



Leveraging Multiple Funding Sources



Raise your hand if...

You are familiar with the concept of leveraging multiple funding sources to finance a project





Keep your hand raised if...

You have leveraged multiple funding sources before to implement a project





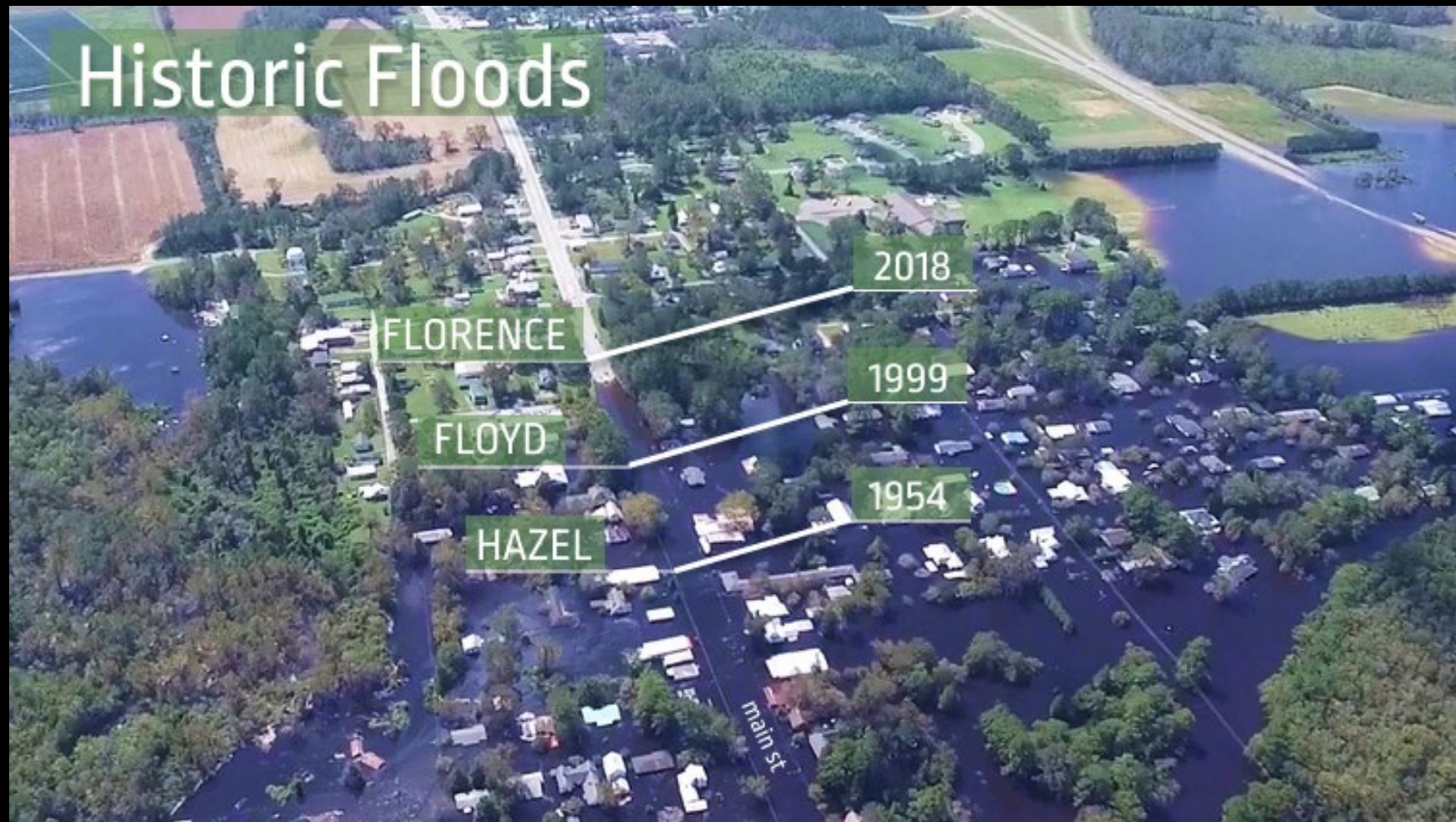
Why Leverage Multiple Funding Sources?

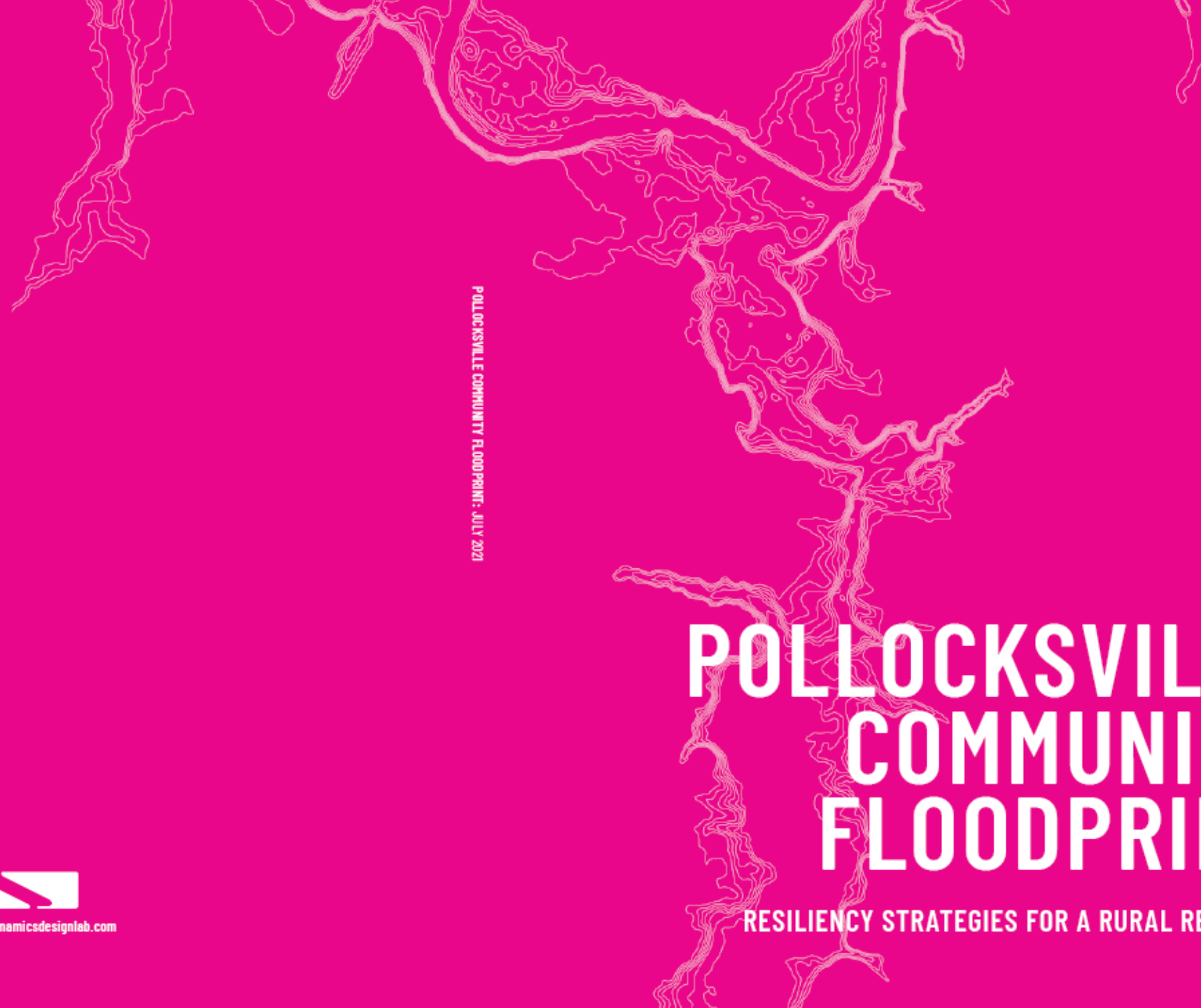
- You have an expensive project that exceeds the maximum funding allowed by your identified funding source
- You have discrete activities within a larger project that make sense to fund separately or in phases
- You've found an RFP that can fund certain aspects of your project, but not everything that needs funding is allowed within that RFP
- You can use funding from one grant as match for another grant – check the RFP to see what is allowed
- By receiving funding for one aspect of your project, you can justify the need for funding through another proposal

Pollocksville Community Floodprint



Historic Floods





POLLOCKSVILLE COMMUNITY FLOODPRINT: JULY 2021

POLLOCKSVILLE COMMUNITY FLOODPRINT

RESILIENCY STRATEGIES FOR A RURAL RECOVERY




www.coastaldynamicsdesignlab.com



Pollocksville Leveraged Multiple Funding Sources

Funding Source	Amount	Outcome
N.C. Dept of Justice: Environmental Enhancement Grant (EEG)	\$114K	Constructed wetlands and boardwalk at Riverfront Park
Town of Pollocksville	\$20K	Match for Floodprint project grants
Jones County Economic Development Commission	\$15K	
Jones-Onslow Electric Membership Corporation	\$10K	
Bate Foundation	\$50K	Streetscape enhancements along Main Street
FEMA Building Resilient Infrastructure and Communities Grant (BRIC)	\$1.08M	Elevation of 7 buildings along Main Street
N.C. Department of Emergency Management: Transportation Infrastructure Resiliency Grant	\$548K	Infrastructure improvements along Main Street and at Riverfront Park
Private Donation to Coastal Dynamics Design Lab	\$40K	Support the Design Labs grant-writing efforts



How did Pollocksville turn disaster into a leveraging success story?

- They had a champion – Mayor Jay Bender with over 40 years of service to the Town
- They used the media attention post-Hurricane Florence to bring awareness of their issues
- Support from Town’s Board of Commissioners and citizens

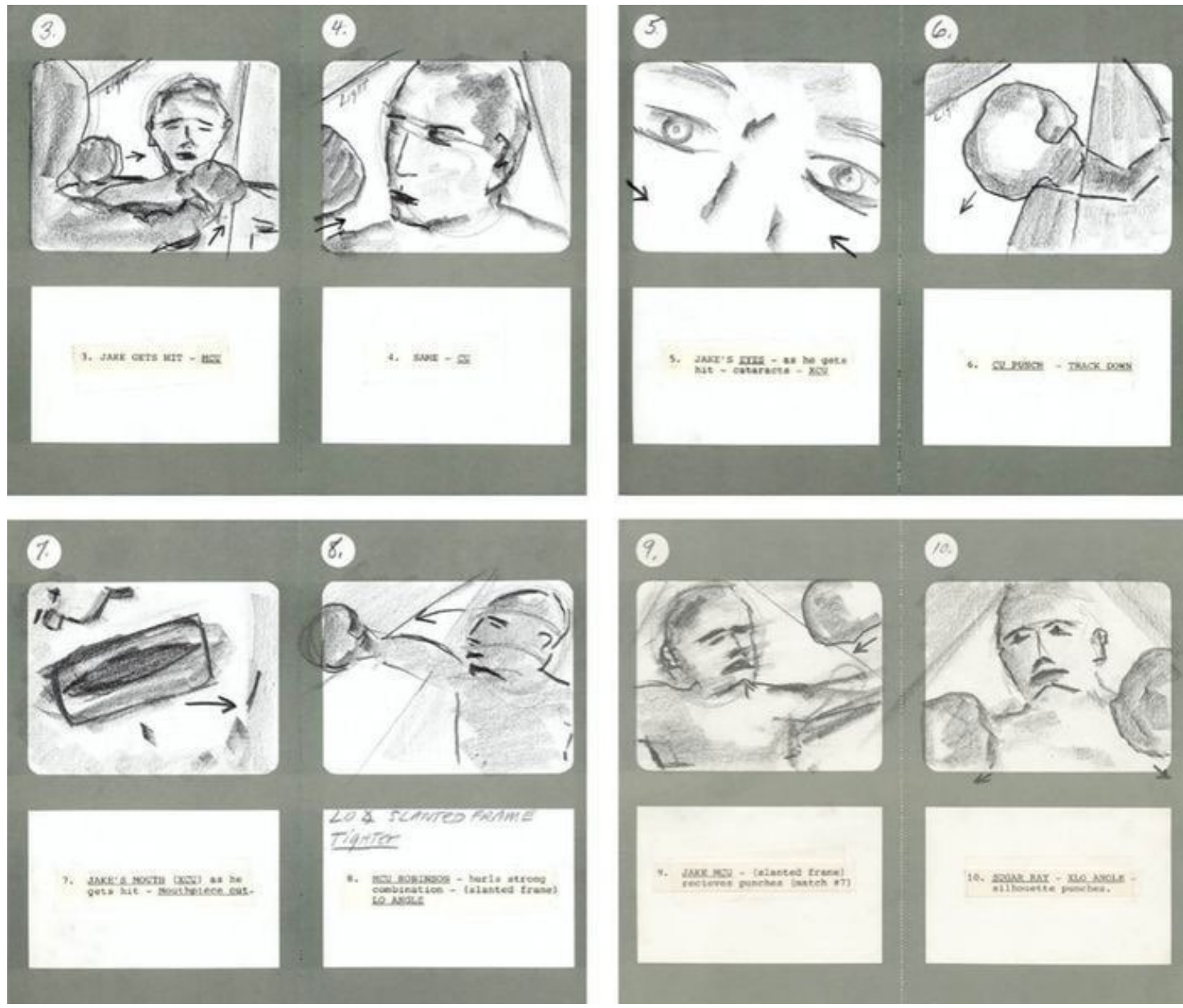


Mayor Bender, what advice would you give to other communities seeking external funds to build resilience?

Be persistent. Cultivate relationships. Think regionally – regional relationships can help you. Make friends and stay in contact with local legislators. Get help!!! Small communities can be overwhelmed by mountains of paperwork and limited staff. Hire help, find a consultant who will work cheaply, or call on the Council of Governments for support.



Storyboard Your Project





Storyboard Your Project

**Community Engagement
& Vulnerability
Assessment**

**Planning, Project
Selection, and
Prioritization**

**Engineering and
Design**

Construction



Storyboard Your Project

Community Engagement & Vulnerability Assessment

- Budget
- Timing
- Potential Funding Sources
- Match
- Partners needed

Planning, Project Selection, and Prioritization

Engineering and Design

Construction

