



## Frequently Asked Questions about the Brownfields Project Marketplace

### **What is the Brownfields Project Marketplace?**

The Marketplace was created with an understanding that it's often difficult to bring the public- and private- sectors together in the same place, and harder still to have each engage in an open discussion about brownfield projects. The Marketplace provides an initial platform for those introductions and connections to be made. It also provides communities with a better understanding of the financing resources available to them for their brownfields projects.

### **What can I expect as a community presenting at the CDFA Brownfields Project Marketplace?**

From a community's perspective, the Marketplace provides access to experienced technical advisors, information on available financial resources for brownfields projects, and access to a network of individuals and organizations that may provide advice and insight gained from years of experience with varied redevelopment projects.

Unlike other technical assistance available to brownfield communities, the Marketplace is primarily focused on the financing component of brownfields redevelopment and connecting participating communities to financial resources. The intended outcome of participating in the Marketplace is to help identify potential resources your community can use to fill the financing gap of your project as well as:

- Discover financial resources
- Have direct access to financial advisors and brownfield experts
- Develop a better understanding of how to move your project forward
- 30 minutes dedicated to promoting your project (10 minutes of presentation time, 20 minutes of feedback from our advisors)

**Is there a cost associated to register or attend the Marketplace?**

No, the Marketplace is FREE brownfields financing technical assistance. The Marketplace is one component of the [CDFA Brownfields Technical Assistance Program](#), which is funded by a grant from the U.S. EPA to provide FREE assistance to communities throughout the country that are looking to finance the redevelopment of brownfield sites

**Will the Marketplace provide me with funding for my brownfield project?**

No, CDFA does not provide direct project financing. The Marketplace is intended to give you a better understanding of the resources and financing tools available to your community. The Marketplace will also bring greater awareness to your project as we promote the projects that are enrolled in the Marketplace to CDFA’s network of over 25,000 development finance individuals.

**How does the Marketplace work?**

There are two different formats of the Marketplace that CDFA conducts- one that takes place online, and one that takes place in-person.

The *Online Marketplace* operates in a similar fashion to a webcast. Communities present their project online to an audience of advisors, experts, and other participating communities. Presentations are immediately followed by advisor recommendations and discussion related to the project financing. Online Marketplace sessions are 30 minute sessions, allowing approximately 10 minutes for presentations and 20 minutes for recommendations and related discussion.

The *In-Person Marketplace* takes place at various locations throughout the country. To date, we’ve hosted Marketplaces in Scottsdale, AZ, Columbus, OH, and Charleston, SC. The In-Person Marketplaces can require travel on the part of the community, but offer more unique opportunities for face-to-face technical assistance and networking.

*A community presenting their project to advisors in Columbus, Ohio*



*Community project posters on display at the 2015 National Development Finance Summit in Charleston, SC*



## **Is my brownfield project a good fit for the Marketplace?**

We encourage all communities with brownfields to apply, though the Marketplace is the most beneficial to projects that are further along in their redevelopment process and have been through the environmental assessment and cleanup phase of their redevelopment. If you are unsure about your projects status, CDFA staff would be happy to discuss your project and whether it would be a good fit for the Marketplace. Please contact a CDFA staff member below.

## **How do I apply to present my brownfield project in the Marketplace?**

Follow the link below to apply. CDFA staff will follow up with you once you have completed your application and provide further instructions.

[>>> Apply Here](#)

## **What information about my project should my presentation include?**

- Basic site information (location, former use, contamination)
- Site Ownership
- Where does your project stand in the remediation/cleanup process?
- Intended future use of the site
- Have you identified your financing gap? If so, how much?
- Is your project located near existing infrastructure? (highways, rail, anchored businesses or industry)

*Additional information about your project that is helpful, but not required:*

- Financial pro-forma
- Market or feasibility study

## **How long should my presentation be?**

Each community will have 10 minutes to present their project during the Marketplace. We advise using 3-5 slides (excluding pictures and maps) for the content and background of your project.

## **How many advisors will be present for my presentation?**

We typically have 2-3 advisors present for each presentation. This number provides communities with valuable, focused feedback and avoids cluttered discussions.

## **Who are the technical assistance advisors?**

Our advisors are industry leaders that have worked with brownfield projects such as lawyers, bankers, consultants, and financial advisors.

## **My community presented our brownfield project at the Marketplace, now what?**

CDFA staff works diligently to match communities with advisors, we encourage conversations to continue outside the Marketplace. CDFA will provide both parties with necessary contact information.

In addition, for communities that participate in the Project Marketplace and want additional assistance for their brownfield efforts, the CDFA Brownfields Project Response Teams will conduct site visits providing one-on-one recommendations from a combination of CDFA staff and technical assistance partners. These fact finding visits will offer communities specific, actionable advice that can transform brownfields into usable sites. CDFA will coordinate 36 Brownfields Project Response Teams over the life of the five-year program. An example of our previous site visit reports can be viewed [here](#).

To learn more about Project Response Teams contact a CDFA staff member below.

## **What do the advisors get out of the Marketplace?**

From an advisor's perspective, the Marketplace provides an opportunity to learn about brownfield projects that are typically at the top of a community's priority list to redevelop. To this end, communities are usually more willing to throw a larger portion of their time and resources behind these projects to make them happen.

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