



2026 Virginia Appalachian Regional Commission Program How to Apply Workshop

*February 12th-Abingdon
February 13th-Radford*

Virginia ARC Team
ARC Washington Team



**VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT**
Partners for Better Communities

Agenda

- 1** Introduction to the Appalachian Regional Commission (ARC)
- 2** ARC in Virginia
- 3** Application Process
- 4** What Makes a Good Grant Application?
- 5** Break
- 6** Virginia Project Examples
- 7** Sh-ARC Tank Activity

Introduction to ARC

Appalachian Regional Commission



- Created in 1965
- Federal, state and local government partnership
- 13 states
- 423 counties
- 206,000 square miles
- 26 million people
- 74 local development districts

Appalachian Regional Commission



ARC VISION STATEMENT

Appalachia is a region of great opportunity that will achieve **socioeconomic parity** with the nation

ARC MISSION STATEMENT

To innovate, partner and invest to build community capacity and strengthen economic growth in Appalachia

ARC's Investment Priorities



Goal 1. Building Appalachian Businesses



Goal 2. Building Appalachia's Workforce Ecosystem



Goal 3. Building Appalachia's Infrastructure



Goal 4. Building Regional Tourism and Culture



Goal 5. Building Community Leaders and Capacity

ARC Signature Grant Programs

Area Development



- ARC's base state program
- Formula-driven and State-led: Funding is allocated first to the states to support local investment priorities and to empower Appalachian communities
- Varied Timelines, Application Processes, and Award Caps
- Applicants must work with their State Program Managers in the development of their project and submission of their proposal

POWER



- Special program for communities impacted by the downturn of the coal economy
- In FY 2025, ARC made available up to \$65 million for POWER projects
- Grants of up to \$2 million (\$2.5 million for broadband)
- Application Cycle: Winter - Early Spring
- www.arc.gov/POWER

INSPIRE



- Building and strengthening local recovery-to-work ecosystems
- In September 2025, ARC awarded \$11 million to 32 projects across the region
- Grants of up to \$500,000
- Application Cycle: Winter- Early Spring
- www.arc.gov/INSPIRE

ARC in Virginia



Virginia ARC Programs

Virginia's ARC Local Development Districts

- Central Shenandoah
- Roanoke Valley-Alleghany Regional
- West Piedmont
- New River Valley
- Mount Rogers
- Cumberland Plateau
- LENOWISCO
- Other Virginia Localities



- Area Development Program
 - Construction projects
 - Non-Construction projects/planning grants
- Access Road Program

■ Priorities of Virginia's Four-year ARC Development Plan

- Continue to promote regional partnerships that support regional economic development, encourage activities that diversify the economic base, and enhance entrepreneurial activities
- Continue to support the development of a world class and highly skilled, competitive workforce that is well educated and appropriately trained for the job market, as well as provide adequate health care services throughout the Region.
- Continue to assist communities in the preservation, development and promotion of natural and cultural assets for local economies and improved quality of life
- Continue to strengthen current and next generation local and regional leadership capacity to innovate, enhance collaborative and community-based skills to improve quality of life in Appalachian Virginia

Application Process



Step 0: Deciding to Apply

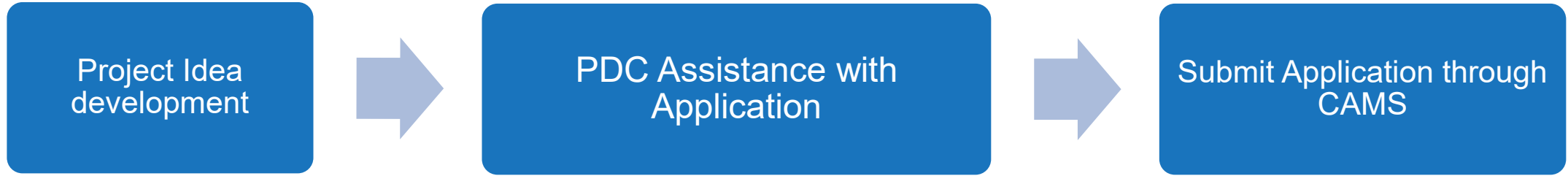
ELIGIBLE APPLICANTS

- Non-profit organizations, educational institutions, Planning District Commissions (PDCs), and state and local governmental entities are eligible to apply for Virginia ARC funding. Private organizations or for-profit businesses are not eligible to apply.
- Nonprofit organizations must demonstrate adequate capacity to be an eligible applicant for ARC funds. To show adequate capacity, an applicant must have full-time staff, a track record with managing comparable projects, and a current 501(c)3 status.
- Eligible funding requests must meet the following criteria:
 - **Applicant clearly describes the proposed project with achievable performance outcomes,**
 - **Applicant has the capacity to implement the project,**
 - **Non-ARC resources are in place to leverage the requested funds,**
 - **Project will be implemented using a collaborative approach, and**
 - **The project is sustainable.**
- Make sure you reach out to ARC partners like State ARC Program Manager or Planning District Commissions



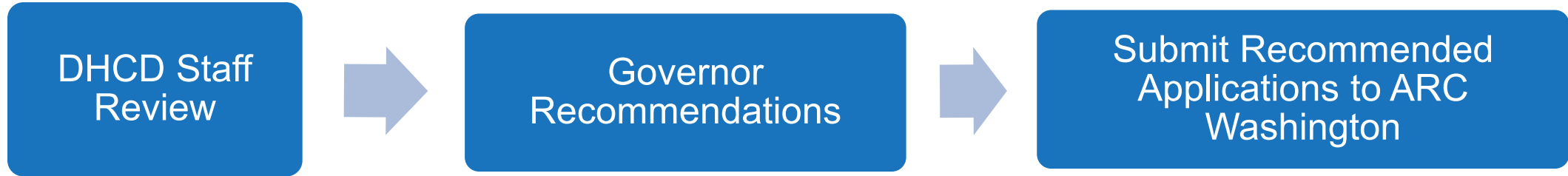
Overview of Virginia ARC Application Process

Local Level

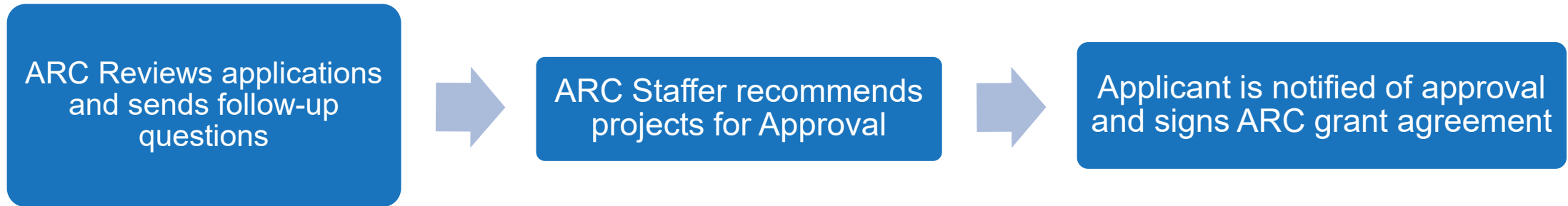


April 30st 2026

State Level



Commission Level

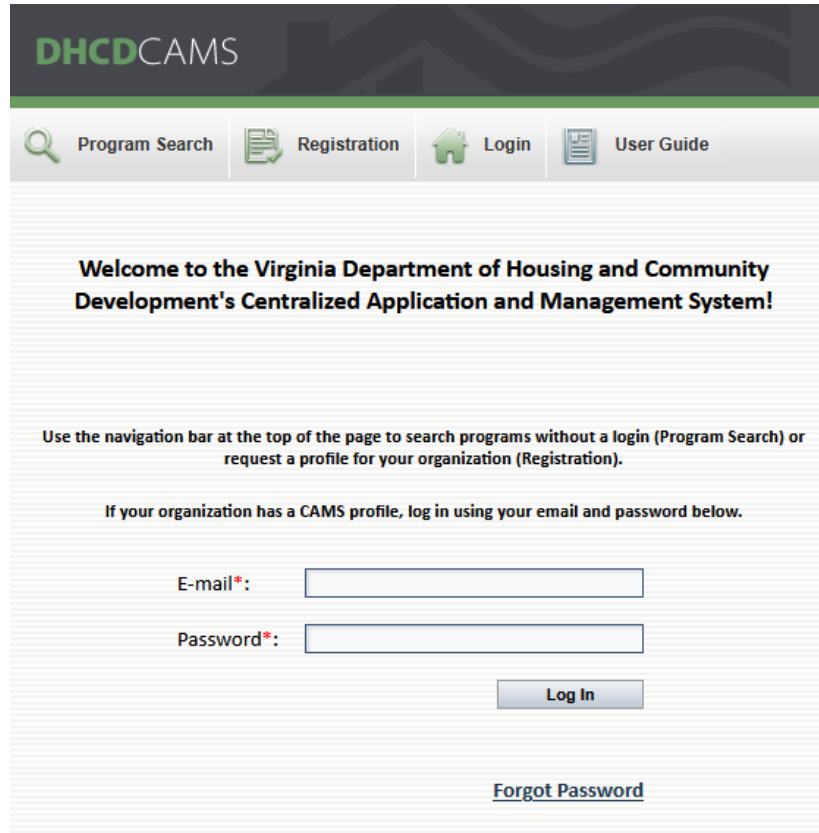


Virginia ARC Funding Caps



Project Type	Current
Construction	Up to \$700,000 (\$1,000,000 for Access Road)
Non-Construction/Planning Grant	Up to \$100,000
Planning Grant	Up to \$50,000 for single and \$100,000 for regional
Regional Non-Construction Projects	Up to \$300,000

Applications will start in CAMS, but will move to Pathways if recommended.



The screenshot shows the DHCD CAMS website. At the top, there is a navigation bar with links for Program Search, Registration, Login, and User Guide. Below the navigation bar, a welcome message reads: "Welcome to the Virginia Department of Housing and Community Development's Centralized Application and Management System!". A blue arrow points from this page towards the Pathways login page.

DHCD CAMS

Program Search | Registration | Login | User Guide

Welcome to the Virginia Department of Housing and Community Development's Centralized Application and Management System!

Use the navigation bar at the top of the page to search programs without a login (Program Search) or request a profile for your organization (Registration).

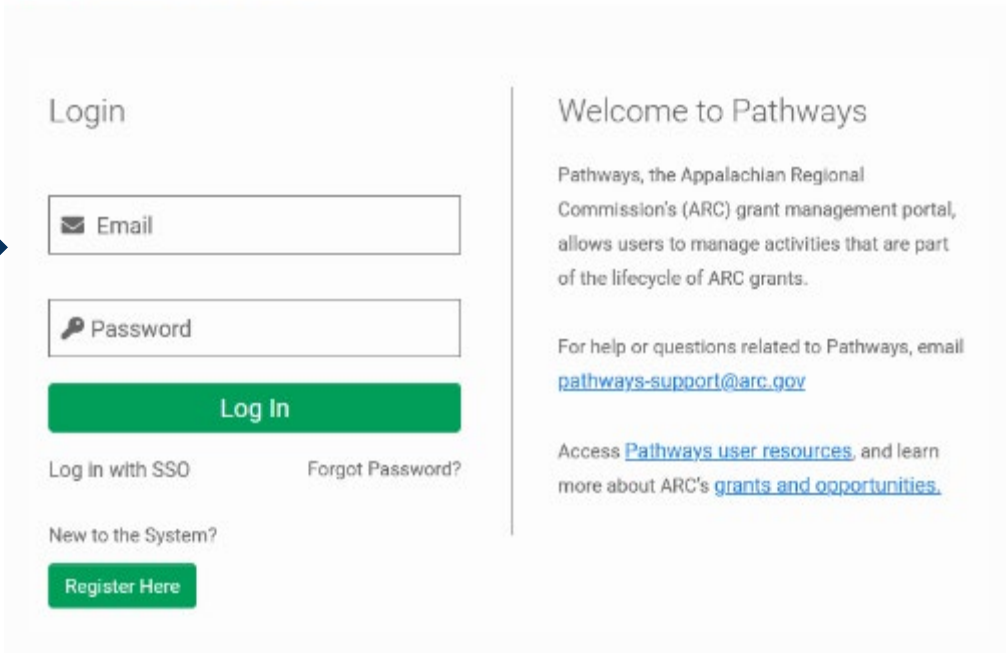
If your organization has a CAMS profile, log in using your email and password below.

E-mail*:

Password*:

Log In

[Forgot Password](#)



The screenshot shows the Pathways Grant Management Portal login page. It features a "Login" section with input fields for "Email" and "Password", a "Log In" button, and links for "Log In with SSO" and "Forgot Password?". Below this, there is a "New to the System?" section with a "Register Here" button. To the right, a "Welcome to Pathways" message provides information about the portal and contact details for support.

Pathways
Grant Management Portal

Login

Email

Password

Log In

Log In with SSO | [Forgot Password?](#)

New to the System?
Register Here

Welcome to Pathways

Pathways, the Appalachian Regional Commission's (ARC) grant management portal, allows users to manage activities that are part of the lifecycle of ARC grants.

For help or questions related to Pathways, email pathways-support@arc.gov

Access [Pathways user resources](#), and learn more about ARC's [grants and opportunities](#).

Tip #1: Use Available Resources!

ARC's and DHCD's website has a lot of great tools, information, and resources, many of which will help you in the development of your proposal.

- [Investment Priorities](#): ARC goals, project highlights, "investments in action"
- [Research Reports](#): Data, statistical research
- [State Specific Information](#): Program Handbook, PDC information, State priorities and State development plan

What Makes a Strong Application?

A strong grant application will...

- 1** Align with ARC's and Virginia Strategic Goals and Objectives
- 2** Demonstrate Economic Impact
- 3** Include a Compelling Narrative
- 4** Demonstrate Community Buy-In
- 5** Include a Detailed Budget
- 6** Contain Confirmed Match Funding
- 7** Demonstrate Strong Organizational Capacity
- 8** Include Specific Project Type Requirements

What primary goal or objective of ARC's strategic plan does your project advance?

What primary goal or objective of Virginia's development strategy or plan does your project advance?

Does your project help to build or strengthen:

- Appalachian businesses?
- Workforce system?
- Infrastructure?
- Culture and Tourism?
- Skills and Resources?

Resources

ARC Strategic

Plan: <https://www.arc.gov/strategicplan/>

Virginia ARC website: [Virginia Appalachian Regional Commission \(ARC\) | DHCD](https://www.arc.gov/virginia-appalachian-regional-commission-arc-dhcd/)

State Plans and Strategies:

<https://www.arc.gov/state-plans-strategies/>

Strategic Goals and Example Project Types

ARC Goals	Construction Examples	Non-Construction Examples
Goal #1: Building Appalachia's Businesses	Incubators, industrial sites	Providing TA to businesses
Goal #2: Building Appalachia's Workforce Ecosystem	Training center construction	Workforce training program Healthcare/ SUD recovery program
Goal #3: Building Appalachia's Infrastructure	Water, sewer system expansion Installing Broadband fiber	Planning, studies to assess need
Goal #4: Building Regional Culture and Tourism	State Park trails extension Historic building renovation	Tourism Promotion
Goal #5: Building Community Leaders & Capacity	Construction of a leadership center	Community Strategic Planning



Construction Projects: Goals & Strategies

Select only ONE ARC goal the proposed project will primarily address:

1. Building Appalachia's Businesses
2. Building Appalachia's Workforce Ecosystem
3. Building Appalachia's Infrastructure
4. Building Regional Culture and Tourism
5. Building Community Leaders and Capacity

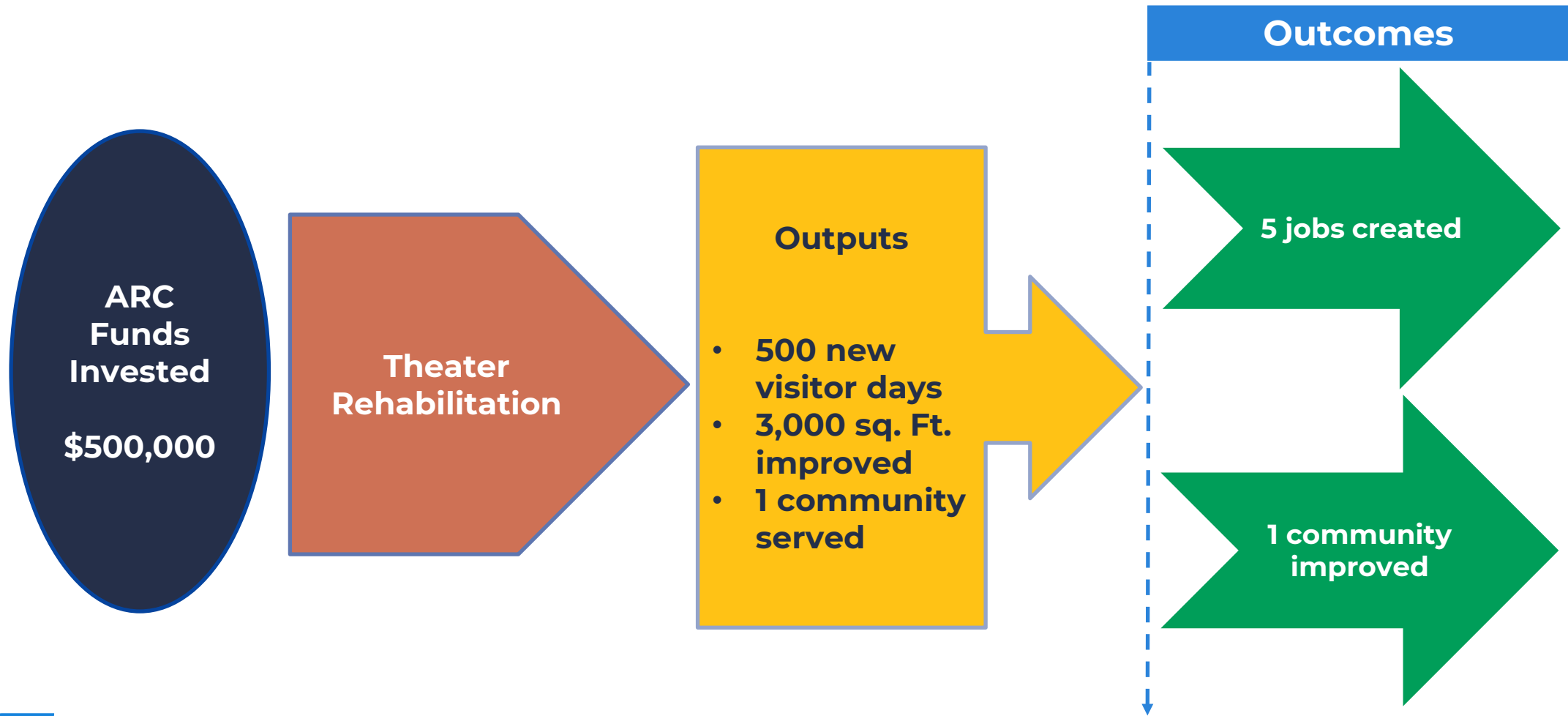
- Incubators & accelerators (Goal 1)
- Business parks (Goal 1)
- Downtown revitalization (Goal 3/4)
- Training facility renovation (Goal 2)
- Water/sewer systems (Goal 3)
- Fiber-optic broadband (Goal 3)
- Rail spurs/inland ports (Goal 3)
- Tourism, recreation, and natural assets (Goal 4)

The "Economic Development Lens"

ARC places high-value on projects that wherein the correlation with **economic development** is clear and made prominent.

All proposals are considered from the perspective of **economic development** and reviewed using this lens.

How is Economic Impact Translated into Outcomes?



ARC Performance Measures

Requirements:

1. At least **one ARC output & outcome** for all implementation grants*
2. Explanation for how measures are **estimated, collected, and tracked.**

Estimated measures are included in applications; actual measures are reported throughout the duration of grant and up to 3 years after closeout.

*Planning grants are the exception requiring only a single output.

Refer to **ARC's Guide to Performance Measures:**
www.arc.gov/resource/guide-to-arc-project-performance-measures/



Performance Measures: Key Takeaways

- You should include both a **table** as well as a **written narrative to list, identify, and describe performance measures as well as the methodology** used for their estimation.
- Include **timeframe** (i.e., achieved at project completion, or up to three years after grant closeout).
- Define your measures: what is meant by **“served”** and **“improved”**?
- Include letters of **documentation when required**
- Describe how outcomes will be **tracked/measured.**
- Remember to use **numbers** and include measures from **ARC's guide.**

Non-Construction Project Example

Number	Indicator	Methodology	When This Will Be Achieved
1	Organization served	Our nonprofit will develop a data training program and a membership model.	At project close
1	Organization improved	Our nonprofit will increase its net income by 20%.	2 years after project close
1	Programs implemented	Investment will result in one training program implemented. A new membership model will be embedded within that program.	1 year after project close

Narrative Section Contents

Overview

- ✓ Project Description
- ✓ Project Geography

Rationale

- ✓ Strategic Rationale
- ✓ Regional Strategy and Planning Assessments
- ✓ Analysis of Alternatives
- ✓ Evidence of Local Demand
- ✓ Long Term Impacts

Sustainability

- ✓ Project Sustainability
- ✓ Ownership and Maintenance (Construction)
- ✓ Project Continuation or Expansion

Project Description

- Expand on the executive summary section by **describing the project's primary purpose, main activities, and expected impacts**
- Take your time to spell out the specific details of your project – the **who, what, when, and where**

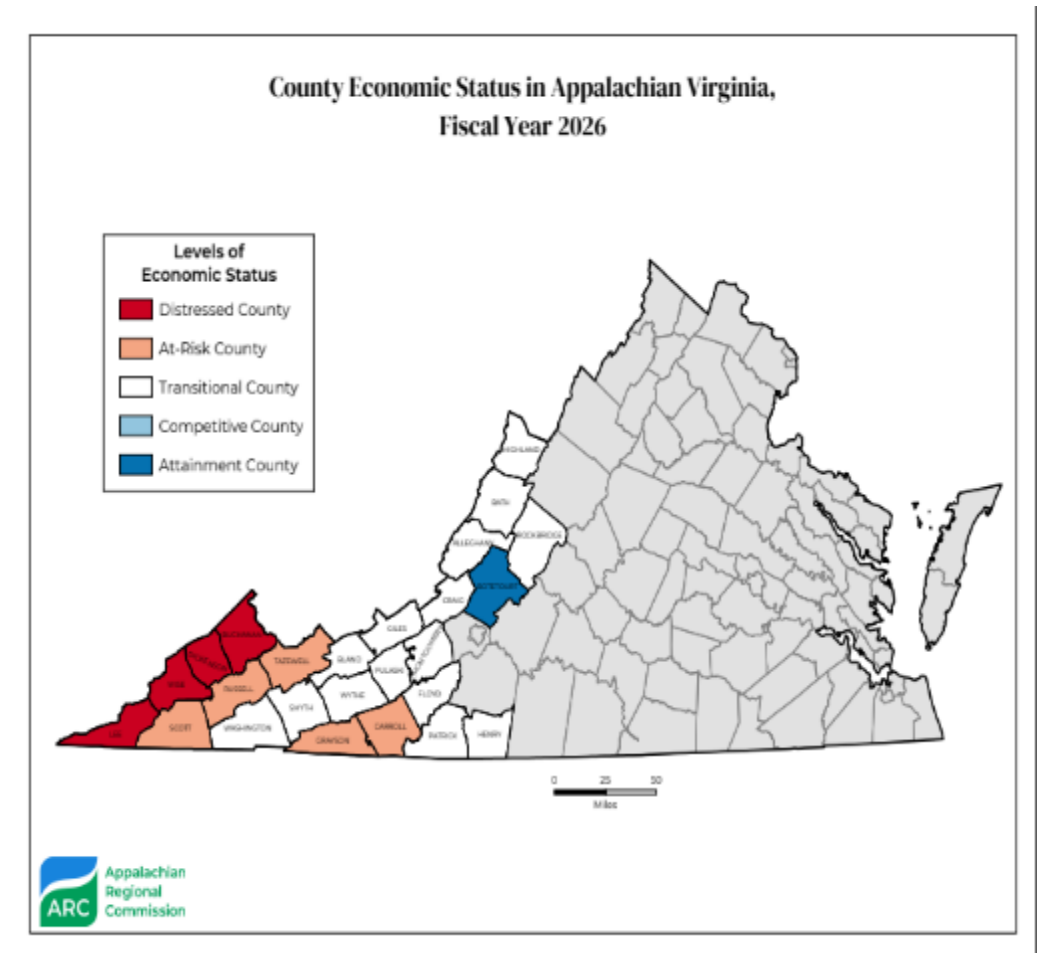
- Provide context: **Assume the reader has never heard of your organization or been to your locality**
- Description: Who are the **primary users/beneficiaries** of the project?
- Describe general **marketing campaigns**
- **Construction Projects:** Make sure to identify the organization or agency that will be responsible for project administration tasks including **environmental review, Davis-Bacon Act compliance, procurement management, etc.**

Project Geography

Describe **geographic scope** (note economic status of impacted counties and **identify distressed service tracks**)

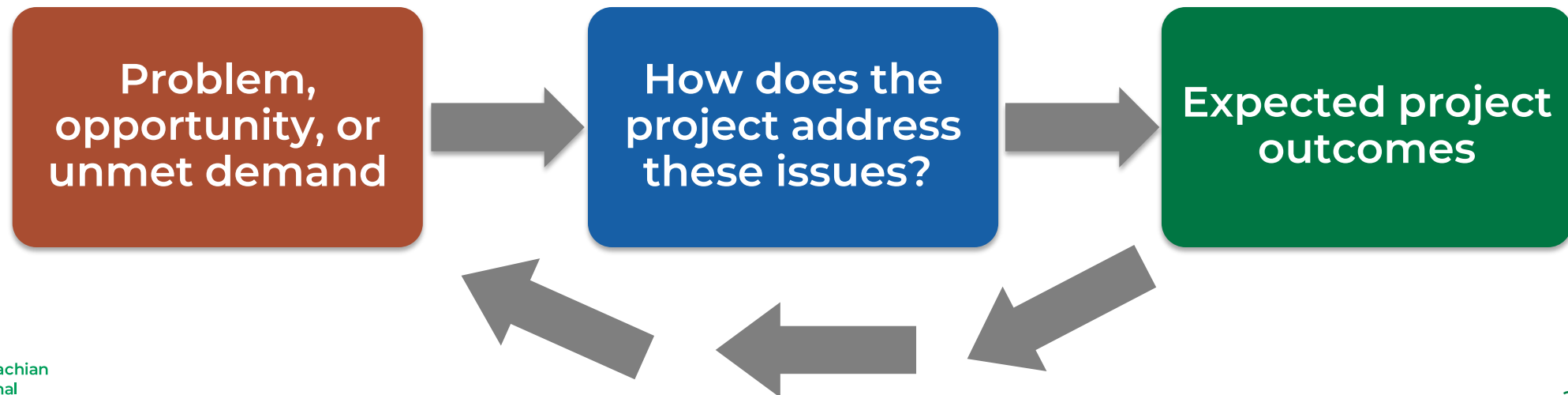
<https://www.arc.gov/classifying-economic-distress-in-appalachian-counties/>

*match rates are still determined by county status, regardless of distressed areas within



Strategic Rationale and Project Benefits

- What is the **problem** to be solved or opportunity to take advantage of?
- How does this **impact** the community?
- Letters of **demand** from businesses or other community stakeholders



Address these questions to strengthen the rationale section of your project narrative

Regional Strategy and Planning Assessments

- Progress toward a **regional strategy**?

Analysis of Alternatives

- Most practical, cost-effective, and beneficial way to achieve desired results when compared to alternatives. **Why?**

Evidence of Local Demand

- Describe **local/regional demand** for your project. Summarize any letters of demand from businesses and other community stakeholders that attest to the economic impact of the proposed project.

Long-Term Impacts

- What are other **benefits** that are likely to result from the project?

Attach or upload a workplan that...

- Acts as a project roadmap
- Has clearly defined objectives
- Outlines specific tasks/
key activities
- Notes who is responsible for each task
- Provides a timeframe for completion



Workplan Template

A required application component under "Project Description" for both construction/non-construction projects.

Instructions: Please complete the workplan below to outline and describe all major project activities. You may add or remove rows for milestones and action steps as necessary.

Proposed Activity or Milestone #1:				
Key Action Steps	Timeline	Expected Outcome(s)	Person or Area Responsible	Notes/Comments
<i>Define each action step by it's own row - add or delete rows as necessary</i>	<i>A start and expected completion date must be included for each action step</i>	<i>Please define expected outcome for each step</i>	<i>A responsible person or division must be identified for each step</i>	<i>Additional notes or comments are optional</i>
1				

Sustainability:

Describe plans for on-going financial and operational sustainability; include plan and timeline in securing other sources of support

Ownership and Maintenance (construction):

Who will provide on-going maintenance on completed project?

Project Continuation or Expansion:

Note if the proposed project is a continuation or expansion of an on-going program or had previously received ARC funding. If so, what has been achieved so far?

Project Sustainability

Financial Feasibility (Construction)

Briefly explain how the project is financially feasible. Cite relevant studies or research and then attach these documents to support your response.

- Five-year pro forma financial projections that demonstrate financial sustainability
- Other independent assessments of sustainability like feasibility studies or business plans

Avoid Common Pitfalls

Common issues we see are...

- Insufficient or inappropriate use of **data**
- Failing to address the **specific** need, opportunity, or demand of the **proposed service area and the communities involved (not the US, not Appalachia, but the counties/communities directly impacted)**
- Failing to tie the project in with the advancement of **regional strategies** for economic development
- Overlooking opportunities to highlight how this project is **capitalizing on other area investments**
- Not speaking to the **gap** that would exist in the community if the project was not implemented and the impact that would have
- Failure to include **letters of support and demand** – letters that show how others will use or benefit from your program



Common Application Issues

- Match Calculations & Documentation:
 - Provide match letters
 - Budget expenses must align with project activities across ALL documents
- Performance Measures:
 - Specify outputs and outcomes using VA Program Handbook
 - Outputs/outcomes must align with goals & objectives (use VA Four-Year Development Plan)

Partnerships

ARC and its state partners place **high value** on projects that **cultivate partnerships** and that make connections within and among various agencies and communities

“We are working with the following partners on the development and execution of this project, and this is how each one is contributing....”

Partnerships (continued)

- Describe partnerships or collaborations with other local, state, federal, or private partners in the development of the proposal.
- Partnership is more than just “we support this project.” **How are your partners involved?**
- Provide **letters of engagement and/or MOUs from partner organizations** that commit to undertake specific activities in support of the project.



Construction and Non-Construction Projects: Consistent Budget & Match

- Detailed engineer or architect construction report (PER/PAR) that fits project activities and identifies uses of funds by budget line item
- Separate ARC project budget from larger multi-phase construction budget
- Consistent project cost totals on standard forms, detailed budget, and basic agency letter
- Provide match commitment letters pledging specific cash and/or in-kind amounts (in-kind match limit is 50%)
- MAI appraisals for real property offered as match or acquired/constructed

DHCD Derivation of Costs

Budget Line Item	Total	ARC	Non-ARC	Source of Non-ARC	Source of Estimate	Date
EXAMPLE - Sewer Installation						
<u>Construction</u>						
2,000 LF of 8-inch sewer line @ \$50/LF	\$450,000	\$400,000	\$50,000	Name	PER	11/2/2018
5,000 LF of 2-inch force main @ \$16/LF	\$80,000	\$50,000	\$30,000	Name	PER	11/3/2018
4,175 LF of 6-inch service laterals @ \$20/LF	\$83,500	\$0	\$83,500	Name	PER	11/4/2018

Budget Narrative Worksheet for Non-Construction ARC Projects
For grants approved by ARC on or after June 21, 2024.

COST CATEGORY	ARC	COST-SHARE (matching funds)		TOTAL (ARC + Match)
		Cost-Share: Cash Contribution	Cost-Share: In-Kind Contribution	
TOTAL DIRECT CHARGES				
Personnel I: Position Title, # of individuals with this title	ARC	Cost-Share Cash	Cost-Share In-Kind	Total
Use this space to Include position title, duration of employment, annual salary, name, and key responsibilities. Indicate whether this position is FTE and include the percentage of time dedicated to the project.				\$-
Fringe Benefits	ARC	Cost-Share Cash	Cost-Share In-Kind	Total
Use this space to describe how fringe benefits are calculated.				\$-
Travel	ARC	Cost-Share Cash	Cost-Share In-Kind	Total
Example: Travel for X staff members to attend meetings, work with partners, etc., etc. @.X cents state mileage rate x X miles per year x X years.				\$-
Equipment	ARC	Cost-Share Cash	Cost-Share In-Kind	Total
Include a detailed list of equipment.				\$-
Supplies	ARC	Cost-Share Cash	Cost-Share In-Kind	Total
Include a detailed list of supplies.				\$-
Contractual	ARC	Cost-Share Cash	Cost-Share In-Kind	Total
Other	ARC	Cost-Share Cash	Cost-Share In-Kind	Total
TOTAL DIRECT CHARGES	\$-	\$-	\$-	\$-

Equipment and Supplies List (s)

Item Description	Cost Per Item	Number of Items	Total Item(s) Cost
Transfer Forceps	15.99	5	\$ 79.95
Suture Removal Kits	32.02	5	\$ 160.10
Occluders	7.99	5	\$ 39.95
Tape Measure	11.91	5	\$ 59.55
Male Cath Manikins	861.00	5	\$ 4,305.00
Prostate Model	89.30	1	\$ 89.30
Suture insertion kits	195.00	5	\$ 975.00
Nebulizers	39.99	5	\$ 199.95
Baby Manikins	1,238.00	5	\$ 6,190.00
Inhalers	31.99	5	\$ 159.95
Ear Manikins	176.22	5	\$ 881.10
Ishihara Books	28,49	5	\$ 142.45
Wall Mount Sharps 5QT	46.00	5	\$ 230.00

Construction Project Budgets and PERs

- ARC requires a **PER or PAR** to be submitted with a full construction project application. A good PER provides the foundation for the project description, strategic rationale, and performance measures.
- PERs/PARs should have a **credible source**, (i.e., engineer's stamp or letterhead).
- A reasonable reviewer should be able to understand the specific project components and whether they are priced reasonably.
- Budgets should include **contingency**.
- Make sure to include lines for administrative, legal, or other costs outside an engineer's scope, in the **detailed budget** (budget narrative).

Preliminary Engineering Report/Architectural Report

Required for Construction
Projects



1

TABLE OF CONTENTS

- I. EXECUTIVE SUMMARY
- II. GENERAL BACKGROUND
- III. EXISTING WATER AND WASTEWATER SYSTEM
- IV. PORTOBELLO PROJECT WATER AND WASTEWATER DEMANDS
- V. PROPOSED PROJECT
- VI. PROJECT PHASING
- VII. CONSTRUCTION SCHEDULE
- VIII. ENGINEERS OPINION OF PROBABLE CONSTRUCTION COST
- IX. APPENDIX
 - a. OVERALL PROJECT MAP – WATER AND WASTEWATER IMPROVEMENTS

2

Florence-Lauderdale Port Authority Preliminary Total Project Costs Estimate (12/11/2024)

ITEM	QUAN.	UNIT	DESCRIPTION	UNIT PRICE	TOTAL
1	1	LS	Mobilization & Demobilization	\$54,000	\$54,000
2	190	TN	OCSP Sheet Pile Structure	\$5,000	\$950,000
3	1,500	TN	Course Aggregate Stone Backfill	\$60	\$90,000
4	30	CY	Concrete Slab at Woodall Grain Mooring Cell	\$1,500	\$45,000
5	2	EA	Ladders & Miscellaneous Metals	\$12,500	\$25,000
Total Estimate					\$1,164,000
10% Contingency					\$116,400
Total Estimated Construction Cost w/ Contingency					\$1,280,400
Administration					\$20,000
Engineering					\$128,170
Total Estimated Project Cost					\$1,428,570

Common Budget Challenges

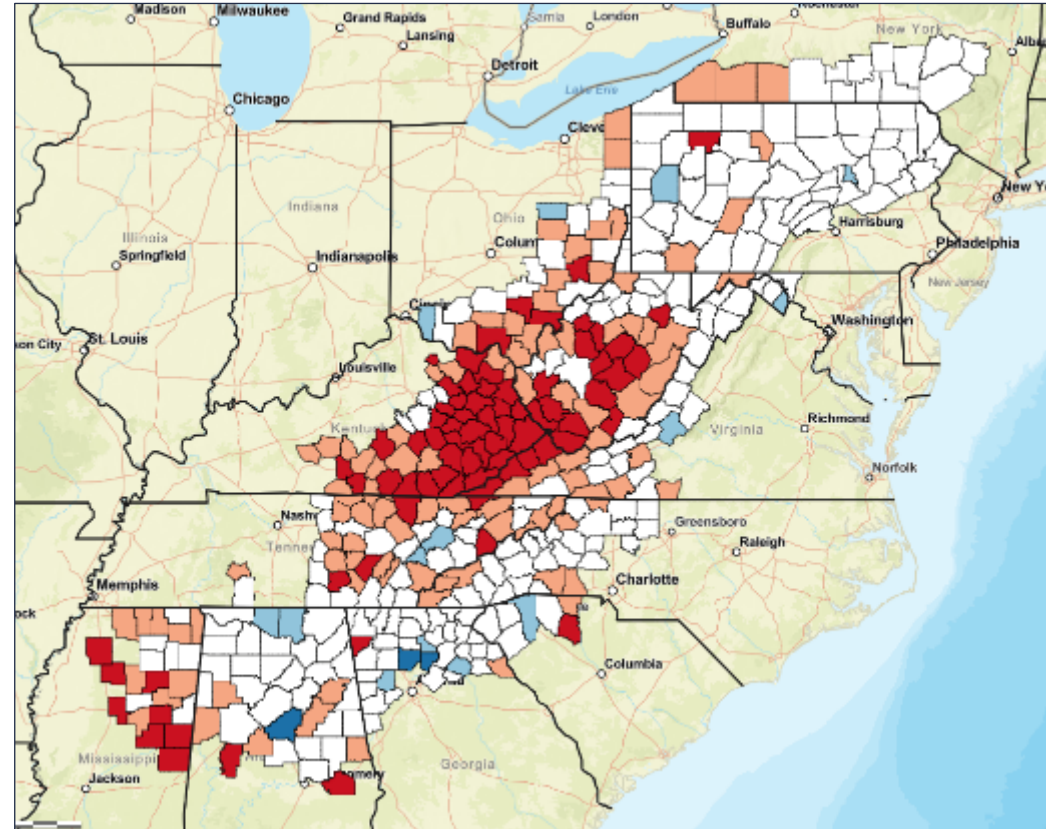
Here is a list of common budget-related errors, omissions, challenges, and roadblocks:

- Distinguishing between equipment and supplies
- Using whole numbers (please do not include cents!)
- Inconsistency across forms/data fields, letters and other documentation (especially when updates or changes occur that are only reflected in one place)
- Calculating personnel time
- Unallowable costs
- Construction estimates that are out of date

Match Requirements

ARC match rates are determined by county economic status designations:

County Designation	Max ARC	Min Match
Distressed	80%	20%
At-Risk	70%	30%
Transitional	50%	50%
Competitive	30%	70%
Attainment	0%	100%



ARC's Match Rate Calculator

- Download the Excel
- Watch the Instructional Video
- Plug in the counties impacted by your project and their designated economic status (or simply the number of distressed, at-risk, transitional, and competitive counties) and...
- Voila! ARC/Applicant Cost Share will be automatically calculated

County	Economic Status	ARC Cost Share (%)	Match Cost Share (%)			
Economic Status				Maximum Allowable ARC Cost Share (%)	Minimum Match Cost Share (%)	
				Distressed	80	20
				At-Risk	70	30
				Transitional	50	50
				Competitive	30	70
				Attachment	0	100
Number of Counties						
County Designation						
Maximum ARC Cost Share						
Minimum Match Cost Share						
Weighted Factor						
Total Expected ARC Amount						
Total Expected Match Amount						
Total Project Costs						
Maximum Allowable ARC Amount						
Minimum Total Match Amount						
MULTI-County Projects						
Match Rate (Default and Average)						
Best Allowable ARC Cost Share						
Number of Counties Served						
Distressed						
At-Risk						





What is Match?

- Cash
- Loans
- In-kind
 - Land or property or equipment
 - Services



How to Document Match

- Document match on letterhead or by copy of official document
- Document must include dollar amount committed
- Document must include signature of authorized representative
- For real property - must have MAI appraisals (or equivalent)
- For in-kind match
 - Includes description of in-kind resource (personnel, equipment, contract labor, materials, etc.)
 - Include explanation of how you determined the value of in-kind contribution
 - Note – after project is approved, you must track in-kind. You also must maintain all relevant match records such as personnel records, time sheets, etc.

Match Commitment Letters

- All match must be documented through a commitment letter from the match source
- On letterhead or copy of official document
- Must include:
 - Dollar amount (or value of in-kind) committed
 - Signature of authorized individual
 - Description of in-kind match and how value was determined
 - If match is in-kind real estate, must attach copy of MAI appraisal

Note: Once your project starts, you must track in-kind match (i.e., time sheets for personnel hours).

Match Commitment Letter Example

- ✓ On Letterhead
- ✓ Notes the specific amount of funding being provided
- ✓ Authorized Signature

City of Baxter

P.O. Box 335 • 200 Main
Baxter, Tennessee 38544
Telephone: (931) 858-4111 • Fax: (931) 858-5904

November 25, 2019

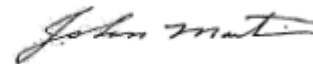
Brooxie Carlton, Deputy Assistant Commissioner
312 Rosa L. Parks Ave.
Tennessee Tower-2nd Floor
Nashville, TN 37243

Dear Ms. Carlton

The City of Baxter is pleased to provide the necessary match funding for the 2019 Baxter Water and Wastewater Systems Rehabilitation Grant. As of the date of this letter, the projected match amount from the City of Baxter is \$550,000. I am extremely excited to see the economic positive impact that this project will have for the citizens of the City of Baxter.

If you have any questions, or require additional information, please feel free to contact me.

Sincerely,



John Martin
Mayor, City of Baxter

The City of Baxter prohibits discrimination on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation and marital or family status.

Organizational Capacity

Demonstrate you have the capacity to successfully execute your project

- Include information about previous experience with **similar activities**
- Include information on organizational experience **managing federal grants**
- Note the qualifications of **key individuals** including **consultants and contractors**
- Identify **subrecipients** and **intended contractor roles** to distinguish them from other personnel
- Attach **position descriptions** for unfilled positions and **resumes/ biographical sketches** of key staff

Additional requirements or demonstration standards accompany certain projects.

Please see ARC policies on

- Residential Infrastructure Projects
- Travel and Tourism
- Use of ARC Export Funds for Trade Events

All found within ARC's Project Guidelines:

<https://www.arc.gov/resource/arc-project-guidelines/>

ARC Residential Infrastructure Policy

- Generally, ARC does NOT fund water/sewer projects that only serve **residences**.
- Exceptions for Distressed Counties.
- Exceptions for at-risk or transitional counties ONLY if:
 - A compelling need is shown (i.e., poor water quality, distressed census tract)
 - It is disaster relief
 - It addresses a mandate from EPA

ARC Travel/Tourism Policy

ARC supports tourism activities that fit within a regional or community strategic plan.

Projects should have clear economic benefits.

Examples:

- Planning and research
- Training and technical assistance
- Education and capacity building
- Marketing and promotional efforts

*Grantees are encouraged to apply for an ARC planning grant to confirm the need for an implementation grant if no regional or local plan has been created.

Further Guidance on Travel and Tourism Projects

Follow this link to find more information on ARC's Travel and Tourism Policy. Within this document, you will find:

- Components of a Strategic Plans vs. Feasibility / Cost Benefit / Economic Impact Analysis
- Best Practices for Impact Analyses
- Economic Impact Data Resources
- Other considerations

Guidance on Documentation Required by the ARC Policy on Travel and Tourism for Construction Projects

ARC Travel and Tourism Policy:

ARC will support activities as they relate to the travel and tourism industry in the context of an overall development strategy. Grant proposals to use ARC funds for capital improvement or construction related to travel and tourism must meet both of the following criteria:

- A.** Be an integral part of a strategic plan for the community and/or region, **and**
- B.** Meet the highest standards of a cost-benefit analysis and/or feasibility study as to economic outcomes.

A. Part of a Strategic Plan for the Community

Grant proposals to use ARC funds for capital improvement or construction related to travel and tourism should be an integral part of a strategic plan for the community and/or region. Make sure to do the following in your proposal:

- Outline the goals and objectives for a community's growth or future.
- Describe how tourism is part of the community's economic development strategy.
- Provide a set of actions or projects that advance a larger plan.
- Consider whether the project is competing with similar assets within the region.

B. Feasibility / Cost-Benefit / Economic Impact Analysis

Grant proposals to use ARC funds for capital improvement or construction related to travel and tourism should meet the highest standards of a cost-benefit analysis and/or feasibility study as to economic outcomes. Make sure to do the following in your proposal:

<https://www.arc.gov/resource/guidance-on-documentation-travel-and-tourism-for-construction-projects/>

Broadband Projects

Refer to the Appendices in Non-Construction Application Template (BaaS) and Construction Application Template (deployment) for project specific instruction.

- **All template fields in the Application Templates must be completed (Non-Construction or Construction)**
- The broadband appendix is to be used **in conjunction with** the templates and is a separate and complete list of additional questions for broadband projects
- Don't forget to include **supportive documentation:**
 - General non-construction/ construction projects
 - Specific to broadband projects

Local Access Roads

- ARC's Local Access Road program guidance: <https://www.arc.gov/wp-content/uploads/2020/07/LocalAccessRoadsProjectGuidelines01-2020.pdf>
- How to Apply Video: <https://www.youtube.com/watch?v=ioeIEUAALMQ>
- FHWA's Guidance for Local Projects: <https://www.fhwa.dot.gov/federal-aidessentials/>

Goals and Priorities

- Promote economic growth and job creation
- Provide new or enhanced access to opportunities and services for residents and businesses
- Access roads that connect to an ADHS corridor or ARC supported intermodal transportation facility is a plus
- Projects which provide new or improved direct access to one of the eligible service area types are viewed more favorably

Access to Capital (ATC) Projects

Refer to the Appendix in Non-Construction Application Template for project specific instruction.

- **All template fields in the Application Template for Non-Construction Projects must be completed**
- The ATC appendix is to be used **in conjunction with** the template
- Use the instructions in the ATC appendix to help inform your response to the corresponding fields in your application
- Don't forget to include **supportive documentation:**
 - General non-construction projects
 - Specific to ATC projects



Project Intersection Norton, VA

- ARC Power & Area Development Grants
- Partnerships
- Multiple Funding Sources
- Performance Measures





Millwald Theatre

Wytheville, VA

- Complex Funding
- Performance Measures
- Sustainability
- Construction Delays & Overruns





Non-Construction

- SWVHEC - Southwest Virginia Regional Simulation Lab for Nursing and Allied Health
- Round the Mountain - Creative Economy Market Expansion





Planning

- Friends of Southwest Virginia - Outdoor Recreation Strategic Growth Initiative for Southwest Virginia
- City of Bristol – Mendota Trail Connector Feasibility Study
- New River Valley Regional Commission – New River Valley Passenger Rail Station Authority Planning Grant
- City of Galax – Rex Theatre



Break

Activity Time: Project Pitch

Complete the worksheet with your project idea and then present it to the group of potential investors (ARC Sharks).

Sharks: When considering the pitch, remember to do so through ARC's Economic Development Lens:

- Is the problem or opportunity related to a gap or deficit in infrastructure, workforce, business, capacity, or cultural/natural assets?
- How does the project spur economic growth and development?
- Do the outputs and outcomes speak directly to the problem or opportunity as presented?



ARC Workshop – Shark Tank Pitch
Instructions: Complete the worksheet with your project idea. Present the idea to your group of potential investors (aka the "Sharks").



Project Title: _____

Problem or Opportunity: _____

Project Description: _____

Outputs & Outcomes: _____



Upcoming Events

ARC's Regional Workshops 2026

- March 24, 2026 - Cartersville, GA
- March 26, 2026 - Ithaca, New York



**No cost, open to all!
Register today!**

<https://www.arc.gov/event/workshops/>

THANK YOU

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Application deadline is
April 30, 2026!

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