Waterfronts Florida Project Funding

Steps to Success

Cedar Key Program Managers' Meeting
March 11-12, 2008

Step 1: Review Vision/Implementation Plan

- Starting point
- Guidance document
  - Market your vision
  - Refer to it often
  - Create/update yearly priority action plan

Step 2: Prioritize Projects/Programs

- Determine highest priorities
  - Needs
  - Resources
  - Readiness
  - Capacity

Step 3: Search for Grants

- Read those Waterfront emails!
- Get on agency mail lists
- Use the internet
- Use your fellow program managers
- Networking/ People in your community - Keep your eyes and ears open!
- "Financial & Technical Assistance for Florida Municipalities" – League of Cities
- Consultants

Common Grants

- **Coastal Partnership Initiative Grants (CPI)** -DEP
  - Remarkable Coastal Places
  - Community Stewardship
  - Access to Coastal Resources
  - Working Waterfronts

- **Florida Communities Trust (FCT)** -DCA
  - Land Acquisition for Recreation & Natural Resource Protection

- **Boating and Waterways Grants** -FWC
  - Florida Boating Improvement Program (FBIP)
  - Boating Infrastructure Grant Program (BigP)
  - Derelict Vessel Removal Grant Program

Common Grants

- **Cultural and Preservation Grants**
  - Preservation planning, surveys, restoration, education, museum exhibits, cultural events
- **Florida Recreation Development Assistance Program (FRDAP)** - DEP
  - Acquisition or development of land for public outdoor recreation or to construct or renovate recreational trails
- **Recreational Trails Program (RTP)**
  - Development of recreational trails, trailheads and trailside facilities.

Common Grants

- **Small Cities Community Development Block Grants** - DCA
  - Helps improve housing, streets, utilities, public facilities and downtown areas

- **Highway Beautification Council Grants** – FDOT
  - conservation of natural roadside growth and scenery; implementation and maintenance of roadside beautification

- **Visit Florida Grants**
  - Cultural Heritage and Nature Tourism Grant Program

Application Cycles

- **<u>Spring</u>**
  - RTP
  - FWC Boating & Waterways
  - FCT
  - CDBG
  - Visit Florida

- **<u>Fall</u>**
  - CPI
  - Historic Preservation
  - FRDAP
  - FDOT

Other Grants

- Local non-profits
- National non-profits
  - Kaboom!
  - Peaceful Playgrounds
- Private foundations
- Corporate grants
  - Home Depot – Affordable Housing; Trees
  - Hamburger Helper
  - Interlux Paint
- Federal Grants

Tips/ Tricks - Grants

- "Private foundation and community impact grants are usually less competitive when doing a small, local project"
- Be cautious of federal grants - difficult and time-consuming

Step 4: Create a Grants Matrix

DATE	GRANT	DESCRIPTION	AGENCY	AMOUNT	MATCH	MOORING	REGINA	SCENIC HWY	PIER	PARKS	WAVES/CRA	OTHER	ARTS
Spring	Derelict Vessel Removal Grant Program	designed to assist coastal local governments with their cost to remove derelict vessels. NOTE: This program rarely has funding.	FFWCC	reimbursement	None	●							
Oct.	Boating Infrastructure Grant Program	to install or upgrade tie up facilities for transient recreational boats 26 feet or more in length.	FFWCC	Tier I - $100,000; Tier II - TBD	25%	●			●	●	●		
Fall	Challenge Grant Program	supports significant cultural projects designed as new initiatives or programs of a unique or innovative nature.	FL Dept. of State, Div. of Cultural Affairs	$10,000-25,000	Varies								●
May	Clean Vessel Act Grant Program	a federal program that provides funding to public and private boating facilities to install or renovate pump out or waste dump reception facilities.	FDEP	$30,000 max.	25%	●			●				
June	Cultural Facilities Program	provides capital project funding for acquisition, construction and renovation of a cultural facility (not for library or historic restoration	State appropriations	Up to $500,000		●						●	
Mar - Apr	Cultural Heritage & Nature Tourism Grant Program	helps smaller communities market themselves as tourist destinations.	VISIT FLORIDA	$2000-5000	YES/NO		●	●	●			●	

OGT Grants Matrix

SOURCE	FUNDING SOURCE	PROGRAM NAME	WEB ADDRESS	USES				APPLICANTS					
				Plan	Prog	Dev	Acq	NP	Sch	City	Cnty	St	Fed
Government	FDEP	319 Grant Program	www.dep.state.fl.us/water/nonpoint/319h.htm	X	X	X		X	X	X	X	X	X
Foundation	Pew Charitable Trusts	Advancing Policy Solutions (environment), Informing the Public, Supporting Civic Life.	www.pewtrust.com	X	X			X					
Foundation	Barnes & Noble	Affiliates Program	www.barnesandnoble.com		X			X					
Foundation	Amazon.com	Amazon.com Associates Program	www.amazon.com		X								
Foundation	AMR Corp	AMR/American Airlines Foundation	www.aa.com		X			X					
Foundation	Power Bar	Athletic sponsorship program	http://www.powerbar.com/Athletes/TeamElite/index.aspx		X			X		X	X	X	X
Government	Florida Department of Environmental Protection	Beach Erosion Control Program. Protection and restoration of the Florida's beaches through comprehensive beach management planning program.	www.dep.state.fl.us/beaches/programs/bcherosn.htm			X				X	X		
Government	Federal-Aid Highway Program	Bicycle and Pedestrian Program	http://www.fhwa.dot.gov/environment/bikeped/overview.htm		X			X		X	X	X	
Foundation	Bikes Belong Coalition	Bicycle safety.	www.bikesbelong.org			X		X		X	X	X	X
Foundation	Surdna Foundation	Biodiversity, Transportation and Urban/Suburban Land Use, Realigning Human and Natural Systems, Energy	www.surdna.org		X	X		X		X	X	X	X

Step 5: Evaluate & Update

- Make grant choices by asking yourself key questions

Should We Apply?

Questions to Ask:

- What is our budget?
- What is the match requirement?
- Does the grant meet our needs?
- Does our project/program meet grant criteria?
- Do we have time to prepare a strong application?
- Do we have time to collect needed data?
- Can we complete the project within the timeframe?
- Can we meet reporting guidelines?
- Do we have the time/resources to take on this project?
- Do we have support?

Step 5: Evaluate & Update

- Make grant choices by asking yourself key questions
- Re-evaluate your priorities based on available grants and community resources

Remember: The grant application is only the beginning!

Step 6: Prepare for Grant

- Establish project work plans
    - Who will be involved?
    - Who will prepare application?
    - Who will collect data?
    - Who will turn in application and/or give presentation?

Tips/ Tricks - Preparation

- Start on application early in order to get "easy points"

- Get letters of support WAY in advance

- Keep track of common indicators that show success record of Partnership

Step 7: Apply for Grant

- Make sure you have most updated grant application form
- Read instructions and highlight key points
- Fill out application based on the evaluation criteria
- Reference your vision/implementation plan priorities
- List impacts it will have on a broader area...not just your community

Tips/Tricks - Applying

- Ask questions
- Talk to others who have been successful
- Review past winning proposals
- Nice, Neat, Organized, Simple!
- Follow instructions EXACTLY

Tips/Tricks - Applying

- Pay attention to detail
- Project should match grant's purpose
- Pair up grants for large projects - Don't try to "do it all" with one grant!
- Give a complete, detailed summary of project
- No gimmicks, but have great graphics or a grant title that hold's attention

Tips/ Tricks - Data Collection

- Track everything!
  - Volunteer time
  - Money spent
  - Lists of successful projects & media clips
  - List of active partners
- Utilize different city departments to gather needed data

Tips/Tricks -When NOT to Apply!

- Not ready
- Don't have all of the needed data
- Have too many grants going
- Don't have match funding
- Not enough time to prepare a good application
- Not the right grant for the project
- Length of time it takes to get grant exceeds community timeframe for completion
- When funding is small but effort is great

Challenges

- Securing match funding outside of budgetary periods
- Be aware of possible permitting issues
- Make sure match funding is clear
- Sticking to the work plan
- City/county following through on projects/programs
- State funding levels are challenging but just keep reapplying

Step 8: Implementation

After winning a grant

- – Review application
- – Create a detailed work plan with deadline dates and partners
- – Market your win and work plan
- – Put plan in motion

ST. ANDREWS

FRDAP Grant

CPI Grant

Sold Boards to Individuals; CRA Funds
City Labor; WFP Supplies
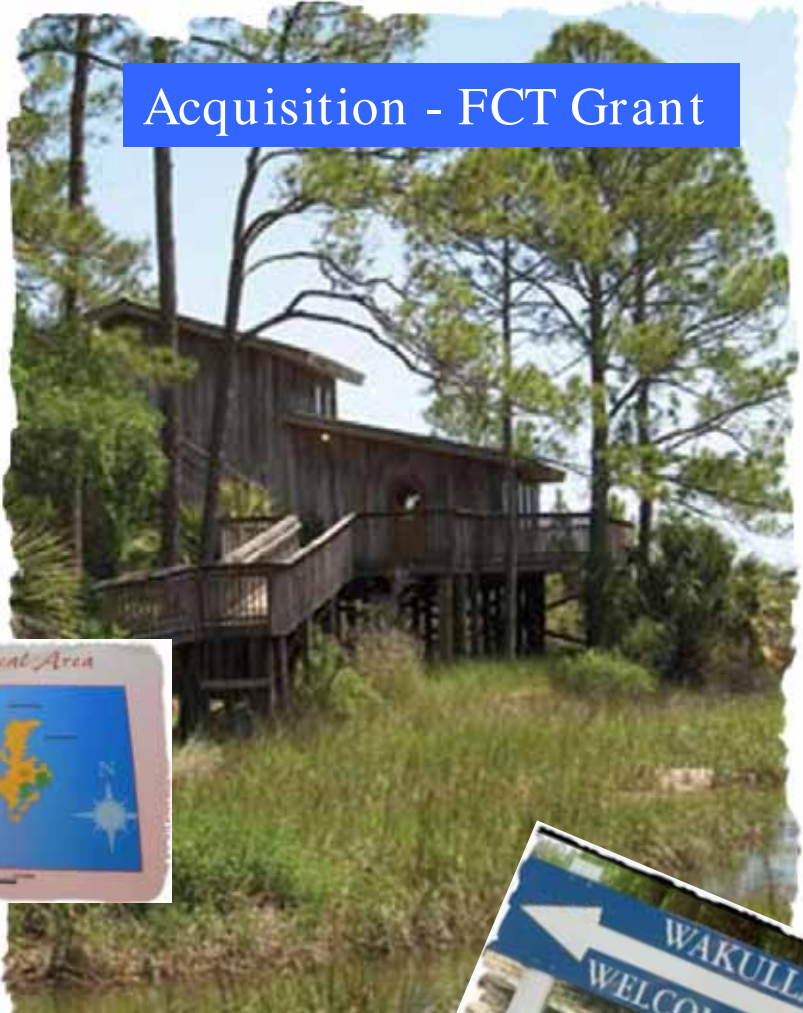
Interpretive Signs -
Donations from local Kiwanis Club

Acquisition - FCT Grant

CPI:
•Interpretive & Historical Displays
•Moveable Wall

FRDAP: Walking Trails, Parking

WAKULLA WELCOME CENTER

P A N A C E A

Step 9: Market Your Success

- Take progressive pictures to document progress
- Keep media in the loop
- Create/ update website
- Thank your partners, supporters, donators, and volunteers
- Add success to your quarterly and annual reports

Bradenton Beach W.A.V.E.S.
## Waterfronts Florida Partnership Program
2007 Annual Report

BRADENTON BEACH WAVES

Waterfronts Florida

In its two years as a designated *Waterfronts Florida Partnership Program* community, the City of Bradenton Beach, through its advisory committee **W.A.V.E.S.** and other partnering entities, has accomplished a variety of projects based on its vision plan and its core principles (which make up the acronym of its name):
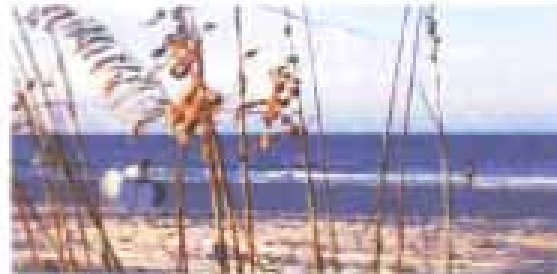
Waterfronts: Accessible, Viable, Ecological, Sustainable

The Vision Plan—The WAVES committee began with the task of developing a vision. The year-long process resulted in a Vision Plan, which was adopted by the city and clearly describes desired community traits through goals, objectives, and strategies. The plan includes an action list from which we garner project ideas.

Goals, Objectives and Associated Projects:

- Protect and Enhance the Natural Environment
- Plan and Implement Hazard Mitigation Projects
- Maintain the "Old Florida" Beach Community Character
- Enhance People Moving and Parking
- Enhance Special Places
- Improve Downtown Bradenton Beach and the CRA
- Promote Cultural and Recreational Activities and Events
- Enhance Bradenton Beach Businesses and Tourism Industry

Waterfronts Florida
PARTNERSHIP PROGRAM

The following are initiatives that help us reach those goals:

Cloth Bag Project—to effect a culture change in the eradication of plastic pollution, we give out free cloth tote bags; partial funding through Sarasota Bay Estuary Program (SBEP).

Visitor's Guide — a full-color booklet describing eco-tourism opportunities, as well as a guide to environmental stewardship; a "how to be a good visitor" guide; 2007-08 funding through VISIT FLORIDA.

WAVES Web Pages—designed to enhance the web visitor's experience; what we're about, what we do; includes electronic version of Visitor's Guide.

Community Education—Two programs helped us become better informed and share our message with others: "Walkable Communities" facilitated by noted civic innovator Dan Burden, and a traveling storm water education program which we facilitated in various county schools via the use of an *Enviroscape*.

Parking Master Plan—following up on a previous parking study made possible by City Commission, the WAVES committee held a series of public meetings; aided by

Good Luck!

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For More Grant Resources, visit the Waterfronts Florida Website:

www.dca.state.fl.us