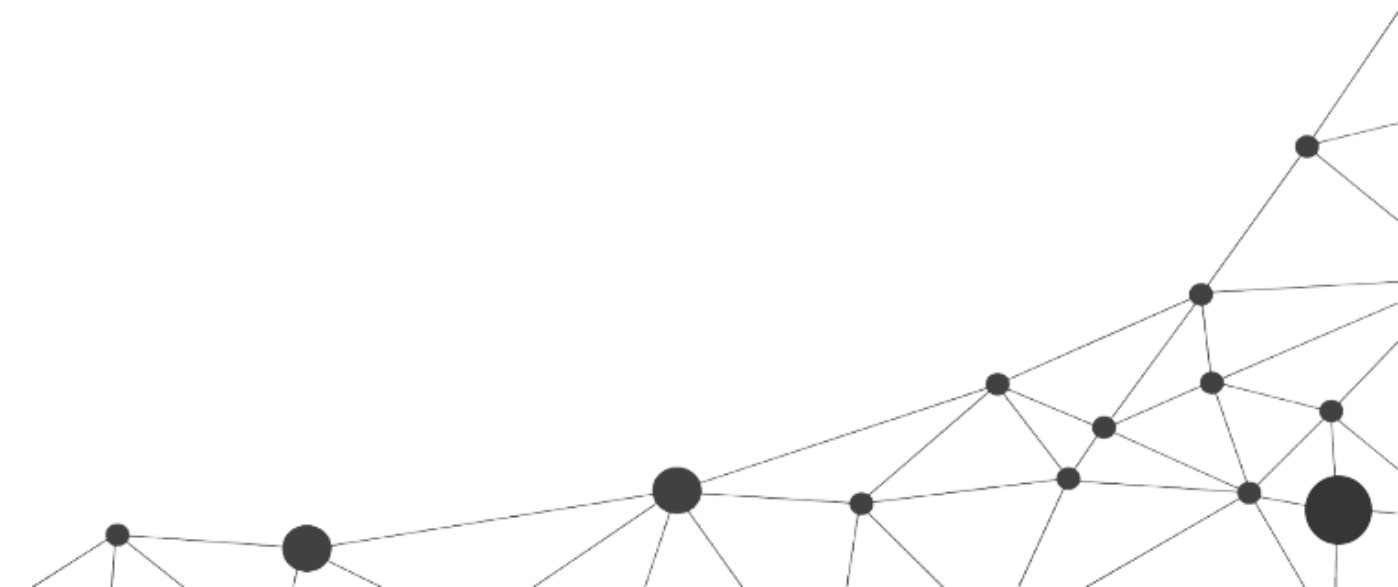


How Municipalities Can Prepare Themselves in Writing a Funding Proposal?

Prepared by:

Deepak Adhikary, CEO/Principal Consultant

**Frontline Development Solutions LLC,
USA**



REVENUES SOURCES OF CITIES



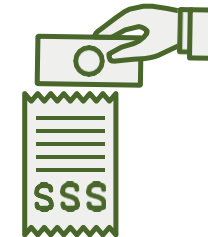
Service Charges

- Toll roads
- Business licenses
- Construction permits
- Development permits
- Land registration
- Excavation
- Telco towers
- Waste
- Public Parking
- Public toilets
- Public Wi-fi
- Funerals
- Pet Licenses
- Municipal services
- Utilities



Fines for Violations

- Building licenses
- Gardens and public parks
- Public health
- Residential units and real estate
- Roads and infrastructure



Charges or Taxes

- Congestion
- Property (municipal)
- Land transfer
- Vacant land
- Betterment levies
- Advertisements
- Hotel occupancy
- Municipal sales
- Recycling
- Municipal vehicle
- Other excise taxes



Asset Monetization

- Naming rights
- Billboards and signs
- Land monetization
- Municipal data
- Parks
- Beaches
- Mountain resorts
- Housing units
- Commercial units
- Public markets
- Returns from equity and bond
- Returns from investment
- Land - value appreciation

Ways to Generate Funds and Opportunities



Improve Municipal Financial Planning

- need to develop more inclusive rolling capital investment plans that build local ownership and autonomy, and municipal officials should emphasize the importance of creditworthiness.



Pursue Blended Financing

- Municipalities have limited sources of revenues which limit their debt service capacity. Public funds should be used to attract and leverage commercial funds.



Increase Emphasis on Cash Flows

- Since municipalities do not have assets which can be used as collateral for new lending, the investors and the governments need to emphasize the importance of cash flow which can be used to pay the needed debt service costs rather than more traditional lending which relied on collateral

Outline for a Proposal

Common and Municipality Specific



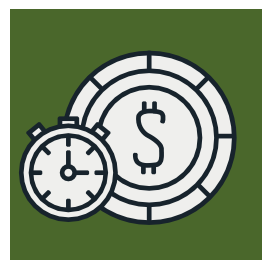
Unique Value Proposition

- Why would any donor agency/social investors/CSR outfits/private financiers/bank interested to fund your project?
- What is so unique about your idea/proposal?



Your Proposal

- Idea, stakeholders, and target group
- Program goal and objectives
- Possible engagement with the private sector or local contractors?



Timeline and deliverables

- Timelines
- Milestones- Is it six months/one year? Two years? Or longer? When will the project end?

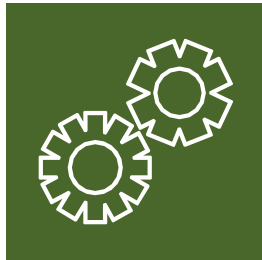


Equity

- Your contribution to the project
- In-kind or financial ?

Outline for a Proposal

Common and Municipality Specific



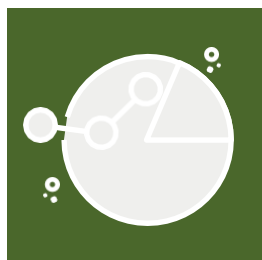
Technology

- Where will you source your technology? Is it locally available?
- Cost to acquire the technology and maintaining it after the project cycle



Human Resources

- Availability of team members and experts
- Sufficient time to invest? Will there be dedicated staff/consultants?
- Is enough technical workplace support available?



Costing and Pricing

- Cost for each activity/product/ component
- How will you price it?
- Will the clients be able to pay for your services?

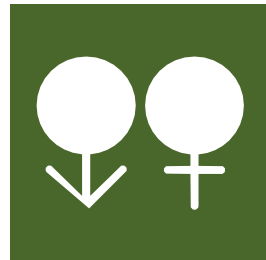
Outline for a Proposal

Common and Municipality Specific



Environment Assessment and Impact

- Is project environmentally friendly? Source of Energy and Waste



Gender and Social Assessment

- How will it affect women?
- Will the local community be positively or negatively affected?



Final Feasibility

- How feasible is the program from a financier's point of view?