

# Rural Health Capital Resources Master Class

Rural Health Capital Resources 101

April 26, 2023



## Agenda

Introduction and Welcome

### Expert Instructors

- Terri Billups, Acting Director Rural Affairs, U.S. Small Business Administration (SBA)
- Christy Davis, Kansas State Director, Rural Development, USDA
- ▶ Brian Haapala, CEO, Stroudwater GCL
- Ela Rausch, Principal, Otto Rausch Consulting
- Question & Answer





### Master Classes 2&3: May 4 and 24

Building Partnerships & Cross-Sector Approaches to Advance Rural Health







Working with CDFIs to Meet Rural Health Infrastructure Needs



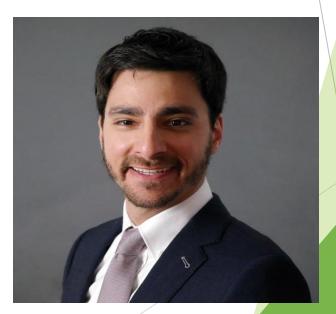


### Master Class 4: June 14

Philanthropy, Rural Prosperity, and Population Health -Connecting Community Needs to Capital Resources









# Terri Billups Acting Director Rural Affairs

U.S. Small Business Administration (SBA)





U.S. Small Business Administration

# Increasing Your Confidence & Business Smarts

**START • GROW • EXPAND • RECOVER** 

### **The SBA Resource Partner Network**

Access the right tools at the right time—wherever you are.



1,400+ partner offices nationwide



Find local resource partners near you at SBA.gov/local-assistance



Your Local SBA District Office Can Help

## **<u>Get local assistance (sba.gov)</u>**

9

# Need Access to Capital? The SBA Can Help



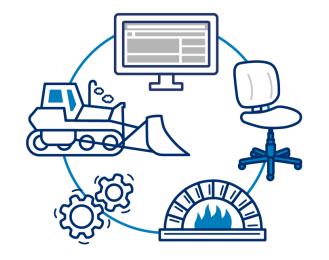
### 1. Need a Business Loan to Start, Grow, or Expand?



### How Can an SBA-backed Loan Help?



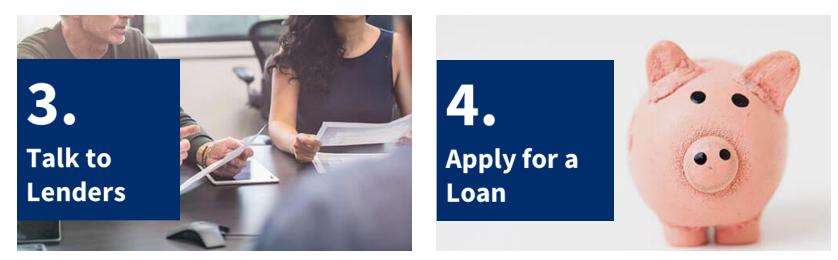
- Launch, grow, or repair a start-up
- Start or purchase a small business
- Access revolving credit or working capital for day-today expenses



- Purchase, renovate, or expand facilities
- Purchase inventory, equipment, or machinery
- Purchase land or real estate
- Export a product or service

### **Lender Match**





Find an SBA-approved lender that's right for you by visiting **SBA.gov/lendermatch** 

### 2. Need Funding from Private Investors?



Secure capital from investors partnered with the SBA through Small Business Investment Companies (SBICs).



### 3. Need Funding for Research & Development?



### Fund Innovations with the SBIR-STTR Program

If you are a technology-focused small business looking to fund research and development or prototyping operations, you may qualify for **federal grants** from 11 federal agencies participating in the SBIR-STTR program.



### Key areas for funding include:

- Artificial intelligence
- Nanomaterials
- Clean energy
- Water filtration
- Education technology
- Wearable technology

Learn more and determine if SBIR-STTR is right for you at **SBIR.gov** 

# Reimagine Your Potential as You Branch Out



### **Interested in Government Contracting?**



U.S. government is the world's largest consumer! At least 23% of all federal contracting dollars are awarded to small businesses. FY 22 federal contracts totaled > \$690B.

#### Two broad categories of federal contractors:

- Prime
- Subcontractors

\*Five categories of small businesses:

- 1. Small Disadvantaged Business (SDB) Goal 5%
- 2. Woman Owned Small Business (WOSB) Goal 5%
- 3. Veteran Owned Small Business (VOSB)
- 4. Service-Disabled Veteran-Owned Small Business (SDVOSB) Goal 3%
- 5. HUBZone Goal 3%

Evaluate your readiness & learn more by visiting

#### SBA.gov/federal contracting

Source: SBA Scorecard Shows Government Prioritizing Small Businesses (natlawreview.com

### **Interested in Government Contracting?**

Reach out to your local Procurement Technical Assistance Center (PTAC)

<u>Help for Government Contracting - APTAC - Association of Procurement Technical</u> <u>Assistance Centers (aptac-us.org)</u> now called APEX

- 1. Start by Assessing your business and conducting research
- 2. Get your UEI (Unique Entity Identifier which will happen when registering in SAM.gov including DSBS
- 3. If applicable, get Certified (8(a)) or WOSB @ <u>https://certify.sba.gov</u>
- 4. Veteran Small Business Certification (VETCERT), certify at: <u>Veteran Small Business Certification (sba.gov)</u>
- 5. If applicable, meet Cybersecurity Requirements (DoD)
- 6. Find Contracts (for subcontracting SubNet)

Evaluate your readiness & learn more by visiting **SBA.gov/federal contracting** 

### The SBA Can Help You Go Global





Get Counseling & Training

Find Buyers Internationally

- U.S. Export Assistance Centers (USEACs)
- Small Business Development Centers (SBDCs)

• State Trade Expansion Program (STEP)



Get Export Funding

- Export Express Loans
- Export Working Capital Loans
- International Trade Loans

### Who Can Help?

If you are looking to go global with international trade, tap a USEAC to:

- **Explore** the process of exporting
- **Get help** with export financing and transactions

#### US Export Assistance Centers

U.S. Export Assistance Centers (sba.gov)

# **Triumph Over Adversity**

RECOVER

### **SBA Disaster Assistance Loans**

Each year, the SBA provides billions of dollars in low-interest, long-term disaster loans to help small businesses, homeowners, and renters recover from declared disasters. Loans may cover:



SBA.gov/prepare

### **Rural Initiatives**

# Rural Entrepreneurship Opportunities – National Programs

#### Path to Prosperity – USDA, FDIC and SBA Partnership

- Northeast US
- Atlantic Coast
- South
- Puerto Rico
- US Virgin Islands St. Croix
- Mississippi
- Kentucky
- Upcoming
  - Georgia (May 2, 2023)
  - Pacific Rim (Hawaii, Guam, northern Mariana Islands) July 2023
  - Being discussed Louisiana, Iowa, Montana, Oregon

### **Rural Initiatives**

# Rural Entrepreneurship Opportunities – National Programs

#### **Rural Ascent**

- Piloted in FY22 Graduated 13 WOSB
- Piloted in FY23 Rural Ascent Agriculture Cohort
  - Partnership between SBA/USDA
  - Over 30 WOSB Graduates
- Ascent Cohort in New Mexico/Utah recently graduated
- Lower Rio Grande Valley, Texas

#### MoneySmart

FDIC/SBA Partnership offering online training modules using a "Train the Trainer" approach to teach financial literacy including entrepreneurship



# Powering the American Dream for Rural America





Terri Billups <u>Terri.Billups@sba.gov</u> Or rural@sba.gov



# Christy Davis Kansas State Director

Rural Development USDA





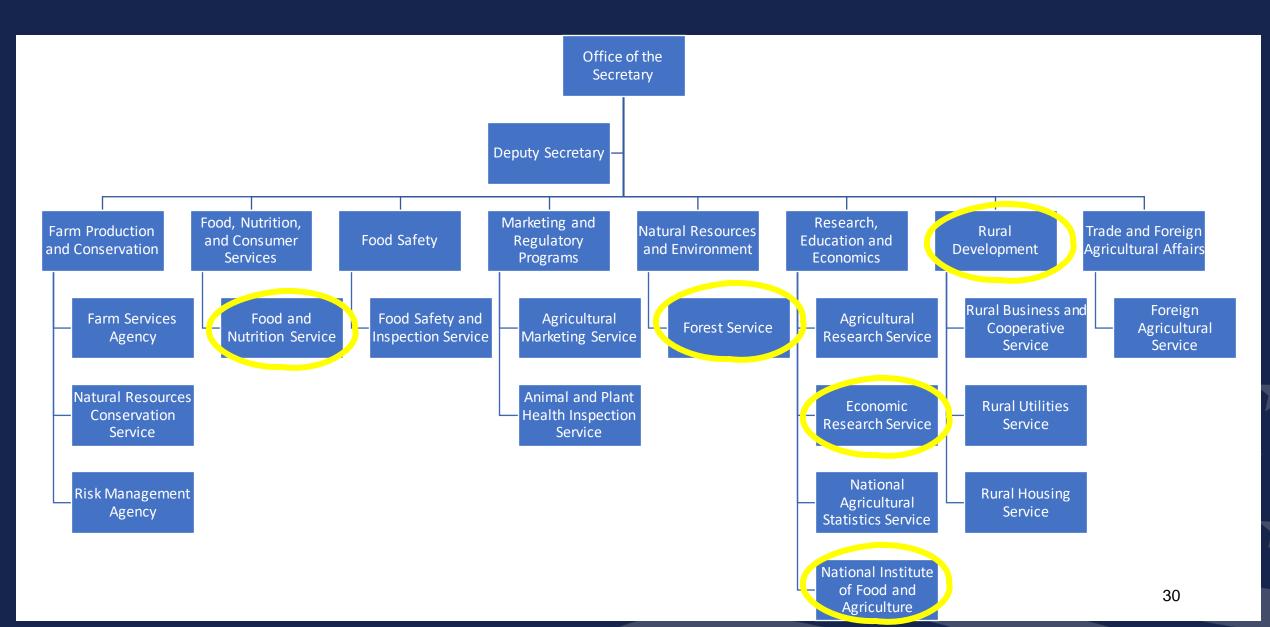
### **USDA** and Rural Health

NOSORH Rural Health Capital Resources 101 Christy Davis, Rural Development Kansas State Director

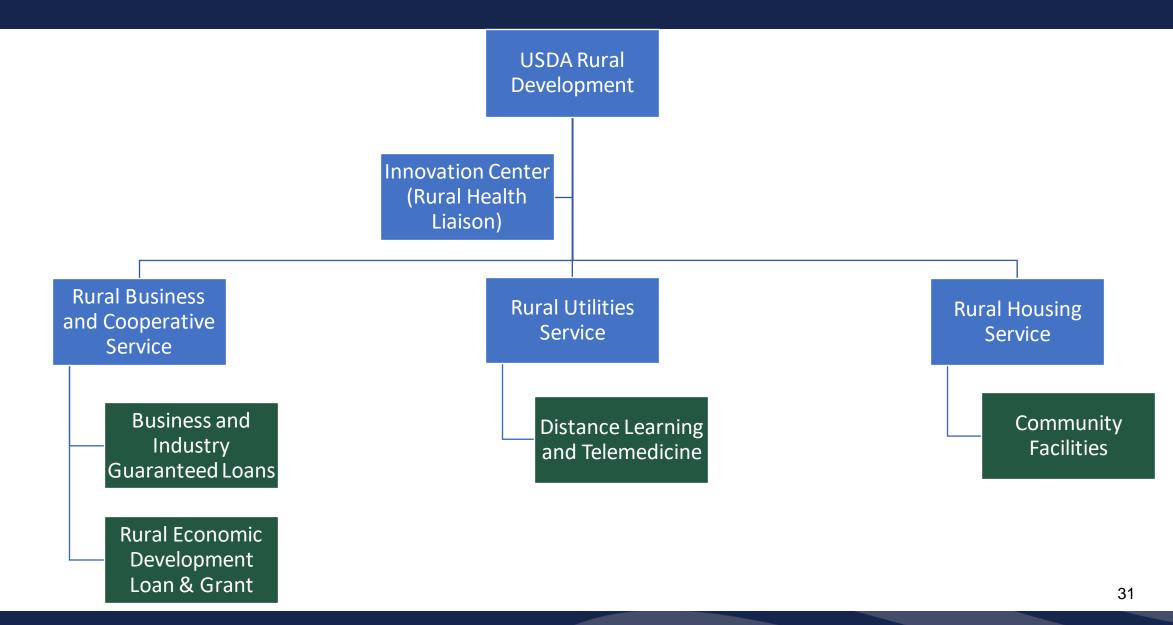


April 2023

## USDA – Who we are and how we support rural health



### USDA Rural Development



### USDA Rural Development



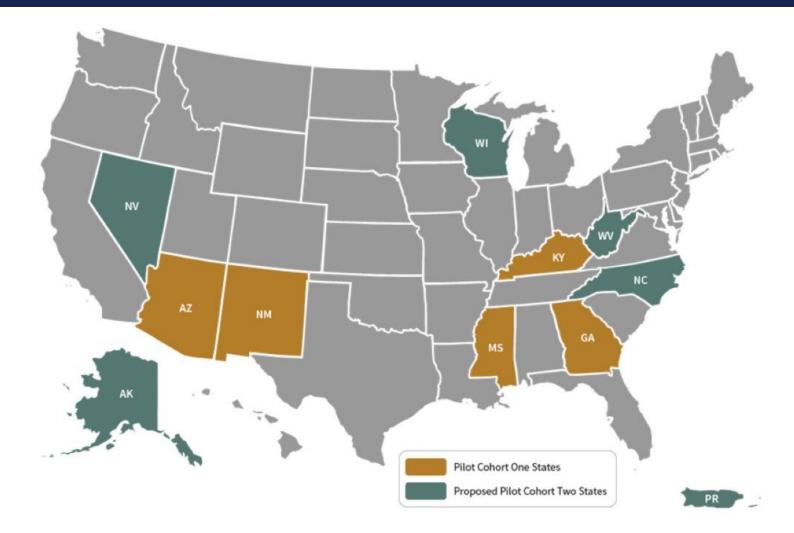
32

# Advancing Racial Justice, Equity, Opportunity, and Rural Prosperity

Under the Biden Harris Administration and Secretary Vilsack's leadership, Rural Development is focused on advancing the following key priorities:

- Addressing Climate Change and Environmental Justice
- Advancing Racial Justice, Place-Based Equity, and Opportunity
- Creating More and Better Market Opportunities

# **Rural Partners Network**



**Cohort One States:** 

Georgia, Kentucky New Mexico, Mississippi and Three Tribes in Arizona

Cohort Two States and Territory: Alaska, Nevada, North Carolina, Puerto Rico, Wisconsin, and West Virginia.

# **Community Facilities Program Overview**

### **Essential Community Facilities**

- Community Facilities Programs offer fixed rate, low-cost **direct loans**, **loan guarantees** and **grants** to develop or improve essential public services and facilities in communities across rural America.
- These amenities help increase the competitiveness of rural communities in attracting and retaining businesses that provide employment and services for their residents.
- These facilities **improve the basic quality of life** and assist in the development and sustainability of rural America.

### **Eligible Applicants**

• Public Bodies, Non-Profits or Native American Tribes





# Community Facilities Programs Overview: Who's Eligible

- An applicant must be:
  - A public body
  - A not-for-profit organization
  - Native American tribe on Federal or State Reservations or other Federally recognized tribes
- Facility must be located in a town/city/village with a population:
  - Under 20,000 for a direct loan and/or grant
  - Under 50,000 for guaranteed loans.
- Projects must primarily serve rural residents residing in communities with a population:
  - Under 20,000 for a direct loan and/or grant
  - Under 50,000 for guaranteed loans.
- Applicant must be unable to finance the project from their own resources or through commercial credit at reasonable rates and terms.



## Community Facilities Programs: How May Funds Be Used?



# Community Facilities: Direct Loans

#### **CF Direct Loan Rates and Terms**

- Interest rates currently at 3.75% (Interest rates change quarterly)
- 40-year term or useful life
- Adequate security to protect the interest of the Government
- Repayment ability





## **Community Facilities: Pre-Application Assistance**

#### Developing an essential community facility is a complex process:

- Connect early with your State Rural Development Office and schedule a pre-application meeting
- RD specialists will review the eligibility requirements and the CF funding cycle
- Be prepared to discuss your plans, organizational and financial history
- RD specialists will explain the Environmental and Historic Preservation review process
- A financial feasibility evaluation of the proposed project will be required
- RD specialists will provide information on other requirements such as appraisals, debt service reserve requirements, capital reserve requirements and more
- RD must approve service contracts with legal, architectural/engineering, bond counsel, and accounting service providers

### **Community Facilities Direct Loan Program Guidance Book for Applicants**

Community Facilities Direct Loan Program Guidance Book for Applicants is a step by step guide to help applicants apply for a Community Facilities Direct loan.

This guide book outlines the application process, financial feasibility requirements, construction and closing of an essential community facility for small towns and rural areas.

https://www.rd.usda.gov/programs-services/allprograms/community-facilities-programs



Community Facilities Direct Loan Program Guidance Book for Applicants

Together, America Prospers

## **Community Facilities: Grant Programs**

#### **CF Regular Grants**

- Limited grant funds available for the most-needy communities
  - Average grant obligated in FY22 was about \$64,000
- Same eligibility requirements as the direct loan program
- Grant funds cannot exceed 75 percent of the cost of project and authorized on a graduated basis
- Grant funding limitations are based on population and income, economic feasibility and availability of grant funds
- Projects are selected based on a priority point system. Points are assigned based on population, income and other priorities
- Maximum grant assistance cannot exceed the lower of the qualifying percentage of eligible project cost determined, minimum amount sufficient to provide for economic feasibility as determined, and either 50 percent of the annual State allocation or \$50,000, whichever is greater

## Citizens Medical Center- Colby, KS

Project – Construction of a 184,000 square foot replacement hospital and rural healthcare clinic facility.

Total Project Cost: \$108,249,000 – CF Direct Loan



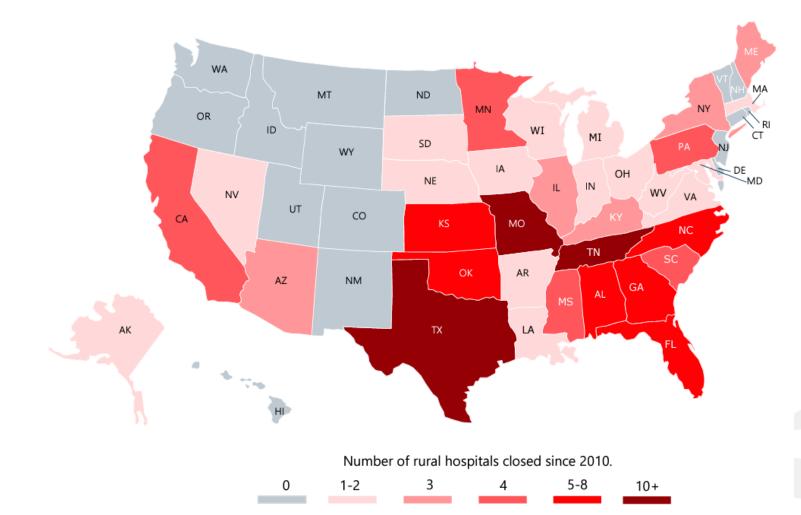
## Cloud County Health Center (Kansas)



- \$369,600 Emergency Rural Healthcare Grant
- For the purchase of a Magnetic Resonance Imaging machine
- An on-site MRI service will provide faster diagnosis and treatment, improving the quality of care.



## Community Facilities Program Rural Hospital TA





Rural Hospital Closures – 145 and counting since 2010

# **OneRD Guaranteed Loan Initiative**

#### $\bullet \bullet \bullet \bullet \bullet$

What is OneRD Guaranteed Loan Initiative?

- A standard regulation and process for RD guaranteed loan making and servicing in four programs:
- Water & Waste
- Community Facilities
- Business & Industry
- Rural Energy for America

#### OneRD, One Process

Common Application & Consistent Forms

Speed & Transparency

Single-Point Lender Approval

\*New Rule went into effect on October 1,2020.

# OneRD Guarantee Loan Program

https://www.rd.usda.gov/onerdguarantee

#### 



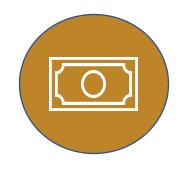
Purpose

To improve the economic health of rural communities by increasing access to capital by offering loan guarantees to commercial lenders for their loans to rural businesses and essential community facilities



#### Lender Eligibility

Banks, credit unions, savings and loans, Farm Credit System, and other lenders approved by USDA



#### Loan Limits

Maximum of \$25 million for B&I/\$100 million for CF with an 80% guarantee in Fiscal Year 2021



**Borrower Eligibility** 

For-profit businesses, nonprofits, cooperatives, Federally recognized Tribes, and public bodies

# OneRD Guaranteee Loan Program

Business & Industry and Community Facilities Guaranteed Loan Program

#### 

Eligible Purposes

- Construction, enlargement, extension or improvement of essential community facilities
- Business conversion, enlargement, repair, modernization or development
- Purchase and development of land, buildings, or facilities
- Purchase of equipment, machinery, supplies, or inventory
- Debt refinancing when refinancing improves cash flow and creates or saves jobs
  - Projects may be funded in either rural or urban areas under the Local and Regional Food System Initiative.
  - Check <u>eligible addresses for Business Programs.</u>

# **Business and Industry**

# **Community Facilities**

# Guarantee Percentage Rates and Terms

- 80% Guarantee for all loans up to \$25 million
- The initial guarantee fee is 3% upon issuance of the Loan Note Guarantee
- An annual renewal fee of 0.5% is due based on the 12/31 principal balance
- \$25 million maximum loan except loans to cooperatives may not exceed \$40 million.

#### **Other Provisions/conditions apply to both**

# Guarantee Percentage Rates and Terms

- 80% Guarantee for all loans up to \$25 million
- The initial guarantee fee is 1.25% upon issuance of the Loan Note Guarantee
- An annual renewal fee of 0.5% is due based on the 12/31 principal balance
- \$100 million maximum loan.

- Loan funds must be used to support businesses and business assets or essential community facilities located in rural areas (cities with population of greater than 50,000 and contiguous urbanized areas are not rural areas) – except for loans to local and regional foods projects are not limited to rural areas.
- USDA's Loan Note Guarantee may be issued to the lender on term loans for construction projects

Rural Economic Development Loan (REDL) and Grant (REDG) Programs provides financing to eligible Rural Utilities Service electric or telecommunications borrowers (Intermediaries)

1.Promote rural economic development

2. Promote job creation projects

How the Program Works (Loans):

- RD provides zero interest rate loans to utilities (intermediary)
- Intermediary uses loan funds to re-lend at zero interest rate to recipients
- The intermediary repays Rural Development
- The recipient repays the Intermediary

How the Program Works (Grants):

- RD provides grants to utilities (intermediaries) to establish a revolving loan fund (RLF)
- Initial loans are made from the RLF for local community facility projects
- Loans from revolved funds for community or economic development projects

Purpose:

Loans are made to eligible Intermediaries to promote rural economic development and job creation in rural areas.

Eligible Use of Funds:

- Start up venture costs which may include real estate, buildings, equipment, and working capital
- Business Expansion
- Business Incubators
- Technical Assistance

Eligible Use of Funds:

- Project feasibility studies
- Advanced telecommunications services and computer networks for medical, educational and job training services
- Community Facility type projects

Ineligible Use of Funds:

- Refinancing or costs incurred prior to the application
- Residential purposes
- Conflicts of interests
- Agricultural production (see exceptions)
- Pass-through grant

## Funded in 2015

<u>REDLG</u> \$2,000,000

<u>CF Direct Loan</u> \$17.59 million

## Founded 1859

Jobs Saved 450

#### Community Healthcare System Onaga, Kansas



# USDA Distance Learning and Telemedicine Grants

Help rural communities connect teachers, students, and medical providers over distance



What kind of Distance Learning and Telemedicine funding is available?

• Grants only

 Awarded through a nationally-competitive process



Who is eligible for Distance Learning and Telemedicine funding?

- Towns and communities
- State and local government agencies
- Nonprofit organizations
- Institutions of higher education
- Federally-recognized Tribes
- Rural cooperatives





Distance Learning and Telemedicine Grant funds can be used to

- Purchase equipment, wiring, software, and other necessary items
- Support instructional programming
- Offset costs associated with providing technical assistance

### What can be funded with Distance Learning & Telemedicine?

### **Examples of eligible equipment**

- Computer hardware & software
- **Telemedical devices**
- Microphones

- **Speakers**
- Monitors & other display devices
- Inside wiring

Cameras

- Broadband facilities, if applicant-owned
- ✓ The application must demonstrate that the **Predominant Purpose** (50% or more of use) of every line-item in the grant and match budget meets the DLT Grant definition of distance learning or telemedicine.

### What cannot be funded with Distance Learning & Telemedicine?

#### Ineligible Grant Purposes (See DLT Application Guide for details)

- Medical or educational equipment not having telemedicine or distance learning as its essential function
- Electronic Medical Record Systems
- Salaries, administrative, operating, or recurring expenses (including recurring broadband connection fees)
- Application preparation costs
- Purchase of land, buildings, building construction, site development, or destruction or alteration of buildings.
- Any purpose not specifically contained in 7 CFR 1734.21

## Barton County, Kansas

- \$781,127 Grant
- County Sheriff's Office, Health Department, Community Corrections and Juvenile Services
- Partnered with Stafford, Rice, and Ellsworth County Health Departments and Ellsworth County Jail
- Connected existing county services to critical healthcare providers
- Creates regional access to essential healthcare services and improves patient outcomes
- Grant funded purchase of video conference systems, networking equipment, battery backup, and network racks.



### Distance Learning & Telemedicine Grant Program - Assistance

### **Sources of Assistance**

• Website:

https://www.rd.usda.gov/programs-services/distance-learning-telemedicine-grants

- Application Guide, Sample Worksheets, and Checklist
- Past Award Summaries and Webinar Recordings
- General Field Representatives (GFR): Applicants may contact their GFR for technical assistance up to 14 days prior to closing date of application window. GFR listing is found at <u>https://www.rd.usda.gov/contact-us/telecom-gfr</u>

### Distance Learning & Telemedicine Grant Program - Assistance

#### **Sources of Assistance**

- For questions, please use the Contact Us form at: <u>https://www.usda.gov/reconnect/contact-us</u> and select "Distance Learning & Telemedicine Program" as the subject.
- Sign up for automated program notifications: <u>https://public.govdelivery.com/accounts/USDARD/subscriber/new</u>
- RUS National Office: 202-720-0800
- DLT Mailbox: <u>DLTInfo@usda.gov</u>

### Let's Connect!

Contact your local USDA Rural Development office for more information.

https://www.rd.usda.gov/

https://www.rd.usda.gov/about-rd/state-offices

Christy Davis State Director Kansas Rural Development Email: <u>Christy.Davis@usda.gov</u>

USDA is an equal opportunity provider, employer, and lender.

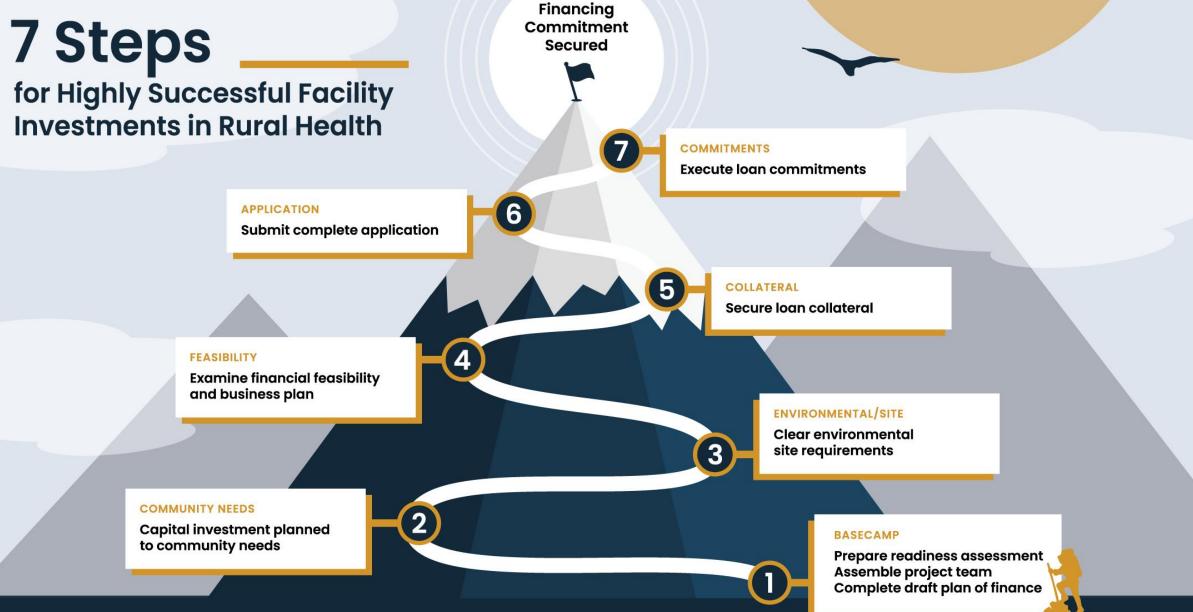


# Brian Haapala CEO

## Stroudwater GCL



# for Highly Successful Facility **Investments in Rural Health**





# Ela Rausch Principal

# Otto Rausch Consulting





## COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS: KEY PARTNERS FOR RURAL HEALTH

RURAL HEALTH CAPITAL RESOURCES 101 WEDNESDAY, APRIL 26, 2023

## **COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS**

- Community development financial institutions (CDFIs) are lenders with a mission to provide fair and responsible financing to rural, urban, Native, and other communities that traditional finance entities do not reach.
- To support the growth and objectives of CDFIs, the U.S. Treasury Department established the CDFI Fund in 1994.
- There are more than 1,300 certified CDFIs nationwide; at least 60 established CDFIs have a client portfolio than is more than 50% rural.
- In 2019, CDFIs originated more than \$1.25 billion dollars in financing in rural areas.



### **TYPES OF COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS**



#### COMMUNITY DEVELOPMENT BANKS

Provide capital to rebuild economically distressed communities through targeted lending and investing.



#### COMMUNITY DEVELOPMENT CREDIT UNIONS

Promote ownership of assets and savings by providing affordable credit and retail financial services to lowincome households.



#### COMMUNITY DEVELOPMENT

Provide financing and development services to businesses, organizations, and individuals in low-income communities.

#### COMMUNITY DEVELOPMENT VENTURE CAPITAL FUNDS

KENTUCKY HIGHLANDS

INVESTMENT CORPORATION

Provide equity and debt-withequity features for small and medium-sized businesses in distressed communities.

### **ELIGIBILITY CRITERIA FOR CDFI CERTIFICATION**

To be eligible for CDFI certification, an organization must meet the following criteria:

- Have a primary mission of promoting community development
- Provide both financial and educational services
- Serve and maintain accountability to one or more defined target markets
- Maintain accountability to a defined market
- Be a legal, non-governmental entity at the time of application (with the exception of Tribal governmental entities)

### **COMMUNITY DEVELOPMENT LEADERS ON PARTNERING WITH THE HEALTH SECTOR**

"ONE OF THE WAYS CDFIS ADD VALUE TO THE HEALTH SPHERE IS BY BRINGING INNOVATIVE FINANCING TOOLS TO THE MARKETPLACE. OUR UNIQUE POSITION IN THE CREDIT MARKET ALLOWS US TO SUPPORT PROJECTS THAT MIGHT CONSIDER TOO RISKY TO BE BANKABLE. CDFIS OF TEN PROVIDE THE GAP FINANCING NEEDED FOR A PROJECT, IN COMBINATION WITH INVESTMENTS FROM GOVERNMENT, PHILANTHROPIC, OR BANK PARTNERS."

"THE TRADITIONAL COMMUNITY DEVELOPMENT CONVERSATION WAS ONE ABOUT SITING, AND DENSITY, AND AFFORDABILITY REQUIREMENTS. FRAMING OUR WORK AS 'BUILDING HEALTHY COMMUNITIES' HAS HELPED US TO BROADENTHE CONVERSATION AND BRING MORE PEOPLE TO THE TABLE."

"COMMUNITY DEVELOPMENT HAS ALWAYS BEEN IN THE HEALTH BUSINESS, WE JUST DIDN'T KNOW IT."

#### How CDFIs support health in rural communities



Affordable Housing Healthy Food Access Community Facilities Small Business Development Hospitals Clinics

## **CERTIFIED ENTITIES ARE ELIGIBLE FOR CDFI FUND PROGRAM DOLLARS**

#### **CDFI FUND PROGRAMS**

- Bank Enterprise Award
- Capital Magnet Fund
- CDFI Bond Guarantee
- CDFI Program
- Native Initiatives
- New Markets Tax Credit
- Small Dollar Loan Program

- CDFI Rapid Response Program
- Economic Mobility Corps
- Healthy Food Financing Initiative
- Minority Lending Program
- Training and Technical Assistance

#### **CDFI FUND SPECIAL INITIVATIVES**

## **CDFI FUND PROGRAM HIGHLIGHTS**

#### CDFI Bond Guarantee Program- enacted through the 2010 Small Business Jobs Act

- Qualified issuers apply for authorization to issue bonds.
- Provides a source of low-cost capital that can be used to develop housing units, healthcare centers, daycare facilities, charter schools or commercial real estate.
- Eligible CDFIs may use the capital to extend credit to other community development borrowers or refinance existing loans at low interest rates.

#### New Markets Tax Credit Program- established in 2000

- Attracts private capital by permitting individual and corporate investors to receive a tax credit against their federal income tax owed in exchange for making equity investments in Community Development Entities (CDEs).
- The credit totals 39% of the original investment amount and is claimed over a period of seven years.
- For every \$1 invested by the federal government, the NMTC Program generates more than \$8 of private investment.

#### Healthy Food Financing Initiative-created in 2010

- First coordinated effort to address federally designated food desert areas
- Awards granted to CDFIs to support healthy food businesses
- New federal HFFI investment through the Farm Bill and American Rescue Plan- USDA/Reinvestment Fund partnership



For further information on Community Development Financial Institutions:

Opportunity Finance Network (OFN): <a href="https://www.ofn.org/">https://www.ofn.org/</a>

U.S. Treasury CDFI Fund: https://www.cdfifund.gov/

Carsey School of Public Policy Center for Impact Finance: https://carsey.unh.edu/center-for-impact-finance

Federal Reserve Bank of Minneapolis CDFI finder: <u>https://www.minneapolisfed.org/about-</u> <u>us/community-development-and-engagement/find-</u> <u>a-cdfi</u>

NOSORH Rural Health Capital Resources Program: https://nosorh.org/rural-health-capital-resourcescouncil-project/

### RURAL HEALTH CAPITAL RESOURCES 101 WEDNESDAY, APRIL 26, 2023

INFORMATION PRESENTED BY ELA RAUSCH, PH.D. CONSULTANT TO NOSORH



# **Q&A with Presenters**



## Register for additional Rural Health Capital Resources Master Class Sessions

Wednesday, May 3, 2023, 2:30 PM – 4:30 PM ET Wednesday, May 24, 2023, 2:30 PM – 4:00 PM ET Wednesday, June 14, 2023, 1:00 PM – 2:30 PM ET

Visit the **NOSORH online** for more information about sessions & course fee

**<u>Click here to register now!</u>**