

Saltwater Connections Community Project Ideas / Guidelines

Revised April 16, 2012

Saltwater Connections, as part of the overall plan of work funded by the NC Rural Center, has funding for small community projects that help meet identified needs within the 21 unincorporated communities in the Hatteras Island, Ocracoke, and Down East Carteret County region. Funding will support community opportunities to grow jobs and income. The funds also will provide leverage for additional funding and will facilitate community partnerships to maximize potential benefits from the Outer Banks National Scenic Byway designation. This document is to help identify projects that the Saltwater Connections project will implement with the community as a partner.

Who can apply? Community organizations or residents located in the 21 unincorporated communities along the Outer Banks National Scenic Byway on Hatteras Island, Ocracoke Island, and Down East Carteret County are eligible. Partnering of communities, local small businesses, government agencies, and organizations in developing and implementing projects is encouraged.

When can proposals be submitted? Proposals can be submitted after a Saltwater Connections Resource Team visits the community and issues a community assessment report. Proposals will be considered in two rounds. The first round deadline for local submission is May 30, 2012. The second round deadline for local submission is July 12, 2012.

What end products and results should a project have? Proposed projects should support and facilitate job creation and retention, supplemental income generation, or small business development, including commercial fishing and nature-based and cultural tourism industries, and should attempt to further one or more recommendations in the Saltwater Connections Resource Team reports.

Has Saltwater Connections set priorities for project approval? Yes. Saltwater Connections seeks projects that build on natural and cultural resources, help meet community-identified needs for community vitality and economic development, and demonstrate strong support within their community. Multi-community or regional partnering on projects is encouraged.

What kinds of projects are relevant? The type of community projects Saltwater Connections is seeking include, but are not limited to, projects that address the needs of: nature-based, cultural and heritage tourism; commercial, charter and recreational fishing industries; business skills development or workforce training; developing value-added and new products; creating business models that can be replicated; developing branding, marketing and expansion of markets or supplies; creation of professional business plans; building on the local foods movement; creating or enhancing exhibits, events or other things to do, particularly in the shoulder season; promoting locally produced products or services; creating mentorship programs; enhancing youth entrepreneurship, providing a nationally recognized designation to a community or area; improving streetscape or signage; or using technology to connect entrepreneurs with markets. Saltwater Connections will not support projects where benefits accrue to only one individual or business.

Are matching funds required? Yes. Project proposals must include a plan for securing a 20 percent match. Ten percent of the match must be in cash; the remainder can be volunteer and/or in-kind services and donated materials and supplies.

How much money can be requested? Most contracts issued for implementation of community projects by Core Sound Waterfowl Museum and Heritage Center will provide between \$1,000 and \$10,000. However, proposals requesting higher levels of funding will be judged on their merit and how well they address the objectives and priorities identified in these guidelines. Again, community collaboration is encouraged. Our goal is to support strong projects across the region and to build community partnerships wherever possible.

When must projects be completed? Completion dates will vary depending on the scope of the individual projects. However, all projects must be completed no later than May 31, 2013.

Who will review project proposals? As part of the Saltwater Connections' on-going work, community-based implementation steering councils in each sub-region will be formed. These working councils will be inclusive and representative of the diverse interests and sectors in each sub-region, include small business owners and community leaders, and will function to strengthen cooperation and collaboration among villages, nonprofits, agencies, and businesses in implementing priority recommendations contained in the Saltwater Connection resource team reports. The community councils' project review recommendations will then be sent on to the North Carolina Rural Economic Development Center for final approval of those projects that provide the most impact for economic opportunity.

When will applicants learn if a proposal has been approved for funding? Applicants to the first round of funding will be notified on or before July 31, 2012. Applicants to the second round of funding will be notified on or before September 15, 2012.

What is the application process? Applications must be submitted on the form supplied by Saltwater Connections. The form is available on the Saltwater Connections website (www.saltwaterconnections.org).

Saltwater Connections Community Fund Application Form

Revised April 16, 2012

This application is from:

- An organization
- An individual(s)

Name of Applicant(s) and/or Contact Person: _____

Name of Organization, if applicable _____

Mailing Address: _____

Street Address: _____

Cell Phone: _____ Fax: _____

Email: _____ Website: _____

Project Description

Project Title: _____

Project beginning date: _____ Project ending date: _____

Area/Communities to be served by the project: _____

Estimated number of businesses to be served: _____

Amount of total estimated project cost: _____

Amount of funding requested from Saltwater Connections: _____

Source of cash and/or in-kind match: _____

Amount and percent of cash and in-kind match: _____

State exactly how Saltwater Connections funds will be used: _____

*Note: Funds will be disbursed through contracts direct to the person/company providing the services for your project, e.g. construction company, , consultant, and similar, and/or the company providing materials. **No funds will be made for the following:** construction of physical plants or shell buildings; feasibility studies; capitalizing loan funds; endowments; annual fund drives; or lobbying activity. Rural Center funds cannot be used for alcohol or entertainment, indirect costs, or for administrative costs incurred prior to the grant award.*

Certification:

I certify that the information contained in this application is true and correct to the best of my knowledge.

Typed Name: _____

Signature: _____ Date: _____

Application For Saltwater Connections Community Projects

Applicant Checklist

- Application Form
- Proposal Narrative
- Budget and Justification
- Evidence of local support (three support letters)

Submission Procedure

Submit this application and all relevant materials electronically (Word or PDF format) to:

Saltwater Connections Community Fund
ocracokeswc@gmail.com

Applicants without email should send three (3) copies by mail to:

Saltwater Connections Community Fund
Core Sound Waterfowl Museum and Heritage Center
PO Box 556
Harkers Island, NC 28531

Application Guidelines

Abstract: In one-half (1/2) page, provide a clear description of the project, a succinct statement of the purpose of the project, its goals and measurable end products and results, and an outline of the key activities of the project.

Project Description: In two (2) pages or less, describe the project activities and how the proposed project meets the identified needs of the community, as reflected in the Resource Team Report, and the goals of this community fund. The description should include:

- 1. Goals and Objectives:** Provide specific goal statement(s) for the proposed project. Include a concise statement of need to show that goals and objectives are tied to an assessment of the community's needs as identified in the Resource Team report or other community document. Measurable objectives must be stated for each element of the project. Indicate when the project will begin and end.
- 2. Project Impact:** Describe economic impact(s) the proposed project will have in the community. How will you determine the project's success? What new solutions have you created to address old challenges?
- 3. Target Area:** The target area must be focused (*who will this help?*) and clearly identified with geographical boundaries (*where will this help?*)
- 4. Community-based Involvement:** Describe how the community has been involved in visioning and planning the project, and how community members will be involved in the implementation of this project.

5. **Resource Leveraging:** Describe plans for continuing support for the project after the conclusion of the Saltwater Connections contract. How will the project/work be sustained?
6. **Applicant Expertise:** Describe the experience of each participant (including you, the applicant) that qualifies them to do the tasks you have outlined.

Proposed Budget: Provide a budget that clearly identifies proposed project costs by line item, and that lists funds by source. Please designate in the budget justification how those funds will be monitored during this project. A Memorandum of Agreement outlining responsible parties and specific expenditures will be developed once the application is approved.

Example Budget:

| | Saltwater Connections | Matching Funds | Source of Matching Funds |
|---|-----------------------|----------------|--------------------------|
| Contracted Labor (time x unit cost) | | | |
| Materials / Supplies | | | |
| Equipment Purchases or Rentals | | | |
| Contracted Services (Describe/Itemize) | | | |
| Other Costs (Describe/Itemize) | | | |
| Total Project Costs | | | |

Budget justification, monitoring and/or explanation of implementation: