



Office of the West Seneca Town Supervisor  
Hon. Gary A. Dickson

**Memorandum**

To: Honorable Town Board  
From: Gary Dickson, Town Supervisor  
Date: December 17, 2021  
Subject: Grant Writer

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Dear Colleagues,

In an effort to improve services at a lower cost, I propose we hire a new grant writing company.

Rotella Grant Management (RGM) was referred to me by Supervisor Ron Rufino in Lancaster, who highly recommended them. RGM's fee is \$1,800 per month versus the \$2,500 per month we have been paying. In addition, they offer services that we have not had from our current grant writer, including assistance in developing our capital improvement plan, planning for long-term projects, and grant writing services for the fire districts.

Attached is RGM's presentation and contract. I checked with the following references:

1. Supervisor Mary Hosler, Town of Evans, said "Bernie and Anthony do a nice job for us, they are part of our economic development team, they are very knowledgeable on the grant process, funding agencies and have contacts in each agency which is very helpful. Since having Bernie and Anthony join our team with have secured approximately \$5M in grants."
2. Supervisor Pat Casilio, Town of Clarence, said "The Town of Clarence is very happy him and his company."
3. Mayor Debbie Rogers, Village of Williamsville, said he was excellent and has been working for the village for years.

4. Supervisor John Tobia, Town of North Collins, said “his group does a fantastic job for our community. I have known Bernie personally for over 20 years. He is a hard-working, conscientious person and great business partner.”
5. Rick Davis, Mayor of the City of Tonawanda, said “Our relationship with Rotella is excellent. Bernie and Nate are very responsive, and we have been very successful in my 8 years of being Mayor with their help in applying for grants.

## **Agreement Letter**

**Town of West Seneca**  
1250 Union Road,  
West Seneca, NY 14224

&

**Rotella Grant Management**  
3322 Upper Mountain Road  
Sanborn, New York 14132

Rotella Grant Management Company will provide Grant Writing Services to Town of West Seneca, New York, which will include the following services:

### **General consulting:**

- Provide the client with an understanding of the grant application and funding process works.
- Advise the client on specific questions that must be addressed in order to write an effective proposal.
- Project management (grant application checklists, flowcharts, as needed to keep data collection on schedule).

### **Background research:**

- Research and locate potential funding resources that best fit the Town of West Seneca's requirements and needs.
- Act as an authorized representative of the Town of West Seneca's in requesting any available funding.

### **Prepare grant proposals:**

- Includes gathering background materials, writing the proposal document, editing and formatting, and creation of charts, graphs and tables necessary for grant submission.
- Proposal will meet the grantor's format and content requirements to earn maximum amount of moneys available.
- Work closely with the Town of West Seneca to ensure that the message is being conveyed accurately and to client's best advantage as well as securing the Town of Seneca's final authorization for submission. The Town can provide changes, additions or deletes within two weeks prior of submission or as necessary and time allowance.

Proposal/Agreement Letter (Page Two)

**Town of West Seneca**  
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**Expenses:** The following expenses will be covered by the Town of West Seneca New York.

- Postage: Any postage made on behalf of the Town of West Seneca, New York.

Note: All travel expenses will be pre-approved by the Supervisor prior to any travel. Postage expenses will be followed with receipt. (No mileage charge to and from Town Hall and Rotella Grant Management for meetings or project planning, etc).

**Fees:**

- A \$1,800.00 per month Retainer will be paid to the Rotella Grant Management. Month to Month contract Beginning January 1, 2022 for the calendar year. If the Town of West Seneca wishes to extend this agreement may do so automatically at the Town's re-organizational meeting January 2023.
- Agreement may be terminated by either party with a 30 day written notice.

This agreement has been approved by:

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Supervisor Gary A. Dickson  
Town of West Seneca  
1250 Union Road.  
West Seneca, NY 14224

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Anthony Rotella  
Rotella Grant Management  
19 Jordy Court  
Hamburg, N.Y. 14075

## **An Overview of the Grant Process**

**Grant Proposal Development:** The consultant typically follows these steps in developing a grant proposal:

- Talk with the client and request documents to learn about the program to be funded. Gain a thorough understanding of the program, in order to serve as the client's advocate.
- Explain to the client how the application and funding process works. This varies based on topic and type of granting agency.
- Present several options for funding sources and recommend the "best fit."
- If writing several grants to support the same project, coordinate the grants based on project timelines and interests of the granting agencies.
- Provide questions, flowcharts and checklists to assist the client in gathering the necessary information and to keep the application process on schedule.
- Assist the client in performing literature reviews to supplement any theoretical research used to develop the program, if this is required for the proposal.
- Assist the client in developing a measurement plan to evaluate the success of the program. This includes identification of existing statistical resources, planning of surveys, and developing a chart to match each program objective with a desired outcome and the methods that will be used to measure it. (Most granting agencies require a plan to measure the success of the project or program being funded.)
- Bring together or "synthesize" large quantities of information, extract the pertinent facts and write a persuasive document.
- Document preparation includes writing, editing, formatting, and the creation of charts, graphs and tables. Proposals meet the granting agency's format and content requirements, and are carefully structured to earn the maximum number of points.
- At all points in the process, work closely with client to ensure that the message is being conveyed accurately and to client's best advantage.

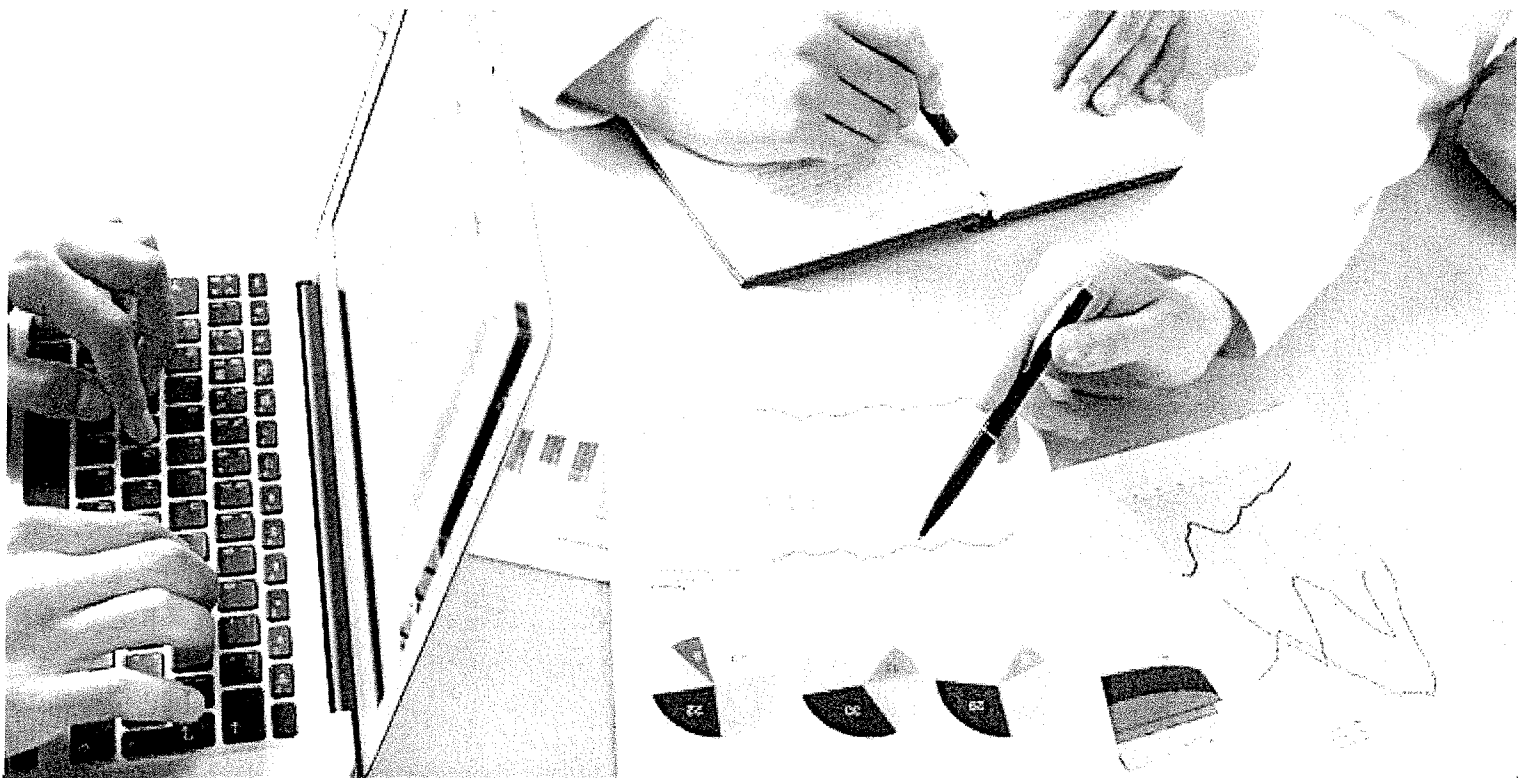




# GRANT WRITING SERVICE

Letter of Interest  
Town of West Seneca

December 2021





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## INTRODUCTION & SUMMARY

### **Professional Qualifications:**

Rotella Grant Management is located in Sanborn, New York and West Seneca, New York. As a minority-women's owned businesses (not certified), Rotella Grant Management has over 50 years of combined experience and service to industries and local government agencies in our region. Rotella Grant Management Company guarantees that it will have the resources available to meet all of Town of West Seneca's grant application and tracking needs within one or more of the planning and implementation areas identified. Company background, staff qualifications, current municipalities under retainer, and professional references are included with this proposal.

- Rotella Grant Management has experienced grant writers who have successfully obtained millions of dollars in grant moneys from a multitude of granting agencies for a diverse range of projects
- Staff is well experienced in the grant process and coordination with project staff. From the initial planning of projects, research of potential grant sources, writing and submission of professional proposals, as well as the administration of grant-funded projects, Rotella Grant Management Company is best suited to meet Town's grant needs.

RGM understands that Town of West Seneca is seeking the services of a qualified firm to assist with the identification and preparation of grant applications for various Town departments. Securing funding will be a vital first step in the Town's goals to address issues related to the implementation and planning for Homeland Security, Technology, Innovative Government, Public Safety & Security, and Public Health initiatives. RGM is well suited to successfully fill this roll for Town.

Our staff has assisted numerous public and private sector clients with the procurement of funding for a wide variety of transportation, infrastructure, security, technology and environmental projects through State and Federal grant programs. We offer the flexibility of a comprehensive and collaborative grant preparation service. Grant Specialists have immediate access to professional staff and Project Managers' teams to assist in identifying needs, defining project scope, and preparing applications that meet grant specifications. Our internal management structure will ensure that the Town receives timely notification regarding grant programs, professionally developed applications, complete application packages, and time sensitive delivery and submission of applications.

Our Grant Specialists will strive to facilitate the application process and minimize work for Town. For identification and preparation of grants specific to Homeland Security, Technology, Innovative Government, Public Safety & Security and Public Health or any other project request.



## SCOPE OF SERVICES & WORK PLAN

### Description of Services

Rotella Grant Management Company will provide professional grant writing services to the Town of West Seneca, New York, which will include the following services:

#### **Grant Identification:**

Rotella Grant Management Company is familiar with the type, availability, and eligibility requirements of federal, state, and not-for-profit funding sources and has a wide ranging network of contacts and sources to obtain up-to-date information and immediate announcements of potential grant opportunities. Rotella Grant Management Company will meet on a regular/as needed basis with Town of West Seneca representatives and individual departments in order to:

- Identify planning and implementation needs within assigned issue areas
- Identify and rank projects based on planning and implementation needs, the availability of funds, and project readiness
- Research and locate potential funding resources that best fit Town of West Seneca requirements and needs
- Advise departments, project staff and Town officials on the grant process and specific questions that must be addressed in order to write an effective proposal and to satisfy and exceed grant proposal requirements

An RGM Grant Specialist will meet with Town of West Seneca representatives to familiarize themselves with the planning and implementation needs within the areas of Homeland Security, Technology, Innovative Government, Public Safety & Security, and Public Health. Working with Town of West Seneca representatives, RGM will identify those projects and activities that qualify for grant assistance.



**Grant Contacts:**

Rotella Grant Management Company will maintain close contact with key individuals within the Town of West Seneca and granting agencies to ensure that the Town of West Seneca is positioned properly to submit timely applications to increase its probability of securing grant funding.

With a working understanding of Town of West Seneca's existing programs and new developments with respect to issues assigned at the federal and state levels, RGM will regularly conduct research on the availability of grant programs and the types of projects that are eligible.

- RGM distributes a grant news directly to your email with information pertaining to upcoming grant opportunities from federal, state, and not-for-profit granting agencies
- RGM has a wide network of contacts to obtain up-to-date announcements regarding open grant opportunities and news pertaining to upcoming funding opportunities to aid the Town of West Seneca in preparing projects for potential grant applications
- Act as an authorized representative of the Town of West Seneca in requesting any available funding.

RGM will maintain close contacts with key individuals in Town of West Seneca government and funding organizations to ensure proper positioning of grant applications with respect to current issues that will increase Town's probability of successfully competing for grants. RGM will work with the Town of West Seneca contact(s) to identify sources of information necessary to complete the grant applications.

To further facilitate and foster close communication with Town contact(s), RGM will create monthly reports for use by the Town of West Seneca that identify activities completed to date and list outstanding information needed for the application with associated deadlines. A sample project report is included.



## GRANT WRITING

RGM will produce high quality grant applications that exceed the submission requirements of the funding organizations. To that end, RGM will work in an efficient and organized manner and proposes to:

- Assign a project team for each grant that includes a grant specialist, a project manager, and a technical staff member experienced in the specific field for each particular grant.
- Maintain databases of information, which profiles the Town, eliminating the need for multiple requests for the same information.
- Determine submission requirements and optional products that improve the Town Department's probability of funding.
- Prepare the grant application narratives, forms, figures, and cost estimates, as warranted for each of the Town grant applications.
- Prepare all scopes of work, costs estimates, and other documentation necessary for the individual grant.
- Work closely with designated Town representatives to obtain other supporting documentation such as letters of support to augment the grant application.

### Monthly Performance Reports:

If requested, Rotella Grant Management will attend monthly meetings of the Town board and/or departmental meetings to provide monthly updates and status reports on current as well as future grant opportunities. As most of the grants are reimbursable, it is vital to track Town dollars spent and any outstanding balances needing reimbursement.

- Staffs will design and implement a customized grant tracking report for Town representatives that will track the status of every grant in a variety of fields as well as a "Next Task" field. Tabular information will include an application's granting agency, grant amount requested and awarded, status, contract numbers, end dates, project personnel, etc. This "living document" is revised as the status of projects change and move from application phase to implementation and completion.
- This grant tracking report will allow Town representatives to track dollars spent, reimbursements collected, and outstanding balances to better enable the Town to plan and implement future grant projects.



- The monthly status reports can be presented, if requested, and/or distributed to Town representatives on a monthly basis.
- Please see the attached sample that will highlight grants, departments, grant request (or denial), grant award, amount received and any balance due to the client. This living document can be used as an administrative tool and a management tool for each individual grant. As a financial tool, this proves to be a valuable document for the client's Budget Director to know what grant money are outstanding so as to better budget and plan accordingly.

### **Coordination and Facilitation:**

Rotella Grant Management Company emphasizes a team-based approach to project planning and implementation. The grant writing process can be a complex and time-consuming progression from the research, gathering of materials, development and writing of the application, and submission of final product. Proper coordination with Town representatives and its many departments will allow us to perform to our maximum potential while maximizing the Town's probability of successfully competing for grants.

- Upon request Rotella Grant Management staff will be made available to be utilized by any and all Town departments assigned to address the planning and implementation of issues identified.
- Rotella Grant Management Company will ensure that it has the resources available to the Town to submit. We request that each project identified and selected for a grant application have a designated Town representative/project manager available for obtaining any and all materials required for the grant application and for review of final product before submission.

### **Project Work Plan:**

The Rotella Grant Management Company has been writing grants since 1998 and has been in business since 2004. With over 50 years of combined grant writing experience, Rotella Grant Management has the capacity and resources to address the issue areas of the Town in an efficient and effective manner.

**Guarantee:** RGM works on a month-to-month contract with all of its municipalities. If we cannot provide the level of service expected by each client, then we do not deserve your business. Should it be selected as the Town's grant writing provider, we guarantee that we will have the staffing and resources available to assist with the identification and preparation of grant applications, in cooperation with several Town departments and local agencies, to secure funding for Town planning and implementation issues including: Homeland Security, Technology, Innovative Government, Public Safety and Security, and Public Health.

As the Company becomes familiar with Town operations and issue areas, we will design and implement a customized grant tracking report for Town representatives that will track the status of every grant in a variety of fields to help manage the Town's grants.



## MEET THE COMPANY

The Rotella Grant Management Group was started in 2004 serving several of the municipalities in Western NY after working as the grant writers for ATS/RDS (an engineering firm to General Motors and Delphi). Through its affiliations, the Company has developed a network of internal and external resources to successfully deliver projects on time with an above normal success rate.

At Rotella Grant Management, proposals are written with the utmost care as our goal is creating the most comprehensive proposals. With over 50 years of combined successful grant writing experience, we will emphasize the value of your project by submitting extensively researched professional presentations. Our grant writers are professionally trained to create the most effective narrations. With a proven track record, our results clearly bring about major changes in the communities we serve.

Rotella Grant Management offers professional grant writing, proposal writing, consulting and evaluation services to municipal governments, 501(c)(3) agencies, state-registered non-profits and private businesses. A team of professional, highly motivated writers are available to assess the needs of our clients, research grant opportunities and submit competitive, winning grant proposals.

**Concettina Rotella**, President and Office Manager: Connie is the owner of the company and prepares and researches grants, as well as prepares the grant administration and close out of awarded grants. Has worked on state and federal grants for several municipalities as well as grants administration through RDS/ATS.

**Nathan Taylor**: Grant Writer and Project Manager. Nathan provides grant research for potential grant projects and coordinates with the granting agencies for project review and to ensure the project/application complies with the grant criteria and eligibility requirements. Nathan regularly coordinates project-specific and grant planning meetings with clients. Has worked on state and federally-funded projects (including grant administration) for the Towns of Amherst, Cambria, Grand Island, Wheatfield, Porter, Lewiston, Pendleton, Royalton, Newstead, Niagara, the Villages of Youngstown and Lewiston, and the City of Tonawanda. Nathan has his B.A. in Business Administration from SUNY Empire State College and has been with RGM since 2008.

**Bernie Rotella**: Grant Writer and Grant Activities Coordinator: Worked with Town/State and Federal sources for Training Grants that supported training activities and business development through RDS/ATS engineering in support to Delphi & GM. Has worked on numerous projects for the Towns of Amherst, Cambria, Wheatfield, Porter, Lewiston, Pendleton, the Villages of Youngstown and Lewiston, City of Tonawanda as well as Wheatfield Historical Society, Sanborn Historical Society, Lewiston Historical Society and Artpark in securing grant moneys through several Federal & State Agencies and area Foundations.

**Mary Lou Rawls:** Grant Administration and Grant Reporting Coordinator. Mary Lou prepares grant follow up reports (quarterly and year end reports). Her duties include grant research for funding sources. Prior to this position, Mary Lou was employed by Moore Business Form in Niagara Falls for 11 years. Mary Lou has her Accounting Degree from NCCC.

**Anthony Rotella:** Grant Writer, Project Manager, Computer Support. Anthony provides grant research for potential grant projects and coordinates with the granting agencies for project review and to ensure the project/application meets with the grant consistencies. Anthony is a graduate from Niagara University with his M.B.A. He also holds two Bachelor's Degrees in Business Management and Biology.

**Wendy Salvati:** Ms. Salvati has been involved with numerous projects involving comprehensive planning, community development, smart growth, strategic planning, waterfront planning, zoning analysis, site planning, environmental review, visual impact analysis and public participation for Western New York and Long Island municipalities. She has over 25 years of experience as a land use, waterfront and environmental planner, much of it gained while working for private consulting firms including Wendel in Amherst, NY and Cashin Associates, PC on Long Island. Ms. Salvati is certified by the American Institute of Certified Planners. She has extensive knowledge of community development and revitalization programs, and has helped communities with issues related to sustainability, community character and quality of life. Ms. Salvati has assisted with the preparation of zoning overlay districts and architectural and aesthetic design and dimensional standards for commercial site design and downtown revitalization.

**Elizabeth Bunich:** Grant Writer and Administrator. Elizabeth has over 10 years of experience with many municipalities throughout New York State. Elizabeth had her B.A. from Buffalo State College 1987 (Summa Cum Laude) with a Major in Philosophy and a Minor in American History, a Technical Writing Certificate from California State University, Sacramento, College of Continuing Education Extension.

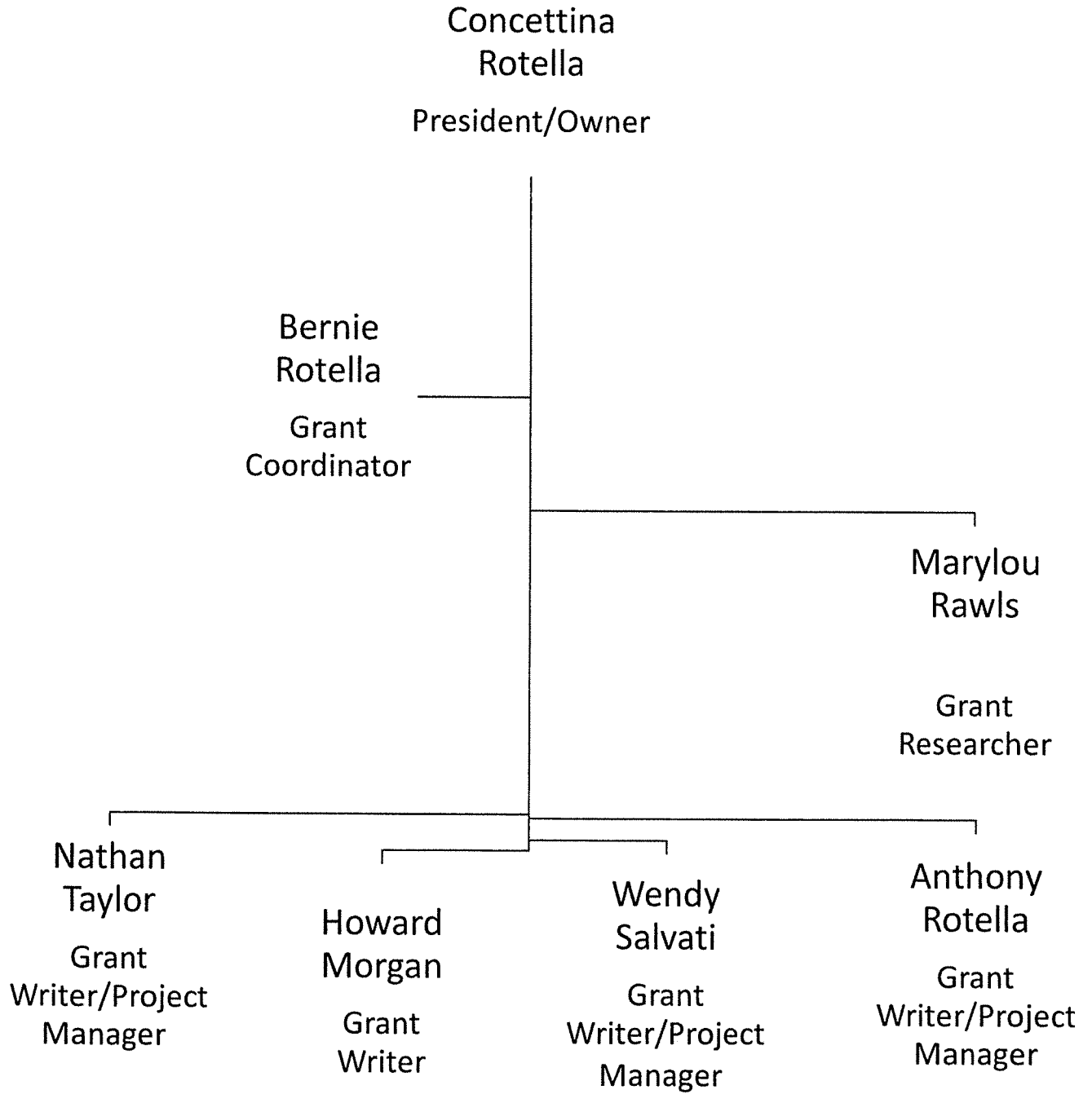
**Howard Morgan:** Grant & Development Writer, with responsibilities for writing major proposals, case statements, researching, and developing grant proposal for projects, operation dollars and brick and mortar projects. Assisted with grant applications for the start up of the Niagara Area Habitat for Humanity in 1992. Howard is our specialist in FEMA & Fire Fighter Assistance Program working with local Fire and EMS companies to access grant monies for a variety of projects. Howard is also the Director of Advancement Services at Niagara University.

At Rotella Grant Management, proposals are written and developed with the utmost care and attention to detail, as our goal is creating the most comprehensive proposals in the ever growing competitive world of grant procurement. Our team of dedicated specialized grant consultants, grant writers and project developers will work with your project team from conception to completion to minimize the workload of the Town representatives throughout this process.



**ROTELLA GRANT MANAGEMENT**  
3322 Upper Mountain Road  
Sanborn, NY 14132  
716-240-3230

[www.rotellagrants.com](http://www.rotellagrants.com)







## REFERENCES

Please feel free to reach the contacts below

### **Village of Williamsville**

Judy Kindron, Treasurer-Village Clerk (716) 632-4120 Ext 3005

### **Town of Clarence**

Par Casilio, Town Supervisor (716) 741-8930

Jonathan Bleuer (716) 741-8933

### **City of Tonawanda**

Jason LaManaco, P.E., City Engineer - (716) 695-8645

Rick Davis, Mayor - (716) 695-8645

### **Town of North Collins**

John Tobia, Supervisor - (716) 289-7577

### **Town of Evans**

Mary Hosler, Supervisor – (716) 549-5787

Bill Smith Director of Planning & Development (716) 549-5787

Since beginning in 2004, Rotella Grant Management has procured over \$80 million in State, Federal and Private grants for our clients. Not only do we offer our services to the departments of a local government, but other entities that local governments may support including courts, police and fire departments, historical societies, community development non-profits, and public institutions.

