

**2011 STAFF REVIEW OF PROPOSALS FOR
COMMUNITY/NEIGHBORHOOD DEVELOPMENT RESERVE FUNDS
(Housing Development Funds, Affordable Housing Trust Funds, Facility Acquisition/Rehab Funds, Futures
Funds)**

1. **Project Name/Title: Strategic Planning**
2. **Agency Name: Neighborhood House Community Center**
3. **Requested Amount: \$13,000**
4. **Project Type: New or Continuing**

5. **Framework Plan Objective Most Directly Addressed by Proposed Activity:**

Futures Fund Reserve Fund: Conduct a feasibility study or address a short-lived revitalization opportunity or develop a new method or approach while also addressing one of the objectives articulated in the Framework. Objective G: Improvement of Community Focal Points. Create, enhance, or sustain the operation of neighborhood Centers and community gardens that bring people of diverse backgrounds together, serve as neighborhood focal points, or provide residents with skills or opportunities that will lead to stronger neighborhoods.

6. **Product/Service Description:**

Neighborhood House proposes to utilize CDBG funds to commission a Strategic Planning study by a professional consultant to return Neighborhood House to being a place that attracts neighbors for essential, interesting, and educational programming; social interaction, and cultural enrichment.

7. **Anticipated Accomplishments (Numbers/Type/Outcome):**

Completion of a Strategic Planning study that includes 4 main steps:

- a. Determine the future value of the Neighborhood House property and how it might be leveraged to sustain the organization's future. This will include finding out how to best use the existing footprint and provide needed services and revenue.
- b. Determine existing community needs and the perception of Neighborhood House's potential future and explore possible partnerships and funding opportunities.
- c. Evaluate past strategic planning efforts along with past and current mission and vision statements to establish a context for a new vision for Neighborhood House.
- d. Determine next steps.

8. **Staff Review:**

This project addresses the CDBG Framework goal of "Improvement of Community Focal Points". Centers are typically filled with services, programming and are utilized as gathering places for neighborhoods. For Neighborhood House the past few years have presented challenges to their success in serving this function. The neighborhood has changed dramatically and there are fewer low-income families and youth to serve. As a result, the role of Neighborhood House has changed. Although it is still functioning, the once vibrant center is now in need of a new direction to adequately serve the Greenbush and Vilas neighborhoods.

The Board has determined 4 main steps that they will take in completing the Strategic Planning study. These steps are well thought out and will take into considerations new options that may become available to them as a result of this study.

The need for the Strategic Planning study is supported by the recommendations in the 2008 Greenbush Neighborhood Plan. One example stated in the plan is that there is a need to increase the visibility of the Neighborhood House and expand programming to attract the participation of neighborhood residents in Greenbush and surrounding neighborhoods, especially through use of the gymnasium and continuing education classes.

In addition, Alder Julia Kerr is supportive of the project.

Total Cost/Total Beneficiaries Equals: \$13,000 / 6,300 individuals (estimated from the Greenbush Neighborhood Plan, 2008, City of Madison) = \$2.06 per individual

CD Office Funds/CD-Eligible Beneficiaries Equals: \$13,000 / 6,300 individuals (estimated from the Greenbush Neighborhood Plan, 2008, City of Madison) = \$2.06 per individual

CD Office Funds as Percentage of Total Budget: 100%

9. Staff recommendation: Fund the project at \$13,000 with Future Fund Reserve Funds.

Technical and Regulatory Issues	Project information
Within unit, capital, mortgage limits	NA
Within Subsidy layering limits/ analysis	NA
Environmental Review issues	No
Eligible project	Yes
Conflict of interest	No
Church/State issues	No
Accessibility of program	No
Accessibility of structure	No
Lead-based paint issues	No
Relocation/displacement	No
Zoning restrictions	No
Fair Labor Standards	No
Vulnerable populations	No
Matching Requirement	No
Period of Affordability for HOME funds	No
Site and neighborhood Standards	No
Supplanting issues	No
Living wage issues	No
MBE goal	No
Aldermanic/neighborhood communication	Yes
Management issues:	No