Lightcast

Grant Writer's Toolkit

This Grant Writers Toolkit contains the most common reports that a grant writer will need in order to respond to a typical Request for Proposal (RFP). While data is the backbone of any request for funding, it is critical that the grant writer respond to the questions and follow all the guidelines listed in the RFP.

We recommend starting with the following reports to tell your community's story:

- Economy Overview
- Community Indicators Map
- Industry Snapshot
- Occupation Map
- Impact Scenario

Economy Overview

The first report we will cover is the Economy Overview. It gives you a great idea of what your region looks like and it contains graphics which you can use to illustrate your story.

HOW TO RUN THE ECONOMY OVERVIEW REPORT
From the home screen, select Region on the left side. Select Economy Overview
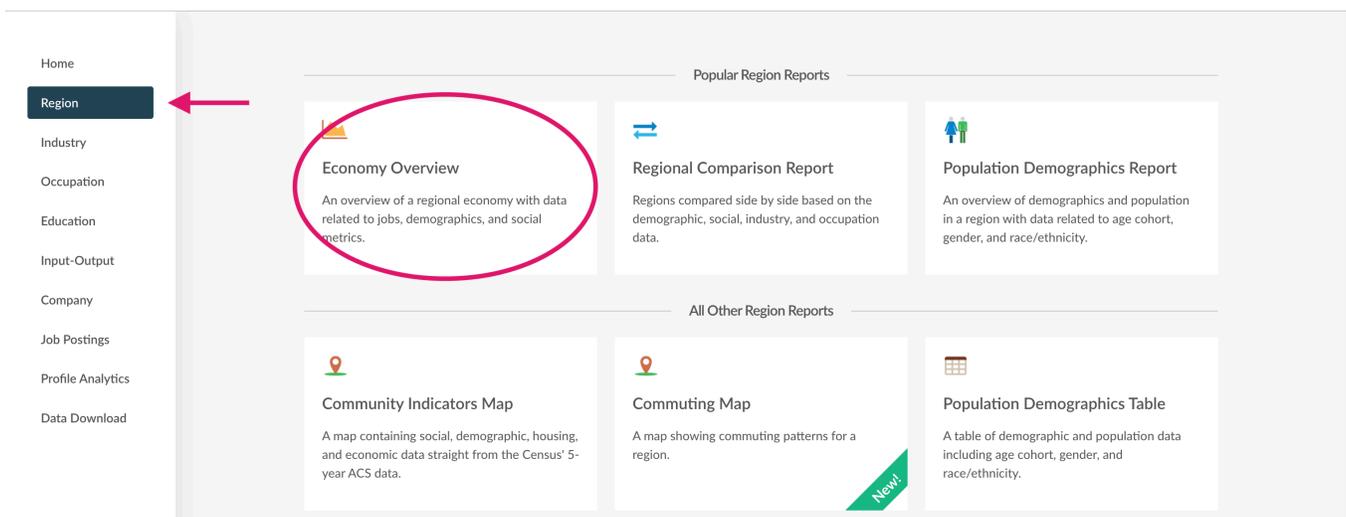
Select your region. You have the option to select a Region based on **Drive Time; Radius from Address; Browse;** or load a preset **Region Group**. Once you have selected your Region, press Run.

The Report shows you a high-level overview of the region's Population, Total Regional Employment, and Median Household Income. All images in the Economy Overview are available to download to place in your grant application. You can access the download image by clicking the three dots at the top of the section.

Economy Overview

→ •••

827,579	399,238	$76.9K
Population (2021)	Total Regional Employment	Median Household Income (2019)
Population **decreased by 1,362** over the last 5 years but is projected to grow by 1,382 over the next 5 years.	Jobs **decreased by 13,656** over the last 5 years but are projected to grow by 3,262 over the next 5 years.	Median household income is **$14.0K above** the national median household income of $62.8K. ❷

It also includes the ability to compare basic data points of your region to different regions such as counties, zip codes, cities, MSAs, and states depending on your level of access.

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	Population ❷ (2021)	Labor Force (2021)	Jobs ❷ (2021)	Cost of Living	❷ GRP	❷ Imports	❷ Exports	
Region	827,579	450,041	399,238	128.4	$55.9B	$60.5B	$72.3B	
State	6,079,999	3,199,839	2,944,138	126.8	$426.4B	$492.2B	$740.6B	
Baltimore City County, MD	578,462	280,450	370,161	137.4	$51.8B	$49.7B	$86.2B	✖
Baltimore-Columbia-Towson, MD	2,806,542	1,501,247	1,456,622	131.3	$213.1B	$211.1B	$341.1B	✖

Add Regions…

Jump to Regional Comparison Table

One of the unique graphics in the Economy Overview is the Labor Force Breakdown. This the only report that contains this specific data point. *Helpful Hint: The Not in Labor Force (15+) data point includes the workers that travel outside your region to work as well that those individuals not actively seeking employment.*

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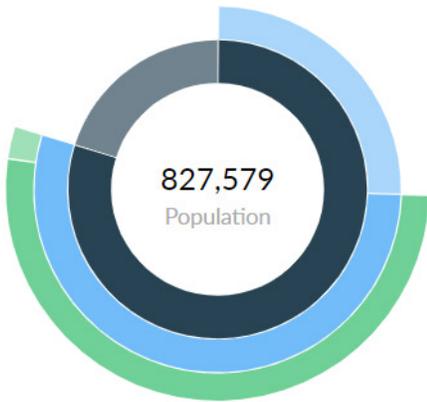
	Population
● 16+ Civilian Non-Institutionalized Population ❓	660,013
● Not in Labor Force (16+) ❓	209,972
● Labor Force ❓	450,041
● Employed ❓	429,393
● Unemployed ❓	20,648
● Under 16, Military, and institutionalized Population	167,566

827,579 Population

The report also contains charts with detailed data for various data points. These data points contain Population, Jobs, Labor Force, Unemployment, Industry Characteristics, Business Characteristics and Occupation Characteristics. The report also includes a basic Place of Work vs. Place of Residence data and an Educational Pipeline graphic.

One of the other unique data points is the Population Characteristics which includes crime data for your region.

Population Characteristics

165,971
Millennials

Baltimore County, MD has 165,971 millennials (ages 25-39). The national average for an area this size is 170,220.

260,627
Retiring Soon

Retirement risk is about average in Baltimore County, MD. The national average for an area this size is 245,844 people 55 or older, while there are 260,627 here.

373,274
Racial Diversity
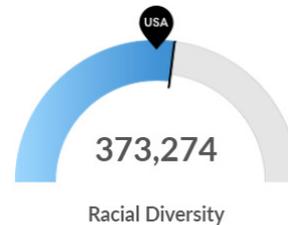
Racial diversity is high in Baltimore County, MD. The national average for an area this size is 332,706 racially diverse people, while there are 373,274 here.
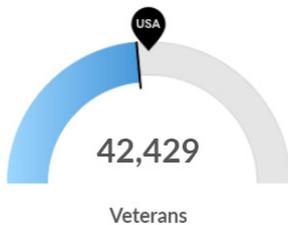
42,429
Veterans

Baltimore County, MD has 42,429 veterans. The national average for an area this size is 46,002.

3.77/1,000
Violent Crime
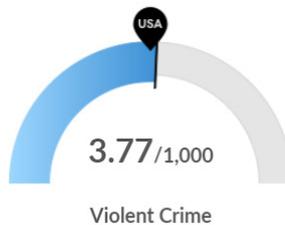
Baltimore County, MD has 3.77 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

16.71/1,000
Property Crime

Baltimore County, MD has 16.71 property crimes per 1,000 people. The national rate is 17.91 per 1,000 people.

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The final unique feature of this report is the In-Demand Skills section. This comes from our Job Posting Analytics Data.

In-Demand Skills
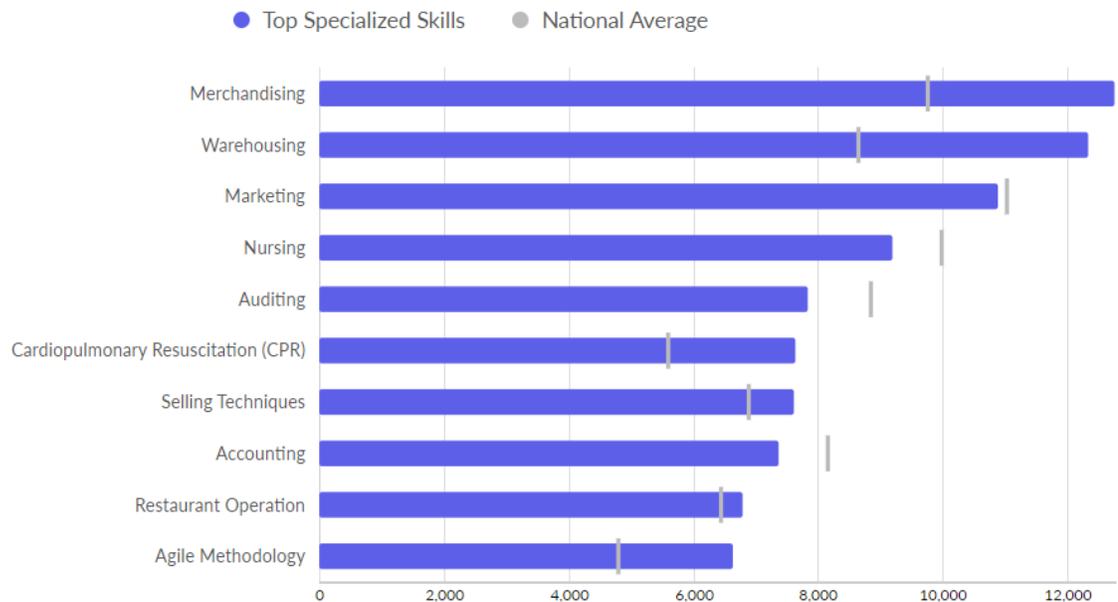
Community Indicators Map

This report brings the American Community Survey data to you quickly in an easy to understand format. With the mapping capacity, you can use the map graphic to tell the story of your county, MSA, or state.

HOW TO RUN THE COMMUNITY INDICATORS MAP
From the home screen, select Region on the left side. Select Community Indicator Map from the menu.
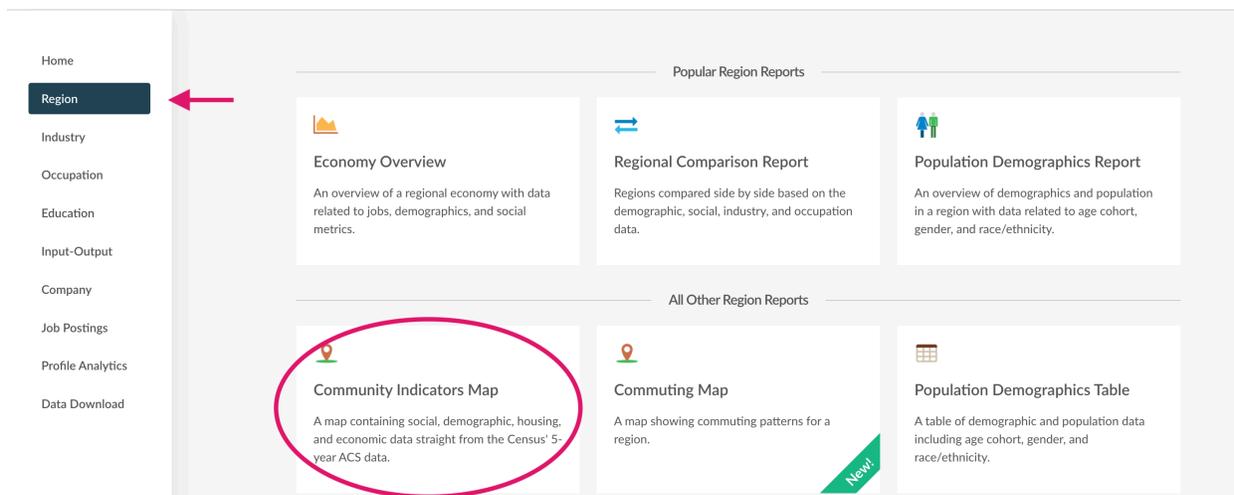
Once you have selected the map, select the region you are interested in. You can also select Economic, Social, or Housing characteristics to look from. If you are unsure, select Custom Data Selection and run the report.

The data points on the region you've selected include Disabled Population, Average Household Size, Veteran Population, and more.
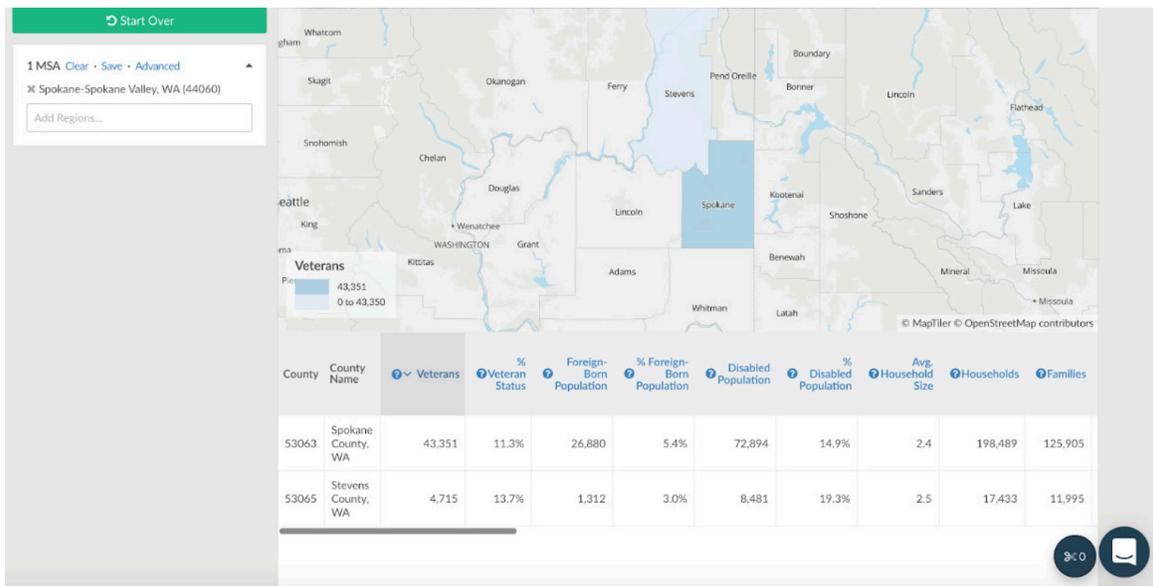
If you do not find the points you are looking for, select the *Add/Remove Columns* tab. It bring up the Custom Data Selection Menu. There you will find all the report's data points. They fall under the categories: Housing, Social, and Economic Characteristics. You are also able to change the region from County to MSA.
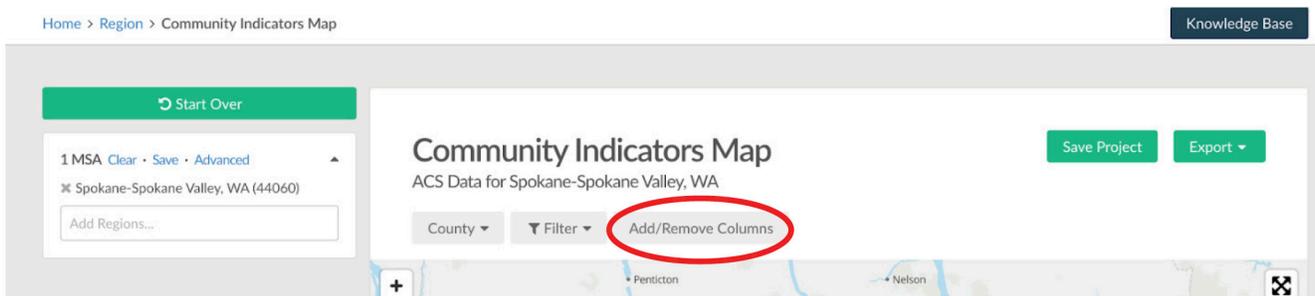
You can click on the column headers to show the data point on the map. This creates a visual for you to put into your grant application.
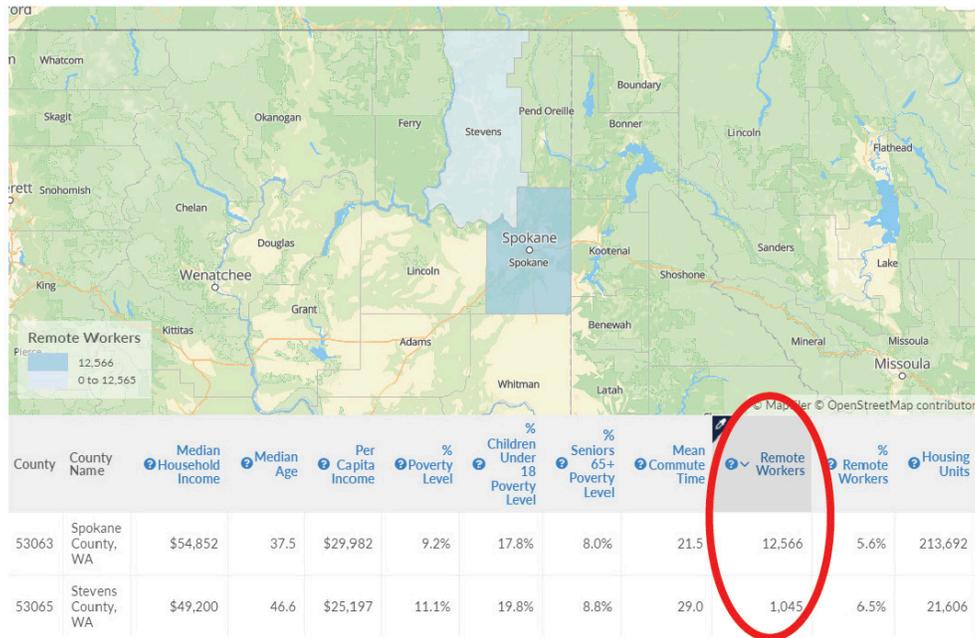
Legacy Industry Snapshot

The Legacy Industry Snapshot helps you assess decline in the hardest hit industries, their supply chains, and their staffing patterns.

HOW TO RUN A LEGACY INDUSTRY SNAPSHOT
Click the Industry tab from the menu on the left-hand side. Click "Legacy Industry Snapshot" from the list of reports.

Add the metrics for your search. In this example, we are looking at the "Full Service Restaurants" industry in the state of Pennsylvania. Once you have added your search metrics, hit "Run".

From here, you can change your time frame, update your class of worker, and export the entire report or just clips of it.

Using the charts in the Industry Snapshot can help strengthen an application that may have a page limit. All reports in Developer had the ability to download the image to streamline your application. All images come with a Lightcast cite. The ability to add other regions to compare to yours within the report can also make an impact when showing how your region is growing or impacted by job loss.
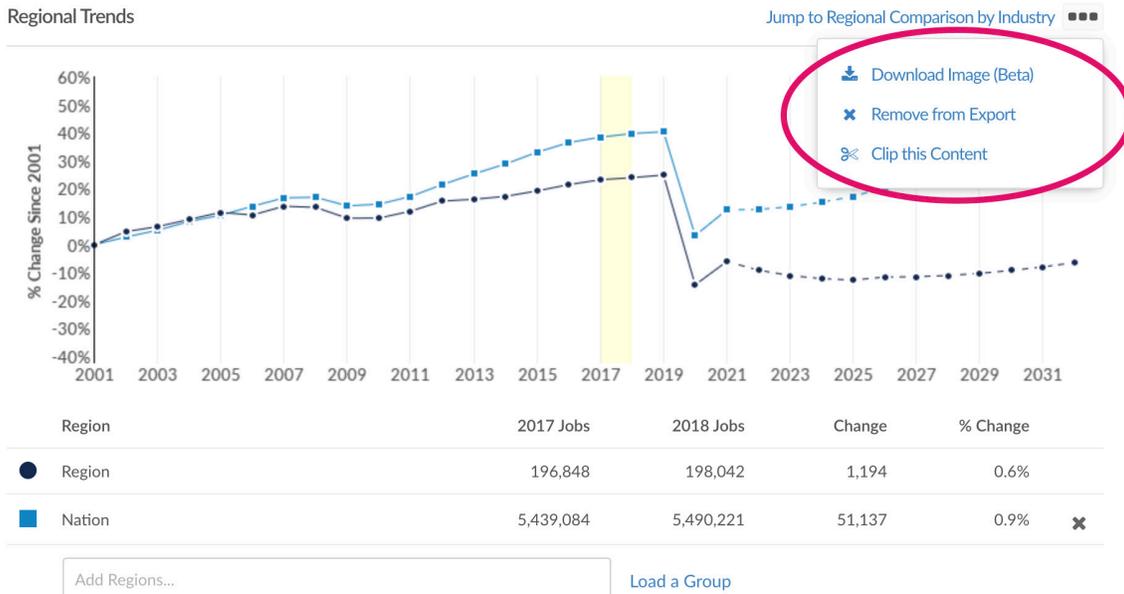
The Legacy Industry Snapshot report also gives you the top five (5) Occupations employed by the Industry so you can see which workers are most effected. The Jump To feature will take you to the Staffing Patterns report.

Occupations Employed by this Industry ⓘ   Jump to Staffing Patterns ■■■

Description	Employed in Industry (2021)	% of Total Jobs in Industry (2021)
💼 Waiters and Waitresses	51,688	34.4%
💼 Cooks, Restaurant	32,184	21.4%
💼 Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	10,463	7.0%
💼 Dishwashers	9,915	6.6%
💼 Bartenders	9,010	6.0%

Other features of the Legacy Industry Snapshot include employment breakdowns by gender, race, and ethnicity as well as Gross Regional Product breakdown and the top 5 of the supply chain for that industry.

Gross Regional Product (GRP)   ■■■

$4.0B	$1.4B	$744.3M	$6.1B
Earnings (2021)	Property Income (2021)	Taxes (2021)	Total GRP (2021)

Industry Requirements ⓘ   Jump to Industry Supply Chain ■■■

| Purchases from	In-region Purchases	Imported Purchases	Total Purchases
📓 Corporate, Subsidiary, and Regional Managing Offices	$549,901,314	$133,837,816	$683,739,129
📓 Lessors of Residential Buildings and Dwellings	$147,716,210	$20,081,321	$167,797,531
📓 Offices of Real Estate Agents and Brokers	$83,562,107	$51,404,225	$134,966,332
📓 Lessors of Nonresidential Buildings (except Miniwarehouses)	$108,182,668	$4,290,670	$112,473,338
📓 Other Activities Related to Real Estate	$70,582,115	$27,662,282	$98,244,397

For users who subscribe to Business Listings, it will list the five largest businesses in the industry. Our business listings data is powered by Database USA.

Occupation Map

The Occupation Map gives detailed data points like the Occupation Table, but it gives you the ability to visual each data point. This can be beneficial in showing data points like jobs, job change, where people work, and where the jobs are located.

HOW TO RUN AN OCCUPATION MAP
Select Occupation on the left and click on Occupation Map in the menu card.
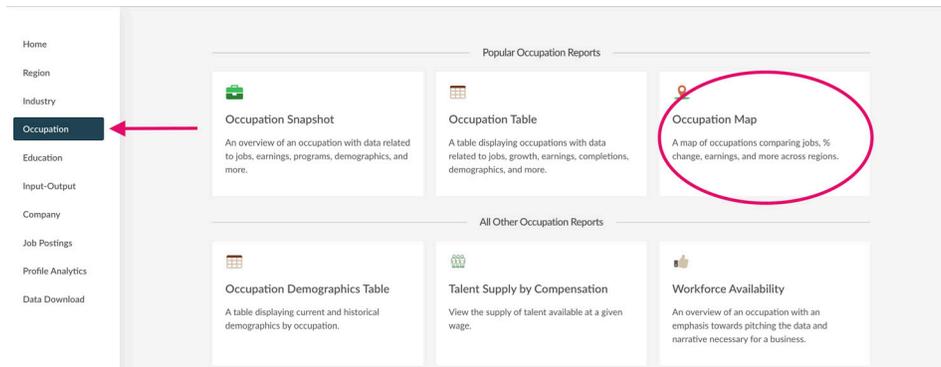
Select your metrics. You can use the Browse function to look at multiple occupations or Groups to load preset groups. You can also select the different regional metrics. You have the option to select a Region based on Drive Time; Radius from Address; Browse; or load a preset Group.

Once the Map has loaded, you can use the drop down to select if you want to use County, MSA or Zip Code level data to tell your story. On the left side, you can change the occupations you want to look at, the region you want to explore, your time frames and your Class of Worker information. Like most Lightcast reports, you can use the Add/Remove Columns button to change your report metrics.
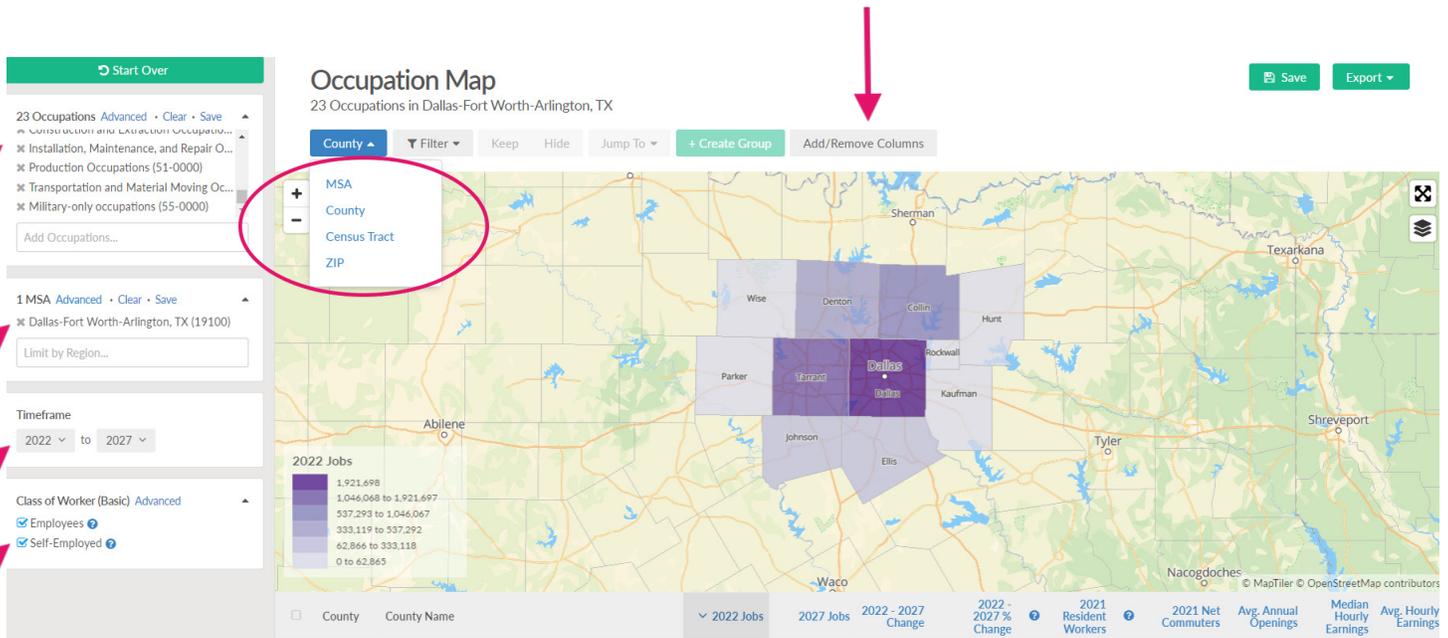

When you click on the column header, the map will visual what you are looking at. The map can be customized to make it easier to see and read by selecting the layer mark on the right corner of the map. In the example below, the column titled Net Commuter has been selected. This visualizes where the workers work and where the workers live. The blue areas indicate more jobs than residents while the orange indicates more residents than jobs.
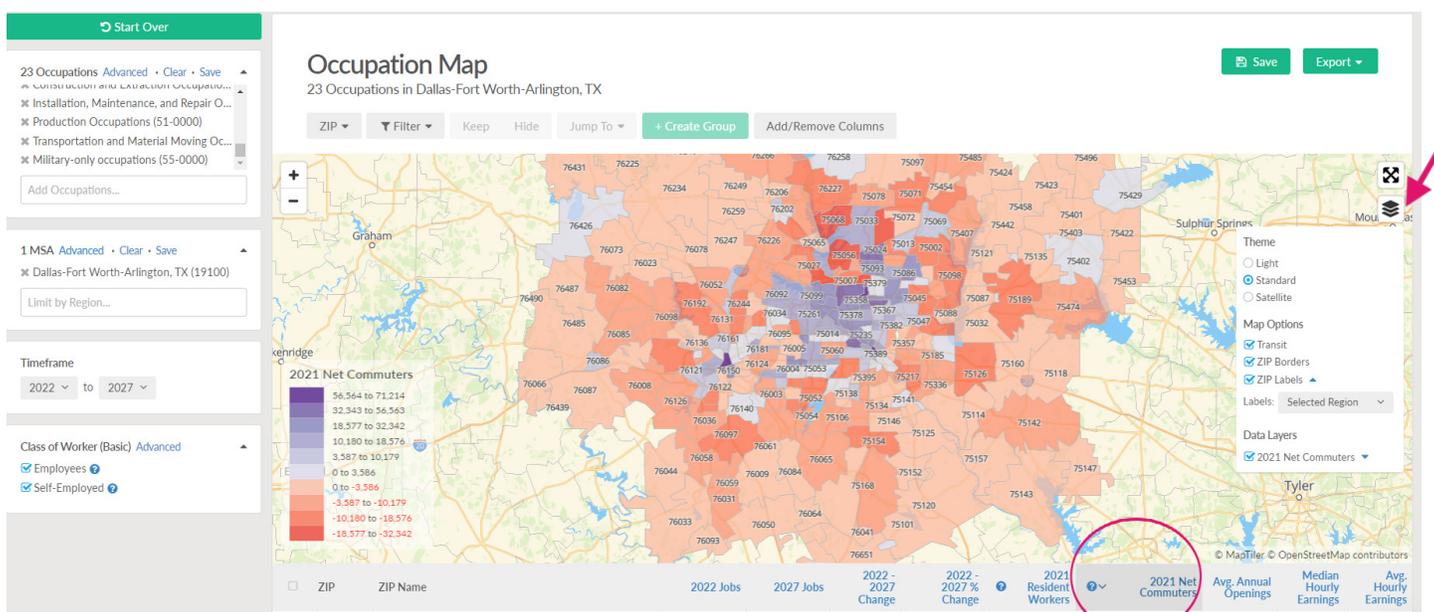
How to use the Impact Scenario to assess economic impact

Select the Input-Output tab from the menu on the left-hand side. Select Impact Scenario from the list of reports.
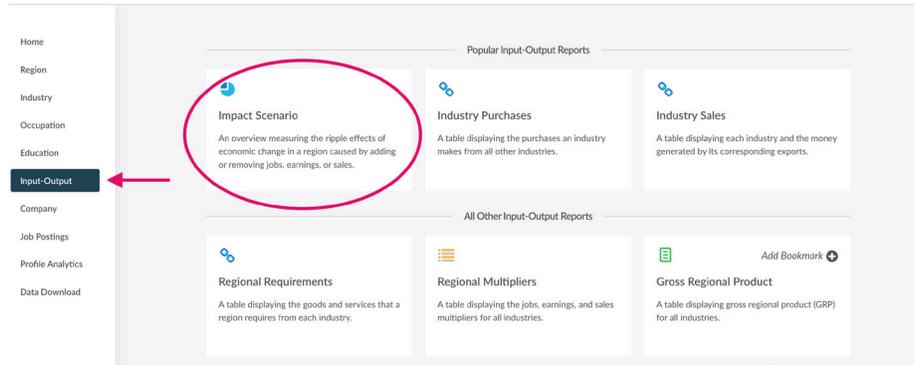
Add your region and 6-digit industry. In this example we are using the Spokane, WA MSA and Full-Service Restaurants as our industry. You can then model the impact to jobs, earnings or sales but using the drop down by the industry name. Then, input the change to the "Change" box by either adding or subtracting the unit you wish to model. Then hit run.

Once you are in the report you will be able to assess the change in earnings, sales, and taxes.

From here, you can click on any of the above categories to see the breakdown of where those changes occurred.

Effect on earnings from adding 500 jobs to Full-Service Restaurants ✂ ✖

$15.6M	$4.0M	$1.4M	$5.0M
Initial ❓	Direct ❓	Indirect ❓	Induced ❓
1.00 Multiplier	0.26 Multiplier	0.09 Multiplier	0.32 Multiplier

- ■ Initial : $15,605,526 (60.14%)
- ■ Direct : $4,017,158 (15.48%)
- ■ Indirect : $1,364,436 (5.26%)
- ■ Induced : $4,962,077 (19.12%)
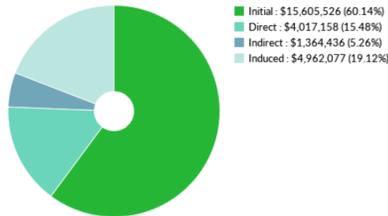
Effect on jobs from adding 500 jobs to Full-Service Restaurants ✂ ✖

500	62	26	96
Initial ❓	Direct ❓	Indirect ❓	Induced ❓
1.00 Multiplier	0.12 Multiplier	0.05 Multiplier	0.19 Multiplier

- ■ Initial : 500 (73.06%)
- ■ Direct : 62 (9.12%)
- ■ Indirect : 26 (3.73%)
- ■ Induced : 96 (14.09%)
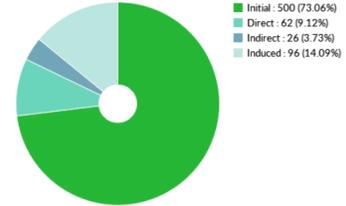
By clicking "Show Job Distribution" on the bottom right corner or the report, you can then see what industries, occupations, and demographics will be affected by this change.

NAICS	Industry	Change in Jobs	
11	Agriculture, Forestry, Fishing and Hunting	3	I
21	Mining, Quarrying, and Oil and Gas Extraction	0	I
22	Utilities	1	I
23	Construction	2	I
31	Manufacturing	5	I
42	Wholesale Trade	5	I
44	Retail Trade	17	▮
48	Transportation and Warehousing	7	I
51	Information	2	I
52	Finance and Insurance	10	▮
53	Real Estate and Rental and Leasing	26	▮
54	Professional, Scientific, and Technical Services	12	▮
55	Management of Companies and Enterprises	14	▮
56	Administrative and Support and Waste Management and Remediation Services	17	▮
61	Educational Services	6	I
62	Health Care and Social Assistance	25	▮
71	Arts, Entertainment, and Recreation	4	I