

Georgia<sup>®</sup> Department of   
**Community Affairs**



**APPALACHIAN  
REGIONAL  
COMMISSION**

**Pre-application**

**Fiscal Year 2017**

***The following information is to assist applicants in understanding the Appalachian Regional Commission's and the State of Georgia's investment goals. Please read carefully before completing the pre-application.***

## **Georgia and the Appalachian Regional Commission**

As a member state of the Appalachian Regional Commission (ARC), Georgia participates in providing technical assistance and area development funding to its 37 counties spanning the northern third of the state.

## **Georgia County Designations**

Each year, the Appalachian Regional Commission ranks counties based on national data for three economic indicators—three-year average unemployment rate, per capita market income, and poverty rate. This data determine county economic status, which governs the level of investment ARC aims to make into projects in each county. Georgia's county designations are highlighted on the map on the preceding page.

In 2017, Georgia has two distressed counties: Chattooga and Murray. These counties are eligible for additional technical assistance for project planning and implementation. In addition to communicating frequently regarding potential opportunities in these distressed counties, the Department of Community Affairs works closely with the Northwest Georgia Regional Commission to serve both counties.

## **Appalachian Regional Commission Strategic Plan and Investment Goals, 2016-2020**

In November 2015, the Appalachian Regional Commission approved a new strategic plan to guide the Commission's economic and community development efforts in Appalachia from fiscal years 2016 through 2020. The plan outlines five strategic goals supporting ARC's vision and mission.

### *ARC 2016–2020 Strategic Investment Goals*

#### **Goal 1: Economic Opportunities**

Invest in entrepreneurial and business development strategies that strengthen Appalachia's economy

#### **Goal 2: Ready Workforce**

Improve the education, knowledge, skills, and health of residents to work and succeed in Appalachia

#### **Goal 3: Critical Infrastructure**

Invest in critical infrastructure—especially broadband; transportation, including the Appalachian Development Highway System; and water/wastewater systems

#### **Goal 4: Natural and Cultural Assets**

Strengthen Appalachia's community and economic development potential by leveraging the Region's natural and cultural heritage assets

## **Goal 5: Leadership and Community Capacity**

Build the capacity and skills of current and next-generation leaders and organizations to innovate, collaborate, and advance community and economic development

### **Georgia's Investment Goals**

The number one priority of Governor Nathan Deal's administration has been job creation. Keeping with the goals of the Appalachian Regional Commission, Georgia will give ARC funding preference to those projects that promote job growth, such as:

- Infrastructure or other business development activities that support industry location or expansion in Georgia's Appalachian region:
  - Water and sewer projects to support new or expanding industry
  - Transportation projects that continue to expand accessibility in and to the Appalachian region
  - Technology projects that will facilitate/expand communications access to businesses, downtown areas, and underserved regions of Appalachia
- Activities that support entrepreneurship and economic development, especially those promoting new product and technology development:
- Business incubation or business mentoring/coaching services
- Activities that assist the citizens of Appalachia access higher-paying jobs
- Activities that assist businesses make use of new technology; especially those activities that will result in job creation

### **Georgia's ARC Investment Priorities**

Georgia's Appalachian region is rich in cultural, natural, and historic resources. The region is mostly rural, offering natural beauty, a distinct cultural heritage, and relative close proximity to metropolitan Atlanta, which is the leading economic driver in the state. The region's population centers offer a variety of opportunities for economic growth.

Our investment priorities seek to address the challenges of Appalachia and improve the quality of life for all residents by tapping into the region's economic potential. Specific priorities include:

- **Investing in Manufacturing Community Partnerships (IMCP)** – Northwest Georgia is home to one of the original 26 IMCP regions nationwide, focused on enhancing and diversifying a manufacturing base historically dedicated to the flooring industry. The IMCP strategy has fostered open and honest dialogue about the future of advanced manufacturing in the region. In the process, this effort has created a partnership among manufacturers, suppliers, industry partners, elected officials, and leaders in education and infrastructure. Current IMCP initiatives include:
  - Export and trade assistance for manufacturers

- Working with Georgia Ports Authority to develop an inland port for the region, and highway expansions to support key manufacturing corridors
- Support for new technologies: Alliance for Innovation and Sustainability Manufacturers Forum
- Preparing a pipeline of ready and skilled labor: Advanced Manufacturing career-based courses at Northwest Georgia College and Career Academy and Georgia Northwestern Technical College
- **Local food economies** – Georgia’s rich agriculture base provides enormous opportunity to cultivate local food production economies that benefit the health and wealth of small communities across Appalachia. The rise in popularity of farmers’ markets, farm-to-table restaurants, and small, sustainable, organic agriculture provides significant new opportunities for agriculture business.
- **Tourism product development** – Georgia’s Appalachian Region boasts mountains, whitewater, biking trails, the Appalachian Trail and multiple adventure opportunities as well as the scenic beauty and small town charm that attract young entrepreneurs and retirees alike. Georgia’s Wine Trail has proven that agritourism is a successful business model that benefits business owners, the community, and a greater region. Many small Appalachian towns have historic and cultural assets that, with planning and investment, can provide positive returns on investment.
- **Healthcare delivery in rural areas** – Advanced technology and innovation have changed our healthcare service delivery models, affording new opportunities to more effectively serve rural populations. The health and well-being of Georgia’s citizens remains a top concern for our state. Georgia’s ARC communities can play a role in innovative healthcare methods and serve as a model for the rest of the state and region.

### **Georgia ARC Program Policies**

The Department of Community Affairs seeks to address the goals of the Appalachian Regional Commission, the State of Georgia, and the communities we aim to serve in a responsible and fair manner. Accordingly, our program adheres to the following policy guidelines:

- Maximum ARC investment amount is \$600,000. The maximum may be waived by the Governor at his discretion.
- Priority is given to projects that are “ready-to-go,” meaning that projects should secure other necessary funding before submitting an application.
- Eligible applicants include:
  - Local governments
  - Development Authorities
  - Non-profit organizations (must provide adequate certification of status)
  - Educational institutions

- Public healthcare institutions
- Public-private partnerships are eligible, but applicant must be a public or non-profit entity

### **Construction Projects**

- Construction projects should have preliminary commitment of jobs/estimate of economic impact and a preliminary engineering report prior to request for funding.
- In the case of tourism-related construction projects, credible forecasts for increased commercial activity must be included.
- DCA or the Georgia Environmental Finance Authority will serve as the Registered State Basic Agency for the administration of construction projects. (GEFA will administer water/sewer projects and DCA all others that qualify as construction). DCA may grant an exception to this policy only in the case where another federal agency participating in the project is willing to administer ARC funds.
- Projects must obtain all reviews and approvals pertaining to federal financing PRIOR to construction start dates. These include, but are not limited to:
  - Environmental assessments
  - Wage and labor rate approvals
  - Procurement approvals
  - Contractor approvals
  - Organizations seeking ARC funding for construction projects should be aware of time constraints associated with federal financing. All activities associated with construction projects must adhere strictly to these requirements.

### **Non-construction or Operating Projects**

- ARC funding is limited to start-up costs and two years of operation costs MAXIMUM.
- No project is guaranteed more than one year of support.
- Projects requesting start-up funds should identify sources of funding to continue the project upon cessation of ARC investment, or indicate a plan for cultivating future funding.
- In most cases, operating proposals should indicate an 18-month initial start-up phase. New projects generally meet unexpected delays, and this 18-month window can help alleviate the need to extend a project to meet its initial objectives.
- Any project seeking continuation funding (second or third year) should contact Georgia's ARC office at least one month prior to the pre-application deadline to discuss additional funding. These projects must provide evidence of satisfactory performance in meeting first-year objectives in order to be considered for any additional funding.
- ARC will serve as the administering agency for all non-construction projects.

**Georgia Appalachian Regional Commission  
Pre-application for Project Funds**

**Please be advised that completion of this pre-application does not constitute submission of a complete ARC application and is not a commitment to fund or a notification of grant award, or notification that any proposed activities are eligible for financing through ARC.** Within seven business days of receipt of this application, DCA will issue either a finding as follows:

- **PROCEED.** The described project meets the goals of ARC and the State of Georgia. Complete a full ARC application for consideration within the current ARC funding cycle
- **NEEDS MORE INFORMATION.** Based on the description provided, DCA staff are unable to determine the project's ability to meet ARC and Georgia goals. DCA will provide additional technical assistance, upon request, to enhance this project's ability to meet these goals. Consider applying for funding in a future ARC funding cycle.
- **NO.** This project does not meet the goals of ARC and/or Georgia and is not an appropriate fit for ARC investment.

As you know, each application must stand on its own merit and obtain sufficient points under the formal review process to be funded. Since the competitiveness of your project is unknown at this time, any group that secures financing and moves ahead with any portion of the project should do so under the full realization that funding is not guaranteed until a grant award and contract has been executed by DCA.

***Certification:***

I, the undersigned authorized representative of the applicant, acknowledge that this document is a pre-application for funding and that further documentation is necessary should this pre-application be approved. I acknowledge that this document is not a guarantee of funding through Georgia's Appalachian Regional Commission program.

Signature of Authorized Representative: \_\_\_\_\_

Name and Title: \_\_\_\_\_

Date: \_\_\_\_\_

**\*\* Incomplete applications will not be reviewed for funding \*\***

**PROJECT TYPE: (Check one)**

Construction \_\_\_\_\_

Non-construction \_\_\_\_\_

**AMOUNT OF ARC FUNDS REQUESTED: \_\_\_\_\_**

County in which project is located: \_\_\_\_\_

**ARC County Designation/Match Rate (check one)**

Distressed \_\_\_\_\_

At-Risk \_\_\_\_\_

Transitional \_\_\_\_\_

Competitive \_\_\_\_\_

***Projects serving multiple counties must contact DCA to determine match rate.***

**PROJECT TITLE: \_\_\_\_\_**

**APPLICANT INFORMATION:**

Legal name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

ZIP Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

**ADDITIONAL CONTACT INFORMATION**

This information should indicate an individual with knowledge of the application to whom DCA staff may direct questions about the application.

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

**PROJECT DETAIL:** Describe your project, including all partners and private investment. Provide a clear overview of the entire project and a general description of who will benefit.

Please indicate the following (five page limit):

1. A general overview of the need for the project, including brief description of community conditions and who this project will benefit
2. Which ARC goal(s) this project will meet and advance
3. How this project will further Georgia's investment goals for the ARC region
4. Where the project will take place
5. When the project will be implemented and how long it will take (beginning and ending dates)
6. How ARC funds will be managed and by whom

**Details:**

**PROJECT BENEFITS:** Describe the expected outputs and outcomes for this project, along with other project benefits likely to result from the project (e.g., positive impact on future economic development activity in the area). Describe how this project will help move the community/region towards economic success? See [Guide to ARC Performance Measures](#) for assistance identifying outputs and outcomes. (Two page limit)

**Benefits:**

**BUDGET NARRATIVE:** Provide a detailed budget narrative that list the sources of ARC funds and all non-ARC matching funds. (Two page limit) Include:

1. What activities ARC funding will cover
2. The amount of financing necessary to fund the entire project
3. The amount of private investment
4. The amount of additional public investment
5. If in-kind funds are proposed, please describe the activities dedicated to the project
6. Who will manage ARC funds

**Narrative:**

**BUDGET:** Include all funding amounts and sources. Please complete all appropriate columns and specify whether funds are approved (available immediately) or pending (application in progress or under review.)

<b>TYPE</b>	<b>Source</b>	<b>Planning/ Operations</b>	<b>Construction/ Renovation</b>	<b>Equipment</b>	<b>Total</b>	<b>% of Total</b>	<b>Status of Funds</b>
<b>Local:</b>							
<b>In-kind:</b>							
<b>Federal:</b>							
<b>Other:</b>							
<b>TOTAL</b>							

I, the undersigned representative of the applicant, do attest that to the best of my knowledge, the information contained herein is true and correct. I understand that funding through the Appalachian Regional Commission is contingent in part upon compliance with the National Environmental Policy Act (NEPA), among other laws and regulations, and that failure to comply with federal regulations will result in ineligibility for funding through Georgia's ARC program.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_