

2019 Emerging Opportunities Program Application



Submit Application to: EOPapplications@cityofmadison.com

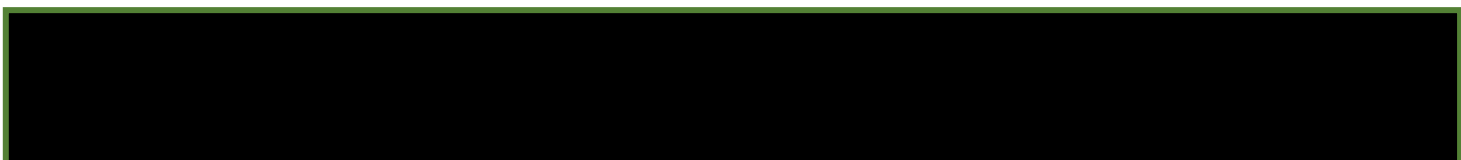
Deadline: 12:00 pm CST (noon) on October 16, 2018

Late applications will not be accepted

Please limit your proposal and responses spaces provided in this form. Any materials submitted in addition to this application form will not be considered in the evaluation of the proposal. *Do not attempt to unlock or alter this form.*

If you need assistance with this proposal or are unclear about how to respond to any questions listed below, please contact CDD staff at 266-6520.

Agency or Group:	Dane Arts Mural Arts. Inc. (DAMA)	Amount Requested:	\$24,700.00
Title of Proposal:	Evaluating Impact - Youth and Community Mural Arts Programming		
Project Type	Capacity Building		
Project Description:	The demand on DAMA for community murals and youth engagement opportunities has increased rapidly but methods of gathering and evaluating data have not kept pace. In order to provide measurable data and outcomes to potential partners and funding sources DAMA must develop an efficient system of tracking, evaluating and reporting on program outcomes. These steps are necessary to ensure program sustainability and to meet DAMA's goals to continue using mural art practices to make a positive and enduring impact on youth and communities throughout Madison and Dane County.		
Contact Person:	Amy Zaremba	Email	aazaremba@gmail.com
Address:	5004 Allis Ave. 53716	Telephone:	608-332-3660
Is this Group a 501 (C) (3)?	Yes or No Yes	If no, applicant will need to secure a fiscal agent with 501 (C) (3) status	
Applicant Organization founded (Year):	Founded in 2014, 501(C)(3) status in Dec. 2016		
Name of Fiscal Agent (if Applicable):		Fiscal Agent Phone:	
Fiscal Agent Contact Person:		Fiscal Agent Email:	



1. Project Description

a. What is the goal of your project? (500 characters)

DAMA uses art as an educational tool to make a difference in the lives of Madison and Dane County youth and community members. The goal of this project is to develop the tools necessary to measure and evaluate the effects our programming has on the lives of our participants. These tools will help us to better tailor programs to meet specific needs, help us develop and maintain stronger community partnerships, and maximize program sustainability through new funding sources.

b. Intended Service Population: (500 characters) Describe the intended service population that will be impacted by this project (e.g., location, ages, ethnicities, income ranges, English language proficiency etc.).

DAMA works with urban and rural communities to address disparities and lack of access to arts programs. We focus our emergent programming on youth ages 14-19 and each mural project has youth participants involved in some part of the creative process. We partner with MMSD, MSCR, Goodman and others to reach Madison students who are at risk of not graduating high school. Most of the students served through these programs suffer from trauma and poverty and are largely African American or Latino.

c. Project Design: (5000 characters) Describe your proposed project activities. How will these activities help you accomplish your stated goals? Include information about key parts of your project that help us understand how you will accomplish your goals and how these funds would be used.

DAMA brought on new artists when the demand for murals required it and everyone juggled the administrative tasks necessary to engage community partners, sign contracts and MOU's, send invoices and keep track of the basics of work completed. This responsive model did not allow us to develop a forward thinking system to adequately gather and organize data or to manage and evaluate the most important elements of our work - our impact on youth and communities. This also hinders our ability to effectively fundraise which in turn limits the amount of resources that we can allocate to raising those needed funds. We are at a point in our organization's development when those evaluation, organizational and reporting systems are vital to successfully achieving our goals of sustained youth programming and vibrant community engagement. The mural we paint together is a beautiful reminder of the work done and relationships created, but it doesn't tell the whole story.

The Northside Safe and Thriving Communities program has helped us to build many important new partnerships with community organizations, schools, landowners and neighbors. In order to properly report on the effects of our work on the Northside we have partnered with Public Health to begin developing evaluation metrics and tools specific to the project. This is the perfect moment to take the basic tools we are developing for one project and spend the time to expand and create systems that apply to our entire program.

Currently, each mural is funded through a variety of sources, some draw from specific grants, others are paid for entirely through mural fees, most are a combination. Project based funding covers youth programming to paint the mural, material costs, artist fees and very basic administrative costs. In 2017, an average of 196.5 hours per month were spent on production work, community engagement and youth outreach. During this same time only 30.5 hours per month were allocated for administrative tasks relevant to the evaluation of data collected during engagements and at present only 10 hours per month can be devoted to developing needed tools. This leaves us with an information backlog. When working with young people who are affected by trauma, poverty and violence the approach to gathering data and evaluating the effects of engagement are not straightforward. We have backlogs of written surveys and video interviews that we want to mine for content and use to develop an efficient and sensitive method of conducting and evaluating data gathering efforts going forward. Evaluating our past data will also help us to design intentional programming that most effectively achieves positive youth outcomes.

A one time influx of funds will give us the time we need to develop efficient systems for the future and analyze the backlog of data we have collected. Funding from an Emerging Opportunities grant would first be used to pay DAMA associates to continue and expand on the process of developing effective evaluation tools and metrics in collaboration

with Public Health. A portion of this work specific to the Northside is underway and already funded through the Safe and Thriving grant. Evaluation methods would then be applied to past data collection which will inform any gaps and inadequacies in new systems. DAMA intends to meet with consultant Walter Jankowski who has also offered to help us develop similar systems to ensure that we are prepared for future contingencies and potential costs. All DAMA artists will be trained on the new systems to ensure that future data gathering and evaluation is both a vital concern and an efficient use of artist time while engaged with youth and community participants.

Finally these funds would be used to develop and distribute fundraising materials drawing from the data secured through evaluations. Our current method of project based funding does not support our efforts to expand programming for youth extending beyond each individual mural project We need hard data to provide potential business investors, private donors and charitable sources with evidence of the effectiveness of mural making activities on the job readiness skills, mental health and social well being of youth who participate. The time spent developing these tools and materials now is vital to the success and sustainability of DAMA.

d. Proposed Timeline for Implementation

Activity	Estimated Start and Completion Dates
Initial data collection and evaluation systems designed in conjunction with public health, and in consultation with advisors and DAMA Board of Directors.	11/1/2018 - 1/1/2019
Preliminary collection methods applied to Northside project based on specific project goals and expectations.	1/1/2019 - 10/1/2019
Evaluation methods will be applied to other current projects and to the backlog of DAMA interviews, surveys and reports. Data collected will be evaluated to inform future partnerships and funding opportunities. Collection and evaluation systems will be updated and reconfigured based on gaps and inadequacies.	1/1/2019 - 10/1/2019
Data derived through evaluation of backlog and new sources will be used to develop, print and distribute much needed funding materials to encourage an increase in private donors. Data will also be distributed to encourage and inform potential community partners.	2/1/2019 - 10/1/2019
All DAMA associates and Board of Directors trained on new collection and evaluation system.	3/1/2019 - 10/1/2019

2. Applicant Organization or Group: (2500 characters) Briefly describe the structure of your organization. Include information about your board and/or volunteers. Please describe any successes you have had that relate to the proposed project. (10 Pts)

DAMA began in 2014 as a Dane Arts project with an executive director and 2 part-time artists. In the beginning administrative duties, fundraising, art making and community engagement were shared and managed while community interest in the project grew. In December 2016, DAMA became an independent 501c(3) and it became necessary to build a board of directors, bring on additional artists, and redistribute duties.

The ten members of the Board bring various expertise and experiences. Members include board president Neil Lerner, Dane Arts commissioner Roderick Ritcherson, Synergy co-founder Eugenia Podesta, fundraiser Mary Sollinger, WAA director of Diversity Tracy Williams-Maclin, former Monona city administrator April Little, educator Mary Klehr, instructor Sara Cotton, and former DAMA youth participants Jessie Nunez and Gavin Logan. The board has helped us to set priorities and strategize the best ways to keep the program sustainable. One shared goal is to offer sustained and paid programming to youth to increase opportunities for continued skill building and meaningful

engagement. The first step towards that goal is to build evaluation tools and the internal systems needed to manage and fund our sustained efforts.

DAMA volunteers enhance every level of our programming. We are happy to work with UW Service Learning in the Arts students every semester and each mural project draws community volunteers with various levels of skill and experience. We encourage volunteer engagement on our website and will expand efforts to recruit volunteers in our promotional materials.

Each passing year brings projects with greater visibility, larger budgets and increased community involvement. Thus far in 2018, DAMA has completed six large scale wall murals including the Mayors Design Award finalist Glendale Elementary mural and the showcase Trinity Lutheran mural on Madison's east side. In partnership with MAMSWaP and the Dane County Land and Water Resources Dept., DAMA completed 20 storm drain murals across Dane County with 3 in Madison. Ten schools participated in designs and all murals were painted with school and summer program youth. An exciting recent success was the award of a Safe and Thriving Neighborhood grant for work on Madison's Northside. We began work with MSCR, Warner Park and Brentwood partners and have installed the first mural. Next week we engage East High's SAIL program on the design of a centerpiece mural to be installed on the County Job Center.

3. Alignment: (2500 characters) Briefly describe how your proposed project aligns with City, neighborhood or community based planning processes, data, or reports. (10 Pts)

The Dane County Youth Commission 2018 Survey indicates in the title alone that emotional health issues are persistent among youth. DAMA artists have witnessed first hand proof that engagement in place-making and mural painting activities leads to decreased anxiety and improved mental wellness in youth who participate. A student from the West High School SAIL program told us, "You can have a bad day and then when you paint it can relax you. And then, when you get back to work...you feel like you just wiped that off of your chest and you can go back to work now." DAMA was approached by Mt. Horeb High School to help address issues of mental wellness and suicide through a powerful mural project. Senior artist Kristen Koenig said, "This project has allowed people to talk about mental illness openly and to not feel alone in the school anymore. The mural also taught me to be persistent and to follow through with my ideas, because if you don't follow through then you can never make a change." These quotes came from interviews that DAMA artists collected. We hope through new systems to be better able to report on our success in addressing and affecting issues like the mental wellness of Madison and Dane County youth.

DAMA makes use of resources like the Neighborhood Indicators Project to identify and prioritize areas with the greatest need of community and youth engagement. The Safe and Thriving program also helped us to expand and extend our work and create community connections on Madison's Northside. We have brought mural making activities to the Brentwood and Ridgewood neighborhoods to help address the fear of violence that many youth in the areas express. We also align with MMSD programs aimed at providing opportunities to youth at risk of not graduating high school.

The Madison Area Out-of-School Time Guide represents the best practices that we seek to emulate in every programming opportunity with young people. We currently partner with MMSD, MSCR, Warner Park, Goodman Center and others to design and implement effective programming that meets the MOST guidelines. The evaluation tools we seek to develop will formalize our efforts with data that provides evidence of our ability to provide valuable programming and meet community goals. Again, we hope to better express our intentions and our results through formalized data collection tools.

4. Community Engagement: (2500 characters) Briefly describe how residents and the community who may benefit from this project have been involved in the development of this proposal. (10 Pts)

This proposal is in many ways a reaction to what we see as limitations in our ability to reach all of the communities we hope to work with and to sustain ongoing relationships with youth and partners. Public Health has helped jump start development of evaluation tools specific to the Northside and this collaboration provides encouragement and insight into how we proceed with metrics useful to all DAMA programming. This process also informed our decision

to apply for a capacity building grant specific to evaluation tools as a means to improve and expand future opportunities and sustain the organization.

The Madison Police Dept. has approached DAMA to become a partner and begin programming with their CORE initiative. In order to successfully partner DAMA needs to be able to show measurable results and provide attainable outcomes. This example is a wake up call in terms of our ability to move forward as a community partner. Our reporting needs to accurately reflect the impact of our work so that partners like the Police Dept. can be confident when working with DAMA.

We envision sustained youth programming that extends beyond the span of each individual mural project. If we continually seek funding for new mural projects without addressing our ability to measure the effectiveness of our programming we cannot achieve the goals we have set out for ourselves. The communities, schools, organizations and individuals that we currently partner with will all benefit from the enhanced stability and measured effectiveness of DAMA programming.

5. Collaboration: (2500 characters) Briefly describe any collaboration or coordination with other organizations or service providers in the development of this proposal. (5 Pts)

DAMA's Education Coordinator has been working closely with Public Health to begin developing some of the tools that this proposal addresses. This collaboration is an ongoing effort and while the metrics most important to the partnership are specific to the Northside it is a starting point for the larger efforts DAMA needs to make in program-wide data gathering and evaluations.

DAMA has ongoing collaborations with MMSD, MSCR, Warner Park, Goodman, Madison Police Dept., Seed to Table, Briar Patch and others to provide mural programming services to primarily at-risk youth. These entities are integral to the recruitment and involvement of youth in mural arts activities and our partnerships will all benefit from effective tools to analyze best practices and measure results.

6. Funding: (5 points)

- a) Has your organization received funding from the City of Madison Community Development Division, City of Madison CDBG office, Community Resources, or the Emerging Opportunities Program in the last 5 years? (Please note: Amount and frequency of funding will be considered in scoring this criteria)

Yes No

- b) What other funding do you anticipate pursuing if the project is expected to continue? (500 characters)

DAMA will continue to apply for funding through local grant opportunities but in order to become sustainable we will need to develop a robust source of private donations and begin to approach national funding sources. We cannot maintain our current structure while still depending primarily on project fees and small grant allocations. If we better showcase the outcomes of our work in the community we will have greater opportunities to increase our funding base and achieve our goals.

7. Budget (5 points):

a. Summarize your project budget by estimated costs, revenue, and fund sources.

BUDGET EXPENDITURES	TOTAL PROJECT COSTS	AMOUNT OF CITY \$ REQUESTED	AMOUNT OF NON-CITY REVENUES	SOURCE OF NON-City FUNDED PORTION
A. Personnel Costs (Complete Personnel chart below)				
1. Salaries/Wages (show detail below)	\$33,305.00	\$23,180.00	\$10,125.00	Safe and Thriving communities Grant, Dane Arts (secured)
2. Fringe Benefits and Payroll Taxes				
B. Program/Project Costs				
1. Program/Project supplies and equipment	\$3000.00	\$1520.00	\$1480.00	Community Foundation, Private Donor, in kind donations
2. Office Supplies				
3. Transportation				
4. Insurance				
5. Other (explain)				
C. Space Costs				
6. Rent/Utilities/Telephone				
7. Other (explain):				
D. TOTAL (A + B + C)	\$36,305.00	\$24,700.00	\$11,605.00	

Explanation of "Other" expenses: (500 characters)

b. Personnel Chart: List all paid staff that will be working on the proposed program/project.

Title of Staff Position	F.T.E.*	Proposed Hourly Wage*
DAMA Education and Evaluation specialist (contracted)	0.5	\$30
DAMA Fundraising staff (contracted)	0.75	\$30
DAMA Artists (contracted) x4	0.75	\$25
		\$
		\$
TOTAL	4.25	

*FTE = Full Time Equivalent (1.00, .75, .50, etc.) 2080 hours = 1.00 FTE Please identify FTE that will be spent in this project.

-SIGNATURE PAGE-

City of Madison Contracts:

The following information is provided in order to outline city requirements that will apply if your proposal is funded. All allocated funds will be administered through contracts with the City of Madison, Community Development Division. If funded, the City of Madison reserves the right to negotiate the final terms of a contract with the selected organization. If funded, applicants will be required to attend a **mandatory meeting** on contracting requirements. City purchase of service contracts include requirements regarding non-discrimination, consideration of vulnerable populations along with specific requirements in the following three areas:

1. Affirmative Action:

If funded, applicant hereby agrees to comply with City of Madison Ordinance 39.02, an Affirmative Action Plan with the City Department of Civil Rights (DCR) or an exemption if allowed by City DCR. For more information on these requirements, please visit the Department of Civil Rights website: <http://www.cityofmadison.com/dcr/programsCCP.cfm>.

2. Insurance

If funded, applicant agrees to secure insurance coverage in the following areas to the extent required by the City Office of Risk Management:

- Commercial General Liability
- Automobile Liability
- Worker's Comp
- Professional Liability

The cost of this coverage can be considered in the request for funding. The Certificate of Insurance that will be required at the time of contracting is available on the City of [Madison Risk Management website](#).

A sample contract that includes standard provisions may be obtained by contacting the Community Development Division at (608) 266-6520.

3. Signature:

(Any applications submitted without a signature will be considered incomplete and will not be considered for funding.)

Applicant Signature:

Enter Name:	Amy Zaremba		
Date:	10/15/2018		
By entering your initials in the box,	AZ	You are electronically signing your name and agreeing to the terms above.	