



## **2022 NAHRO**

# **Developing a Strong Small Cities Development Program & Community Outreach**

# Small Cities Development Program

- Develop viable communities by providing financial assistance to address the need for decent safe affordable housing, economic development, and public facility needs, **AND**;
- Provide a suitable living environment by expanding economic opportunities, principally benefiting low to moderate income households

# Small Cities Development Program – Cont.

- Funding is made possible through Title 1 of the Housing and Community Development Act of 1974
- Congress amended the Housing and Community Development Act in 1981 to give each State the opportunity to administer CDBG funds for non-entitlement areas

# SCDP Eligible Applicants

- Cities with populations under 50,000 or
- Counties and townships with unincorporated population of fewer than 200,000
- Entitlement areas are not eligible
  - Cities of Bloomington, Coon Rapids, Duluth, Eden Prairie, Mankato, Minneapolis, Minnetonka, Fargo/Moorhead, Plymouth, Rochester, St. Cloud, St. Paul, Woodbury
  - Counties of Hennepin, Anoka, Dakota, Ramsey, Washington, and St. Louis

# SCDP National Objectives

All proposed activities must meet a National Objective:

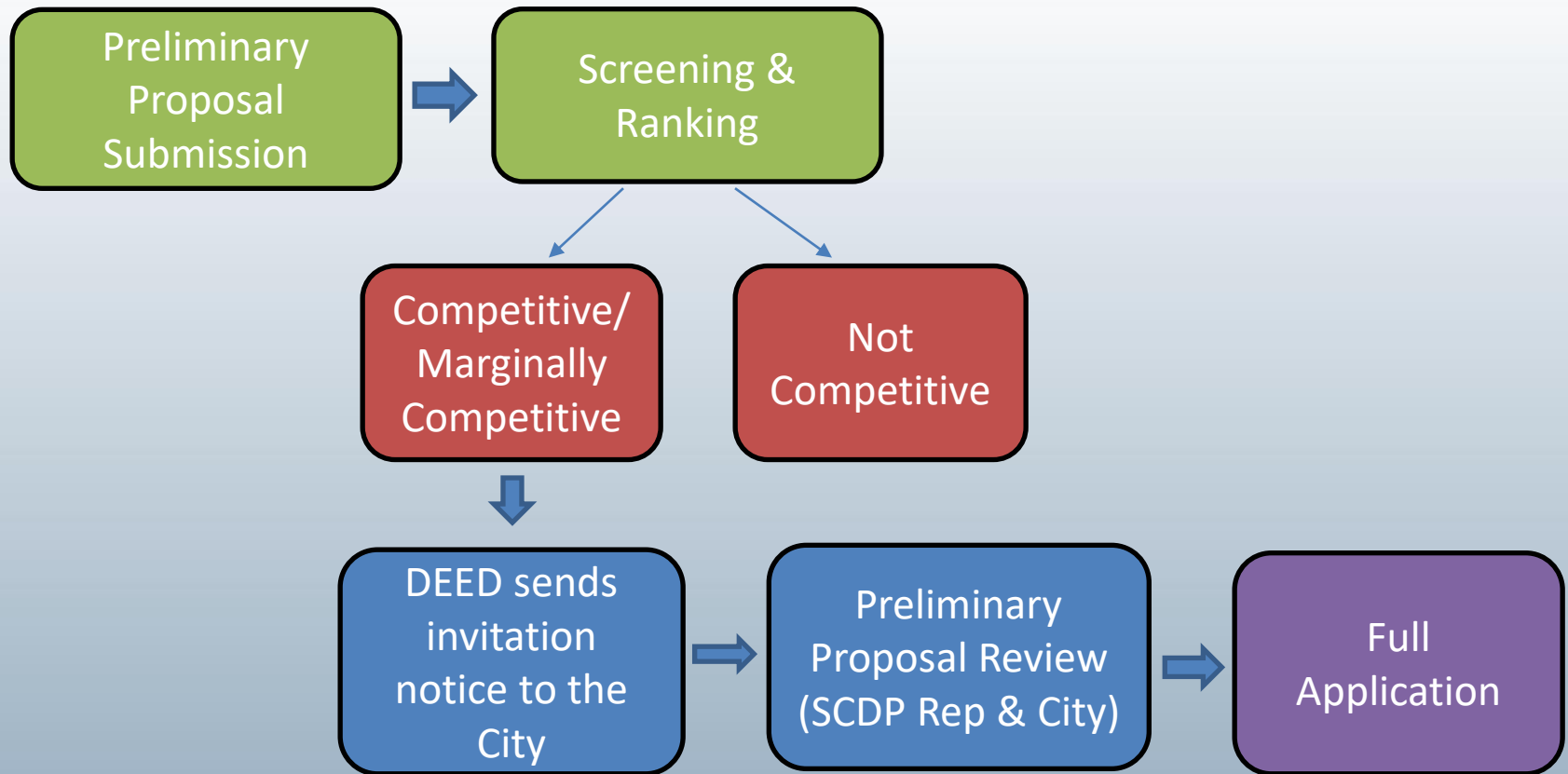
- LMI (Benefit to Low/Moderate Income Households on an individual basis)
  - LMA (Benefit to Low/Moderate Income People on an Area Basis)
  - Alleviation of Slum and Blight (S&B) on an area basis
  - Urgent Community Development Need (UCDN) (disaster situations)
- 70% of HUD allocated funds (all projects combined) must meet an LMI or LMA Federal Objective

# Application Steps

- Step #1 - Preliminary Proposal
  - Due 11/17/21
- Step #2 – Full application
  - Due 2/25/22

Both are located on the “Apply” tab of the Small Cities Development Program (SCDP) portion of DEED website

# Preliminary Proposal Process



# Grant Writing - Basics





# Grant writers

- Local unit of government staff
- Grant administrating agencies
  - Non profit
  - For profit
- Private citizens

# Grant Writer Skills

- Excellent written skills
- Organized with an eye for detail
- Persistent and Passionate
- Community minded and
- Willing to ask for help

# Research/Outreach

- Preliminary Meetings with the local unit of government
  - Address fundamental questions
  - Goals
  - Cost of the services
  - Expectations
  - Responsibility and duties
  - Deadlines

# Research/Outreach – Cont.

- Make sure you have the resources and time to do the necessary research
  - Research the grant history of the city/county's
  - Needs
  - Interest
  - Activities being conducted or had been completed
  - Current financial state
- Brainstorm

# Preparation

- Familiarize with the grant proposal requirements
- Review the funding eligibility
  - Geographic restrictions
  - Population
  - Size of the award
  - Sufficient funding to complete activities
  - Grant duration
  - SCDP goals and priorities

# Preparation – Cont.

- Read the grant proposal instructions
  - Contact SCDP reps if clarification is needed
- Identify the type of activities proposed
  - Single purpose or Comprehensive application
- Educate the community regarding the benefits of the grant. Example:
  - Commercial rehab – connect with building owners and discuss program and financial structure
  - Streetscape – Discuss possible items for the project.

# Preparation – Cont.

- Expenditure limitation
- Specified use of the funds
  - Any restrictions
  - Matching funds
  - Leverage

# Leverage Sources

- Minnesota Housing (OO, Rental)
- MHFA POHP (Rental)
- PFA (PF)
- USDA RD (PF, OO, Rental)
- Utility Co-op (PF, OO, Rental, Commercial)
- EDA/HRA (Commercial, OO, Rental)
- Local Fix Up Funds



# Preparation – Cont.

- Identify potential partners and build partnership
  - Commitment letters
- Gain community support.
  - Letters from community members
- Timetable for projects
- Organizational capacity
  - Experience and staff qualification

# Preparation – Cont.

- Budget
- Financial Package
- Project continuation
- Address all sections and provide information requested
- Emphasize aspects important to the SCDP
- **Understand the evaluation criteria**

# Application Scoring

All Applications may be awarded points for the following:

- 90 Points for Need
- 90 Points for Community Impact
- 30 Points for Cost Effectiveness
- 30 Points for Demographics

# Preparation – Cont.

- Do not be generic - can't write one generic application and send off duplicates for different applicants.
- Unique Approach - the organization's proposed initiatives to successfully administer the projects.

# Pitfalls to avoid

- Overlooking the smallest detail
- Too ambitious and not realistic
- Lack of preparation
- Not following direction
- Not Proof-reading
- Incorrect budget
  - Exceeding project cost

# Pitfalls to avoid – Cont.

- Little or no leverage, overstating available leverage
- Missing appropriate signatures
- Leaving questions blank and missing information
  - (zip codes, legislative districts, census tract numbers)

# Strong Applications

- Consistent information between budget and narrative
- Budgets add up correctly
- Excellent supporting documentation
- Feasible goals and timelines
- Well-documented interest for rehabilitation

# Strong Applications – Cont.

- Committed and realistic leverage amounts
- Follow the format provided
- Proof-read by co-worker
- Clear and concise
- Demonstrate strong capacity – grantee and agency have experience



# RECAP

- Double Check - spelling, calculations, and due dates.
- Make sure to include all the required forms and necessary attachments by checking the submissions package.
- Check that page number and that documents are presented in the order described.
- Obtain the necessary signatures and resolutions.
- Have another staff member review the budget lines.
- Have a clear contact from your organization.
- Competition is stiff - yours must stand out.
- **READ THE PRELIMINARY PROPOSAL and APPLICATION**

# Community Outreach

***HUD's mission is to create strong, sustainable, inclusive communities and quality affordable homes for all***

Promote initiatives to reduce systemic barriers by encouraging more minority participation in the Small Cities Development Program.

Encourage brainstorming ideas/methods to encourage collaboration and creative ways to reach out to the underserved population in the community and to the BIPOC Community.

# Outreach methods

- Education and outreach
- Making people aware of the opportunities and directly engaging with the target audience
- Elicit ideas on how to widen the audience for CDBG program among minority population

# Education and outreach ideas

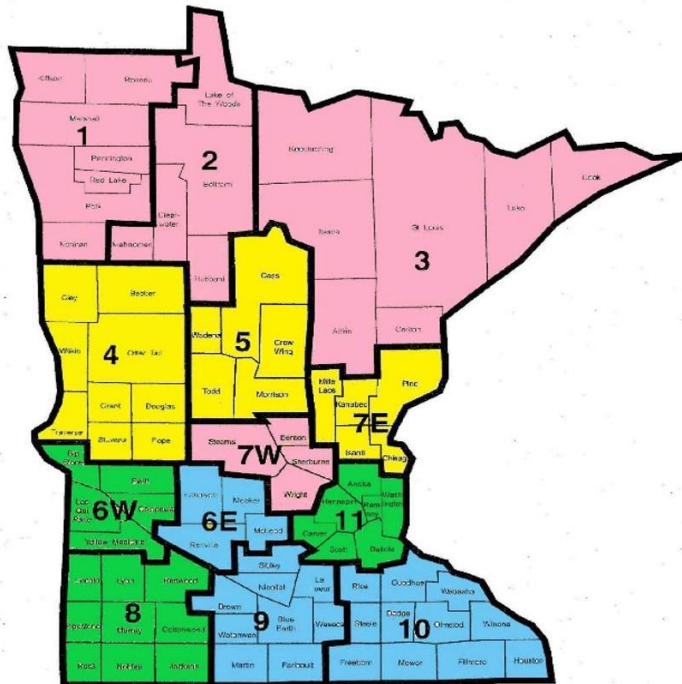
- Direct residents to your website
  - Social media post to your website and information as the program progresses.
  - Work with local lenders to post your website link.
- Send information out in water or utility bill
- Use social media to issue notices and updates

# Ideas (Cont.)

- Hang flyers and distribute informational pamphlets
  - partner with local organizations, such as faith-based groups, who can distribute the information to their members
  - partner with local officials and community leaders
  - placing posters in schools
- Hold as many public hearings as you see fit
- Be sure to offer options for Limited English Proficient (LEP) individuals and residents with disabilities

# Regional Representative Map

## SMALL CITIES DEVELOPMENT PROGRAM REGIONS



### ASSIGNED REPS

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<span style="display: inline-block; width: 20px; height: 10px; background-color: #FF69B4; border: 1px solid black;"></span> CHRIS	<span style="display: inline-block; width: 20px; height: 10px; background-color: #FFFF00; border: 1px solid black;"></span> TIM

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