



Brownfield

Communities Network

Investing in Manufacturing Communities Partnership

Webinar

January 15, 2014

Brownfield

Communities Network



Empowering localities to revitalize their communities through the exchange of strategies, tools, and best practices for brownfields reuse

Brownfield

Communities Network

- More than 2000 brownfields leaders in the community, non-profit, government and private sectors
- Overcoming barriers by convening experts, preparing white papers, and educating decision makers
- Providing technical assistance and sharing lessons learned through regional workshops, webinars, and conferences



Brownfield

Communities Network

Thank you to NALGEP's Sponsors





Brownfield

Communities Network

Webinar Participants

Presentation by Mathy Stanislaus

- *Assistant Administrator, EPA's Office of Solid Waste and Emergency Response*

Panel Discussion

- Ken Brown (moderator), *Executive Director, NALGEP*
- Mathy Stanislaus, *Assistant Administrator, EPA OSWER*
- Charlie Bartsch, *Senior Advisor for Economic Development, EPA OSWER*
- Jeremy Cooney, *Chief of Staff for Mayor Lovely Warren, Rochester NY*
- Tim Knanishu, *Executive Vice President, Revitalize and Develop East Moline, IL*
- Lorrie Louder, *Senior Vice President, Business and Intergovernmental Affairs, St. Paul Port Authority, MN*
- David Misky, *Assistant Executive Secretary, Redevelopment Authority for the City of Milwaukee*

Investing in Manufacturing Communities Partnership (IMCP)

Mathy Stanislaus

***Assistant
Administrator,
U.S. EPA's Office
of Solid Waste
and Emergency
Response***



Investing in Manufacturing Communities Partnership (IMCP)

***IMCP – What it is, how it can help advance
community economic development***

- *Background and ongoing objectives*
- *Phases of IMCP implementation*
- *Interagency program preference and priority*
- *Key points in Federal Register IMCP notice*
- *Outreach strategies to advance IMCP objectives
and outcomes*

Investing in Manufacturing Communities Partnership (IMCP)

- Through IMCP, the President is directing federal agencies to provide coordinated assistance to manufacturing communities
 - *New federal partnership will align federal economic development resources, help localities make coordinated long-term investments in their public goods (sites, people, infrastructure) to capture manufacturing activity*
 - *Create a competitive climate for communities to attract manufacturing jobs and investment*

Led by White House/NEC/DOC, supported by a dozen other federal agencies; EPA playing a key role in encouraging smart growth investments and site reuse

Investing in Manufacturing Communities Partnership (IMCP)

Ongoing objectives – IMCP will:

- Reward communities that recognize their competitive advantage and develop implementation-ready plans
 - *Encourage strategic planning to maximize a region's ability to attract manufacturing investment/development interest, strengthen its "industrial ecosystem"*
 - *Brownfields Area-wide Planning served as model*
- Encourage community links that re-enforce and expand local commercial appeal to investors and developers
 - *Improve the use of federal partner agency resources for economic development activity – including preference/priority for investments and awards*

IMCP – *launching in 2 phases...*

*** *Phase One – 2013 regional roundtables***

- Consortium of federal agencies – including EPA, SBA, USDA, DOL, and DOL – held 9 listening sessions to:
 - *Raise awareness of funding opportunities available to manufacturing*
 - *Advance local and project implementation technical assistance strategies*
 - *EPA/OBLR hosted sessions in Atlanta, Flint, Monaca PA to date*

*** *Phase One – 2013 implementation strategy grants***

- **Goal** – develop long-term economic development implementation strategies, to encourage inter-agency/inter-governmental/public-private collaborations to expand community appeal to industry, plan investments to attract and support manufacturing
 - *26 grants from EDA, totaling \$4.4 million, announced Sept. 25*
 - *Additional \$2.6 million in complementary funding from USDA, SBA, EPA (existing and new AWP grants focusing on mfr.)*

IMCP – *launching in 2 phases...*

*** *Phase Two – 2014 pilot manufacturing challenge***

- FY2014 designation of up to 12 “manufacturing communities”
 - *National competitive process announced in Federal Register on December 10, 2013*
 - *Top scorers eligible for IMCP “Challenge Grants” thru EDA as funding becomes available*
 - *All 12 eligible for “preference and priority” consideration from partner agencies, programs*
- Other benefits from designation include:
 - *Federal point of contact (POC) to each community, to help access federal resources*
 - *Online data portal centralizing data available across agencies to help communities evaluate their manufacturing strengths and weaknesses*
 - *“Playbook” that identifies existing federal planning/project grant and technical assistance resources, best practices*

IMCP – *launching in 2 phases...*

- * * *Phase Two – 2014 “preference and priority”*
- **Goal** – federal agencies will align and coordinate funding opportunities, technical assistance to expedite local access to resources needed to advance manufacturing investment strategies
 - *Designated “manufacturing communities” will have access as determined by each agency – via preference points/special consideration/supplemental awards – to **35** programs totaling **\$1.3 billion** offered by **12** agencies*
 - *“Fine print” of implementing preference and priority to be determined by each agency as part of its program/t.a. award processes*

IMCP – programs identified for preferential consideration: agency highlights

EPA –

- Brownfields assessment, cleanup, RLF grants; brownfields targeted assessments; RE-Powering t.a.; E3

DOT –

- TIGER infrastructure grants; construction skills training

HUD –

- Delta, Appalachian development initiatives; integrated planning and investment grants (pending appropriation)

DOC –

- Select USA Grants; MEP t.a.; E3

USDA –

- RBEG; REDLG; intermediary re-lending; rural development loans; business/industry loan guarantees

SBA –

- Accelerator program; clusters; 7J

IMCP – preference/priority program inventory: agency highlights

DOL –

- TAA, H-1B support for displaced workers; community college support

DOE –

- Clean energy company incubation; CHP t.a.; industrial assessment centers; national lab resources

NSF –

- Technical training partnerships with colleges; grants to advanced research centers

DOD –

- Community economic adjustment t.a.

DRA –

- States economic development assistance (SEDAP)

ED –

- Technical education t.a.

IMCP Federal Register notice – key points

IMCP designation competition announced December 10

Applications due March 14

- Applicants define their own regional boundaries, identify their own partners, for designation, which:
 - *Have a strong existing manufacturing base*
 - *Is large enough to contain critical elements of key technologies or supply chains (KTS) prioritized by applicant – as evidenced by either jobs or firms*
 - *Small enough to enable close collaboration by identified partners*
- **Key proposal evaluation criteria** – rate of improvement in key indicators that the proposal can credibly generate

IMCP 12/10 Federal Register notice – key points

All applicants will need to demonstrate –

- High quality implementation strategy for developing a sustainable manufacturing ecosystem
 - *Strategy based on long-term planning that integrates targeted investments in – workforce training, infrastructure and site preparation, research, and other key assets*
- Capacity to carry out the strategy
- Commitment to carry out the strategy
- Manufacturing subcategories specified to be considered:
 - *Workforce and training; supplier networks, specialized research, infrastructure/site preparation; trade; reduction of business operational costs*

IMCP – quality of implementation strategy

Implementation strategy analysis should include –

- Assessment of local industrial ecosystem as it currently exists
 - *Capability, institutions now in place, gaps*
- Plans for leveraging region's existing assets and competitive advantages
- Proposals for public-good investments needed to realize and further expand plans – which feature:
 - *Analysis of public costs and benefits, and distribution of public investment benefits*
 - *Sustainability and land recycling*
 - *Private leverage*
 - *Partnerships*
 - *Disciplinary integration*

IMCP – capacity to carry out implementation strategy

Capacity analysis should include –

- Overall leadership capacity to carry out planned investments
 - *Based on prior leadership and success in attracting outside investment*
- Sound partnership structure and clarity of partner responsibilities
- Evidence of participation/buy-in from community groups and non-profits
- Demonstration of prior project implementation success measured against intended outcomes
- State of ecosystems' institutions – including readiness of industry, non-profit, and public sector to facilitate innovation
- Robustness of development and employment goals, and probability of achieving them

IMCP – commitment to carry out implementation strategy

Commitment from existing and prospective stakeholders –

- Evidence via letters of support with details of proposed commitment, from:
 - *Prospective private investors*
 - *Community/labor organizations in the applicant's region*
 - *State governments, regional finance authorities, and similar entities*
- Firmness of commitments, strength of partnerships
- Evidence of existing partnerships, prior collaborations

Outreach strategies to advance IMCP objectives and outcomes

Overall –

- Targeted events headlined by principals, amplification events by deputies and regional agency appointees

Activities carried out by individual agencies –

- Video conferences, video announcements, social media
 - *NALGEP webinar, urban waters teleconference already teed up*
- Webinars, workshops, roundtables focused on IMCP
 - *EPA/OBLR to host in Lowell MA on February 20*
- Piggy-backing IMCP on to other agency events

Activities carried out in partnership with thought groups, advocacy organizations –

- Participation in annual conferences, periodic symposia, panels, keynotes
- Convening focus groups with organizations' key members and stakeholders
- Interviews and media events



Brownfield

Communities Network

Panel Discussion

Ken Brown (moderator)

- *Executive Director, NALGEP*

Mathy Stanislaus

- *Assistant Administrator, EPA OSWER*

Charlie Bartsch

- *Senior Advisor for Economic Development, EPA OSWER*

Jeremy Cooney

- *Chief of Staff for Mayor Lovely Warren, Rochester NY*

Tim Knanishu

- *Executive Vice President, Revitalize and Develop East Moline (REDEEM), IL*

Lorrie Louder

- *Senior Vice President, Business and Intergovernmental Affairs, St. Paul Port Authority, MN*

David Misky

- *Assistant Executive Secretary, Redevelopment Authority for the City of Milwaukee*



Brownfield

Communities Network

Questions?

Slides and webinar recording will be available on
www.nalgep.org