

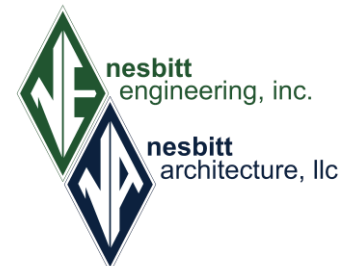


VISION TO RIBBON CUTTING

**KENTUCKY RURAL WATER
ASSOCIATION**

43rd Annual Conference and Exhibition
Central Bank Center

Our Future is Bright





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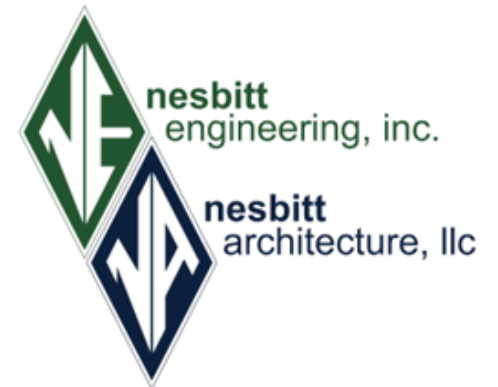
7 Simple Secrets to Project Success

Give me the money! How to compete and win funding for your utility system.

Sandra K. Dunahoo

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PURPOSE:

Why do some utilities receive funding every year while others struggle and are left behind?

It's frustrating and often the reason is simple mistakes that can be overcome. Funding is always competitive, but often projects funding opportunities are missed by simple oversights.

7 Simple Secrets to Project Funding

LET'S START WITH THREE BIG QUESTIONS?



1. Does it seem like the same utilities receive funding year after year?



2. Why is this?



3. What do they know that you don't?



Let's talk about what utility managers, utility personnel and utility board members can do to succeed in the world of project funding.

1. Establish Your Vision for Your Utility

What problems do you want to address?

Have a clear and concise plan of what you wish to accomplish.

Can you demonstrate that your project offers a sound return on investment for your utility and for the funding agency?

Who are the project beneficiaries?

Will jobs be created or saved?

Will your project avert future disaster?

2. Capacity: Are you Prepared to Accept and Implement Funding?

Are your financial systems in order? Audits, records, etc.?

Is there support in your community?

Do you review your rates to reflect the cost of treatment and distribution/collection?

Is your team capable, qualified and committed to the operations of your utility?

How is the project going to operate after the grant/loan period?

What are your long-term maintenance plans.

3. BOARD MEMBERS: How engaged is your Board?

How can Board Members Engage to Support the Utility?

- Board members typically volunteer as a community service.
- Ensure that the utility is well staffed.
- Keep abreast of the utility budget.
- Build supportive relationships for the utility.
- Be willing to support a rate structure capable of sustaining the utility.
- Work to position the utility for the future.
- Educate the general public and elected officials regarding the work and needs of the utility.
- Work to support funding applications by creating community support.
- Host events to promote education about the utility.

4. ALWAYS BE PREPARED: What should you do before a funding opportunity is available?

- Water Management Council
- WRIS System
- What info should you always have ready and keep on file even before identifying a grant opportunity?
- Have your list ready in case a Natural Disaster or Pandemic should strike.
- How do you build support for your utility and projects even before applying for funding?

5. MEET THE FUNDERS: Learn the Programs and Seek Out Meetings with the Decision Makers

- USDA Rural Development
- Kentucky Infrastructure Authority
- Community Development Block Grant
- Delta Regional Authority
- Economic Development Administration
- P3 Public Private Partnership
- Kentucky League of Cities
- Kentucky Rural Water Association
- Federal Earmarks
- Abandoned Mine Land Program
- ARPA
- Appalachian Regional Commission
- State Budget
- FEMA

6. The Devil is in the Details; Missed Details = Missed Funding

- Missed deadlines
- Conflicting numbers or info within the application
- Poorly prepared cost estimates
- Environmental concerns
- Appraisals
- Right-of-way
- Acquisition of real property
- Failure to update WRIS Project Profiles
- Conflict of interest

7. IF AT FIRST YOU
DON'T SUCCEED:
Review, Re-
evaluate and Re-
apply!

- Review your declined application for funding.
- Ask for a debrief from the funding agency.
- Ask what types of applications are top priority.
- Ask for suggestions on how to improve your application.
- Never be discouraged. Funders always receive more applications than available funding.
- Improve your application, submit it again and lose sight of your vision.



CELEBRATE!!!!

- RIBBON CUTTINGS
- GROUNDBREAKINGS
- SOCIAL MEDIA
- PRESS RELEASES
- GENERAL PUBLIC
- SHARE CREDIT

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