



Community-Based Grants Initiative
Southwest Prosperity Zone Gathering
Job Creation and Economic Investment Breakout

Golden LEAF Community-Based Grants Initiative Breakout Session

- Overview of Golden LEAF Job Creation and Economic Investment Priority Area
- Outcomes Measured by Golden LEAF
- Example Golden LEAF Projects



Golden LEAF Strategic Priorities FY 2022-2026

- **To increase job creation and economic investment in rural, economically distressed, and tobacco-dependent communities**
- To improve workforce preparedness in rural, economically distressed, and tobacco-dependent communities
- To increase the value of North Carolina's agriculture industry
- To improve the competitiveness and capacity of targeted communities
- To have, and be recognized for, excellence in organizational collaboration, innovation, and impact



Golden LEAF Priority Area Outcomes

Job Creation and Economic Investment

- Investment in publicly owned infrastructure
- Investment in privately owned property, plant, and equipment
- New full-time jobs created
- Average annual wage of new full-time jobs
- Business start-ups

Narrative: Jobs retained that were at risk without Golden LEAF support; comparison to county average wage; job creation in identified job sectors; etc.

Points of Clarification

Business Start-Ups

Refers to new businesses started as a result of a Golden LEAF project. Support is via governmental entities or 501(c)(3) nonprofits that provide entrepreneurial, incubator, or accelerator support. For example, new businesses that started in an incubator funded by Golden LEAF. This outcome is NOT related to:

- Direct funding to for-profit businesses
- Start-up/new organizations that seek to open an incubator or accelerator

Job Retention

Job retention is in most cases NOT a driver for Golden LEAF funding. Golden LEAF has supported retention in cases in which it was clearly demonstrated jobs would be lost were it not for Golden LEAF funding. Golden LEAF does not fund ongoing costs to sustain a business/organization.

Quality of Jobs

Job sectors and wages relative to county average are important. Golden LEAF reviews the quality of jobs (wages, benefits, etc.) and the location of the jobs. Jobs in retail or commercial enterprises are often less compelling because they typically offer lower pay and no benefits.

Ashe County

Awarded \$500,000 in April 2021 through CBGI in the Northwest Prosperity Zone.

Funds to be used to support establishment of a 41.7-acre industrial park. The county had no vacant sites to market to prospective companies, constraining local industrial growth. The new industrial park will contain five sites ranging in size from 2.2 to 13 acres each. Prior to Golden LEAF funding, the county had purchased land and completed an engineering report for the property. This land sits 1.25 miles away from a four-lane divided highway and across the street from several other large industrial buildings.

- ✓ Funds to be used for site preparation and infrastructure-related costs (publicly owned site).
- ✓ Leverage funds awarded by the Appalachian Regional Commission and Blue Ridge Electric.
- ✓ **Investment** of \$1,384,043 in **publicly owned infrastructure**.
- ✓ Location of companies at the park expected to result in **private capital investment** of at least \$12,350,000 and 108 **new full-time jobs** at an **average annual wage** of \$40,000.

Town of Murphy

Awarded \$500,000 in April 2022 through CBGI in the Western Prosperity Zone.

Funding to the Town of Murphy to replace and expand a sewer lift station. The upgrade will both enable adequate sewer service to three of the county's largest employers—Erlanger Western Carolina Hospital campus, Moog Inc., and Tri-County Community College—and support a new medical office complex that will house six to seven new medical practices (estimated to create at least 42 new jobs) and future industrial development in the Peachtree community along the Hwy 64 West corridor.

- ✓ Funding must be to expand job creation and economic development, not purely repair or replacement.
- ✓ Show **evidence of demand** (if known) and possibility of future development.

Comparison of SITE Program and CBGI

SITE Program

- Three Phases—Identification, Due Diligence, Development
- Specific due diligence items must be completed prior to application for Development
- Application cycle not limited by region

CBGI

- No specific due diligence required to be complete to apply
 - BUT Golden LEAF will inquire about due diligence completed
 - Awards will be contingent on completing due diligence (if not already complete)
- Single opportunity to apply; no phased approach

Ownership and Control of Property

Public Control

- 5-year option (or similar agreement) in favor of a governmental entity or 501(c)(3) nonprofit
- Required for due diligence and/or extension of public infrastructure to a site

Public Ownership

- Ownership of property by a governmental entity or 501(c)(3) nonprofit
- Required for direct improvements to a property such as clearing and grading

Transylvania County

Awarded \$1,500,000 in April 2022 through CBGI in the Western Prosperity Zone.

Funding to expand Transylvania County's Sylvan Valley Industrial Center. The county developed a 60,000-square-foot industrial building that resulted in the creation of 17 new jobs. The property is now fully leased. This project will expand the building.

- ✓ Golden LEAF support for shell and spec buildings is very limited, but CBGI is one possible avenue.
- ✓ Funding is most likely when there is strong **evidence of demand** and an analysis of what kind and scale of building is most likely to be in demand.
- ✓ Consider public/private partnerships.

Golden LEAF and Healthcare

Golden LEAF evaluates healthcare through a job creation or workforce preparedness lens.

Health outcomes are complementary but will not support an award on their own.

Examples:

- Expanded medical practices/hospitals
- Expanded treatment facilities
- Space for residency/training programs

Southeastern Regional Medical Center

Awarded \$500,000 in April 2020 through CBGI in the Sandhills Prosperity Zone.

Golden LEAF funds supported construction to expand the cancer center to add a second linear accelerator and increase the size of the 23,725-square-foot facility by 8,700 square feet.

- ✓ Funds used for building construction.
- ✓ Investment of more than \$7 million in **publicly owned infrastructure**.
- ✓ Increased capacity will result in the creation of 32 **new full-time jobs** and 10 new rotation positions.

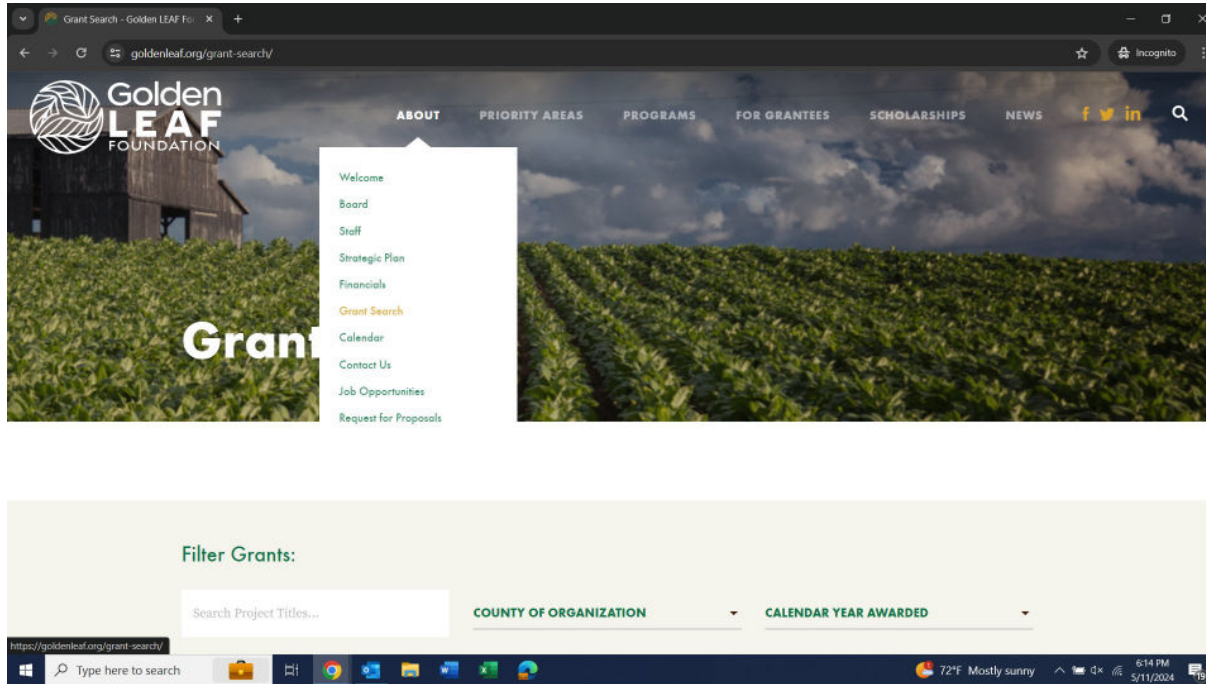
Black River Health Services, Inc.

Awarded \$1,500,000 in February 2023 through CBGI
in the Southeastern Prosperity Zone.

Funding to expand the Black River Health Services clinic located in Burgaw, NC for a newly created rural track for a Family Medicine residency program. This project will add over 30 new jobs including physicians, health professionals, and allied health positions among the residency program, Pender Medical Center, and Black River Family Medicine.

- ✓ Regional project involving residency sites in more than three counties.
- ✓ Supported by planning effort funded by HRSA and by medical schools.
- ✓ Jobs include medical professionals and administrative staff.

For Additional Examples



Search all awarded grants online by clicking About and Grant Search

Questions?

CBGI@goldenleaf.org



Contact Golden LEAF

Please use the form on our website -- <https://www.goldenleaf.org/cbgi-contact>

Golden LEAF will review the information provided and match you with a member of our team to follow up.

Interested applicants can request to meet to:

- Get clarification about the Initiative and the application and selection process
- Discuss a project idea
- Review for designation as a regional project.

Characteristics of Low Priority Projects

- Tourism, arts, or cultural resources
- Shell/spec buildings
- Emergency services including fire departments
- General social services
- Reimbursement for prior expenditures
- Capital campaign or endowments
- General maintenance and operational support
- Infrastructure not related to economic development
- Repair or replacement of existing equipment and infrastructure

Requirements

- Eligible Applicant
 - ✓ 501(c)(3) nonprofit
 - ✓ Governmental entity
- Eligible Uses of Funds
 - ✓ Must be charitable – no impermissible private benefit
 - ✓ May not be used for purchase of land or buildings
 - ✓ May not be used for grant administration
- Projects are subject to due diligence by Golden LEAF staff, Board, and legal counsel as necessary.
- Golden LEAF Board of Directors makes final funding decisions.
- Funded projects are subject to all reporting requirements of Golden LEAF Foundation, the State Auditor, and Office of Budget and Management as applicable. Grantees must comply with all conditions and requirements in the grantee agreement.
- All correspondence/communications to and from Golden LEAF are subject to the North Carolina Public Records Law and may be disclosed to third parties.