2017 Stellar Communities Designation Program Informational Workshop
### Today’s Agenda

<table>
<thead>
<tr>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Remarks</td>
</tr>
<tr>
<td>Partner Introductions</td>
</tr>
<tr>
<td>Program Process and Timeline</td>
</tr>
<tr>
<td>LOI Submission Packet Requirements</td>
</tr>
<tr>
<td>Lighter, Quicker, Cheaper</td>
</tr>
<tr>
<td>Keys and Barriers to Success</td>
</tr>
<tr>
<td>Ten Minute Break</td>
</tr>
<tr>
<td>Individual Technical Assistance</td>
</tr>
<tr>
<td>Adjourn</td>
</tr>
</tbody>
</table>
Through annual designation the Stellar Communities Designation Program will provide resources for transformative quality of place community improvements by:

- Utilizing previous planning efforts
- Leveraging existing assets
- Fostering regional investments
- Stimulating continued growth for long-term relevance
Stellar Communities Designation Program

A first of its kind collaboration between state agencies
The Indiana Office of Community and Rural Affairs works with local, state and national partners to provide resources and technical assistance to aid communities in shaping and achieving their vision for economic development.

**OCRA Contact Information:**
Matt Crouch
Deputy Director
mcrouch@ocra.in.gov
1. **Technical assistance** on project development and funding requirements

2. Maximum of $2MM per designee in funding available through the CDBG subject to federal eligibility and project application submission

3. Funding will be available to each Designee through the **Historic Renovation Grant Program**
The mission of the Indiana Housing and Community Development Authority is to provide housing opportunities, promote self-sufficiency, and strengthen Indiana communities.

IHCDA Contact Information:
Carmen Lethig
Placemaking Manager
clethig@ihcda.in.gov
Indiana Housing and Community Development Authority

Resources

1. Technical assistance on project development and funding requirements
2. Capital funding for affordable housing and community development projects. Funding may be in the form of tax credits, loans, or grants depending on activity and funding program.
   - HOME $750,000
   - CDBG $250,000
   - Development Fund $500,000 (loan only)
   - RHTC TBD
Indiana Housing and Community Development Authority

Lighter, Quicker, Cheaper Project Funding

1. Funds set aside for 2017 finalists for small placemaking projects using Lighter, Quicker, Cheaper
2. Projects will cost less than $5,000
3. In your LOI tell us your project idea, why and who will be project lead
4. Pending IHCDA Board of Directors approval
The Indiana Department of Transportation will plan, build, maintain and operate a superior transportation system enhancing safety, mobility and economic growth.

**INDOT Contact Information:**
Stephani Vermillion
Senior Auditor
svermillion@indot.in.gov
1. Technical assistance on project development and funding requirements
2. Maximum of $2MM dollars per designee through the Rural Federal Aid Program for communities that fall outside of any MPO Urbanized Area. This funding is subject to federal eligibility
Impact the cultural, economic and educational climate of Indiana by providing responsible leadership for and public stewardship of artistic resources for all of our State's citizens and communities.

IAC Contact Information:
Miah Michaelsen
Deputy Director
mmichaelsen@iac.in.gov
Resources

• Customized training on cultural planning and cultural project development.
• Priority registration access to the IAC’s schedule of state-wide trainings, webinars and workshops (such as the Creative Placemaking workshop June 8-9 in Indianapolis).
• A technical assistance consultancy at the equivalent of $5k in total during their Stellar designation period.
Indiana Arts Commission

Resources Continued

- Customized [Creative Vitality Suite](#) cultural sector economic development tool to use for planning purposes and to benchmark progress throughout the designation period and beyond - customizable by M.S.A, county, and zip code.
- Opportunity to apply to the [Arts Midwest World Fest program](#).
- Opportunity to apply for statewide Cultural District designation.
- Opportunity to apply to any of the IAC’s competitive grant programs for which they are eligible.
The Indiana Bond Bank assists local government with the process of issuing debt.

- Financing conduit
- Lower borrowing cost due to economies of scale

Indiana Bond Bank Contact Information:
Matt Zimmerman
Program and Marketing Director
mzimmerman@inbondbank.com
www.INbondbank.com
Indiana Bond Bank

Resources

1. Equipment Leasing - lease purchase of essential equipment
2. Community Funding Resource - funding is available for terms up to 10 years and $2 million
3. Tax Anticipation Warrants - cash flow needs
4. Fuel Budgeting - fuel budget insurance
5. Debt Issuance - long term debt
6. Interim Loan Program - construction financing for USDA-RD loans
7. Training-understanding and utilizing IBB
The Indiana State Department of Health (ISDH) promotes and provides essential public health services to create a healthier and safer Indiana. The Division of Nutrition and Physical Activity (DNPA) addresses the problems of poor nutrition, sedentary behaviors, and obesity and other chronic diseases in Indiana.

**ISDH Contact Information:**

Pete Fritz, AICP, PLA  
Healthy Communities Planner, DNPA  
pefritz@isdh.in.gov
Indiana State Department of Health

Provide Technical Assistance for:
1. Promoting and implementing active living environments
2. Complete street policies
3. Bicycle and pedestrian planning
4. Promoting physical activity and local foods in schools and communities
5. Promote physical activity and shared-use of schools and community facilities
Indiana Department of Natural Resources

To protect, enhance, preserve, and wisely use natural, cultural, and recreational resources for the benefit of Indiana's citizens through professional leadership, management, and education.

DNR Contact Information:
Chris Smith
Deputy Director
csmith@dnr.in.gov
Provide technical expertise on projects affecting:
1. Historic structures
2. Outdoor recreation community planning
Our mission is to oversee State-related debt issuance and provide efficient and effective financing solutions to facilitate state, local government and business investment in Indiana.

**IFA Contact Information:**
Andy Seiwert
General Counsel
Aseiwert@ifa.in.gov
Indiana Finance Authority

Resources

1. Provide financing opportunities, including tax-exempt and lower-interest bonds, and the State Revolving Loan Fund for drinking/waste water projects.
2. Provide educational, financial, technical, and legal assistance for environmental investigation and remediation.
3. Applications and more information available at www.in.gov/ifa
The Indiana Office of Tourism Development is dedicated to enhancing the economic vitality of Indiana, its destinations and tourism-related assets through leadership, resource support, strategic planning and marketing expertise.

**IOTD Contact Information:**
Mark Newman
Director
mnewman@visitindiana.com
Indiana Office of Tourism Development

Resources

1. Provide In depth consulting on asset development
2. Technical assistance for strategic planning, destination development and marketing
3. Access to tools and resources to increase awareness of pre-existing assets and add new ones
Serve Indiana

Advance service and volunteerism by informing, connecting, and promoting opportunities and resources that enrich the lives of Hoosiers.

Serve Indiana seeks a future where every Hoosier serves their community.

Marc McAleavey
Executive Director
mmcaleavey@serveindiana.gov
Serve Indiana

1. Provide Technical Assistance related to utilizing volunteerism or service as a strategy: National Service: A Resource for Cities, Cities of Service,
   a. Connect with local Volunteer Center and volunteer management training.
   b. Host an AmeriCorps NCCC team (6-8 week project) or an AmeriCorps VISTA (capacity building) project.
   c. Apply for AmeriCorps funding, deadline in Fall 2017
      i. Engage members in evidence-based or evidence-informed interventions to strengthen communities. Members engage in community service and receive a living stipend and education award.
   d. Host volunteer awards event
   e. Promote Days of Service – mini grants available
Stellar Divisions

Division I: Communities above 6,000 in population

Division II: Communities 6,000 and below in population

Three finalists and one designee from each division will be selected as long as eligible and qualified letters of interest and strategic investment plans are received.
General Requirements for Participation

Open to incorporated Indiana communities of any size that are not entitled to direct CDBG funding through U.S. HUD
General Requirements for Participation

A local unit of government that resides in a MPO, must meet the eligibility requirements below:

1. If the community falls within an MPO’s Planning Area, they must have a letter of recommendation from the MPO for the proposed projects.
2. If the community falls within an MPO urbanized area, they must have approval from the MPO for the proposed projects. If selected, any funding for the proposed projects must be financed by the MPO.
General Requirements for Participation

Requirements Continued

Must have a recent comprehensive plan (no older than 7-yrs)

Must have documented and demonstrated capacity to complete proposed activities—including the ability to submit a response to a request for proposal

Must be in good standing with partner agencies
General Requirements for Participation

The authorization to submit certification form must be signed by the chief elected official.

Must submit the Stellar Communities information sheet, an 8 ½ by 11 map of projects in your community, and project matrix with the letter of interest.
Stellar Communities Designation Program

Today is the Informational Workshop.

Letters of Interest (LOI) due April 28 by 5:00 PM EST. Electronic Submissions only and via an FTP site. Contact Stellarcommunities@ocra.in.gov to set up a user name and password even if you have an existing account.
Evaluations of LOIs

Announcement of finalist communities May 24th

Finalist Workshop June 14th 10AM-1 PM EST Indiana Landmarks Facility

Strategic Investment Plans (SIPs) Due August 25 by 5:00 PM EST
Stellar Communities Designation Program

Process Continued

Site visits and evaluations
September 19, 21, 26, 28 and October 3, 5

Designation announcements October 18 via phone call

State Stellarbrations October 25 at the Statehouse

Community Stellarbration-Division II November 8
Community Stellarbration-Division I November 15

Kick off meetings November
Letters of Interest will be evaluated by:

Description of target area

Description of local and regional impact

Demonstrated reasonableness of project scope

Demonstrated feasibility of proposed projects
Letters of Interest will be evaluated by (continued):

Demonstrated leadership capacity

Demonstrated community engagement

Demonstrated ability to maintain Stellar projects

Description of how designation will be used to market community to attract residents and businesses
Letters of Interest will be evaluated by (continued):

For previous program finalists, how the previous Strategic Investment Plan (SIP) has been implemented and justify the need for updates to the Strategic Investment Plan (SIP)

MPO acknowledgement if necessary

LQC project will not be used as an evaluation factor
Letters of Interest will be evaluated by (continued):

Demonstrated Understanding of Community Vitality Indicators (CVI’s)

- Assessed Value
- Per Capita Income
- Population Growth
- Educational Attainment Rate
- Public School Enrollment

Resources: http://www.in.gov/ocra/cpi.htm
Lighter, Quicker, Cheaper

What is Lighter, Quicker, Cheaper?

• Simple, creative, short- or long-term, low cost project

• The project will:
  • Satisfy a community need;
  • Communicate about your Stellar plans;
  • Vision your Stellar plans; and
  • Begin the public input process.
Lighter, Quicker, Cheaper
Lighter, Quicker, Cheaper

With the exception of the wayfinding and little lending library pictures (taken by Carmen Lethig), all LQC images found here: https://www.pinterest.com/pps_placemaking/lighter-quicker-cheaper/
Lighter, Quicker, Cheaper

Funding Options

• Only the six 2017 Stellar Community Finalists will receive this funding.

• Each finalist has two options for LQC funding:
  • Simply receive $1,000
  • Participate in IHCDA’s CreatINg Stellar Places program.
Projects can crowdfund for up to $2,500 through IHCDA’s CreatINg Stellar Places program.

IHCDA will provide matching grant dollars to the project’s crowdfunding goal only when the goal is met.

$2,500 crowdfunded + $2,500 IHCDA matching grant = $5,000 total maximum
Lighter, Quicker, Cheaper

CreatINg Stellar Places Program Information

- Who will spearhead the campaign and project?
- Crowdfunding campaign can begin June 2.
- Crowdfunding campaign must end by October 31.
- Campaign will run between 30 and 60 days.
- IHCDA matching funds received when the crowdfunding goal is met.
- Other program requirements in the policy apply.
- Veronica at Patronicity
Regardless of funding choice:

- Tell us your LQC ideas and why in your LOI.
- Tell Carmen Lethig by June 2 of funding choice.
- IHCDA project approval.
- Discuss the project during the site visit.
- One year to implement from time they receive all funds.
- Before and after photos submitted to IHCDA.
- Inform IHCDA of project completion.
Lighter, Quicker, Cheaper

Requirements

Regardless of funding choice (con’t):

• Neither the funding choice nor the project will have an influence on Stellar finalist or designation decisions.
• Funding only for supplies and equipment in direct relation to the project.
  • Not money for promo materials
  • Not money for existing events or projects
  • Not payment for staff time
  • Not for lunch, t-shirts, alcohol, etc.
Letter of Interest Submission Packet

Requirements

1. Letter of Interest
2. The Authorization to Submit Certification Form signed by CEO
3. The Stellar Communities information sheet
4. The Stellar Communities LOI project matrix
5. A copy of the adoption resolution for the comprehensive plan
6. A legible 8 ½ by 11 color map of your community with target area boundaries and projects identified.

We are looking for SIX documents on April 28th
Submit Letter of Interest

Email Stellarcommunities@ocra.in.gov with the following information:

1. Full Name
2. Email
3. Preferred Password
4. Community Name (i.e. City/Town of...)

LOI due April 28, 2017 5:00 PM EST email ONLY
Keys to Success:

Key Strategies

1. Collaboration between key community partners
2. Public input throughout the process
3. Data driven
4. Building on assets
5. Consult Stellar FAQ and agency partners
Barriers to Success:

Strategies to avoid

1. Viewing the program as a grant program
2. Variations in mission and strategies
3. Lack of cohesion
4. Absence of overall community outcome
5. Not building on prior planning efforts
Questions and Answers with State Panel

INDIANA DEPARTMENT OF
NATURAL RESOURCES

Indiana Finance Authority

SERVE INDIANA

Honest to Goodness Indiana

INDIANA DEPARTMENT OF TRANSPORTATION

Indiana Housing & Community Development Authority

OFFICE OF COMMUNITY & RURAL AFFAIRS

INDIANA BOND BANK

Indiana State Department of Health

Division of Nutrition and Physical Activity

INDIANA ARTS COMMISSION

Making the Arts Happen
Questions should be submitted to Stellarcommunities@ocra.in.gov, which will be collected into a FAQ document.

You can find the FAQ, along with all other Stellar Community information, here:

FAQ has been updated and will continue to be. Please, check often http://www.in.gov/ocra/stellar.htm
Individual Technical Assistance

- Ten minute break and then roundtable technical assistance.
- All partner agencies are represented, so please reach out to them with any questions.

  OCRA via Matt Crouch at mcrouch@ocra.in.gov
  IHCDA via Carmen Lethig at clethig@ihcda.in.gov
  INDOT via Stephanie Vermillion at svermillion@indot.in.gov
  IOTD via Mark Newman at mnewman@visitindiana.com
  ISDH via Pete Fritz at pefritz@isdh.in.gov
  ServeIN via Marc McAleavey at mmcaleavey@serveindiana.gov
  DNR via Chris Smith at csmith@dnr.in.gov
  IFA via Andy Seiwert at aseiwert@ifa.in.gov
  IAC via Miah Michaelsen at mmichaelsen@iac.in.gov
  IBB via Matt Zimmerman at mzimmerman@indbondbank.com
Thank You