goal and strategy being addressed (*e.g., To create jobs by providing training for small business owners.*)

Project Description and Outputs:

Briefly describe the activities to take place during the life of the proposed project for which you are seeking ARC resources. What is being built, expanded, or rehabilitated and where is it located? What

groups of residents are to be assisted and through which programs (and describe each program)? How many jobs will be created or how many persons will receive a new or improved service, such as water service, sewer service, employment, or health care?

Describe the work to be accomplished in concise layman's terms and list project activities in quantifiable terms. These specific, quantifiable products of your project are the OUTPUTS. Include services or equipment to be provided with non-ARC funds as well as with ARC funds. Consult **APPENDIX B** for examples of project outputs. For example: provision of at least 4 classroom and 4 individualized follow-up training sessions in business development to approximately 20 entrepreneurs.

Performance Targets:

Create a three column table. In column one, provide the sequence of key events and milestones in accomplishing the project (performance targets), including the identification of project and quantification of project benefits. In column two, indicate the date you anticipate meeting this product (assume a start date of August 2011). In the third column, indicate the cost that corresponds with that particular milestone.

For example:

<u>Performance Target</u>	<u>Completion Date</u>	<u>Cost</u>
1) Provision of job skills training to 40 students	9/11	\$ 10,000
2) Graduation of 35 students from training	11/11	\$ 10,000
3) Intensive job searches initiated by 30 students	12/11	\$ 5,000
4) Employment taken by 20 students	3/12	\$ 10,000

Approach:

Explain why the proposed approach is the most beneficial. In addressing project

needs, discuss any relevant data derived from plans, studies, statistics, or engineering reports. The sources of such data should be

cited (title, date, page numbers). Explain how the proposed project would fill a void in current services or programs. Illustrate local demand for the project, and provide letters from key stakeholders, customer data, etc. to support these claims.

Readiness:

Explain how this project is ready to proceed. Why is now the appropriate time to undertake this effort? (Note: Projects should be approved by ARC by August of 2011.) The start date should be projected to be no earlier than August 1, 2011. What steps have been taken to get the applicant and its proposed beneficiaries ready for this project? What is the level of energy and degree of will among the organization and its partners to see this effort through?

Describe accomplishments and progress to date if continuing an ongoing program (whether or not ARC funded).

Relation to Other Local / Regional Activities:

Discuss how this project is related to other local / regional activities. Describe how the project meets priorities of local or regional economic development plans. Detail efforts to coordinate with other ongoing activities.

Project Location:

Indicate which locality (or localities) covered by project benefits and, where possible, the specific location to be impacted by the project as defined by place name, boundaries, building, or other features. Provide a description of either: (a) the geographic area for services and benefits where clients are in relatively close proximity, or (b) the client service area when residency may be scattered over a wide area. Indicate if the county in which the project is located is an ARC Distressed

County. The only Virginia County with this status is Dickenson.

Census Tract Information:

Provide a map of the project service area with census information overlaid or provide list of all census tracts in service area. If your project only serves part of a Transitional or Competitive County, be very clear about which census tracts are included. ARC tracks activities and benefits in “areas of distress” within At-Risk, Transitional, and Competitive Counties. These are determined by census tracts. Comment on the project’s impact on ARC’s designated distressed areas.

Maps: Attach maps if needed to illustrate the project’s service area and proximity to distressed areas and for projects providing site improvements, a site map showing proposed improvements, including affected or proposed buildings or facilities, water and sewer lines, water storage tanks, treatment plants, drainage improvements, access roads, location of assisted industry(ies) on site plan, etc. For all projects, be prepared to provide a map within at least a 10-mile radius, clearly showing roads or appropriate service area at a later time.

ALL maps should be LEGIBLE and contain a scale which is clearly marked on the map.

Benefits and Performance Measures

State outputs and outcomes in absolute numerical terms (not percents) per ARC’s Performance Measurement Guidelines.

Outputs:

Output measures must include outputs selected from the list in Appendix B. Additional outputs may be listed as well. Quantifiable figures **MUST** be used for

outputs. Outputs should be listed using specific and absolute numbers. Percentages may also be used to supplement the application.

Outcomes:

Detail the specific long-term benefits, or outcomes, of this project. Diversification of the local economy and reduction of out-commuting are examples of possible outcomes of a project that includes utility extensions to help an industry locate in a particular market.

Consult Appendix B for examples of project Outcomes. **Each project must select outcomes noted in Appendix B.**

Additional outcomes may be listed as well. **Quantifiable figures MUST be used for outcomes.** Outcomes should be listed using specific and absolute numbers with percentages used to supplement the application.

Project Beneficiaries:

Provide the number of persons to be served within three years of project completion and provide a discussion of the methodology used to derive this number. **Be prepared to provide attachments in support of these beneficiary claims.** As this number is used in scoring ARC proposals, DHCD reserves the right to make adjustments to claimed numbers or ask for supplemental information. Describe other project benefits as appropriate, such as the likely impact on future economic development activity in the area, or anticipated spin-off results.

Leveraged Private Investment:

Identify private sector commitments that follow **as a result** of the completion of this project. Leveraged private investment is different from the funds that leverage the ARC request and are a part of the project budget, and not all proposals will include

leveraged private investment. Estimates for the leveraged private investment and associated job impacts for a three-year period following the completion of this project should be included. Letters of commitments by private companies should be available.

For example: Amount of private funds invested in relocating to the project area by Business X as a result of the installation of and access to telecommunications / fiber optics.

Energy Efficiency:

Identify any energy efficient features to be utilized in this project. Describe any efforts that were made to improve the energy efficiency of the project, including a discussion of features that were considered but were not included.

Comment on any efforts that have been made to improve the energy efficiency of the proposed project. If any “green building” standards are being utilized, please identify them. Be aware; ARC has passed a resolution requiring all states to provide their strategy for encouraging energy efficiency in ARC funded construction projects. Recommended areas that should be discussed are energy efficiency considerations related to the building design, materials used, and technology utilized.

Agency Capacity & Qualifications

Nonprofit Eligibility

Nonprofit organizations applying for ARC funding must provide the following:

1. A copy of their current designation as a 501(c)3 nonprofit organization.
2. A listing of the number and positions of fulltime and part-time staff of the organization. For smaller organizations this should include all staff, while for

larger organizations (>15 employees)
this can include only the staff associated
with this project.

3. A detailed synopsis of similar projects managed and implemented by the organization within the last three years.

NOTE: DHCD encourages nonprofit organizations that are not clear if they are eligible to contact us in advance of submitting a proposal to determine eligibility.

Capacity / Staffing Plan:

Provide the names and profiles of the individuals who will be responsible for delivering the project's services or carrying out implementation. Provide the name and profile of the individual with the most project responsibility first, followed by information on the person with the next highest level of responsibility, and continue in this order until all relevant individuals have been identified. Identify the skills, knowledge, and attributes each individual possesses and the value these provide to the overall project effort. Provide information, where applicable, on how the different attributes of the different individuals may be complementary. Identify any roles which have not yet been filled.

Discuss the implementing organization's ability to carry out the project effectively. Provide the name, description, performance targets, and outcome of two of the most similar and recent projects implemented by this organization. Provide a statement of the other business conducted by this organization and the relationship of this project to this other business.

Identify those individuals and organizations, including names and telephone numbers, which have committed to support this project. Provide information on the type and level of support provided and the value of this support to the overall project. Identify any individuals expressing an interest in participating as a project beneficiary, providing, also, their names and telephone numbers. Be prepared to provide letters from these individuals and entities documenting their role in the project upon request.

Funding Need and Sustainability –

- 1) Indicate the NEED for the project, specifying both the need for ARC resources as well as the problem(s) the project will address. Describe the challenge, issue, or asset you are seeking funds for and how implementation of this project will address this.
- 2) Detail why ARC funding is needed at this time. In addressing the need for ARC resources, discuss why ARC funding is being sought in lieu of other funding.

Sustainability:

Discuss the plans for continuation of the project following initial ARC funding. If the project is part of a phased effort, indicate future sources of funding, including the current levels of commitment, and strategies for achieving completion of all phases. For all projects, describe the process to be used to ensure long-term sustainability, especially financial sustainability.

SECTION 4 - BUDGET INFORMATION AND SUPPORTING MATERIALS

Detailed budget and budget narrative –

Construction Projects – *Project Budget*

Provide a detailed budget that includes sources and uses of ARC funds **and** all non-ARC matching funds. Specify the amounts for each of the following categories and the percentage of the total project cost each represents: **ARC, Local/Applicant, Other Federal, State, Private, and Non-Profit/Other**. Complete the Construction budget form in **Appendix D**.

In a table, add the amounts in the above listed categories to develop a Total figure and add the percentages to arrive at 100%.

THESE AMOUNTS, SOURCES, AND PERCENTAGES SHOULD BE IDENTICAL TO THOSE LISTED IN OTHER SECTIONS OF THE RFP RESPONSE.

A sample table is as follows:

<u>Source</u>	<u>Amount</u>	<u>Percentage</u>
ARC	\$ 40,000	40%
Local/Applicant	\$ 15,000	15%
Other Federal	\$ 35,000	35%
<u>Private</u>	<u>\$ 10,000</u>	<u>10%</u>
TOTAL	\$ 100,000	100%

Non-Construction Projects

Project Budget:

Using the Non-Construction budget form from Appendix D as a guide, construct a project budget. The budget should show the costs, relative to each funding source, of each activity and activity component (i.e., salaries, fringes, and so on). Budgets for equipment projects must include a list of the equipment and cost by item. Include the budget as a page in the proposal.

Status of Other Funds:

Indicate the current status of all non-ARC funds to be used on the project. List the general categories from the **Cost Summary** (above) and the specific funding sources under these categories. **SPECIFY THE AMOUNT ANTICIPATED FROM EACH SPECIFIC SOURCE.** Provide information, where applicable, on the project's position within the funding cycles of each source, the

anticipated timing for release of each source of funding, the level of funding commitment received to date (firm; not contingent on future approval), and adequate, specific supporting documentation (recent letters, contracts, or resolutions). **Letters of commitment and other documentation of other funding should be available for submission.**

Alternatives for ARC Funding

Discuss the rationale for seeking ARC funding for the proposed project in lieu of other resources. What other funding alternatives exist? How would these alternatives impact the financial feasibility of this project and accessibility to the intended beneficiaries?

Calculations of match

For multi-county projects with more than one ARC designation (i.e., distressed, transitional, at-risk, competitive, attainment), show calculations to confirm the project meets ARC match requirements.

Budget Justification

Construction Projects

Cost Documentation:

Include excerpts and analyses from appropriate sources for cost information, such as Preliminary Engineering Reports, Preliminary Architectural Studies, etc. In absence of formal PER's or other such reports, provide documentation such as a breakout of the costs for improvements listed on engineering firm letterhead. Similar documentation is appropriate, provided it originates from other reputable, objective, and independent sources. 1 copy of a PERs and other sources should be provided, with additional copies available upon request.

Non-Construction Projects

Derivation of Costs / Budget Narrative:

Provide a budget narrative that explains expenditures by line items shown. Detail the methodology used to determine each amount listed in the project budget. List each activity and activity component, their related cost estimates, and those unit costs or otherwise which provide the basis for these estimates. Identify the information sources and/or methodologies used to generate these cost estimates and give the dates that the estimates were developed. Documentation from these information sources in support of the cost estimates should be provided. Costs will be reviewed for reasonableness. Please explain any conditions that exert upward pressure on your costs.

An example of this derivation is provided on the following page:

<u>Activity</u>	<u>Total Costs</u>	<u>ARC Amount</u>	<u>Leverage</u>	<u>Source</u>	<u>Date</u>
<i>Solicitation of Participants</i>	\$ 50,000	\$ 25,000	\$ 25,000	<i>Comm Coll Staff</i>	8/6/11
<i>Provision of Training</i>	\$ 20,000	\$ 10,000	\$ 10,000	<i>TRC Consultants</i>	9/6/11
<i>Technical Assistance</i>	\$ 5,000	\$ 2,500	\$ 2,500	<i>Comm Coll Staff</i>	9/6/11
<i>Evaluation of Performance</i>	\$10,000	\$ 5,000	\$ 5,000	<i>SBDC</i>	9/6/11
<i>Total</i>	\$85,000	\$42,500	\$42,500	<i>ARC %</i>	50%

Letters of Benefit and Support

Commitment:

Applicants must be prepared to provide letters and other documentation which provide confirmation that the project will benefit the number of individuals it is targeting. Applicants are strongly encouraged to solicit letters from proposed beneficiaries. Letters from potential project partners should be available as evidence of additional project support.

Proposed Basic Federal Administering Agency and Approval Status:

Construction Projects

All construction projects must have a Basic Agency identified to administer the grant. Identify the proposed Basic Federal Administering Agency and the status of that agency's approval of this project, specifically whether a pre-application or application was submitted and whether that application was approved. Contact DHCD if you need help in identifying the Basic Agency.

Non-Construction Projects

For non-construction projects this shall be ARC.

Submittal to Planning District Commission:

Copies of Virginia ARC Area Development Proposals must be provided to the local Planning District Commission (Local Development District). **This should be submitted to the PDC no later than September 30, 2010.** The purpose of this requirement is to keep the PDC informed of potential projects. The PDCs are also available to assist applicants in developing projects. The PDC role is not to accept, reject, or otherwise screen these proposals.

Application Review Process

DHCD will review proposals and as necessary, may ask for additional information or clarification. Once projects are selected for funding a recommendation is prepared for the Governor's office. Following announcement by the Governor's office, DHCD will coordinate with successful applicants to revise or in some cases, substantially re-write proposals if needed, complete necessary federal forms, and resolve any outstanding issues that were noted in the review. Applicants must respond by the deadline provide or they may jeopardize funding. Please note the recommendation from the Governor's office **does not** guarantee funding. Once all additional proposal information is returned to DHCD, proposals will reviewed and then sent to ARC for final approval. ARC will review proposals and may ask for additional information as well. Funding is only secured after ARC has approved the proposal.

APPENDIX B – OUTPUTS AND OUTCOMES

GOAL 1 – ECONOMY

Measures:

ENTREPRENEURSHIP/BUSINESS INCUBATOR	
Output Measurement – number of <input type="checkbox"/> <i>participants</i> <input type="checkbox"/> <i>businesses served / assisted (existing and new)</i>	Outcome Measurement – number of <input type="checkbox"/> <i>new businesses created or graduated</i> <input type="checkbox"/> <i>jobs created</i> <input type="checkbox"/> <i>jobs retained</i> <input type="checkbox"/> <i>Leveraged Private Investment</i> <input type="checkbox"/> <i>participants with improved skills or completed program (such as course with certified skills)</i>
EXPORT	
Output Measurement – number of <input type="checkbox"/> <i>participants</i>	Outcome Measurement – increase in <input type="checkbox"/> <i>Export dollars</i>
HIGH VALUE, HIGH WAGE EMPLOYMENT OPPORTUNITIES	
Output Measurement – number of <input type="checkbox"/> <i>new/revised strategic plans</i>	Outcome Measurement – number of <input type="checkbox"/> <i>jobs created</i> <input type="checkbox"/> <i>jobs retained</i>
TELECOMMUNICATIONS	
Output Measurement – number of <input type="checkbox"/> <i>participants</i> <input type="checkbox"/> <i>businesses hooking on</i>	Outcome Measurement – number of <input type="checkbox"/> <i>new telecommunications sites serving 50 clients per week offering telemedicine, distance learning, governmental or business applications</i> <input type="checkbox"/> <i>number of trainees with improved skills</i> <input type="checkbox"/> <i>miles of infrastructure or new technology deployed</i>
TOURISM DEVELOPMENT	
Output Measurement – number of <input type="checkbox"/> <i>businesses assisted</i>	Outcome Measurement – number of <input type="checkbox"/> <i>jobs created</i> <input type="checkbox"/> <i>Leveraged Private Investment</i> <input type="checkbox"/> <i>“new” tourists</i> <input type="checkbox"/> <i>revenue generated</i>

GOAL 2 – HEALTH AND EDUCATION

Measures:

WORKERS RECEIVING BASIC EDUCATION, SKILLS TRAINING, SKILLS UPGRADING OR CUSTOMIZED TRAINING.	
Output Measurement – number of workers <input type="checkbox"/> <i>participating in skills training activity</i>	Outcome Measurement – number of workers <input type="checkbox"/> <i>obtained employment</i> <input type="checkbox"/> <i>retained employment</i>
STUDENTS PARTICIPATING IN SCHOOL READINESS, DROPOUT PREVENTION, SCHOOL-TO-WORK TRANSITION AND GED PROGRAMS.	
Output Measurement – number of students <input type="checkbox"/> <i>participating in educational activity</i>	Outcome Measurement – number of students <input type="checkbox"/> <i>obtained a GED (within 1 year)</i> <input type="checkbox"/> <i>graduated from high school (at-risk dropouts)</i> <input type="checkbox"/> <i>completed a school readiness activity and tested on grade level entering kindergarten</i> <input type="checkbox"/> <i>entered college after high school (within 1 year)</i> <input type="checkbox"/> <i>entered workforce after participating in school-to-work program (within 1 year) (school/college students)</i>
TELECOMMUNICATIONS	
Output Measurement – number of <input type="checkbox"/> <i>students</i> <input type="checkbox"/> <i>workers</i>	Outcome Measurement – number of <input type="checkbox"/> <i>new telecommunications sites serving workers/students per week</i>
HEALTH CARE PROFESSIONALS RECRUITMENT	
Output Measurement – number of <input type="checkbox"/> <i>health care professionals recruited</i> <input type="checkbox"/> <i>annual patient office visits</i>	Outcome Measurement – number of <input type="checkbox"/> <i>patients with improved health care</i>
INTEGRATED HEALTH CARE DELIVERY	
Output Measurement – number of <input type="checkbox"/> <i>participants</i>	Outcome Measurement – number of <input type="checkbox"/> <i>participants with improved health</i>

GOAL 3 - INFRASTRUCTURE

Measures:

WASTE/SEWER/WASTE DISPOSAL SYSTEM	
Output Measurement – number of <input type="checkbox"/> <i>linear feet</i> <input type="checkbox"/> <i>businesses served</i> <input type="checkbox"/> <i>increase in capacity or storage</i>	Outcome Measurement – number of <input type="checkbox"/> <i>households served (new)</i> <input type="checkbox"/> <i>jobs created</i> <input type="checkbox"/> <i>jobs retained</i> <input type="checkbox"/> <i>Leveraged Private Investment</i>
INDUSTRIAL PARK/COMMUNITY REVITALIZATION	
Output Measurement – number of <input type="checkbox"/> <i>Linear feet installed</i> <input type="checkbox"/> <i>businesses served</i> <input type="checkbox"/> <i>housing units</i>	Outcome Measurement – number of <input type="checkbox"/> <i>jobs created</i> <input type="checkbox"/> <i>jobs retained</i> <input type="checkbox"/> <i>housing units</i> <input type="checkbox"/> <i>Leveraged Private Investment</i>
TELECOMMUNICATIONS	
Output Measurement – number of <input type="checkbox"/> <i>participants</i> <input type="checkbox"/> <i>businesses served</i> <input type="checkbox"/> <i>jobs created / retained</i>	Outcome Measurement – number of <input type="checkbox"/> <i>new telecommunications sites offering tele-health, distance learning, governmental or business applications</i> <input type="checkbox"/> <i>Leveraged Private Investment</i>

GOAL 4 – ADHS SYSTEM

Measures:

ADHS CORRIDOR DEVELOPMENT	
Output Measurement – number of <input type="checkbox"/> <i>new revised strategic plans</i>	Outcome Measurement – number of <input type="checkbox"/> <i>jobs created</i> <input type="checkbox"/> <i>jobs retained</i>

APPENDIX C – PROJECT SUMMARY FORMAT

(2 page maximum)

Project Title: Title of the Project

Project Grantee: Provide name, address, and contact information, including email.

County(ies) to be Served: List each county and its designation (e.g. transitional, distressed, etc.)

List the Distressed Area Census Tracts – Use the *County Economic Status and Distressed Area* report in your packet

Basic Agency: **Not required for non-construction projects**

Goal/Strategy: Identify the primary ARC Goal and State Objective which the project will address. Specify the State Strategies by number

Purpose: 1-2 sentence statement describing overall purpose of proposed project

Funding:	<u>Amount</u>	<u>%'age</u>	<u>Source</u>
ARC	\$200,000	36 %	ARC AD
Federal	200,000	36 %	RD Grant
State	100,000	18 %	CDBG
Local	50,000	9 %	RD Loan
Local	<u>10,000</u>	<u>1 %</u>	Grantee
Total	\$560,000	100 %	

Description: **Description of major activities to be conducted under grant proposal. The description should address who, what, where, when and how for each major activity.**

Rationale:

- Critical circumstances that compel project to be funded
- Local, regional and/or state need for project
- Problems and/or issues that project will alleviate

- Why this project is a good investment of ARC funds and why the ARC funds are necessary

Benefit:

- Results and accomplishments to be derived from project
- Other non-quantifiable benefits (e.g. new partnerships, improved standard of living, etc.)

Output/Outcome:

- Identify output and outcome measurements (as defined by ARC, see Appendix B)
- Identify Outcomes of this proposal (as defined by ARC, see Appendix B)

Leveraged Private
Investment:

Identify anticipated private sector commitments (with associated dollar amounts) and associated job impacts that follow as a result of this project for a three-year period following completion of the project. *Does not apply to Planning Projects.*

APPENDIX D – BUDGET FORMS

BUDGET INFORMATION - Construction Programs

NOTE: Certain Federal assistance programs require additional computations to arrive at the Federal share of project costs eligible for participation. If such is the case, you will be notified.

COST CLASSIFICATION	a. Total Cost	b. Costs Not Allowable for Participation	c. Total Allowable Costs (Columns a-b)
1. Administrative and legal expenses	\$.00	\$.00	\$ 0.00
2. Land, structures, rights-of-way, appraisals, etc.	\$.00	\$.00	\$ 0.00
3. Relocation expenses and payments	\$.00	\$.00	\$ 0.00
4. Architectural and engineering fees	\$.00	\$.00	\$ 0.00
5. Other architectural and engineering fees	\$.00	\$.00	\$ 0.00
6. Project inspection fees	\$.00	\$.00	\$ 0.00
7. Site work	\$.00	\$.00	\$ 0.00
8. Demolition and removal	\$.00	\$.00	\$ 0.00
9. Construction	\$.00	\$.00	\$ 0.00
10. Equipment	\$.00	\$.00	\$ 0.00
11. Miscellaneous	\$.00	\$.00	\$ 0.00
12. SUBTOTAL (sum of lines 1-11)	\$ 0.00	\$ 0.00	\$ 0.00
13. Contingencies	\$.00	\$.00	\$ 0.00
14. SUBTOTAL	\$ 0.00	\$ 0.00	\$ 0.00
15. Project (program) income	\$.00	\$.00	\$ 0.00
16. TOTAL PROJECT COSTS (subtract #15 from #14)	\$ 0.00	\$ 0.00	\$ 0.00
FEDERAL FUNDING			
17. Federal assistance requested, calculate as follows: (Consult Federal agency for Federal percentage share.) Enter the resulting Federal share.			\$ 0.00
Enter eligible costs from line 16c Multiply X _____% To autocalculate, press TAB key after entering percent. These instructions will not print.			

BUDGET INFORMATION - Non-Construction Programs

OMB Approval No. 0348-0044

SECTION A - BUDGET SUMMARY						
Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1.		\$	\$	\$	\$	\$ 0.00
2.						0.00
3.						0.00
4.						0.00
5. Totals		\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
SECTION B - BUDGET CATEGORIES						
6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY				Total (5)	
	(1)	(2)	(3)	(4)		
a. Personnel	\$	\$	\$	\$	\$ 0.00	
b. Fringe Benefits					0.00	
c. Travel					0.00	
d. Equipment					0.00	
e. Supplies					0.00	
f. Contractual					0.00	
g. Construction					0.00	
h. Other					0.00	
i. Total Direct Charges (sum of 6a-6h)		0.00	0.00	0.00	0.00	
j. Indirect Charges					0.00	
k. TOTALS (sum of 6i and 6j)	\$	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	
7. Program Income	\$	\$	\$	\$	\$ 0.00	

Authorized for Local Reproduction

SECTION C - NON-FEDERAL RESOURCES					
(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) TOTALS	
8.	\$	\$	\$	\$ 0.00	
9.				0.00	
10.				0.00	
11.				0.00	
12. TOTAL (sum of lines 8-11)	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	
SECTION D - FORECASTED CASH NEEDS					
	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Federal	\$ 0.00	\$	\$	\$	\$
14. Non-Federal	0.00				
15. TOTAL (sum of lines 13 and 14)	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT					
(a) Grant Program	FUTURE FUNDING PERIODS (Years)				
	(b) First	(c) Second	(d) Third	(e) Fourth	
16.	\$	\$	\$	\$	
17.					
18.					
19.					
20. TOTAL (sum of lines 16-19)	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	
SECTION F - OTHER BUDGET INFORMATION					
21. Direct Charges:		22. Indirect Charges:			
23. Remarks:					

