

COMMUNITY DEVELOPMENT

Resource Toolkit



United States Department of Commerce
Center for Faith-based and Neighborhood Partnerships

U.S. Department of Commerce

Community Development Resource Toolkit

The U.S. Department of Commerce promotes job creation, economic growth, sustainable development and improved standards of living for all Americans by working in partnership with businesses, universities, communities and our nation’s workers. The Department touches the daily lives of the American people in many ways, with a wide range of responsibilities in the areas of trade, economic development, technology, entrepreneurship and business development, environmental stewardship, and statistical research and analysis.

The Commerce *Community Development Resource Toolkit* (CDRT) highlights the resources the Department of Commerce provides to help community development-focused organizations accomplish their mission. As a service-focused agency, the Department’s grants, data, technical assistance and other offerings exist for the public good.

This toolkit serves as a guide for nonprofits, faith-based organizations and other entities working to improve their communities at the local level. Formatted in conjunction with Secretary Penny Pritzker’s “Open for Business Agenda,” which focuses on the agency’s four priority areas of trade and investment, innovation, data, and the environment, the *Community Development Resource Toolkit* (CDRT) is an effort to connect Commerce equities with a wide array of stakeholders across multiple sectors.

This toolkit is a product of Commerce’s Center for Faith-based and Neighborhood Partnerships. The Center works to promote impactful partnerships between businesses and community- and faith-based organizations focused on job creation and economic growth. The Center also provides resources, information, and training opportunities - offered through Commerce’s 12 bureaus. This includes community-specific data, entrepreneurship trainings, business development opportunities, access to innovation centers, technical assistance and community development grant opportunities, among other things.



TRADE AND INVESTMENT RESOURCES

International Trade Administration (ITA)

- **The U.S. Commercial Service network of 108 U.S. Export Assistance Centers (USEACs):** For faith-based and neighborhood organization seeking to assist small business owners and others interested in improving their sales revenues through exports, USEACs are a one-stop resource for export promotion assistance. Through these USEACs, members of faith-based and neighborhood organizations can take advantage of programs and services tailored to their specific needs. In virtually every USEAC location, the office works with world trade centers, local chambers of commerce and other local trade organizations. Each of these locally based organizations collaborates with USEACs to conduct trade education seminars and workshops, trade events and client counseling and referrals.

Minority Business Development Agency (MBDA)

- **The MBDA Business Center Network:** MBDA has a national network of more than 40 Business Centers staffed with business development specialists who provide minority business enterprises (MBEs) with assistance in gaining access to contracts, to capital, and to new markets, along with offering strategic business advice. Certain Business Centers have particular specialties in areas including advanced manufacturing, healthcare information technology, and exporting. In addition, among these Centers is the first-of-its-type MBDA Federal Procurement Center, which assists MBEs in competing for and winning federal government contracts.
- **MBDA Fact Sheets and Publications:** MBDA maintains a repository of publications, reports, compiled statistical data and fact sheets useful to MBEs as well as to community-based organizations. Research and written material include, but are not limited to, (1) analysis of capital access for minority-owned businesses; (2) minority business profiles; (3) industry profiles by ethnic group, gender, state, and selected cities; and (4) data on minority owned businesses that are exporting. Members, audiences, stakeholders and business constituents of community-based organizations find such data helpful in their own assessments of trends and challenges, and studies on how and where relevant or targeted businesses and communities are flourishing.

Bureau of Industry and Security (BIS)

- **BIS Export Administration Regulations Training:** BIS Seminars provide background information on how to comply with U.S. export controls. Small and medium-sized businesses that currently manufacture domestically and wish to expand their operations participate in these training events to understand the requirements for exporting.
- **BIS Weekly Teleconferences:** BIS Teleconferences offer participants the opportunity to hear from the Assistant Secretary for Export Administration on various topics as they relate to changes in the Export Administration Regulations. This enables exporters to understand BIS' work at a more in-depth level, as well as allows for businesses to engage with their questions and concerns.
- **BIS Office of Technology Evaluation (OTE) Data:** OTE data provides an analysis of export licensing and trade metrics, critical technologies and defense-related industrial sectors, the effect of the dual-use export control system on U.S. interests, and the foreign availability of critical products and technologies. Small and medium-sized businesses are able to use this information for strategic planning, as well as to understand the market.
- **BIS Export Counseling Telephone Line:** The Export Counseling Telephone Line allows small and medium-sized businesses to speak directly to a knowledgeable member of BIS staff regarding their export license application or any other questions they may have.



INNOVATION RESOURCES

- **The President’s Ambassadors for Global Entrepreneurship (PAGE):** PAGE has been established to provide a platform for some of the world’s most successful and well known entrepreneurs to promote a start-up culture, inspire young entrepreneurs, and activate networks to accelerate entrepreneurship and innovation in the U.S. and abroad. These “entrepreneurial ambassadors” will represent entrepreneurship on a global stage and engage with the most promising young entrepreneurs from around the world. Ambassadors would be provided with the tools and resources for providing advice and guidance to individual entrepreneurs, their networks, local governments, and the host of institutions which are all part of any successful innovation ecosystem. The results from these engagements will include the mainstreaming of entrepreneurship support mechanisms at the local and regional scale, the provision of sector relevant advice to entrepreneurs and start-ups, and increased “deal-flow” between entrepreneurs and the investor community.

Economic Development Administration (EDA)

- **EDA’s Economic Development Assistance Programs (EDAP):** EDA awards grants that assist community-based organizations create jobs, leverage private capital, encourage economic development, and strengthen America’s ability to compete in the global marketplace.
- **EDA Comprehensive Economic Development Strategy (CEDS) Planning Grants:** A comprehensive economic development strategy (CEDS) is designed to bring together the public and private sectors in the creation of an economic roadmap to diversify and strengthen regional economies. The CEDS should analyze the regional economy and serve as a guide for establishing regional goals and objectives, developing and implementing a regional plan of action, and identifying investment priorities and funding sources. A CEDS integrates a region’s human and physical capital planning in the service of economic development. Integrated economic development planning provides the flexibility to adapt to global economic conditions and fully utilize the region’s unique advantages to maximize economic opportunity for its residents by attracting the private investment that creates jobs for the region’s residents.
- **Regional Innovation Strategies Program (RISP):** EDA’s Office of Innovation and Entrepreneurship (OIE) leads the Regional Innovation Strategies Program to spur innovation capacity-building activities in regions across the nation. This annual grant program runs two competitions to create and expand cluster-focused proof-of-concept and commercialization programs and early-stage seed capital funds through the i6 Challenge and the Seed Fund Support (SFS) Grant competition, respectively. Previous grantees include incubators & accelerators, early-stage venture capital funds, University entrepreneurship programs and many others.

US Patent and Trademark Office (PTO)

- **Office of Education and Outreach (OEO):** The OEO is responsible for education and outreach programming directed towards K-12 students and educators (parents and teachers in formal and informal settings). In addition to student and educator programming, OEO works in concert with other USPTO business units on initiatives designed to engage the larger public to increase awareness

of and respect for the role and importance of intellectual property.

- **Global Intellectual Property Academy (GIPA):** GIPA provides comprehensive educational opportunities for U.S. small business concerns, independent inventors, university researchers, Native American and other underserved minority communities, students, industry, and the public at large on all facets of IP. Training is provided to U.S. small business concerns and independent inventors on the protection and enforcement of all types of IP, including patents, trade secrets, trademarks, domain names, and copyright, in the U.S. and abroad.
- **Office of Innovation Development (OID):** OID oversees the USPTO's efforts to assist independent inventors, small business concerns and university affiliated inventors. The office designs and implements inventor conferences and workshops targeted towards independent inventors, entrepreneurs, small businesses, and micro-entities. OID conducts national and regional lectures and programming as well as provides Web-based training and resources in a variety of venues. OID also provides externship opportunities for college, university, and law students through the Patent Experience Extern Program (PEEP) and student volunteer opportunities through the Student Volunteer Program (SVP).
- **Trademark Educational Outreach Program, Trademark Assistance Center:** PTO is looking to partner with colleges and universities, entrepreneurship clubs, public libraries, and similar groups to present informational lectures on trademarks. The lectures will be conducted by a USPTO attorney in a location designated by the sponsoring organization. The target audiences are non-trademark attorneys, the small business community, the entrepreneurial community, and business students, at both the undergraduate and graduate levels.
- **USPTO's Patents for Humanity Program:** *Patents For Humanity* is the USPTO's voluntary prize competition for patent owners and licensees. The pilot program encourages businesses of all kinds to apply their patented technology to addressing the world's humanitarian challenges. As an incentive, winners will receive a certificate for expedited processing of certain matters before the USPTO.

National Institute of Standards and Technology (NIST)

- **Hollings Manufacturing Extension Partnership:** The Hollings Manufacturing Extension Partnership (MEP) works with small and mid-sized U.S. manufacturers to help them create and retain jobs, increase profits, and save time and money. The nationwide network provides a variety of services, from innovation strategies to process improvements to green manufacturing. MEP also works with partners at the state and federal levels on programs that put manufacturers in position to develop new customers, expand into new markets and create new products.
- **Summer Institute for Middle School Teachers:** The Summer Institute for Middle School Science Teachers is a two-week workshop for middle school science teachers featuring hands-on activities, lectures, tours, and visits with NIST scientists and engineers in their laboratories.

DATA RESOURCES

National Telecommunications and Information Administration (NTIA)

- **NTIA Broadband Adoption Toolkit:** The Toolkit gives guidance to communities and organizations across the country on how to structure the most effective broadband training programs, set up the most productive computing centers and teach people to use technology to improve their lives.
- **The Digital Literacy Portal:** This portal is an online hub for digital literacy practitioners to share content and best practices. Resources and tools on the site can be used to teach and help develop digital literacy skills including lesson plans, online training tools, and train-the-trainer materials. In addition, any user can go to the site's workforce page to connect to a wide variety of career-building applications that teach a range of skills including word processing fundamentals, resume-building tips, and job search techniques.

National Telecommunications and Information Administration (NTIA)

- **Exploring the Digital Nation: America's Emerging Online Experience Report and Data:** This report examines how Americans connect to the Internet and what Americans do once they get online. Foundations, research institutes and businesses use these reports and data for strategic planning and policy development. Community-based organizations can use this report for similar purposes and to focus their outreach and strategies to achieve the goals of their organizations.
- **Connecting America's Communities Map Website and Data:** The Map shows how Broadband Technology Opportunities Projects (BTOP) impact communities, institutions and people. A summary-level dashboard in the Map shows the total number of communities and institutions to be connected, as well as data on total computer centers and programs pertaining to BTOP-funded projects in a particular state. Other metrics include state and national broadband adoption rates.

Census Bureau

- **American Communities Survey Data:** The American Community Survey (ACS) is an ongoing statistical survey that provides annual, county-level demographic and other community-specific information that helps businesses, nonprofits and public sector leaders plan investments and services. Census data is also the foundation of a good grant proposal. Typical grant writing depends on the kinds of data offered by the Census Bureau; population, demographics, housing, economic, transportation, employment and education.
- **Longitudinal Employer-Household Dynamics (LEHD) Program:** The LEHD program produces new, cost-effective, public-use information combining federal, state and Census Bureau data on employers and employees. The program creates statistics on employment, earnings, and job flows at detailed levels of geography and industry and for different demographic groups. In

addition, the program uses these data to produce user-friendly models on workers' residential patterns to help non-profits, businesses and faith-based organizations better understand their communities and make decisions about where to locate.

Bureau of Economic Analysis (BEA)

- **BEA Regional Data:** BEA data provides organizations with a look at economic conditions in a specific state, metropolitan area, or county. At the county, metro, and state level, organizations can find information about people's incomes (aggregate and per-capita), along with the source of that income (e.g. wages and salaries, government assistance, retirement benefits, or property income). BEA also provides GDP data at the state and metro area, which can provide insight into the economic forces driving or constraining growth in an area. Organizations can use this data to identify the needs of a community and plan for the resources available.
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Economics and Statistics Administration (ESA)

- **Economic Indicators, Blogs, Reports and Briefings:** Community-based organizations can use ESA resources as economic evidence to explain the need to develop programs that provide assistance to at-risk populations. Resources include the ESA's release of economic indicators, economic briefings and reports as well as briefings provided to local organizations by ESA officials. For example, ESA officials are able to provide economic briefings on a wide range of topics to support economic literacy as well as explain the value of government data and how it can be utilized by local organizations. ESA briefings, blogs and reports have also been used to support the creation of educational and training programs.
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National Technical Information Services (NTIS)

- **National Technical Reports Library (NTRL):** NTIS conducts scientific and technological research of the highest level for both public and private use. Federally funded bibliographic research in the fields of science and technology is available for free worldwide searching via the Public Access NTRL. NTIS also offers a Premium Access NTRL to individuals, corporations, universities, and other institutions for an annual subscription. Any party in need of or desiring access to scientific or technological research should utilize this resource.

ENVIRONMENT

National Oceanic and Atmospheric Administration (NOAA)

- **NOAA's Digital Coast Tool:** The Digital Coast is a community resource for use by those organizations that manage the nation's coastal resources. The Digital Coast is designed to improve the efficiency and effectiveness of coastal resource managers.
- **Gateway to NOAA:** Gateway to NOAA is a permanent exhibit featuring breathtaking imagery, multimedia presentations, and amazing artifacts that illustrate how NOAA has, since its earliest history, sought to increase people's understanding of the land, the sea, and the sky.
- **Science on a Sphere:** Science on a Sphere (SOS) is an animated globe that can show dynamic, animated images of the atmosphere, oceans, and land of a planet. NOAA primarily uses SOS as an education and outreach tool to describe the environmental processes of Earth.

