NATIONAL BROWNFIELDS CONFERENCE
DECEMBER 5-6, 2017
PITTSBURGH, PA

# PROJECT APPLICATION PACKET

APPLICATION DEADLINE: AUGUST 15, 2017

LATE OR INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED

## SUBMISSIONS

Proposals must be submitted to sharkbait@brownfieldsinnovation.com no later than 11:59 p.m. Eastern Time on August 15, 2017.

## QUESTIONS

For more information on *Shark Bait*, email Carrie Staton at sharkbait@brownfieldsinnovation.com or call 304-293-7071.

## ABOUT SHARK BAIT

*Shark Bait* is a new educational session to be featured at the Economic Redevelopment Forum at the National Brownfields Conference. The opportunity for brownfield-impacted communities to present their brownfield projects to experts has long been identified as a best practice in redevelopment. This session provides an opportunity for brownfield-impacted communities to self-select priority projects, work with a team to improve their pitch, and present their project to a panel of experts for constructive feedback. All of this is accomplished through structured engagement and a special flair that will keep Shark Bait participants and session attendees engaged.

Up to six projects will be selected to participate in *Shark Bait* at the National Brownfields Conference on December 5-6 in Pittsburgh, PA. Applications will be solicited nationwide, and the selection committee will work to ensure geographic diversity among selected projects. Selected projects will be invited to present their project information in this innovative, structured engagement session at the National Brownfields Conference, where experts in multiple fields will provide feedback to help the project succeed. Selected projects will be matched with consultation teams, who will provide guidance on how to improve their presentation and/or answer questions about their projects in two ways:

- Contact information will be shared before the Conference so that project contacts can reach out to consultant teams in advance of Conference;
- Selected projects will be required to attend a session at the Conference on December 5, where all consultation teams will meet with their projects and finalize presentations through structured activities.

Selected projects will present during a two-hour session on December 6 as part of the Economic Redevelopment Form, to panel of Sharks. Sharks will vote on the projects and select a winning project based on both the content and presentation. The winner of *Shark Bait* will be featured in an article in *Renewal & Redevelopment* magazine in early 2018.

## TIMELINE

| Date | Activity |
|---|---|
| June 28 – August 15 | Project Applications Accepted |
| July 13 @ 10 a.m. EDT | Informational Webinar |
| August 8 @ 2 p.m. EDT | Informational Webinar |
| July 5 – August 15 | Lifeguard Applications Accepted |
| August 15 – September 8 | Applications Reviewed by Committee |
| September 15 | Projects Notified and Matched with Lifeguards |
| September 15 – October 31 | Conference Calls (set up by projects) |
| November 15 | Draft Presentations Due, Presenter Identified |
| December 5 | Swim Lessons Session |
| December 6 | Shark Bait Pitch Session |

## PROJECT INFORMATION AND SUMMARY

Applicant Organization:

Lead Contact: Title:

Secondary Contact: Title:

Address:

City, State, Zip:

Telephone Number: Fax Number:

E-Mail Address: EPA Region:

Project Name:

Project Summary:
*(describe your project in 100 words).*

## SITE INFORMATION

Name of Site: Size (in acres or square feet):

Nearest Community: State:

Location (e.g., Lat/Long, address, intersection):

## INFRASTRUCTURE INFORMATION

What is the status of the following at the site?

Gas: Water:

Electricity Broadband

Identify the nearest:

| | Name | Distance to infrastructure |
|---|---|---|
| Highway | | |
| Airport | | |
| Rail | | |
| River | | |

Name of Most Recent Site Owner (if known):

Current Site Use: ___ Commercial ___ Industrial ___ Public ___ Agricultural ___ Other___

If "Other" please describe:

## PROJECT TEAM

1. Describe your current project team, including public and private partners.
2. How is the current property owner engaged in the project?
3. How is the broader community engaged in the project?

## PROJECT VISION & IMPACT

1. List any potential uses for the future of the site.
2. How were these re-use options identified?
3. Describe how site redevelopment will impact the community.

## PROJECT HISTORY

1. Describe environmental assessment(s) and findings conducted to date.

2. Describe any efforts previously made to encourage site redevelopment (e.g., contacts, meetings, planning, etc.).

## PROJECT CHALLENGES

1. Describe the project's current challenges.

2. What assistance or expertise is currently needed? Be specific.

## PRESENTATION COMPONENTS

1. What visual or multimedia materials do you currently have to promote or tell the story of your project that could be used as part of your presentation? *Select all that apply.*

- ☐ Site photos
- ☐ Conceptual designs, site drawings, etc.
- ☐ Site maps
- ☐ Video
- ☐ Other (please explain):

2. If your project is selected to participate in ***Shark Bait,*** at least one representative of your project must register and attend the 2017 National Brownfields Training & Conference in Pittsburgh, PA. Please indicate the lead presenter and at least one alternate to participate, including email address and phone number.