

# **2012 FOCUS WV Brownfields Program**

**Foundation for Overcoming Challenges and Utilizing Strengths in WV**

## **2012 PROGRAM GUIDE & APPLICATION INSTRUCTIONS**

*A program of the*

**Northern West Virginia Brownfields Assistance Center**

*In cooperation with the*

**West Virginia Brownfields Assistance Center at Marshall University**

*Funded by the*

**Claude Worthington Benedum Foundation**

**2012 FOCUS WV Brownfields Program  
General Instructions**

- **Please read application materials prior to completing the application.**
- **Applications are due October 28<sup>th</sup>, 2011. Late or incomplete applications will not be considered. Completed applications may be sent through U.S. Postal Service, commercial delivery service, or electronically.**

**HARD COPY SUBMISSIONS**

- Proposals sent through the U.S. Postal Service or commercial delivery service must be postmarked by October 28<sup>th</sup>, 2011. Mail one (1) complete proposal to:

FOCUS WV Brownfields Program  
*Attn: Luke Elser*  
Northern WV Brownfields Assistance Center  
385 Evansdale Drive, Suite 202 (*for commercial delivery service*)  
PO Box 6064 (*for U.S. Postal Service*)  
Morgantown, WV 26506-6064

**ELECTRONIC SUBMISSIONS**

- Proposals submitted via email must be submitted to [focuswv@mail.wvu.edu](mailto:focuswv@mail.wvu.edu) no later than 11:59 p.m. Eastern Time on October 28<sup>th</sup>, 2011. In the subject line, please include both applicant and site names. Please accept all risks attendant to email submission, including server delays and transmission difficulties.

- **For program and/or application questions, please contact:**

Luke Elser  
Project Manager, FOCUS WV Brownfields Program  
Northern WV Brownfields Assistance Center  
304-293-6990  
[Luke.Elser@mail.wvu.edu](mailto:Luke.Elser@mail.wvu.edu)

- **For general questions, please contact your regional center director:**

Patrick Kirby, *Director*  
Northern WV Brownfields Assistance Center  
304-293-6984  
[Patrick.Kirby@mail.wvu.edu](mailto:Patrick.Kirby@mail.wvu.edu)

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West Virginia Brownfields Assistance Center at Marshall University  
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## ***Program Background and Description***

### **Background**

West Virginia Senate Bill 603 authorized the creation of the northern and southern brownfield assistance centers in 2005. The centers assist communities in identifying opportunities for the restoration of abandoned or underutilized properties. The Centers empower communities to plan and implement brownfields redevelopment projects in the state by conducting general citizen and local government education efforts and by providing assistance to specific local communities interested in the reuse of brownfields in their communities. The Centers support groups in soliciting grants and low interest loans for site assessments, clean-ups, and environmental job training, and provide support for preliminary property research and planning work.

The West Virginia Brownfield Assistance Center at Marshall University is located in Marshall University's Center for Environmental, Geotechnical and Applied Sciences (CEGAS), serving the southern 22 counties of West Virginia. The Northern West Virginia (WV) Brownfields Assistance Center is a program of the West Virginia Water Research Institute at West Virginia University. The Northern Center serves the states' northern 33 counties, and administers the statewide FOCUS WV Brownfields program.

### **Program Description**

The FOCUS (Foundation for Overcoming Challenges and Utilizing Strengths) WV Brownfields Program provides funding and site analysis tools to address barriers to redeveloping brownfields sites in West Virginia communities. The program is funded through a grant from the Claude Worthington Benedum Foundation. This program will foster the redevelopment of brownfields projects through community development, education, and entrepreneurship.

A brownfield is an abandoned or underutilized property whose redevelopment or reuse is hindered by real or perceived presence of a hazardous substance, pollutant, or contaminant.

The FOCUS WV Brownfields Program is designed to facilitate the revitalization process by supporting site analysis and revitalization planning.

## **Description of Funding Opportunity**

Seven brownfield projects are sought for *Site Analysis and Revitalization Planning* funding. The funding awards will include \$5,000 to complete revitalization planning as specified in the project proposals.

All properties potentially classified as “brownfields” are eligible for funding through the 2012 FOCUS WV Program. Preference will be given to “typical brownfields” such as abandoned factories, industrial buildings, warehouses, and other post-industrial sites with significant redevelopment potential.

### **Site Analysis and Revitalization Planning**

Selected projects will receive \$5,000 to complete revitalization planning as specified in the project proposals. The funding is to be used to complete activities necessary to develop (1) a community outreach plan, (2) a site-specific revitalization plan, and (3) a presentation to share the project with stakeholders and other FOCUS grantees.

**Examples of anticipated activities include:** property research, community involvement, and the identification of potential public funding and private investment in order to complete a revitalization plan and presentation.

In addition to the \$5,000, selected projects will receive a site analysis to provide a better understanding of redevelopment costs for the project. Economic redevelopment assessment tools (i.e., *Decision Enhancer Tool (DET)*, proForma) will be used to assist selected communities in identifying appropriate strategies for site cleanup and reuse, given site attributes and regional market conditions. These tools will generate valuation metrics typically used by real estate developers and investors to analyze the financial feasibility of specific redevelopment scenarios. Funding gaps that may be supplemented by public funding opportunities will also be identified. While it is recognized that individual developers will ultimately make investment decisions based upon their own unique drivers and financial models, the tools will facilitate informed decision making by project stakeholders. Once possible end-uses for a site have been identified, a community vision will be based on realistic potential for redevelopment of the site.

## **Description of Project Funding Availability**

Funds are available for up to seven (7) projects. Up to \$5,000 will be available to award each selected applicant for *Site Analysis and Revitalization Planning*.

## FOCUS WV Brownfields Program Administrative Guidelines

### Eligibility

APPLICANT: Eligible applicants\* include the following:

- Units of local government
- Non-profit organizations
- Land Clearance Authority or other quasi-governmental entity that operates under the supervision and control of, or as an agent of, a unit of local government
- Government Entity Created by State Legislature
- Regional Council or group of General Purpose Units of Local Government
- Redevelopment Agency that is chartered or otherwise sanctioned by the state

\* *Previously awarded applicants are eligible to apply.*

SITE: Brownfield sites in West Virginia are eligible for FOCUS WV Brownfields grant funding, *unless the site has received a FOCUS award in the past.* Up to two (2) sites may be submitted per applicant. **Each site requires a separate application.**

Preference will be given to “typical brownfields” such as abandoned factories, industrial buildings, warehouses, and other post-industrial sites with significant redevelopment potential.

### Allowable Uses of FOCUS WV Brownfields Program Funds

#### 1) ELIGIBLE COSTS

- A. Up to 25% of the award may be used for costs related to project tasks, such as conducting property research or compiling site data, which may be conducted by in-house staff for an hourly rate. The personnel cost must be directly related to a project task and does not include administrative or indirect costs.
- B. Funds may be used for activities necessary to complete a site specific revitalization plan and presentation.
- C. Examples of allowable activities include:

#### **Site Assessment/Education**

- Phase 1 Site Assessment
- Researching property ownership/liens/tax issues
- Public meetings or workshops for the purpose of sharing site information and/or education on environmental health and safety issues at the site

#### **Capacity Building/Community Development**

- Hiring a facilitator to lead site planning meeting(s)

- Hospitality for project meetings to encourage community involvement
- Facility rental for project meetings

#### **Revitalization Planning/ Entrepreneurship**

- Materials and supplies necessary to produce the site plan and final project presentation
- Developing site-specific business plans
- Events to encourage private and public investment in the site

- 2) **INELIGIBLE COSTS:** The use of FOCUS WV Brownfields grants for **construction** or **demolition costs** and most **equipment** is not allowable.

*What is the difference between a direct cost and an indirect cost?*

**Direct costs** are any costs that can be easily identified with a specific project (grant/contract), such as materials & supplies, subcontracts, or consultants. *Direct costs are permissible under this program.*

**Indirect costs** are any costs that cannot be directly associated or easily identified with a specific project. *Indirect costs are not permissible under this program.*

There are three types of indirect costs:

Fringe Benefits: services or benefits provided to employees

- e.g., health insurance, payroll taxes, pension contribution, paid absences

Overhead: associated with the performance of a project

- e.g., facility costs (i.e., rent, heat, electricity), general lab supplies

Administrative: associated with overall management of an organization

- e.g., general office supplies, office maintenance, general office management

- 3) **MATCHING FUNDS:** Matching Funds are **not required** as part of the FOCUS WV Brownfields Program. Evidence of matching or leveraged funds, however, may increase the competitiveness of the application.

## **Applicant Obligations**

### 1) **Capacity for Implementation**

Applicants must demonstrate their capacity to administer this grant. Applicants should have successful experiences in leadership, economic development, community development and outreach, and/or capacity-building initiatives. Successful applicants have the resources to complete the proposed project by **August 24<sup>th</sup>, 2012**.

### 2) **Availability for a Check Presentation** before March 30<sup>th</sup>, 2012.

- The check presentation will consist of a media event organized by the grantee during which the FOCUS funding is symbolically awarded with an over-sized check.
- This event will serve as a recognition of a project milestone, increase project awareness and momentum.

### 3) **Reporting**

- A **mid-term report** will be due **May 25<sup>th</sup>, 2012**. This standardized 2-page report will include a completed activities list and an interim budget report.
- A **final report** will be due **August 24<sup>th</sup>, 2012**. This report will include a final budget report, a resources leveraged (including volunteers and in-kind) report, a community outreach plan, and a site revitalization plan.

### 4) **Final Report Sections**

#### A. Final Project Budget

Project budget detailing total costs of the project, costs paid for by FOCUS funds, and additional leveraged resources.

#### B. Community Outreach Plan

Community input and involvement are significant components of any revitalization project. The Grantee must develop a Community Outreach Plan (1-2 pages) that documents efforts, events, and methods utilized during the project for soliciting input from the affected community (e.g., check presentation and related press, PR and media, public meetings, community surveys, stakeholder working groups, and/or site-specific activities). The plan also should include steps for notifying and engaging the community of future project updates.

#### C. Site Revitalization Plan

The Grantee must develop a site-specific revitalization plan that includes:

- a) Environmental Findings / Site Ownership
- b) Site Goals / End Use Plans (e.g., site vision, ideas based on site analysis)
- c) Anticipated Revitalization Leveraging (i.e., type & amount)
- d) Resource Identification (i.e., future technical and financial assistance)
- e) Next Steps (i.e., plan to move project forward)

D. Resources Leveraged report

The Grantee will track and report on resources and additional support gained for the FOCUS Project throughout the grant cycle. Specific measurables include:

- a) Number of volunteers involved in FOCUS activities
  - b) Number of volunteer hours donated to FOCUS activities
  - c) Number of partnerships with other organizations created or utilized during FOCUS activities
  - d) Value of other in-kind contributions such as donated goods or services
- 5) **FOCUS WV Brownfields Showcase Event**  
All grantees are required to send a minimum of one (1) representative to participate in the FOCUS WV Brownfields Showcase Event to be held as a part of the State Brownfields Conference in **September 2012**. Grantees will set up displays and present their project successes and revitalization plans. **Costs related to this obligation are eligible expenses under the grant.**

## **FOCUS WV Brownfields Program Schedule**

August 8, 2011	Release of Request for Applications
August 31, 2011	Webinar – FOCUS Program Overview
September 30, 2011	Webinar – FOCUS Program Overview
<b>October 28, 2011</b>	<b>Stage I Applications Due</b>
November 16, 2011	Stage I Funding decisions made, applicants notified
January 2, 2012	Awards Distributed
May 25, 2012	Midterm Reports Due
August 24, 2012	Stage I Final Report Due Applications for Stage II funding from Stage I Grantees Due
September 2012	FOCUS WV Brownfields Showcase Event at the State Brownfields Conference
September 2012	Stage II Funding decisions made, applicants notified
October 2012	Stage II Awards Distributed

## **Evaluation Criteria**

The FOCUS WV Brownfields Program has four objectives:

- 1) Promote reuse and redevelopment of brownfields
- 2) Enable communities to market and/or reposition challenging, but strategic, sites
- 3) Enhance communities' capacity to engage in community redevelopment through education and entrepreneurship
- 4) Increase communities' ability to develop and implement a redevelopment vision

Applications will be reviewed and critiqued based on the following criteria:

### **A. THRESHOLD**

1. Applicant site is located in the state of West Virginia.
2. Applicant meets eligibility requirements per administrative guidelines.
3. Application is complete, timely, and follows application guidelines.

### **B. RANKING**

1. Project Description
  - Identification of a specific site (preference will be given to former “industrial” sites)
  - Identification of problem(s) or issue(s) hindering successful site redevelopment
  - How proposed activities address issue(s) hindering redevelopment
  - Articulation of project vision for the site
  - How proposed activities align with the project vision
  - How proposed activities promote one of the intended outcomes of the FOCUS WV Brownfields program
  - How proposed activities and site redevelopment connect with other community initiatives
2. Capacity for Project Implementation
  - Applicant's ability to administer the project
  - Identification of supporting partners in the community and local government
  - How project momentum will be sustained after proposed activities are completed
  - How proposed activities increase the community's capacity to redevelop brownfields sites in the future

## APPLICATION INSTRUCTIONS

- 1) **Application Cover Sheet** (Form A attached)
- 2) **Certifying Official Signature Page** (Form B attached)
- 3) **Project Description** includes:
  - a. Name of the Project/Site
  - b. Description of the Site
    - i. Location
    - ii. Historical use
    - iii. Current status
    - iv. Environmental information/reports
    - v. List of community stakeholders impacted
    - vi. Level of community involvement and other support for site redevelopment
  - c. Project Vision
    - i. Potential for the future of the site
    - ii. Previous efforts made to encourage site redevelopment
    - iii. Significance of the site redevelopment to the community
  - d. Description of the proposed activities for funding, including:
    - i. a detailed description of the proposed activities
    - ii. a plan for implementing the activities
    - iii. how activities further site redevelopment
    - iv. broader community goals met by proposed activities
- 4) **Capacity for Project Implementation**
  - a. Provide applicant ability to administer grant funds
  - b. Provide plan for continuing site redevelopment after project completion
  - c. Identify how the community will be involved in the project
- 5) **Budget** (Form C attached)
- 6) **Letter of Agreement** (Form D attached)
- 7) **Signed letter(s) of support and commitment**

Include any letter(s) of support or commitment from partners, such as county commissions or community groups that state their interest in the project or a willingness to commit in-kind or cash contributions.
- 8) **Proof of Non-profit Status, if applicable**