“Show Me the (Stimulus) Money”

Business Opportunities Resulting from the 2009 ARRA and Obama Administration

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The Agenda

- What’s “Changed”
- Your Business Opportunities
- Keys to Success
What’s “Changed”

The Marshall Plan for America

“The pessimist sees difficulty in every opportunity. The optimist sees the opportunity in every difficulty.”

- Winston Churchill
2009 American Recovery and Reinvestment Act

- $288 B: Tax Relief
- $144 B: State and Local Fiscal Relief
- $59 B: Health Care
- $111 B: Infrastructure and Science
- $53 B: Education and Training
- $8 B: Other
- $43 B: Energy
- $81 B: Protecting the Vulnerable
Breakdown By State

Connecticut: $1.43B
Maine: $596M
Massachusetts: $2.92B
New Hampshire: $493M
New Jersey: $3.15B
New York: $9.59B
Pennsylvania: $4.85B
Rhode Island: $557M
Vermont: $321M
DOD Specific Funding

- Department of Defense ($7.4 billion)
  - Facility Restoration, and Modernization ($4.26 billion): Upgrade thousands of buildings, including energy-related improvements and upgrades to military medical facilities
  - Military Construction ($2.18 billion): New construction, including $1.33 billion for hospitals
  - Energy Conservation Investment ($120 million): Improving the energy efficiency of existing facilities
  - Energy Efficiency Technology RD&D ($300 million)
  - Homeowners Assistance ($555 million): Temporary expansion of homeowner assistance to qualified military and civilian personnel
DHS Specific Funding

- Department of Homeland Security ($496M)
  - St. Elizabeths/DHS Headquarters Consolidation
  - U.S. Customs and Border Protection (CBP)
    - Construction at land ports of entry, Non-Intrusive Inspection (NII) technology, border technology on the southwest border, tactical communications equipment and radios
  - U.S. Immigration and Customs Enforcement (ICE)
  - Transportation Security Administration
    - Explosives detection systems and checkpoint screening equipment
  - U.S. Coast Guard
    - Alteration of Bridges program, shore facilities and aids to navigation facilities, vessel repair/acquisition
  - Federal Emergency Management Agency
Is It Working??

Thanks to the outreach of the American Psychological Association … psychology has gained tremendous opportunities to show how our work can fuel the economy and improve the nation's health and well-being.

ARRA: $1.1 Billion for Comparative Effectiveness Research
Your Business Opportunities

- Know where the opportunities could exist ... what are the "but for's" in agencies? Contract vehicles?

- Who are the influencers and information resources (e.g. delegation members, agency committees, state officials and agencies, etc.)?

- How is your state supporting ARRA efforts and how can they be the vehicle to create new opportunities?

R&D=Feds, Product=States
Your Idea, Proposal

- What is the public sector play and who are the public sector partners that benefit?
- Accountability and transparency
- More details = less questions
- Success metrics: cheaper, faster, easier, job creator, etc.
Energy, Health Care Role?

• Funding opportunities in areas such as …
  – Materials technology
  – Contract manufacturing (custom parts, etc.)
  – Engineering (design, environmental, etc.)
  – System/software integration
  – Logistics, supply chain management

You have value as a member of the Defense Community, especially to a firm that isn't …
Keys To Success

- Telling your story.
- Collaboration.
- Engaging influencers and forming a "public sector sales team."
Telling Your Story

- What is the value?
- Who/what benefits … beyond you?
- Multiplier effects (i.e. more jobs created, more people educated, cost savings, etc.)
Collaboration

- Who else is competing for funding?
- Partner roles?
- How does the investment attract more funding/create added value?
- How does the public benefit?
Engaging DC Officials

🔹 Member staffs are crucial and will be your champions

🔹 Committee staffs are business development resources, both public and private

🔹 Many agencies still in flux, career personnel in key roles
Northeast Congressional Delegation

- **Armed Services**
  - 16 members/9 states

- **Appropriations**
  - 3 of 6 Senate Appropriators on Defense
  - 7 of 11 House Appropriators on Defense/ Homeland Security/ Military Construction/Energy
Thank you!

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