

**SRS Financing Strategy Work Forum**  
**DRAFT Project Scope**  
**As of July 13, 2017**

Finance Strategy Working Session purpose: Convene a one-day work session which will **result** in top line financing strategies that are tailored to the Chesapeake Bay Watershed Agreement Management Strategies for specific outcomes by the day's end.

Financing Strategy Working Session output: Participating Goal Implementation Teams (GIT) and Workgroups will develop initial specific/unique financing strategies for selected Management Strategy outcomes.

*The process of the Forum's working sessions on financing strategies will serve as both a learning exercise and as a start to an anticipated long process for a financial system to be developed for each outcome and/or GIT. The process to develop the financing system is anticipated to be incorporated into the Strategy Review System for the Chesapeake Bay Program with action items to be incorporated into the FY2018-2019 biennial workplans. The financing system will be comprised of the many and connected outcome financing strategies. Financing strategies will advance implementation the priority action items with measureable results.*

Planning group: Small planning group (group intended to sunset) convened to further develop and implement this day-long working session scope; includes development and distribution of advance homework materials, securing space, speakers, possible facilitators, and other logistics. Small group will work through a modified strength, weaknesses, opportunities, and threats (SWOT) analysis; identify overarching and common finance themes; and identify experts.

Planning group members to include:

- |                 |                    |
|-----------------|--------------------|
| - Dan Nees      | - Kristin Saunders |
| - Jim Edward    | - Dave Goshorn     |
| - Julie Winters | - Elliott Campbell |
| - Emily Freeman | - Jennifer Greiner |
| - Carin Bisland | - Christine Conn   |
| - Laura Free    | - Sean Corson      |

Target audience: For the 2017 outcomes SRS agenda, with February and May 2018 outcomes included:

- GIT Chairs (all GITs)
- GIT Coordinators
- Workgroup Chairs for 2017 outcome SRS agenda
- Staffers
- Outcome Leads (if different than those indicated above)

Vision for work session – plenary and breakout working sessions:

- **Plenary session: Peer-to-peer facilitated panels** of Partners and their new finance related contacts/partners who brought new resources to outcome implementation, and who together had early success in developing a new finance strategy for their outcome. Target is to work through two to three experiences as a group so that participants can get used to the afternoon sessions and ask clarifying questions. Learning from their successful peers is a key component of this morning session; the featured examples would come from our peers, as they are early adopters.
  - Experience possibility #1: Protected Lands.
  - Experience possibility #2: To be determined.
- Panels to include:

- Facilitator.
- GIT or Coordinator or Workgroup Chair peer.
- Financing experts, external to the Chesapeake Bay Program.
- Panel to cover:
  - Cite or state the Strategy/outcome/action.
  - What are the anticipated sources of revenue from outside CBPO that you believe would support this work? In other words, who else cares and how do/did you identify them? (question 1)
  - How can existing resources work more in concert to ensure that your work is most efficient and effective? In other words, are there strategies or processes for making each dollar go farther in accomplishing your goals? (question 2)
  - How would you know if these financing efforts are successful in helping to achieve your specific outcome? (question 3)
- **Management Strategy/Outcome/Workplan Action Item Breakout Work Sessions:**
  - Each breakout will result development and take away of top line and specific/unique financial strategies for selected Management Strategy/Outcomes/ Workplan Action Items.
  - Four to six facilitated breakouts orchestrated into groups to be determined by the planning group.
  - Each breakout will include an expert(s) to assist in content development.
  - Each breakout will have a facilitator; a facilitator guideline to be developed in advance.
  - Each breakout will have advanced preparatory homework TBD.
  - Each breakout will have a planning tool that includes: current management strategy/outcome/workplan action item matrix with work space to fill in the answers in the context of a stated Strategy/outcome/action:
    1. What are the anticipated sources of revenue from outside CBPO that you believe would support this work? In other words, who else cares and how do/did you identify them? (question 1)
    2. How can existing resources work more in concert to ensure that your work is most efficient and effective? In other words, are there strategies or processes for making each dollar go farther in accomplishing your goals? (question 2)
    3. How would you know if these financing efforts are successful in helping to achieve your specific outcome? (question 3)
  - Each breakout will delineate Management Strategy/Outcome/Workplan Action Items by priority for finance and develop a short list of caveats and necessary criteria required for delivering on questions 1, 2 and 3.
- **Location:** TBD. One low cost option could be to use CBPO/Annapolis campus meeting space, plenary in Fish Shack, and breakouts in Fish Shack/303/305/NPS large and small conference rooms.
- **Tentative Date:** TBD Fall 2017.