

APPLICATION PACKAGE

# KENTUCKY LEAGUE OF CITIES COMMUNITY DEVELOPMENT SERVICES



## 2018 TACTICAL SOLUTIONS REGIONAL SUMMIT

WHAT'S THE BIGGEST CHALLENGE FACING YOUR CITY?  
(AND HOW ARE YOU GOING TO ADDRESS IT?)

APPLICATION PACKAGE

Kentucky League of Cities (KLC)  
100 East Vine Street, Suite 800  
Lexington, KY 40507  
Phone: 800.876.4552 (toll-free)  
Fax: 859.977.3703  
[www.klc.org](http://www.klc.org)





## 2018 TACTICAL SOLUTIONS REGIONAL SUMMIT

### What is the Tactical Solutions Regional Summit?

KLC is launching an initiative to help KLC member cities address their challenges through a planning summit. The Kentucky League of Cities Community Development Services (KLC CDS) team understands the challenges facing Kentucky cities. You and your team will create your city's "tactical solutions plan" during a one-day, hands-on collaborative workshop and walk away with a customized action plan to address your city's issues.

### What's in it for you?

This intensive new model allows you to walk away with a plan in hand without spending a lot of time and money. Your team will identify challenges and opportunities and work together to create a detailed plan with goals and tactics so you can return home and implement it immediately. You will leave with:

- A complete, customized plan for your city to begin implementing.
- Engaged local leaders who have agreed to take the lead, participate and support implementation.
- Identified challenges and opportunities that your community will work on together.
- Clear goals, tactics and recommendations that allow you to implement immediately.
- A summit format so you can discuss and network with other cities.

### Who can participate?

Cities that want to get serious about addressing their local challenges or leveraging their local opportunities can participate. Elected officials, business leaders, community leaders and interested citizens can attend. This consultation session will assist the team of leaders in identifying the best possible steps for their community to find success in today's economy. No more than five (5) cities with up to six (6) participants each can participate in a single summit to ensure that each city receives individualized assistance.

### How does it work?

You fill out an application to assess the issues or challenges that your city wants to address. If your city is selected to participate, you may bring up to a total of six (6) participants to the summit – those persons you deem most appropriate to help you develop and implement the plan. If selected, your team will join four other cities who are working on their own initiatives during the summit. **At least one of your participants MUST be an elected city official, city manager or city administrator.**

KLC CDS advisors will guide the process as your team works on your city's specific concerns. Over the course of the day you will work out the specific tactics that must be used in order to accomplish the initiative you want to address. You may collaborate with the other cities attending the summit in brainstorming potential solutions. At the end of the first day, you will have a complete tactical plan to take home and put to work.

### What's the take-away?

A laser-focused plan that produces results. The scope of work may include addressing a specific challenge. It may include a plan for the entire city, a trail system, an historic district, new growth area, a specific neighborhood, business district or other defined area or community issue. Your work plan will be customized for you and your city. Your team will learn how to involve community stakeholders and move forward immediately.

### When and where?

KLC CDS will offer a limited number of summits each year. The summit will be held regionally and only marketed to a specific area. If your city has a meeting location you believe will accommodate one of the summits, please let us know!

**But wait, there’s more! Day 2.**

Implementing your initiative becomes more feasible with a well-thought-out funding plan. KLC CDS is offering a second day to provide participants with a funding plan for one of the projects identified on Day 1 of the Tactical Solutions Regional Summit. This funding plan will help you identify ways to approach your city’s initiative using available tools and resources.

The first step to securing funding for your initiative is to have a well-thought-out plan like the one you created on Day 1. It is the key document that guides your next steps. It also makes your goals clear to potential lenders or possibly investors, and it explains how you’re going to spend money and resources going forward.

Before you can implement your project plan you must have a funding plan. In general, it should explain:

- how much money will be required;
- when the money will be required;
- where the money will come from;
- what the money will be used for;
- when debts will be paid back; and
- when investors can expect to see returns.

You also need to identify all the likely costs involved in your project such as:

- start-up capital (e.g. office equipment, machinery, building costs, licenses, permits, insurance, bond or facilities);
- operating capital (e.g. salaries/wages, rent, expenses, supplies, utilities, advertising/marketing, interest repayments, depreciation); and
- contingency funds - to survive rough periods until your project becomes sustainable.

Carefully evaluate your project concept and how you plan to execute your funding plan. Having a thorough understanding of strengths and limitations will help define your financial requirements and identify your most likely sources of funding.

During Day 2 your team will learn how to leverage assets and identify funding opportunities such as grants, bonds and special financing. This session will walk you through the creation of a funding plan which moves you even closer to implementation of your project.





# KLC TACTICAL SOLUTIONS REGIONAL SUMMIT APPLICATION

## City Participation Criteria

- Participating KLC member city must be authorized by the mayor's signature, and the summit must be attended by either the mayor, council member or a city manager/administrator.
- City must register their city and each participant at last 45 days prior to the summit.
- Each city may bring no more than six local leaders, residents or citizens to assist in development of the plan. At least one participant must be an elected city official, city manager or administrator.
- Each city must complete the application. The application will be reviewed by KLC which, at its sole discretion, will select the participating cities.
- Each city is to make any previous work plans related to community development efforts available to KLC to review prior to the summit.
- Only five cities will be admitted per summit.
- If a quorum of the city's elected body participates in the summit, the city must comply with Kentucky Open Meeting laws.

## Required Preliminary Steps

- Identify one elected leader and up to five other participants to create the city's "summit team."
- Obtain signed commitments from each participant to attend the training and assist in leading implementation.
- Application to include a written description of the issues, challenges or opportunities to be addressed (scope of work) and the desired outcomes of participating in the workshop as shown on page 7 (1,000 words or less).
- Provide previous plans on any element related to the scope of work.
- Provide a budget, potential funding sources and any related financial information that you may have previously gathered.

## Cost to Participate

Upon acceptance, your city will be invoiced for \$1,500 for the two-day summit. Should you only be interested in day one, the cost is \$1,000. Refunds will not be made available as these slots are limited to only five cities, with up to six participants each.



# KLC TACTICAL SOLUTIONS REGIONAL SUMMIT APPLICATION

Mayor of (name of city):

Primary Contact:

City Name:

Contact Address:

Contact Phone:

Contact Email:

Names of individuals who will participate, including elected officials. There is a limit of six participants from each city.

1. \_\_\_\_\_ email: \_\_\_\_\_

2. \_\_\_\_\_ email: \_\_\_\_\_

3. \_\_\_\_\_ email: \_\_\_\_\_

4. \_\_\_\_\_ email: \_\_\_\_\_

5. \_\_\_\_\_ email: \_\_\_\_\_

6. \_\_\_\_\_ email: \_\_\_\_\_

Mayor: \_\_\_\_\_ Date: \_\_\_\_\_

Submit this completed form with your letter of interest to participate in the KLC Tactical Solutions Regional Summit.

Mail to:  
Tad Long  
Community Development Director  
Kentucky League of Cities  
100 East Vine Street, Suite 800  
Lexington, KY 40507  
tlong@klc.org



## **KLC TACTICAL SOLUTIONS REGIONAL SUMMIT APPLICATION – SAMPLE LETTER OF INTEREST**

Use this sample letter as a guide. On city letterhead, create a cover letter to convey your interest in participating in the summit.

Date

Tad Long  
Community Development Director  
Kentucky League of Cities  
100 East Vine Street, Suite 800  
Lexington, KY 40507

Dear Tad:

On behalf of the City of (Name of City), I am writing to express our interest in participating in the Kentucky League of Cities Community Development Services Tactical Solutions Regional Summit.

We are prepared to meet the criteria of the program and are enclosing our completed application and commitment letter.

We understand that benefits associated with participating in this program depend on our commitment as a community in addressing the challenges we will identify. We agree to dedicate our time and talent to working with our community to implement the solutions recommended through this process.

Please contact me as soon as possible to register our participation at the next scheduled summit.

Signed by the mayor



## KLC TACTICAL SOLUTIONS REGIONAL SUMMIT APPLICATION

Application to include a written description of the scope of work and the desired outcomes of participating in the workshop (1,000 words or less). Bullet points are acceptable.

1. Identify scope of work (issue, challenge or goal) to be addressed (150 words or less).

2. Define the current situation (300 words or less).

3. Discuss the community profile and current perceptions of the project area (250 words or less).

4. Identify barriers to success (200 words or less).

5. State what you want out of the workshop (100 words or less).



## LEADERSHIP TEAM COMMITMENT SIGNATORY PAGE

Leadership team members of the City of \_\_\_\_\_ play a critical role in the planning and execution of the Tactical Solutions Action Plan. The team has been carefully structured to represent a diverse array of skills, experience, and leadership. National research supports the need for innovative and visible leadership of team members. For this reason, each team member is asked to commit to certain activities.

By my signature below, I understand that I am committing to:

1. Attend the KLC CDS Tactical Solutions Regional Summit.
2. Actively participate in the creation of a Tactical Solutions Action Plan.
3. Actively participate in executing the Tactical Solutions Action Plan upon returning to my community.
4. Assist in identifying others within my community to assist with implementing the plan.
5. Write letters of support for funding proposals as needed.

I understand that my participation in implementing the Tactical Solutions Action Plan may further include:

- Making presentations to community organizations on behalf of the city.
- Being a visible advocate for the project in the community.
- Endorsing the initiatives via social media and other forms of local media.
- Volunteering in events related to execution of the plan.
- Accompanying key leaders to make presentations, provide technical assistance, or to propose policy recommendations resulting from execution of the plan.

I, the undersigned, agree to the terms and conditions stated above and commit to serve as a representative on my city's Tactical Solutions Action Plan team.

Signature \_\_\_\_\_

Date \_\_\_\_\_



## PROPOSED DAY 1 AGENDA

9:00 a.m. – 9:30 a.m.	Introductions of Each Team (City Name and Desired Result) Individuals: State Your Name and Why You Are Participating
9:30 a.m. – 10:20 a.m.	Leadership Team Discussions (with KLC) Identify Challenges and Opportunities
10:20 a.m. – 10:30 a.m.	Break
10:30 a.m. – 11:20 a.m.	Define How to Get What You Want
11:20 a.m. – 12:00 a.m.	Introduce Implementation 101
12:00 a.m. – 1:00 p.m.	Lunch
1:00 a.m. – 1:45 p.m.	Develop Tactics on How to Approach/Implement Each of the Goals
1:45 p.m. – 2:00 p.m.	Identify Specifically who Should be Involved
2:00 p.m. – 2:20 p.m.	Organize Volunteers
2:20 p.m. – 2:45 p.m.	Funding – Practice Your Pitch
2:45 p.m. – 3:15 p.m.	Report on Progress
3:15 p.m. – 3:30 p.m.	Closing Questions/Comments/Adjourn

## PROPOSED DAY 2 AGENDA

9:00 a.m. – 9:30 a.m.	How to Identify Funding Sources
9:30 a.m. – 10:20 a.m.	How to Search for Grants Like A Pro
10:20 a.m. – 10:30 a.m.	Break
10:30 a.m. – 10:50 a.m.	Grant Writing Tips
10:50: a.m. – 11:45 a.m.	How to Leverage Funds and Develop a Funding Plan
11:45 a.m. – 12:15 p.m.	How to Locate Financing Opportunities
12:15 p.m. – 12:30 p.m.	Closing Thoughts
Adjourn	

## TO PREPARE FOR THE SUMMIT

To get the best out of the time you will spend with the KLC CDS advisors, it is best for you to meet with your local participants in advance of the summit. This will assist you in determining what specific issues or challenges in your city you wish to address. Consider the plans that are already on the shelf. Determine if there are things you've wanted to do and yet nothing has happened.

**Determine the Purpose:** This is the evaluation part of the application. Use this preliminary time with your participating team members to narrow the focus of what issues and challenges you wish to work on. Identify the scope of work and the result that you want before attending the summit.

**Prepare in Advance:** Once you know what area you are to focus on, gather materials or resources that will enable you to address the scope of work at the summit. Perhaps you'll need a map or a previously written planning document. Maybe there will be helpful information in a previous grant application. Or, perhaps there is an existing city ordinance affecting your initiative. Give thought to what will come up during the summit and bring materials with you to help in the discussion and planning process.

**Know Your Local Situation:** Be thinking about the obstacles that have stood in the way of success in times past. If you haven't previously found a solution, prepare a list of what has been tried in the past and another list of what might be possible now. Be realistic about what is possible. You know your community, so think through how this time might be different.

**It's Local and It's Personal:** Work with the leadership team to identify other organizations or private individuals that might be useful during the implementation of your plan. Name names, identify those who will get on board. Be prepared to create strategies to address difficult individuals and perceptions.

**Show Me the Money:** Begin to think about what you want as the result of the action planning process. Identify what can be done with existing resources and what will cost money that you don't currently have. During the summit, you will have the opportunity to find alternate funding sources.

**Tell the World:** Discuss with the leadership team about how to get the word out when you return. If there is a group already in place that will carry the work forward, how will you get them up to speed and support them going forward? How will you get the community to support the work? How will you share information to the community at large? Will your local media be involved? How will you manage social media around this project/process? What tools will you need?

