



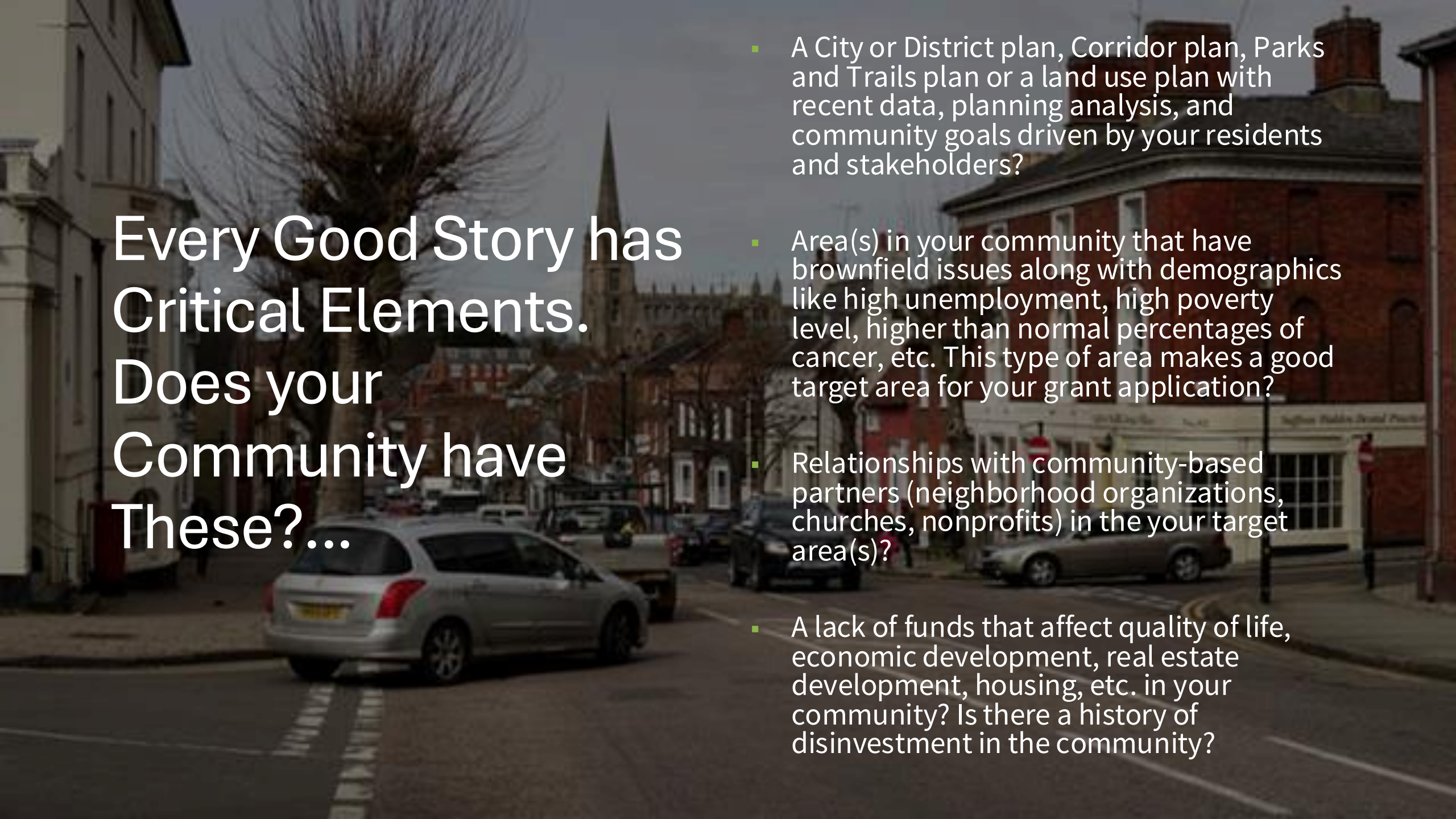
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# Project Area Description

A Good Story is Key to a  
Good Grant Application!





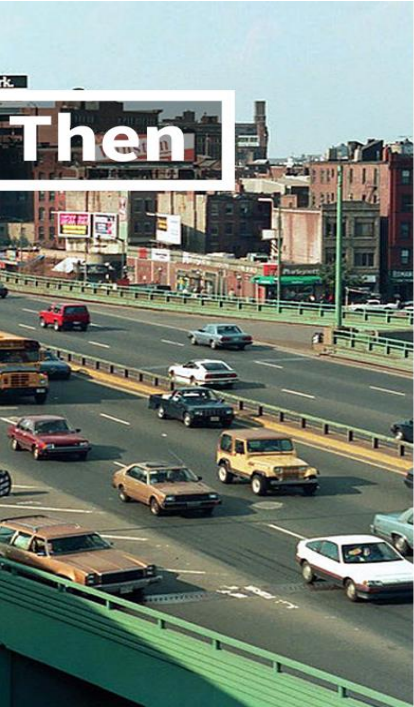


# Every Good Story has Critical Elements. Does your Community have These?...

- A City or District plan, Corridor plan, Parks and Trails plan or a land use plan with recent data, planning analysis, and community goals driven by your residents and stakeholders?
- Area(s) in your community that have brownfield issues along with demographics like high unemployment, high poverty level, higher than normal percentages of cancer, etc. This type of area makes a good target area for your grant application?
- Relationships with community-based partners (neighborhood organizations, churches, nonprofits) in the your target area(s)?
- A lack of funds that affect quality of life, economic development, real estate development, housing, etc. in your community? Is there a history of disinvestment in the community?



# Importance of Storytelling



- This first section of the grant narrative sets the stage for the rest of the sections of your narrative, so its importance can't be overstated.
- Grant application reviewers review many applications each round.
- In order to make your application stand out from the rest, you need to tell a compelling story about your community and its Target Area(s).
- Make the reviewers cry about your need and then stand up and applaud with your plans to address that need!

# Common Pillars of Storytelling

- Characters– Who is impacted, involved, and benefits?
- Plot–What happened to create brownfields, and what will you do about it?
- Conflict– Challenges faced by the community and/or with brownfields reuse.
- Theme–Focus on one or two themes, like job creation or greenspace development
- Setting– Geographic Area and Target Area(s)
- Pacing– Timeline of story
- Dialogue– Good, compelling writing • Resolution– How will this grant resolve conflict?



From:

[Why The Art of Storytelling is Important to Marketing Professionals](#)

# Dos and Don'ts - Storytelling Tips for EPA Grants



- Tell a story that is not aligned with EPA's Mission and Initiatives.
- Make your story complicated and confusing. Designating too many target areas or using conflicting data can do this!
- Miss a key detail in your story. Respond to everything in Section IV E of the EPA Grant Guidelines
- Forget to use current and relevant data. Always provide Census and other data concerning your community and target area(s). How to access this data will be discussed in the next presentation.
- Don't forget your proofreaders and editors! Select proofreaders from your community and have [KSU TAB review your draft grant before submitting it to EPA - IT'S FREE!](#)



- Review EPA Administrator Zeldin's initiative to meet the Agency's mission at [EPA Administrator Lee Zeldin Announces EPA's "Powering the Great American Comeback" Initiative | US EPA](#) before finalizing the project for your grant application.
- Discuss community concerns. If you've had a public meeting where these problems have been mentioned, great! If not, refer to other communication that discusses community concerns, e.g. news media, social media, meetings held by other community groups, etc.
- Make sure your story flows from beginning to end. Don't discuss three target areas in Section 1 and then only discuss two of them in the rest of the narrative.


# Check out the Successful Grant Examples on the KSU TAB Website

Weblink: <https://www.ksutab.org/tags/sample-successful-grant-applications>

Inbox (27) - amyversavich@gm... x Clearance - Marshalls x Google Calendar - July 2025 x Scheduling | Wild Root Yoga x Sample Successful Grant Applic... x +


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**2023 (FY24) EXAMPLE Community-Wide Assessment Grant (Schuyler Community Development, NE)**  
*Grant Funding & Management*

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**2023 (FY24) EXAMPLE Community-Wide Assessment Grant (Murray, UT)**



**2023 (FY24) EXAMPLE Community-Wide Assessment Grant (Mo-Kan Regional)**

Location in use by:  
Microsoft Teams: Telemetry to improve call quality

Light rain  
In the afternoon

Search

10:52 AM  
7/16/2025



# Narrative, Section 1.i.

## Overview of Brownfield Challenges and Description of Target Areas

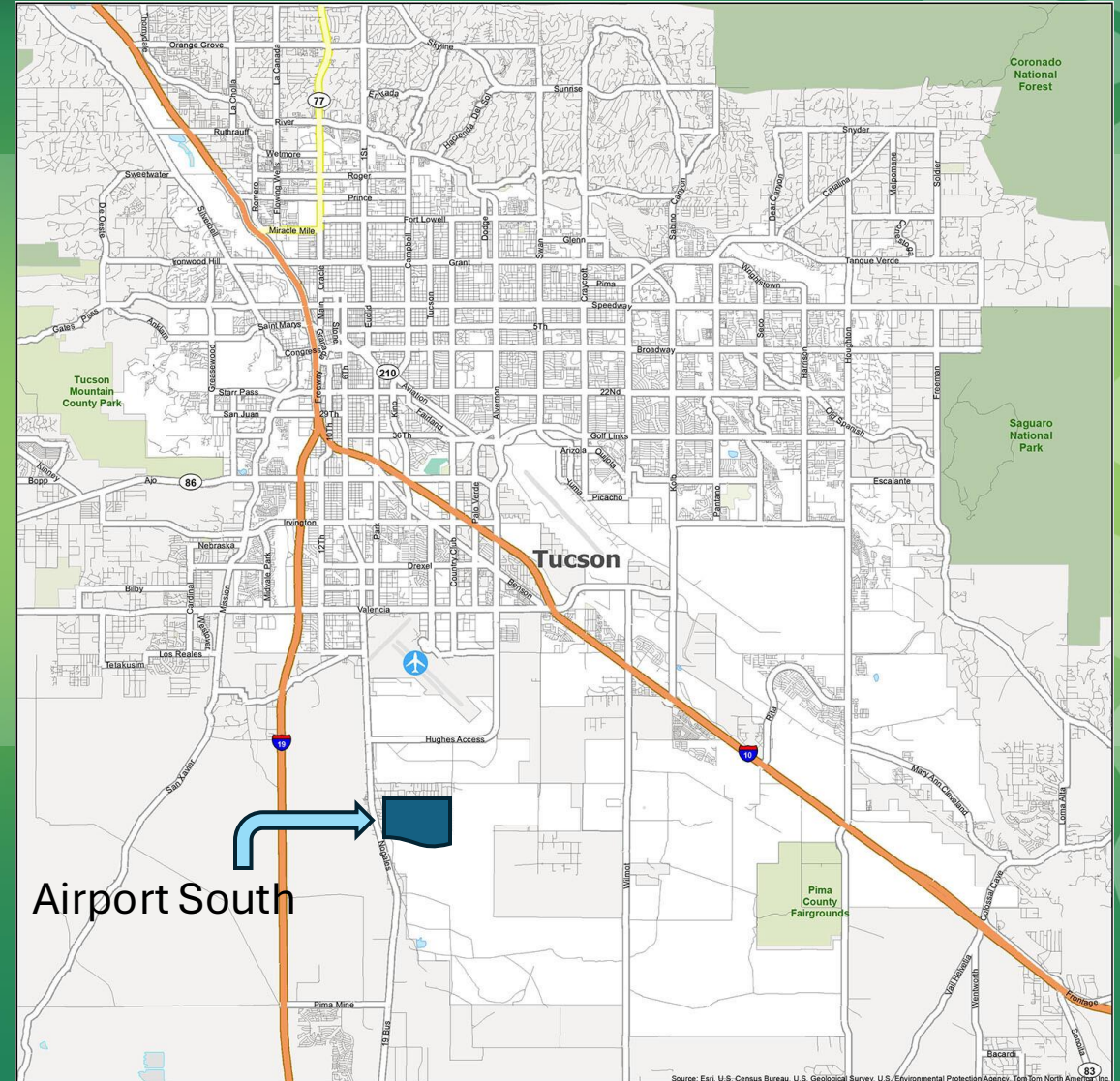


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Identify the geographic boundary(ies) where you propose to conduct activities under this grant and discuss the brownfield challenges and their impacts. Provide a brief overview of how this grant may help address those challenges and impacts.

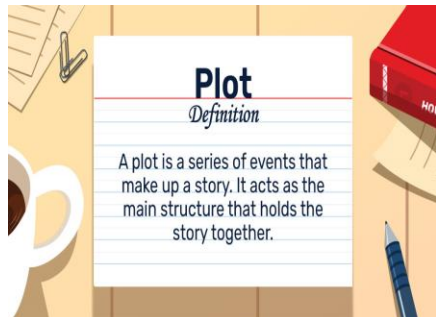
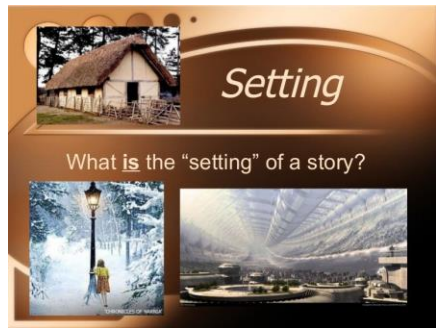
Within the geographic boundary(ies), identify and describe the specific target areas where you plan to focus grant activities.

Geographic Area is Tucson, AZ  
Target Area is Airport South



## Section 1.a....discuss the brownfield challenges and their impacts.

### Provide a brief overview of how this grant may help address those challenges and impacts.



Founded in 1823, Crawfordsville (population 16,279) (2021 ACS 5-YR Estimates (2021 ACS)), was incorporated in 1834 as the Montgomery County Seat. It is home to Wabash College and our proximity to I-74, I-65, and US 136 allows quick access to Indianapolis, Chicago, Louisville, Columbus, and Cincinnati. Our city has been known as “the Athens of Indiana” since the early 1900’s for its culture, progressiveness, and abundance of nationally known writers such as Lew Wallace who wrote “Ben Hur”. Due to its rural setting adjacent to Sugar Creek between Indianapolis and Chicago, Crawfordsville grew as a combined agricultural/industrial city with the founding of numerous manufacturing plants and industries, including agricultural products, automotive products, printing, and bookbinding. Several railroads, including the Monon and Big Four, bisected the city and industry and commerce centered along these corridors. Historic neighborhoods developed, allowing residents to live, work, and play near their homes. However, as with much of the Midwest’s “rust belt”, our manufacturing base began to decline in the 1960s and 1970s. Of the industries that survived, many chose to forego our city center for greenfields on the periphery or in the county leaving our once thriving downtown and industrial/commercial corridors in a state of decay. Company closures in the local area and reductions in force in the county (Walmart, Fleetwood, International Paper Company, Pearson Education, Alorica, ZF Active Safety & Electronics, PPG Industries, etc.) have resulted in the loss over 4,500 quality jobs the past 15 years, that have especially hurt our local and commuting workforce.



## 1.a. continued...

### External Conflict

- A struggle between a character and an outside force.
- Characters may face several types of outside forces.



The theme is **SUPPORTED** by the elements of plot, character, conflict, and tone.

Residents living among brownfields in the target area experience low income (Median Household Income (MHI) is 54% less than that of the US) and high poverty (56% higher than in the US and Indiana, especially children, with more than 40% living in poverty (200% higher than in the US and IN)) (see 2.a.ii) (2021 ACS). The financial challenges experienced by the target area residents have perpetuated a cycle of low-quality jobs; inadequate affordable housing; unhealthy nutritional options; insufficient park/recreational space; and poor community walkability, resulting in social and economic constraints that threaten their physical and financial wellbeing. We recognize the great redevelopment potential of the target area and are making a focused effort address priority brownfields (1.a.ii) and leverage additional funding for this hardest hit part of our community where redevelopment investment has the greatest opportunity for success. We are already working hard to repurpose and reshape the businesses and commerce of the target area including the recent repurposing of a former four story downtown bank building into the Fusion 54 entrepreneurial hub and coworking space by leveraging \$3M in TIF funds. This confirms that Crawfordsville is striving to again be a place where people can live, work, play, and prosper. We believe that strategic investment of EPA assessment funds will revitalize the target area, making our downtown more attractive to new businesses, developers, visitors, and residents.

# *The other setting...your target area(s)*



Much of the rest of your grant application will be focused on your target area so it is important that you accurately describe the area in terms of boundaries, brownfields impacts on residents and the environment.

- Clearly define target area(s): neighborhood, census tract, corridor, historic district
- Quantify all possible brownfields in this description (#acres, #properties, etc.), include properties like vacant lots, blighted or aging buildings, historic dry cleaners, historic gas stations, etc.
- Where are your brownfields and what is the condition of neighboring properties (high crime, unsafe properties, or ecologically/environmentally sensitive areas (waterways, wetlands, etc.)
- Describe locations--Are your sites near residential areas, schools, parks, local businesses, industry
- Check out the CEJST tool to identify census tracts that are overburdened and underserved to gain better understanding of who is impacted by brownfields sites
- Are the brownfield challenges/impacts described for the geographic boundary MAGNIFIED in the target area? If so discuss!



# Priority Brownfield Sites

Expressway Landfill, which is the site of several historical unregulated landfills that operated for multiple years and have since stopped operation. The Expressway Landfill consists of 13 parcels totaling approximately 40 acres that have been combined into one landfill site. Prior limited investigations in the area have identified environmental concerns that include elevated concentrations of metals Spanish Fork City, UT FY2024 US EPA Brownfields Assessment Grant 2 such as lead, arsenic, and chromium in soil and benzene and arsenic in groundwater, as well as landfill gases. Further site investigation and cleanup planning are needed to fully characterize and understand the environmental impacts preventing the property from being redeveloped. The site is unsecured and adjacent to a growing commercial development area. Residential housing is proximate to the site, and new residential developments are in progress adjacent to the site.

## Highlight:

- Past & current uses, site conditions,
- Number and size of structures and environmental issues including known or suspected contaminants.
- Describe why the site is a priority for assessment and reuse.



## Section 1.c. Strategy for Leveraging Resources, i. Resources Needed for Site Reuse



Doesn't have to be millions in public investments, could be an assessment performed in the target area by EPA or a state environmental agency, a low-interest loan awarded by the WPCLF for brownfields cleanup, EDA, Ag, etc



The city has a history of leveraging investment in projects throughout the community. For example, the former 100-year old Culver Union Hospital site was recently revitalized into the \$12.1M Historic Whitlock Place, a 56-unit apartment home complex. More investment is planned, focusing on the SSN. Without EPA funding for the initial high-risk environmental assessment of these sites, brownfield redevelopment will stagnate. Crawfordsville will pursue many different funding sources from the state and federal levels, as well as the private sector to use as leveraging as outlined below. ? Private Investment – approximately

- \$6.75M from public investors already committed to projects
- EPA - Additional EPA Assessment, Cleanup, and Revolving Loan Fund (RLF) to further the brownfield reuse goals of the city (\$500K-\$1.5M)
- Federal Highway Administration - Infrastructure improvements like streets & pedestrian/bicycle pathways (Est. \$5M+)
- Indiana Economic Development Corp. - Tax credits & other incentives to help communities create a climate where pressures from taxes, investment costs, & red tape are lower (Est. \$1M+)





**TAB**  
Technical Assistance  
to Brownfields

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# Thank You

For joining us for this webinar. Please get in touch if you have any questions or comments: [amyysavich@gmail.com](mailto:amyysavich@gmail.com)