Golden LEAF Community-Based Grants Initiative
Workshop Agenda

• Overview
• Process
• Priorities
Golden LEAF Staff

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President, Chief Executive Officer

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Director of Programs

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Golden LEAF Community-Based Grants Initiative

It is a **focused** process targeted toward investments in the building blocks of economic growth. It is **competitive** among all counties within a Prosperity Zone.

Golden LEAF priority areas include projects that support agriculture, workforce development, and education as well as capital investment for infrastructure to support economic development and healthcare job creation.
The Northwest Prosperity Zone
Alexander, Alleghany, Ashe, Avery, Burke, Caldwell, Catawba, McDowell, Mitchell, Watauga, Wilkes and Yancey.
Projects are reviewed and awarded funds through a **three-stage process:**

- County Manager endorsement
- Letter of Inquiry (LOI)
- Full Application

Only project ideas that are endorsed by county managers will receive consideration in this program. Regional projects are subject to an alternate process to determine eligibility.

Not all counties, nor all project ideas, will receive funding.

Maximum grant awards per county will not exceed $1.5 million in amount or three in number.
Funds are awarded for identified priorities to solve needs at the local level. The CBGI is only one part of Golden LEAF’s grantmaking this year. Projects that fit in other programs, e.g. Open Grants or Economic Catalyst, may submit proposals in those programs through a separate process.

- Target communities that are the most in need
- Promote long-term economic growth and development
- Do the most good for the most people
The Foundation has budgeted $11 million for this initiative in FY 2021.

Total requests could exceed $24 million (12 counties multiplied by $2 million, plus regional projects).

Does not limit opportunity in other Golden LEAF programs.
Characteristics of Competitive Projects

Clearly meet identified issue or need in the county, address Golden LEAF priorities, and be aligned with investments in the building blocks of economic growth. Will help improve human and/or physical capital that makes the county more attractive as a place to create and grow economic opportunity.

Funds are limited to projects that support agriculture, workforce development, education, and capital investment for infrastructure to support economic development and healthcare job creation.
## Characteristics of Competitive Projects

<table>
<thead>
<tr>
<th>Strategic</th>
<th>Demonstrate immediate need and the ability to put funds to work quickly.</th>
<th>Focused on action, not planning.</th>
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<tbody>
<tr>
<td>Leverage additional funds or investment.</td>
<td>Moves the economic needle in the community.</td>
<td>Builds on previous community planning processes.</td>
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<td>For prior grantees, performance and track record managing Golden LEAF projects.</td>
<td>Community buy-in and strong support from a variety of citizens and organizations</td>
<td>Sustainable.</td>
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Characteristics of Low Priority Projects

- Tourism, arts, or cultural resources
- Shell/spec buildings
- Emergency services including fire departments
- General social services
- Reimbursement for prior expenditures
- Capital campaign or endowments
# Golden LEAF Priority Outcomes

<table>
<thead>
<tr>
<th>Economic Investment and Job Creation</th>
<th>Workforce Preparation and Education</th>
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<tbody>
<tr>
<td>• Investment in privately owned property, plant, and equipment</td>
<td>• Courses or programs completed</td>
</tr>
<tr>
<td>• New jobs created</td>
<td>• Industry credentials earned</td>
</tr>
<tr>
<td>• Average annual wage of new jobs</td>
<td>• Students employed in field of study</td>
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<th>Agriculture</th>
<th>Community Vitality</th>
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<td>• Participants at agricultural trainings</td>
<td>• Investment in public infrastructure</td>
</tr>
<tr>
<td>• Publications directed towards farmers</td>
<td></td>
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<tr>
<td>• Use of facilities</td>
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Application Process

The county manager serves as the key contact and gatekeeper for the process.

Projects do not have to be administered by county government. Governmental entities and 501(c)(3) nonprofits are eligible to apply.

Three Step Review and Decision Process:

1) County manager endorses projects and applicants submit Letters of Inquiry (LOI)
2) Golden LEAF Board invites or declines to invite full proposal based on LOI
3) Golden LEAF Board approves or declines full proposal applications.
## CBGI Timeline

<table>
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<td>October 22, 2020</td>
<td>Letters of Inquiry and County Manager Endorsement Sheet due.</td>
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| November 2020         | GLF staff completes review of LOIs.  
*Staff may request additional or clarifying information.*                               |
| December 3, 2020      | GLF Board of Directors votes whether to invite a full proposal.  
*No county will be invited to submit more than 3 proposals or more than $1.5 million in requests.* |
| February 11, 2021     | Full grant proposals due for those invited.                                                                                            |
| February – March 2021 | GLF conducts site visits with proposal applicants.                                                                                    |
| April 1, 2021         | GLF Board votes on full proposals.                                                                                                     |
Letter of Inquiry (LOI) Process

September 16, 17, and 22
Virtual briefings on CBGI process for the Northwest Prosperity Zone.

Now through October 15
GLF Staff available to consult potential applicants.
GLF Staff will want to know the applicant is in touch with the County Manager.

Prior to October 22
County Manager identifies up to four projects requesting up to $2 million total.
County Manager shares link to online LOI form with applicant entity.
County managers will complete and submit a form endorsing up to four Letters of Inquiry for projects that total no more than $2 million. No one application may exceed $1.5 million.

Information on the form includes:
- Description of the process for selecting the LOI projects
- Priority order of the submitted projects
- Description of why the county needs the project
- Description of the community support and local commitment for the projects
Due October 22 by Noon

County Manager Endorsement
County manager must complete the endorsement form for all 1-4 projects to be submitted. This form should be signed, scanned, and emailed.

Letters of Inquiry
The county manager will have a shared link to the online Letter of Inquiry portal with applicants selected to participate.

Applicants must submit the Letters of Inquiry using the online portal.
Letter of Inquiry

Word version of the LOI form available at goldenleaf.org for information only.

Applications are only accepted via the portal link provided by the County Manager.
The application includes identification of the specific Golden LEAF priority outcomes that will be measured for the proposed project.

While your project may have other outcomes not listed, a successful application will address at least one Golden LEAF priority outcome.
# Golden LEAF Priority Outcomes

## Economic Investment and Job Creation
- Investment in privately owned property, plant, and equipment
- New jobs created
- Average annual wage of new jobs

## Workforce Preparation and Education
- Courses or programs completed
- Industry credentials earned
- Students employed in field of study

## Agriculture
- Participants at agricultural trainings
- Publications directed towards farmers
- Use of facilities

## Community Vitality
- Investment in public infrastructure
Letter of Inquiry
Short Response Questions

1. Briefly describe the project: Explain what will be done, how much time will be needed to complete the project, what will be accomplished, and the area and population served. Describe how the project will benefit tobacco-dependent, economically distressed and/or rural communities and the people who live there. (Word limit 200)

2. Describe how the project will meet the proposed outcomes checked in the Expected Project Outcomes section. How will progress and success be measured? What specific data or documentation will be used and/or collected to measure outcomes? (Word limit 150)

3. Describe plans to sustain funding for the project beyond the grant. (Word limit 150)

4. Organizational History – Briefly describe the applicant’s history, current programs and accomplishments. Include a short summary of its mission, goals and objectives and any examples of similar projects implemented by the applicant. (Word limit 150)
The main budget table should contain only cash, not in-kind, contributions to the project. List in-kind contributions in the appropriate section below the budget table.
Regional Projects

- Golden LEAF will consider regional projects
- Golden LEAF makes the determination of what constitutes a regional project:
  - Multi-county
  - Real collaboration—not separate projects
- Contact Golden LEAF to discuss process
  - No county manager endorsement required
  - Still an LOI due October 22, 2020
- Counts against the total $11m budget, but not against any one county’s maximum of $1.5m
  - Example: Regional project of $2m reduces the funding available for other projects to $9m available among the counties in the region.
The ability of any applicant to meet Golden LEAF reporting requirements and provide verification of expenditures, activities, and outcomes is a strong consideration.

**Interested applicants should note:**
- Be realistic about outcomes that will result from the project – they will be tracked...sometimes for years to come.
- Be sure that projected budget numbers are accurate-Golden LEAF will not add dollars to an existing grant award in this program.
Requirements

• Eligible Applicant
  ✓ 501(c)(3) nonprofit
  ✓ Governmental entity

• Eligible Uses of Funds
  ✓ Must be charitable – no impermissible private benefit
  ✓ May not be used for purchase of land or buildings
  ✓ May not be used for grant administration

• Projects are subject to due diligence by Golden LEAF staff, Board, and legal counsel as necessary.

• Golden LEAF Board of Directors makes final funding decisions.

• Funded projects are subject to all reporting requirements of Golden LEAF Foundation, the State Auditor, and Office of Budget and Management as applicable. Grantees must comply with all conditions and requirements in the grantee agreement.

• All correspondence/communications to and from Golden LEAF are subject to the North Carolina Public Records Law and may be disclosed to third parties.
Questions?

Please make sure you complete the survey from the Rural Center if you participated in that process.

CBGI@goldenleaf.org

Golden LEAF Office: 252-442-7474