

Small and Rural Community Brownfield Assistance

Canton, Ohio

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Not your father's brownfield program

- Define brownfields specific to your community
- Consider the site in context of other projects
- Look to various sources of funding



Long-term vision

- Let community dictate priorities
- Match priorities with best resource opportunities
- Let end-use rather than property dictate priorities
- Develop a narrative of the needs of the community



Long-term strategies

- Get to know local, state, federal staff
- Network with other local government entities, non-profits
- Coordinate your funding needs
- Organize funding mechanisms by function, deadlines



Keep involvement current

- Prepare an annual funding strategy
- Develop briefing materials
- Share with political entities and funding sources
- Organize local support for top projects – public meetings, support letters



Elected officials

- Don't forget your congressional representatives!
- Invite members and staff to visit the community and tour projects.
- Celebrate success – ribbon-cuttings, media events.
- Ask for their support for resources



Project resume – 1 pager

- Project purpose or goal (30 words or less)
- List milestones and any awards
- Identify project partners
- Compelling but concise



Foundation funding

- Good way to leverage future funding.
- Different approach than seeking government funding.



Three types of foundations

- Community
- Corporate
- Family



Community

A charitable organization that is created by and for a community of people. It is supported by local donors and governed by a board of private citizens who work toward the greater good of the citizens in the community.



Corporate

- Corporate foundations - legally separate, tax-exempt organizations that make grants on behalf of the parent corporations
- Corporate giving programs - the corporation makes grants directly



Family

- Established by an individual or family to channel resources to charitable causes.
- Can be harder to find if not familiar with the community



Selling your project

- Elevator speech important! Be clear in your community's story and needs
- Be able to describe your organization, mission statement and goal in one minute



Foundation funding

- Treat like a job application - research the foundation, know what their values are
- Build relationships with foundations
- Use their expertise
- Be flexible; know their timeline



Seed money

- May not seem like a large amount for a big project
- Can finance initial steps of a project
- Use the cachet of receiving funds from a particular foundation as a basis for leveraging future funds.



How to find foundations

- The Chronicle of Philanthropy
<http://philanthropy.com/section/Home/172>
- Council on Foundations
<http://www.cof.org/content/resources>
- The Grantsmanship Center
<https://www.tgci.com/>



How to find foundations (cont.)

- The Foundation Center

<http://www.foundationcenter.org/>

Library locations for foundation directory

<http://grantspace.org/Find-Us>

- Guidestar

<http://www.guidestar.org/Home.aspx>



Ohio EPA/SABR funding resources web site

<http://epa.ohio.gov/derr/SABR/CommunityBrownfieldFundingResources.aspx>





Community Brownfield Funding Resources



SABR has compiled a list of various sources of assistance available to communities for assessing, remediating and redeveloping brownfields and revitalizing neighborhoods. These can range from technical assistance in area-wide planning or completing grant applications, seed money from foundations to leverage other sources of funding, in-kind services for assessment and sampling, grants and loans for brownfield cleanup and development and serving disadvantaged communities, or tax credits for historic preservation.

Information on the various programs is organized by the type of organization with oversight (*e.g., federal, state, regional, private*). Use the "**Funding Types**" tabbed menu, below, to view information about each program.

For more information, please contact Ildi Pallos at ildi.pallos@epa.ohio.gov or (614) 644-2086.

Ranson WV

- Population ~4,400
- Phoenix Award winner at the 2013 Brownfields Conference in Atlanta.



Foundation seed money

- 2009 – Ranson received \$5,000 FOCUS mini-grant.
- Funding provided by Claude Worthington Benedum Foundation



Led to...

- 2010 - \$175,000 EPA area-wide brownfields planning assistance grant.
- \$1,4000,000 HUD challenge grant (30 percent match)



The big win!

- 2012 - \$5,000,000 U.S. DOT TIGER IV grant.
- Highly competitive grants.
- Will be used for the expansion and construction of Fairfax Blvd. into a walkable green street.
- Connects to new Charles Town Commuter Center – MARC, Amtrak

