
How to Market your RLF Grant

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IDENTIFY YOUR AUDIENCE



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Communities
Non Profit Developers
Traditional Developers
Banks
Realtors
Environmental / Real Estate Attorneys
Chambers of Commerce
Rotary Club



GETTING THE WORD OUT



GETTING THE WORD OUT

People-based:

- Presentations / Workshops
- Partner meetings
- Phone Calls

Print-Based

- Brochures
- Fact Sheets
- Web content
- Program Guidelines
- Eligibility Screening Questionnaire
- Media Coverage / advertisements
- Newsletters



GETTING THE WORD OUT

Marketing Materials

- Consistent
- Accurate
- Clear
- Attractive and easy to read



Sample Contents from 2009 Missoula Brownfield Cleanup Revolving Loan Fund Guidelines

AVAILABLE FUNDING

PROGRAM PRIORITIES

MAKING YOUR APPLICATION

ELIGIBILITY/LOAN TERMS

- Eligible Borrowers
- Eligible Uses of Loans
- Eligible Sites
- Lending Policies
- Community Involvement Requirement
- Cross-Cutting Requirements

CLOSING LOANS

- Acquisition of Brownfields RLF Commitment
- Preparation for Loan Closing
- Closing Costs

Sample Contents from 2009 Missoula Brownfield Cleanup Revolving Loan Fund Guidelines continued

SERVICING OF LOANS

- Payment Procedures
- Ongoing Reporting by the Borrower
- Record Keeping
- Delinquencies

REMEDIATION PLANS

- Voluntary Cleanup Program Application
- Engineering Evaluation/Cost Analysis
- Cleanup Activity

ATTACHMENTS

- A Community Involvement Plan
- B Cross-Cutting Requirements
- C Process Flow Chart

SALES PITCH



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The RLF provides financing for a component of the real estate deal that traditional financing doesn't cover

These funds complement other funding sources

Participation in the RLF provides access to technical assistance

The RLF offers competitive and/or flexible loan terms, interest rates, repayment structures etc to make the project work



MAKING THE PROGRAM MORE APPEALING TO BORROWERS



MAKING THE PROGRAM MORE APPEALING TO BORROWERS

Financial Structure

- Loan Terms
- Interest Rates
- Repayment structures
- Fees
- Maximum and minimum loan sizes
- Flexible collateral



MAKING THE PROGRAM MORE APPEALING TO BORROWERS

Technical assistance – Environmental Process

- Community Involvement Plans
- Qualified Environmental Professional
- State / Federal liaison
- Assistance in developing bid specs / complying with procurement requirements
- Development of technical documents such as the Analysis of Brownfield Cleanup Alternatives (ABCA), the Health and Safety Plan (HASP), the Quality Assurance Project Plan (QAPP), and the Sampling Analysis Management Plan (SAMP)



MAKING THE PROGRAM MORE APPEALING TO BORROWERS

Financial Process

- Provide access to / assistance with other funding sources such as EPA Assessment grants, referrals to banks, other federal grants, tax credits, TIFs, etc.
- Provide assistance with loan applications, loan agreement development, and related processes.
- User friendly model loan and/or subgrant application
- Quick loan application review
- Clearly defined requirements



MEETING GRANT REQUIREMENTS



MEETING GRANT REQUIREMENTS

- Quality Assurance Project Plan
- Analysis of Brownfield Cleanup Alternatives (ABCA)
- Site-Specific Community Relations Plan
- Sampling Analysis Management Plan
- Quality Assurance Project Plan
- Historic Properties
- Threatened or Endangered Species

MEETING GRANT REQUIREMENTS

Loan Document Requirements

- Cross cutting requirements
- Davis Bacon wages
- Eligible Activities
- Documentation
- Caps on non-cleanup activities
- Eligibility



HOW TO MEASURE SUCCESS



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Outputs

- Funds lent / subgranted
- Acres cleaned
- Number of sites cleaned
- Development Funds leveraged
- Funds repaid

Outcomes

- Reuse benefits such as tax increase, public uses, job development, housing creation
- Reduction of blight
- Increase in property values



USEFUL LINKS

<http://www.epa.gov/brownfields/pdf/rfmarktgd.pdf>
(2000 EPA RLF Marketing Publication)

http://www.epa.gov/brownfields/facts/rf_factsheet.pdf
(2009 EPA RLF Fact Sheet)

<http://www.epa.gov/brownfields/rflst.htm#admin>
(EPA RLF Administrative Manual – includes chapter on marketing)

http://www.epa.gov/brownfields/pdf/bss_rlf_080708.pdf
(2008 EPA RLF Brochure “Unlocking Brownfields”)



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