



Grant Program Workshop

<http://coastal.wisconsin.gov>
Department of Administration
(608) 267-7982



Wisconsin Coastal Management Program

- Guiding Principle: Enjoy and Protect Wisconsin's Great Lakes Coastal Resources
- State program in the Wisconsin Department of Administration
- Federal funding from the National Oceanic and Atmospheric Administration

Funded by the Wisconsin Coastal Management Program and the National Oceanic and Atmospheric Administration, Office for Coastal Management under the Coastal Zone Management Act, Grant # NA24NOSX419C0009-T1-01.



WCMP Background

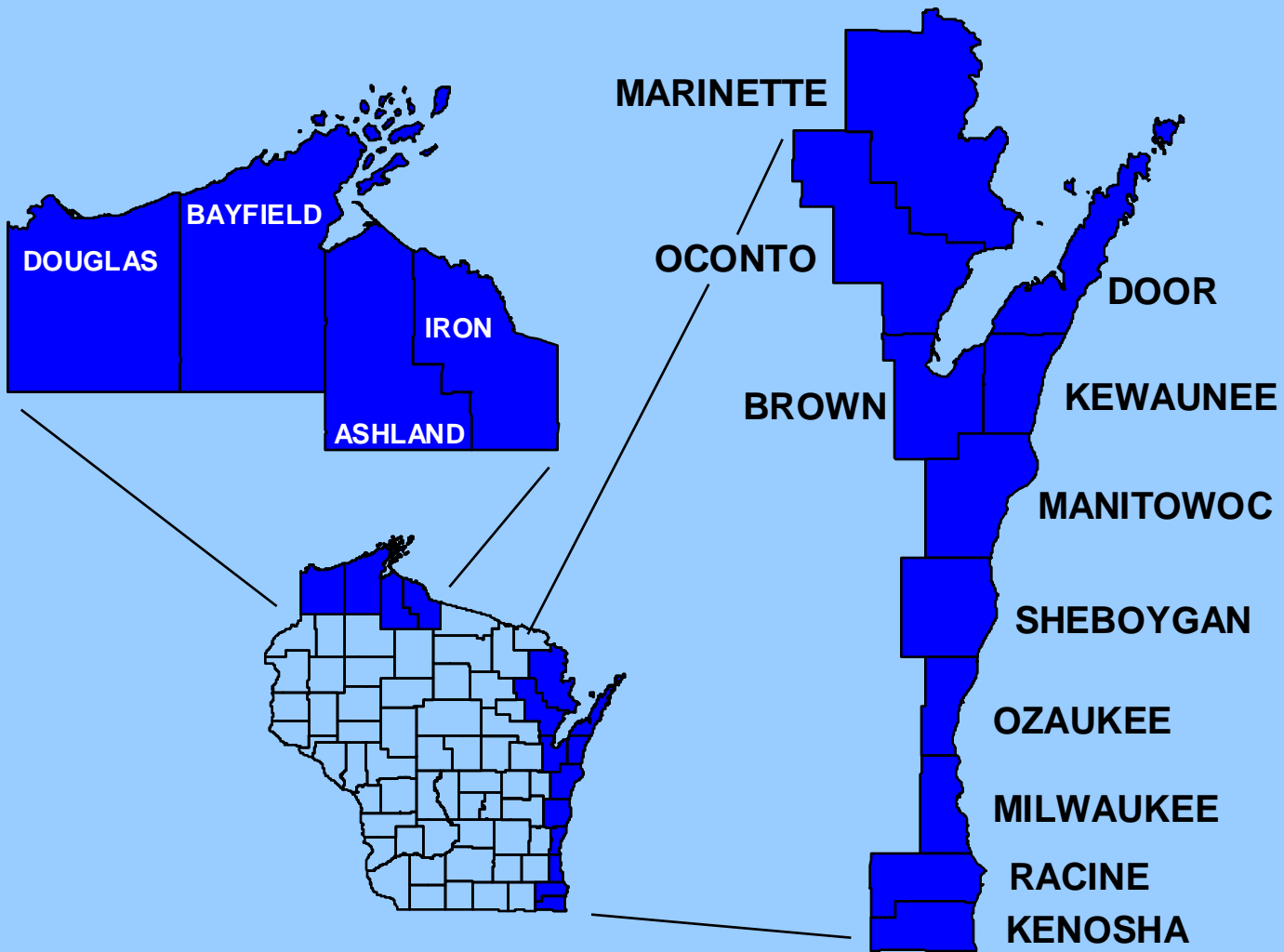
- State-Federal partnership through CZMA since 1978
- Provide technical and financial assistance to state, local, and tribal governmental agencies and non-profit organizations
- “Networked” program of state agencies
- Wisconsin Coastal Management Council



Wisconsin's Coastal Zone

- 15 counties adjacent to the Great Lakes
 - Lake Michigan shoreline 664 miles
 - Lake Superior shoreline 156 miles
 - Total shoreline: 820 miles
- Lakeward Boundary: state line





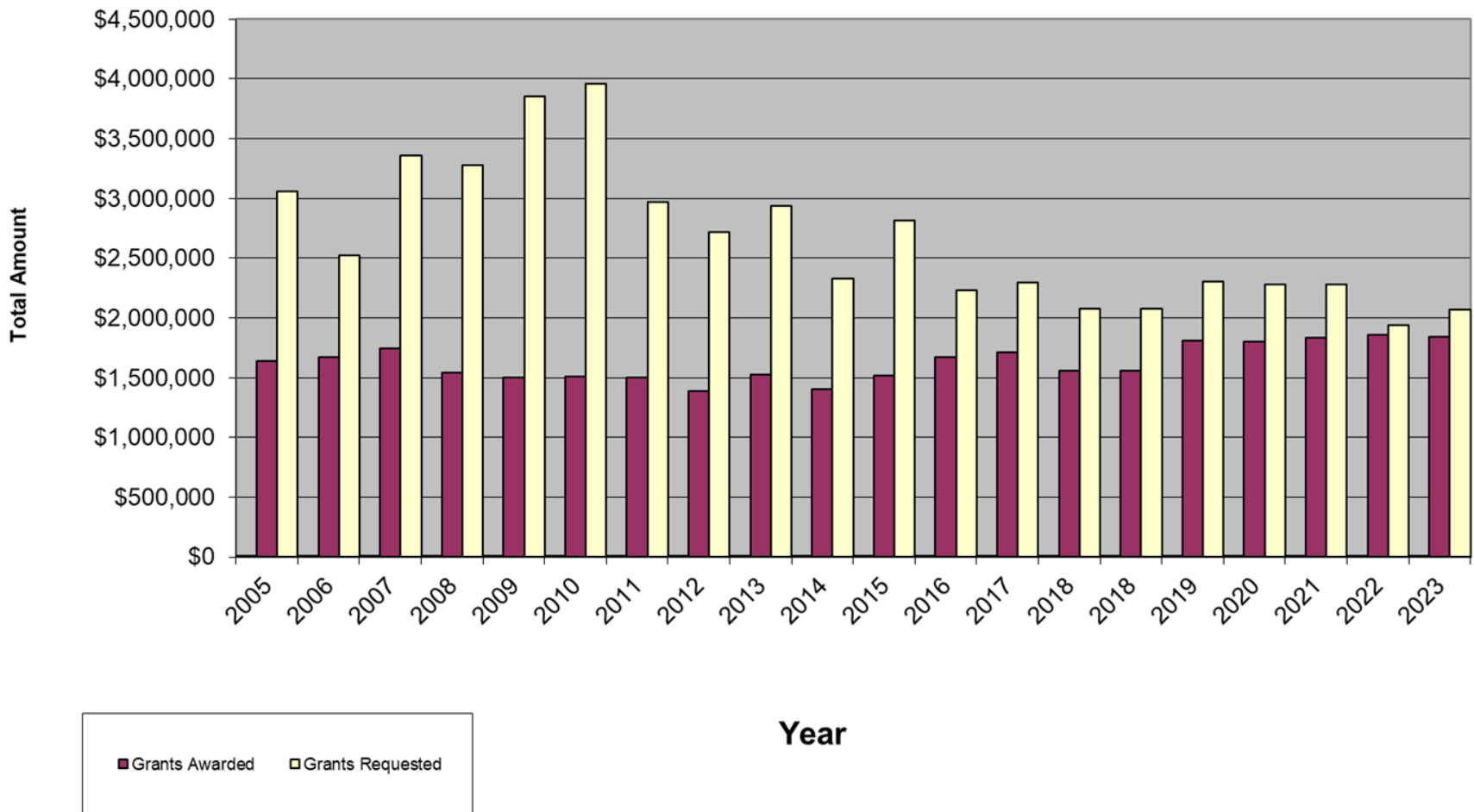
WCMP Grant Program

- Annual federal award: Grants July 1 – **December 30**
- Eligible applicants
 - Local Governments
 - Nonprofit organizations
 - Schools and Universities
 - State Agencies
- Competitive Process
- Nonfederal match required
 - 50% of Total Project Cost for projects \leq \$60,000
 - 60% of Total Project Cost for projects $>$ \$60,000



Grant Program Trends

Coastal Management Grants



Grant Program Timeline

- Application Deadline: November 1, 2024
- Project Review Committee: January 2025
- Coastal Council Meeting: February 2025
- Projects Selected: Spring 2025
- Projects Begin: July 1, 2025*
- Projects Completed: December 30, 2026



Eligibility

- Organization: Is the applicant a nonprofit, school, local unit of government, tribal government, state agency, or regional planning commission?
- Match funding: Is there secure non-federal match?
- Ground-moving activities: Will there be any “on-the-ground” activities? If so, is it on public property with a public entity applying?
- Timeline: Can the work be done 18 months?
- Questions? Contact staff



Grant Application Review

- Eligibility review by WCMP staff
- Evaluation by technical committees
 - Scoring and technical comments guide initial funding recommendations
 - Scores are not compared between program areas



Grant Application Review

- Impact on Coastal Resources (15 pts)
- Methods (5 points)
- Budget (5 points)
- Timetable (5 points)
- Bonus objectives: partnerships, marketing, coast-wide projects, engage underrepresented communities (11 points)



Grant Application Review

- Project Selection Committee
 - In January
 - Brief presentations by applicants to address staff comments and questions
 - Recommends funding package to Council
- Coastal Management Council
 - Considers recommendations of review committee
 - Recommends funding package to DOA
- DOA announces final funding decisions

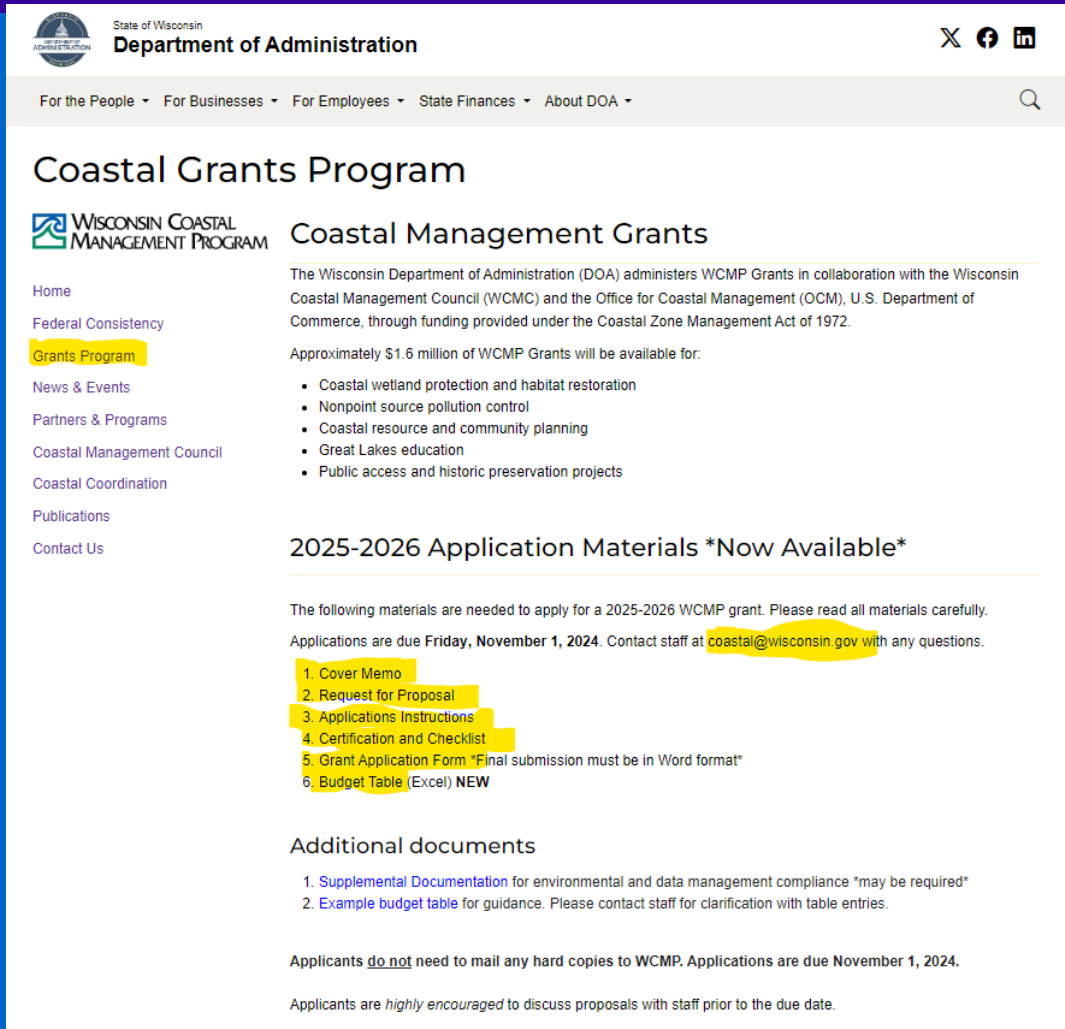


Grant Application

- Read Request for Proposals (RFP), Grant Application, Instructions, other materials.
<http://coastal.wisconsin.gov>
- Contact staff to discuss project ideas, *especially for any construction/ground-moving projects or requests over \$100,000*
- Complete application forms
- Submit electronically
- Submit by November 1, 2024



Materials Available on WCMP Website



The screenshot shows the website for the Wisconsin Department of Administration's Coastal Management Grants program. The page features a navigation menu on the left with options like Home, Federal Consistency, Grants Program (highlighted), News & Events, Partners & Programs, Coastal Management Council, Coastal Coordination, Publications, and Contact Us. The main content area is titled 'Coastal Management Grants' and includes a description of the program, a list of grant categories, and a section for '2025-2026 Application Materials *Now Available*'. This section lists six required materials: Cover Memo, Request for Proposal, Applications Instructions, Certification and Checklist, Grant Application Form (with a note that the final submission must be in Word format), and Budget Table (Excel) NEW. An 'Additional documents' section lists supplemental documentation and an example budget table. The page also states that applicants do not need to mail hard copies and are encouraged to discuss proposals with staff before the November 1, 2024 deadline.

State of Wisconsin
Department of Administration

For the People ▾ For Businesses ▾ For Employees ▾ State Finances ▾ About DOA ▾

Coastal Grants Program

Coastal Management Grants

The Wisconsin Department of Administration (DOA) administers WCMP Grants in collaboration with the Wisconsin Coastal Management Council (WCMC) and the Office for Coastal Management (OCM), U.S. Department of Commerce, through funding provided under the Coastal Zone Management Act of 1972.

Approximately \$1.6 million of WCMP Grants will be available for:

- Coastal wetland protection and habitat restoration
- Nonpoint source pollution control
- Coastal resource and community planning
- Great Lakes education
- Public access and historic preservation projects

2025-2026 Application Materials *Now Available*

The following materials are needed to apply for a 2025-2026 WCMP grant. Please read all materials carefully. Applications are due **Friday, November 1, 2024**. Contact staff at coastal@wisconsin.gov with any questions.

1. Cover Memo
2. Request for Proposal
3. Applications Instructions
4. Certification and Checklist
5. Grant Application Form *Final submission must be in Word format*
6. Budget Table (Excel) **NEW**

Additional documents

1. [Supplemental Documentation](#) for environmental and data management compliance *may be required*
2. [Example budget table](#) for guidance. Please contact staff for clarification with table entries.

Applicants do not need to mail any hard copies to WCMP. Applications are due **November 1, 2024**.

Applicants are *highly encouraged* to discuss proposals with staff prior to the due date.



Application Highlights

- Title, Organization, Contact, Etc.
 - Please make sure to fill this section out completely.
 - Address provided will be remit address, if project selected
- Project Summary:
 - Project Description: Short statement; elevator pitch
 - Tasks and Descriptions: Name and 1-2 sentences for each. These will become the deliverables for selected projects.



1. Type of Project (check one): <input type="checkbox"/> Coastal Wetland Protection and Habitat Restoration <input type="checkbox"/> Nonpoint Source Pollution Control <input type="checkbox"/> Coastal Resources and Community Planning <input type="checkbox"/> Great Lakes Education <input type="checkbox"/> Public Access and Historic Preservation	
2. Project Title (max. 15 words):	
3. Organization applying:	5. Unique Entity Identifier (UEI):
4. Contact Person and Organization's Address: _____ _____ _____ <i>None-digit zip code required</i>	6. Primary County where project is located:
	7. Other Counties where project is located:
	8. Congressional District #:
Phone: _____ Email: _____	9. State Senate District #:
	10. State Assembly District #:
11. Total Project Cost: \$	
12. WCMP Share: \$	14. WCMP Percent of Total Project Cost: %
13. Applicant Share: \$	15. Applicant Percent of Total Project Cost: %

16. Brief Summary of the Project (300 word maximum) Consider completing this portion of the application last, to summarize your proposal.

a. Project Description (1-2 paragraphs)

b. Project Tasks/Deliverables (title and 1-2 sentence description for each task/deliverable) The project should have at least one task. If there are more than five tasks, please combine tasks if possible and/or provide additional detail in the Methodology section.

Task/Deliverable	Description
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

Example

Task/Deliverable	Description
1. Report	1. A final report containing the findings and recommendations of the project will be completed and distributed to participants and local decision-makers.
2. Public Outreach	2. The organization will host at least five public meetings.
3. Website	3. A website will include information about public meetings. Any plans and reports will be published on the website.
4.	4.
5.	5.



Application Highlights

1. Background/context – Problem statement
2. Project description – How proposal addresses problem; how it fits in with other efforts
3. Impact on Coastal Resources – Make sure you identify coastal impacts.
4. Methodology, Timetable – How will you do it? Identify milestones. Consider a timeline/chart for tasks

1. Background/context: Concisely state the problem or issue that this proposal addresses. Include important background information.

2. Project Description:

- a. Describe the project for which funding is requested. Describe how the project will address the issue(s) outlined in the Background/Context section, above. Do NOT include information about tasks that are not part of the funding request.
- b. Describe how this project is part of an integrated effort or approach.

a.

b.

3. Impact on Coastal Resources: Address all of the issues listed below as they relate to your project.

- a. Describe the coastal impacts of the project. How will the project address a coastal problem, need or priority?
- b. Describe the extent to which the project permanently addresses the problems or need. How will results of the project be sustained after the funding period ends? What will the long-term impacts of the project be?
- c. Describe how this project addresses priorities identified in local, state, regional, or national plans (such as remedial action plans, basin plans, ~~Basin~~Area Management Plans, State of Wisconsin Hazard Mitigation Plan, county Land and Water Conservation Plans, et cetera), the priorities of the Conference of Great Lakes and St. Lawrence Governors and Premiers, or the Great Lakes Regional Collaboration Strategy. For plan or ordinance updates, explain the need for the revisions. Updates to comprehensive plans must provide details on the activities or topics that would not be addressed without WCMP funding.
- d. Describe the measurable results (give estimated benefits for all that apply) that you will be able to report. Use the suggested indicators listed below, or others that are appropriate to your project.

Type of Project

Suggested Indicators

Wetland Protection and Habitat Restoration

- Acres of habitat restored or protected

Nonpoint Source Pollution Control

- Reduction in tons of soil erosion/sedimentation

Great Lakes Education

- Number of people trained
- Projected audience

Coastal Resources and Community Planning

- Number of municipalities included in a plan
- Land area/coastline covered by the plan
- Type of coastal resource (e.g., habitat) protected
- Ordinances developed

Public Access and Historic Preservation

- Linear feet of coastline made accessible or acquired
- Acres Acquired

a.

b.

c.

d.

4. Methodology and Timetable

- a. Provide a timeline (list, table, or chart) with grant and match-funded tasks and major milestones.
Your timeline may begin no earlier than July 1 (this includes activities that are to be counted as match funding) and end no later than December 30 of the following calendar year.
- b. Provide a list of tasks or deliverables. Describe how you will develop the work products and/or achieve tasks. "Measurable results" from Section 3d should be incorporated into this section.
- c. Describe how the project will encourage public participation and how the final product(s) will be distributed (as appropriate). If the project requires public participation (by state or other regulations), does the project exceed minimum standards?
- d. For Public Access projects, please describe how the project incorporates planning for changing lake levels.



Application Highlights

5. Project Budget

Budget Table and Description

- Use Microsoft Excel workbook to develop budget
- Copy and paste into the Grant Application Form
- Include the Excel file as part of the application package
- If you have contractual expenses, include a budget breakdown

6. Match Budget and Leveraged Funds

Describe matching funds, other funding explored, past WCMP grants



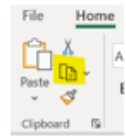
Activity (do not change categories)	WCMP Request	Match	Total
Personnel			
	\$0		\$0
Fringe			
	\$0		\$0
Equipment			
	\$0		\$0
Travel			
	\$0		\$0
Supplies			
	\$0		\$0
Contractual			
	\$0		\$0
Other			
	\$0		\$0
Indirect Charges (requested indirect should not exceed 15% of total requested amount)			
	\$0		\$0
Indirect rate (%) (automatically calculated based on total indirect charges total)			#DIV/0!
Total	\$0	\$0	\$0

Instructions:
 1. This table autofills from category specific tabs. This table is locked for editing.
 2. Please use this budget table to copy & paste or transcribe into your grant application, AND
 3. Include this entire workbook with your grant submission materials.

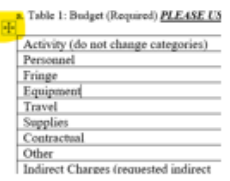
CLICK HERE TO ADD PERSONNEL

HOW TO COPY BUDGET TABLE FROM MICROSOFT EXCEL AND PASTE INTO GRANT APPLICATION (MICROSOFT WORD).

1. Select "Copy" icon in top left corner under "Home" tab.



2. Open grant application scroll to the first budget table, right click on the directional box in top left corner



3. Select "Keep Text Only"



4. Verify.



a.

b.

c.

d.

5. Project Budget

a. Use the separate Microsoft Excel document, *Budget Table*, to develop the budget. Fill out all of the tabs of the workbook. Transcribe (or copy and paste) the information into Table 1, below. Please contact WCMP staff with questions.

Provide a breakdown of the proposed project budget in Table 1.

WCMP Grant projects with a total budget of \$60,000 or less require a 50% match (that is, 1 to 1). Projects with a total budget larger than \$60,000 require a 60% match (that is, 1 to 1.5). Applicants requesting more than \$100,000 should contact the WCMP while they develop their applications.

b. Provide additional budget details. Include personnel names, fringe rates/benefits, calculations, equipment and supplies descriptions, travel details, indirect rate and calculation, and other items as needed.

c. Contractual costs must be itemized (if known) using Table 2.

d. Applicant may also provide further budget details using additional categories/sub-categories in the Table 3 or in another format, if necessary.

For all tables, round to the nearest dollar.

a. Table 1: Budget (Required) **PLEASE USE THE SEPARATE MICROSOFT EXCEL FILE TO FILL OUT THIS TABLE!**

Activity (do not change categories)	WCMP Request	Match	Total
Personnel	\$0	\$0	\$0
Fringe	\$0	\$0	\$0
Equipment	\$0	\$0	\$0
Travel	\$0	\$0	\$0
Supplies	\$0	\$0	\$0
Contractual	\$0	\$0	\$0
Other	\$0	\$0	\$0
Indirect Charges (requested indirect should not exceed 15% of total requested amount)	\$0	\$0	\$0
Indirect rate (%) (automatically calculated based on total indirect charges/total)			#DIV/0!
Total	\$0	\$0	\$0

b. Budget description (Required) Use separate Microsoft Excel file. If not applicable, list as N/A.

Personnel names and salaries or hourly wages	
Fringe rate(s) (percentage and included benefits)	

Consultant name(s)	
Equipment (list items)	
Indirect rate (percentage and description)	
Travel details	
Supplies (additional details needed if over \$5,000 requested)	
Other details	

c. Table 2: Contractual (Required if there is "Contractual" funding in Table 1)

Activity – Contractual Costs	WCMP Request	Match	Total
Personnel	\$	\$	\$
Fringe Benefits			
Equipment			
Travel			
Supplies			
Contractual			
Other			
Indirect Charges (requested indirect should not exceed 15% of total requested amount)			
Totals			

d. Table 3: Additional budget items (optional)

Activity	WCMP Request	Match	Total
	\$	\$	\$
Totals			

6. Match Budget Description and Leveraged Funds

- Describe the composition and source of the matching funds. Indicate whether nonfederal matching funds have been secured or committed. Are all funding and activities counted as match in direct support of the project?
- Describe efforts to fully explore other grant funding sources, to establish the project's need for WCMP funding.
- Describe how the project will leverage additional funding, separate from the WCMP grant and match amounts.
- Describe any past WCMP-projects that are directly related to this project, if applicable. (For example, if WCMP provided past funding for site planning at a proposed public access project.)

a.

b.



Application Highlights

7. Bonus Objectives



2025-26 Grant Program
Grant Application

- c.
- d.

7. Bonus objectives. Address all of the issues listed below as they relate to your project.

- a. Build partnership alliances with other organizations or agencies (describe their roles and contributions).
- b. Develop exceptional marketing, outreach, or education strategies.
- c. Encourage coast-wide projects or solutions.
- d. Engage underrepresented communities.

- a.
- b.
- c.
- d.



Application Highlights

- Other forms:
 - Certification and Checklist
 - Supplemental Documentation
 - Data Management Plan – needed if collecting environmental data
 - Environmental Compliance Documents – for on-the-ground activities



Project Reporting

- Customized quarterly progress reports – *based on tasks identified in application*
- Separate final report
- Input NOAA OCM quantitative annual performance measures
- Input NOAA OCM narrative reporting
- Feedback to WCMP staff



Grant Program Areas

- Wetland Protection and Habitat Restoration
- Nonpoint Source Pollution Control
- Coastal Resources and Community Planning
- Great Lakes Education
- Public Access and Historic Preservation



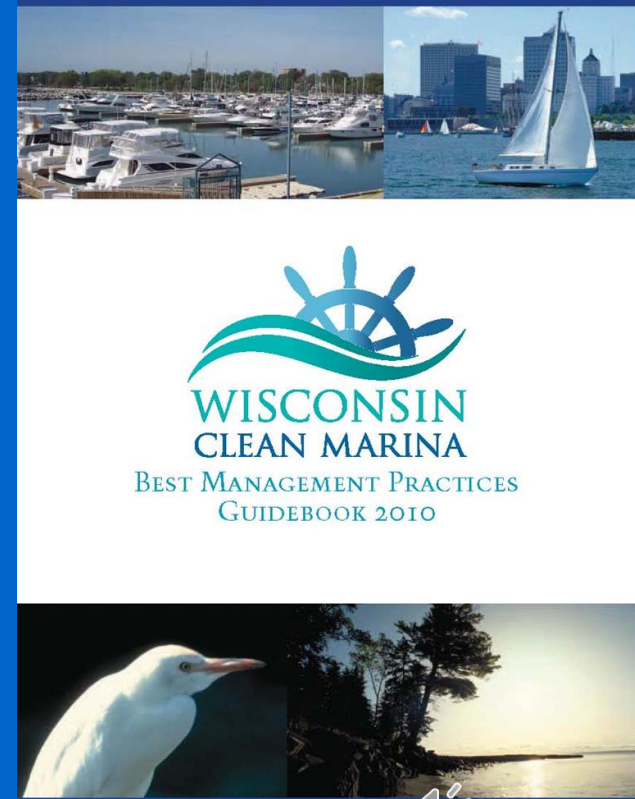
Wetland Protection/Habitat Restoration

- Enhance government capacity
- Inventories, ordinance development, education and training
- Habitat restoration: Eligibility limited to state, local, or tribal government agencies.
- Improve Great Lakes water quality and/or improve habitat.
- No wetland creation or direct regulatory/permit condition
- Maintained for five years



Nonpoint Source Pollution Control

- Improve coordination of agencies or programs
- Strengthen government capacity to control nonpoint source pollution
- Not a direct result of permit condition or regulatory action
- If on-the-ground, need very strong habitat component
- Outreach and education
- Designed to be permanent, actively maintained for at least 5 years



Coastal Resources and Community Planning

- Updates to existing plans should fully explain the need for revisions.
- Comprehensive plan updates must enumerate activities addressed through WCMP funding that would not otherwise be completed through an update
- Focus on coastal resource protection
- Emphasize public participation and intergovernmental coordination
- Hazards planning and implementation
- Economic development and resource protection – changing lake levels
- Plans must be integrated with local comprehensive plan



Great Lakes Education

- Coastal issues of regional importance
- Improve Great Lakes/environmental literacy
- Incorporates a media or public relations plan
- Evaluation plan – measurable results
- Sustainable
- Replicable



Public Access & Historic Preservation

- Walkways, trails, historic restoration, coastal land acquisition
- Construction/acquisition projects limited to state, local, and tribal government agencies.
- Project review priorities:
 - Shown commitment to the protection of natural resources
 - Innovative means to provide public access to the waterfront
 - Sustainable building practices
 - Part of an adopted waterfront plan that incorporates planning for lake level changes



Overview of 2024 Grants

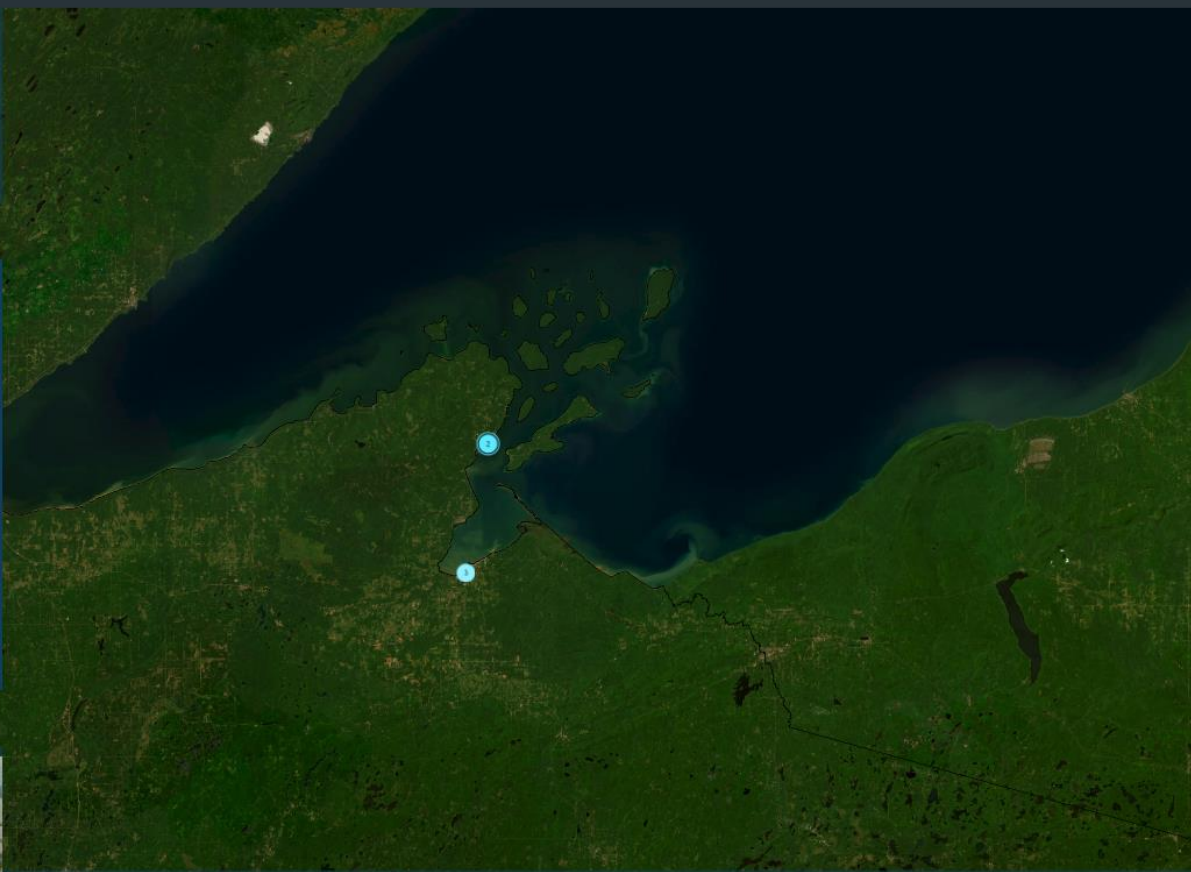
Number of Grants: 31
Number of Projects and WCMP Investment by Category:
Cumulative and Secondary Impacts: Nonpoint: 6 (\$182,412)
Great Lakes Education: 7 (\$261,400)
Land Use and Community Planning: 7 (\$167,700)
Public Access: 7 (\$459,808)
Restoration: Habitat: 4 (\$345,112)



Restoration Design For The Brownstone Trail

Landmark Conservancy will create a final restoration design plan for the Brownstone Trail in Bayfield, WI which will include construction documents and budget, lists of restoration materials and skilled contractors, and a list of potential restoration funding sources. The Brownstone is a highly used, public trail that travels an old railroad grade through Lake Superior's coastal forest. While most of the trail's length crosses private properties, trail easements allow public access.

Total Funding: \$120,000
WCMP Funding: \$48,000 (40%)
Grant Recipient: Landmark Conservancy
Grant Category: Public Access
Photo Credit: Landmark Conservancy



<https://wi-doa.maps.arcgis.com/apps/MapSeries/index.html?appid=3341ba028c1640b3bb3ca157b4c35d18>



Wisconsin Great Lakes Chronicle

Publications



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Coastal Coordination

Publications

Contact Us

Wisconsin Great Lakes Chronicle (2002-2023)

The Chronicle is an annual publication highlighting successful grant projects, current coastal management issues and initiatives in Wisconsin. Search by category using the [Great Lakes Chronicle Directory](#).



- Publications link on WCMP's website, <http://coastal.wisconsin.gov>
- Download by year: list of projects near the back



Grant Program: Important Dates

Application materials available at
<http://coastal.wisconsin.gov>

Applications due November 1, 2024

Projects begin July 1, 2025*

Projects end December 30, 2026

* Subject to receiving federal funding and, for construction, habitat restoration and acquisition projects (and other projects with a ground-moving component), receiving approval of technical documentation

WCMP Grant Staff

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Lydia Salus, Great Lakes Education, BIL Opportunities

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Reponses to FAQs

Match:

- Staff time is eligible, as is volunteer time.
- Match needs to be collected during the grant period (July-December), not before.
- Match cannot be federally funded, directly or through staff time
- Match funding doesn't need to be totally secure at application. BUT the security of match will be part of the review criteria. Provide details for any applications for match funding (or approvals needed) and contingencies.

Timing:

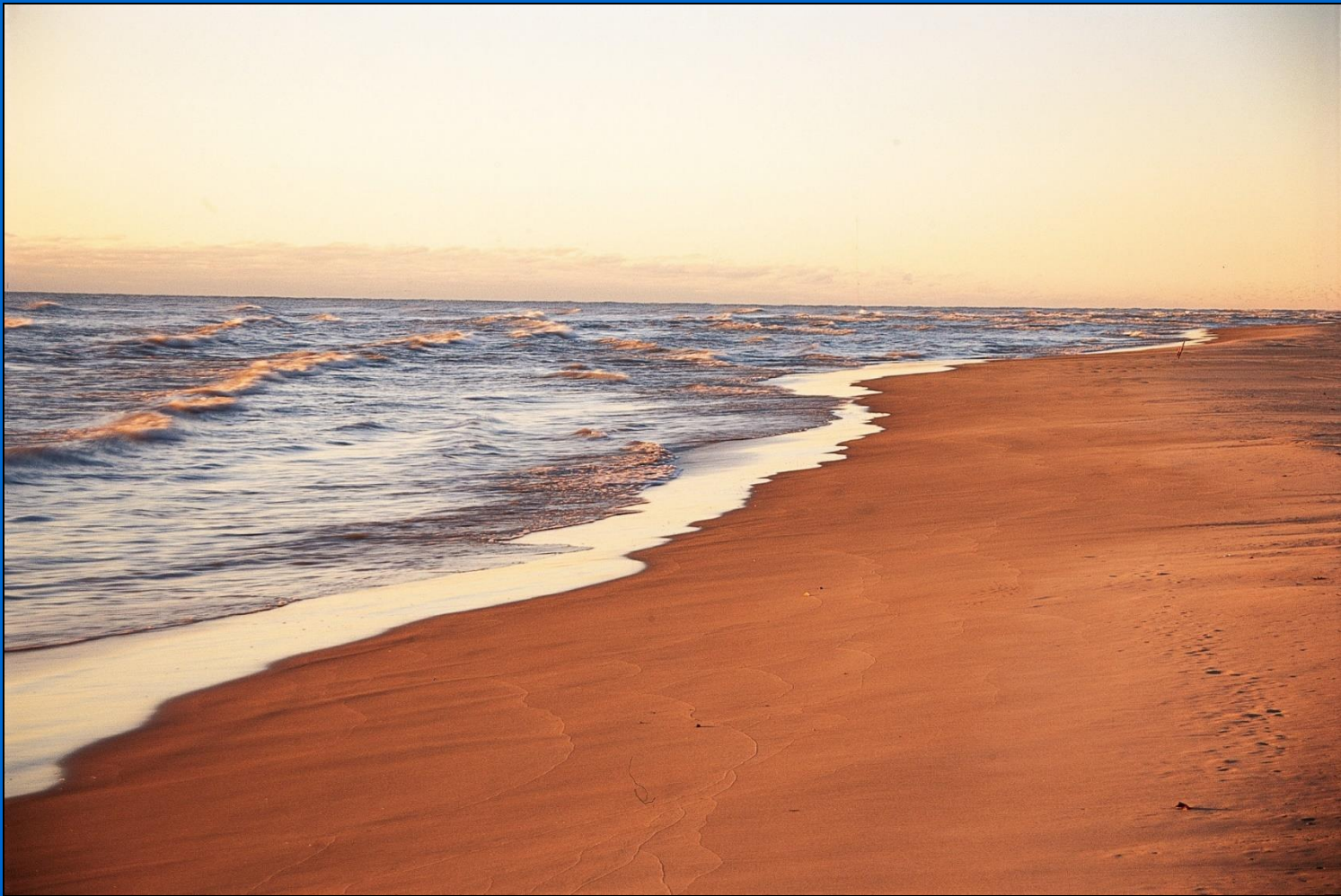
- Work that will be in the scope of the application may not be started before July 1. Preparation work (work you won't seek reimbursement for or use as match) may be done.
- Generally, we have a good idea of what will be funded by February, but funding won't be finalized until spring.

Letters of support are encouraged but not required. They do not need to be submitted by the application deadline, but we cannot promise our Technical Advisory Committee members will see the letters if they do not arrive by the application deadline.

The most common amount requested is around \$30,000 (with \$30,000 in match), but it varies significantly depending on the work. For projects over \$100,000, contact staff.



You may apply for more than one project, but you will need to prioritize your applications.



 WISCONSIN COASTAL
MANAGEMENT PROGRAM

