

SOUTHLAND ECONOMIC TRANSFORMATION (SET) FUND

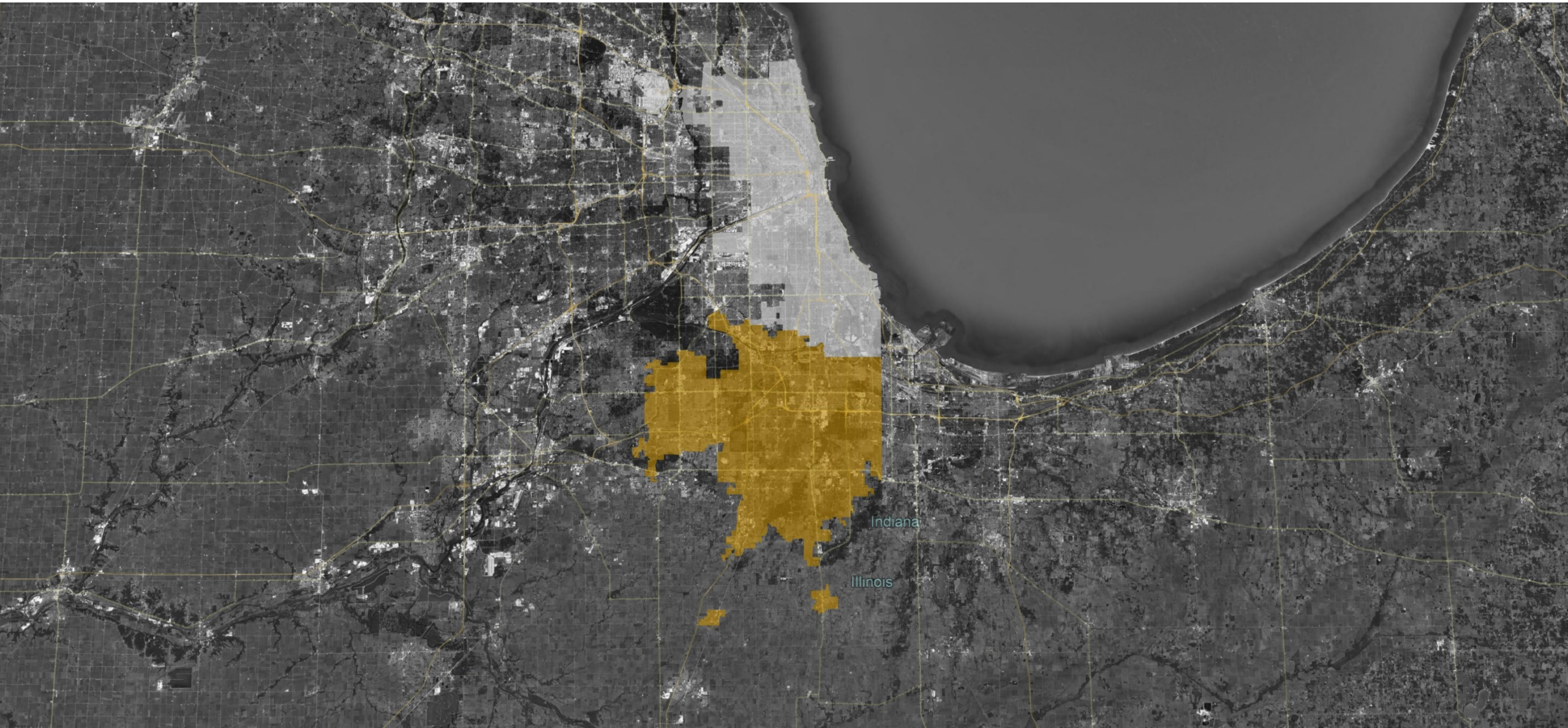


MacArthur
Foundation

Q&A webinar

02/20/2020

The Southland: A Critical but Overlooked Part of the Region



What is SSEGI?

- South Suburban Economic Growth Initiative (SSEGI)
- Brings together community, industry and government to reestablish the Southland as an economic powerhouse
- Has undertaken extensive market analysis and strategy development → **foundation for comprehensive asset- and market-based inclusive economic development**

What is the Southland Economic Transformation (“SET”) Fund?

- SSEGI, supported by the MacArthur Foundation, is now capitalizing projects that support the strategies outlined in the [Phase I market analysis](#)
- SET Fund goal: advance products, tools, programs with the most potential for **transformative economic change in the Southland**
- \$400k available; anticipate average grant sizes of \$40-50k



Civic Working Groups

Organizations and individuals primarily participate in SSEGI through **Civic Working Groups (CWGs)**:



PRIORITY STRATEGIES

- Creating and expanding pathways to higher paying jobs
- Improving coordination of existing and new workforce development programs
- Supporting evidence-based approaches to youth and young adult workforce development

PRIORITY POPULATIONS

- Opportunity Youth (ages 16-24)
- Un- or under-employed middle skill workers

PRIORITY STRATEGIES

- Bolstering existing rental and owner-occupied housing stock
- Creating new opportunities for homeownership

PRIORITY POPULATIONS

- Existing renters and homeowners
- New residents, especially middle-income homeowners.

PRIORITY STRATEGIES

- Supporting industry and cluster-based development
 - *food manufacturing; metals, machinery & equipment; TD&L*
- Increasing entrepreneurship, particularly in the targeted clusters
- Increasing ownership by people of color of small but potentially high growth firms

PRIORITY POPULATIONS

- Minority and women entrepreneurs
- High growth small firms
- Established, mid-size firms which are underperforming or have growth opportunities

Proposals and Timeline

Proposals are encouraged which:

- Identify and develop Southland assets - increasing their productivity and prosperity
- Realize the overall strategies of SSEGI
- Are cross-disciplinary/cross-jurisdictional
- Applicants demonstrate a proven track record in the work they propose

Key dates include:

- **March 9** – LOIs due
- **Early April** – Finalists selected; invited to full proposal stage
- **Early May** – Full proposals due
- **Early June** – Grantee Selection Announcement

Required LOI Content

Organizational Background

- Organization details
- Key personnel

Proposal Details

- Needs addressed
- Executive summary of project

Project Feasibility

- Activities to be undertaken
- Feasibility analysis

Use of SET Grant Funds

- Project development status
- Provide a preliminary budget

Additional Resources

Please refer to the SSEGI website for additional resources, including:

- **[SET Fund page](https://ssegi.com/set-fund)** (ssegi.com/set-fund)
 - SET Announcement
 - SET Rules and Regulations
 - Frequently Asked Questions (FAQ)

- **[SSEGI work](https://ssegi.com/our-work)** (ssegi.com/our-work)
 - Phase I market analysis (full report & executive summary)
 - Signature Initiatives
 - Civic Working Group fact sheets

QUESTIONS?



South Suburban Economic Growth Initiative

MacArthur
Foundation

grants@ssegi.com

www.ssegi.com/set-fund