

# Grants 101: A BEGINNER'S GUIDE TO FINDING FUNDING AND GOING AFTER IT

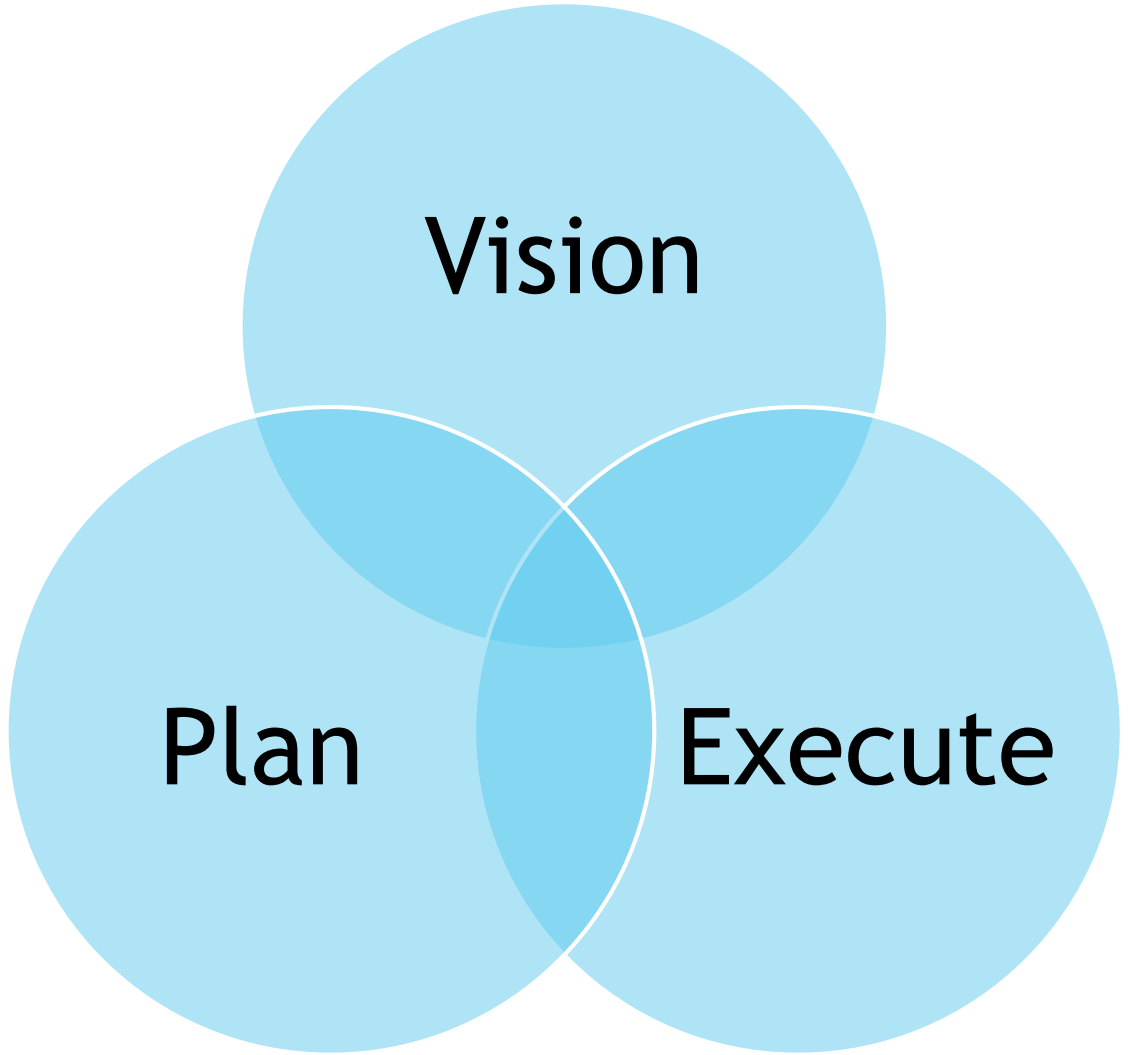


Kristina Johnson, AICP

Director of Planning and Community Development

Town of Hudson





**Vision**

**Plan**

**Execute**

# Grants are not the panacea...

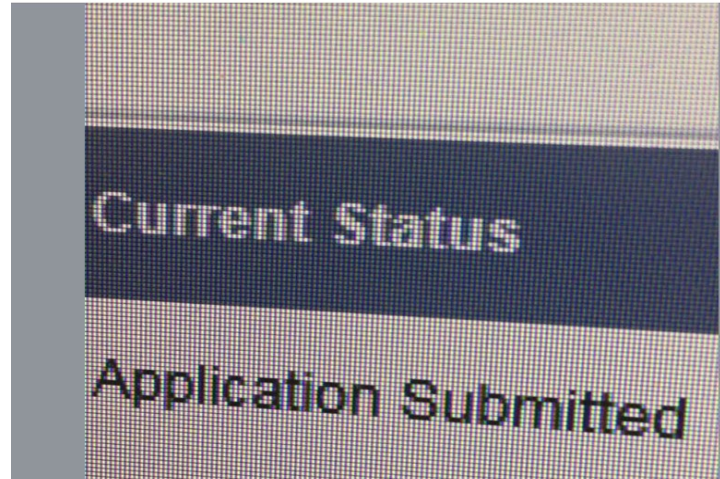
- ▶ **Grant Applications:** This can be taxing and take up a lot of staff time and effort. Municipal organizations need to be strategic when going after outside funding sources.
- ▶ **Competition:** Competition for grants is fierce! We all are going after the same funding sources. A solid vision, political capital, and a well-thought out application and financing strategy will set you apart from the others.
- ▶ **Strings Attached:** All grants come with strings attached or have strict eligibility requirements.
- ▶ **Complex Reporting:** Grants, especially from the Federal government require complex reporting and data and metrics tracking.
- ▶ **Short Term:** Grants are often short-term in nature and are project focused. Grant-funded municipal positions can lead to future budget angst when funds expire.



Kristina Johnson is 😊 feeling relieved.

August 4, 2017 · Hudson · 🇺🇸

And that's a wrap. Now I can go back to my regularly scheduled life. 😊





# Downtown Hudson Rotary



# Downtown Hudson Rotary

HUDSON SUN

## Hudson Town Meeting OKs money to overhaul downtown rotary

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Hudson Town Meeting on Monday agreed to borrow \$800,000 to overhaul the downtown rotary. Local File Photo / Art Illman | Wicked Local

HUDSON – The heavily traveled downtown rotary will soon be safer for pedestrians.

Town Meeting on Monday signed off on borrowing \$800,000 for a \$1.6 million facelift. The measure passed 332-32.

Hudson was awarded a \$650,000 MassWorks grant in December. The \$380,000 received from Benderson Development is for the mitigation construction of Highland Commons.

“It’s a public safety issue for pedestrians,” said Jack Hunter, Hudson’s Community Development director. “It’s a public safety issue for everyone.”

Several residents said they have nearly been hit crossing the rotary. “Cars pass through each day,” according to a 2016 traffic study.

HUDSON SUN

## Coming full circle

Hudson awarded \$650K state grant for rotary project

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Hudson has received \$650,000 in state money to revamp the downtown rotary. (Daily News and Wicked Local Staff File Photo/Art Illman | Wicked Local)

HUDSON – The downtown rotary will soon get a long-awaited facelift.

Hudson was awarded a \$650,000 MassWorks grant on Tuesday to revamp the rotary, making it safer for vehicle and pedestrian traffic -- a priority of town officials for many years. The grant award was announced in a press release.

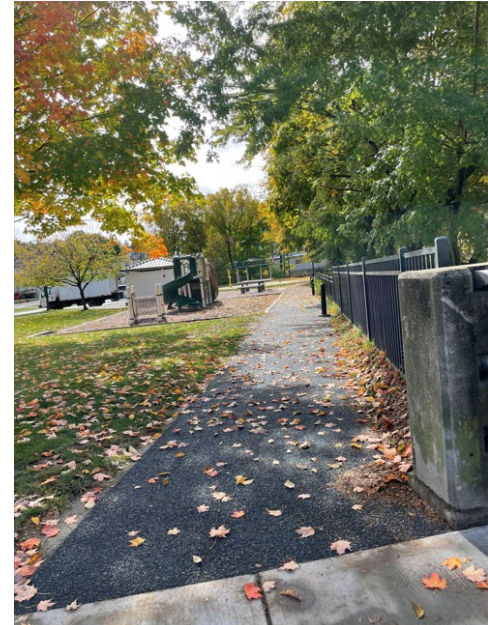
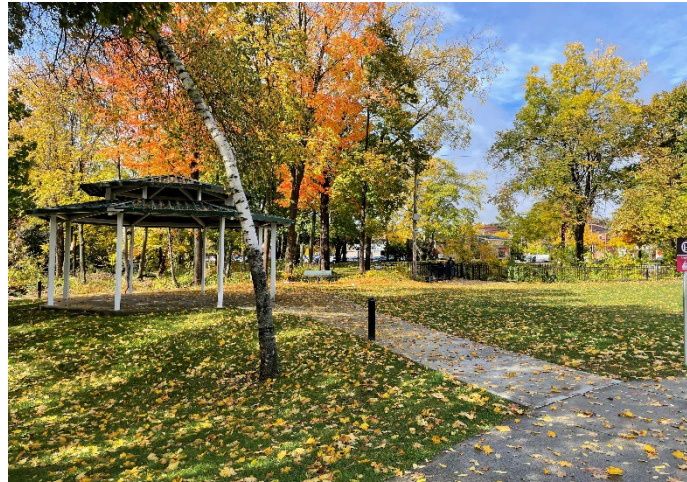
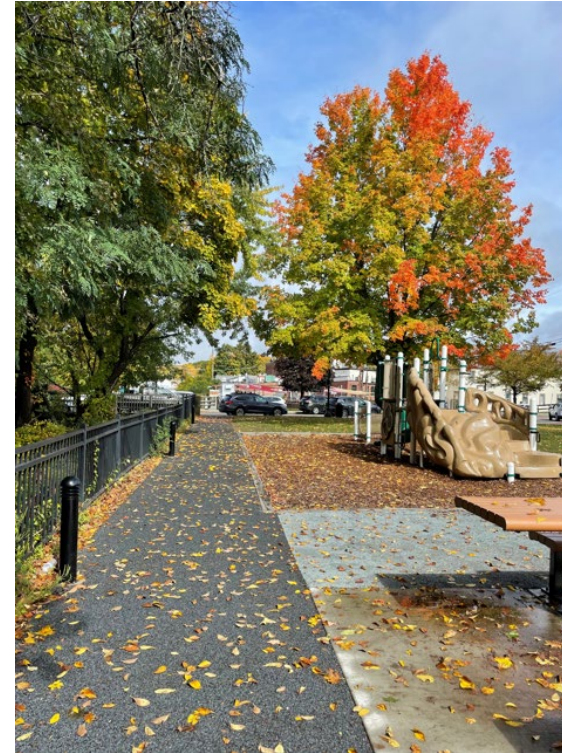
Improvements will include better-defined driving lanes, raised crosswalks, new landscaping, benches and lighting. The upgrades will improve pedestrian access, enhance the downtown’s appearance, provide more sidewalk space for outdoor dining and help sustain the downtown revitalization that has brought numerous shops, restaurants and nightlife to Hudson’s Main Street.

Jack Hunter, planning and community development director, believes the project will make the historic rotary the focal point of the town center. Hudson recently reconstructed the nearby Washington Street bridge and South Street.

- ▶ Private Development Mitigation Funds (Highland Commons Mall)- paid for the design, permitting, and construction oversight.
- ▶ \$650,000 MassWorks grant paid for the construction
- ▶ \$800,000 Debt Exclusion



# Downtown Hudson Riverwalk





# Downtown Hudson Riverwalk

- ▶ **CPC Funding-** \$40,000 for Planning, Design and Permitting-
- ▶ **MassDOT Shared Streets Program Grant-** \$285,746 for Phase 1 Construction and invasive species removal
- ▶ **CDBG Program Income-** \$17,500 for Construction oversight
- ▶ **Commonwealth ARPA Allocation-** \$400,000 for Phase 2 construction and invasive species removal.



# Affordable Housing Planning- Redevelopment of former Police Station



- ▶ **MassHousing- Planning For Housing Production Grant**
  - ▶ Affordable housing development expert to assist the Town and the Affordable Housing Trust
  - ▶ Feasibility analysis of municipal owned sites for affordable housing opportunities
  - ▶ Site Survey
  - ▶ 21-E/Environmental Documentation



# Demolition of a Contaminated and Structure Unsound Mill Building



- ▶ **MassDevelopment- Site Readiness Program**
  - ▶ Funded an LSP and environmental consultants
  - ▶ Site Survey
  - ▶ Phase 1 and Phase 2 21E Reports
  - ▶ Additional environmental testing
  - ▶ Demolition bidding documents
  - ▶ Building demolition

# Building Project Financing

- ▶ **Planning and Visioning (Masterplans, Roadway Corridor Plans, Placemaking, Open Space and Recreation Plans, Hazard Mitigation Plans, Housing Production Plans, etc.)**
  - ▶ Capital Outlay
  - ▶ Affordable Housing Trust Funds
  - ▶ Municipal Vulnerability Preparedness Program
  - ▶ Metropolitan Planning Organization (MPO)- Unified Planning Work Program Studies
  - ▶ Community Preservation Committee allocation
  - ▶ Regional Planning Agencies (District Local Technical Assistance)
  - ▶ Emergency Management Performance Grant (EMPG)- MEMA
  - ▶ Executive Office of Housing and Livable Communities (Community Planning Grants and Mass. Downtown Initiative programs).
- ▶ **Project Design and Pre-Development**
  - ▶ MassWorks
  - ▶ Metropolitan Planning Organization - new infrastructure design program
  - ▶ MassTrails Programs
  - ▶ MassDevelopment Site Readiness Program
  - ▶ Chapter 90 Funding
  - ▶ MassHousing Technical Assistance for Affordable Housing Pre-development
  - ▶ Community Preservation Committee (CPC)
- ▶ **Project Construction**
  - ▶ MassWorks
  - ▶ Community Development Block Grant (CDBG)-
  - ▶ Metropolitan Planning Organization (MPO)- Transportation Improvement Program (TIP)
  - ▶ Chapter 90 Funding
  - ▶ MassDOT Funding (Complete Streets, Shared Streets Program)
  - ▶ Chapter 90 Funding
  - ▶ Town Meeting Debt Exclusion



# KJ's GRANT PRO-TIPS



- ▶ Be strategic: Don't apply for every grant opportunity to see what sticks.
- ▶ Don't expect a grant to pay for your entire project; build a comprehensive, multi-faceted financing strategy.
- ▶ Get to know your municipal finance department colleagues.
- ▶ Consider how your project grants affects other municipal departments: Public Works, Public Health, etc.
- ▶ If you have consultants under contract, use them for grant preparation.
- ▶ Bring your elected officials on Board; they can be your strongest advocates.
- ▶ Attend all pre-grant trainings and webinars, especially for new programs.
- ▶ Meet with Commonwealth agencies and your Regional Planning Agency to discuss your ideas.
- ▶ Chat with a fellow colleague; many of us have "been there, done that."

THANK YOU!



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