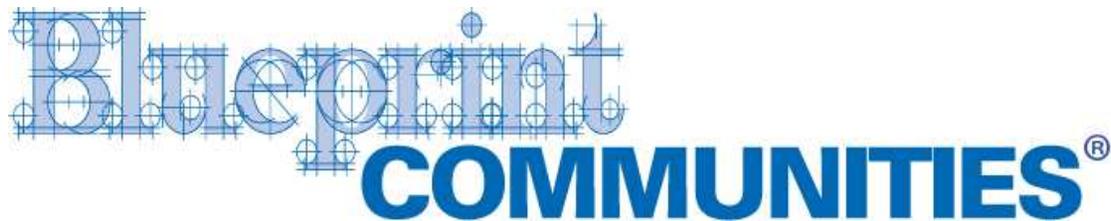




Blueprint Communities® Pre-Application Webinar

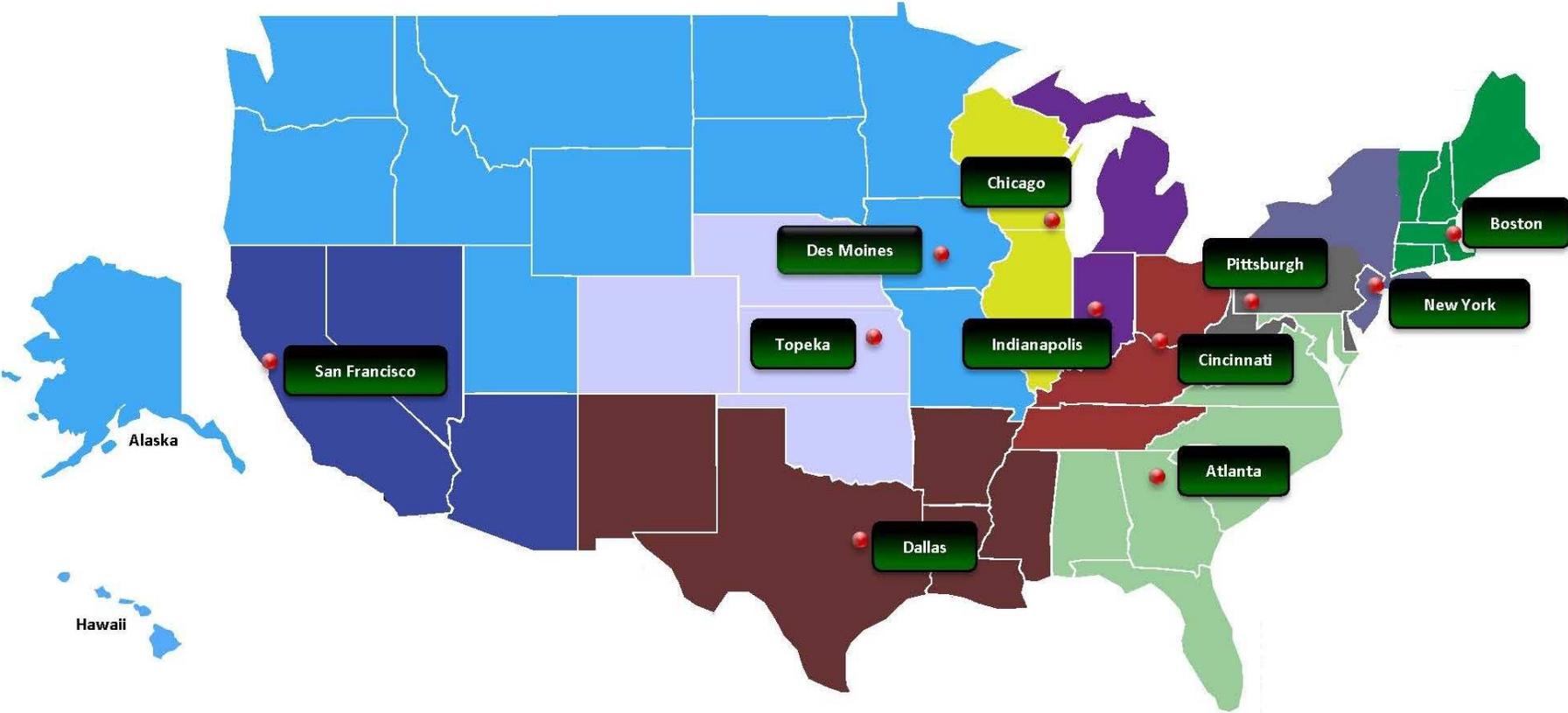


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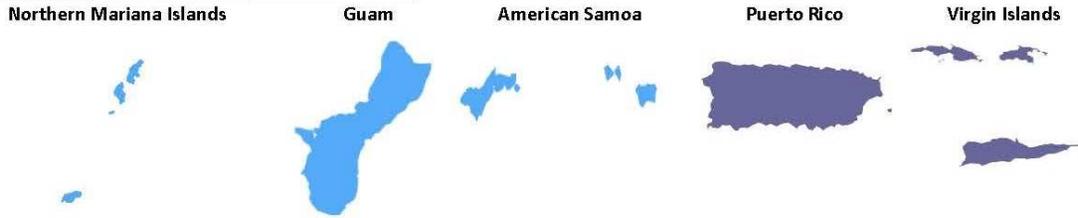
Today's Agenda

- FHLBank Overview
- Blueprint Communities® Overview
- Pennsylvania Downtown Center Overview
- 2024 Blueprint Communities® in Pennsylvania
 - Benefits of Participation
 - Who Can Apply
 - Timeframe
 - Community Team & Commitment
 - Plans
 - Best Practices Completing Application
 - Community Selection Process
 - Onboarding if Selected
- Q & A – throughout webinar

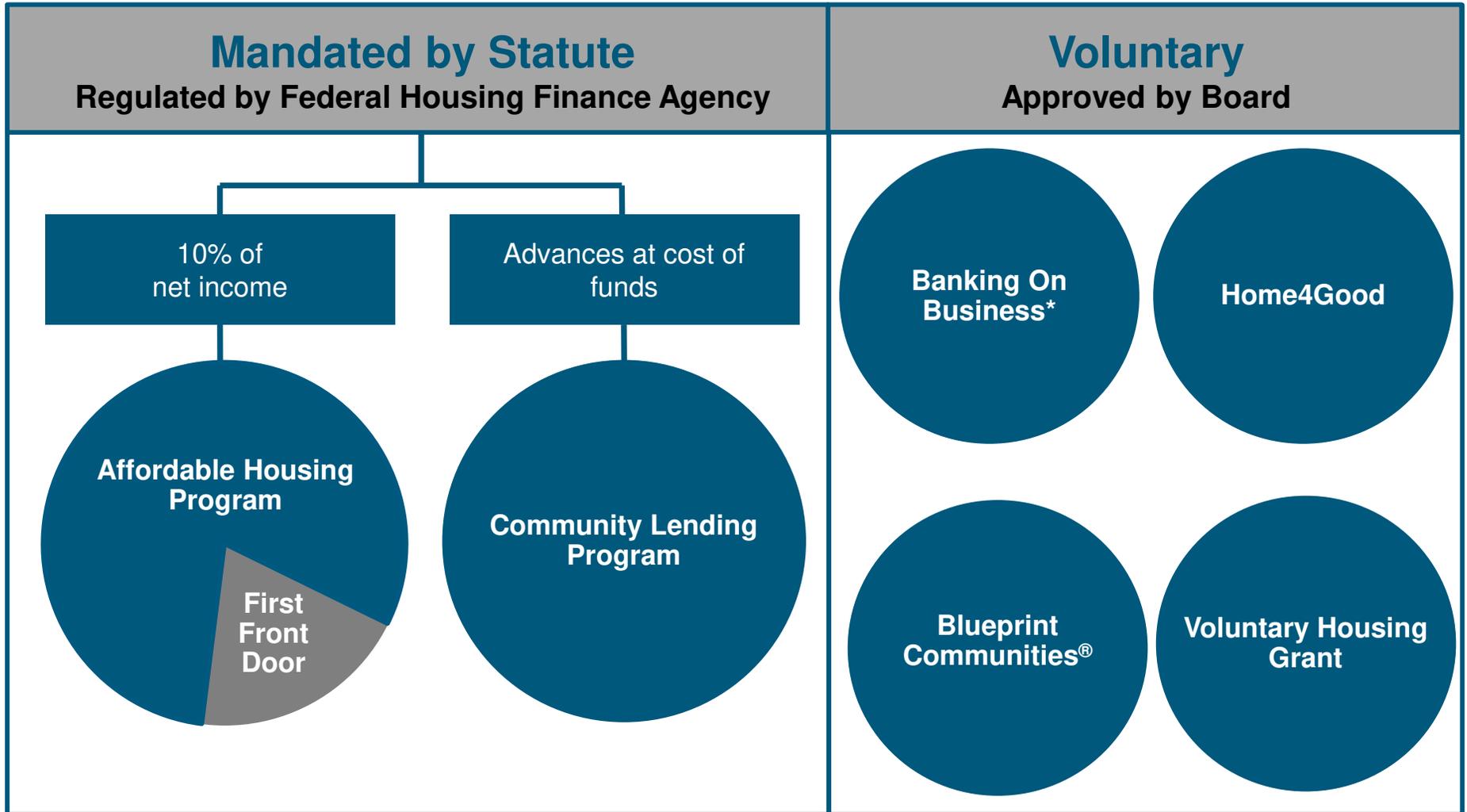
FHLBank System Overview



U.S. Territories



2023 Community Products



**Includes Banking On Business Inclusion and Equity fund*

"Blueprint Communities" is a registered service mark of the Federal Home Loan Bank of Pittsburgh.

Blueprint Communities: Background

- Voluntary initiative/product offered since 2005
 - Registered service mark of FHLBank Pittsburgh
- Serve as a catalyst for community development by creating **momentum** for revitalizing older communities and neighborhoods by:
 - **Building** strong local leadership, collaboration and development **capacity**
 - Developing sound local and regional **planning**
 - Encouraging **coordinated investments** in targeted communities by public and private funders



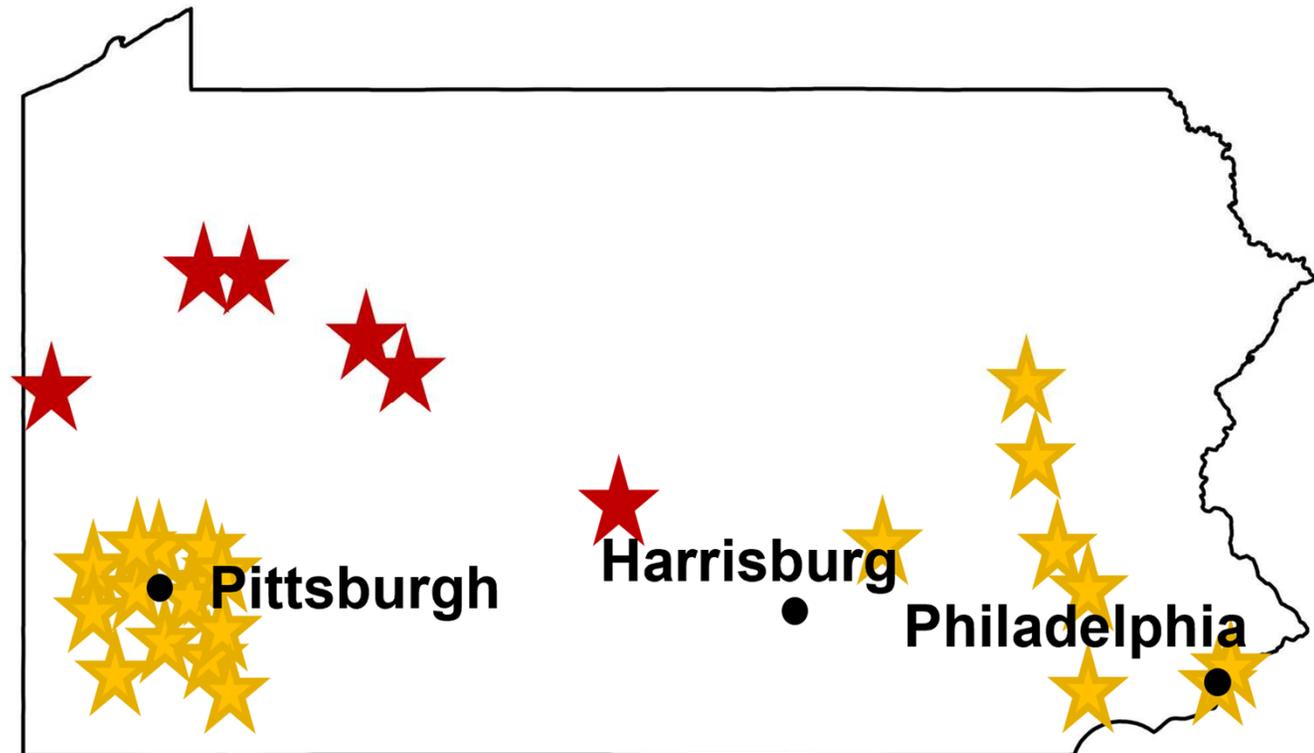
Blueprint Communities: 2024 Focus Area

Pennsylvania Cohorts

2005 

2015 

2024 **Eastern PA**



WHO are we?

- Pennsylvania Downtown Center (PDC) is the only statewide nonprofit dedicated solely to the revitalization of the commonwealth's core communities.
- PA State Coordinator for the National Main Street Center – Main Street America, subsidiary of the National Trust for Historic Preservation



WHAT do we do?

- In partnership with DCED, PDC provides outreach, education & technical assistance to support the Keystone Communities Main Street & Elm Street programs
- Membership-based organization
- Our mission
 - to build and support the capacity of local non-profit organizations, municipalities and individuals to enhance the overall well-being and sustainability of Pennsylvania's central business districts and surrounding residential neighborhoods.



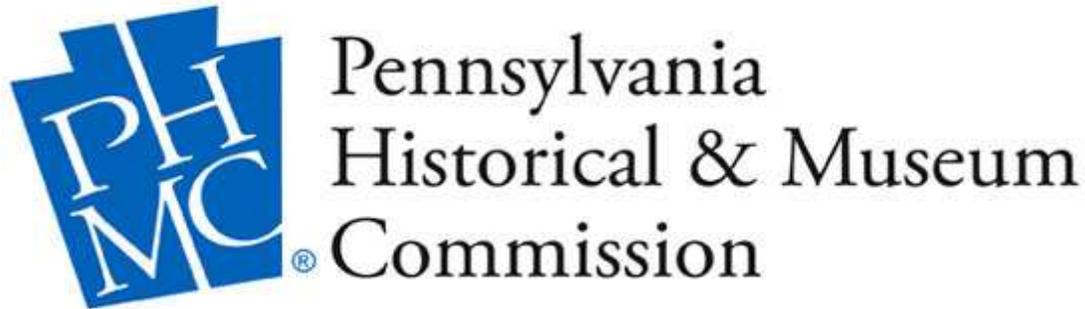
main street



elm street



Additional Partners



Blueprint Communities: Benefits

- **Establishes a Community-led Vision and Strategic Plan**
 - Identifying community assets and resources
 - Visioning around community opportunities
 - Building Five-year Community Plan with wide input
 - Tracking and evaluating progress over time
- **Strengthens Community Ability To Lead and Meet Goals**
 - Leadership development, and team building
 - Boosting local organizational capacity to operate effectively
 - Technical expert connections unique to community needs
 - Communications support to share successes, access funding
- **Leverages Public/Private Investment for Economic Growth**
 - Expanding partnerships with resource providers and funders
 - Executing Momentum-building projects, showcasing progress
 - Anchor grants supporting plan implementation after graduation
 - Utilizing available FHLBank Products

Who can apply?

Community Participation:

- **Who is eligible?**

- Municipality, Cluster of municipalities, a neighborhood in a city, a county, or region
- Population of <30,000
- Communities that have not developed implementable strategic plans within the last 2 years
- Focus on Eastern Pennsylvania Communities (east of the Susquehanna)

- **What do they need?**

- Identified fiscal agent
- A **desire to create direction** and build capacity to move forward
- Existing efforts related to community development initiatives or projects
- Participants that can **commit** to the **18-month** program training schedule
- **Willingness to learn and grow** as a team & utilize new opportunities

Year 2 & 3: 2024-2025

- PDC in partnership with Penn State Extension and others we will provide education, technical assistance & coaching to Community Teams.
- Eight Group Workshops between:
 - **April 2024 – December 2025**
- Community Site Visits & Trainings monthly in between:
 - **May 2024 – December 2025**

Community Teams: 8-10 Local Leaders

Required Team Members

- **Representative of FHLBank Pittsburgh member financial institution**
- **Local Government Official**
- **Representative of a community organization**
- **Economic development professional**
- **Real estate developer & specialist**

Non-Required Team Members – based on community's individual needs and opportunities

- Healthcare representative, arts organization, Main Street org., other nonprofits, students, outdoor rec/trail, etc.

Community Teams (cont.) & Commitment

- Diverse representation of the community is vital
- Various perspectives, experiences & skillsets should be represented
- Have each member identify what their individual strengths are that they contribute to the team
- Letter of support from FHLBank member
- Letter of support from local government official
- Willingness to fully participate is important
- Attendance for at least 2/3 of the group trainings and at least 2/3 of the monthly community meetings/trainings is required
April 2024 – December 2025

Plans

- To be eligible to participate a community or region **should not have created a community plan within the last two years.**
- Eligible communities will **demonstrate a desire and need for an implementable strategic plan.**
- Recent planning activities that could still make your community eligible:
 - Recent municipal or multi-municipal Comprehensive Plan
 - Recent community engagement process without clear strategy
 - Planning activities without clear direction to implement
 - Planning activities that were top-down and did not involve community engagement process

Application Review

- Full Blueprint Community Application in Submittable form

Required attachments:

- Map of the proposed Blueprint Community focus area - please be sure to show census tract(s), business or neighborhood district boundaries, and special points of interest.
- Letter of Support from FHLBank member
- Letter of Support from local government member (sample letter of support template on PDC website)

Optional attachments:

- Relevant community plans, vision, and/or economic position statements.

Application Review (cont.)

- **Description of the community** - as if to someone who has never been there
- **Brief history of community** and any recent community development efforts
- **Challenges:** What stands in the way of the community's success?
- **Housing in your Community:** strengths & challenges
- **Economy & Business in your Community:** strengths & challenges (locally & regionally)

Application Review (cont.)

- **Collaboration & Communication:** examples of previous team/community collaboration & consensus building
- **Local Leadership:** describe the current state of leadership
 - Are the right leaders in place?
 - Are the right partners in place (public & private) to implement the strategy?
 - Who are the key stakeholders?
 - Are the right organizations in place to implement the strategy?
- **Community Planning:** describe the most recent planning activities
 - Vision/Economic Position Statement, Comprehensive Plan, other?
 - If there is a recent plan – how will this process be beneficial?

Community Selection Process

- **Application**
 - September 27th
- **Informational Webinars:**
 - October 12th
 - November 8th
- **Application/RFP Deadline**
 - December 1st
- **Community Site Visits**
 - December 4th – 15th
- **Select & Notify Communities**
 - By early February

Onboarding if Selected

- Required to complete **Community Statement of Commitment**
- Required to pass **Municipal Resolution(s)**
- Required to provide **\$2,000 of earnest funds**
 - These funds will be returned in full if participation thresholds are achieved (2/3 participation by each team member to group and community trainings)
 - Returned at the end of the training for implementation of the plan
- Kick-off Event and Group Training: **April 29 & 30, 2024**
- Ongoing Group Trainings: **every two/three months through December 2025**
- Monthly Community Trainings: **May 2024-December 2025**

Thank you for your interest!

- Reminder: **Applications Due December 1st**
- Please visit: <https://padowntown.org/> for up-to-date information, answers to webinar questions/FAQ, etc.
- For additional questions or to schedule a pre-application meeting or site visit please email:

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