

**2014 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:** Zion City Feasibility Study
2. **Agency Name:** Zion City International Church Ministries
3. **Requested Amount:** \$10,000
4. **Project Type:** New Continuing

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

Objective: Create or improve safe, accessible, energy efficient and well-maintained community and neighborhood facilities.

Futures Fund Reserve Fund: Projects must help a non-profit community agency develop a prototype or conduct a feasibility study or address a short-lived revitalization opportunity or develop a new method or approach while also addressing one of the Community Development objectives.

6. **Product/Service Description:**

Zion City International Church Ministries proposes to hire a consultant to conduct a feasibility study that would assess the organization's capacity to raise private funding through a capital campaign. The goal of the campaign would be to raise funds that would be used to renovate the 26,000 square foot building recently donated to Zion City. The building needs substantial rehabilitation in order to organize and maximize use of space for various programs. A recent estimate placed cost of rehabilitation for the community center portion of the facility at approximately \$1.45 million dollars

This study would help determine if a capital campaign for funds to rehab the facility would be possible and at what level. Amanda White Consulting, the proposed consulting firm, has a strong track-record and appears ready and able to complete the study.

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

A narrative report analyzing Zion City's capacity and potential to raise funds to renovate its Applegate Rd. facility and providing recommendations for next steps.

8. **Staff Review:**

In March of 2014 Zion City International Church Ministries received a donation of a 26,000 sq. ft. building located at 1317 Applegate Rd., just southeast of and across Fish Hatchery Rd. from the Leopold/Arbor Hills neighborhood (see attached map). The organization is currently negotiating to either purchase or lease the land on which the building is sited. Zion City plans to use the facility for both church functions and as a community center open to all Madison residents, with a focus on the Leopold-Arbor Hills and south Madison areas.

Zion City currently uses its Applegate Rd. facility for a variety of community programming activities in three distinct ways:

- a) It uses its own volunteers to provide community programming;
- b) It leases the facility to other organizations for community programming in exchange for rent payments;
- c) It provides the facility to other organizations for community programming free of charge.

Currently, approximately 100 hours of non-church community programming are offered at the facility each month. Participants come from a variety of Madison neighborhoods, but the greatest draw is from the nearby Leopold-Arbor Hills and south Madison areas. Among the programming currently offered at the facility are the following:

- *4-C Play and Learn*, education and support for families and caregivers related to child development and the importance of play;
- *Mind Over Matter*, mentoring, tutoring, GED support and basic computer classes;
- *Understanding Issues with UW First Wave*, conversations with participants in UW's First Wave – a multicultural artistic program for incoming students at the University of Wisconsin;
- *Music Makers*, music lessons (bass violin, and guitar);

- *Capitol City Community Choir*, singing inspirational contemporary, jazz, opera, holiday and spiritual music;
- *POP Dance Group*, a dance class for females age 10 and older;
- *Community Art Gallery*, open for viewing with pieces available for purchase;
- *Celebrate Restoration*, support and guidance related to alcoholism, divorce, domestic violence and various addictions;
- *Joining Forces for Families*, a voluntary, community-based, supportive service provided by a partnership of organizations that helps families address their basic needs;
- *Leopold Larder Food Pantry and Clothing Center*, a community pantry and clothing distribution center;

In addition, Zion City is proposing to add another 32 hours of programming per month in 2015 if funding can be secured through a combination of user fees and outside resources. New programming will include two specific activities:

- The D.I.C.E. Program – targeting youth who are exceptionally gifted, talented and/or skilled in music, creative or performing arts. The program will be targeted to high school students aged 15-17 and will offer college planning and preparation; financial counseling; workshops related to future education in music and the arts; as well as field trips to concerts, exhibitions and studios.
- The T.R.A.A.C. Program – a developmental clinic for high school students, recent high school graduates, and young adults that will provide insight and training in specific artistic fields. The program will be offered in nine key components designed to nurture, develop and support student artists.

Other programs Zion City is considering for the future, depending on funding availability, include the following:

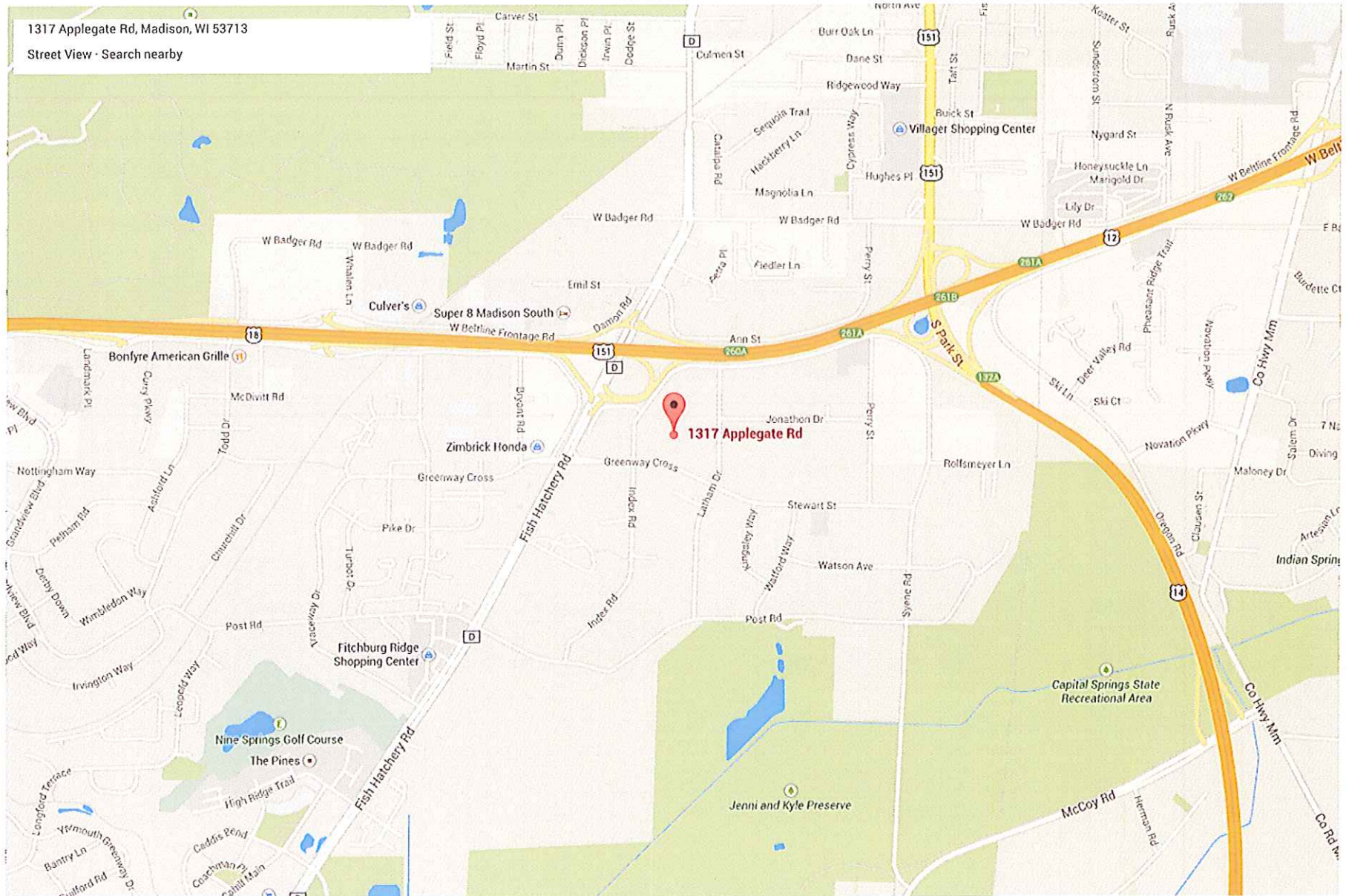
- Daycare - staff state they are currently working with Forward Community Investments (FCI) and Animal Crackers, an existing daycare, to explore the feasibility of establishing a daycare center at the site.
- Teen mentoring and after school programming
- Culturally relevant marriage and family counseling
- Zumba and/or yoga classes
- Fine arts classes
- Black Star Drum Line
- Prisoner re-entry - Zion City was awarded City EOP funds in 2014 for a prisoner re-entry program; however, the organization was unable to utilize funds due to staffing issues. This is a program that Zion City may reconsider in the future.

Zion City operates community center programming independent from the church and free from religious influence. Community center programming is open to all people regardless of religion.

Total Cost/Total Beneficiaries Equals: \$10,000 = 1 plan
CD Office Funds/CD-Eligible Beneficiaries Equals: \$10,000 = 1 plan
CD Office Funds as Percentage of Total Budget: 100%

9. Staff recommendation:

Fund at \$10,000 as a one-time grant.



Map data ©2014 Google 1000 ft