KEYSTONE COMMUNITIES PROGRAM … AND MORE!

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Preservation PA

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INTRODUCTIONS:

• Center for Community Enhancement – Harrisburg
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• DCED Regional Offices – Northwest, Southwest, Central, Northeast, Southeast, and Lehigh Valley
TYPES OF KEYSTONE COMMUNITIES APPLICATIONS:

• Designation Applications
  – Designated area slated for targeted investment and development for a 5 year period.

• Funding Applications
  – Competitive grant program to support revitalization efforts of communities across the state supporting the growth and stability of neighborhoods and communities, social and economic diversity, and a strong and secure quality of life.
ELIGIBLE APPLICANTS – DESIGNATION AND FUNDING

• Local Governments
• Redevelopment and/or Housing Authorities
• Nonprofit Organizations: Economic Development organizations, housing corporations, etc.
• Community Development Corporations
• BID, NID, DID, etc.
## DESIGNATIONS

<table>
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<tr>
<th>Designation</th>
<th>Focus Description</th>
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<tr>
<td>Keystone Main Street</td>
<td>Focus on downtowns and commercial districts</td>
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<tr>
<td>Keystone Elm Street</td>
<td>Focus on residential areas and neighborhoods adjacent/near the community’s downtown or commercial district</td>
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<tr>
<td>Keystone Enterprise Zone</td>
<td>Focus on the deteriorated, distressed, and blighted industrial or manufacturing areas of a community</td>
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<tr>
<td>Keystone Community</td>
<td>Alternative approach allowing inclusion of one or more of the above designation types</td>
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BENEFITS OF DESIGNATION

1. Priority consideration for Keystone Communities Program Funding.

2. Technical assistance and training for the designated community.

3. Networking opportunities with other designated programs.

4. Eligibility for consideration under the Neighborhood Assistance Program (NAP).
KEystone Main Street Designation

• Focus on the traditional downtown or central business district.

• Follows the principles of the Main Street Approach©
  1. Identify the Community Vision for Success
  2. Create Community Transformation Strategies:
    • Economic Vitality
    • Design
    • Promotion
    • Organization
    • Sustainability*
  3. Impact and Measurement
KEYSTONE ELM STREET DESIGNATION

• Focus on neighborhood renewal – targeting residential areas adjacent to commercial districts.

• Follows the principles of the Elm Street Five Point Approach.
  1. Neighbors & Economy
  2. Image & Identity
  3. Design
  4. Clean, Safe, and Green
  5. Sustainable Organization

**Additional Benefit – reduced match requirement for most projects requesting Keystone Communities Funding.***
KEYSTONE ENTERPRISE ZONE (EZ) DESIGNATION

• Addresses deteriorated, distressed, and blighted industrial and manufacturing areas.

• Five-Year Strategy should:
  – Improve standards of living through revitalization efforts.
  – Attract new business.
  – Create job opportunities.

• There are additional benefits to businesses within the boundaries of an EZ.
KEYSTONE COMMUNITY DESIGNATION

• Supports an alternative and/or blended approach to revitalization which may include one or more aspects of the previously outlined designation approaches.

• Most applicants select one focus area for designation even with a blended approach.
FUNDING OPPORTUNITIES
FUNDING OPPORTUNITIES

Planning Grants
Façade Grants
Development Grants
Public Improvement Grants
Accessible Housing Grants
Purpose:
• Address a need/circumstance in a community;
• Undertake a study relevant to an identified need;
• Study the results of implementing an activity

Details:
• Award max - $25,000
• Match – dollar-for-dollar
PLANNING GRANTS - EXAMPLES

• Planning for:
  – KC designation status
  – Establishing an Improvement District

• Developing strategies for:
  – Addressing blight
  – Business development

• Soft costs/fees to:
  – Implement a construction project designed to revitalize a neighborhood/community
Purpose:
• Stimulate private property investment, increase aesthetics, and/or preserve architectural heritage
• Exterior building improvements in a target area
• Assist communities in the administration of a local façade grant program

Details:
• Award max - $50,000*
  – Each façade grant from the local program may not exceed $5,000
• Match – dollar-for-dollar
DEVELOPMENT GRANTS

Purpose:
• Physical improvements to neighborhoods/communities
• Focus on projects benefitting the neighborhood or community as a whole

Details:
• Award max - $500,000 or 30% of TPC, *whichever is less*
• Match – depends on the TPC, see above
DEVELOPMENT GRANTS - EXAMPLES

- Housing Projects – housing units, rental or owner-occupied, etc.
  - Site improvements, rehabilitation, acquisition, construction
- Public Infrastructure – road rehab/construction, streetscape, water/sewer improvements
- Rehab/restoration of older or under-utilized buildings
- Blight remediation
- Anchor building redevelopment
PUBLIC IMPROVEMENT GRANTS

Purpose:
• Assist communities in development projects that:
  – Help eliminate decline
  – Provide gap financing
  – Assist in recovery efforts from natural disasters

Details:
• Award max - $500,000
• Match – dollar-for-dollar
ACCESSIBLE HOUSING GRANTS

Purpose:

• Accessibility improvements to housing units for people with permanent physical disabilities.
• Assists local communities with administration of an accessible housing modification program.

Details:

• Award max - $300,000
• Match – dollar-for-dollar
FUNDING APPLICATION
PROCESS AND TIPS
FUNDING APPLICATION PROCESS

Where to begin:
• Access ESA, the web application, from DCED’s website dced.pa.gov
• Login using PA Powerport Login
  – Page includes a link to register or request a forgotten password.
  For login assistance, contact DCED’s Customer Service Center at 1-800-379-7448
**ELECTRONIC SINGLE APPLICATION (ESA) TIPS**

1. **User Settings** determine the applicant’s eligibility to apply for programs and can be imported into each application saving time.

2. **Blank applications** can be printed at any time after a program has been selected.

3. All required fields must be satisfied in the application in order to view the “Submit Application” button.

4. Applicant cannot make changes to the web application once it has been submitted.
APPLICATION SUPPLEMENTAL INFORMATION

• **Project Description** — This is the detailed description of your project and the time to “sell” it.

• **Cost Estimates** — Signed, dated estimates, bids, quotes, etc.

• **Resolution/Notification Letters** — Public entities must pass a resolution. Other entities must submit letters of notification to affected municipalities to include counties.
Applications will be accepted during review periods publicized at dced.pa.gov.

Applications reviewed and considered by round.

Projects not funded in a round will roll-over to the next round of consideration until all available funds are utilized.*

* No guarantee of multiple rounds. Budget and application quantity/quality dependent.
BEYOND KEYSTONE COMMUNITIES …
ADDITIONAL FUNDING OPPORTUNITIES FOR DOWNTOWN DEVELOPMENT
FUNDING OPPORTUNITIES

• Multimodal Transportation Funding (MTF) Program
• Neighborhood Assistance Program (NAP)

• Act 13 Programs – Greenways, Trails and Recreation Program (GTRP)

• Local Share Account (LSA) – Fayette, Luzerne, Monroe, Northampton/Lehigh, Philadelphia, Washington
MULTIMODAL TRANSPORTATION FUND (MTF)

Purpose:
• Encourage economic development and ensure a safe and reliable transportation system.
• Improve transportation assets that enhance communities, pedestrian safety, and transit revitalization.

Details:
• Open NOW through July 31st
• Total Project Cost > $100,000
• Award Max: $3,000,000
• Required Match: 30% of the non-federal share as local match.
Eligible Applicants:

- Municipality
- COG
- Business
- Economic Development Organizations
- Public Transportation Agency
- Port and Railroad Owners, Users, Operators

Eligible Projects:

- Coordination with transportation assets
- Streetscape/Lighting/Pedestrian Safety
- Connectivity/Utilization Enhancement
- Transit-oriented Development
Purpose:
• Promote community participation and collaborations among residents, nonprofits, and businesses.
• Produce outcomes by assisting distressed areas or low income populations.

Details:
• Tax credits for businesses contributing to approved projects.
• Must demonstrate significant community impact.
• The 4 P’s – Place, Problem, Project, Proposed Outcome
NEIGHBORHOOD ASSISTANCE PROGRAM (NAP)

1. Neighborhood Assistance Program (NAP)

2. Special Program Priorities (SPP)

3. Neighborhood Partnership Program (NPP)

4. Charitable Food Program (CFP)
Marcellus Shale Legacy Fund provides for distribution of unconventional gas well impact fees across the state.

A portion of the revenues are distributed by the CFA through 7 distinct programs.

Largest and most applicable: Greenways, Trails and Recreation Program
Purpose:

• Planning, acquisition, development, rehab and repair of greenways, recreational trails, open space, parks and beautification.

Details:

• Match – 15% of TPC
• TPC $250,000
• Annual application period: Feb. 1 – May 31
Eligible Applicants:

- Municipalities
- COG
- Authorized Organizations
- Higher Ed Institutions
- Watershed Organizations
- For-profit Businesses

Eligible Projects:

- Public park and recreation areas
- Greenways and trails
- Rivers conservation
LOCAL SHARE ACCOUNT (LSA)

Purpose:
• As required under Act 71 (the Gaming Act), DCED and the CFA have developed program guidelines to distribute LSA funds generated in Fayette, Lehigh, Luzerne, Monroe, Northampton, Philadelphia, and Washington counties.
• See individual guidelines for
  – eligible applicants and projects
  – application schedule
  – minimum/maximum grant requests
QUESTIONS?
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