PROPOSAL REVIEW: Individual Staff Review for 2011-2012 For Community Resources Proposals to be Submitted to the CDBG Committee

1.	Program Name: Garver Arts Facility			
2.	Agency Name: Common Wealth Development (CWD)			
3.	Requested Amounts:	2011: \$0 2012: 100,000	Prior Year Level: \$	
4.	Project Type: New ⊠	Continuing		
5.	Framework Plan Objective Most Directly Addressed by Proposed by Activity: A. Housing – Owner – occupied housing B. Housing – Housing for homebuyers D. Housing – Rental housing E. Business development and job creation F. Economic development of small businesses L. Revitalization of strategic areas			
6.	Anticipated Accomplishments (Proposed Service Goals) CWD is looking to renovate a vacant historic landmark into a LEED certified publicly accessible arts incubator facility. CWD feels that this project will create over 150 jobs and spur economic development in the area. The agency also feels that within the first three years of operation they will assist over 50 businesses. The studio artists and business owners will be adults, including low/moderate income individuals, some of whom may have cognitive or physical disabilities.			
7.	To what extent does the proposal meet the Objectives of the Community Development Program Goals and Priorities for 2011-2012? Staff Comments: With the projected creation of 150 jobs, the CDD objective E of creating one FTE job for every \$25,000 of CDBG funds received will be met.			
8.	To what extent is the proposed <u>program design</u> and <u>work plan</u> sufficiently detailed to demonstrate the ability to result in a <u>positive impact on the need</u> or problem identified? Staff Comments: CWD operates two successful business incubators that have supported hundreds of small businesses including many art businesses. Both facilities are financially self sufficient and have solid job creation records. The agency has long standing relationships with organizations such as; Small Business Development Center, MDC, WWBIC Arts Wisconsin, VSA Wisconsin and ARTworking. These relationships should help CWD have a positive impact on the needs and problems identified by providing employment opportunities and connections for start-up artists.			
9.	To what extent does the proposal include objectives that are realistic and measurable and are likely to be achieved within the proposed timeline? Staff Comments: CWD's objectives are to create needed jobs through the construction of an arts incubator. CWD has modeled their incubator after one in Virginia that gets over 800,000 visitors, home to over 160 artists, and generates ove \$56 million in revenue for the city of Alexandria. CWD feels that the incubator will create over 150 jobs and within the first 3 years serve over 50 businesses. Even with their past history this could be a bit unrealistic.			
10.	To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal? Staff Comments: CWD has developed and managed numerous innovative economic and community projects during their 31 year history that has supported the success of hundreds of small businesses. They operate two successful incubators with six art studios located in one.			
11.	and demonstrate sound fisca Staff Comments: CWD is an	l planning and managen agency that has always do	nable and realistic, able to leverage additional resources, nent? ne well at leveraging both private and public dollars. CWD will all funds needed for this project. Other funds will be provided by	

a testament to their ability to manage a facility using sound fiscal planning.

fundraising donations, and other government agencies. Both CWD run incubators are financially self sufficient which is

12. To what extent does the agency's proposal demonstrate efforts and success at securing a <u>diverse array of support</u>, <u>including volunteers</u>, <u>in-kind support</u> and securing <u>partnerships</u> with <u>agencies</u> and community groups?

Staff Comments: The proposal shows the experience CWD has in developing these types of projects because of the partnerships they are securing with a very diverse group of agencies and community organizations. CWD has had over 30 volunteers provide more than 90 hours of work for the project in 2010.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of <u>low income individuals</u>, <u>culturally diverse</u> populations and/or populations with specific <u>language barriers</u> and/or <u>physical or mental disabilities?</u>

Staff Comments: With partners like; VSA Wisconsin, ARTworking, MMSD, Centro Hispano and neighborhood centers CWD should have the pieces in place to access the target individuals. These organizations will help CWD reach-out to individuals from diverse backgrounds and people with disabilities. CWD has made sure that individuals with physical disabilities will be able to participate by incorporating ADA building design into the plans.

- 14. To what extent does the proposal meet the <u>technical and regulatory requirements</u> and <u>unit cost limits</u> as applicable? To what extent is there clear and precise proposal information to determine eligibility?

 Staff Comments: The agency states that within the first two years of operation at least 20 new jobs paying at least the City's living wage will be created and 51% of those positions will be taken by LMI individuals. This meets both local and federal funding requirements.
- 15. To what extent is the site identified for the proposed project appropriate in terms of minimizing negative environmental issues, relocation and neighborhood or public concerns?
 Staff Comments: The renovation of a vacant historic landmark has created a positive neighborhood and public response to the project which has been documented in the local paper recently. In 2009, 77% of Madison voters supported the Garver Arts Incubator. A Site Plan Advisory Committee will be started to make sure any future neighborhood concerns
- **16. Other comments:** This project meets our 2011-2012 Community Development Program Goals and Priorities and CDD funding is critical to its success. The CDD has provided funding in the past (\$200,000 for pre-development and capital costs) for this project.

Questions:

are addressed.

	1.	Of the projected 150 jobs being created will these be new City of Madison jobs or new facility jobs?	
17.	7. Staff Recommendation		
		Not recommended for consideration	
	\boxtimes	Recommend for consideration	
		Recommend with Qualifications Suggested Qualifications:	