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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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- 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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Questions?

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