



LISC



NFL GRASSROOTS PROGRAM

A Community Football Fields Program

REQUEST FOR PROPOSALS (RFP)

SPEAKERS

- **Beverly Smith, Moderator**
Senior Program Director, Youth Development & Recreation, LISC
- **Eugene Montgomery**
Program Officer, Jacksonville LISC
- **Scott Hallenbeck**
Executive Director, USA Football



PROGRAM OVERVIEW

LISC works with its partners to create communities that are good places to live, work and raise a family. LISC and the National Football League's Youth Football Fund are partners in The NFL Grassroots Program, which builds community football fields in low income neighborhoods helping make the next generation of youth active and healthy.



HIGHLIGHTS OF THE NFL PROGRAM

- First field refurbished in 1998.
- Over \$ 20 million dollars in grants awarded.
- An additional \$ 90 million dollars in support leveraged.
- More than 190 fields built or refurbished in over 60 communities.
- Over 200,000 Youth have benefited from the program.



AVAILABILITY OF FUNDING

Two Levels Of Funding Available

General Field Support

Funding up to \$50,000

Covers Installation/ Refurbishment of:

- Bleachers
- Concession Stands
- Lights
- Irrigation Systems



AVAILABILITY OF FUNDING

Two Levels Of Funding Available

Field Surface Grant

Matching Grants of up to \$200,000

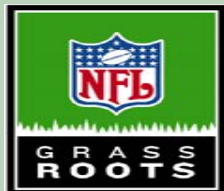
- Used to finance the resurfacing of Community, Middle School or High School Football Fields
- \$200,000 grants are available to applicants seeking to install synthetic, recycled rubber-and sand-based sports surfaces.
- \$100,000 available to a field utilizing natural grass/sod surfaces.
- Proposals for full size field must be at least 120 yards x 53 1/3, practice size field must be at least 60 yards x 26



ORGANIZATIONAL ELIGIBILITY CRITERIA

To Qualify for Grassroots Funding Organizations Must:

- A community-based organization, middle school or high school serving a neighborhood consisting of low and moderate income families and individuals.
- Have at least one-full time staff person.
- Be in existence for at least three years.
- Have a proven track record in real estate development and/or recreation programming.
- 501 (c)(3) tax exempt status/school status.
- Located in an NFL Target Market as outlined in the RFP.



Selection Criteria



ARIZONA CARDINALS: Phoenix, Tempe, Glendale	HOUSTON TEXANS: Houston	OAKLAND RAIDERS: Oakland, Alameda, Hayward, San Leandro, Berkeley, San Lorenzo, Castro Valley, Union City, Richmond, Walnut Creek
ATLANTA FALCONS: Atlanta	GREEN BAY PACKERS: Green Bay, Milwaukee, Racine, Manitowoc, Sheboygan, LaCrosse	PHILADELPHIA EAGLES: Philadelphia, Lehigh Valley, PA; Camden, NJ, Trenton, NJ; Wilmington, DE
BALTIMORE RAVENS: Baltimore	INDIANAPOLIS COLTS: Indianapolis	PITTSBURGH STEELERS: Pittsburgh, Fayette, Butler, Green, Indiana, Lawrence, Washington, Westmoreland, Allegheny, Armstrong, Fairmont, WV, Werton, WV
BUFFALO BILLS: Buffalo, Lackawanna, Tonawanda, Rochester	JACKSONVILLE JAGUARS: Jacksonville, Nassau, Clay, St. John's and Baker Counties	ST. LOUIS RAMS: St. Louis, MO, East St. Louis, IL
CAROLINA PANTHERS: Charlotte, Winston-Salem, Raleigh, Greensboro NC; Columbia, Spartanburg, SC York County	KANSAS CITY CHIEFS: Kansas City, MO, Kansas City, KA	SAN DIEGO CHARGERS: San Diego County
CHICAGO BEARS: Chicago, Cook County (Mayfield, Brookfield, Chicago Heights, Riverdale, Blue Island)	MIAMI DOLPHINS: Miami Dade, Broward, and Palm Beach Counties	SAN FRANCISCO 49ERS: San Francisco, South San Francisco, San Jose, East Palo Alto, Watsonville, Pajaro, Salinas
CINCINNATI BENGALS: Cincinnati, OH (Hamilton County, Cleremont, Butler, Warren), Northern Kentucky (Boone County, Campbell, Kenton)	MINNESOTA VIKINGS: Minneapolis, St. Paul, Duluth	SEATTLE SEAHAWKS: Seattle, Tacoma
CLEVELAND BROWNS: Cleveland, Loraine, Youngstown, Canton	NEW ENGLAND PATRIOTS: Boston, Springfield, Providence, RI, Nashua, NH	TAMPA BAY BUCCANEERS : Hillsborough, Pinellas, Orange, Osceola, and Seminole Counties
DALLAS COWBOYS: Dallas, Irving, Arlington	NEW ORLEANS SAINTS: New Orleans	TENNESSEE TITANS: Davidson, Cheatham, Dickson, Sumner, Rutherford, Williamson, Wilson and Robertson Counties
DENVER BRONCOS : Denver, Colorado Springs, Pueblo	NEW YORK GIANTS: Newark, Paterson, Jersey City, Englewood, Hackensack, NJ; Mount Vernon, Yonkers, NY	WASHINGTON REDSKINS: Washington, DC, Prince George's County, MD Richmond, Virginia Beach, VA
DETROIT LIONS Detroit	NEW YORK JETS: New York, NY, Hempstead, Roosevelt, Morris County (Dover, Morris Township), NJ	LOS ANGELES: Los Angeles, CA

FEASIBILITY OF PROJECT

- Are the budgets realistic?
- Are there site control or environmental issues?
- Does the project need to be approved by other parties?



PROJECT READINESS

- What is the timeline for the project?
- Does the project interfere with existing programming?



MANAGEMENT CAPACITY

- Leadership, experience and time management skills.
- Does the organization have the resources to complete the project efficiently and effectively?



NEIGHBORHOOD IMPACT

- Does the project meet the low to moderate income requirements?
- Who are the primary users of the field?
- Will the community at large have access to the field?
- Proposals must include memorandums of understanding between grantee and community partners.



SUPPORT FROM THE COMMUNITY

- Is there support for the project from community organizations?
- From the City?
- From the local NFL franchise?



MATCH FUNDING

- Dollar for dollar match is required at all levels of funding.
- How much of the match is currently in hand?
- In-kind donations are eligible. What qualifies as “in-kind”?



FUTURE MAINTENANCE AND SAFETY

- Who will maintain the field?
- Is there a funding stream in place to support on-going maintenance?
- Are potential safety issues, such as lighting and controlled access addressed?



RECREATIONAL PROGRAMMING

- Is there existing programming on the field? Are there usage agreements in place for multiple leagues/users?
- Who is providing the programming?
- Are there existing funding streams to continue programming?
- How many youth and adults currently participate in the programs?



PARTNERSHIP BUILDING

Potential Partners Include:

- Government Agencies and Local Officials
- Community Based Organizations
- Business Leaders
- Local NFL Team
- USA Football



APPLICATION PROCEDURES

Proposals Must Include the Following:

- **Cover Sheet**
- **Narrative**
 - Do not exceed 5 pages
- **Description of Project**
- **Impact of Project and Future Sustainability**
 - Usage Agreements
 - Memorandum of Understanding
- **Organizational Attachments**
- **Project Attachments**
 - Engineering Reports
 - Scope of Work/ Budget
 - Project Timeline
 - Documentations of In-Kind Commitments



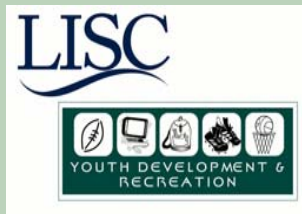
ORGANIZATIONAL ATTACHMENTS

- IRS 501 (c)(3) determination letter
- Two most recent audited financial statements for 2006 and 2007 fiscal year
- Most recent IRS 990 form
- Current List of organization's Board of Directors



PROJECT ATTACHMENTS

- Project budget & Timeline
- Financing commitment letters from match funding sources
- Field maintenance budget
- Landscaping or park design plans
- Environmental reports (if necessary)
- Agreements and budgets for field programming
- Letters of support from field users and other community organizations
- Field Usage Agreements & Memorandums of Understanding



YOUTH DEVELOPMENT & RECREATION CONTACTS

- **Beverly Smith, Senior Program Director**
Youth Development & Recreation
(212) 455-9881, bsmith@lisc.org
- **Lea Palabrica, Program Officer**
Youth Development & Recreation
(212) 455-9312, lpalabrica@lisc.org
- **Kwame Flaherty, Assistant Program Officer**
Youth Development & Recreation
(212) 455-9301, kflaherty@lisc.org
- **Mark Conyers, Senior Administrative Assistant II**
Youth Development & Recreation
(212) 455-9854, mconyers@lisc.org



USA FOOTBALL

- Equipment Grants
- Membership
 - Leagues
 - Coaching
 - Officials
- Coaching Schools
- Health and Safety Information
- Officiating Clinics



USA FOOTBALL CONTACTS

Scott Hallenbeck
Executive Director

Nick Inzerello,
Director, Football Development

Deno Campbell
Senior Manager, Football Development

Rick Peacock
Senior Manager, South Region

Ed Passino
Manager, East Region

Scott Leveque
Manager, Central Region

Bucky Brooks
Manager, West

Bassel Faltas
Manager, Northwest

By Phone: 877-536-6822

By Mail: 8300 Boone Boulevard, Suite 625
Vienna, Virginia 22182

On the web: www.usafootball.com