

2015

PAAO GRANT MANAGEMENT

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VIRGINIA DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT



Putting the Pieces of the Puzzle Together
Project Development 101:
From Concept to Funding

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PART ONE

**Presentation
Objective**

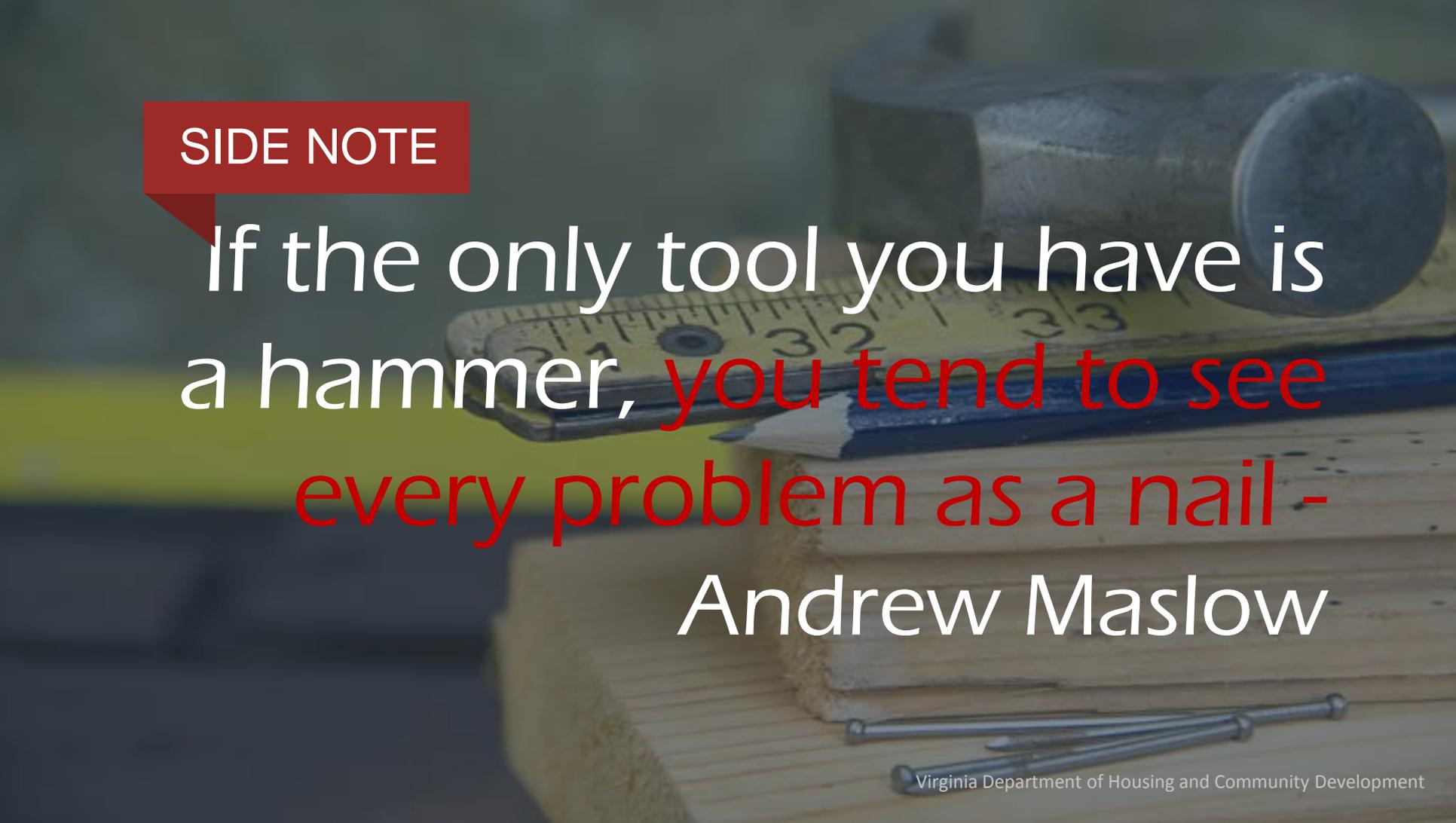
Purpose of Presentation



To facilitate the exchange of knowledge about project development;



To enable participants to expand their knowledge and skills in the understanding of project development



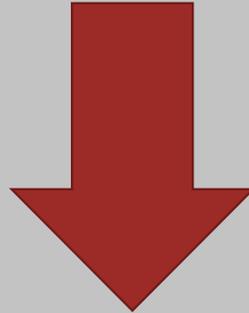
SIDE NOTE

If the only tool you have is
a hammer, you tend to see
every problem as a nail -
Andrew Maslow

Presentation Objective



Help project development be more successful



In obtaining \$\$\$\$\$\$\$\$

Pre-Project Development Requirements



PART TWO

Project Development

Experience



1. What makes projects successful?

Are there any special characteristics you believe contributed to the success of the project

2. What kinds of obstacles are there to successful projects?

Project Identification

Project Identification
based on
identified
methods, goals
and time frames

Environmental Assessment
(technical, social,
economic)



Project Development

Project Development Pyramid

The diagram is an inverted pyramid with five horizontal layers. From top to bottom, the layers are: 1. A white layer with the text 'Identify Goals & Activities'. 2. A red layer with the text 'Strategic Scope & Rationale'. 3. A green layer with the text 'Financial Feasibility'. 4. A dark red layer with the text 'Impact/Performance Measures'. 5. A purple layer with the text 'Sustainability Plan'. The pyramid is outlined in white and set against a dark blue background.

Identify Goals & Activities

Strategic Scope & Rationale

Financial Feasibility

Impact/Performance
Measures

Sustainability
Plan

Project Development Questions

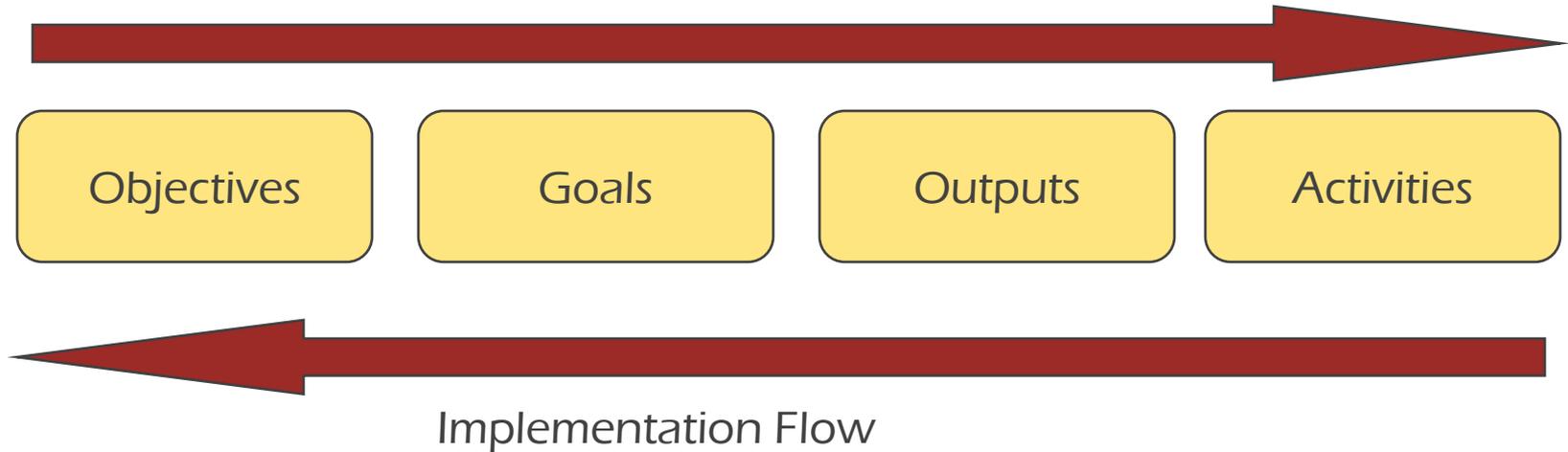
1. What do you want to **achieve** with your project (goals, outcomes)?
2. Do you have **background information** supporting the project (i.e. economic development strategy, comprehensive plan, feasibility study, PER/PAR)?
3. How much **time** is needed to achieve these goals (time frame, project implementation phase)?
4. What **activities** have to be undertaken to achieve the goals?
5. Which **partners/stakeholders** are needed or need to be involved?
6. What **financial and human resources** are necessary?

PART THREE

Project Development Flow

Project Development Flow

Project Development Flow



Project Objectives

Objectives are high level aims which the project's results will not necessarily fully satisfy.

- Objectives should identify short, medium and long-term benefits.
- Have a concrete list of what you want to **achieve**
- Make a clear distinction between the objectives and the goals

Project Goals

Goals are desired outcomes involving tangible benefits to target population

1. Express goals as qualitative, quantitative or value-added aspects;
2. Give goals a concrete nature in relation to the objectives;
3. Make sure goals have a clear cause-and-effect relationship with the objectives;
4. Goals should identify the end-users or beneficiaries;
5. Avoid long-term goals;
6. Never formulate goals in an open-ended or on-going manner.

Project Outputs-Performance Measures

An output is a specific product delivered by the activities that are needed to accomplish the project's objectives and results.

1. Outputs should constitute the optimal combination necessary for achieving the results;
2. They should be deliverable, given the project timeframe and resources;
3. They should be described as concretely and precisely as possible, and in quantifiable terms.

Project Activities must be.....

- Eligible
- Strategic
- Feasible
- Beneficial
- Consistent

Project Sustainability

Sustainability means providing long-term solutions to community needs that can be maintained after grant funding ends.

- Explain that sustainability planning will be conducted throughout your grant project and not just as the grant nears its end.

- Collaboration with partnering institutions.
- Beneficiary training
- Explain how outputs produced during the grant will continue to support operations afterward.
- Describe any changes in management structure and/or policies anticipated during the grant that will help improve the efficiency and effectiveness of operations and support sustainability.

Scenario

The City of Happytown is located in the southeastern portion of Virginia along Interstate-95 and is surrounded by Luckytown and Wineville. Happytown is approximately twelve (12) miles from the state line with North Carolina.

The Happytown Business District has experienced significant deterioration and business loss over the last ten years. A downtown Conditions Assessment conducted by Happytown during their planning Phase revealed 40 structures, 33 (83%) exhibited some level of deterioration and 7 (17%) in good condition. Of the 40 structures, 14 are vacant and considered economic blight. The assessment also identified deteriorated infrastructure, unsafe pedestrian environment and lack of public open space as additional blight.

DHCD Funding Announcements

- Vibrant Community Initiative
 - Pre Application due October 6, 2015
- Appalachian Regional Commission-September 30, 2015
- Building Entrepreneurial Economies-October 15, 2015
- CBDG Open Submission-September 30, 2015
- Industrial Revitalization Fund –October 1, 2015



Any Questions?

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THANK YOU!
