

Andrew Bracker
Brownfields Coordinator, Kansas City, MO

*How Not to Write a Grant:
Lessons learned on the way to good
Brownfield grants and projects*



How Not to Write a Grant

- GO IT ALONE
- TRY TO DO IT ALL
- JUST CHASE THE \$\$\$
- FORGET ABOUT YOUR READER
- DON'T TELL A COMPELLING STORY

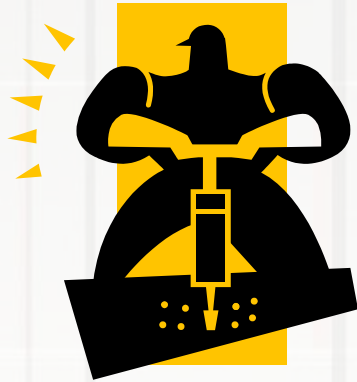


How Not to Write a Grant

- DON'T CROSS THE "i"'S & DOT THE "t"'S
- DON'T PROOF, EDIT & REWRITE OVER AND OVER
- DON'T THINK ABOUT TOMORROW'S GRANT PROJECTS

Don't Go It Alone

Build a Good Brownfields Program



Build a Good Brownfields Program



- ▶ Get “Top Down” Support
- ▶ Convene Stakeholders
- ▶ Decide What You’re Gonna Do
- ▶ Go And Meet Your Community
- ▶ Listen and Learn
- ▶ Repeat Step 3: NOW Decide What You’re Really Gonna Do.



Build a Good Brownfields Program



Remember . . .

- ▶ Tailor Your Program
- ▶ Think About Your Particular Challenges
- ▶ One Committed FTE Makes A Big Difference

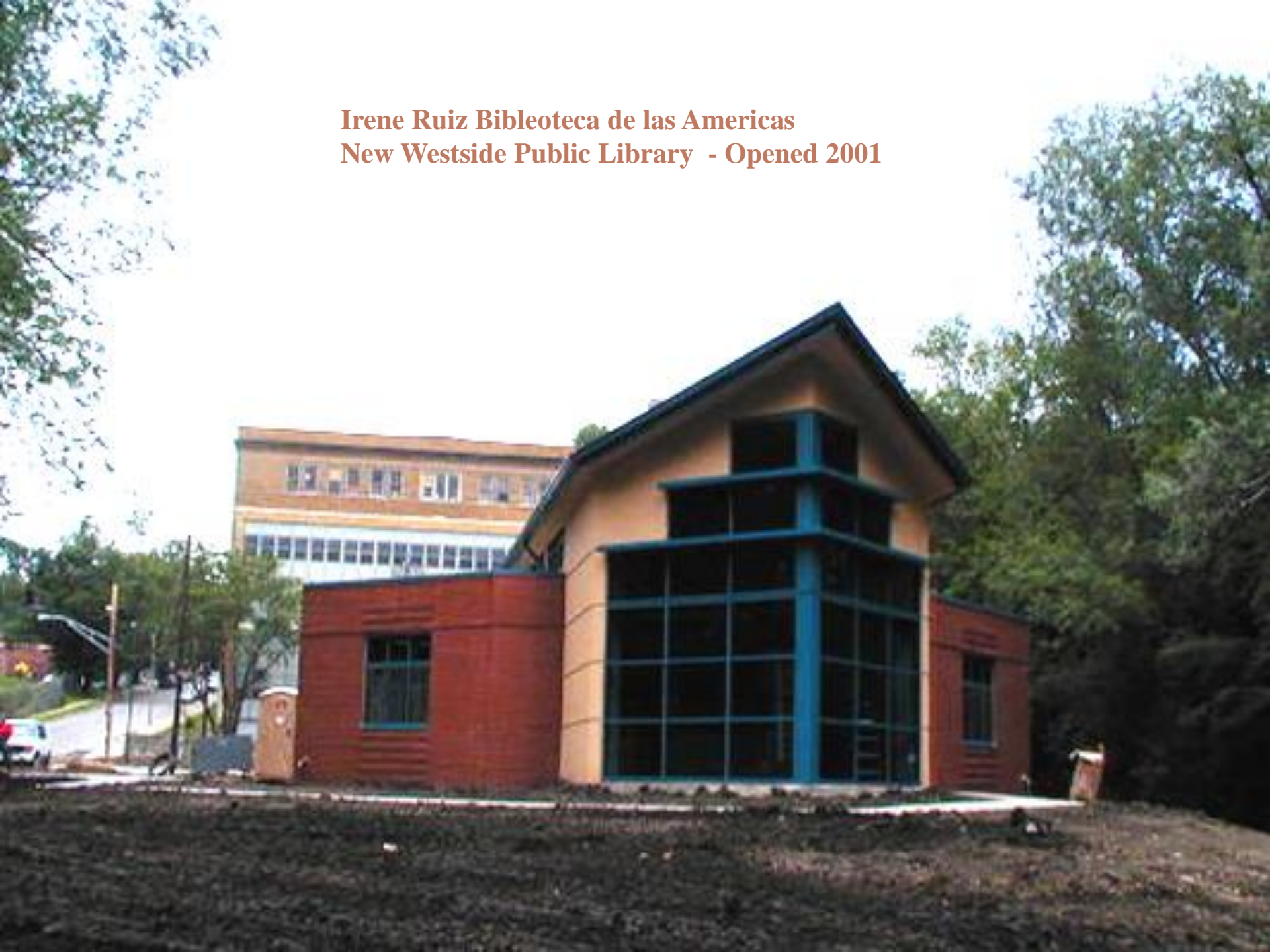


Don't Try To Do It All

- ▶ Focus on your Goal
- ▶ Small Quick Victories
- ▶ Nothing Succeeds Like Success



**Irene Ruiz Biblioteca de las Americas
New Westside Public Library - Opened 2001**



Don't Chase The \$\$\$

- ▶ Start with a Great Project, not a Great Grant
- ▶ Consider: Is the Grant worth the Effort?
- ▶ Pick the Right Grant for the Job.



Progress

Now . . .

- ✓ Built your Program
- ✓ Met with your Community
- ✓ Have a Great Project
- ✓ Focused on Achievable Victories
- ✓ Picked the Right Grant

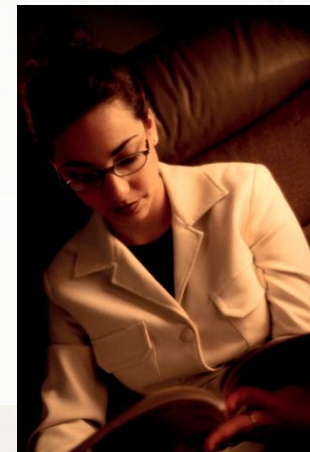
Let's Write a

Grant



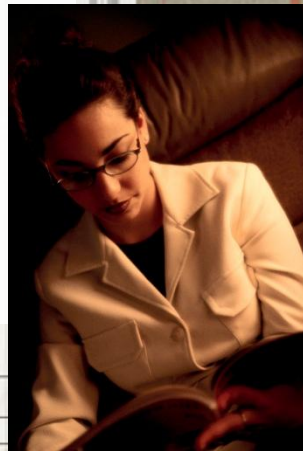
Don't Forget Your Reader

- ▶ Consider: If I had to read 100 proposals, which would I like best?
 - ▶ Clear and understandable
 - ▶ Concise
 - ▶ Strong Mission Points
 - ▶ Good Story



Don't Abuse Your Reader

- ▶ **Tell a Good Story**
 - ▶ Building a compelling case for your grant/project is the most important and difficult task.
 - ▶ Look to:
 - ▶ Grant criteria
 - ▶ Agency mission & objectives
 - ▶ Human & environmental impact



Don't Forget to Cross the I's and Dot the T's

- ▶ FOLLOW ALL DIRECTIONS!!!
- ▶ Understand Threshold v. Scoring Criteria
- ▶ Pay Close Attention to Criteria Weighting
 - ▶ Hit ALL points you can
 - ▶ Focus effort on high value criteria



Don't Forget to Cross the I's and Dot the T's

- ▶ Start Early !!!
- ▶ Map The Critical Path
 - ▶ FIRST: Schedule Community meetings and public notices
 - ▶ Make time for internal review/approval
 - ▶ Leave time for local Gov't adoption

Don't Forget to Cross the I's and Dot the T's

- ▶ **Proofread & edit !!!!**
- ▶ **Have lot's of different eyes look at it**
- ▶ **Go back & check criteria**
- ▶ **Proofread & edit again!!!**

Don't Stop Thinkin' About Tomorrow

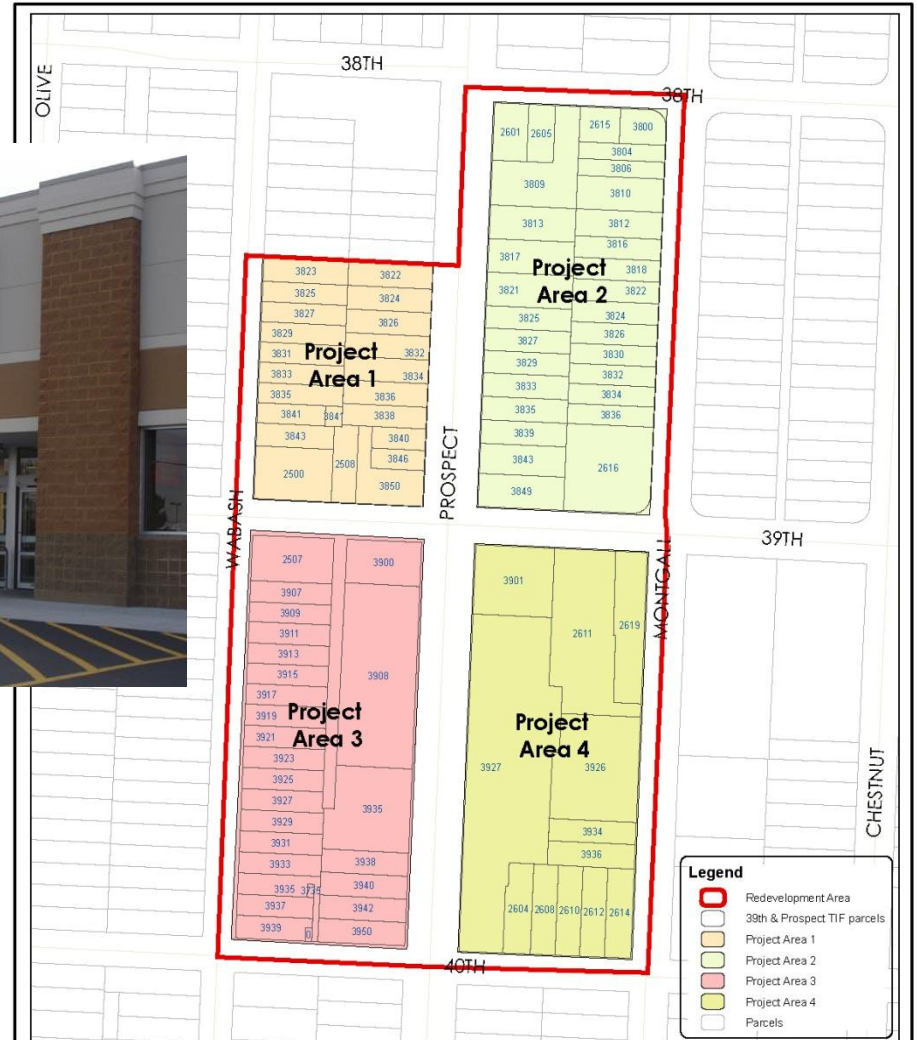
- ▶ Consider Your Next Projects
- ▶ Leverage proven success
- ▶ Market your success
 - ▶ Media events
 - ▶ Press
 - ▶ Local Officials



Pretty Color Pictures



ALDI's Store 39th & Prospect TIF District



39th & Prospect TIF
Exhibit 2A: Redevelopment Area

Former APCO Station 28th & Prospect



SANTA FE NEIGHBORHOOD - COMMUNITY ART PROJECT

DeLaSalle Education Center



"This is not just about gardening," said Mark Williamson, DeLaSalle's new Executive Director. "It's about science and ecology and there's history here."

DeLaSalle Education Center



Henry's Garage
3701 and 3715 Troost Ave.



DeLaSalle Education
Center
Manheim & Troost



Residences At West Paseo



- 5th Floor hallway collapsed HVAC
 - Extensive vandalism
 - Illegal salvage for copper, metal, marble, fixtures, architecture, etc.



Residences At West Paseo

Robinson Hospital

- 1916 Whites-Only Hospital
- Historic Structure
- Abandoned since 1970s
- 30+ years of blight
- Residents wanted it gone
- Neighborhood seniors needed housing





NEW MASONRY
PROFESSIONAL



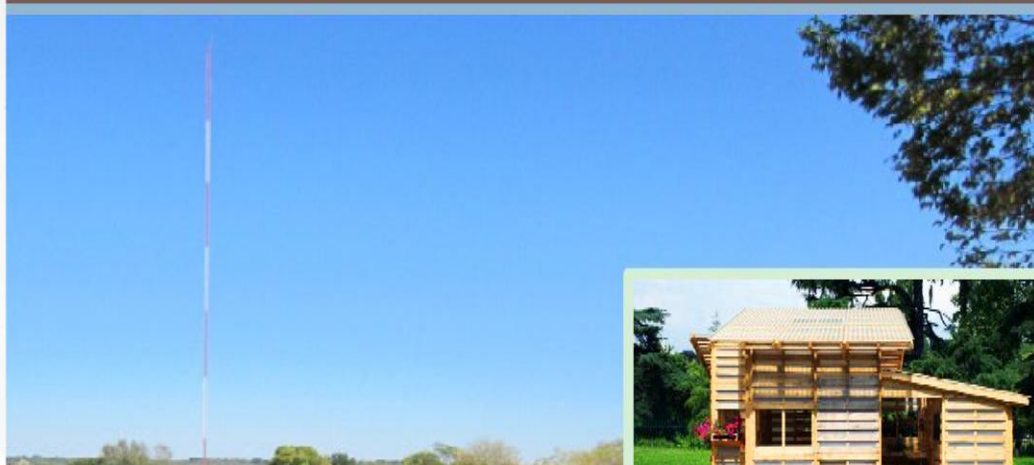
POLICY BARRIERS AND INCENTIVES TO REUSING BROWNFIELDS FOR COMMUNITY GARDENS AND URBAN AGRICULTURE

Brownfields and Urban Agriculture
in Kansas City, Missouri

October 7, 2010



MBC Online On Publications Kansas City, Missouri



MUNICIPAL FARM: A BROWNFIELDS SUSTAINABLE REUSE PLANNING PROJECT KANSAS CITY, MISSOURI

The Brownfields Area-Wide Planning Pilot:
Early Implementation and Future Directions

February 17, 2011

SMART GROWTH SUCCEEDS CONCENTRATING KANSAS CITY'S STRENGTHS



Next Challenge:
Sustainability -
the Triple
Bottom Line



Thank You!

For more information, contact:

Andrew Bracker
Brownfields Coordinator
City of Kansas City, Missouri
(816) 513-3002
Andrew.bracker@kcmo.org

