



**EDA**

U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

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# 2014 Regional Innovation Strategies Competition

**Lessons Learned Webinar**

*May 28, 2015*



# *Welcoming Remarks*

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1. The Applicant Field
2. Application Submission
3. Technical Reviews
4. Merit Reviews
5. Evaluation Criteria
6. Common Mistakes
7. Strong Proposals
8. Questions



## Link to the Application Package

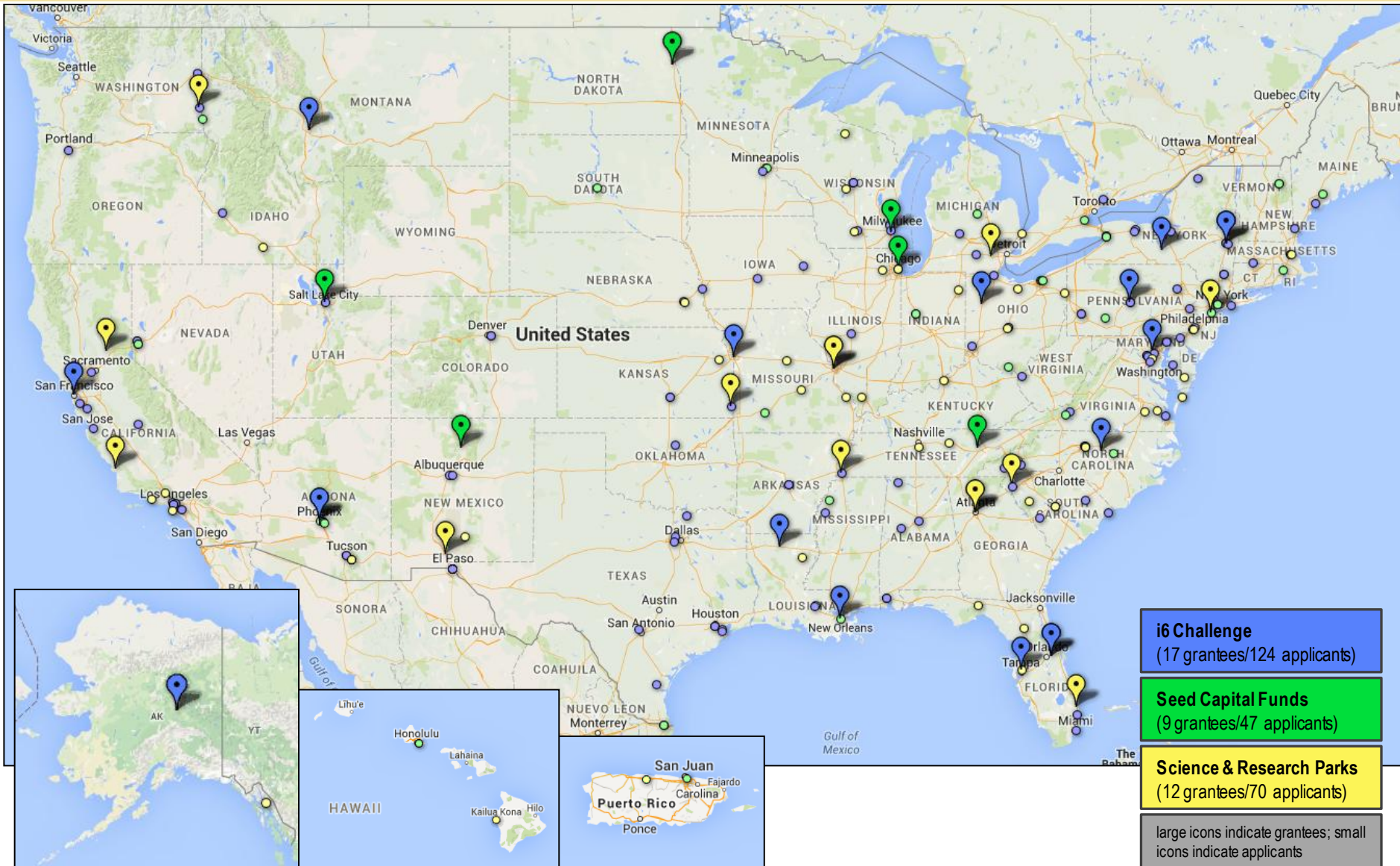
<http://www.grants.gov/web/grants/view-opportunity.html?oppld=263990>

## Grants.gov Funding Opportunity Number

**EDA-HDQ-OIE-2014-2004219**



1. How many applications were received?
2. Were particular types of proposals favored more than others? e.g. Universities over Non-Profits?





1. To submit, applicants needed:
  - a) DUNS #
  - b) SAM registration (System for Award Management)
    - i. Register multiple users in organization profile in case the registering individual leaves organization
  - c) CAGE Code & TIN Verification – system verification after SAM registration, **applicants should watch email to verify this occurs**
  - d) Create grants.gov account & submit application
2. Keys to success – start early and leave time for corrections if CAGE/TIN are not validated
3. Allow minimum of three weeks for steps above

***START NOW***





1. Required Forms – SF-424, SF-424A, SF-424B, CD-511, SF-LLL
2. Project Narrative – 12 page limit
3. Non-Profit
  - a) Certificate of Good Standing;
  - b) Articles of Incorporation;
  - c) By-Laws; AND
  - d) Support Letter from general purpose subdivision of State government, acknowledging the non-profit is acting in cooperation w/ officials and subdivision plans
4. For-Profit (***S&RP ONLY***)
  - a) 3(a), 3(b), and 3(c) above
5. Comments from State Clearinghouse if applicable
  - a) “SPOC Requirements”
6. Minimum Match Requirements
  - a) Clearly indicate in support letters that match is unencumbered, unrestricted, and committed



1. Did the selection committee assess the awards collectively, in terms of size, location, and type, to provide a diverse set of awardees?
2. How were feasibility studies scored against planning studies?



## 1. Review Panels

- a) Comprised of a minimum of three Federal employees
  - i. National Competition – panel required a variety of regional, bureau, and subject matter expertise
  - ii. Each panelist submitted individual scores
  - iii. Panelist scores then normalized, averaged, and ranked

## 2. Final Awards

- a) EDA Grants officer made final award decisions based upon selection criteria in FFO



1. Although match was not required (for S&RP), how did the committee evaluate projects in terms of their likelihood of actual construction?
2. What types of output and outcome measures did successful applicants forecast for their projects?



## *As per FFO, Evaluation Criteria Section*

### **1. i6 Challenge**

- a) Approach (25%)
- b) Plan (25%)
- c) Personnel (15%)
- d) Sustainability (10%)
- e) Impact (25%)

### **2. Cluster Grant for Seed Capital Funds**

- a) Program Focus & Structure (25%)
- b) Approach (15%)
- c) Community & Infrastructure Support (30%)
- d) Impact (30%)

### **3. Science & Research Park**

- a) Economic Opportunity (25%)
- b) Feasibility of Implementation (15%)
- c) Approach (30%)
- d) Community & Infrastructure Support (30%)



- 1) Unclear milestones and timeline too broad
- 2) Duplicative of other local efforts
- 3) Not aligned with program goals or regulations
  - a) i6 project funds investing in businesses (not allowed)
  - b) Seed Grant proposals funding RLFs – must be equity-based
- 4) Outputs/Outcomes unrealistic or lacked supporting evidence
- 5) Did not clearly state the problem/need/challenge in the region
- 6) Resources identified were not appropriate for work described
  - a) Personnel – qualifications not clear
  - b) Lacked diverse support from across ecosystem (insufficient private sector support)
- 7) Narrative issues
  - a) Repurposed marketing document, too much jargon, disjointed
- 8) Unrealistic or unclear budget



- 1) Entrepreneurial approach – Problem, Solution, Team, Resources, & the “Ask”
  - a) Strong correlation between solution and documented problem
  - b) Clear, concise, and informative plan (timeline & milestones) that followed guidelines from the FFO
  - c) Narrative provided compelling and *relevant* information
- 2) Strong, complimentary partner organizations aligned around a clearly identified purpose (respected regional experts)
- 3) Measuring outcomes/outputs integrated into the plan
  - a) Compelling successes in previous projects are helpful, not required
- 4) Milestones spread throughout project lifecycle
- 5) Evidence-based approach
  - a) Model / predictions explained and reasonable
- 6) Immediate implementation of work apparent



- 1) Become very familiar with the FFO
- 2) Diversify your supporting organizations
- 3) Get outside stakeholders to review application
- 4) Start early & submit early





**Questions?**