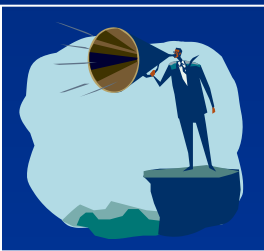


REGION 1 RLF WORKSHOP

JUNE 5, 2012



Effectively Marketing Your
RLF Program



Topics

- ⦿ What Should You be Doing?
- ⦿ What can EPA Do to Help?
- ⦿ General Marketing Tips

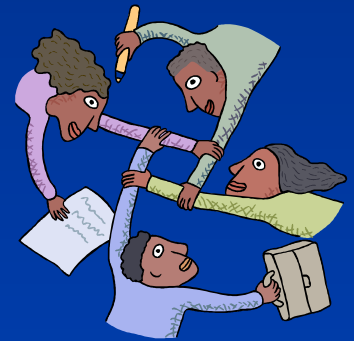




What Should You be Doing? Getting Started

◎ Put Your “Team” Together Early

- ✓ Program Manager
- ✓ Fund Manager
- ✓ Qualified Environmental Professional (s)
- ✓ Environmental Counsel



- ## ◎ You and your Coalition Members or partners need to understand the RLF Terms & Conditions and the RLF process. Why? – So you can answer questions from prospective borrowers and subgrantees



What Should You be Doing? Getting Started

- ⦿ Establish internal application, evaluation and approval process including roles and responsibilities
 - ✓ Who will do what and when
 - ✓ Ensure process provides EPA with necessary information to verify site and borrower/subgrantee eligibility
- ⦿ Know your market - This is critical in determining to whom you market your program and how



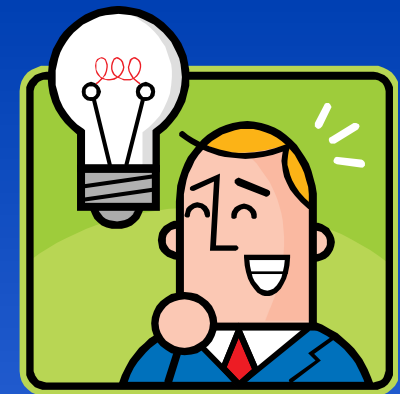
What Should You be Doing? Getting Started

- Be flexible in setting up your program
 - ✓ Why establish arbitrary program elements that are not requirements of grant? For example, capping loan amounts, establishing minimum terms & interest rates
- Develop and compile model and example documents (loan, subgrant, Analysis of Brownfields Cleanup Alternatives, Community Relations Plan, etc.)
 - ✓ Why? Are EPA requirements a deal breaker or not compatible with developer's schedule?



What Should You be Doing? Getting Started

- ⦿ Are there existing State Statutes or policies that may require special loan provisions or will impact the process or timing of a project?
- ⦿ You must commit necessary time and resources to set up program
- ⦿ Ask lots of questions and then ask more questions





What Should You be Doing? Getting Started

- Reach out to developers, banks, community groups, public officials, etc with:
 - ✓ RLF program brochures
 - ✓ Website with program description and application materials
 - ✓ Presentations at public and business community meetings
 - ✓ Word of mouth, newspapers, newsletters
 - ✓ Engaging partners and stakeholders to help spread the word
 - ✓ Publicizing RLF successes to get noticed



What Should You be Doing?

Finding Sites

- ⦿ If you have or had assessment funds, are any of those sites eligible and in need of cleanup funds?
- ⦿ Use relationships with cities, towns, community groups and redevelopment partners to market program
- ⦿ Do any of the sites being redeveloped with other federal & state funds need cleanup funds?



What Can EPA do to Help?

Partner with EPA

- Strongly recommend face to face meeting with your EPA Project Officer (PO) shortly after award
- Your PO can meet with key partners to help explain program which will help everyone in future marketing efforts
 - ✓ Local Redevelopment Authorities
 - ✓ Community Development Corporations (CDCs)
 - ✓ Economic Development Corporations (EDCs)



What Can EPA do to Help?

Partner with EPA

- ⦿ Review all eligible activities and costs with your PO
- ⦿ Discuss any real potential projects – do not try to play out all hypothetical scenarios up front...it'll drive you nuts
- ⦿ Suggest use of small purchase order provisions of grant regulations for procuring professional services



What Can EPA do to Help?

Encourage Creativity

◎ Loan Guarantee Options

- ✓ Traditional Mortgage
- ✓ Tax Increment Financing (TIF) \$\$
- ✓ Developer, especially if not taking title to property until after cleanup is complete
- ✓ General obligation funds

◎ Loan Repayment Options

- ✓ TIF
- ✓ Capture % of proceeds from post-clean up sale of property





General Marketing Tips

Identify Your Audience

IN HOUSE:

- ✓ Housing Authority
- ✓ Mayor's Office
- ✓ Redevelopment Authority
- ✓ Planning Board
- ✓ Other units of local government



OUTSIDE ENTITIES:

- ✓ Non Profit Developers
- ✓ Traditional Developers
- ✓ Banks
- ✓ Realtors
- ✓ Environmental / Real Estate Attorneys
- ✓ Chambers of Commerce



General Marketing Tips

Get the Word Out

Marketing Materials:

- ✓ Consistent
- ✓ Accurate
- ✓ Clear
- ✓ Attractive and easy to read
- ✓ Up to date



General Marketing Tips

Sales Pitch



- ⦿ 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



General Marketing Tips

Appealing to Borrowers & Subgrantees

- ◎ Flexible Financial Structure
 - ✓ Tailor loan terms to dynamics and timing of project
- ◎ Technical Assistance – Environmental Process
 - ✓ Community Relations Plans
 - ✓ Qualified Environmental Professional
 - ✓ State / Federal liaison
 - ✓ Assistance in developing bid specs / complying with procurement requirements
 - ✓ Development of technical documents such as the ABCA, Health & Safety Plan, Quality Assurance Project Plan (QAPP), and Cleanup Plan



General Marketing Tips

Appealing to Borrowers & Subgrantees

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 sub-grant application
- ✓ Quick loan application review
- ✓ Clearly defined requirements
- ✓ Establish a feedback loop

