



Smart Growth America
Making Neighborhoods Great Together

Request for Technical Assistance: Small-Scale Manufacturing & Place-Based Economic Development

June 2018

This Technical Assistance is provided by Smart Growth America using federal funds under award number ED16HDQ3030042 from the U.S. Economic Development Administration, U.S. Department of Commerce.

Summary

With funding from the Economic Development Administration (EDA), Smart Growth America (SGA) and its contractor, [Recast City](#), will provide technical assistance to help local community leaders integrate small-scale manufacturing into their place-based economic development efforts. Any units or subdivisions of regional, local, or tribal government, as well as non-profits and non-governmental organizations such as community development corporations and community foundations, are eligible to apply. See page 3 for full eligibility details. There is no fee or cost for this technical assistance, but communities will be required to provide support through staff time.

Requests for small-scale manufacturing technical assistance are due by 5 p.m. EST June 29, 2018. Applications may be completed by either 1) completing an online application form, or 2) by downloading and returning the PDF application at www.smartgrowthamerica.org/manufacturing. For pre-application assistance and inquiries, contact us at info@smartgrowthamerica.org

Purpose

Small-scale manufacturing presents a real opportunity to grow local entrepreneurship and small businesses, and develop and enhance new and existing economic sectors. But it can also play a powerful part in revitalizing downtowns and business districts, helping to make great places. By integrating manufacturing businesses into downtowns and other existing neighborhoods, communities can build the character, appeal, and success of walkable neighborhoods to create vibrant, inclusive, local economies.

This program from SGA in partnership with Recast City, and funded by EDA, aims to help communities revitalize their downtown or a target neighborhood while creating economic opportunity through small-scale manufacturing. These businesses create well-paying jobs for people with a variety of education and skill levels, and bring vitality to main streets and neighborhood centers—creating a foothold for future growth.

SGA will provide technical assistance to six (6) locations across the United States. The technical assistance is intended to train participants and build local capacity, support economic development and planning efforts, examine development challenges, assist in potential policy changes, help coordinate among city agencies and partners, and establish action steps for implementation.

SGA will work with successful applicants to identify issues, constraints, and assets related to small-scale manufacturing and place-based economic development, and how they can be harnessed to catalyze revitalization locally. Potential community goals for this assistance may include:

- Attract reinvestment into an historic downtown
- Create new business and job opportunities in a target neighborhood in need of economic energy,
- Develop a forward-thinking strategy to address commercial and industrial vacancies, and/or,
- Launch new programs to expand entrepreneurial opportunities and scale local businesses.

All communities will be engaged for a four-month technical assistance period, including a professionally facilitated 2-3 day site visit and a customized action plan designed to identify next steps and resources available for implementation. This assistance is equivalent to \$25,000-\$40,000 in direct assistance. A component of each site visit will include outreach to local businesses, target stakeholder interviews, detailed analysis of programmatic and policy gaps, and targeted recommendations based on national best practices. All findings will be included in the final report and action plan. All communities will be asked to participate in regular follow-up surveys after the conclusion of the engagement.

This technical assistance is not intended for the purpose of grant applications or administration on behalf of cities or counties. There is no hard-cost or capital funding available through this technical assistance program.

Eligibility

Eligible applicants for technical assistance include any unit or subdivision of regional, local, or tribal government, as well as non-profits and non-governmental organizations such as community development corporations. Regardless of application entity, the application must be submitted from or include the commitment of the mayor's office or chief elected official, or a mayoral appointed agency head.

Selection process and criteria

Requests for small-scale manufacturing and economic development and revitalization technical assistance will be evaluated on the basis of criteria established by Smart Growth America contained within this document.

- Smart Growth America staff will review each application for completeness. Only applications which are complete and submitted through www.smartgrowthamerica.org or via email to info@smartgrowthamerica.org will advance to the next step.
- Proposals are due by 5 p.m. EST June 29, 2018
- Smart Growth America will determine which applications best meet the selection criteria and offer technical assistance to those communities. One community from each [EDA region](#) will be selected.
- Smart Growth America reserves the right to reject any application that does not meet its requirements.
- Successful proposers will be notified on or by August 1, 2018.

The primary selection criteria are:

- **Interest in small-scale manufacturing in community development (20 percent):**
The community's application should demonstrate an understanding of the potential of small-scale manufacturing to impact place-based economic development and revitalization, interest in smart growth solutions, and show that the requested technical assistance is an appropriate way to pursue the community's goals—that it helps overcome barriers to implementing sustainable community solutions and equitable development.

- **Need for technical assistance (20 percent):** Smart Growth America wants to work with communities that have a clear need for place-based economic development that includes manufacturing or production, smart growth solutions and sustainable community development strategies, but may need some additional help to define and move forward with local solutions. Preference will be given to applications with a defined project or initiative, clear outcomes to benefit the community, and an understanding of who will benefit from this work.
- **Partnership and engagement (20 percent):** Smart Growth America is seeking a high level of engagement from agencies willing and able to make changes to local policies, regulations, and ordinances based upon the recommendations from the technical assistance, including housing, planning, economic & community development, and land use agencies. Partnerships with local stakeholders, including business, real estate, small-scale manufacturing, philanthropy, civic and community groups are highly encouraged. Additionally, there must be evidence of the commitment of resources in the form of senior staff available to work with the team, materials, and facilities.
- **Commitment to equity (20 percent):** The technical assistance conducted under this project should benefit economically distressed communities in which assistance could minimize displacement of current residents and businesses, and/or expand access to education, training, job centers, and small business infrastructure for low- and moderate-income households. The assistance should also serve under-represented populations in small-scale manufacturing, including people of color and women-owned businesses.
- **Strong leadership (20 percent):** A commitment of elected and appointed leaders to engage in the project, as represented by letter of commitment signed by the head of government (mayor, county commission chair, or comparable elected leader). Senior staff should report to the head of government or the relevant agencies, such as the mayor's chief of staff, city manager, planning director, economic development director, etc.

Other considerations will include: 1) Geographic diversity—SGA will choose communities from a variety of states, regions, and communities; and 2) Community diversity—SGA will choose communities of different sizes, economic conditions, and populations.

Pre-request assistance and communication

All pre-request questions or inquiries must be made in writing to assistance@smartgrowthamerica.org. The Smart Growth America project team will contact you promptly. Please do not contact other Smart Growth America staff.

Application deadline

The application deadline is 5 p.m. EST June 29, 2018. Apply **online** at www.smartgrowthamerica.org/manufacturing or download and return this PDF application (also available at the same link.) Requests received after the deadline will not be reviewed.

Application form

Name of applicant agency:

Agency CEO or other individual authorized to enter into agreements:

Contact person name, email, phone:

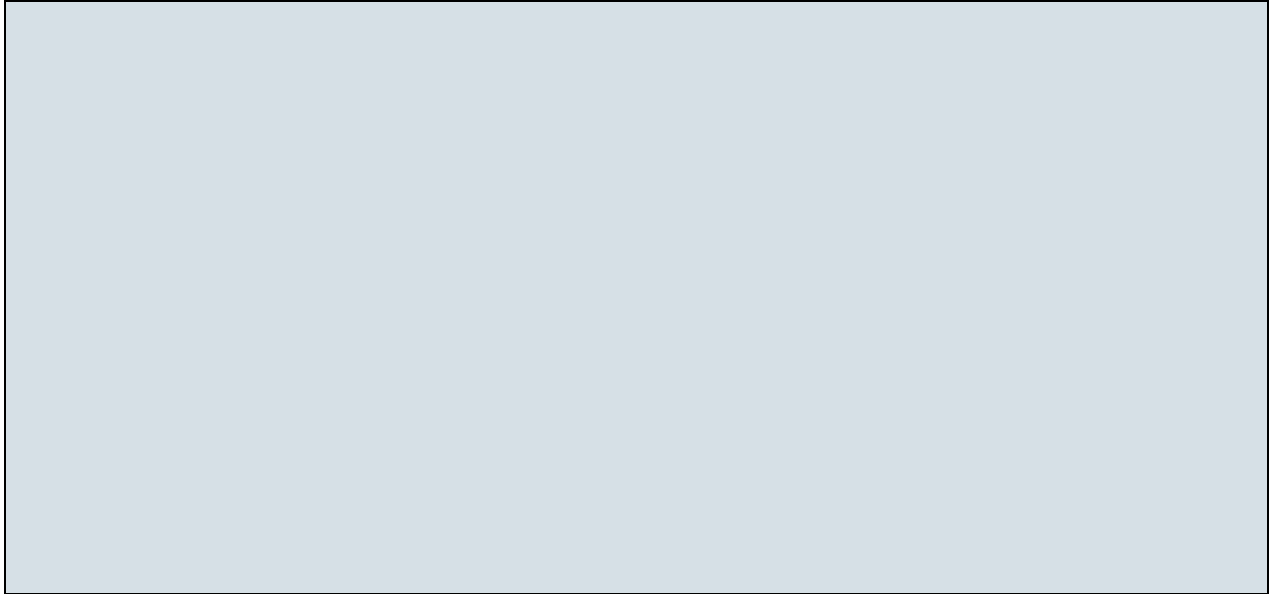
Applicant organization's address, phone number, and website:

Form of government (local, regional, tribal):

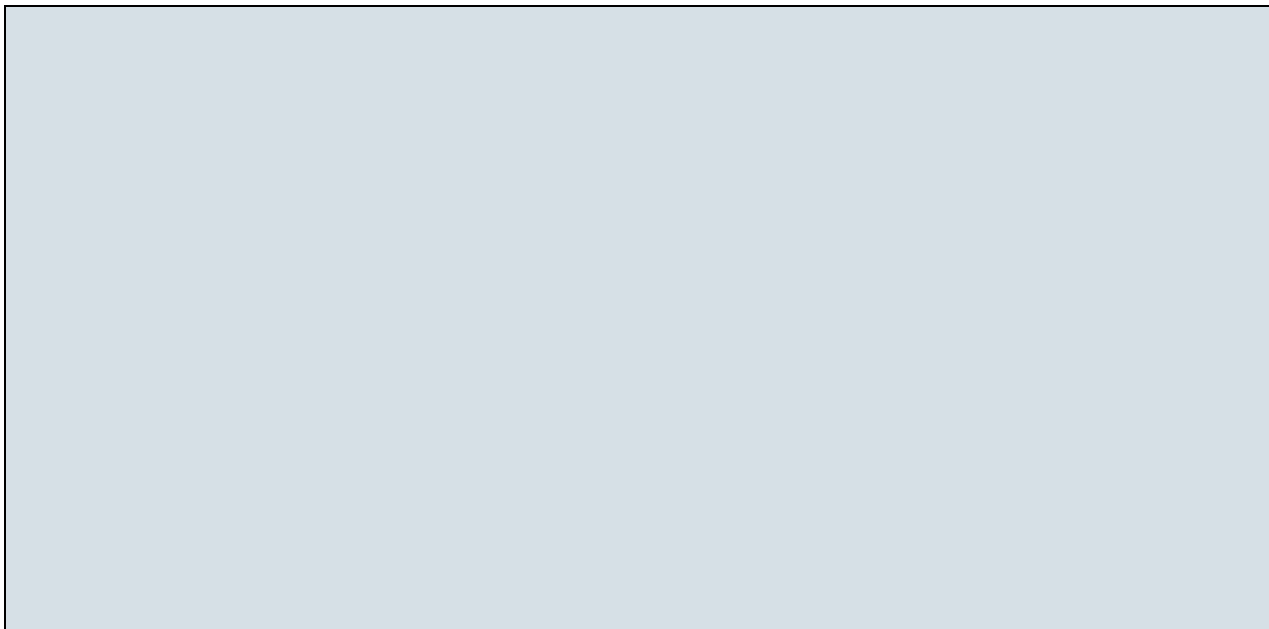
Is the applicant able to dedicate the senior staff time that may be necessary for this technical assistance? Please check below:

- Identify locally owned small-scale manufacturing businesses, real estate developers, and economic development leaders.
- Assist in scheduling one-on-one interviews with local small-scale manufacturing businesses, developers and other community leaders.
- Organize and execute logistics for public event on small-scale manufacturing and place-based economic development.
- Organize workshop with key community leaders to discuss policy and programs for implementation.
- Participate in biweekly calls with the technical assistance team to organize and implement the 2-3 day onsite program.
- Assign staff to participate in all interviews and meetings during the 2-3 day onsite program.
- Participate in surveys measuring implementation and performance metrics at least 6- and 12-months following the engagement, and potentially further.

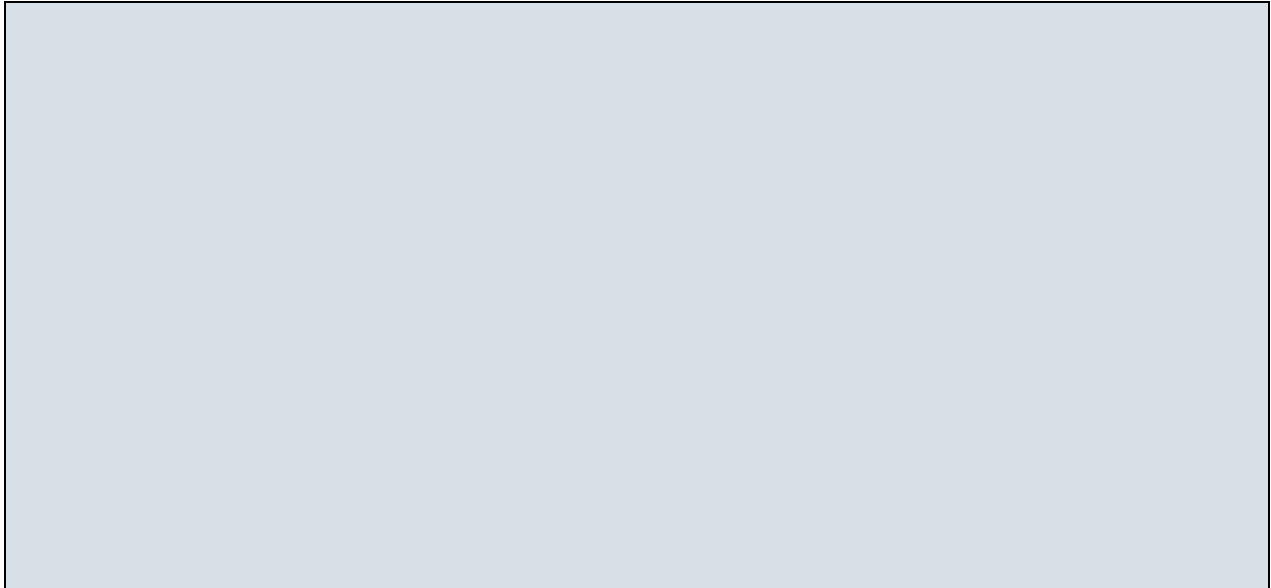
1. Statement of interest: Describe why you are applying for small-scale manufacturing and economic development and revitalization technical assistance. What is the role of small manufacturing in your community's development? What work has your organization or jurisdiction done on gathering information related to light industrial development, mixing industrial land use into neighborhood centers or downtown, and/or economic revitalization through local business ownership? Describe any current programs for place-based economic development. (Limit 500 words)



2. Statement of need: What is the community's need for technical assistance, and what initiatives have already been undertaken to promote place-based economic development that includes manufacturing or production in your city? What policies, programs, and staff resources currently exist that support this outcome? How would technical assistance activities address the need identified? (Limit 500 words)



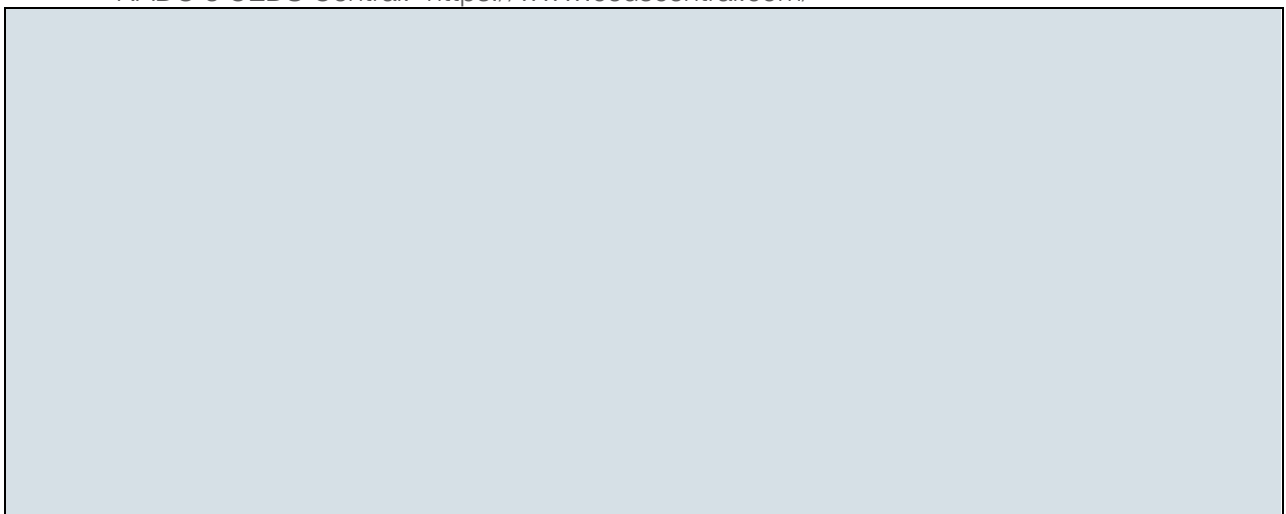
3. Readiness to implement: Describe the envisioned involvement of the community developers, the business community, civic organizations, philanthropy, advocacy groups, other stakeholders and the public in the technical assistance. Who will be the project champion(s) and what steps will they be able to take to implement the economic and community development solutions once assistance is received? Please demonstrate the commitment of political leadership. (Limit 500 words)



4. Commitment to equity: How does this project involve issues of equity, inclusion, and economic opportunity? How will the work around this project enhance economic opportunity and inclusion for minority- and women-owned businesses, low- and moderate-income residents, communities of color, and other economically disadvantaged communities? (Limit 500 words)

**Data sources to assist with this question include:*

- Stats America Distress Index: <http://www.statsamerica.org/distress/distress.aspx>
- US Cluster Map: <http://www.clustermapping.us/region>
- Stats America CEDS resource library: <http://www.statsamerica.org/ceds/Default.aspx>
- NADO's CEDS Central: <https://www.cedscentral.com/>



Strong leadership: Letter of commitment

To help assess community support, the application must be accompanied by a letter of commitment signed by the head of government (mayor, county commission chair, or comparable elected leader). The letter should state the commitment of local leaders to participate in the technical assistance and to implement local initiatives that result from the small-scale manufacturing technical assistance. These letters must be submitted with the application.

Reminder: if you choose to apply by filling out this form, you must return it to info@smartgrowthamerica.org by June 29, 2018 at 5 p.m. Eastern.

The online application form can be found at www.smartgrowthamerica.org/manufacturing

Thank you for your application. Successful proposers will be notified on or by August 1, 2018.