



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

PROJECT APPLICATION PACKET

APPLICATION DEADLINE: SEPTEMBER 1, 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 September 1, 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 - September 1	Project Applications Accepted
July 13 @ 10 a.m. EDT	Informational Webinar
August 8 @ 2 p.m. EDT	Informational Webinar
July 5 - September 1	Lifeguard Applications Accepted
September 1 - September 22	Applications Reviewed by Committee
September 29	Projects Notified and Matched with Lifeguards
October 2- 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.



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.