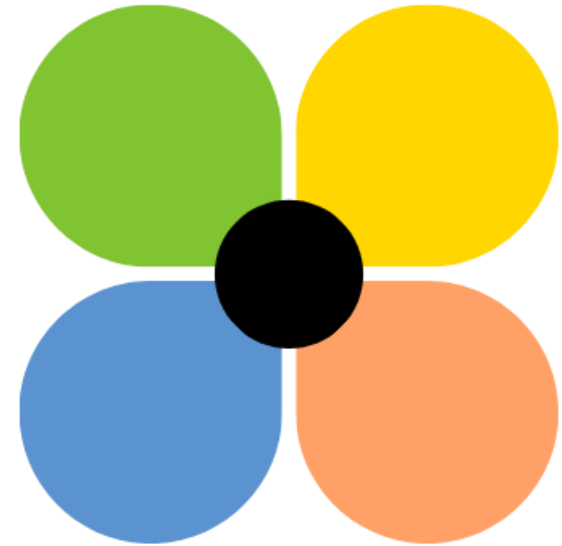


Finding Funding: Creative Financing Strategies

June 11, 2024

The HUB at Mulberry Mill



Columbia County
PLACEMAKING INITIATIVE



About This Project

- Rural Placemaking Innovation Challenge
- Columbia County Placemaking Plan
- Implementation Support through September 2024





Learning Objectives

- How to use multiple types of funding and diversify your revenue
- How to search for local, state, federal grants and other funding opportunities
- Aligning funding resources with your needs
- Creative ways to finance all kinds of community projects
- Pitching strategies
- Building relationships to support your funding plans

***This presentation is not intended to provide legal or tax advice



Types of Funding

- Grants
- Loans
- Tax Credits
- Bonds
- Donations
- Sponsorships
- Events
- Crowdfunding
- Impact Investing
- Program Revenue
- Royalties
- Commissions
- Honoraria
- Bartering
- In Kind Contributions
- Incentives in Designated Areas

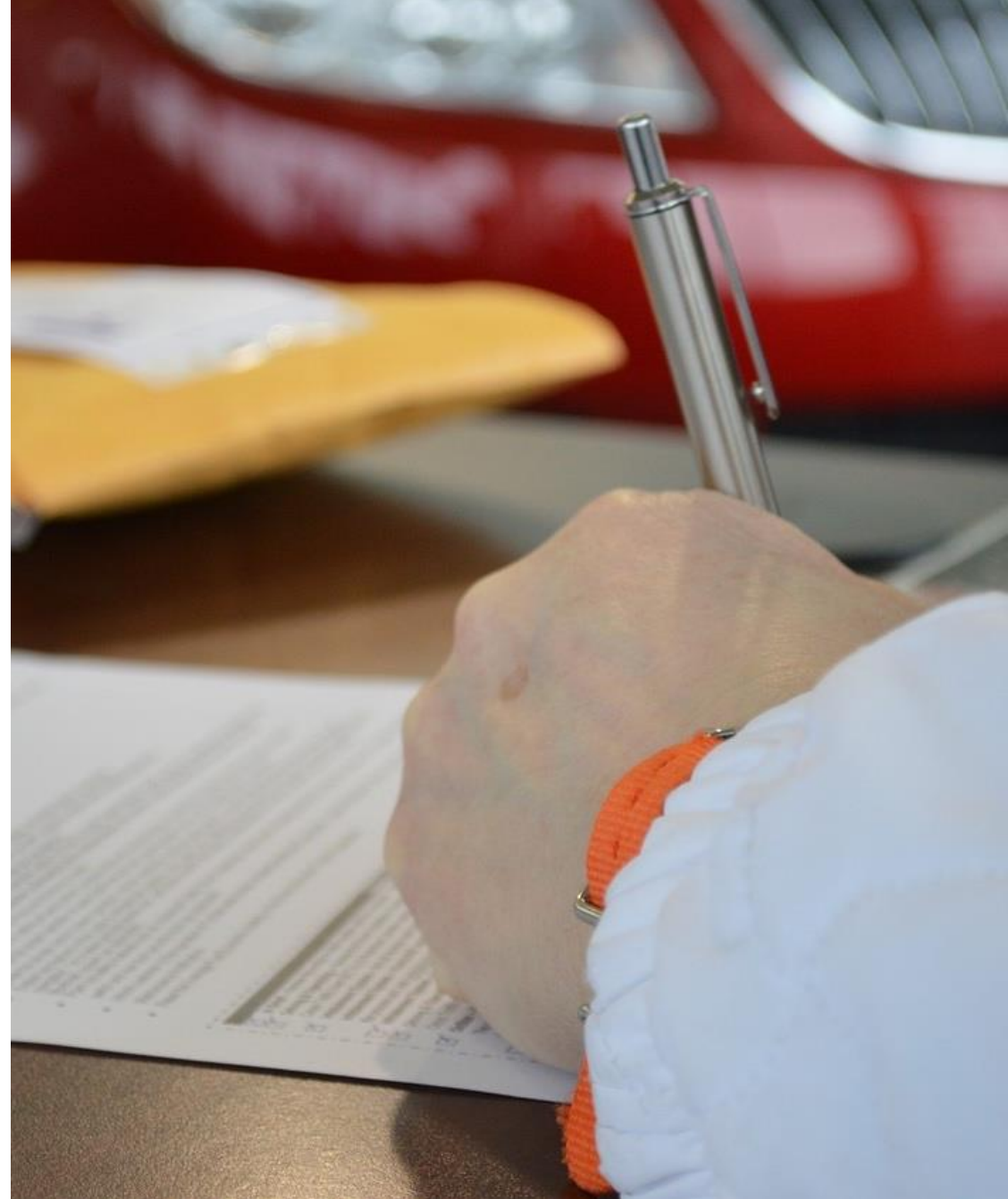
Grants

- Gift that does not need to be repaid
- Typically tied to performance measures
- Private vs. public



Loans

- Borrowed funds that need to be repaid
- Alternatives to traditional financial institution financing
 - CDFIs
 - Federal and state programs i.e. USDA, DCED, PA Industrial Development Authority



Tax Credit

- Businesses make contribution to a project
- Businesses receive a credit for a portion of the contribution when they file their taxes
- Examples
 - Neighborhood Assistance Program
 - Manufacturing Tax Credit





Bonds

- Debt instrument
- Municipal projects
- Low-risk investment

Donations

- Money or items
- Tax deductible



Sponsorships

- Promotion opportunity
- Packaging
- May not be tax deductible





Events

- Tickets
- Sponsorships
- Extras



Crowdfunding

- Web-based
- Small contributions
- Incentives
- Relationships

Impact Investing

- Investments with a social or environmental impact
- Focused on project or impact area
- Financial returns
- Pooling funds



Program Revenue

- Fee for service
- Third-party payments
- May be unrelated
- Business income subject to taxation





Royalties

- Intellectual property
 - Copyright
 - Trademark
 - Patent
- Licensing



Commissions

- Based on percentage of service or item revenue
- Partnership opportunities

Honoraria

- Speaking
- Facilitation
- Professional development



Bartering

- Exchange of services or resources
- Time banking





In Kind Contributions

- Services
- Space
- Equipment
- Supplies



Incentives in Designated Areas

- Federal
 - Promise Zone
 - Opportunity Zone
- State
 - LERTA
 - Keystone Communities Main Street and Elm Street
 - Enterprise Zone
 - Keystone Opportunity Zone
 - CRIZ
 - NIZ

Identifying Funding Opportunities

- Sign up for alerts
- Online search
- Foundation Directory (Hazleton, Williamsport, Scranton)
- Network with partners
- Talk to funders
- Talk to SEDA-COG



Aligning Funding With Needs

- Identify specific needs - program and project budgets
- Interpretation and translation of guidelines





Pitching Strategies

- Be prepared - do research
- Focus on outcomes
- Be clear and concise
- Be honest and authentic
- Connect with their interests
- Have a goal/call to action for the meeting
- Ask questions
- Follow up



Elevator Pitch

- I'm _____
- I'm the _____ for _____
- We help (who) (verb) (outcome) by/through (action), (action), (action).
- Transition or call to action

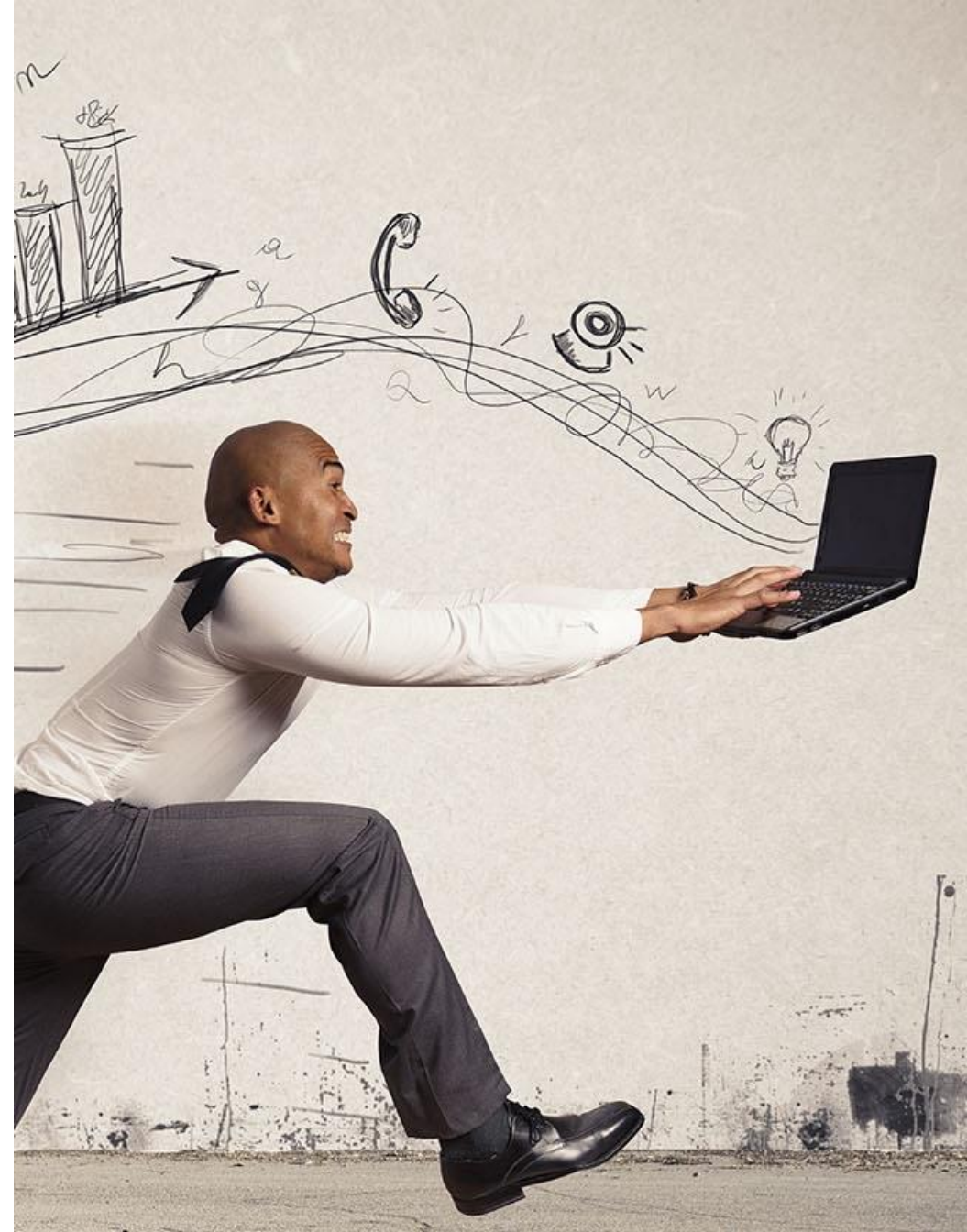
One-Page Summary

- Name of project/program
- One line summary: (Name of project/program) helps (who) (verb) (outcome) by/through (action), (action), (action)
- Need for the project/program
- Details about project/program
- Expected outcomes
- Call to action



Call to Action

- Can we meet to talk more about our project?
- Are you interested in learning more about our work?
- Would you like to visit our program?
- Call me for more information





Relationships

- Be natural, but professional
- Be a resource
- Be honest about needs and challenges
- Funders are people too!



Questions?

How to Reach Me

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