

August 2nd, 2017

Susan Morrison and Mary Charnitz

Department of Planning and Community & Economic Development

Community Development Division, P.O. Box 2627, Madison, Wisconsin 53701-2627

Dear Susan and Mary,

Attached is our funding application. The City of Madison has supported Wil-Mar since our infancy. Wil-Mar's programming directly benefits people and neighborhoods in racially and economically diverse urban Isthmus, an area home to affordable housing, homeless services, community meal sites, mental health & addiction counseling services, and public schools. **Wilmar has the strong support of surrounding neighborhoods because it is instrumental in making the diverse Isthmus "A Place for all People", a value we believe the greater city endorses.**

While the urban Isthmus grows, our work to serve our community's needy and vulnerable is not finished, as success rarely falls evenly. According to the 2016 City of Madison Neighborhood Center Sampling Report, 32 percent of individuals served at Wil-Mar reside in Moderate or Low income households and 38 percent of individuals served reside in extremely low income households or are homeless. Nearly 25 percent of our program participants are from minority populations.

We are making this application because Wil-Mar's neighbor Immanuel Lutheran has informed Wil-Mar the parcel we historically lease from them is for sale. This crucial parcel directly enables Wil-Mar's programs and is home to our licensed daycare playground, public playground, basketball courts, public event space and parking. **The Wil-Mar Board has determined this crucial parcel is needed to sustain and expand our successful programs benefiting the diverse Isthmus,** and Wil-Mar cannot continue to exist without it. The outcome of the City of Madison's \$500,000 assistance in purchasing this parcel will allow Wil-Mar to continue and expand our services to all people of the Isthmus community.

We believe you'll agree that our service to the Isthmus community through our supportive programs, and our unique community building role, are important works worthy of city support. We look forward to answering any questions you may have and working successfully together in the future.

On behalf of all we serve, thank you.

Regards,

Gary Kallas, Executive Director, Wil-Mar Neighborhood Center

Cc. Alder Marsha Rummel, Wil-Mar Board of Directors

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Application for Neighborhood and Community Development Funds

Applications should be submitted electronically to cdbg@cityofmadison.com by 12:00 p.m. on the first Friday of the month and will be reviewed by the CDBG Committee on the first Thursday of the following month.

Program Title:	Wil-Mar Neighborhood Center Purchase of Crucial Adjacent Parcel	Amount Requested:	\$500,000
Agency :	Wil-Mar Neighborhood Center, Inc.	Tax ID/EIN/FEIN:	39-1796793
Address:	953 Jenifer Street	DUNS #	_____
Contact Person:	Gary Kallas, Executive Director/ Steve Silverberg, Board Member	Telephone:	608-257-4576
Email:	garyk@wil-mar.org/ ssilver2020@gmail.com	Fax:	

1. Program Abstract:

Wil-Mar's neighbor Immanuel Lutheran has informed Wil-Mar the parcel we historically lease from them is for sale. This crucial parcel directly enables Wil-Mar's programs and is home to our licensed daycare playground, public playground, basketball courts, public event space and parking. *The Wil-Mar Board has determined this crucial parcel is needed to sustain and expand our successful programs benefiting the diverse urban Isthmus, and Wil-Mar cannot continue to exist without it.* Wil-Mar's programming directly benefits people and neighborhoods in racially and economically diverse urban Isthmus, an area home to affordable housing, homeless services, community meal sites, mental health & addiction counseling services, and public schools. Wilmar has the strong support of surrounding neighborhood associations because it is instrumental in making the diverse Isthmus "A Place for all People". The outcome of the City of Madison's \$500,000 assistance in purchasing this parcel will allow Wil-Mar to continue and expand our services to all members of the Isthmus community.

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.*

Wil-Mar targets and serves diverse low-to moderate income individuals residing in Madison's Isthmus Neighborhoods. According to the 2016 City of Madison Neighborhood Center Sampling Report, 32 percent of individuals served at Wil-Mar reside in Moderate or Low income households. 38 percent of individuals served reside in extremely low income households or are homeless. Wil-Mar also serves a racially diverse people as nearly 25 percent of participants are from minority populations.

unduplicated individuals estimated to be served by Wil-Mar: 15,000 people are served annually by Wil-Mar Neighborhood Center programs (2016 City of Madison Neighborhood Center Sampling Report)

unduplicated households estimated to be served by this project: 4,000 households are served annually by Wil-Mar Neighborhood Center programs (2016 City of Madison Neighborhood Center Sampling Report)

It is estimated that 90,000 people annually attend fundraising and community building festivals produced or supported by the Wil-Mar Neighborhood Center.

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.

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

The Wil-Mar Neighborhood Center (Wil-Mar), A Place for All People, is a popular, inclusive community center that's provided diverse programming since 1968 for people in need. The City of Madison has supported Wil-Mar programs since it's infancy. Our year-round racially and economically diverse programming includes child-care, youth camps, emergency food services, nutritious community meals, cultural movement programs, and wellness & fitness programs targeted at seniors and children. Wil-Mar also produces beloved fundraising festivals attended by tens of thousands of Madisonians, making the urban Isthmus the place it is today— accepting, tolerant and engaged...truly, "A Place for All People".

To continue and expand our good works in the diverse Isthmus community, Wil-Mar has researched, prepared for and recently launched a \$1.75 million dollar Capital Campaign. We have split our Capital Campaign and outlays into two phases. Phase I, which we are asking for City of Madison assistance, is acquisition of our crucial adjacent parcel that is scheduled to close in the fall of 2017. This acquisition represents an immediate need of funds. All CoM funds will go directly towards the purchase. Phase II is refurbishment of our building, which is scheduled to take place in the summer of 2019 (our 50th year!). As an indication of the value the community sees in our mission, we have already secured a \$500,000 donation from a proven donor who requests anonymity towards our Phase II fundraising.

Wil-Mar is a popular destination, currently used by over 800 separate users per week. Our building's evident wear and tear is the consequence of our popularity and our dedication to frugal service. We have not made major facility improvements during the last 25 years.

The Wil-Mar Board explored in depth the physical needs of our building via design analysis, user surveys, and focus groups. After careful analysis, we decided to take the modest approach of replacing, repairing and refurbishing where needed instead of a major and much more costly "gut renovation." This refurbishment includes renovating lower-level youth space and kitchen, first floor large community/activity/exercise room, and upstairs kitchen; updating and replacing our HVAC and electrical systems; renovating bathrooms for handicap accessibility; replacing our roof; repairing our facades; and replacing worn out interior finishes. This refurbishment plan will allow us to continue and expand our programming in our existing building for another 30 years. A modest refurbishment is in keeping with Wil-Mar's operational needs, building condition and layout, and our private fundraising ability.

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

Acquisition/
Rehab

- New Construction, Acquisition,
- Expansion of Existing Building
- Accessibility
- Maintenance/Rehab
- X Other (Site Acquisition)**

Futures

- Prototype
- Feasibility Study
- Revitalization Opportunity
- New Method or Approach

Housing

- Rental Housing
- Housing For Buyers

Homeless

- Housing
- Services

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

WIL-MAR Neighborhood Center Community Space/Parking Area Purchase				
1001 Jenifer Street, Madison, Wi. 53703, +/- 28,500 sq ft (132' Brearly Street) by (216' Jenifer Street)				
<i>Seller: Immanuel Lutheran Church</i>				
<i>Buyer: Friends of Wil-Mar, Inc.</i>				
Purchase Budget	Uses:		Sources:	
			City of Madison	Private Donations
Land Purchase Amount	\$610,000		\$500,000	\$110,000
Special Assessment CoM*	\$10,050		\$0	\$10,050
Wilmar 50% Share of Survey, performed by Seller, Reimbursable at Closing	\$723		\$0	\$723
Net Acquisition total	\$620,773		\$500,000	\$120,773
	100%		80.54%	19.46%

* City of Madison Jenifer Street Improvement Special Assessment payable by Wil-Mar pursuant to Offer to Purchase Terms

	Year		
WATER LATERAL	2016	\$1,127.74	
STREET IMPROVEMENT	2016	\$7,122.50	
STORM SEWER	2016	\$1,800.00	
		\$10,050.24	

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.

Wil-Mar and Immanuel Lutheran have worked successfully together for many years. Closing on Parcel between Immanuel Lutheran and Wil-Mar is scheduled for October 30th,2017. Terms of offer to purchase can be adjusted to meet timetable and other requirements for investment of City funds at closing. All pre-closing contingencies and City approvals have been completed.

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

Aldersperson Marsha Rummel has expressed strong support for the amount and nature of this application. We will be supplying surrounding Neighborhood Association support letters after August 10, 2017.

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:

Yes Attachment D Facilities

No E Housing for Buyers

No F Rental Housing and Proforma

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

X No

Yes - Complete Attachment G

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

X No

Yes - Complete Attachment B, C, F, and H

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

X 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)

X Property Description (Attachment B)

Rental Housing and Proforma (Attachment F)

X Capital Budget (Attachment C)

CHDO (Attachment G)

X Community Service Facility (Attachment D)

Scattered Site Funds Addendum (Attachment H)

ESG Funding Addendum (Attachment I)

13. Affirmative Action: If funded, applicant hereby agrees to comply with City of Madison Ordinance 39.02(9) and file either an exemption or an affirmative action plan with the Department of Civil Rights. A Model Affirmative Action Plan and instructions are available at: <http://www.cityofmadison.com/dcr/aaForms.cfm>.

14. Non-Discrimination Based on Disability: Applicant shall comply with Section 39.05, Madison General Ordinances, Nondiscrimination Based on Disability in City-Assisted Programs and Activities. Under section 39.05(7) of the Madison General Ordinances, no City financial assistance shall be granted unless an Assurance of Compliance with Sec. 39.05 is provided by the applicant or recipient, prior to the granting of the City financial assistance. Applicant hereby makes the following assurances: Applicant assures and certifies that it will comply with section 39.05 of the Madison General Ordinances, entitled "Nondiscrimination Based on Disability in City Facilities and City-Assisted Programs and Activities," and agrees to ensure that any subcontractor who performs any part of this agreement complies with sec. 39.05, where applicable, including all actions prohibited under section 39.05(4),. MGO." <http://www.cityofmadison.com/dcr/aaForms.cfm>

15. Notice regarding lobbying ordinance: If you are seeking approval of a development that has over 40,000 gross square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are

report your lobbying. Please consult the City Clerk for more information. Failure to comply with the lobbying ordinance may result in fines of \$1,000 to \$5,000.

Signature: Blue Wachs 7-31-17 Date:
President-Board of Directors/Department Head

Signature: A. Kelly 7-31-17 Date:
Executive Director

For additional information or assistance in completing this application, please contact the Community Development Division at 266-6520.

seeking assistance from the City with a value of over \$10,000 (this includes grants, loans, TIF or similar assistance), then you likely are subject to Madison's lobbying ordinance, sec. 2.40, MGO. You are required to register and report your lobbying. Please consult the City Clerk for more information. Failure to comply with the lobbying ordinance may result in fines of \$1,000 to \$5,000.

Signature: _____
President-Board of Directors/Department Head

Date:

Signature: _____
Executive Director

Date:

For additional information or assistance in completing this application, please contact the Community Development Division at 266-6520.

COMPLETE IF PROJECT INVOLVES PURCHASE, REHAB, OR CONSTRUCTION OF ANY REAL PROPERTY:

INFORMATION CONCERNING PROPOSALS INVOLVING REAL PROPERTY

ADDRESS	ACTIVITY (Circle Each Applicable Phase)	NUMBER OF UNITS		Number of Units Currently Occupied	Number of Tenants To Be Displaced?	APPRAISED VALUE:		PURCHASE PRICE (If Applicable)	AC W C
		Prior to Purchase	After Project			Current	After Rehab/ Construction		
1001 Jenifer St.	Purchase Rehab Construct	0	0	0	0	-	-	x	
	Purchase Rehab Construct								
	Purchase Rehab Construct								

CAPITAL BUDGET- SEE #5 ABOVE

TOTAL PROJECT/CAPITAL BUDGET (include all fund sources)						
Category of Funding: ***	TOTAL	Amount	Source/Terms**	Amount	Source/Terms**	Amount
Construction Costs:						
Acquisition	---	---	---	---	---	---
Survey and Recording	---	---	---	---	---	---
Construction	---	---	---	---	---	---
Feasibility/market study	---	---	---	---	---	---
Survey	---	---	---	---	---	---
Public Relations/Marketing	---	---	---	---	---	---
Construction	---	---	---	---	---	---
Professional Fees:						
Construction Costs	---	---	---	---	---	---
Construction preparation	---	---	---	---	---	---
Construction management	---	---	---	---	---	---
Construction, play lots, sign	---	---	---	---	---	---
Construction interest	---	---	---	---	---	---
Construction plans/specs	---	---	---	---	---	---
Construction:						
Architect	---	---	---	---	---	---
Engineering	---	---	---	---	---	---
Consulting	---	---	---	---	---	---
Legal	---	---	---	---	---	---
Permit Fee	---	---	---	---	---	---
Recording Fee	---	---	---	---	---	---
Contingency:						
Funds from Capital:						
Capital Reserve	---	---	---	---	---	---
Operating Reserve	---	---	---	---	---	---
Debt Service Reserve	---	---	---	---	---	---
Other Reserve	---	---	---	---	---	---
Other Reserve	---	---	---	---	---	---
Other Reserve	---	---	---	---	---	---
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Other:						
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Other	---	---	---	---	---	---

* If CDBG funds are used for items with an *, the total cost of these items may not exceed 15% of the CDBG amount.
 ** Note: Each amount for each source must be listed separately, i.e. Acquisition: \$30,000 HOME, \$125,000 CRF.
 *** Identify if grant or loan and terms.

FACILITIES

A. Recap: Funds would be applied to:

acquisition only (Land); rehab; new construction; acquisition and rehab or construction

B. State your rationale in acquiring or improving this space. (i.e., lower costs, collaborative effort, accessibility, etc.)

The parcel to be purchased directly enables Wil-Mar's programs and is home to our licensed daycare playground, public playground, basketball courts, public event space and parking. The Wil-Mar Board has determined this crucial parcel is needed to sustain and expand our successful programs benefiting people in the racially and economically diverse urban Isthmus, and Wil-Mar cannot continue to exist without it. The outcome of the City of Madison's \$500,000 assistance in purchasing this parcel will allow Wil-Mar to continue and expand our services to all members of the Isthmus community.

C. What are the current mortgages or payments on property (including outstanding CDBG loans)?

Amount Name

NONE

D. If rented space: **Not Applicable**

1. Who is current owner?
2. What is length of proposed or current lease?
3. What is proposed rental rate (\$/sq. ft. and terms) and how does this compare to other renters in building or in area?

E. If this is new space, what is the impact of owning or leasing this space compared to your current level of space costs? **Wil-Mar will be responsible for snow plowing and maintenance costs in the future.**

F. Include: **Not Applicable**

1. A minimum of two estimates upon which the capital costs are based.
(Be sure to base your labor costs on enforcement of Fair Labor Standards and the payment of Federal Prevailing Wage Rate.)

2. A copy of the plans and specifications for the work, or a description of the design specifications you have in mind.

Not Applicable

3. If you own the building: A copy of your long range building improvement plan and building maintenance plan. (Include a narrative describing what the building needs and how you expect to maintain it over time.)

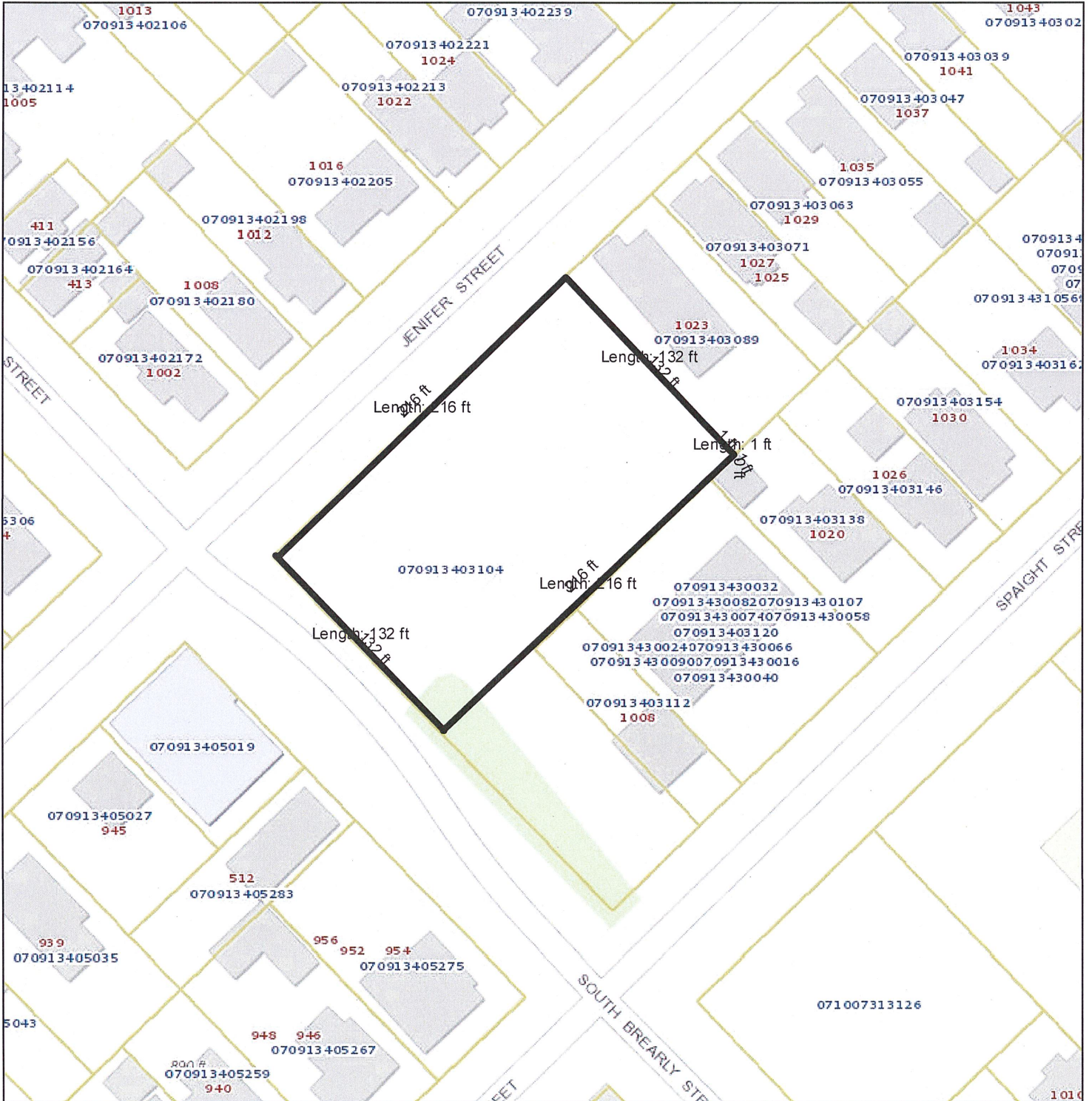
Not Applicable



THE CAPITAL CAMPAIGN

Site Map

216' Frontage Jenifer 132' Frontage Brearly Approx. 28,500 sq ft.



WIL-MAR
NEIGHBORHOOD CENTER
THE CAPITAL CAMPAIGN



Playground Facilities

Artist's Rendering