

Application for Neighborhood and Community Development Funds

Submit original and 23 complete copies of this application to the CDBG Office by 4:30 p.m. on the 15th of the month, to be reviewed by the CDBG Committee on the first Thursday of the following month. **When possible, please duplex your original and copies and send an electronic version to the assigned project manager (if known).**

Program Title: Meadowood Neighborhood Center Amount Requested: \$ 71,850
Agency: Madison School & Community Recreation
Address: 3802 Regent Street, Madison, WI 53705
Contact Person: Lucy Chaffin Telephone: 608-204-3015
Email: lchaffin@madison.k12.wi.us Fax: 608-204-0557

1. **Program Abstract:** Provide an overview of the project. Identify the community need to be addressed. Summarize the program's major purpose in terms of need to be addressed, the goals, procedures to be utilized, and the expected outcomes. Limit response to 150 words.

Madison School & Community Recreation (MSCR), in collaboration with the City of Madison, opened a pilot neighborhood center on Madison's southwest side February 23, 2009.

The purpose of the Meadowood Neighborhood Center is to provide a safe, supervised place for youth during after school and evening hours, a place for neighbors to meet and socialize, a much needed space for neighborhood and community groups to meet, and a place to provide a variety of enrichment opportunities for all ages that are accessible to neighborhood residents.

The pilot has proven to be successful. In the first six months of operation of the Meadowood Neighborhood Center the following programs have been implemented to engage residents of all ages.

- After school and summer drop-in programs held Monday-Friday, 2:30-6 pm, for middle & high school youth.
- After school youth workshops including Photography, Cooking, Dance, DJ Training and Spoken Word Poetry.
- Family events, pre-school arts & crafts and Wii bowling leagues.
- Computer classes including How to Set Up an Email Account and Facebook, What is it?
- Health and Fitness classes including Women's Yoga, Growing Stronger Strength Training for those ages 50+, Zumba, Yoga and Meditation for adults.
- Social Clubs including Chess, Cribbage, Euchre, 50+ Cards & Coffee, Adult Knitting, Writing Our Life Stories and Girls Group.
- Summer Lunch Bunch for youth ages 3-17.
- Elementary summer drop-in recreation.

During 6 months of operation, 524 unduplicated individuals from over 300 different households have utilized the center. Individuals have visited the center anywhere from once to 116 times. In addition, 18 volunteers have gone through the rigorous process of completing background checks and are available to assist staff and residents in a variety of areas.

2. Target Population: Identify the projected target population for this program in terms of age, residency, race, income eligibility criteria, and other unique characteristics or sub-groups.

Preschool & Elementary Aged Youth 50 unduplicated youth

- Dance and art classes
- Parent/Child activities
- After school and summer opportunities
- Summer lunch program

Middle & High School Youth 200 unduplicated youth

- Access to positive, structured, supervised recreational activities in the neighborhood
- Exposure to positive role models & access to tutors
- An alternative to and school based after school programming
- Computer access for recreational use and homework
- Opportunity to develop leadership and employment skills

Neighborhood Groups 250 unduplicated individuals representing 15 groups

- Access to a convenient meeting place
- An opportunity to develop partnerships

Adult & Senior Residents 200 unduplicated individuals

- A place to meet neighbors and socialize
- Access to additional MSCR programs in the neighborhood
- Improved health and wellness

700 # unduplicated individuals estimated to be served by this project.

400 # unduplicated households estimated to be served by this project.

3. Program Objectives: The 5-Year Plan lists 9 project objectives (A through N). Circle the one most applicable to your proposal and describe how this project addresses that objective.

- | | |
|---|---|
| A. Housing – Existing Owner-Occupied | <input checked="" type="radio"/> C. Neighborhood Civic Places |
| B. Housing – For Buyers | K. Community-based Facilities |
| C. Housing – Rental Housing | L. Neighborhood Revitalization |
| E. Economic Dev. – Business Creating Jobs | N. Access to Housing Resources |
| F. Economic Dev. – Micro-enterprise | |

The Meadowood Neighborhood Center promotes the delivery and coordination of neighborhood-based services. While MSCR operates the center and provides recreational services (as described in #1 above), the organizations listed below utilize the center for meetings and to deliver a variety of other services to neighborhood residents.

- Meadowood Neighborhood Association
- Joining Forces For Families
- Orchard Ridge Neighborhood Association
- Madison Public Library
- Southwest Madison Farmers Market
- Early Childhood Initiative
- Madison School District
- Public Health Department
- Meadowood Community Garden
- Prairie Hills Community Garden
- Greentree Neighborhood Association
- Balsam/Raymond/Russett Landlord Owners
- City of Madison-CDBG
- UW Extension
- Sunny Hill Health Care Center

In addition, the Meadowood Neighborhood Center is beginning to become a neighborhood focal point as the examples below reveal.

- Over 130 residents attend a community meal at the center to meet their neighbors and to discuss neighborhood concerns.
- A young mother strolls by the center several times with her 1 year old child and eventually stops in. She speaks little English, but is interested in signing up for a fitness class. She receives a MSCR scholarship and attends Zumba class. She stops in towards the end of the session and tells the center director that she feels better and is smiling more. She looks great, revitalized and refreshed.
- Knitting Group begins and the volunteer leader is diagnosed with cancer. She is unsure if she will be able to lead the group. She has continued to come and finds that it is very therapeutic for her to meet with the group.
- A grandmother brings her two grandchildren for the summer lunch program. After lunch the children stay and play with other neighborhood kids while their grandmother works on our "community puzzle" with other moms.
- A mom brings in another neighborhood boy when she brings her son for the lunch program. Otherwise, she said, "he'd be left to fend for himself during the day".
- A neighborhood man who said he was once jumped and beaten up by group of teenagers wants to help his community become a better place so he brings treats to the center for the kids and donates small items for special events despite his experience in the neighborhood.
- A 63 year old daughter brings her 86 year old father to the center to "check it out". Recently widowed, he is in great need of a social outlet and plans on attending activities at the center.
- A high school student who moved to the Meadowood neighborhood from Texas shows up at the center to make new friends before he starts school. He is a talented artist and helps with the Meadowood Mural. He joins the Meadowood Dance Team and attends the center every day.
- Adult computer classes are full. We only have 4 computers or we could have taken more.
- JFFF assists adults with job search and resume writing help.
- Over 600 lunches were served at the center this summer. The DPI Free lunch program averaged 15 kids a day.

4. Fund Objectives: Check the fund program objective which this project meets. (Check all for which you seek funding.)

Acquisition/ Rehab	<input type="checkbox"/> New Construction, Acquisition, Expansion of Existing Building <input type="checkbox"/> Accessibility <input type="checkbox"/> Maintenance/Rehab <input type="checkbox"/> Other	Futures	<input checked="" type="checkbox"/> Prototype <input type="checkbox"/> Feasibility Study <input type="checkbox"/> Revitalization Opportunity <input type="checkbox"/> New Method or Approach
Housing	<input type="checkbox"/> Rental Housing <input type="checkbox"/> Housing For Buyers	Homeless	<input type="checkbox"/> Housing <input type="checkbox"/> Services

5. Budget: Summarize your project budget by estimated costs, revenue, and fund source.

EXPENDITURES	TOTAL PROJECT COSTS	AMOUNT OF CD REVENUES	AMOUNT OF NON-CD REVENUES	SOURCE OF NON-CD FUNDED PORTION
A. Personnel Costs				
1. Salaries/Wages (attach detail)	\$ 68,625	\$13,400	\$55,225	MSCR
2. Fringe Benefits	17,830	1,500	16,330	MSCR
3. Payroll Taxes				
B. Non-Personnel Costs				
1. Office Supplies/Postage/Program Supplies	8,000	4,000	4,000	MSCR
2. Telephone/Internet	2,700		2,700	MSCR
3. Rent/Utilities	61,900	52,950	8,950	MSCR
4. Professional Fees & Contract Services	2,000		2,000	MSCR
5. Work Supplies and Tools				
6. Other: Food, Transportation, apparel, etc.	6,000		6,000	MSCR
C. Capital Budget Expenditures (Detail in attachment C)				
1. Capital Cost of Assistance to Individuals (Loans)				
2. Other Capital Costs:				
D. TOTAL (A+B+C)	\$167,055	\$71,850	\$95,205	

6. Action Plan/Timetable

Estimated Month of Completion
(If applicable)

Describe the major actors and activities, sequence, and service location, days and hours which will be used to achieve the outcomes listed in # 1.

Use the following format:
(Who) will do (what) to (whom and how many) (when) (where) (how often). A flowchart may be helpful.

September 2009 MSCR applies for Neighborhood and Community Development Funds

October 2009 MSCR establishes a program plan for the 2009-10.

Develop activities and classes to begin fall 2009.
Continue seeking funds through the Madison Metropolitan School District and the City of Madison for 2010 facility operation and programs.

Jan-Dec 2010 Maintain operation of the Meadowood Neighborhood Center.

7. What was the response of the alderperson of the district to the project?

Alderson has been supportive of the opening and operation of the Pilot Meadowood Neighborhood Center.

8. Does agency seek funds for property acquisition and/or rehab? [If applicable, describe the amount of funds committed or proposed to be used to meet the 25% match requirements (HOME or ESG) with its qualifications.]

No Complete Attachment A
_____ Yes Complete Attachment B and C and one of the following:
_____ D Facilities
_____ E Housing for Buyers
_____ F Rental Housing and Proforma

9. Do you qualify as a Community Housing Development Organization (CHDO)? (See attachment G for qualifications.)

No _____ Yes - Complete Attachment G

10. Do you seek Scattered Site Acquisition Funds for acquisition of service-enriched housing?

No _____ Yes - Complete Attachment B, C, F, and H

11. Do you seek ESG funds for services to homeless persons?

No _____ Yes - Complete Attachment I

12. This proposal is hereby submitted with the approval of the Board of Directors/Department Head and with the knowledge of the agency executive director, and includes the following:

Future Fund (Attachment A) _____ Housing for Resale (Attachment E)
_____ Property Description (Attachment B) _____ Rental Housing and Proforma (Attachment F)
_____ Capital Budget (Attachment C) _____ CHDO (Attachment G)
_____ Community Service Facility (Attachment D) _____ Scattered Site Funds Addendum (Attachment H)
_____ ESG Funding Addendum (Attachment I)

Signature: Lucy Chaffin Date: September 11, 2009
Executive Director

For additional information or assistance in completing this application, please contact the CD Office at 267-0740.

FUTURE FUND PROPOSAL ONLY

- A. Describe the project features which make this a prototype project, feasibility study, addresses a short-lived revitalization opportunity or develops a new method or approach, which triggered the need for Future Funds.
- In late spring 2007, the City of Madison Mayor's office invited MSCR Executive Director Lucy Chaffin to a meeting regarding the Meadowood Community Center concept.
 - The Alderperson had requested that the City consider providing a southwest side community center.
 - Mayor's office said it would be a 5-10 year process, starting with feasibility study.
 - Meanwhile, issues were happening in Meadowood Shopping Center and neighborhood, such as loitering by middle and high school aged youth, increased crime in the area.
 - Jacobson Brother's Deli closed in the shopping center, leaving a space vacant next to Meadowood Library.
 - City responds to neighbors via Alder Pham-Remmele that they wanted to acquire the vacant storefront to pilot a small community center there, and eventually use that space to expand library, moving community center to a larger, possibly newly built space.
 - City had Emerging Neighborhood Funds (ENF) available to lease space, and asked if MSCR could be the agent to lease the space, and provide programming in the center.
 - MSCR utilizes many other community spaces for programming, so this was something we would consider.
 - MSCR wrote for and received \$48,401 in ENF funds for calendar year 2008
 - City of Madison agrees to provide funding to MSCR for lease. Mayor's office wrote a "guarantee" for 2009 funding.
 - A Neighborhood meeting with over 75 people who were extremely supportive of this center, wanted it open before November. Several agreed to volunteer.
 - Utilizing budget savings from two other MSCR program areas, and one approved FTE, MSCR would begin programming and staffing the center.
 - Pilot Meadowood Neighborhood Center opening in February 2009 and has proven to be very successful in the first 6 months of operation.