



# Brownfield

Communities Network

## **Investing in Manufacturing Communities Partnership**

Webinar

January 15, 2014

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

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## 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



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## 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



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## Panel Discussion

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## Questions?

Slides and webinar recording will be available on  
[www.nalgep.org](http://www.nalgep.org)