

DATE	April 4, 2024
PROPOSAL FOR	Town of Marbletown
CONTACT(S)	Rich Parete, Town Supervisor
SERVICE	Consolidated Funding Application (CFA): Environmental Protection Fund Grant Program for Parks, Preservation and Heritage (EPF)
FEE	\$8,000
PRESENTED BY	Steve Densmore, President 845-234-8713 sdensmore@choicewordspr.com

ABOUT CHOICE WORDS

Choice Words was formed in 2010 in response to a persistent need for strategic communications services in the Hudson Valley and NYC Metro area. Today its diverse client base includes nonprofits, businesses, and municipalities throughout the Hudson Valley and beyond. Choice Words has helped its clients secure more than **\$135 million in grant awards** to date, from a variety of federal, state, and private sources.

Choice Words has extensive experience securing grant funding for municipalities. Cumulative grant awards for a few of Choice Words' municipal clients include:

\$13.0 million – City of New Rochelle	\$1.5 million – City of Poughkeepsie
\$4.5 million – Town of Cornwall	\$270,000 – Town of Saugerties
\$2.0 million – City of Peekskill	\$240,000 – City of Beacon
\$1.8 million – Town of New Windsor	\$238,000 – Town of Mount Pleasant
\$1.5 million – Town of Hyde Park	...and many more

Choice Words has also successfully secured grant funding through the **Environmental Protection Fund**. Here are some noteworthy examples:

\$1.3 million – Walkway Over the Hudson	\$410,000 – Save Our Ships New York (John J. Harvey Boat)
\$500,000 – City of New Rochelle	\$250,000 – City of New Rochelle

The Choice Words team is able to quickly and efficiently cull information from a variety of sources, learn pertinent subject matter, and locate supporting data. It plans sufficient time to present clients with drafts and works with all members of the team to incorporate changes. Choice Words is organized: it keeps track of all employee hours and presents accurate and comprehensive invoices on time. Its experience with grant applications ranging from simple online forms to complicated federal funding opportunities makes Choice Words familiar with the potential challenges associated with these applications.

DUTIES / TERMS

Choice Words LLC is prepared to begin work immediately to assist the Town of Marbletown with its efforts to seek funding via the Consolidated Funding Application (CFA) process through the NYS Office of Parks, Recreation, and Historic Preservation's Environmental Protection Fund Grant Program for Parks, Preservation and Heritage (EPF). Choice Words will work closely with the Town of Marbletown to develop and file a strong CFA application. This effort will include:

- Registering the project for all appropriate funding sources on the CFA portal.
- Seeking (and, in some cases, writing drafts of) letters of support from local, regional, state and federal representatives and business leaders
- Developing budgets that accurately represent the scope and cost of the project
- If necessary, assisting with the formulation of a presentation before the REDC during Priority Project review
- Researching, writing and filing a complete and competitive CFA submission approved by the Town of Marbletown and submitted on or before the announced deadline.

COMPENSATION

Choice Words would accomplish this work for the Town of Marbletown for the project fee of \$8,000. Prior to beginning work, Choice Words would bill the Town of Marbletown for one half of the project cost (\$4,000), with the balance due upon completion and filing of the CFA.