

DATE	June 10, 2021
PROPOSAL FOR	Village of Hastings-on-Hudson
CONTACT(S)	Mary Beth Murphy, Village Manager
SERVICE	Research, writing and filing of two Consolidated Funding Applications (CFAs)
FEE	1 st CFA - \$7,500; 2 nd CFA - \$5,000
PRESENTED BY	Steve Densmore, President 845-234-8713 sdensmore@choicewordspr.com

ABOUT CHOICE WORDS

Choice Words, LLC is a full-service grant writing and strategic communications firm serving businesses, nonprofits, colleges, and municipalities throughout the Hudson Valley and the Greater New York Metro Region. Since the company formed in 2010, Choice Words has helped its clients secure \$79 million in grant awards for a variety of compelling projects, from an array of federal, state, and private funders. Choice Words has a strong history of successfully securing municipal funding, particularly through the NYS Consolidated Funding Application (CFA) process. Examples of past awards include:

- \$10 million – NYS Downtown Revitalization Initiative (DRI) award for the City of New Rochelle for a variety of capital improvements (2018)
- \$4.2 million – CFA awards for a mixed-use private development in the City of Kingston's Stockade District and to redevelop the City's waterfront. (2017 & 2018)
- \$2.5 million – CFA awards for the City of Poughkeepsie and Poughkeepsie Waterfront Development, LLC for the Poughkeepsie Landing waterfront redevelopment project and Southern Waterfront Promenade construction (2016)
- \$1.5 million – CFA award for the Town of Hyde Park to construct a downtown sewer system to allow for economic growth in the area (2017)
- \$1.3 million – CFA Climate Smart Communities awards for the City of New Rochelle to support its Complete Streets project (2017 & 2019)
- \$1.0 million – CFA award for the Town of New Windsor for a sewer and water infrastructure improvement project at Stewart Airport (2015)
- \$290,000 – NYS Environmental Facilities Corporation Quality Infrastructure Improvement Act grant for the Town of New Windsor (2018)

One of the unique benefits of working with Choice Words is its ability to provide a team of professional grant writers working on the client's behalf, rather than a single individual. This concerted approach allows Choice Words to expedite labor-intensive application processes, offer tremendous flexibility in scheduling and capacity, work through "time crunches," and deliver strong results.

The Choice Words team is able to quickly and efficiently cull information from a variety of sources, learn pertinent subject matter, and locate supporting data. It plans sufficient time to present clients with drafts and works with all members of the team to incorporate changes. Choice Words is organized: it keeps track of all employee hours and presents accurate and comprehensive invoices on time. Its experience with grant applications ranging from simple online forms to complicated federal funding opportunities makes Choice Words familiar with the potential challenges associated with these applications.

DUTIES / TERMS

Choice Words LLC is prepared to begin work immediately to assist the Village of Hastings-on-Hudson with its efforts to seek CFA funding for the following projects:

1. Preparation of a Village Wide Drainage Study including the preparation of a watershed map; Stream and watercourse investigation (fieldwork); identification of known issues and possible flooding; survey computer model of watershed and conveyance system; evaluation of existing system and identification of undersized drainage locations, required channel or pipe sizes etc.; conceptual designs and costs and Report with recommendations. *Recommended Funding Sources: Green Innovation Grant Program and/or NYS EFC Wastewater Infrastructure Engineering Planning Grant Program*

2. Surveying, measuring and conditions report of trails, footpaths naturally built stairs and the analysis and preparation of a plan to restore, repair and improve those paths to enhance pedestrian movement in the Village. *Recommended Funding Source: OPRHP - Recreational trails program.*

Choice Words will work closely with Mary Beth Murphy and members of the Hastings-on-Hudson team to develop and file two strong CFA applications. This effort will include:

- Registering the projects for all appropriate funding sources on the CFA portal
- Seeking (and, in some cases, writing drafts of) letters of support from local, regional, state and federal representatives and business leaders
- Developing budgets that accurately represent the scope and cost of the projects
- If necessary, assisting with the formulation of a presentation before the REDC during Priority Project review
- Researching, writing and filing a complete and competitive CFA submission approved by the Village of Hastings-on-Hudson team and submitted on or before the announced deadline.

COMPENSATION

Choice Words would accomplish this work for the Village of Hastings-on-Hudson for a project fee of \$7,500 for the first CFA and \$5,000 for the second CFA, for a total of \$12,500 for two CFAs. Prior to beginning work on this project, Choice Words would bill the Village of Hastings-on-Hudson for one half of the total project cost (\$6,250), with the remaining \$6,250 due upon completion and filing of the CFAs. Choice Words would seek reimbursement of customary expenses—i.e. mileage, copies, etc.—only if pre-approved by Mary Beth Murphy and/or appointed designees.