



# Estuary Management Plan (EMP) Small Grants Program

## REQUEST FOR PROPOSALS

### 1. Overview

#### Purpose & Goals

The [Seabrook-Hamptons Estuary Alliance \(SHEA\)](http://www.shea4nh.org) invites applicants to submit proposals for projects that advance the goals and actions identified in the [Hampton-Seabrook Estuary Management Plan \(EMP\) Action Plan](#). This [EMP Small Grants Program](#) was established with Congressionally-designated funds in 2024, with budget oversight from NOAA's Office of Coastal Management, and is being administered by SHEA. This program aims to provide guidance, support, and funding to the surrounding Hampton-Seabrook Estuary (HSE) communities and other local and regional partners to investigate, scope, and implement planning and outreach efforts that address emerging issues or challenges related to maintaining and improving the health of the HSE.

#### Eligible Applicants

Eligible applicants include municipalities, nonprofits, academic institutions, amongst others, that conduct work and serve the HSE watershed (*see list on [page 3](#) for more information*) with a focus on applicants already conducting work and serving the communities surrounding the HSE (Hampton, Seabrook, Hampton Falls) and its watershed (Exeter, Kensington, North Hampton, and Stratham).

#### Budget & Timeline

Project budgets should generally be between \$5,000- \$25,000 and do not require any external or matching funds to be considered for EMP grant funding. We anticipate up to 4 rounds of funding from 2025-2028, with \$93,000 total in awards to be distributed. **The application deadline for the first round of funding is October 15, 2025 by 4pm EST via email ([ctweeddale@shea4nh.org](mailto:ctweeddale@shea4nh.org)).**

#### Contact Information:

*For any questions or to discuss potential projects, please contact:*

**Colette Tweeddale, HSE Collaborative Coordinator, [ctweeddale@shea4nh.org](mailto:ctweeddale@shea4nh.org)**

## 2. Important Dates & Deadlines

### Important Deadlines- Round 1 Funding

August 11, 2025	Request for Proposal released for Round 1 of Funding
<b>August 30, 2025</b>	<b>Application released and applicants prepare project proposals</b>
September 8, 2025	SHEA hosts informational grant webinar & provides applicant support
<b>October 15, 2025</b>	<b>Submission deadline: emailed to <a href="mailto:ctweeddale@shea4nh.org">ctweeddale@shea4nh.org</a> by 4pm</b>
October 15 - 28 2025	Proposal review and selection
<b>October 29, 2025</b>	<b>Notification of approved proposals</b>
<b>January 1, 2026</b>	<b>Contracts Executed and Project Kick-off</b>
January 1, 2028	Project Completion Date

### Important Deadlines- All Funding Rounds\*

Deadline	Round 1	Round 2	Round 3	Round 4
<b>Applications Open</b>	<b>August 30, 2025</b>	<b>January 5, 2026</b>	<b>March 25, 2026</b>	<b>July 15, 2026</b>
<b>Applications Due</b>	<b>October 15, 2025</b>	<b>March 2, 2026</b>	<b>June 26, 2026</b>	<b>September 16, 2026</b>
<b>Notification of Selected Proposals</b>	<b>October 29, 2025</b>	<b>March 16, 2026</b>	<b>July 10, 2026</b>	<b>September 30, 2026</b>
Notification of NOAA-approved proposals <sup>1</sup>	~December 15, 2025	~ May 5, 2026	~August 31, 2026	~November 18, 2026
<b>Contracts signed and Projects Begin</b>	<b>January 1, 2026</b>	<b>May 15, 2026</b>	<b>September 10, 2026</b>	<b>December 1, 2026</b>
Maximum Project Length	<i>24 Months</i>	<i>20 Months</i>	<i>16 Months</i>	<i>13 Months</i>
<b>All projects must conclude</b>	<b>January 2028</b>	<b>January 2028</b>	<b>January 2028</b>	<b>January 2028</b>

<sup>1</sup> NOAA's review process is estimated to take 6-8 weeks

**\*Please Note:** Dates and available funds subject to change in subsequent funding rounds after first.

### 3. Eligible Applicants

Because the purpose of this grant is to fund projects that will advance the goals of the EMP, any organization that works with and/or serves communities within the HSE watershed is eligible. Please see the list below for anticipated eligible applicants. If you are unsure if your organization may be eligible to submit a proposal, please reach out to Colette Tweeddale at [ctweeddale@shea4nh.org](mailto:ctweeddale@shea4nh.org).

#### Eligible Applicants Include:

- Municipalities that are within the Hampton-Seabrook Estuary Watershed (*See table below and Figure A1. in Appendix*).
- 501(c)(3) nonprofit organizations
- Regional Planning Commissions
- Academic institutions
- County Conservation Districts
- UNH Cooperative Extension
- Watershed groups and/or organizations partnering with an eligible municipality

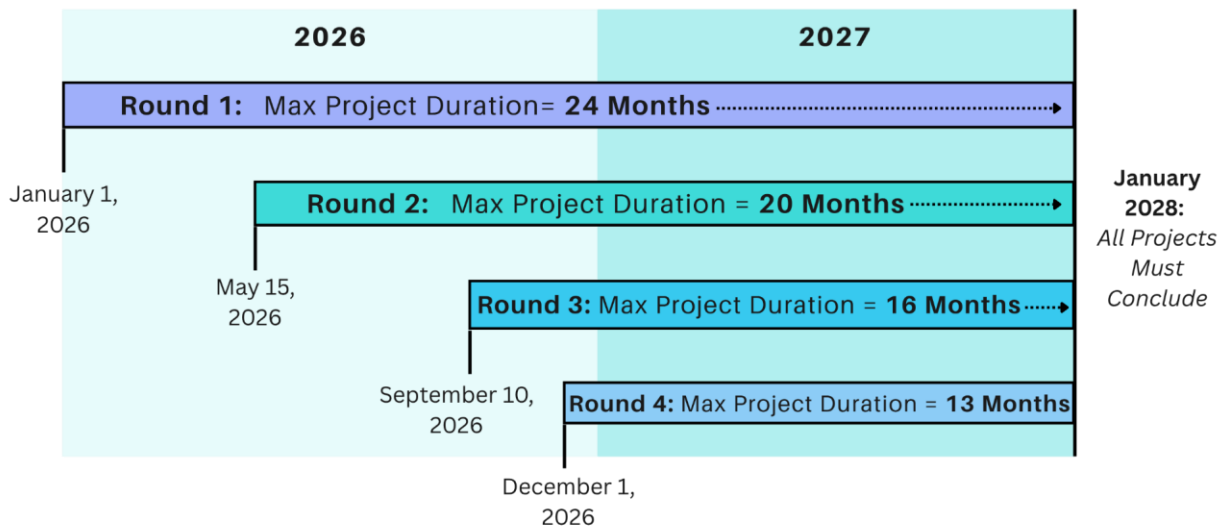
#### Eligible Towns within the Hampton-Seabrook Estuary Watershed

State	Eligible Watershed Towns						
New Hampshire	Seabrook	Hampton	Hampton Falls	Kensington	Exeter	Stratham	North Hampton
Massachusetts	Salisbury						

### 4. Project Duration

This program funds projects that are 12 to 24 months in duration. Projects selected for the first round of funding are expected to begin by January 1, 2026 and will conclude no later than January 1, 2028. All funded projects across all rounds must be completed by January 2028. Therefore, proposals considered for each subsequent round of funding will have a shorter maximum project duration (*see graphic below*). Organizations can propose projects and receive funding in multiple rounds but will compete equally against other proposals in each round.

## Maximum Project Duration: All Funding Rounds



## 5. Eligible Projects

Projects that advance the goals and/or specific actions identified in the EMP are eligible.

**Projects must meet the following requirements to be considered eligible for funding:**

1. Advance one or more of the five goals of the EMP. *(see table below)*
2. Require no demolition, construction, or ground disturbance of any kind.\*
3. Contain an outreach component: either as a central component throughout the project **OR** as a final component to communicate project results to community members.

*\*Because of the terms of the congressional funding that was designated to establish this grant program, no activities that break-ground in any manner can be a part of funded projects.*

## Estuary Management Plan Goals & Objectives

Developed based on community and stakeholder values and vision for the Estuary, the EMP outlines five major goals, corresponding objectives, and a series of actions that collectively will help to support and strengthen the health and vitality of the estuary and its surrounding communities. **For a detailed breakdown of EMP goals and objectives, please refer to pages 62- 64 of the [EMP](#).** Project proposals should target the identified **actions** associated with the EMP objectives, which are identified in Appendix B of the EMP (*pages 109-128*). The five EMP goals and examples of potential projects can be found below:

## EMP Goals & Potential Projects

EMP Goal	Description	EMP Project Examples
<b>Goal 1.</b>	A thriving, healthy estuarine environment with an abundant diversity of fish, birds, plants, and other native species is achieved and maintained.	<ul style="list-style-type: none"> <li>● <b>Action Item 1.1-17:</b> “Review and improve the environmental sustainability of harbor operations related to the handling of hazardous waste, marine debris, and human wastewater. Develop and implement a marine debris reduction plan for the estuary and harbor.” (<i>EMP, pg. 111</i>)</li> <li>● <b>Action Item 1.1-18:</b> “Reduce pet waste entering tributaries and the estuary through town ordinance and education.” (<i>EMP, pg. 111</i>)</li> <li>● <b>Action Item 1.2-2:</b> “Utilize SMARTeams to facilitate the development of conceptual salt marsh restoration designs.” (<i>EMP, pg. 11</i>)</li> </ul>
<b>Goal 2.</b>	Flood storage and mitigation benefits are protected and enhanced for ecosystem resiliency and sustainable infrastructure protection.	<ul style="list-style-type: none"> <li>● <b>Action Item 2.4-2:</b> “Continue dune management in Seabrook and Hampton to identify vulnerable dune areas and best options for protecting and enhancing dunes.” (<i>EMP, pg. 114</i>)</li> <li>● <b>Action Item 2.5-1:</b> “Incorporate high-priority tidal crossings into town planning documents to target funding for eventual replacement. Work with partners to advance moderate and high priority tidal crossings through feasibility, engineering, permitting, and construction.” (<i>EMP, pg. 114</i>)</li> </ul>
<b>Goal 3.</b>	Recreational and commercial opportunities are well-managed and sustainable, with equitable, safe, and enjoyable access to the public.	<ul style="list-style-type: none"> <li>● <b>Action Item 3.1-2:</b> “Continue to document the water quality impacts of rainfall events in the 1 to 1.5 inch range, as well as larger storms, to maintain updated information for the evaluation of the 1- inch rainfall closure threshold for Hampton Harbor.” (<i>EMP, pg. 114</i>)</li> <li>● <b>Action Item 3.2-2:</b> “Minimize residential dumping in the saltmarsh through public outreach and programs including enhanced leaf and yard waste collection, spring clean-up, and hazardous waste collection.” (<i>EMP, pg. 114</i>)</li> </ul>
<b>Goal 4.</b>	Education, outreach, and volunteer activities link the community with the estuary. The community is well-	<ul style="list-style-type: none"> <li>● <b>Action Item 4.3-3:</b> “Distribute information on coastal resiliency and other important estuary protection activities or needs through a variety of formats (i.e., pamphlets, newsletters, social media postings, workshops or meetings).” (<i>EMP, pg. 115</i>)</li> <li>● <b>Action Item 4.3-4:</b> “Organize and publicize regular environmental clean-up events to</li> </ul>

EMP Goal	Description	EMP Project Examples
	informed and active in protecting the estuary and its watershed.	<p>increase awareness of environmental issues related to the HSE.” (EMP, pg. 116)</p> <ul style="list-style-type: none"> <li>● <b>Action Item 4.4-1:</b> “Develop a public outreach and awareness program aimed at residents to promote stewardship on private property.” (EMP, pg. 116)</li> <li>● <b>Action Item 4.1-3:</b> “Provide information to property owners about living shorelines and the importance of retaining the functions of natural shorelines, and implementing landscaping best practices.” (EMP, pg. 115 )</li> <li>● <b>Action Item 4.4-2:</b> “Publicize success stories of coastal resiliency projects to inspire other property owners to do the same. Examples can be from elevated homes, floodproofed buildings, property buyouts, etc. Property owners can receive technical assistance for coastal resiliency projects through the NH Coastal Landowner Technical Assistance Program (LTAP).” (EMP, pg. 116 )</li> </ul>
<b>Goal 5.</b>	Planning and management efforts utilize sound science and are coordinated and implemented to protect vital ecosystem services, adapt to the effects of climate change, and ultimately ensure the health, safety, and well-being of the people who live in and visit the watershed.	<ul style="list-style-type: none"> <li>● <b>Action Item 5.5-1:</b> “Ensure that each of the watershed towns have Coastal Resiliency Plans and Open Space Plans in place.” (EMP, pg. 116)</li> <li>● <b>Action Item 5.1-20:</b> “Establish a marsh migration overlay zone to prohibit new development in areas of predicted marsh migration under specific scenarios and timeframes.” (EMP, pg. 119)</li> <li>● <b>Action Item 5.7-1:</b> “Maintain and enhance emergency access and evacuation routes, with mass transportation options available for those who cannot rely on personal vehicles. Ensure social services such as food and shelter assistance are prepared to operate following emergency events. Provide resources and education to vulnerable populations in need of protection services for themselves and/or their homes in response to extreme weather or tidal events.” (EMP, pg. 128)</li> </ul>

## 6. Evaluation Criteria

Project proposals will be evaluated by a review committee that will use the following major criteria to score and select which projects are funded for each round:

1. **EMP Goal Alignment:** How well do project objectives and proposed activities align with the goal(s) and action(s) identified in the EMP?
2. **Organizational Capacity & Need:** How well has the organization demonstrated that they have the technical and administrative capacity (as an organization and/or project team) to conduct project activities? To what extent does the timing, scope, and funding of the project dictate increased need or urgency for project activities to be undertaken?
3. **Community Involvement:** To what degree is the organization already connected with the community that it intends to work with, and/or to what extent was that community involved in developing the proposed project? How will the community benefit from project activities?
4. **Budget:** Is the budget reasonable to accomplish all project goals and activities within the proposed timeline and does it include at least 20% of project funds for outreach activities?
5. **Technical Assessment:** Are the proposed methods suited to meet project goals and have reasonable justification for their use in this project, community, and landscape?
6. **Outreach:** Does the project identify interested parties to participate in project activities and include discussion of a plan to engage these audiences with outreach?

## 7. Contact Information

Please contact **Colette Tweeddale, HSE Collaborative Coordinator**, at **ctweeddale@shea4nh.org** with questions and to schedule a meeting for help developing or discussing your proposed project.

## 8. Informational Webinar & Office Hours

Colette Tweeddale, HSE Coordinator, will host a **webinar September 8th at 2pm over Zoom** to provide prospective applicants with an overview of the grant program and the EMP and to respond to questions. **Register for the webinar [here](#).**

Colette will be available for virtual office hours on demand to answer individual questions and to discuss and advise in project development. Office hours are available by appointment starting on August 18th. **Schedule time with Colette to discuss your project via [this link](#).**

*Please also see the resource list that is available in the [appendix](#) of this document to aid in project development and proposal drafting.*

## 9. Submission Requirements

Applicants must submit their Application for Round 1 funding to Colette Tweeddale, Hampton-Seabrook Estuary (HSE) Coordinator, via email (ctweeddale@shea4nh.org) **by 4pm EST on October 15, 2025**. Please include **“EMP Grant Program Application”** in the subject line. Faxed or mailed applications will not be accepted.

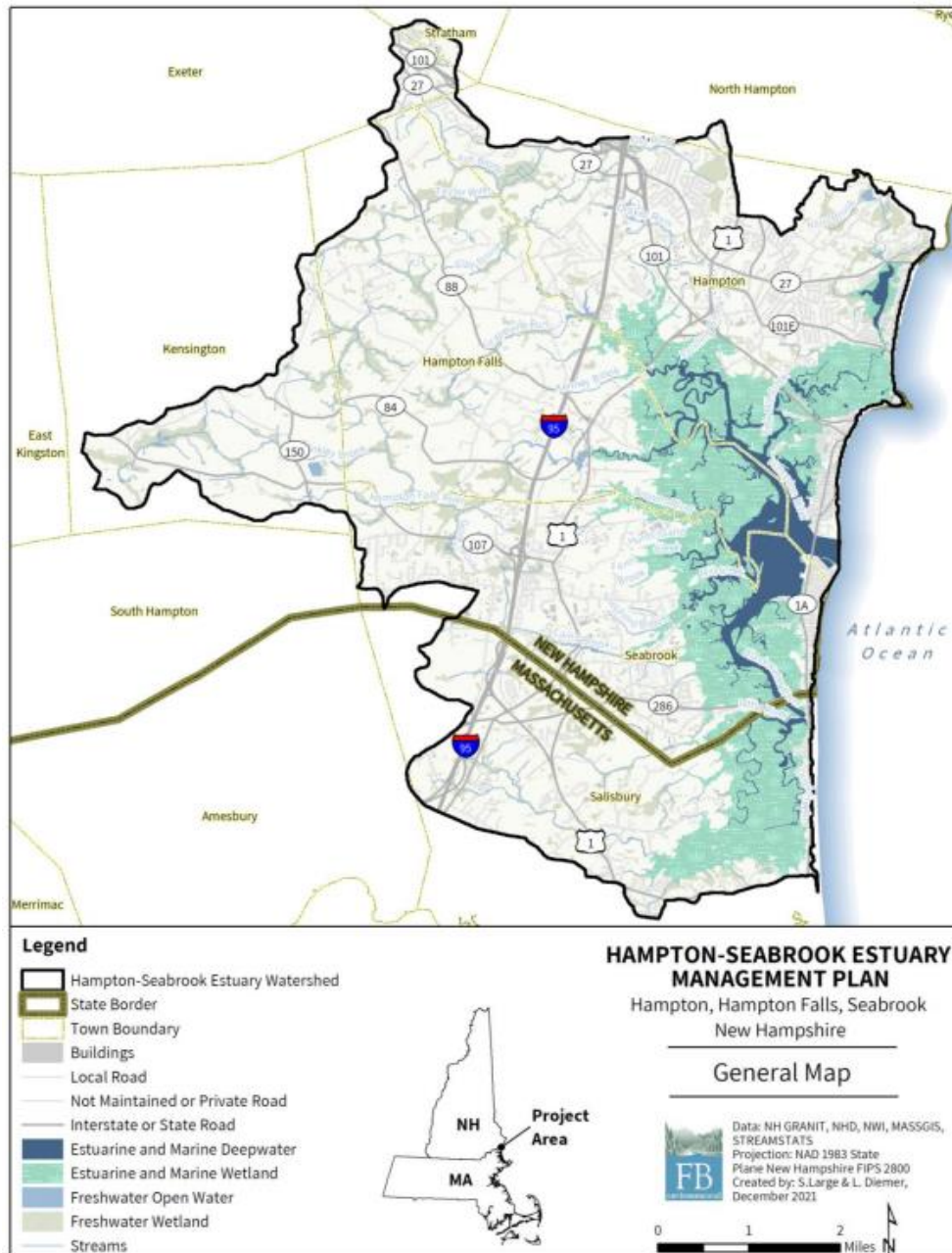
*The following required application materials will be available  
as fillable documents on [SHEA’s website](#) by August 30th, 2025 :*

- 1. Applicant Information:** Organization name, address, contact person name and title and contact email and phone. If a 501(c)3, please provide IRS ID #.
- 2. Application Narrative:** Project title, project description (background, methodology, audience, outreach plan, etc.), timeline, and project location(s).
- 3. Proposed Budget:** Requested funds broken down by line item, and matching or other allocated project funds if any (matching funds are not required).
- 4. Letter(s) of Support:** A letter of support is required from each organization participating as a named partner with the primary applicant in the proposed project activities.
- 5. Signature Form**

*For additional information and resources to aid in development of proposals, please see the linked resources in the appendix below and the [EMP Small Grants Webpage](#).*



## APPENDIX



**Figure A1. Map of Hampton-Seabrook Estuary Watershed (black outline) and towns within the watershed (Massachusetts: Salisbury ; New Hampshire: Seabrook, Hampton, Hampton Falls, Kensington, Exeter, Stratham, North Hampton).**

## Resource List

*Below is a list of helpful documents to reference and use when drafting your project and proposal.*

Linked Resource	Description	Helpful Sections
<a href="#">Estuary Management Plan</a>	This original master document includes the full body of text of the Estuary Management plan, including the executive summary, full description of all goals and objectives, and the full action plan.	<b>Executive Summary:</b> <i>Pg.s iv - ix</i> <b>Goals &amp; Objectives:</b> <i>Pg.s 62-64</i> <b>Action Matrix:</b> <i>Pg.s 109-128</i>
<a href="#">Hampton Seabrook Estuary Management Plan Follow Up: Regulatory Audit</a>	This regulatory audit conducted in 2025, identifies current regulation and land-use plans for HSE towns that could benefit from better alignment with EMP regulatory and planning action items.	<b>Key Recommendations for Municipalities:</b> <i>Pg.. 16</i>
<a href="#">Prospectus (HSE Collaborative)</a>	This report outlines how a survey and webinar series informed collaborations among coastal science and management organizations. Focused on aligning resources for long-term monitoring, adaptive management, and restoration, especially regarding salt marsh habitats, to support the SHEA's management plan.	<b>Opportunities for Collaboration:</b> <i>Pg.s. 9-11</i>
<a href="#">Town of Hampton Master Plan</a>	Town of Hampton, NH Master Plan, adopted in 2023.	<b>Coastal Resilience Strategies:</b> <i>Pg.. 54</i> <b>Implementation Matrix:</b> <i>Pg.. 102</i>
<a href="#">Hampton Beach Area Master Plan</a>	Master plan for Hampton Beach Area, adopted in 2001.	<b>Environmental Recommendations:</b> <i>Pg.. IV-39</i>
<a href="#">Seabrook Master Plan</a>	Town of Seabrook, NH Master Plan, adopted in 2011.	<b>Coastal Hazards and Adaptation:</b> <a href="#">Section 9</a> <a href="#">Seabrook Adaptation Study</a>
<a href="#">Town of Hampton Falls</a>	Town of Hampton Falls, NH Master Plan, adopted in 2019.	<b>Coastal Resources:</b> <i>Pg. 8-17</i>

Linked Resource	Description	Helpful Sections
<a href="#">Master Plan</a>		<b>Climate Change and Adaptation Planning: Pg.. 8-26</b>  <b>Recommendations: Natural Resources: Pg.. 8-28</b>
<a href="#">Town of Seabrook Wastewater Treatment Facility Climate Resilience Assessment (2021)</a>	2021 project that assessed the vulnerability of Seabrook's wastewater treatment facility to coastal flooding and development of conceptional options for increasing resiliency at the facility and nearby wastewater pump station.	<b>Wastewater Treatment Facility Climate Resilience Options: Pg.. 4-1</b>
<a href="#">Preparing NH for Projected Storm Surge, Sea-Level Rise, and Extreme Precipitation</a>	A 2016 report put out by the New Hampshire Coastal Risk and Hazards Commission lists recommendations for legislators, state agencies, and coastal municipalities to better prepare for and minimize coastal risks and hazards in NH.	<b>Assessment &amp; Implementation recommendations: Natural Resources: Pg.. 61</b>  <b>Suggested Next Steps: Pg.. 74</b>
<a href="#">The NH Salt Marsh Plan</a>	This comprehensive guide for sustaining tidal wetlands in New Hampshire developed by the NH Dept. of Fish and Game and the Great Bay National Estuarine Research Reserve includes a dataviewer that provides basic facts for tidal wetlands in NH as well as calculates a resilience score and potential recommendations for management measures to improve resiliency for marshes evaluated.	
<a href="#">2022 Hampton Coastal Hazards Adaptation Team (CHAT) Recommendations</a>	This 2022 document provides a table summarizing the Coastal Hazard Adaptation Team's recommendations for the town of Hampton, NH to address flood hazards & sea level rise.	
<a href="#">CHAT Recommendations: Engagement Strategy</a>	This engagement strategy was developed to guide community outreach and engagement on	<b>Recommended Outreach Approach: Pg..8</b>

Linked Resource	Description	Helpful Sections
	CHAT's recommendations to the Town of Hampton to increase resilience to flooding and coastal hazards.	<b>Priority Near-Term Engagement Strategies: Pg.. 23</b>