



SPARK Process
Project Plan for SPARK
Executive Committee Review
January 20, 2022

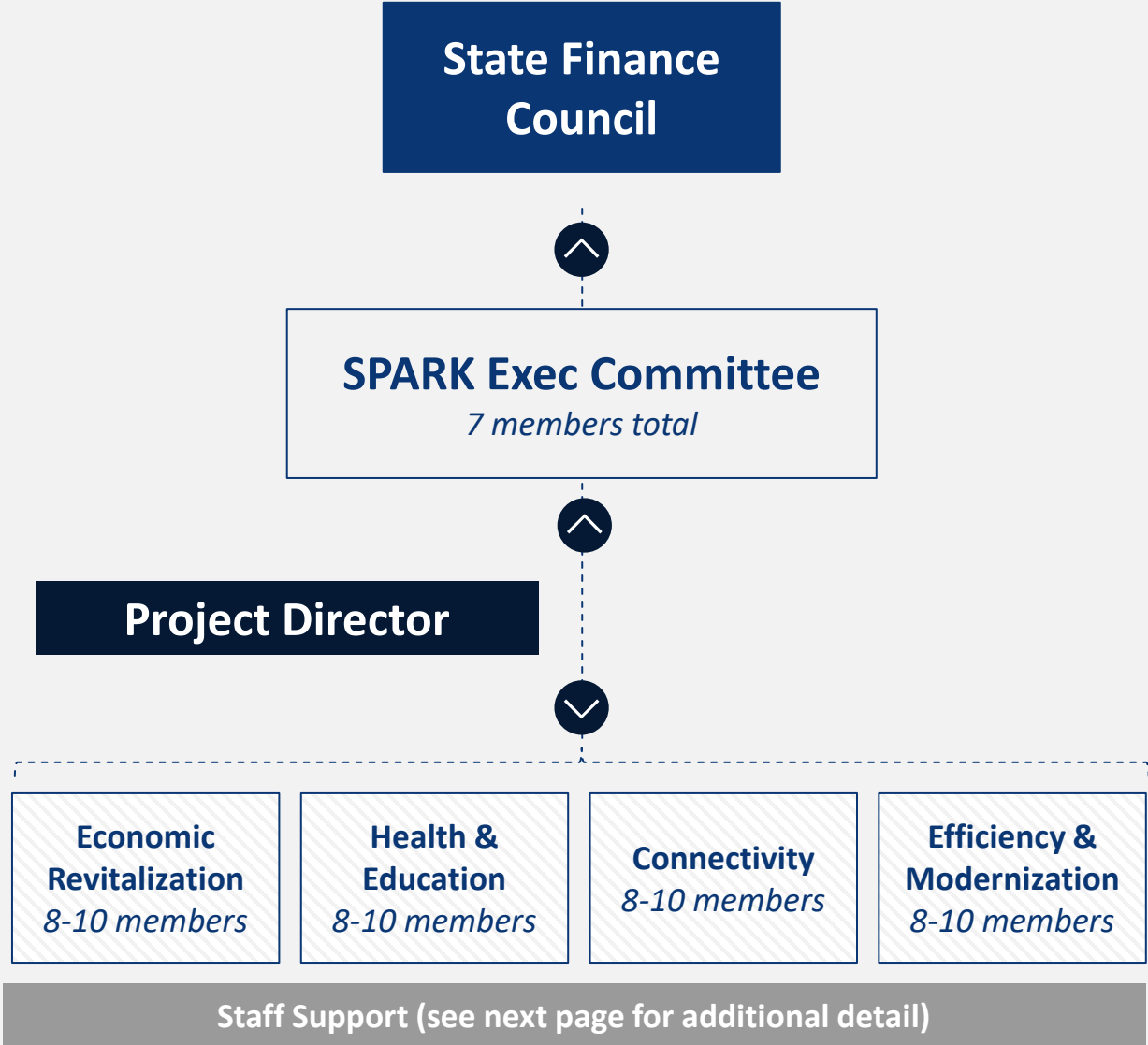


Guiding principles for investment of ARPA funds agreed upon by SPARK EC

*To inform evaluation criteria of policies,
investments, and initiatives*

- **Prioritize sustainable programs & investments** through one-time use of funds vs substantial expansion of existing services
- **Combine with / leverage local and agency funds** to maximize use of discretionary funds
- **Foster long-term systemic impact** for Kansans
- **Consider equitable opportunities** and outcomes
- **Enable flexibility within investment strategies** (e.g., in case of emerging needs, changing federal landscape)
- **Ensure results are measurable** to enable tracking & transparency

SPARK structure



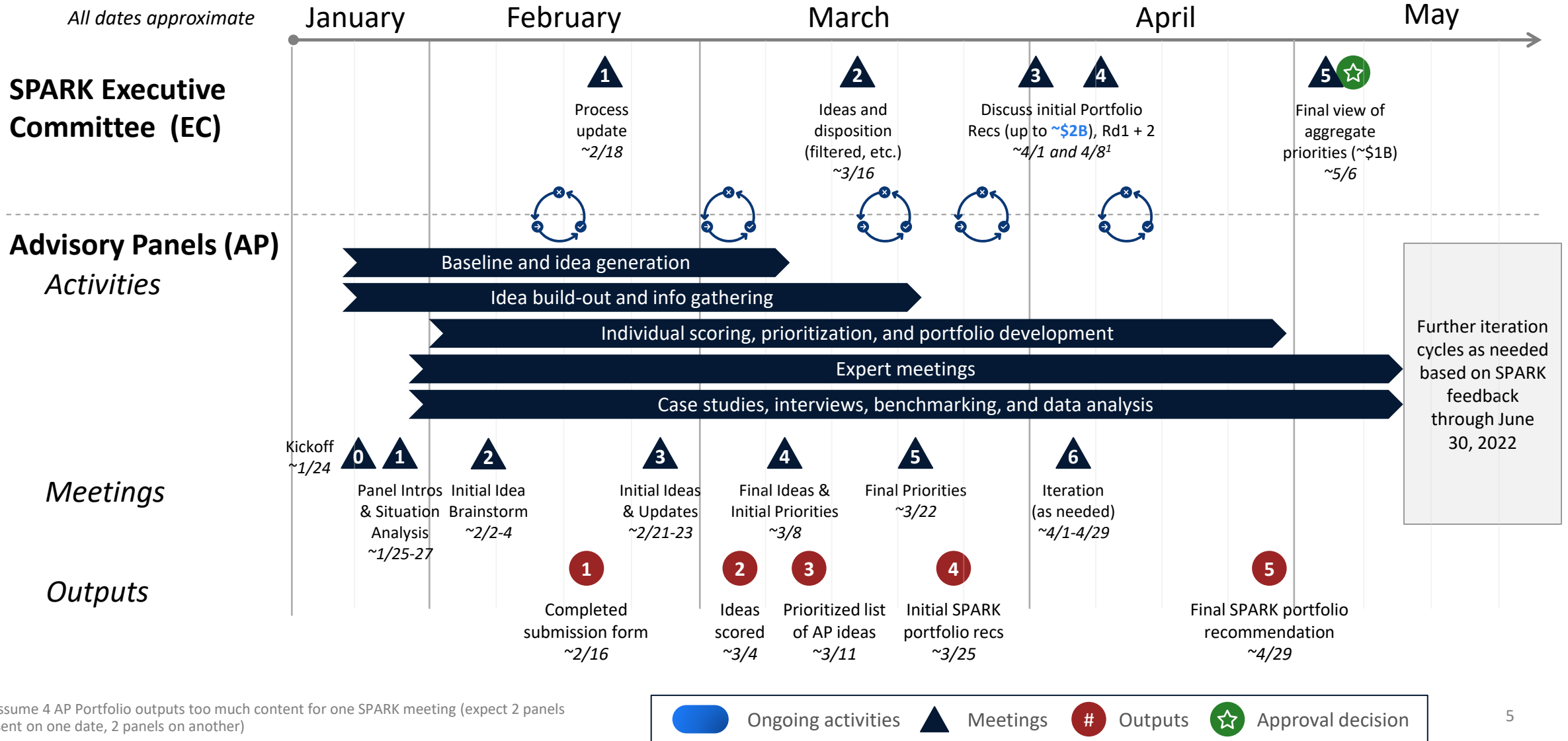
Advisory Panels gather, evaluate, and recommend investment ideas to the SPARK Executive Committee, with the Project Director setting direction and working closely with both

Advisory Panels

Project plan approach to support guiding principles

- 1 **Timeline:** Set an ambitious timeline with achievable interim deadlines to get to a final priority set by the end of April, leaving time for potential extra detailing around selected priorities
- 2 **Opportunity Evaluation:** Structure process to be expansive in terms of opportunity generation but efficient in terms of quickly focusing in on key opportunities to be fully evaluated
- 3 **Iteration:** Build in multiple opportunities for iteration at both the Advisory Panel and the SPARK Executive Committee levels
- 4 **Process consistency:** Create consistency across Advisory Panels using a data-driven investment process based on guiding principles
- 5 **Transparency:** Maximize transparency in the allocation process
- 6 **Expert input:** Bring expertise into the process throughout – for both the Advisory Panel and the SPARK Executive Committee
- 7 **Rigorous, yet flexible outputs:** Drive appropriate rigor in defining opportunities while building in flexibility to adapt to emerging or changing needs, enable implementation, and manage risk
- 8 **Support resources:** Identify focused support resources to achieve objectives on time and with appropriate rigor

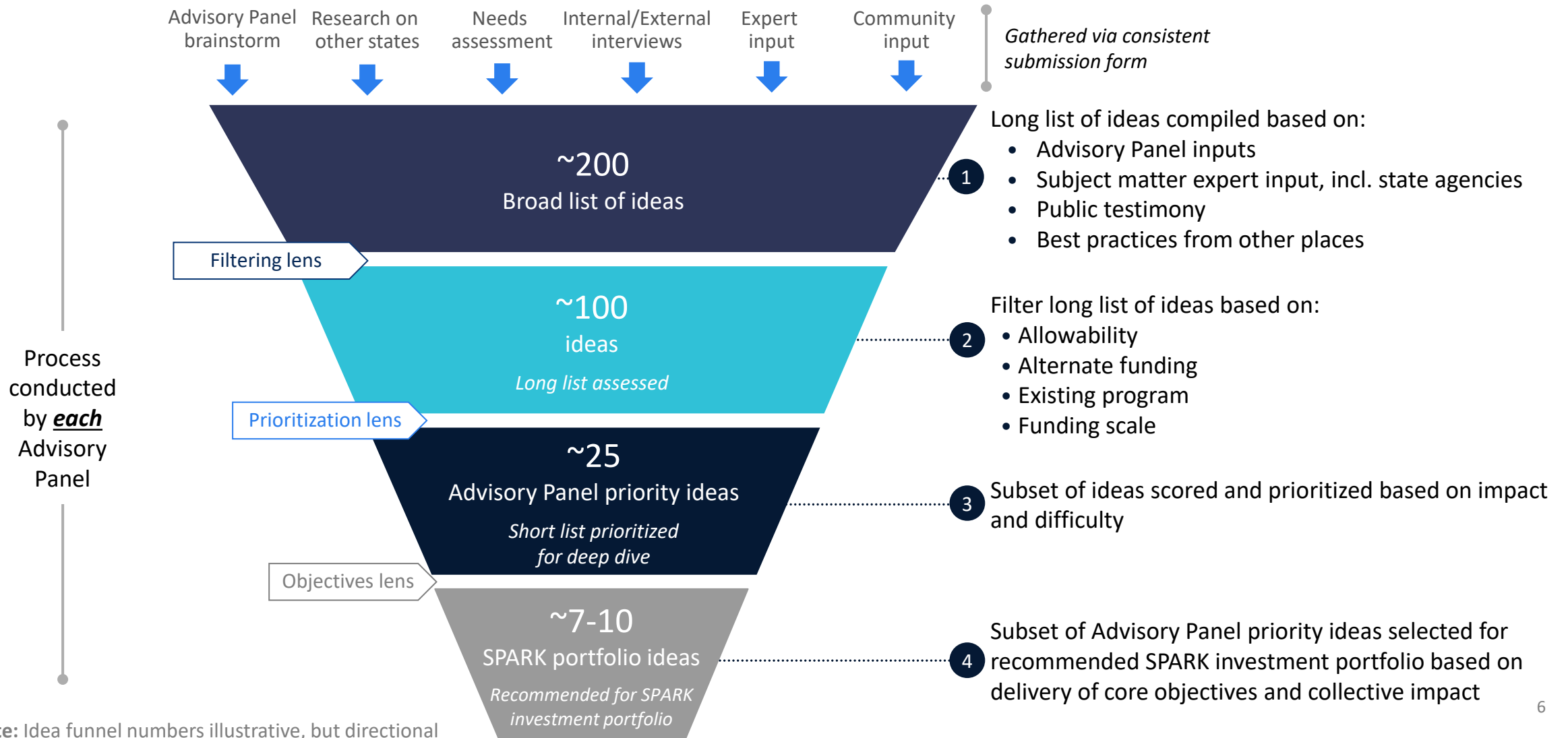
Proposed timeline for SPARK investment approval process



1. Assume 4 AP Portfolio outputs too much content for one SPARK meeting (expect 2 panels present on one date, 2 panels on another)

Process | Funnel to evaluate and prioritize long list of ideas through a collaborative effort

Opportunities screened based on impact and difficulty, and portfolio of ideas selected based on delivery of core objectives



Note: Idea funnel numbers illustrative, but directional

Advisory Panel process results in development of consistent, clear outputs for SPARK Executive Committee to engage

Overview template for viable ideas

1 Completed idea templates

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Idea Description
Funds will be used for grants to support infrastructure development to expand capacity for businesses [...]

Need
Kansas has a lack of existing, modern business ecosystem infrastructure [...]

Detailed Goal/Objective
The goal of this investment is to attract out-of-state investment to help Kansas' economy [...]

Idea Details

Quadrant E.g., Worth the effort	Impact Summary • ROI [...]
Type E.g., Long term	• Equity:
Impact E.g., High	• Geography
Difficulty E.g., High	• Race/Ethnicity
Beneficiaries E.g., Business community	Interdependency details
Funding request \$X-YM	• Interdependent with [idea 1] because [...]
Potential leveraged funding options -	• Interdependent with [idea 2] because [...]
Allowability considerations E.g., Must offer services for disproportionately impacted communities	Ancillary benefits
	• E.g., also supports Education and Health because investment will expand health workforce

Note: Advisory Panel output includes one page per investment idea.

Prioritization / scoring of viable ideas

3 Prioritized list of ideas

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Proposed prioritized initiative list view of funding allocation for each Advisory Panel

Example - Economic Revitalization Total : \$X-YM

Category	Initiative Name	Overall Score	Quadrant	Type	Interdependent initiative(s)	Funding Amount
1	Workforce Dev. Up-skilling / re-skilling programs	e.g., "8/10"	e.g., "Worth the effort"	i.e., Long- vs short-term	None	\$X-YM
2	Business Attraction Economic development infrastructure				1	\$X-YM
3	Housing Housing infrastructure grants				2	\$X-YM
4	Hospitality & Tourism Private sector tourism business development				None	\$X-YM
5	Hospitality & Tourism Tourism attraction development grants				None	\$X-YM
6
Funding total						\$X-YM

Prepared by Advisory Panels and Staff

Investment overview for each initiative as additional back-up information

Initiative	Overall Score	Level	Scope	Duration	Equity	Workforce Executability	Fiscal Sustainability
Private sector tourism business development	10	5	3	5	5	3	3
Tourism attraction development grants	9	5	3	3	3	3	3
Hospitality and tourism	8.5	3	5	5	3	5	3
...							
...							
...							

Note: Back-up prepared for all Categories and Initiatives

Funding portfolio of highest priority ideas selected for portfolio

15 Initial & final portfolio recommendation

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Proposed Advisory Panel-level funding portfolio output

For SPARK Executive Committee Engagement: Balance of funding across sub-topics

Example - Economic Revitalization Total : \$X-YM

Sub-topic	Funding Amount	Components
Workforce Development	\$X-YM	- Reskilling/upskilling impacted industries - ... - ...
Business Attraction & Innovation	\$X-YM	- Industry ecosystem - ...
Hospitality & Tourism	\$X-YM	- Tourism attraction development - ... - ...
Housing	\$X-YM	- Housing infrastructure grants - ... - ...

Internal/ Brainstorm Note:
Prepared by Project Director and Staff

List view on following page

For greater detail see Appendix

Immediate Next Steps

- Lock in meeting dates going forward
- Distribute background reading to Advisory Panels
- Joint kickoff meeting with Advisory Panel members
- Publicize investment idea submission form
 - [URL to be added]