



Commonwealth of Massachusetts
Executive Office of Economic Development

COMMUNITY ONE STOP FOR GROWTH

Application Guidance Webinar

February 5, 2025
Webinar 2



Roadmap



- 1. Recall Session 1: Community One Stop for Growth Overview**
- 2. Your Project and the Development Continuum**
- 3. Key Takeaways**
- 4. Frequently Asked Questions**
- 5. Next Steps**

Recap: One Stop Programs



Executive Office of Economic Development

- MassWorks Infrastructure Program
- Rural Development Fund
- Massachusetts Downtown Initiative
- **Massachusetts Vacant Storefront Program *New***

Executive Office of Housing and Livable Communities

- HousingWorks Infrastructure Program
- Housing Choice Grant Program
- Community Planning Grants Program

MassDevelopment Finance Agency

- Underutilized Properties Program
- Site Readiness Program
- Brownfields Redevelopment Fund
- Real Estate Services Technical Assistance
- **TDI Equity Investment Program *New***



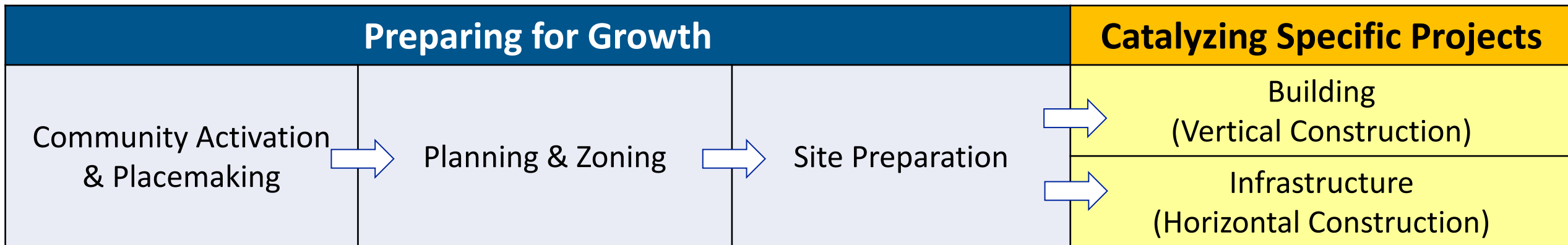
Commonwealth of Massachusetts
Executive Office of
Economic Development





Recap: Development Continuum

- The One Stop uses a Development Continuum that describes how a typical community economic development project moves from concept to reality.
- The Development Continuum was designed to help applicants articulate the **specific funding needs of a given project** and how the project fits into **broader community economic development goals**.
- This continuum separates economic development activities into two broad categories:
 - **Preparing for Growth** - Grants to support activities and initial steps by community-based actors to attract and guide private investment in a community.
 - **Catalyzing Specific Projects** - Grants to support the private development of commercial, industrial and residential investment projects that further the community vision.





Recap: Development Continuum - Preparing for Growth

Community Activation & Placemaking	Planning & Zoning	Site Preparation
<p>Technical Assistance for Downtowns Identify strategies to improve the community's downtown</p> <p>Incentivize Business in Vacant Downtown Storefronts Access Tax Credits for Business to Occupy Vacant Storefronts</p>	<p>Community Plan Conduct planning activities that will guide the community's vision</p> <p>Zoning Revision Update to a community's current zoning (including updating zoning to comply with the Multi-Family Zoning Requirement for MBTA Communities)</p> <p>Planning for Housing Planning activities to advance housing development, preservation, and/or rehabilitation.</p> <p>District Redevelopment Technical Assistance Planning to identify opportunities for growth within a commercial, industrial, or mixed-use district.</p>	<p>Brownfield Site Clean Up Environmental assessment and/or remediation on a contaminated site to prepare for future development</p> <p>Site Improvements to Unlock Development Conduct site work to prepare a parcel for future development</p> <p>Municipal Surplus Property Disposition Study the potential future uses of surplus municipally owned property</p>

Recap: Development Continuum - Catalyzing Specific Projects



Building	Infrastructure
<p>Underutilized Property Rehabilitation Design or construction of improvements essential to the occupancy of an existing building not operating within its full potential.</p> <p>Revitalize Commercial Space in a TDI District* Activation of Underutilized Commercial Space <i>*Available only for projects in/around a TDI District</i></p> <p>Housing Production* Funding to allow communities to further support the production, rehabilitation, and/or preservation of housing. <i>*Available only to public organizations within a Housing Choice community</i></p>	<p>Public Infrastructure to Support Housing Production (Residential Only) Design, construction, or improvement of public infrastructure that directly supports housing development, rehabilitation, and/or preservation.</p> <p>Public Infrastructure to Support New Mixed-Use Development Design or construction of public infrastructure to support new mixed use or commercial/industrial development.</p> <p>Public Infrastructure to Support New Commercial/Industrial Development Design or construction of public infrastructure to support new mixed use or commercial/industrial development.</p> <p>Small Town Road Improvements to Enhance Public Safety* Construction of road improvements to improve safety within a small town <i>*Available only to communities with a population of 7,000 or less</i></p>



Recap: The One Stop Full Application

- A **Full Application** consists of three forms that applicants must complete:

Form 1. Applicant Information:	Information about the organization submitting the application.
Form 2. Project Information:	Details related to the project being considered for funding.
Form 3. Certification:	Signature page certifying the authority to submit the application on behalf of the applying entity and attesting that all responses are true and accurate.

- Applicants seeking funding from the Housing Choice Grant Program will also be required to complete **Form 2.a. Housing Choice Additional Questions**.
- Applicants seeking funding for multiple projects must **submit a separate application for each project**.
 - There is **no limit on the number of applications** any one organization can submit.
- Be mindful that **similar applications will likely compete against each other**.



Key Question – 2.4. Project Category for Grant Consideration

- In **Question 2.4.**, the applicant indicates the type of project for which they are seeking funding.
- The selections made will drive the questions that appear throughout the rest of Form 2 and will largely determine which programs review the application.
- There are three layers to question 2.4 that the applicant must answer to indicate the project category:
 - **Development Continuum Category** - Where the project falls within the Development Continuum.
 - **Project Type** - A general description of project's purpose.
 - **Project Focus** - A more specific indicator of how grant funding would be used.
 - In some cases, the applicant will be asked to indicate a fourth project sub-focus layer

2.4. Project Category for Grant Consideration - Select the [Development Continuum](#) category, Project Type and Project Focus that best fits the project. Applicants can see the One Stop grant program most likely to review each type of project by hovering over the radio button next to each Project Focus option.

ATTENTION APPLICANT: Save form after answering or changing answer to question "Project Category for Grant Consideration".

Development Continuum Category:

Project Type:

Project Focus:

- Brownfields Site Assessment
- Brownfields Remediation**



Example #1 – Technical Assistance for Downtowns

Project Description:

A community would like to conduct a retail market analysis in the town center to identify opportunities to create a stronger commercial base and maximize visitor experience.

Key Takeaways:

- Technical Assistance for Downtowns is tied to the **Massachusetts Downtown Initiative**.
- Grantees receive \$25,000 worth of consultant services to study way to drive downtown revitalization.
- This project would likely result in a document outlining the results of a consultant's analysis of the town's existing retail market, with recommendations for the town to consider implementing in the future.
- The program also supports communities' efforts to study and implement Business Improvement Districts.

Question 2.4 Instructions:

Development Continuum Category:	Community Activation & Placemaking
Project Type:	Technical Assistance for Downtowns
Project Focus:	<ul style="list-style-type: none">Downtown Design Consultant ServicesDowntown Mobility/Parking Consultant ServicesDowntown Wayfinding/Branding Consultant ServicesEconomics of Downtown Consultant ServicesPedestrian Orientation/Placemaking Consultant ServicesSmall Business Support/E-commerce Consultant ServicesForming a Downtown Management District: FeasibilityForming a Downtown Management District: Implementation



Example #2 – Incentivize Business in Vacant Storefronts

Project Description:

To re-energize their downtown, a community would like to work with local property owners to attract businesses to occupy several prominent storefronts that have sat vacant for an extended period.

Key Takeaways:

- The MA Vacant Storefront Program is a new addition to the Community One Stop for Growth.
- Communities apply for dedicated, refundable tax credits to be used to attract businesses to ground level storefronts that have been vacant for at least 6 months.
- Communities can request up to \$50,000 worth of dedicated tax credits to be used to incentive occupancy of one or multiple vacant storefronts in their downtown and/or commercial areas.
- An award grants access to the dedicated tax credits through 2026.

Question 2.4 Instructions:

Development Continuum Category:	Community Activation & Placemaking
Project Type:	Incentivize Business in Vacant Downtown Storefronts
Project Focus:	Access Tax Credits for Business to Occupy Vacant Storef



Example #3 – Planning for Housing

Project Description:

A Housing Choice community would like to advance their housing master plan by conducting a housing market study, conceptual designs, traffic impact analysis, stakeholder outreach, and preparation of a development proforma.

Key Takeaways:

- The **Community Planning Grant Program** offers three types of projects: Community Plan, Zoning Revision, and Planning for Housing.
 - This project falls under the Planning for Housing Project Type.
- These projects must either support direct community engagement efforts or produce a planning/zoning documents or other related material.
- The application would likely also be reviewed by the **Housing Choice Grant Program**.

Question 2.4 Instructions:

Development Continuum Category:	Planning & Zoning
Project Type:	Planning for Housing
Project Focus:	Housing Feasibility Plan
	Housing Feasibility Plan
	Housing Site Master Plan
	Housing Infrastructure Plan
	Housing Site Design Plan
	Other Housing Plan



Example #4 – District Redevelopment Technical Assistance

Project Description:

A city seeks technical assistance to create a district redevelopment plan for a large area containing several underutilized buildings as well as public surplus properties.

Key Takeaways:

- The “District Redevelopment Technical Assistance” Project Type is generally associated with the **Real Estate Services Technical Assistance** program.
- In addition to district redevelopment plans, this category supports technical assistance related to District Improvement Financing and corridor studies within a commercial/industrial or mixed-use area.
- The most competitive projects will focus on a district containing public surplus property and/or underutilized property.

Question 2.4 Instructions:

Development Continuum Category:	<input type="text" value="Planning & Zoning"/>
Project Type:	<input type="text" value="District Redevelopment Technical Assistance"/>
Project Focus:	<input type="text" value="Planning for Growth in a Commercial/Industrial"/>
	<input type="text" value="Planning for Growth in a Commercial/Industrial or Mixed-Use District"/>



Example #5 – Municipal Surplus Property Disposition

Project Description:

A community owns a long vacant school building that it would like to dispose of for future development. The town needs support to conduct a market feasibility study to determine the best future use of the property.

Key Takeaways:

- Municipal Surplus Property Disposition is another eligible use of the **Real Estate Services Technical Assistance** program.
- Public surplus property projects help a community find a new use for a property that results in redevelopment.
- The program can help develop site concept plans, market feasibility studies, or even RFPs.

Question 2.4 Instructions:

Development Continuum Category:	Site Preparation
Project Type:	Municipal Surplus Property Disposition
Project Focus:	Municipal Surplus Property Disposition Study



Example #6 – Site Improvements to Unlock Development

Project Description:

A redevelopment authority requests funding to design water and sewer upgrades on a former municipal airport site. The improvements are necessary to unlock the development potential of approximately 13 acres of industrially zoned land.

Key Takeaways:

- Site Improvements to Unlock Development is generally aligned with the **Site Readiness Program**.
- The applicant is requesting funds to conduct site work that is necessary for future development to occur.
- The applicant would choose “Site Readiness Pre-Construction” as the Project Focus.
- The applicant will be asked to provide an estimate of the possible level of development expected on the site.

Question 2.4 Instructions:

Development Continuum Category:	Site Preparation
Project Type:	Site Improvements to Unlock Development
Project Focus:	<div style="border: 1px solid blue; padding: 2px;">Site Readiness Pre-Construction</div> <div style="border: 1px solid gray; padding: 2px; background-color: #f0f0f0;">Site Readiness Construction</div>



Example #7 – Commercial Improvements in a TDI District

Project Description:

A for-profit developer in a Gateway City requests funding to support improvements required to reactivate a long vacant property into a café and retail shop. The property is located within the city's TDI District and is expected benefit the surrounding area by driving increased foot traffic and interest.

Key Takeaways:

- **TDI Equity Investment Program** is new to the One Stop!
- The program supports improvements to storefront and other public-facing commercial spaces **within an active TDI District**.
 - This option will only be available for projects within a community with an active TDI District.
- In many cases, these projects may also be eligible for funding from the Underutilized Properties Program.

Question 2.4 Instructions:

Development Continuum Category:	Building
Project Type:	Revitalize Commercial Space in a TDI District
Project Focus:	Activation of Underutilized Commercial Space



Example #8 – Infrastructure Supporting Residential Development

Project Description:

A small town must make streetscape and water line improvements to allow for a new residential development that will bring much needed market rate and affordable housing units to the community.

Key Takeaways:

- This project supports the construction of a fully residential development, so **Public Infrastructure to Support Housing Growth** is the correct Project Type.
- Infrastructure projects focused on residential development will be primarily reviewed by **HousingWorks Infrastructure Program**.
- The Rural Development Fund may consider this project if the grant request is within the program's funding limit.

Question 2.4 Instructions:

Development Continuum Category:	Infrastructure
Project Type:	Infrastructure to Support Housing Growth (Resid
Project Focus:	
	Pre-construction: Design / Engineering Documents Only
	Construction



Example #9 – Infrastructure Supporting Mixed-Use Development

Project Description:

A municipality requests funding to support the design of streetscape and utility improvements that are required to unlock a large mixed-use development that includes 40,000 square feet of commercial space and hundreds of units of housing.

Key Takeaways:

- The Infrastructure category is broken down by the type of development supported by the public infrastructure project:
 - Infrastructure to Support Housing Growth
 - **Public Infrastructure to Support Mixed-Use Development**
 - Public Infrastructure to Support Commercial/Industrial Development
- **MassWorks Infrastructure Program** will generally review the projects supporting Commercial/Industrial and Mixed-Use development.
- If the private development contains commercial and housing development, it falls in the mixed-use category.
- To be competitive, the public infrastructure improvements should directly support a private development project, with a developer identified.

Question 2.4 Instructions:

Development Continuum Category:	Infrastructure
Project Type:	Public Infrastructure to Support Mixed-Use Development
Project Focus:	<ul style="list-style-type: none">Pre-construction: Design / Engineering Documents OnlyConstruction



Example #10 – Small Town Road Improvement

Project Description:

A rural community requests funding to replace a culvert that failed after a series of intense storms. The road serves as the primary access to the center of town and the culvert failure hinders the ability of the town's emergency services to respond quickly to emergencies.

Key Takeaways:

- **MassWorks Infrastructure Program** provides funding for Small Town Road Improvements to Enhance Public Safety is available to municipalities with a population of 7,000 or less.
 - Only eligible applicants will see this option available when answering question 2.4.
- Awards for these projects are capped at \$1 million.
- Applicants must demonstrate that the existing conditions present a public safety risk.

Question 2.4 Instructions:

Development Continuum Category:	Infrastructure
Project Type:	Small Town Road Improvements to Enhance Public Safety (aka STRAP)
Project Focus:	Construction of Road Improvements to Enhance Public Safety



Example #11 – Applicant with Multiple Projects

Project Description:

A community seeks access to tax credits to incentivize businesses to occupy vacant storefronts in the town’s commercial district and would also like to request funding to construct public water line improvements to allow for a large commercial development that will bring new jobs to the area.

Key Takeaways:

- Although related, this scenario includes two separate projects:
 1. A **Community Activation & Placemaking** project to request Vacant Storefront tax credits.
 2. An **Infrastructure** project to request funds for public infrastructure improvements.
- Applicants with multiple projects must submit multiple applications (one project per application).
- Each application should focus on the scope, needs, impacts, etc. of the project for which funding is being requested.

Application 1 Question 2.4 Instructions:

Development Continuum Category:	Community Activation & Placemaking
Project Type:	Incentivize Business in Vacant Downtown Storefronts
Project Focus:	Access Tax Credits for Business to Occupy Vacant Storef

Application 2 Question 2.4 Instructions:

Development Continuum Category:	Infrastructure
Project Type:	Public Infrastructure to Support Commercial/Industrial Deve
Project Focus:	<div>Pre-construction: Design / Engineering Documents Only</div> <div>Construction</div>



Example #12 – Applicant with Multiple Projects

Project Description:

A developer seeks funding to support the redevelopment of an underutilized, historic property into 10 housing units with retail space on the street level. The developer also owns a previously abandoned property three blocks away and seeks additional funding to make the building code compliant to allow for the construction of new commercial space.

Key Takeaways:

- Projects that have similar scopes of work but are in different locations need to be submitted as separate applications.
 - These projects have different addresses, and therefore must be submitted separately to the One Stop.
- All applications submitted will be considered individually by the programs reviewing the applications.
- The applicant should consider prioritizing these projects as the two applications will naturally compete against each other.
 - In this case, both would likely be reviewed by the **Underutilized Properties Program**

Application 1 Question 2.4 Instructions:

Development Continuum Category:	Building	▼
Project Type:	Underutilized Property Rehabilitation	▼
Project Focus:	Underutilized Property Construction	▼

Application 2 Question 2.4 Instructions:

Development Continuum Category:	Building	▼
Project Type:	Underutilized Property Rehabilitation	▼
Project Focus:	Underutilized Property Construction	▼



Where Does My Project Fit?

- Prospective applicants should submit an **Expression of Interest (EOI)** for guidance on where your project falls within the Development Continuum.
- The EOI launched on January 24, 2025, and **remains open through March 26, 2025.**
- The EOI is now a short webform accessed directly from the One Stop website.
- The EOI Feedback Report informs the applicant whether their project is a fit for the funding offered through the One Stop.
 - If the project is a fit, the Feedback Report will include tips on how to submit a strong application.
- Applicants are also encouraged to attend and ask questions during the **Virtual Office Hour** sessions.

PROJECT FEEDBACK

Project Name: Site Improvement Project

Does the project fit within the Community One Stop for Growth?

Based on the description, this project would likely fit in the [Site Preparation](#) Development Continuum category.

Which program best aligns with the project?

Based on the answers provided, this project best aligns with the [Site Readiness Program](#).

The applicant should review the program guidelines to learn about program requirements and how an application would likely be evaluated.

Application Directions

When completing the Full Application, the applicant should select the following options in question 2.4. **Project Category for Grant Consideration:**

Development Continuum	Site Preparation
Category:	
Project Type:	Site Improvements to Unlock Development
Project Focus:	Site Readiness Construction

How to Be Competitive for the Site Readiness Program

To be competitive for a Site Readiness grant award, the applicant must clearly demonstrate how the requested funding will be used to contribute to the preparation of the site for future development. The applicant should be able to provide an estimate of the possible level of development expected on the site in terms of square footage and the resulting employment opportunities and housing units. A successful project would target a minimum of 50,000 SF of developable space.

A competitive project will demonstrate readiness to enter into a grant agreement and proceed with grant activities upon award.

A successful application will demonstrate how the proposed project fits within existing community planning efforts and/or strategic priorities.

When preparing the application, the following guidelines should be considered in order for the application to be competitive for funding by the Site Readiness Program:



Takeaways

- The **Community One Stop for Growth** is intended to boost accessibility of state guidance and partnership, improve alignment of various funding programs, reduce administrative burden on communities, and support strategic project planning.
- The **Development Continuum category, Project Type, and Project Focus** options selected in Question 2.4. Project Category for Grant Consideration drive the questions asked throughout the application and largely determines which program(s) will conduct the review.
- Two **new project options** were added this year:
 - Incentivize Business in Vacant Downtown Storefronts
 - Revitalize Commercial Space in a TDI District
- All applicants are encouraged to take advantage of the One Stop's opportunities for guidance, particularly the **Expression of Interest** and **Virtual Office Hours**.



Frequently Asked Questions

- Why can't I submit the Full Application?
- I have 3 projects I want to submit to the One Stop. How many applications do I submit? Is there a limit?
- We are partnering with another organization to complete our project. Can we file a joint application?

Questions related to MBTA Community compliance can be directed to the EOHLC Section 3A Team at EOHLC3A@mass.gov.



Next Steps

A significant benefit of the Community One Stop for Growth is that it creates **additional opportunities for state reviewers to engage with applicants regarding their projects** and for applicants to help reviewers understand how their project fits into broader community economic development goals.

- **WATCH WEBINARS:** Applicants and staff are strongly encouraged to watch the recorded [webinars](#) to learn about the One Stop, receive guidance on how to develop a strong application, and access training on the application platform.
- **REVIEW NOFA AND GUIDELINES:** Carefully read the Community One Stop for Growth NOFA and program guidelines, to understand. Go to mass.gov/onestop for the NOFA, program guidelines, and all other materials.
- **SUBMIT AN EXPRESSION OF INTEREST:** The EOI is now offered as a short webform, accessed directly through the One Stop website. The EOI will remain open through March 26.
- **ATTEND OFFICE HOURS:** One Stop staff will host **General One Stop Office Hours** to answer questions about the One Stop process and technology. Staff from each One Stop program will host **Program Office Hour** sessions to answer applicant questions specific to the program.
- **DOWNLOAD SAMPLE TEMPLATES:** Full Application sample templates are available on the One Stop website, with versions available for each Project Type.
- **CONTACT THE ONE STOP:** You can contact the One Stop Team with any additional questions at onestop@mass.gov.