



## CHARACTERISTICS OF COMPETITIVE PROPOSALS

Requests are likely to far exceed funds available; therefore, the Foundation will be looking for projects with the following characteristics. *(This list is not intended to be all inclusive, nor is it a listing of all criteria that will be used in evaluating proposals.)*

- Projects that serve unmet needs that are clearly defined in communities.
- Projects that have clear objectives and deliverables and are accompanied by a plan for evaluating the short-term and long-term impacts of the project, with a concentration on economic impact.
- Projects that demonstrate a market demand for products or trainees.
- Projects that leverage support from other sources, including funds that may be available through state or federal economic stimulus programs.
- For projects developing new agricultural technologies and crops, those projects with clear and practical applications and market demand for the product, expected commercial viability within a short time frame, a plan for protecting the benefit of any intellectual property for North Carolina and North Carolina farmers, and a plan for outreach and deployment of new discoveries or research results to farmers are preferred.
- Projects that result in job creation and retention in tobacco-dependent, economically distressed, or rural communities. Projects that include evidence of employers' interest in hiring or retaining workers are preferred.
- Programs to create, expand, or improve business activity in tobacco-dependent, economically distressed or rural communities.
- Programs that are collaborative in nature or are linked with or supported by existing multi-community, regional, or statewide programs and efforts.
- Training/workforce preparedness initiatives that target specific job opportunities in new and expanding industries and businesses located or considering locating in tobacco-dependent, economically distressed, or rural communities or that promote job retention activities in tobacco-dependent, economically distressed, or rural communities. Training programs supported by Golden LEAF must be advertised, open to the public and result in the attainment of transferable skills.
- Projects that provide evidence of support, endorsement and demand by the communities or constituencies the project proposes to serve.
- Projects that provide evidence of sustainability through the submission of business and feasibility plans, as applicable.

## LOW PRIORITY PROPOSALS

Golden LEAF has also identified types of requests which typically are of low priority in its Open Grants Program. These include:

- Endowments
- Capital Campaigns
- Construction Projects not tied to specific job creation and retention opportunities
- Infrastructure Projects not tied to specific job creation and retention opportunities
- Debt Relief
- Revolving Loan Funds
- Purchase of Land
- After-School or Day Care Programs
- General Employability Training Programs
- General Use Community Centers/Facilities

## PRIORITY OUTCOMES

Below is a list of outcomes Golden LEAF has identified as priorities to achieve the goals of the Foundation. Competitive applications in the Open Grants Program would typically include one or more of these measures to assess project outcomes and success. Priority is given to projects that support North Carolina’s tobacco-dependent, economically distressed, or rural communities.

| Priorities   | Metrics  |
|--|--|
| <p><b>ECONOMIC DEVELOPMENT</b><br/>Partner with NC Department of Commerce, the Economic Development Partnership of North Carolina and local governments to provide gap funding to assist with job creation</p> | <ul style="list-style-type: none"> <li>• Investment in privately-owned property, plant &amp; equipment</li> <li>• New jobs created</li> <li>• New wages paid</li> <li>• Percentage (%) by which wage exceeds county average</li> <li>• Jobs retained during performance period (that would have been lost were it not for the Golden LEAF-funded project or that are required by performance agreement)</li> </ul>   |
| <p><b>WORKFORCE PREPAREDNESS</b><br/>Close the skills gap and increase the pool of highly qualified individuals with skills aligned to North Carolina businesses’ current and future needs</p>                 | <ul style="list-style-type: none"> <li>• Students completing for-credit/curriculum programs</li> <li>• Students trained (non-credit courses completed)</li> <li>• Incumbent workers trained (industry-specific, customized training courses completed)</li> <li>• Industry (third-party) credentials earned</li> <li>• Students earning at least one industry/third-party credential/certification</li> <li>• Students employed in field of study</li> </ul> |
| <p><b>AGRICULTURE</b><br/>Support agriculture as an economic development engine</p>  | <ul style="list-style-type: none"> <li>• Sales: \$ revenues of new/ alternative products</li> <li>• Sales: \$ revenues of existing products</li> <li>• New acres in production (fallow to production)</li> <li>• Purchases of NC agricultural products by producers, distributors or retailers (\$ revenues)</li> <li>• Head of livestock in production</li> </ul>   |
| <p><b>HEALTHCARE</b><br/>Invest and support healthcare as an economic engine</p>   | <ul style="list-style-type: none"> <li>• New jobs created</li> <li>• New wages paid</li> <li>• Jobs retained during performance period (that would have been lost were it not for the Golden LEAF-funded project or that are required by performance agreement)</li> <li>• Number of patient visits (non-emergency room)</li> <li>• Number of rural healthcare facilities with improved financial condition</li> </ul>                                       |
| <p><b>EDUCATION</b><br/>Graduate students from high school and/or college with the technical and life skills necessary to enter work and be productive citizens</p>  | <ul style="list-style-type: none"> <li>• Students achieving proficiency on EOC / EOG exams (Aggregate) (Math) (Science) (English)</li> <li>• Student Performance will Meet or Exceed Expected Growth (EVAAS)</li> <li>• High school on-time graduation</li> <li>• Golden LEAF Scholars who complete four-year college or university</li> </ul>   |
| <p><b>COMMUNITY VITALITY</b><br/>Investments to improve economic competitiveness</p>   | <ul style="list-style-type: none"> <li>• Dollars (\$) invested in public infrastructure</li> <li>• Private investment resulting from Golden LEAF-supported project</li> <li>• Commercial hookups to public infrastructure</li> <li>• Residential hookups to public infrastructure</li> <li>• Business start-ups or expansions resulting from Golden LEAF-supported project</li> <li>• Broadband access: New fiber miles</li> </ul>                           |