



Community Development Block Grant Program Year 2014 Application workshop

Grant Administrator
Shaun Rydell
928-777-1143
cdbg@prescott-az.gov



**Anticipated HUD Award
\$224,000**

GREETINGS



▶ Shaun Rydell
City of Prescott,
CDBG Program Coordinator



▶ Tracey McConnell
Yavapai County Community
Foundation, Grants Coordinator



▶ Miriam Haubrich
Prescott Area Habitat for Humanity,
Executive Director

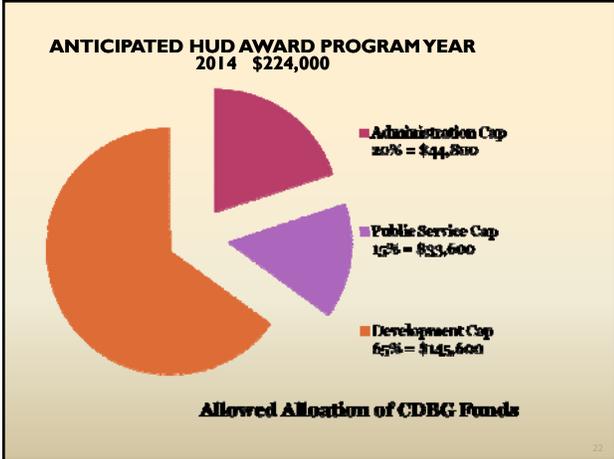
Welcome, Introduction and overview of workshop

- Please fill out roster with up to date contact information
- Tell us about yourself and your organization
- Please follow along in your folder of CDBG information

PROJECT TIMELINE*

Applicants must provide a schedule for the program that lists major activities and indicate when the activities will be occurring. Additional information such as specifications for building projects, bid packages, contractor award, final inspection, etc., should be included when relevant.

Major Program Activity or Project	Q1'14			Q2'14			Q3'14			Q4'14		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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CDBG Objectives

The **primary** objective of the CDBG program is the development of viable communities, principally for low-income persons through the provision of the following:

- decent housing
- a suitable living environment
- economic opportunity

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Think of the national objective as the community problem and the activities as the solution.

CDBG Public Service applicants must choose one of the HUD national objectives under which to apply for funding.

CDBG grantees, Community Advisory Committee and grant administrator are responsible for assuring that each eligible activity meets one of the following three national objectives.

1. Directly benefit low-income persons:

- A.** The project must be located in a Prescott target area, or
- B.** serve an area with a service program where at least 51% of the residents are low income persons (**Area Benefit**), or
- C.** must provide a direct benefit to an income qualified Prescott individuals or families, the majority of whom are considered low income based on the median area income figures (**Limited Clientele Benefit**).

2. Aid in the prevention of slum or blight: The applicant must supply proof that the area meets the local government's definition of slums and blight.

3. Meet an urgent need: The activity provides a remedy to a serious and immediate health or welfare problem, such as a natural disaster; and there are no other funds available; and the problem is of a recent origin.

CDBG Public Service projects meet the National Objective benefit to low-moderate income persons.

Directly benefit low-moderate income persons:

- A.** The project must be located in a Prescott target area, or
- B.** Serve an area with a service program where at least 51% of the residents are low income persons (**Area Benefit**), or
- C.** Must provide a direct benefit to an income qualified Prescott individuals or families, the majority of whom are considered low income based on the median area income figures (**Limited Clientele Benefit**).

Consolidated Plan 2010-2014 Priority Goals

Does your organization's services correlate with the Consolidated Plan 2010 – 2014 list of priority goals?

This applies to all applicants. After reviewing the consolidated plan, does any of what you may propose in the application correlate to the priority goals of the plan.

Consolidated Plan is Online:
<http://www.cityofprescott.net/leadership/grants.php>



Target Note in Consolidated Plan

Homeless and Special Needs Populations

The organizations represented included those serving special populations: The Seriously Mentally Ill, Veterans, individuals recovering from drug and alcohol dependency and the chronically homeless, as well as those serving the basic needs of homeless, at-risk and low-income families. These individuals and organizations confirmed the significant unmet need for emergency, transitional and permanent housing and services for homeless, at-risk and low-income households. The greatest identified and unmet need is for housing and services for homeless families. It is agreed that this population represents the silent and unseen homeless, primarily because families fear the loss of their children to temporary or even permanent state custody.

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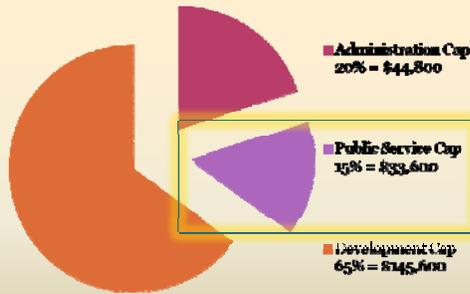
Questions?

Regarding...

Consolidated Plan
2010-2014

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ANTICIPATED HUD AWARD PROGRAM YEAR 2014 \$224,000



Allowed Allocation of CDBG Funds

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ANTICIPATED HUD AWARD PROGRAM YEAR 2014
15% PUBLIC SERVICE CAP \$33,600

Public Service, CDBG funds may be used to provide public services (including administrative cost, supplies, materials and other costs), provided the public service is:

- **A new service;** or
- **A quantifiable increase** in the level and projected need of an existing service - *(example 20% increase has occurred from Calendar 2012 to 2013 and is documented through some intake program record)*

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A 15% PUBLIC SERVICE CAP \$33,600

Targeted public service activities include, but are not limited to programs that assist the following persons:

- Homeless and low income persons and families
- Victims of Abuse and Neglect
- Adults with Physical, Mental Behavioral Disabilities
- Resident of Neighborhoods at high risk of crime

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Under this program, CDBG funds may be used to provide public services (including labor, supplies, materials and other costs), provided the public service is:

- A new service; or
- A quantifiable increase in the level of a service

Targeted public service activities include, but are not limited to:

- Child care
- Health care
- Job training
- Recreation programs
- Education programs
- Public safety services
- Fair housing activities
- Services for senior citizens
- Services for homeless persons
- Drug abuse counseling and treatment
- Energy conservation counseling and testing
- Homebuyer education and down-payment assistance
- Welfare (as defined by CDBG)

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15% PUBLIC SERVICE CAP \$33,600

Examples of Eligible Public Service Activities (not all inclusive)

Health and Wellness Program	Victim Advocacy Services
Rent and Utility Assistance Payments made directly to provider (limited to 3 consecutive months)	Training, Education and Support Services
Homeless housing placement programs	Transitional Shelters
Food Bank and Meal Delivery	Fair Housing - Landlord Tenant Workshops
Reading Programs	AIDS Care and Prevention
Financial and Housing Counseling	Employment training/skills
Homeless Emergency Services	Aging Well - Elderly Programs
Residents of Neighborhoods at High Risk of Crime	Vision Care Voucher – for LMI

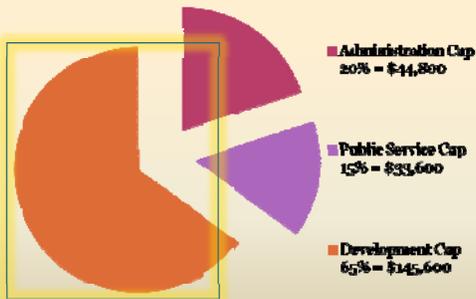
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Questions?

regarding
Public Service Eligible Activities

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**ANTICIPATED HUD AWARD PROGRAM YEAR
2014 \$224,000**



Allowed Allocation of CDBG Funds

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Community Advisory Board (CAC)
Seven Member Citizen Board

Presentation By Advisory Board Members:

Tracey McConnell
Yavapai County Community Foundation, Grants Coordinator

Miriam Haubrich
Prescott Area Habitat for Humanity, Executive Director

FUNDING GUIDELINES

ENCOURAGES PROPOSALS THAT:

- ▶ Leverage matching funds
- ▶ Engage strategic, mission-driven collaborations/partnerships
- ▶ Build the capacity of the organization
- ▶ Support direct service projects
- ▶ Support sustainable program projects
- ▶ Support one-year and/or renewable funding proposals if need increases and is documented

FUNDING GUIDELINES

ENCOURAGES PROPOSALS THAT

- ▶ Support **DIRECT COSTS** associated with carrying out the program, such as staff salary/wages, marketing, supplies, postage,, training or leasing equipment, introducing information technology, etc.
- ▶ Direct costs must include directly documenting and quarterly reporting on the attributable administrative support functions or supplies with distinct and measured effort on the project. (Program Monitoring)

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funding guidelines

CDBG GRANT COMMITTEE IS LOOKING FOR

- Clear, concise, compelling, well written applications
- A project that supports your Mission
- Proposals that meet the Public Service application guidelines
- Well substantiated needs, based on documented community data
- Clearly revealed capacity to be successful and sustained

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funding guidelines

- ▶ **501c(3) ORGANIZATIONAL** profiles with up-to-date annual budgets
- ▶ Proven impact – reveal how and to what degree this effort will change the community
- ▶ Qualified staff and active NFP board
- ▶ Well justified administrative costs
- ▶ Realistic **PROJECT** budgets, which clearly explain what CDBG funds will be used for.

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funding guidelines

GRANT COMMITTEES ARE LOOKING FOR

- ▶ Reasonable methods for measuring success
- ▶ Program/project sustainability
- ▶ Opportunities to secure diversified funding i.e. matching funds, individual donors
- ▶ Public acknowledgement of the grant given by CDBG, in order to raise awareness of the power of organizations to support target clients served.

CDBG FUNDING GUIDELINES

PITFALLS

- Any past delinquent report
- Grants are sole source of income
- Incomplete and/or poorly written proposal
- Didn't answer the application questions directly & concisely
- Project is a mission drift
- Outdated annual budget in your organizational profile

Post Funding Expectations

- Follow through with subrecipient agreement
- Keep the city informed (i.e. any changes to your proposal if funded, need for extension, news releases, etc.)
- Final report with measurable results and final closeout report.
- At the closeout of funded projects provide a 250 word, single page impact story with photos for our CDBG records

APPLICATION OVERVIEW

MEASURING RESULTS

An emerging component of our grantmaking is asking our grantees to begin asking *themselves* **four key questions** as part of the grantmaking process after considering their own specific intentions (What do we want to do and why?)



- **What did we do?**
- **Why did we do it?**
- **How well did we do it?**
- **What difference did it make?**

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IF FUNDING IS NOT APPROVED

- Request committee comments
- Ask questions
- Improve grant writing skills
- Don't take it personally
- Try again next year

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Evaluation:

The CAC will evaluate applications and recommend those for an award based on the following criteria:

Purpose of Grant	45 Points
Situation Community (15)	
Proposal Design (30)	
Outcomes/ Evaluation	15 Points
Organizational Capacity	35 Points
Management/ Administrative (15)	
Financial Indicators (20)	
<hr/> Application Total Score	<hr/> 95 Points

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Questions?

Regarding...
 Role of the Community Advisory Board
 Application Review

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**Subrecipient
Grant Award**

Funding Partnership Responsibilities.

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CDBG Program Fund Evaluation

Requires that the City demonstrate it has undertaken a two-step process (HUD Handbook 6509.2 Rev-5)

Step 1. At the time of approval (award), determine that each proposed activity meets a national objective and is eligible

Step 2. Following implementation (project completion), determine activities carried out met national objective and same eligible activities as originally approved

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PRESCOTT - CDBG INFORMATION

<http://www.cityofprescott.net/leadership/grants.php>

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City Hall
 Community Development
 201 South Cortez
 Prescott, AZ 86303

The FY 2014 Public Service Grant Application Template is available in a Word document. You can type within it and then copy and paste your responses into the on-line form.

**PUBLIC PARTICIPATION
REVIEW APPLICATION AND FIT ACTIVITY
TO ADOPTED CONSOLIDATED PLAN**

http://www.cityofprescott.net/_d/cdbgConsolidatedPlan2010-2014.pdf

Technical Assistance

The Grants Administrator for the City of Prescott will provide technical assistance to any group which represents persons of low- and moderate-income in developing proposals for funding assistance under any of the programs covered by the Consolidated Plan. Assistance does not guarantee funding approval.

In addition, the Grants Administrator for the City of Prescott is available to answer questions concerning procedures for the development and implementation of the plan and all of its components. Citizens or organizations requesting technical assistance should contact the Grants Administrator at (928) 777-1143.



Questions?

Community Development
Block Grant (CDBG)

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