Rural Placemaking Innovation Challenge (RPIC) - overview

National Coalition of PZ Federal Convening - September 23, 2021

What is the Rural Placemaking Innovation Challenge
RPIC operates under the following concepts
From an Idea to Reality
Place-based Initiatives, build on community stakeholder Ideas

Communities who love and cherished their ideas
Quality Places
Who is eligible to apply?

- Federally-recognized Tribes & Native American Tribal Organizations
- Institutions of higher education (including 1862 Land-Grant Institutions, 1890 Land-Grant Institutions, 1994 Land-Grant Institutions, Hispanic-Serving Institutions, and Historically Black Colleges and Universities (HBCU)).
- Nonprofit organizations with 501(c)(3) IRS status; or public bodies.
- Small private entities meeting the size standards established by the U.S. Small Business Administration (SBA).
  - All eligible applicants must demonstrate the capacity to deliver and support multiple rural placemaking planning activities within at least one of the four regions and has previously administered a federal grant.
Why Substantial Involvement is Important:

• Promotes cross-agency collaborations and identifies best practices in Community & Economic Development

• The team collaborates with the Data Analytics and Regulations Management Divisions to improve program delivery and equip Rural Development staff with the economic development tools necessary to drive prosperity in rural communities
Rural Placemaking Innovation Challenge (RPIC) Awards (FY 2020)

**Northeast:** Pa Downtown Center

**South:** Winrock International for Ag Development

**West:** Tolani Lake Enterprises

**Midwest:** 1. McClure Engineering Co

**Midwest 2.** Pierce County – Nebraska
Pennsylvania Downtown Center

- Funds will use to provide technical assistance to help develop plans to support downtown revitalization in the communities of:
  - Clarion Boro – Clarion County
  - Emlenton Boro – Clarion / Venango County
  - Mapleton – Huntington County
  - Mt Union – Huntington County
  - Shirley Twp – Huntington County
  - New Castle – Lawrence County
  - Reynolds ville – Jefferson County

- Funds will be used to develop community assessments, action strategies and annual work plans
Winrock International

• Winrock International will use their grant to help develop and implement a plan to support rural tourism opportunities in the cities of England, Lonoke, Stuttgart and Helena-West Helena.

• “Winrock International’s roots are in rural Arkansas and we are proud to continue our legacy of rural community development,” said Winrock's Senior Director of U.S. Programs Linsley Kinkade.
  • “Winrock equips communities and their leaders to pursue their individual goals and achieve their unique visions. We are proud to collaborate with these communities and their leaders to support and amplify locally-driven efforts that improve economies in a sustainable and resilient way.”

• “Inspired by its namesake Winthrop Rockefeller, Winrock’s mission is to empower the disadvantaged, increase economic opportunity and sustain natural resources.”
Tolani Lake Enterprises

- Project is with the Cameron Chapter of the Navajo Nation; Coconino County, Arizona.

- Focusing on planning for
  - Broadband
  - Housing
  - Entrepreneurship
  - Cultural Tourism
Pierce County Economic Development (PCED)

- PCED will use their grant to develop a plan to support outreach to students and recent graduates for rural entrepreneurship opportunities in the agricultural sector in Pierce and Madison counties in Nebraska.

- The mission of PCED is to sustain and grow the county's economic and outstanding quality of life, by providing leadership and resources for:
  - Business creation,
  - Business expansion,
  - Business retention,
  - New business recruitment and community planning and development.

- PCED accomplishes this mission by engaging with community leaders, stakeholders, volunteers, youth, and business owners,
### General Comparison From FY 20 to FY 21

#### Fiscal Year 2020

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<td>Funding for FY 2020</td>
<td>$1,000,000</td>
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<td>Number of Total Applications</td>
<td>60</td>
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<td>Funding Request from Eligible Applicants</td>
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#### Fiscal Year 2021

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<td>Funding Requests from Eligible Applicants</td>
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www.rd.usda.gov/RPIC

Rural Placemaking Innovation Challenge

Program Status: Open
Application Deadline: July 26, 2021

Overview

USDA is making available up to $2 million in cooperative agreements under the Rural Placemaking Innovation Challenge (RPIC) for eligible entities to help them provide planning support, technical assistance and training to foster placemaking activities in rural communities.

Qualified entities can use the funds to help rural communities create plans to enhance capacity for broadband access; preserve cultural and historic structures; and support the development of transportation, housing, and recreational spaces.

For more information, contact RD.RPIC@usda.gov.

What is Rural Placemaking?

Under RPIC, placemaking is defined as a collaborative process among public, private, philanthropic and community partners to strategically improve the social, cultural, and economic structure of a community. This work is based on a sense of place with qualitative and quantitative outcomes.

How to Apply
RPIC Webpage:  
www.rd.usda.gov/RPIC

Email Address:  
RD.RPIC@usda.gov