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Subject: 2014 Emerging Opportunities Program Spring Funding Process
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Proposal Applications for the Spring Emerging Opportunities Program RFP Process will be available on the [CDD Funding Opportunities Website](#) on Monday, January 27, 2014.

Guideline Overview

The Emerging Opportunities Program (EOP) was established to support projects and activities that address emerging needs or unanticipated opportunities that arise outside of the Community Development Division's (CDD) more formal Purchase of Service processes. The EOP was created to allow the City to respond in a more timely manner and seize opportunities as they are presented and most viable. The EOP is also intended for new and nascent organizations to receive City financial support, provided they demonstrate broad engagement in the development of the project or activity the organization proposes.

The City of Madison is seeking proposals at this time that address issues of poverty and inequality in the City of Madison. Strong proposals will:

- 1) Focus on emerging needs or unanticipated opportunities in the City that warrant resources and attention at this time; and
- 2) Present opportunities to try new or innovative approaches to resolving issues or problems that adversely affect the City's quality of life; and
- 3) Demonstrate resident and community interest and engagement in the development of the proposed project.

Preference will be given to new or nascent organizations. Proposals should address needs that arise outside the timelines and/ or scopes of other established City funding processes. The program's intent is to address issues that impact such things as access to affordable housing; services for children, youth, and families; employment and training programs and other activities that help improve the quality of life in Madison's neighborhoods.

Updates

The Guidelines and funding parameters for this program have been updated since the 2013 funding cycle. The current guidelines are more clearly defined than last cycle. The guidelines still maintain the "broad net" in regards to innovation that was the intent of the ordinance, while also articulating the preference stated in the ordinance and by the reviewing committees in the last cycle to fund projects, programs and organizations that are new and innovative.

New rules or parameters for this cycle include:

- Only one proposal per agency will be accepted.
- Funds allocated in the Spring 2014 EOP process must be expended by December 31, 2014.
- Projects currently funded through CDD or EOP can not apply for expansion funds for their current projects or programs. (As current contracts expire, these projects or programs would be eligible to apply for additional funds)
- Guidelines and criteria clearly state ordinance and committee preference to fund new programs.
- Proposal criteria statements were reworked to allow extra/compensatory points for new

organizations.

- Guidelines clearly articulate option for agencies to present to Conference Committee.
- Resident engagement in the development of the proposal is highlighted in award criteria.
- Proposal format more clearly ties questions to criteria.
- Total funds available in the 2013 EOP process totaled \$244,000. Seventeen awards were made ranging from \$5,000 to \$27,000; the average award was \$14,400. \$100,000 is available for the Spring 2014 EOP process, and another \$100,000 will be made available for the Fall EOP process.

Additional information on this opportunity and process will be available on the [EOP website](#).

Timeline

January 27, 2014	Proposal form will become available on the CDD Funding Opportunities website.
February 17, 2014	Proposal is due at 12:00 pm (noon). Late applications will not be accepted.
Week of March 17	Conference Committee meets to hear presentations and finalize recommendations.
April 8	Conference Committee recommendations are introduced at Common Council meeting. Recommendations for funding and final decisions will be posted on the Emerging Opportunities Program website .



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