



THE CITY OF
Reidsville
NORTH CAROLINA

R04-26-A-036

1. Applicant Identification
City of Reidsville
230 W. Morehead Street
Reidsville, NC 27320
2. Website URL: <https://www.reidsvillenc.gov/>
3. Funding Requested
 - a. Assessment Grant Type: Community-wide
 - b. Federal Funds Requested: \$500,000
4. Location
 - a) City of Reidsville b) Rockingham County c) North Carolina
5. Target Area and Priority Site Information
 - Target Area: Census tract 37157041200
 - Priority Site Information
 - Site 1: Former Laundry/Dry Cleaning Facility, 103 SE Market Street, Reidsville, NC 27320
 - Site 2: Former Chase Bag Building, 103 N. Harris Street, Reidsville, NC 27320
6. Contacts
 - a. Project Director
Summer Moore, City Manager
(336) 347-2307
smoore@reidsvillenc.gov
230 W. Morehead Street
Reidsville, NC 27320
 - b. Chief Executive/Highest Ranking Elected Official
Mayor Donald L. Gorham
(336) 349-1030
dgorham@reidsvillenc.gov
230 W. Morehead Street
Reidsville, NC 27320
7. Population
City of Reidsville, NC: 14,547 (US Census: 2019–2023 American Community Survey)



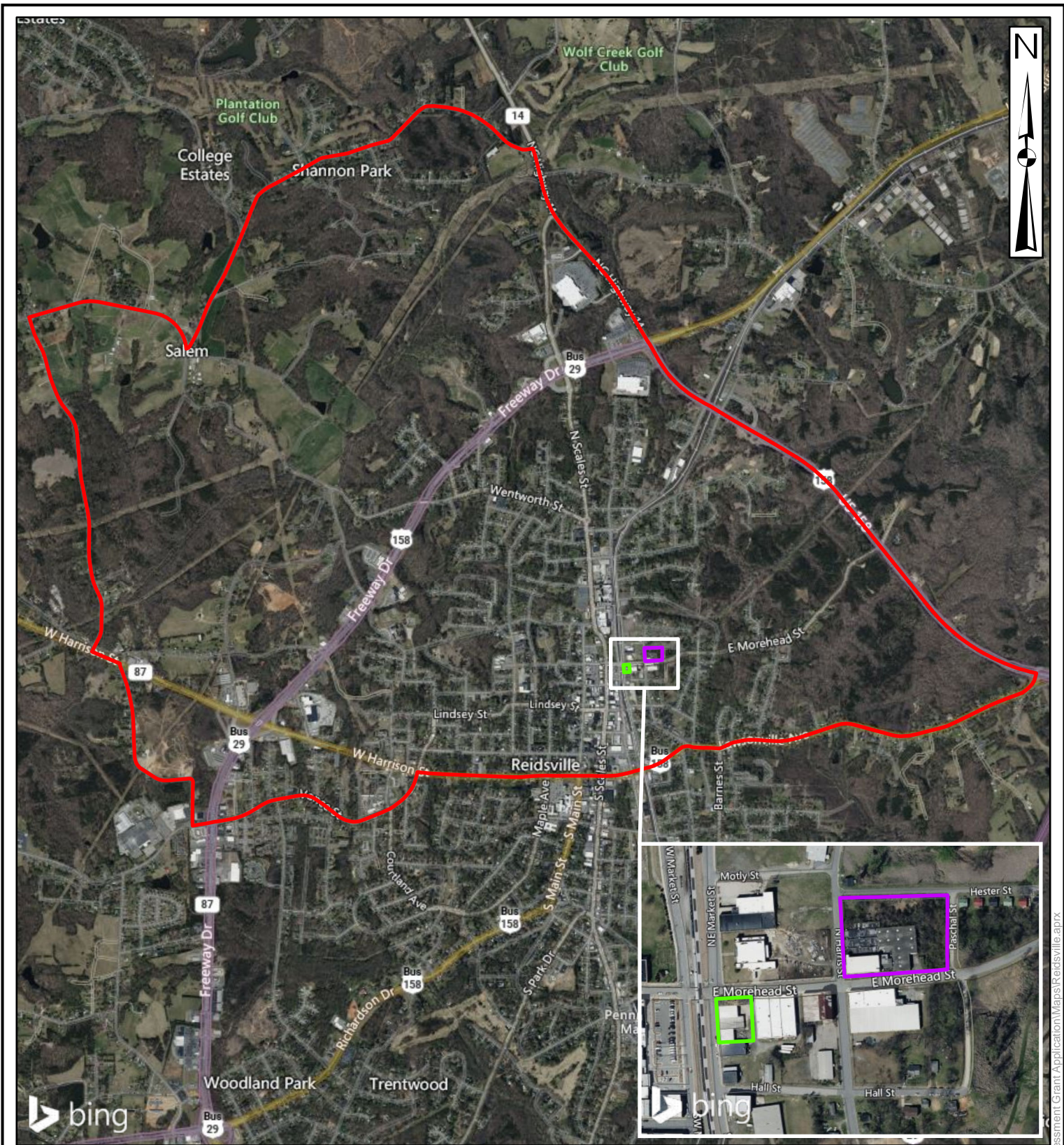
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8. Other Factors

Other Factors	Page #
Community population is 15,000 or less.	4
The applicant is, or will assist, a federally recognized Indian Tribe or United States Territory.	N/A
The priority site(s) is impacted by mine-scarred land.	N/A
The priority site(s) is adjacent to a body of water (i.e., the border of the priority site(s) is contiguous or partially contiguous to the body of water, or would be contiguous or partially contiguous with a body of water but for a street, road, or other public thoroughfare separating them).	N/A
The priority site(s) is in a federally designated flood plain.	N/A
The reuse of the priority site(s) will facilitate renewable energy from wind, solar, or geothermal energy.	3
The reuse of the priority site(s) will incorporate energy efficiency measures.	3
The proposed project will improve local resilience to the impacts of extreme weather events and natural disasters.	3
At least 30% of the overall project budget will be spent on eligible reuse/area-wide planning activities, as described in Section 3.A.(2), for priority site(s) within the target area(s).	8, 9
The target area(s) is impacted by a coal-fired power plant that has recently closed (2015 or later) or is closing.	N/A

9. Letter from the State or Tribal Environmental Authority
 See attached.

10. Releasing Copies of Applications
 Not Applicable.



- ▭ Target Area - Census Tract 37157041200
- ▭ Priority Site 1 - Former Laundry/Dry Cleaning Facility
- ▭ Priority Site 2 - Former Chase Bag Building



DATA SOURCES:
 Bing Aerial Imagery
 Basemap accessed
 2025; Site Boundary
 based on NC One Map
 Rockingham County
 and NC Census Tract
 Municipality Data

Target Area and Priority Site Map
 Brownfields Assessment Grant Application
 City of Reidsville
 Census Tract 37157041200
 Reidsville, Rockingham County, NC

**EXHIBIT
 NO.**
1



NORTH CAROLINA
Environmental Quality

December 15, 2025

JOSH STEIN

Governor

D. REID WILSON

Secretary

MICHAEL SCOTT

Director

Montana Brown
Director of Marketing & Economic Development
City of Reidsville
230 West Morehead Street
Reidsville, NC 27320
mbrown@reidsvillenc.gov

Re: U.S. EPA Brownfields Community-Wide Assessment Grant – City of Reidsville

Dear Mr. Brown,

The North Carolina Department of Environmental Quality (DEQ) Brownfields Redevelopment Section (BRS) acknowledges and supports the City of Reidsville's application for a U.S. EPA Brownfields Community-Wide Assessment Grant. We understand that your grant will focus on assessments at the Former Laundry/Dry Cleaning Facility located at SE Market the Former Chase Bag Building located at N. Harris Street. Revitalization of these properties will be a wonderful success for this community and the City of Reidsville.

The goal of EPA Assessment funds is to facilitate redevelopment and economic growth within a community. To that end, BRS offers technical project guidance to help ensure assessments conducted utilizing grant funds are in accordance with our program requirements throughout the life of your project. Coordination with DEQ BRS is critical to ensure that the assessments make efficient use of the federal funds awarded. This will begin at grant initiation and continue with review of site-specific assessment plans. It is imperative that BRS be involved in field sample scope planning to ensure that a property is eligible for future entry into the North Carolina Program should a property owner or future developer desire. A brownfields agreement outlines the controls needed to make the site safe for the intended reuse and is often a marketing tool for developers and instrumental in securing redevelopment financing. Additional tax incentives are also available upon completion of brownfields redevelopment if completed in the State's Program.

We hope that the City of Reidsville is successfully awarded this grant, and we will continue to support you in your brownfields redevelopment efforts whether a grant is awarded or not. We truly believe successful brownfields projects can rejuvenate a community.

Sincerely,

Jordan Thompson
Brownfields Grants Manager

ec: NCDEQ Brownfields Grant Collaborative Team



North Carolina Department of Environmental Quality | Division of Waste Management
217 West Jones Street | 1646 Mail Service Center | Raleigh, North Carolina 27699-1646
919.707.8200

1. PROJECT AREA DESCRIPTION AND PLANS FOR REVITALIZATION

Target Area and Brownfields. a. Overview of Brownfield Challenges and Description of Target Area: The City of Reidsville (City) is a classic American story of change, first booming with industry intertwined with tobacco, followed by a pestilence, then the industry's decline. Incorporated in 1873, the City grew and developed around Wright's Crossroads and remains situated near the center of Rockingham County, with the Southern Railroad bisecting the City. The City has a long history with the American Tobacco Company, the nation's leading cigarette maker in the 1940s and 1950s. The plant allowed the City's economy to thrive, providing stable jobs for its residents. When the American Tobacco plant first opened in the City, it generated 800 jobs for the surrounding area and City residents. In the late 1990s American Tobacco was purchased by a British conglomerate that relocated its production to Macon, Georgia, leaving many City residents without jobs. The loss of the tobacco industry had lasting effects on the City's economy and its residents. As the once-dominant sector faded, it triggered a ripple effect, causing the decline of associated industries and leaving behind numerous abandoned buildings. The City has been working toward reversing the hardship that followed, investing in economic development programs and community-driven change to the area west of the Southern Railroad, between Main Street and Market Street, leaving the eastern side of downtown untouched. **Brownfield challenges** caused by the tobacco industry's decline persist, and the City must now find ways to revitalize these properties.

The **geographic boundary** for this application is the **city limits**. The **target area**, referred to as the **Depot District (DD)**, is in census tract 37157041200. The DD target area is in desperate need of redevelopment, as the sensitive populations face **high unemployment rates (13%/US 5%) and extremely low income (per capita \$20,377/US \$43,289)**.¹ By prioritizing the revitalization and redevelopment of these areas, the City aims to foster economic growth, enhance stability, and promote extreme weather resilience. With the assistance of the EPA Brownfields Assessment Grant, Reidsville can work toward revitalizing the community, transforming it into a thriving hub once more, and ensuring a sustainable future for all residents

b. Description of the Priority Brownfield Site(s): The City is home to numerous underused, abandoned, and idle properties. Although a formal brownfields inventory has not been completed, an initial review of the North Carolina Department of Environmental Quality (NCDEQ) Division of Waste Management (DWM) site locator tool shows that over **70 properties** within the city are associated with regulatory databases and have been used as former industrial properties, filling/service stations, dry cleaners, or manufacturing purposes. Prior to grant submittal, interviews with residents and a windshield survey identified **25 potential brownfields sites**. Of the many potential sites, the City chose two priority sites based on past uses and their proximity to both the downtown and residential neighborhoods. Both priority sites are the first structures seen when entering the target area. Priority-site selection was also influenced by ongoing redevelopment activities within and adjacent to the same city block, presenting an opportunity to attract additional developers to the **DD target area**.

The first priority site, **Former Laundry/Dry Cleaning Facility**, is a 0.46-acre corner lot that features a three-story building constructed in 1890. The dilapidated, abandoned building has a classic brick façade and is connected to other structures. Most windows and doors on the building have been covered with cement blocks, limiting access to the interior of the building. This priority site is centrally located and sits on a corner lot in the district along a corridor of abandoned and underused buildings. The building is likely to contain **lead-based paint (LBP) and asbestos-**

¹ US Census 2019–2023 American Community Survey

containing materials (ACM) based on the time of construction. The site is listed in the regulatory database as having functioned as a dry-cleaning facility from 1922, and the building has been vacant since the 1980s. Historical dry-cleaning operations are often associated with **solvents and unregulated chlorinated solvent use**. Additionally, the priority site may be impacted by an off-site land use restriction for groundwater due to a release from a former underground storage tank (UST) south of the site. Releases from USTs are often associated with **volatile organic compounds (VOCs), semivolatile organic compounds (SVOCs), and petroleum hydrocarbons (PHCs)**. The compounding factors of abandoned and underused buildings, past site use, and potential environmental contamination hinder redevelopment at the priority site. Grant funds would allow significant first steps for identifying contamination at the site and would serve as an incentive for developers, giving them up-front data needed to mitigate risks associated with these properties. The priority site is the first building one sees when entering the City's **DD target area**. The site is bordered by a neighborhood, local businesses, and is in a high pedestrian walkway area, causing concern and posing health risks to this distressed community. The City has site access from the owner for assessment.

The second priority site, **Former Chase Bag Building**, is a 35,000-square-foot former textile manufacturing facility, constructed in 1914 and located on a 2.34-acre parcel. The exterior façade is classic red and painted brick. The abandoned partial two-story building is dilapidated due to years of neglect after operations ceased. In more recent years, a fire broke out, likely due to vagrant activity, causing damage to the western half of the building. Numerous doors and windows appear to have been damaged, leading to easy and unsafe access as well as continued vagrant activity. The **site** operated as a tobacco-product manufacturing facility until the 1920s, when the building was used as the Hanes kitting/manufacturing operation. The building later served as a cloth bag manufacturer for tobacco until it ceased operations in the mid-1990s and since then has remained vacant. Potential contaminants for this site include **solvents and dyes, LBP, and ACM**. Perceived contamination of an industrial building is a barrier to redevelopment. Without the aid of Assessment Grant funds to determine environmental contamination at the priority site, redevelopment becomes even more costly. The site is located adjacent to a neighborhood and next to the Phase I redevelopment area outlined in the **Depot District Vision Master Plan (Master Plan)**. Contamination at this site not only poses public health risks to residents but may also restrict redevelopment options due to land use restrictions related to specific types of contamination. Assessment Grant funds will allow the City and prospective developers to take that crucial first step to understand the extent of potential environmental contamination at the priority site and allow for a path forward. The City has received site access from the owner for assessment.

c. Identifying Additional Sites: The City will work to determine additional eligible sites within the DD target area. The City has already identified 25 potential hazardous sites via a windshield survey. A more in-depth, grant-funded site inventory and evaluation ranking criteria process will be established as the City works with target-area residents and partners to identify and prioritize sites. Due to its history as a primarily industry-focused community, the City naturally has many unused or abandoned buildings with potential brownfields-related challenges. The City will research properties further using the county appraiser's website and will consider community need, resident input, US Census data, and proximity to sensitive populations to ensure that **distressed communities are benefiting** from the project. Once the target area has been fully assessed, the City will apply the same evaluation ranking tool to their entire **geographic boundary** (and use the NCDEQ website) to identify additional brownfield sites for the inventory.

Revitalization of the Target Area. d. Reuse Strategy and Alignment with Revitalization Plans: The City has two primary planning documents: **the Depot District Vision Master Plan (Master Plan)** and the **City of Reidsville Land Development Plan 2022** (next 20-year plan). The guiding principles of both plans focus on the City's four core values: *community, place, economics, and environment*.

The **Former Laundry/Dry Cleaning Facility** priority site is located within the Phase 1 area of the Master Plan and will be **redeveloped into a local shop or restaurant**. Using Brownfield Assessment Grant funds to identify environmental contamination and potential next steps is critical to incentivize developers to undertake redevelopment activities in the target area. Not only will these funds aid in drawing-in developers, but the redevelopment potential of this priority site aligns with the Master Plan's vision of revitalizing the DD to promote the essence of urban village life, offering opportunity to live, shop, work, and recreate in a walkable, pedestrian-friendly community. The **Former Laundry/Dry Cleaning facility** sits at the entrance of the Phase I area for redevelopment in the Master Plan. The **Former Chase Bag Building** priority site is located north adjacent to the Phase 1 area of the Master Plan. Redevelopment plans include turning the building into an **entertainment or gallery space that brings the community together**. This will provide event space, entry-level employment, and a safe and walkable community. Redeveloping the second priority site into an entertainment/gallery space will allow the space to serve as a cultural hub, fostering community engagement and connection. Revitalizing this building is a powerful first step in allowing current and future residents to connect to the City's history and strengthen their community ties while creating life-changing economic benefits for this **distressed community**. Redevelopment of this priority site as an entertainment or gallery space coincides with the Master Plan's guiding principles of providing a place to learn, share, and gather and providing flexible spaces for formal and informal gatherings and festivals. Redevelopment and assessment will generate a safe, attractive, and walkable community for residents to live in and prosper, along with needed entry-level employment.

e. Outcomes and Benefits of Reuse Strategy: The assessment and redevelopment of both priority sites will significantly increase the economic stability of the DD and the City and will spur economic growth in this distressed community. Revitalization of the **Former Laundry/Dry Cleaner Facility** priority site into a local shop or restaurant and the **Former Chase Bag Building** into an entertainment venue will allow for **economic benefits** such as increasing construction redevelopment jobs (10+), local entry-level jobs (10+), and property values; drawing tourists; and reinvigorating local businesses, which in turn will improve the local economy. Mixed-use redevelopment will not only boost the local economy but will also spur redevelopment elsewhere within the target area through noneconomic benefits such as creating a safe, walkable community and reinvesting a sense of community. Addressing the priority sites will bring economic growth to the target area, providing incentives to attract new developers.

The City will use a site-specific analysis that will integrate future sustainable weather projection into brownfield inventories and screen for vulnerable sites across the community, prioritizing **resilient** investment and protecting residents. During the redevelopment activities, the City will prioritize **energy-efficient measures** and encourage **green infrastructure** to support **sustainable reuse** of brownfields sites. A Brownfield Revitalization Plan, an EPA-approved planning activity, will be completed as part of the grant and will address how to improve **local resilience to the impacts of extreme weather events and natural disasters**. The City is dedicated to promoting sustainability and encouraging the use of **renewable energy** using solar lighting. Through these measures, the City will build a resilient community that will continue to grow for generations.

Strategy for Leveraging Resources. f. Resources Needed for Site Reuse: The City, as a local unit of government, has a successful history of leveraging resources and funds and is eligible to apply for county, state, and federal grant funding. The City is making every effort to secure additional funding to further its Brownfield Program redevelopment goals through various funding opportunities. This Assessment Grant will help stimulate the availability of additional funding through federal, state, and private support to attract interest and catalyze redevelopment activities at the priority sites. Community Development Block Grant (CDBG) funds are available for the removal of blight, demolition, infrastructure, and redevelopment. The NCDEQ issues a Brownfields Site Assessment Program that assists in funding any additional assessments that may be needed. Once sites are assessed, the City will apply for EPA Brownfield Cleanup funding. Leveraging a Cleanup Grant at these priority sites can stimulate economic revitalization, community improvement, and private-sector investment, creating local jobs for residents. The City remains in consistent communication with local granting agencies to pursue other grant opportunities that increase local involvement as well.

g. Use of Existing Infrastructure: The City has recently undertaken four large capital-improvement projects to improve water and sewer structure throughout the City, including the DD. The City intends to use existing infrastructure at both priority sites, including water/sewer, transportation, broadband and power. The **Former Chase Bag Building priority site** will reuse some of the existing structures in the redevelopment of the site. The City has the necessary infrastructure to fully support the proposed redevelopment in the DD. Additional funds are not needed to establish additional infrastructure, but if the need arises, the City will look to state and federal grants.

2. COMMUNITY NEED AND COMMUNITY ENGAGEMENT

Community Need a. The Community's Need for Funding: The target area has a **small population of 5,105.**² This small community suffers from low income and high poverty. The **median household income (\$36,211) and per capita income (\$20,377) are less than half the US averages (\$78,538/\$43,289).**² Approximately **30% of people within the target area live below the poverty level**, more than double the US average of 12%.² Further exacerbating these issues is an extremely **high unemployment rate (13%/US 5%)** and the result of low wages: **reliance on government assistance**, such as SNAP food benefits (33%/US 11%).² The target area in the **80th percentile for low-income** and in the **89th percentile for unemployment** in the state and US.³

The City recognizes the importance of addressing assessment and redevelopment needs. Unfortunately, the City's operating budget is depleted by providing essential services such as police, fire, solid waste services, public transportation, and other general maintenance services. With the community's extremely low levels of income, raising taxes is not an option for this community. The Brownfield Grant funding is vital to help the City take steps to address environmental and health concerns and further any type of redevelopment throughout the **DD**.

b. Health or Welfare of Sensitive Populations: The DD target-area residents face a variety of welfare challenges, such as high levels of crime, extremely low income, environmental concerns, and a high unemployment rate. Sensitive populations within the **target area** include those who are **Black, young, elderly, female, or poor. Black minority residents make up 33%** of the DD population (US 12%).² The **youth and elderly population comprise 51%** (US 42%), and **females account for 53%** (US 50%).² **Unemployment is at 13%**, compared to the US at 5%.² Intensifying the results of high unemployment is the large number of residents who do not have at least a high school diploma (**79th percentile**).³

² US Census 2019–2023 American Community Survey

³ <https://pedp-ejscreen.azurewebsites.net/>

The City faces a welfare concern of safety due to high crime rates, which often result when residents suffer from high unemployment and low educational attainment. The City is safer than only **4% of US cities** the same size.⁴ The chance of becoming victim of a violent or property crime is **1 in 17**.⁴ Redevelopment of the blighted properties throughout the target area, specifically the redevelopment of the **Former Laundry/Dry Cleaner Facility** into a shop or restaurant and the **Former Chase Bag Building** into an entertainment or gallery space, will mitigate these welfare issues. These new entry-level jobs will accommodate individuals with varying educational backgrounds, including the large percentage of the **target-area residents with less than high school education**. By offering local employment, redevelopment of the **priority sites** aims not only to strengthen the local economy but also to reduce crime rates by engaging residents in positive activities, fostering community well-being, and enhancing the overall quality of life. Brownfield Assessment Grant funds will provide the crucial first step in assessment that will lead to immediate employment during redevelopment and stimulate long-term economic growth

c. Greater Than Normal Incidence of Disease and Adverse Health Conditions: The target area has historically been linked to manufacturing, dry cleaners, gas stations, and commercial/industrial facilities. While critical to the economic well-being of the community, these activities have increased adverse health conditions in the area. These types of facility operations are linked to harmful environmental chemicals. The surrounding area has historically functioned as an armory, and other industrial/commercial facilities have operated petroleum/gasoline USTs. USTs are often associated with spills and leakages. Chlorinated solvents are carcinogenic in nature, and per- and polyfluoroalkyl substances (PFAS) have been linked to damage to the liver and the immune system. Petroleum is linked to brain, stomach, kidney, prostate, and lung cancers for those who have been exposed. Sensitive populations are often the ones most impacted by environmental contamination, and the two priority sites indicate the likely presence of **chlorinated solvents, PFAS, and petroleum/gasoline contamination**. Between 2013 and 2017 the **mortality rate for cancer** in Rockingham County was 186.8 per 100,000 population (152.00 per 100,000 US; target area data not available).⁵

The target area is also in the **89th percentile for share of people who have been told they have asthma**.⁶ Within the county, **1,997 residents live with asthma** (1 in every 47 people).⁶ The target area is filled with vacant and abandoned buildings that, based on their age and condition, generate an ongoing air quality threat as the **LBP and ACM** continue to sit and decay. In addition, other environmental concerns include **VOCs, SVOCs, polychlorinated biphenyls (PBCs), and other contaminants**. LBP and ACM are linked to severe health and developmental issues in infants and children, and exposure can result in cancer and asthma issues. **LBP is in the 95th percentile** in the target area.⁷ The leading cause of death in children aged 0–19 is **birth defects** at 8 per 100,000 within the county (US 7per 100k) (target area info not available).⁸ The risk for disease and health conditions within the target population will continue to increase since the **USTs are in the 88th percentile**.⁷ Other health items of great concern in the target area are a **96th percentile for low life expectancy, an 80th percentile for heart disease, and a 95th percentile of persons with disabilities**.⁷ Assessment of the priority sites will allow the City to take steps toward revitalization and redevelopment, eventually mitigating the number of residents who are exposed to

⁴ NeighborhoodScout.com/NC/Reidsville/crime

⁵ 2019/2020 Rockingham County Community Health Assessment

⁶ <https://public-environmental-data-partners.github.io/j40-cejst-2/>

⁷ <https://pedp-ejscreen.azurewebsites.net/>

⁸ NC Division of Public Health – Birth Defects

contaminants suspected to be located at the priority sites and creating a healthier future for the community

d. Economically Impoverished/Disproportionately Impacted Populations: The City’s industrial legacy has left the community struggling with deep poverty—family incomes are less than half of the national median, nearly 30% of residents live below the poverty line, and unemployment stands at 14%.⁹ Vacant and blighted properties, including the two priority sites, have compounded these hardships by depressing property values, draining tax revenue, and exposing vulnerable populations to environmental hazards. These conditions have prevented residents from sharing in the region’s broader economic growth.

Redeveloping the priority brownfield sites is central to breaking this cycle of poverty. By using Assessment Grant funds to identify contamination and clear the path for redevelopment, the City will transform abandoned properties into safe, productive community assets. This revitalization will reduce crime, improve public health, and most importantly, create new jobs and local business opportunities for residents who have long been excluded from prosperity. As blighted sites are replaced with commercial and mixed-use developments, the community will gain employment opportunities, increased taxable revenue, and a stronger foundation for economic resilience. In alignment with the City’s Master Plan, these efforts will directly uplift impoverished families by expanding access to work, improving neighborhood safety, and fostering a more equitable future.

Community Engagement. e. Project Involvement & f. Project Roles: The following project partners will play crucial roles in the process of assisting the City with site selection, prioritization, cleanup, and further redevelopment of brownfield sites for this assessment project.

Name of organization & mission	Point of contact	Specific involvement in the project or assistance provided
Reidsville Area Foundation (501(c)(3)) : Transform and significantly improve the quality of life of the residents of Rockingham County	Dawn Charba dcharaba@rafoundation.org	Assistance/Decision Making: Site identification & prioritization
Reidsville Chamber of Commerce (501(c)(6)) : Champion community development by providing strong partnerships in the growing economic region	Diane Sawyer President@reidsvillechamber.org	Assistance/Decision Making: Community outreach and site identification
Piedmont Triad Regional Council (501(c)(3)) : Improve the lives of the community	Michelle Slaton Mslaton@ptrc.org	Assistance/Decision Making: Future reuse planning strategies
Rockingham County Theatre Guild (501(c)(3)) : Create quality experiences, cultivate the love of live theater, collaborate with other orgs. to ensure county-wide exposure and representation	Christopher Wood cwood@tgrc-nc.com	Assistance/Decision Making: Outreach and education
Rockingham County Schools : Teach all students to become productive citizens and lifelong learners	Erselle Young eyoung@rock.k12.nc.us	Assistance/Decision Making: Community outreach and education
Downtown Merchants Association : Join downtown professionals in efforts to expand the economic growth of downtown	Abby Carter theboardwalkbaker@gmail.com	Assistance/Decision Making: Outreach and future reuse planning strategies

g. Incorporating Community Input: The City recognizes that community support and collaboration are vital for successful revitalization efforts. The City is dedicated to encouraging residents and

⁹ US Census 2019–2023 American Community Survey

businesses directly affected by the Brownfield Project to have a voice throughout the grant process. The community was informed of the City’s intent to apply for a Brownfield Assessment Grant when it was discussed during the Reidsville City Council meeting on January 13, 2026. The City’s **Brownfield Project Team (BPT)** is committed to clear and transparent communication that will be implemented through a variety of ways, including the City’s website, social media, and word of mouth. The City’s main form of communication via social media is the City’s Facebook page. During this project, the City will create a brownfield webpage where community members can leave feedback and questions. The BPT will reply to the community members’ feedback gathered online or in-person on a weekly basis. For those residents who do not have access to the internet, the BPT will post Brownfield Project updates in the City Hall and police department lobbies. In addition, the City will use two electronic billboards to provide grant updates and details about community outreach meetings to target-area residents.

The grant funding will support the creation of a Community Involvement Plan (CIP) aimed at engaging residents and stakeholders in upcoming projects. This plan will outline community events and project details, ensuring clear communication about the grant’s objectives and progress. Residents will have additional opportunities to share their feedback during monthly City Council meetings, where residents can speak during the public comment period. Minutes will be shared via the Brownfield Project webpage. These meetings are also live streamed on social media and shared on the City’s YouTube channel as an alternative to in-person meetings.

For those without access to the internet, the City has a local TV show where the Brownfields Project Manager can share brownfield project updates to the local community. The City is also featured on a monthly podcast that discusses new developments throughout Rockingham County. This will be an additional platform for providing updates. The City routinely speaks at Rotary Club, Kiwanis Club, and other local organizations where there will be an opportunity for both providing community members with grant updates and listening to their feedback. By prioritizing in-person and online public engagement, the City aims to ensure that everyone interested can participate in the grant’s implementation and overall success and allow their voices to be heard. All promotional materials will include the names and contact information of the BPT and will be posted on the City’s Brownfield Project webpage, facilitating community-member contact with BPT members.

3. TASK DESCRIPTIONS, COST ESTIMATES, AND MEASURING PROGRESS

Description of Tasks/Activities and Outputs:

Task 1: Programmatic Support	
a.	<i>Project Implementation:</i> EPA Non-funded: Utilizing its own funding, the City will procure an environmental contractor (EC) to assist with the Brownfield (BF) Grant project. The City’s BF Finance Director will oversee grant implementation and administration to ensure compliance with the EPA Cooperative Agreement work plan, schedule, and terms and conditions. EPA Funded: The EC will assist in completing ACRES database reporting, yearly financial reporting, quarterly reporting, and additional programmatic support for the four-year term of the grant. The travel budget allows two staff to attend three BF training conferences/workshops.
b.	<i>Anticipated Project Schedule:</i> Procure EC in Q1. ACRES & quarterly reporting begins in Q1 and continues throughout the grant. Annual reporting and forms created in Q5, Q9, Q13, and final closeout.
c.	<i>Task/Activity Lead:</i> City: Chris Phillips, Assistant City Manager of Administration, BF Finance Director
d.	<i>Outputs:</i> ACRES database reporting, 4 annual financial reports, 16 quarterly reports, programmatic support for the four-year grant period. Two staff to attend three conferences.
Task 2: Outreach	

a.	<i>Project Implementation: EPA Funded:</i> Community Involvement Plan (CIP), outreach materials, BF webpage, and social media posts will be developed by the City’s BF Project Manager with assistance from the EC. City staff will lead the community/educational meetings discussing project plans and updates. Supplies: printing of outreach materials (brochures/handouts) and office supplies to manage the grant.
b.	<i>Anticipated Project Schedule:</i> CIP created in Q1. Community/educational meetings held Q1 & Q3 in Y1–3 and Q2 in Y4. BF webpage and outreach materials created in Q1 and posted throughout the grant project.
c.	<i>Task/Activity Lead:</i> City: Montana Brown, Director of Marketing and Econ Development, BF Project Manager
d.	<i>Outputs:</i> CIP, BF webpage, 7 community/educational meetings, brochures/handouts, social media posts, summary of community meetings in EPA-required quarterly reports.

Task 3: Site Inventory & Assessment

a.	<i>Project Implementation: EPA Funded:</i> The City’s BF Project Director will work with target-area residents during outreach events to add to the site inventory. Identified abandoned and underused properties will be researched further by City staff using GIS and the property appraiser’s website. EC will work with City staff to create an evaluation ranking tool to determine the order the sites will be addressed. The EC conducts Environmental Site Assessments (ESAs), starting with the priority sites listed in this application. ASTM-AAI-compliant Phase Is; Generic Quality Assurance Project Plan (QAPP); Phase IIs will include the Sampling and Analysis Plan (SAP). Prior to assessment, site access agreements and property eligibility determinations approval will be obtained. National Historic Preservation Act Section 106 consultations will be addressed when applicable.
b.	<i>Anticipated Project Schedule:</i> Meeting held in Q1 will continue the preliminary inventory process. Evaluation ranking process and assessments begins in Q2 and continues throughout the grant.
c.	<i>Task/Activity Lead:</i> The EC will implement the technical aspects of the project with oversight from the City: Summer Moore, City Manager, BF Project Director.
d.	<i>Outputs:</i> Evaluation ranking tool, site inventory list, 15 Phase I ESAs, 1 Generic QAPP, 7 Phase II ESAs including SAP, site access agreements, property eligibility determinations, Section 106 determinations (if applicable).

Task 4: Reuse Planning

a.	<i>Project Implementation: EPA Funded:</i> Projects identified for cleanup. The EC will prepare the Analysis for Brownfield Cleanup Alternatives (ABCA) and/or Cleanup Plans, which include evaluating cleanup alternatives, calculating cleanup costs, and determining site-appropriate remediation and/or reuse planning to reduce health/environmental risks. The EC will assist the City in hosting charrettes/visioning sessions. A planner will create the following EPA-approved planning documents: BF Revitalization Plan, Site Reuse Assessments, Land Use Assessments, and a Market Study.
b.	<i>Anticipated Project Schedule:</i> Plans and charrettes begin in Q6 and will continue throughout the grant.
c.	<i>Task/Activity Lead:</i> The EC will implement the technical aspects of the project with oversight from the City: Montana Brown, Director of Marketing and Economic Development, BF Project Manager.
d.	<i>Outputs:</i> 3 ABCAs, 2 vision sessions/charrettes, 2 Site Reuse Assessments, 2 Land Use Assessments, 1 BF Revitalization Plan, 1 Market Study Plan

e. **Cost Estimates:** Below are the anticipated cost estimates for this project *based on past brownfield projects as determined by local market standards with contractual hourly rates based on the skills needed for the specific tasks.*

No administrative costs are included in the budget. The budget for this project includes travel, supplies, conference registration (other) and contractual costs only. Of the budget, **52% will be spent on the site-specific work and 36% on area-wide planning activities.**

Task 1 Programmatic Support: Contractual: ACRES database reporting, yearly financial reporting, quarterly reporting \$24,000 (160 hrs × \$150). Travel: 2 staff to attend 3 conferences for a total of \$11,100 (flights at \$800, 3 nights in hotel at \$250/night, incidentals and per diem at \$75

per day × 4 days × 2 staff × 3 events). Other: \$1,200 conference registration (\$200 per event per person)

Task 2 Outreach: Contractual: CIP \$4,060 (29 hrs × \$140); BF webpage, outreach brochure/handouts, social media posts \$2,800 (20 hrs × \$140); 7 community/educational meetings \$10,500 (\$1,500 per mtg.; 10 hours per meeting to include preparation and execution × \$150). Supplies: \$1,240 (200 [200 printouts at \$1 each]; \$600 [6 display board printouts at \$100 each]; pens, markers, paper \$440).

Task 3 Site Inventory & Assessment: Contractual: BF site inventory and evaluation ranking tool creation \$7,500 (50 hrs × \$150); 15 Phase I ESAs \$57,000 (\$3,800 each); 1 Generic QAPP \$6,000; 7 Phase II ESAs including SAP \$175,000 (\$25,000 each).

Task 4 Reuse Planning: Contractual: 3 ABCAs \$21,000 (\$7,000 each); 2 vision sessions \$5,600 (\$2,800/meeting); 2 Site Reuse Assessment \$60,000 (\$30,000 each [Senior Planner: 75 hrs × \$200; PM Planner: 50 hrs × \$175; Support Personnel: 50 hrs × \$125]); 2 Land Use Assessments \$13,000 (\$6,500 each [Senior Planner: 10 hrs × \$200; PM Planner: 15 hrs × \$175; Support Personnel: 15 hrs × \$125]); 1 BF Revitalization Plan \$80,000 (Principal Planner: 100 hrs × \$250; Senior Planner: 125 hrs × \$200; PM Planner: 100 hrs × \$175; Support Personnel: 100hrs × \$125); 1 Market Study \$20,000 (Senior Planner: 40 hrs × \$200; PM Planner: 40 hrs × \$175; Support Personnel: 40 hrs × \$125).

Category	Tasks				Totals
	<i>Programmatic Support</i>	<i>Outreach</i>	<i>Site Inventory & Assessment</i>	<i>Reuse Planning</i>	
Travel	\$11,100				\$11,100
Supplies		\$1,240			\$1,240
Contractual	\$24,000	\$17,360	\$245,500	\$199,600	\$486,460
Other	\$1,200				\$1,200
Total Budget	\$36,300	\$18,600	\$245,500	\$199,600	\$500,000

f. **Plan to Measure and Evaluate Environmental Progress and Results:** To ensure this EPA Brownfield Project is on schedule, the City’s internal Brownfield Project Team, including the EC, will meet quarterly to track project progress of outputs identified in 3.d. using an Excel spreadsheet and will submit quarterly reports to the EPA. Project expenditures and activities will be monitored to ensure completion within the four-year timeframe. Site-specific information will be entered into the ACRES database. Key outputs to be tracked include the number of community meetings with neighborhoods, community groups, and community partners; public meetings; environmental assessments; ABCAs; and cleanup redevelopment plans. Key outcomes to be tracked include community participation, acres assessed, acres ready for reuse, leveraged redevelopment dollars, and jobs created. If project efficiency is inadequate, the City has countermeasures in place, including monthly calls with the EPA Project Officer and, if necessary, a Corrective Action Plan to get the project back on track.

4. PROGRAMMATIC CAPABILITY AND PAST PERFORMANCE

Programmatic Capability. a. Organizational Capacity, b. Organizational Structure, & c. Description of Key Staff: The City staff is familiar with managing federal- and state-funded grant projects. The Brownfield Project Team is made up of four staff with years of experience in local government and project management. **Ms. Summer Moore**, City Manager, will be the **BF Project Director**. Ms. Moore has been with the City since July 2021 and was previously a town manager of Franklin, North Carolina, for seven years. She is responsible for the oversight and management of the municipal departments, budget preparation, personnel management, and

implementing policies. Ms. Moore will be responsible timely and successful expenditure of funds, and completion of administrative and financial requirements of the Brownfield Program. Ms. Moore will be assisted in the administration of the grant by **Mr. Montana Brown**, Director of Marketing and Economic Development, who will serve as the **BF Project Manager**. Mr. Brown is currently responsible for monitoring industry, workforce, and economic data trends; project management; and interacting with clients and business prospects concerning their local development projects. Mr. Brown has been with the City since July 2024 and worked for over four years in the economic development and project management field. He will be responsible for the day-to-day activities of the grant project. **Mr. Chase Lemons**, Business Development Manager, will assist with the grant project as needed. Mr. Lemons has been with the City for one year. Prior to his time with the City, he served as the Grants Manager for two years at NC A&T, as well as the Grants Manager for the City of Eden's Economic Development Department for one year. Mr. Lemons daily duties include aiding businesses with all needs including permitting assistance, grant assistance, real estate selection, and more. **Mr. Chris Phillips**, Assistant City Manager of Administration, will serve as the **BF Finance Director**. Mr. Phillips has been the Assistant City Manager of Administration for the past 18 years and brings a wealth of knowledge and experience to the position. Mr. Phillips will be responsible for managing the finances and all draw downs through ASAP.gov for this EPA grant project. A qualified environmental contractor (EC) will be used to ensure technical and reporting aspects of the grant are completed accurately.

d. Acquiring Additional Resources: The City will hire a qualified EC to assist with the technical and reporting aspects of the Brownfield Community-wide Assessment Grant, in addition to any other contractors needed to complete the project. The hiring process will adhere to EPA's Professional Service procurement guidelines and local contracting requirements. Throughout the project, the City will acquire additional resources, as needed, to ensure successful completion.

Past Performance and Accomplishments f. Has Not Received an EPA Brownfields Grant but has Received Other Federal or Non-Federal Financial Assistance Agreements: (1) Purpose and Accomplishments: The City has an American Rescue Plan Act (ARPA) grant that was awarded in 2022 for \$4,457,621. The expected closeout date for this grant is December 2026, with all funds expended. The funding is being used for projects that include a downtown streetscape, splashpad, all-inclusive collaborative park, and five transit bus shelters. In 2020, the City was awarded North Carolina Department of Commerce Rural Economic Development Division (NCDCREED) grant funds in the amount of \$600,000. These grant dollars, combined with \$400,000 in grants funds from the ARPA funding and local funding, allowed the City to construct an assembly hall on the property of a historic home that is used for civic events. This new facility will accommodate a larger number of people than any other venue in the county and is fully accessible. The project also used grant funds to strengthen free wi-fi on the grounds of the property, allowing citizens easy access for work or school needs. The grant was closed out in 2024 with all funds expended.

(2) Compliance with Grant Requirements: The City has a proven track record of adhering to the work plan, schedule, and terms of its current grants. The City has an excellent history of timely reporting with all award agencies. The ARPA grant is scheduled to close in 2026 with all funds expended. The NCDCREED grant is closed with all funds expended. The deliverables for the ARPA and the NCDCREED grants have been met on time, and all grant activities remain compliant with the funding available to date. The Brownfield Project Team is well versed in managing many state and federal grant projects and will be able to track progress within ACRES and complete all required draw downs in ASAP.gov.

Threshold Criteria

1. Applicant Eligibility

- a. The City of Reidsville (City), North Carolina, is eligible to apply for the EPA Brownfield Community-wide Assessment Grant as a local government as defined under 2 CFR § 200.01.
- b. The City is not exempt from Federal taxation under section 501(c)(4) of the Internal Revenue Code.

2. Community Involvement

The City recognizes that community support and collaboration are vital for successful revitalization efforts. The City is dedicated to encouraging residents and businesses directly affected by the Brownfield Project to have a voice throughout the grant process. The community was informed of the City's intent to apply for a Brownfield Assessment Grant when it was discussed during the Reidsville City Council meeting on January 13, 2026. The City's **Brownfield Project Team (BPT)** is committed to clear and transparent communication that will be implemented through a variety of ways, including the City's website, social media, and word of mouth. The City's main form of communication via social media is the City's Facebook page. During this project, the City will create a brownfield webpage where community members can leave feedback and questions. The BPT will reply to the community members' feedback gathered online or in-person on a weekly basis. For those residents who do not have access to the internet, the BPT will post Brownfield Project updates in the City Hall and police department lobbies. In addition, the City will use two electronic billboards to provide grant updates and details about community outreach meetings to target-area residents.

The grant funding will support the creation of a Community Involvement Plan (CIP) aimed at engaging residents and stakeholders in upcoming projects. This plan will outline community events and project details, ensuring clear communication about the grant's objectives and progress. Residents will have additional opportunities to share their feedback during monthly City Council meetings, where residents can speak during the public comment period. Minutes will be shared via the Brownfield Project webpage. These meetings are also live streamed on social media and shared on the City's YouTube channel as an alternative to in-person meetings.

For those without access to the internet, the City has a local TV show where the Brownfields Project Manager can share brownfield project updates to the local community. The City is also featured on a monthly podcast that discusses new developments throughout Rockingham County. This will be an additional platform for providing updates. The City routinely speaks at Rotary Club, Kiwanis Club, and other local organizations where there will be an opportunity for both providing community members with grant updates and listening to their feedback. By prioritizing in-person and online public engagement, the City aims to ensure that everyone interested can participate in the grant's implementation and overall success and allow their voices to be heard. All promotional materials will include the names and contact information of the BPT and will be posted on the City's Brownfield Project webpage, facilitating community-member contact with BPT members.

3. Expenditure of Existing Grant Funds

The City affirms it does not have an open EPA Brownfield Assessment or Multipurpose Grant.



4. **Contractors and Named Subrecipients**
Not Applicable.