

ORGANIZATION:
PROGRAM/LETTER:

Madison Northside Planning Council (NPC)	
B	Small Office Home Office (SOHO), Entrepreneurial Assistance

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	15,400	0	0	0	15,400
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	6,600	0	6,600	0	0
TOTAL REVENUE	22,000	0	6,600	0	15,400

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
NPC Resources	6,600	Inkind, Revenue Sharing from Program A, and Reserve Funds
	0	
	0	
	0	
	0	
TOTAL	6,600	

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2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

N/A

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

N/A

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

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PRIORITY STATEMENT:	CDBG: F. Business Development - Micro-business (CDBG)

DESCRIPTION OF SERVICES

6. **NEED FOR PROGRAM:** Please identify local community need or gap in service that the proposed program will address.

Northside Madison’s recent neighborhood plan and marketing plan include findings that indicate a need for specifically-targeted economic development. The marketing plan concluded the area would not attract much desirable business investment given the area’s reputation for high crime and low income. Area demographics prove that average income is less than Madison’s as a whole. Families living in poverty are more than double that of Madison as a whole.

The Northside, therefore, needs to invest in its key strength to generate job growth, a city-leading prevalence for home-based businesses, while supporting low & moderate income individuals. For small businesses to succeed, especially those whose owners have little business experience, technical assistance and one-on-one mentoring are critical; and a carefully structured and managed revolving micro-loan program, coupled with technical assistance, can make an immediate impact for Northsiders to grow their own opportunities.

7. **SERVICE DESCRIPTION -** Describe the service(s) provided including your expectations of the impact of your activities.

The SOHO Entrepreneurial Assistance program has two components: 1) Northside-based Revolving Micro-loans and 2) Technical Assistance.

The revolving micro-loan segment will provide up to \$4,000 to assist upstart micro-enterprises, who must fill out an application and submit a business/marketing plan. NPC will form a committee to structure the loan program and draft the application, modeling them after best practices from the city’s CDBG process for revolving loan funds as well as other successful micro-loan programs. Applicants will be chosen based on the micro-enterprise’s ability to create one full time equivalent position for a low or moderate income person, other than the owner, within four years; or evidence that a low or moderate income owner’s job shall become their principal occupation within three years; and demonstration of the likelihood of business success and repayment of the loan within a four year period. When repaid, the funds would be available to new applicants. These investments will significantly assist low to moderate income individuals while aiding the up-start of new businesses in the Northside.

The technical assistance segment will be managed by volunteer members of the Northside Small Office, Home Office Group, through one-on-one mentoring, training seminars and a new website and blog, which will leverage the growing importance of social media to build the Northside’s entrepreneurial capacity.

8. **PROPOSED PROGRAM CONTRACT GOALS:** Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

The revolving micro-loan program will issue three to four qualifying loans each year. The program has no service hours beyond staff or volunteer help to fill out the application.

Volunteer entrepreneurs will provide technical assistance through the SOHO website/blog and periodic meetings and seminars. There are no paid staff for this assistance. Rather than traditional service hours, the SOHO website and blog will deliver 24/7 access to key resources. The website’s potential for assistance to potential entrepreneurs, including lower income individuals seeking assistance is considerable.

9. **SERVICE HOURS:** Frequency, duration of service and hours and days of service availability.

The revolving micro-loan program will issue three to four qualifying loans from its initial grant. Again, the SOHO website will provide technical service on a 24/7 basis along with personalized responses to specific inquiries when Northside entrepreneurs visit the site. The social media component of the SOHO website will enable real-time interaction between new and seasoned entrepreneurs.

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10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

The entrepreneurial assistance program will target low to moderate income economic needs, serving Northside adult entrepreneurs or individuals seeking help starting and growing their businesses.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

NPC serves the approximate 22,500 residents and businesses in the area more commonly defined as "The Northside," encompassing Census Tracts 21, 22, 23.01, 23.02, 24.01, 24.02, 25 & 102.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

NPC will spread awareness of the SOHO entrepreneurial assistance program primarily through print and digital media. Advertisements will appear in the bimonthly Northside News community newspaper and on the NPC website. When the SOHO website launches, it will include information about the micro-loan program. NPC can also leverage neighborhood newsletters and the Northside Yahoo Group to strengthen awareness. NPC will request to present the program to the Northside Business Association members, and may present the program to other community and faith-based groups, including the Latino Chamber of Commerce of Dane County and the African American Black Business Association.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

NPC will coordinate this program with entrepreneurs and small business owners of the Northside Small Office, Home Office (SOHO) Group, whose members will play a key role in driving the success of the revolving micro-loan and technical assistance segments of the entire program.

14. VOLUNTEERS: How are volunteers utilized in this program?

Volunteers are key to the success of the program. NPC will leverage its own volunteers as well as those from the Northside SOHO Group to facilitate the program, staff the application review committee and provide technical assistance. Other Northside residents or business owners with relevant skills will be encouraged to participate.

15. Number of volunteers utilized in 2010?

0

Number of volunteer hours utilized in this program in 2010?

0

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16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

NPC staff and volunteers will partner to eradicate barriers to service whenever necessary. For example, this program will utilize NPC partnerships with faith-based organizations, social service organizations and Spanish-language and Hmong-language volunteers to eliminate service barriers for diverse populations. SOHO training and mentoring will need to include, when necessary, assistance in translating forms and web content, and teach lower income individuals small business success factors such as budgeting, market planning and sales.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

NPC's Executive Director has overseen or implemented various revolving loan programs over the past eight years. NPC has overseen two other revolving loan programs in the past with great success. This program will utilize best practices from other similar programs and will leverage the skills and business experience of Northside entrepreneurs and small business owners to ensure the program's success. The Northside SOHO Group has a core membership of six to eight seasoned entrepreneurs in a diverse range of B2B and B2C businesses.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

N/A

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Executive Director	1.0	Yes	M.S. Community Econ. Devel.; Ten years of Leadership Experience
Accounts Specialist	0.1	No	Five years of administrative / accounting expertise

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CDBG DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "CDD Community Development Program Goals & Priorities". If not applying for CDBG Office Funds, go to Community Resources Description of Services Supplement (p. 7), or go to Demographics (p. 8).

20. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2011-2012.

Income Level	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	20
Between 30% to 50% of county median income	6
Less than 30% of county median income	2
Total households to be served	28

21. If projections for 2012 will vary significantly from 2011, complete the following:

Income Level for 2012	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

22. AGENCY COST ALLOCATION PLAN: What method does your agency use to determine indirect cost allocations among programs?

<p>This program has only direct costs (loans and entrepreneurial assistance). 10% of NPC staff time and resources shall be dedicated to this program in collaboration with its other program, ensuring most indirect costs are absorbed.</p> <ul style="list-style-type: none"> • Approx. \$2,400 will be used for direct assistance to low to moderate income participants via an interactive website and blog and through providing training and technical assistance seminars. • Approx. \$6,600 will be used for direct operating costs associated with the program. • Approx. \$13,000 will be used directly for micro-loans.

23. PROGRAM ACTIVITIES: Describe activities/benchmarks by timeline to illustrate how your program will be implemented.

Activity Benchmark	Est. Month of Completion
Create loan application materials and finalize qualification criteria.	April
Create, update and finalize website and blog and plan outreach/training efforts.	April
Market program and increase capacity to ensure its success.	1/11 to 12/11
Begin processing loans, and finishing three to four by the end of the year.	4/11 to 12/11
Continue monthly technical assistance, trainings, seminars and constant web maintenance.	4/11 to 12/11

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COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

N/A

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

0.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

- Number of children enrolled in free and reduced lunch
- Individuals or families that report 0-50% of Dane County Median Income
- Individual or family income in relation to Federal Poverty guidelines
- Other

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

N/A

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

N/A

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28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	28	100%	AGE		
MALE	14	50%	<2	0	0%
FEMALE	14	50%	2 - 5	0	0%
UNKNOWN/OTHER	0	0%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	8	29%
			30 - 59	20	71%
			60 - 74	0	0%
			75 & UP	0	0%
			TOTAL AGE	28	100%
			RACE		
			WHITE/CAUCASIAN	17	61%
			BLACK/AFRICAN AMERICAN	5	18%
			ASIAN	3	11%
			AMERICAN INDIAN/ALASKAN NATIVE	0	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	3	11%
			TOTAL RACE	28	100%
			ETHNICITY		
			HISPANIC OR LATINO	3	11%
			NOT HISPANIC OR LATINO	25	89%
			TOTAL ETHNICITY	28	100%
			PERSONS WITH DISABILITIES	0	0%
			RESIDENCY		
			CITY OF MADISON	28	100%
			DANE COUNTY (NOT IN CITY)	0	0%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	28	100%

Note: Race and ethnic categories are stated as defined in HUD standards

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29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	28
Total to be served in 2011.	28

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1: NPC will fund three to four micro-loans to qualifying Northside residents.

Performance Indicator(s): Number of permanent businesses as principal employment for lower income owners and/or number of full time positions for lower income residents.

Proposed for 2011:	Total to be considered in	4	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	3
Proposed for 2012:	Total to be considered in	4	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	3

Explain the measurement tools or methods: The timely repayment of loan installments, accompanied by reports on owner's or individual's progress meeting loan criteria.

Outcome Objective # 2: NPC's SOHO volunteers will provide direct and indirect technical assistance to low to moderate income entrepreneurs.

Performance Indicator(s): Number of low to moderate income entrepreneurs assisted throughout the year.

Proposed for 2011:	Total to be considered in	24	Targeted % to meet perf. measures	90%
	perf. measurement		Targeted # to meet perf. measure	21.6
Proposed for 2012:	Total to be considered in	30	Targeted % to meet perf. measures	90%
	perf. measurement		Targeted # to meet perf. measure	27

Explain the measurement tools or methods: Tracking the number of qualifying individuals attending trainings or seminars; & monitoring the number of unique visitors to web site via web metrics.

1. AGENCY CONTACT INFORMATION

Organization	Madison Northside Planning Council (NPC)		
Mailing Address	2702 International Lane, Suite 203, Madison, WI 53704		
Telephone	608-661-0060		
FAX	608-661-0064		
Admin Contact	Scott Heinig, Executive Director		
Financial Contact	Dana Slowiak, Accounts Specialist		
Website	www.northsideplanningcouncil.org		
Email Address	scott@northsideplanningcouncil.org		
Legal Status	Private: Non-Profit		
Federal EIN:	39-1759164		
State CN:	507824		
DUNS #			

2. CONTACT INFORMATION

A	Engaging the Community and Building Neighborhood Capacity		
	Contact: Ellen Barnard	Phone: 250-1928	Email: cherokeemarsh@gmail.com
B	Small Office Home Office (SOHO), Entrepreneurial Assistance		
	Contact: Mary Schumacher	Phone: 242-1879	Email: mary@careerframes.com
C	Program C		
	Contact:	Phone:	Email:
D	Program D		
	Contact:	Phone:	Email:
E	Program E		
	Contact:	Phone:	Email:
F	Program F		
	Contact:	Phone:	Email:
G	Program G		
	Contact:	Phone:	Email:
H	Program H		
	Contact:	Phone:	Email:
I	Program I		
	Contact:	Phone:	Email:
J	Program J		
	Contact:	Phone:	Email:
K	Program K		
	Contact:	Phone:	Email:
L	Program L		
	Contact:	Phone:	Email:

3. AGENCY REVENUE DETAILED BY PROGRAM

REVENUE SOURCE	2009 ACTUAL	2010 BUDGET	2011 PROPOSED	2011 PROPOSED PROGRAMS			
				A	B	C	D
DANE CO HUMAN SVCS		0	0	0	0	0	0
DANE CO CDBG		0	0	0	0	0	0
MADISON-COMM SVCS	58,172	58,172	62,437	62,437	0	0	0
MADISON-CDBG		0	15,400	0	15,400	0	0
UNITED WAY ALLOC		0	0	0	0	0	0
UNITED WAY DESIG		0	0	0	0	0	0
OTHER GOVT		0	0	0	0	0	0
FUNDRAISING DONATIONS	22,304	17,000	17,000	17,000	0	0	0
USER FEES		0	0	0	0	0	0
OTHER	75,030	82,511	83,600	77,000	6,600	0	0
TOTAL REVENUE	155,506	157,683	178,437	156,437	22,000	0	0

REVENUE SOURCE	2011 PROPOSED PROGRAMS CONT.						
	E	F	G	H	I	J	K
DANE CO HUMAN SVCS	0	0	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0	0	0
OTHER GOVT	0	0	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0	0	0
USER FEES	0	0	0	0	0	0	0
OTHER	0	0	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0	0	0

REVENUE SOURCE	2011 PROPOSED PROGRAMS CONT.						
	L						Non-City
DANE CO HUMAN SVCS	0						0
DANE CO CDBG	0						0
MADISON-COMM SVCS	0						0
MADISON-CDBG	0						0
UNITED WAY ALLOC	0						0
UNITED WAY DESIG	0						0
OTHER GOVT	0						0
FUNDRAISING DONATIONS	0						0
USER FEES	0						0
OTHER	0						0
TOTAL REVENUE	0						0

AGENCY ORGANIZATIONAL PROFILE

4. AGENCY MISSION STATEMENT

To improve the quality of life for all Northside residents through advocating and supporting the economic growth, stability and connectivity of the Northside community, enhancing opportunities for all businesses and residents by:

I. Investing in econ. development, beautification and community betterment

A. Business/Entrepreneur Assistance; B. Beautification/Northside Identity; C. Econ. Develop. Projects

II. Promoting community connectivity, participation and voice on issues

A. Northside News; B. Community Representation and Involvement; C. Community Outreach

5. AGENCY EXPERIENCE AND QUALIFICATIONS

NPC began in 1993 with City support and has grown into one of Madison's most successful and effective community organizations. NPC has won numerous awards for its 17 years of community achievement, including the National Neighborhood of the Year Award from Neighborhoods USA and the CDBG 30 Year Madison Community Development Award. NPC works with diverse community leaders from 26 neighborhood, business, senior, faith, school and community center groups. Our citizen leaders, supported by professional capacity-building staff, assess the needs of the Northside community, develop partnerships and actively lead advocacy and organizing efforts to meet our community's goals and address issues.

Over 17 years, NPC has partnered with the City to transform an unorganized, socially fragmented and politically ignored community into Madison's most engaged, informed and best-organized community with a strong identity and high quality of life. Major accomplishments include organizing 11 new neighborhood associations, partnering with the City to build Warner Park Community Recreation Center, organizing the award-winning Troy Gardens project, successfully advocating for a new grocery store, an expanded library and better schools, publishing the Northside News community newspaper, and developing the "Northside Brand" and "Community Vision."

Today, the most significant issues facing Madison's Northside Neighborhood, center around economic hardship (poverty, job loss, disinvestment, visual blight, etc.). NPC recognizes we must further engage our community to enhance the Northside Neighborhood's capacity, so as to better lead Community-based Economic Development (CED) opportunities (actively inspiring the rebuilding and investment of our community economically from within), promote new jobs and foster investments to positively impact low and moderate income families and youth. Now, more than ever, NPC's 17 years of community organizing experience is needed to engage the community and build neighborhood capacity that will create new and stronger partnerships, connecting and addressing the needs of both the residential and business community, to invest and promote strategies that will enhance the entire Northside Neighborhood.

NPC has hired a seasoned CED professional as their new Executive Director to lead these capacity building efforts and implement the following goals and objectives over the next two years:

GOAL ONE
CREATE NEW AND INCREASED CAPACITY

Advocate CED/Northside Neighborhood strategies through creating and expanding new and stronger partnerships with community leaders: Northside Business Association; Small Office Home Office; NPC Community Membership; Neighborhood Associations and Organizations; Independent Businesses; Not for profit Organizations; Local Government; and Education and Workforce Development.

GOAL TWO
INVESTING IN ECONOMIC DEVELOPMENT, BEAUTIFICATION AND COMMUNITY BETTERMENT

A. Business/Entrepreneur Assistance

- Create and support a Small Office Home Office (SOHO), Entrepreneurial Assistance Program
- Seek opportunities to retain, expand and recruit businesses to the area and promote the creation of an informational database to optimize business investment
- Investing in local businesses, entrepreneurs and opportunities to train the local workforce and utilize existing Business Development Centers/Agencies, CDBG, RLF, TIF, BID and other programs

B. Beautification/Northside Identity

- An Art & Design Team shall work to "Brand" the Northside and promote visual and aesthetic enhancement throughout the community

• Redefine the "Image" of Madison's Northside as a vibrant and beautiful Neighborhood, investing in

6. AGENCY GOVERNING BODY

How many Board meetings were held in 2009?	12
How many Board meetings has your governing body or Board of Directors scheduled for 2010?	18
How many Board seats are indicated in your agency by-laws?	9

Please list your current Board of Directors or your agency's governing body.

Name	Ellen Barnard, Chair				
Home Address	925 Burning Wood Way, Madison, WI 53704				
Occupation	Private Business				
Representing	Cherokee Park; Northside Business Association; Whitetail Ridge				
Term of Office		From:	01/2010	To:	01/2013
Name	Jeff Shokler, Vice Chair				
Home Address	1509 Hooker Avenue, Madison, WI 53704				
Occupation	Education/Administration				
Representing	Sherman Triangle; East Area PTO Coalition; Mendota Hills				
Term of Office		From:	01/2010	To:	01/2012
Name	Char Tortorice, Treasurer				
Home Address	1520 Drewry Lane, Madison, WI 53704				
Occupation	Education/Administration				
Representing	Lake View Hill; Nobel Park; Maple Bluff				
Term of Office		From:	01/2010	To:	01/2013
Name	Nikki Moriarity, Secretary				
Home Address	501 East Bluff, Madison, WI 53704				
Occupation	Public Services				
Representing	East Bluff; Northport Apartments				
Term of Office		From:	01/2010	To:	01/2012
Name	Terrie Anderson				
Home Address	1409 Iowa Drive, Madison, WI 53704				
Occupation	Varied				
Representing	Community GroundWorks; Troy Gardens Community Housing; Friends of Cherokee Marsh				
Term of Office		From:	01/2010	To:	01/2013
Name	Anita Weier				
Home Address	22 Golf Course Road, Madison, WI 53704				
Occupation	Communications				
Representing	Cherokee Townhouses; Cherokee II Condos; Cherokee Garden				
Term of Office		From:	01/2010	To:	01/2013
Name	Lorie Walker				
Home Address	1529 Lake View Avenue, Madison, WI 53704				
Occupation	Education/Administration				
Representing	Friends of Lake View Hill Park; Berkley Oaks; North East Side Senior Coalition				
Term of Office		From:	01/2010	To:	01/2013
Name	Diane Brown				
Home Address	1826 Windom Way, Madison, WI 53704				
Occupation	Public Services				
Representing	Sherman; Brentwood Village; Northside Timebank				
Term of Office		From:	01/2010	To:	01/2012

AGENCY GOVERNING BODY cont.

Name

Kelly Olson

Home Address

1622 Randy Lane, Madison, WI 53704

Occupation

Facilities Management

Representing

Lakeview Lutheran Church; Vera Court Neighborhood Center

Term of Office

	From:	01/2010	To:	01/2012
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Name

Home Address

Occupation

Representing

Term of Office

	From:	mm/yyyy	To:	mm/yyyy
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Name

Home Address

Occupation

Representing

Term of Office

	From:	mm/yyyy	To:	mm/yyyy
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Name

Home Address

Occupation

Representing

Term of Office

	From:	mm/yyyy	To:	mm/yyyy
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Name

Home Address

Occupation

Representing

Term of Office

	From:	mm/yyyy	To:	mm/yyyy
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Name

Home Address

Occupation

Representing

Term of Office

	From:	mm/yyyy	To:	mm/yyyy
--	-------	---------	-----	---------

Name

Home Address

Occupation

Representing

Term of Office

	From:	mm/yyyy	To:	mm/yyyy
--	-------	---------	-----	---------

Name

Home Address

Occupation

Representing

Term of Office

	From:	mm/yyyy	To:	mm/yyyy
--	-------	---------	-----	---------

Name

Home Address

Occupation

Representing

Term of Office

	From:	mm/yyyy	To:	mm/yyyy
--	-------	---------	-----	---------

AGENCY GOVERNING BODY cont.

Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

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Home Address

Occupation

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Term of Office

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Term of Office

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To: mm/yyyy

Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

7. STAFF-BOARD-VOLUNTEER DEMOGRAPHICS

Indicate by number the following characteristics for your agency's current staff, board and volunteers.

Refer to application instructions for definitions. You will receive an "ERROR" until completing the demographic information.

DESCRIPTOR	STAFF		BOARD		VOLUNTEER	
	Number	Percent	Number	Percent	Number	Percent
TOTAL	4	100%	9	100%	134	100%
GENDER						
MALE	1	25%	1	11%	53	40%
FEMALE	3	75%	8	89%	81	60%
UNKNOWN/OTHER	0	0%	0	0%	0	0%
TOTAL GENDER	4	100%	9	100%	134	100%
AGE						
LESS THAN 18 YRS	0	0%	0	0%	0	0%
18-59 YRS	4	100%	6	67%	107	80%
60 AND OLDER	0	0%	3	33%	27	20%
TOTAL AGE	4	100%	9	100%	134	100%
RACE*						0
WHITE/CAUCASIAN	4	100%	9	100%	113	84%
BLACK/AFRICAN AMERICAN	0	0%	0	0%	10	7%
ASIAN	0	0%	0	0%	5	4%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%	0	0%	0	0%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%	0	0%	0	0%
MULTI-RACIAL:	0	0%	0	0%	0	0%
Black/AA & White/Caucasian	0	0%	0	0%	0	0%
Asian & White/Caucasian	0	0%	0	0%	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%	0	0%	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%	0	0%	0	0%
BALANCE/OTHER	0	0%	0	0%	6	4%
TOTAL RACE	4	100%	9	100%	134	100%
ETHNICITY						
HISPANIC OR LATINO	0	0%	0	0%	0	0%
NOT HISPANIC OR LATINO	4	100%	9	100%	134	100%
TOTAL ETHNICITY	4	100%	9	100%	134	100%
PERSONS WITH DISABILITIES	0	0%	0	0%	0	0%

*These categories are identified in HUD standards.

8. AGENCY EXPENSE BUDGET

This chart describes your agency's total expense budget for 3 separate years.

Where possible, use audited figures for 2009 Actual. The 2010 Budget and 2011 Proposed Budget will autofill from information you provided elsewhere in the application.

Account Description	2009 ACTUAL	2010 BUDGET	2011 PROPOSED
A. PERSONNEL			
Salary	82,650	104,917	109,746
Taxes	6,850	8,026	9,091
Benefits	14,170	4,200	0
SUBTOTAL A.	103,670	117,143	118,837
B. OPERATING			
All "Operating" Costs	34,838	32,140	35,800
SUBTOTAL B.	34,838	32,140	35,800
C. SPACE			
Rent/Utilities/Maintenance	8,225	8,400	8,400
Mortgage (P&I) / Depreciation / Taxes	0	0	0
SUBTOTAL C.	8,225	8,400	8,400
D. SPECIAL COSTS			
Assistance to Individuals	0	0	0
Subcontracts, etc.	0	0	15,400
Affiliation Dues	0	0	0
Capital Expenditure	0	0	0
Other:	0	0	0
SUBTOTAL D.	0	0	15,400
SPECIAL COSTS LESS CAPITAL EXPENDITURE	0	0	15,400
TOTAL OPERATING EXPENSES	146,733	157,683	178,437
E. TOTAL CAPITAL EXPENDITURES	0	0	0

9. PERSONNEL DATA: List Percent of Staff Turnover

25.0%

Divide the number of resignations or terminations in calendar year 2009 by total number of budgeted positions.

Do not include seasonal positions. Explain if you had a 20% or more turnover rate in a certain staff position/category.

Discuss any other noteworthy staff retention issues, or policies to reduce staff turnover.

We only have four positions (2.3 FTE). The Lead Organizer retired from the profession at the end of 2009. In preparation for this change, NPC also reorganized, creating a new internal structure, and replaced the Lead Organizer with an Executive Director. The new Executive Director was hired in December of 2009.

10. PERSONNEL DATA: Personnel Schedule

List each individual staff position by title. Seasonal Employees should be entered at the bottom.

Indicate if the position meets the Living Wage Exception with an asterisk (*).

Indicate the number of 2011 Proposed Full-Time Equivalents (FTEs) in each staff position, across all agency programs.

Indicate the total salaries for all FTEs in that staff position. Do NOT include payroll taxes or benefits in this table.

Staff Position/Category	2010		2011		Hourly Wage	A FTE	B FTE	C FTE
	Est. FTE	Est. Salary	Proposed FTE	Proposed Salary				
Executive Director	1.0	56,000	1.0	58,000	27.88	0.9	0.1	0.0
Editor, Northside News	0.8	28,080	0.8	29,640	19.00	0.8	0.0	0.0
Desktop Publishing Specialist	0.5	17,680	0.5	18,200	17.50	0.5	0.0	0.0
Accounts Specialist	0.1	3,157	0.1	3,906	21.70	0.1	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
	0.0	0	0.0	0	0.00	0.0	0.0	0.0
TOTAL	2.3	104,917	2.3	109,746		2.2	0.1	0.0

TOTAL PERSONNEL COSTS: 109,746

Seasonal/Project Employee ONLY	Nbr of Weeks	Total Hours	Hourly Wage	Seasonal Earnings	A # HRS	B # HRS	C # HRS
	0	0	0.00	0	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00
TOTAL	0	0		0	0.00	0.00	0.00

ORGANIZATION:

Madison Northside Planning Council (NPC)

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	