



## Office of the Mayor

David J. Cieslewicz

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March 24, 2011

Dear Neighborhood Residents and Community Groups:

I am pleased to announce that the City of Madison is now taking applications for the 2011 allocation of Emerging Neighborhoods grant funds. The purpose of this City program is to enhance the quality of life in our challenged neighborhoods where lower income people live, particularly through innovative and grassroots approaches to neighborhood-based community building. This program provides a unique opportunity for neighborhood groups and organizations to develop and propose a broad array of neighborhood-initiated improvements and organizing projects. A neighborhood group may be established just to undertake a project – the group does not need to be “incorporated.”

Please review the attached Proposal Guidelines and Application Form to decide whether your group would be interested in developing a grant proposal. A total of \$50,000 is available for distribution in 2011. **This is expected to be the only application opportunity for the year.** Applications must be received in the Mayor’s Office 4:30 p.m. on Friday, April 22, 2011 in order to be considered for funding. If you have questions or need further information, please contact the City staff listed in the Proposal Guidelines and Application form.

I look forward to receiving your ideas and proposals that will continue to improve the quality of life throughout our neighborhoods in the City of Madison.

Sincerely,

David J. Cieslewicz  
Mayor

Enclosures



## Office of the Mayor

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# City of Madison Emerging Neighborhoods Funds Proposal Guidelines 2011

## I. PURPOSE

The City of Madison is seeking proposals from neighborhood groups, non-profit agencies and other community-based organizations to address emerging challenges in neighborhoods.

## II. PROGRAM GOAL AND OBJECTIVES

**Goal:** To quickly deploy resources to neighborhoods facing challenges in an effort to address emerging problems before they become more serious and more expensive to address in later years.

### Program Objectives:

- Address emerging or short-term opportunities to build on the assets of the neighborhood.
- Promote innovative approaches to neighborhood-based community building.

## III. ELIGIBILITY

Non-profit organizations and agencies that have obtained tax-exempt status under Section 501(c)(3) of the IRS tax code and/or have incorporated under Chapter 181, Wisconsin Statutes, are eligible to apply for this program.

Unincorporated neighborhood resident groups are also encouraged to apply for this program. Prior to receiving funding, these groups (at the City's discretion) may be required to secure a fiscal agent to disburse the grant monies received.

While not a specific requirement of the application to receive the endorsement or support of the Alderperson(s) in the district(s) most likely to be affected by your program, the Emerging Neighborhood Fund Committee strongly encourages applicants to make contact with the appropriate Alderperson(s) prior to submitting an application.

#### IV. FUNDS AVAILABILITY

Funds will be administered by the Mayor's Office. Applications will be reviewed by the Emerging-Neighborhood Fund Workgroup, a body that is comprised the Mayor's representative, members of the City's Community Services Committee and Community Development Block Grant Committee and three City staff members. Funding recommendations will be submitted to the Mayor and Common Council for approval.

A maximum of \$50,000 is available for this round of funding. Grant amounts typically begin at \$2,500 and are generally not more than \$10,000, although exceptional circumstances will be considered. This is the only expected application opportunity for 2011.

Funding should not be requested for a program that would be appropriate for other City Grant Funds such as those available from the Office of Community Services, the Community Development Block Grant Office or the Neighborhood Grant Programs unless the funds requested are for a short-term opportunity that cannot be met within the timeline of the other City Grant Fund sources.

Funding can be used for childcare, tuition assistance, housing, neighborhood revitalization, early childhood education and other programs to enhance the quality of life in the City's emerging neighborhoods, which includes, but is not limited to:

- Costs for staff hours;
- Operating costs such as office supplies, telephone, postage, printing, training, rent, transportation, insurance and bookkeeping/audit fees;
- Fees and scholarships;
- Program supplies and equipment; and
- Capital costs necessary to operate a program may be approved if integral to the program and funding is unavailable from other sources.

#### V. AWARD CRITERIA

The Emerging Neighborhood Fund Workgroup will evaluate proposals based on the following criteria and will register a numeric score between one (1) and five (5) for each criterion:

- Extent to which the project is unique, short-term and not duplicative to other funding sources; and
- Extent to which the need is well articulated and responsive to an emerging issue in the neighborhood(s); and
- Extent to which the project is well-planned, feasible, and likely to be beneficial to the neighborhood(s); and
- Extent to which the project includes the involvement of a diverse group of residents and businesses; and
- Extent to which the project budget is detailed, practical, and involves a one-time expenditure or demonstrates long-term sustainability through volunteer support or other resources.

**VI. REPORTING REQUIREMENTS**

All grant recipients will be required to submit periodic service and financial reports for the term of the Agreement. Report deadlines and specific reporting agreements will be established in a written agreement with the City.

**VII. SUBMITTAL OF APPLICATION**

Submit your original proposal and seven (7) copies, either through the mail to the City of Madison, Mayor's Office, 210 Martin Luther King, Jr., Blvd., Room 403, Madison, WI 53703, or hand deliver to the Mayor's Office, Room, 403, City County Building, 210 Martin Luther King, Jr., Blvd.

**Proposals must be received no later than 4:30 p.m. on Friday, April 22, 2011.**

**VIII. EXPECTED TIMELINE\***

Proposals due in Mayor's Office	4:30 p.m., April 22, 2011
Proposals reviewed by Emerging Neighborhoods Fund Committee	By April 26, 2011
Resolution introduced at Common Council	May 3, 2011
Resolution acted on by the Common Council	May 17, 2011
Contracts prepared and programs initiated	By June 1, 2011

\*Tentative dates subject to change

**IX. TECHNICAL ASSISTANCE AND CONTACT PEOPLE**

Questions and requests for technical assistance or questions concerning the program guidelines or application form may be directed to either of the following people:

Lorri Wendorf, Office of Community Services, at 261-9121, Ext. 260 or [lwendorf@cityofmadison.com](mailto:lwendorf@cityofmadison.com).

Chris Klein, Office of the Mayor, at 266-4611 or [cklein@cityofmadison.com](mailto:cklein@cityofmadison.com).

## Application for Emerging Neighborhoods Funds – 2011

Submit original and seven (7) complete copies of this application to the Mayor's Office,  
Room 403, City County Bldg., 210 Martin Luther King Jr., Blvd. Madison, WI 53703

**Deadline: 4:30 p.m. on Friday, April 22, 2011**

Program Title:	_____	Amount Requested: \$	_____	Neighborhood Funds
Neighborhood:	_____			
Agency or Group:	_____			
Address:	_____			
Contact Person:	_____	Telephone:	_____	
		E-Mail:	_____	

1. Program Description: Provide an overview of the program. Summarize the program's major purpose and detail the anticipated outcomes in terms of the problems or issues to be addressed.

2. Target Population: Describe who will benefit from this program, why they will benefit, and provide an estimate of the number of unduplicated persons or households who will be served by this program.

3. Program Objectives: The purpose of these City funds is to address emerging challenges in our neighborhoods. Briefly describe how your proposal will meet this objective.

4. Neighborhood Involvement: Describe the level of interest and support from residents and other neighborhood stakeholders (e.g., residents, neighborhood association, alder, youth group, community agency, faith-based group, school group, local businesses or service providers).

Estimated Month of Completion .....  
(If applicable)

5. Action Plan/Timetable

Describe the major actors and activities, sequence, service location, and schedule which will be used to achieve the program's purpose and 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.

6. Sustainability of Program: If the proposed program is intended to continue beyond 2010, describe how it will be sustained through financial and volunteer resources.

7. Budget: Complete the attached budget page (See Attachment A).

8. Additional Questions:

a) Have you contacted the Alderperson(s) for the district(s) that will be most directly affected by your proposal?  Yes  No

b) Have you previously applied for Emerging Neighborhoods Funds?  Yes  No  
If yes, for what project(s): \_\_\_\_\_

c) What other funding have you applied for and/or received related to this project? \_\_\_\_\_  
\_\_\_\_\_

d) Is your organization/group a 501(c)(3) under the IRS tax code?  Yes  No

e) Is your organization/group incorporated under Chapter 181, Wis. Stats?  Yes  No

f) Is your organization/group willing to accept funding in an amount less than requested?  Yes  No

9. Name and signature of the principal individual responsible for this program proposal:

Name: \_\_\_\_\_

Title (if applicable): \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



## Attachment A

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

BUDGET EXPENDITURES	TOTAL PROJECT COSTS	AMOUNT OF CITY \$ REQUESTED	AMOUNT OF NON-CITY REVENUES	SOURCE OF NON-City FUNDED PORTION
<b>A. Personnel Costs</b>				
1. Salaries/Wages (show detail below)	\$	\$	\$	
2. Fringe Benefits and Payroll Taxes				
<b>B. Non-Personnel Costs</b>				
1. Office Supplies/Postage/Printing				
2. Training and Transportation				
3. Rent/Utilities/Telephone				
4. Professional Fees/Audit/Insurance				
5. Program Supplies and Equipment				
6. Other (explain):				
<b>C. Capital Budget Expenditures</b>				
1. Proposed Capital Costs **Explain below				
<b>D. TOTAL (A + B + C)</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<del>                    </del>

**Personnel Chart:**

Title of Staff Position	F.T.E.*	Proposed Hourly Wage
		\$
Total:		<del>                    </del>

\*FTE = Full Time Equivalent (1.00, .75, .50, etc.) 2080 hours = 1.00 FTE

Note: For all service contracts worth \$5,000 or more, employees must be paid--the City's living wage of \$11.66 effective January 1 – December 31, 2010.

**\*\*Capital costs explanation (Please note that capital costs are not a priority for this program, but may be considered if integral to operate your proposed program and funding is unavailable from other sources.)**

If you need assistance with this application or are unclear about how to answer the above questions please feel free to contact Lorri Wendorf at (608) 261-9121, #260 or email her at [lwendorf@cityofmadison.com](mailto:lwendorf@cityofmadison.com).