



# 2021 Neighborhood Grant Guidelines



2017 Secret Places Diwali Celebration



2020 Crawford-Marlborough-Nakoma Placemaking



2019 Triangle Community Quilt

**Bonus Points** for adding COVID-19 recovery initiatives to your Community Enhancement or Neighborhood Leadership and Capacity Building project. Details on page 2!

## What the Program is

The Neighborhood Grant Program of the City of Madison Planning Division helps neighborhoods beautify gateways, create public gathering places, or build organizational capacity and leadership skills. The grant program provides funding but neighbors' ideas, determination and pride are behind the most successful projects. In 2021, the City expects to award approximately \$25,000 in grants.

## Who We Fund

- Small groups of volunteers (5 or more residents) or newly forming organizations tied to a neighborhood area
- Neighborhood associations and planning councils
- Business associations, business organizations engaged in community building activities and/or civic engagement activities

## What We Fund

Community Enhancement or Neighborhood Leadership and Capacity Building Projects that:

- Engage new and diverse communities
- Create and build community
- Increase community and neighborhood impact on public decisions and community life
- Are ready to begin within 1-3 months from award date
- Are free and open to the public
- Help neighbors and neighborhoods recover from COVID-19



2017 Schenk-Atwood-Starkweather-Yahara Jackson Plaza Gathering Place

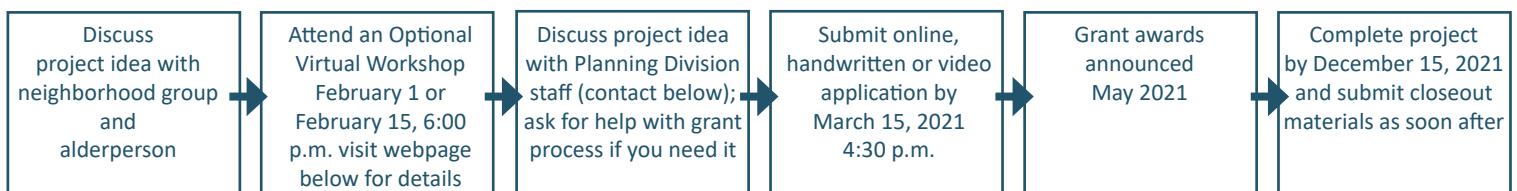


2018 Increase Affordability of Madison West Farmers Market at Elver Park



2019 Hawthorne/Truax E. Washington Tunnel Mural

## Simple Steps to Apply and Timeline



## Contact Us!

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## Grant Application Scoring Criteria

The scoring criteria for grant applications are included below with elements of high, mid-range and low scores. Since the nature of projects varies greatly, this section is not an absolute. Rather, it is intended to guide applicants in preparing their applications and to guide City staff in scoring them. Please note that applications which receive fewer than 50 points will not be eligible for funding.

**Bonus Points!** Receive up to 10 bonus points for incorporating COVID-19 recovery initiatives into your project. Examples could include:

- Check-in with Neighbors, Distribute COVID protection kits and Recruit New Members - Check-in with neighbors through socially distanced door-knocking or tabling in public places; offer neighbors COVID-19 protection kits with hand sanitizer and masks and invite neighbors to join your neighborhood group.
- Share COVID Recovery Resources - Promote membership by featuring guest speakers at your meetings like experts from Public Health Madison Dane County, Joining Forces for Families of Dane County, and City of Madison Community Development Division to provide information and answer questions about public health, eviction prevention, rent subsidies, food pantries, and more.
- Establish Services Exchange - use neighborhood webpage and social media to create an exchange where neighbors can exchange services like snow and ice clearing, tutoring, childcare, grocery or food pantry delivery, transportation, and more.

## 1. Scope/Quality/Creativity/Project Readiness 0-35 PTS

### High Score

- The project has a well-defined scope, timeline, goals, detailed steps and measurable outcomes (e.g. what is being done, by whom, how steps relate to the final product, when steps will be done, and an end date of no later than December 15, 2021).
- The leaders are identified and have made a commitment.
- A tentative meeting schedule (e.g. dates, times, places) is set.
- The project is highly creative.
- Physical projects are highly visible from the public realm and accessible to the public.
- Physical projects have a realistic plan for on-going maintenance.
- Public art is thoughtfully integrated into the project.
- The request is from a first time applicant.
- The Neighborhood Association or other relevant organizations approve of the project and supporting documentation is provided.
- The budget is well thought out and realistic, there is documentation of neighborhood contributions, or evidence of pledges from a broad representation of the neighborhood residents, businesses, and others.
- The project/activity involves a one-time expenditure.
- There are property-owner letters of support which permit project to occur on their land/premise.
- The applicant has no grants in progress from this program.

### Mid-Range Score

- The project has a well-defined scope, but the products of the process may not be specifically known at this point. Each step of the process is described.
- A general meeting schedule is known (e.g. monthly, bimonthly, etc.).
- The proposal demonstrates a willingness to seek creative and workable solutions.
- Contributions from the neighborhood are proposed, but the pledges are not secured at the time of application.
- Commitments have been made for in-kind contributions, but documentation is incomplete.
- Organizations from outside of the neighborhood provide a substantial portion of the contributions.
- If the project targets specific parcels, there is support from many of the property owners.

### Low Score

- The scope of the project and the final products are not clear. There is no clearly defined process.
- There is no proposed schedule for completion.
- The project does not show a willingness to seek creative solutions.
- There is no documentation of neighborhood resources.
- It is likely that additional funding will be required in the future to complete the project.
- The applicant has an incomplete project which was previously funded by this program.
- If the project targets specific parcels, there is no support from the property owners.

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## 2. Community Benefit 0-25 PTS

### High Score

- The application is clear and specific on the issue(s) to be addressed and provides documentation of the problem(s).
- The proposal demonstrates a commitment to seek creative and workable solutions.
- The outcome will have widespread benefit for the entire neighborhood, and could spur other efforts/initiatives.

### Mid-Range Score

- The application states the issue(s) to be addressed, but there is limited documentation as to the extent of the problem.
- The possible outcome will have benefit in localized portions of the neighborhood.

### Low Score

- The application is not clear on the issue(s).
- There will be very limited benefit to the neighborhood.

## 3. Neighborhood Participation 0-25 PTS

### High Score

- There is a well thought out plan for significant neighborhood and business community involvement in all project phases.
- Participants will actively include people of varying ages, ethnicities, races, and incomes.
- Residents will have the opportunity to take on leadership roles, develop new skills, and new leaders will emerge.
- The neighborhood will have continued involvement in project implementation.
- The project will strengthen and/or build new partnerships with public/private entities or other community groups.
- Other impacted bodies (e.g.) governmental units/agencies, non-profit organizations, etc.) will be consulted.
- There are letters of support, pledges of money and/or services, or other evidence of broad community support.

### Mid-Range Score

- There is a general plan for neighborhood involvement for the duration of the project.
- The project attempts to address neighborhood issues, but there is no clear, ongoing commitment to implementation.
- There is evidence of support from some within the community.
- There are plans for an inclusionary process, but the specifics may not be known at this time.

### Low Score

- There is no clear plan for neighborhood involvement.
- There is little demonstration of neighborhood commitment or evidence of community support.
- There is no documentation of neighborhood resources.

## 4. Consistency with City Policies and Adopted Plans 0-15 PTS

### High Score

- The project implements, or is a step in implementing, one or more recommendations of an adopted neighborhood plan.
- The project is clearly consistent with City policies.

### Mid-Range Score

- The project is consistent with an adopted neighborhood plan, but may not specifically be listed as a recommendation.
- The project area is not covered by an adopted neighborhood plan, but is consistent with other city plans, or City policies.
- The project is generally consistent with City policies.

### Low Score

- The project is not part of an adopted plan and is not consistent with City plans and policies.

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# 2021 Neighborhood Grant Guidelines

## What are the grant program terms and contract requirements?

- The City retains sole discretion in determining whether or not applications are eligible, and how proposed projects, programs and activities meet the program's guidelines and criteria.
- If the applicant is not a taxable entity, then a fiscal agent will need to be identified. Individuals are not eligible to receive funding. An example of a fiscal agent would be a community center, planning council, nonprofit organization, or a foundation. Fiscal agents typically charge a small administrative fee. City staff can help identify fiscal agents if the applicants have not already identified one.
- Applicants must sign a contract with the City by June 1, 2021 or risk forfeiture of grant funds. As part of contract approval, the applicant must secure an EIN (Employer Identification Number) or TIN (Tax Identification Number from the IRS). City staff can describe the simple steps necessary to obtain a valid TIN or EIN.
- Permits or other approvals need to be obtained by the applicant prior to starting the project. Examples of projects that need permits include, but are not limited to, structures in the public right of way, events and activities to be held on public land, and projects on private lands.
- Insurance may be required. City staff will review your proposal and help you determine insurance requirements.
- Your project must be free, accessible and welcoming to all. You may not charge neighbors or others for the right to use or take part in the activity or project.

## How do grantees receive the award and pay for expenses?

- Groups that are awarded grants are referred to as 'grantees'. Grantees must have a signed contract before beginning their grant projects. They must pay for project expenses first, and then request reimbursement from the City. They may work with a community partner who can cover the expenses until the reimbursement payment is processed.
- Keep receipts and invoices for project costs, and submit them as proof of expenses. Direct deposit or checks will be issued by the city to reimburse grantees.
- Total requests for reimbursement may not exceed total grant awards.

## What are the reporting requirements?

- Final Report - After completing their project, each grantee must prepare a two-page project evaluation and expense report and submit it to the Planning Division within 30 days of project completion, but no later than January 31, 2022.
- Photographs - Provide at least three photographs (preferably in an electronic format) of your project activities along with your completed final report. The city reserves the right to use grant pictures for future promotion or publications.

## What types of expenses are not covered by grant funds?

- Routine maintenance, on-going operating expenses (such as salaries or publishing newsletters), replacement of existing items (unless it is a great enhancement over the existing).
- Playground equipment and other improvements on City owned or controlled lands that are elements of an ongoing City service or replacement cycle, and/or are typically part of another City agency's budget.
- Improvements to school-owned land, and school-owned facilities (exceptions may be granted where new and creative approaches, or exceptional public/private partnerships can be demonstrated, or unique opportunities to enhance underutilized space are evident).
- Direct social services such as health clinics, food baskets, and emergency preparedness supplies.
- Direct grants, scholarships loans, or stipends.
- Costs associated with preparing grant applications.
- Costs for facility rental, food and beverages, entertainment and supplies for project events and activities including but not limited to music, comedy, and other types of performances; games, prizes, etc., except that up to 25 percent of such costs can be covered.

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