



# 2023 Neighborhood Grant Program

Southwest Madison Action Coalition

SOUTHWEST MADISON ACTION COALITION IN PARTNERSHIP  
WITH UW EXTENSION DANE COUNTY PRESENTS:

## Love Your Neighborhood: Reinvigorating Southwest Madison

A 6 part leadership series aimed at reenergizing Southwest Madison neighborhoods. We will be focusing on issues such as community organizing, community engagement and connection, housing, and community wellness. Pre-registration required.

First session:

July 9, 2022, 11:30-1:30pm



2021 Junction Ridge Park Patio



2020 Ujamaa Business Association Capacity Building

2022 Southwest Madison Action Coalition -  
Reinvigorating Southwest Madison

## 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 2023, the City expects to award \$25,000 in grants.

## Who We Fund

- Small groups of 5 or more residents or newly forming organizations tied to a neighborhood area
- Neighborhood associations and planning councils
- Non-profits and centers of worship that serve a defined, geographic area
- Business associations and organizations engaged in community building 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

## Simple Steps to Apply and Timeline

Discuss project idea with neighborhood group and alderperson

Attend an Optional Virtual Workshop January 19 at 5:00 p.m. visit webpage below for details

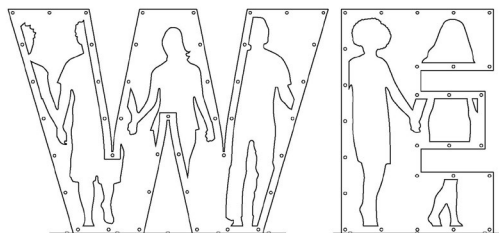
Discuss project idea with Planning Division staff (contact below); ask for help with grant process if you need it

Submit online, handwritten or video application by February 20 4:30 p.m.

Grant awards announced April 2023

Complete project by December 1, 2023 and submit closeout materials no later than December 20, 2023

**WE** the people. **WE** shall overcome. **WE** are in this together.



Esta poderosa palabra (WE) evoca la idea de fuerza en los números. La palabra refleja una asociación implícita entre un grupo de personas que se respaldan mutuamente. Sugiere una energía potencial cuando las personas trabajan juntas: un quorum, una masa crítica.

Los Pronombres de las Personas de Ray Chi

EMERSON EAST PARK • 2019



2019 BayView Portraits



2018 Elvehjem 50th Anniversary

2020 Emerson East Coloring Book celebrating WE  
OUR US Pronouns Sculpture by Ray Chi

**Contact Us!** The City of Madison is committed to helping interested groups work through program requirements. If you have questions, please send an email to [neighborhoods@cityofmadison.com](mailto:neighborhoods@cityofmadison.com), or contact Linda Horvath at 608-267-1131, or Angela Puerta at 608-267-8739. Info also at: <https://www.cityofmadison.com/dpcd/planning/2021-neighborhood-grants/3555/>





# 2023 Application Scoring Criteria

Scoring criteria include elements of high, mid-range and low scores. Since the nature of projects varies greatly, the criteria are not absolute. They are intended to guide applicants in preparing their applications and to guide City staff in scoring them. Applications receiving less than 50 points will not be eligible for funding.

## 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 and it will be completed by December 1, 2023.
- The project is highly creative.
- The leaders have made a commitment and a tentative meeting schedule is set.
- Physical projects are highly visible and accessible to the public and there is a realistic plan and budget 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 groups approve of the project and supporting documentation is provided.
- The budget is well thought out and realistic and there is evidence of contributions from a broad representation of the neighborhood residents, businesses, and others.
- The project or activity involves a one-time expenditure.
- There are property-owner letters of support which permit the 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 may not be known at this point. Each step of the process is described.
- The proposal demonstrates a willingness to seek creative and workable solutions.
- Contributions from the neighborhood are proposed, but pledges are not secured at the time of application.
- Organizations from outside of the neighborhood provide a substantial portion of the contributions.
- The applicant has not yet contacted the property owner to explore support for the project to occur on their land/premise.

### Low Score

- The scope of the project and the final products are not clear. There is no clearly defined process, and no schedule for completion.
- 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.
- The property owner has not provided support for the project to occur on their land/premise.

## 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 project will benefit people of lower income.

### 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.







# 2023 Application Scoring Criteria

## 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 project will strengthen and/or build new partnerships with public/private entities or other community groups.
- 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.



2017 Worthington Neighborhood Pop-Up Market



2016 Secret Places Neighborhood Pond Cleanup and Duckie Race





# 2023 Program Terms

## 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 could be utilized such as a community center, planning council, nonprofit organization, or foundation. Fiscal agents typically charge a small administrative fee. City staff can help groups identify fiscal agents.
- Applicants must sign a contract with the City by June 1, 2023 or risk forfeiture of grant funds. As part of contract approval, if the applicant is not using a fiscal agent and is not a taxable entity, 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 public right of way, events and activities on public land, and projects on private lands.
- Insurance may be required. City staff will review proposals and help applicants determine insurance requirements.
- Projects must be free, accessible and welcoming to all. Grantees may not charge anyone to use or participate in the 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 projects. If a fiscal agent is utilized, the City will enact a contract with that entity in care of the organization that will do the project.
- Grantees must have a bank account. Once a contract has been signed by all parties, 50% of the total grant award will be directly deposited into the grantees' bank account. Grantees must submit proof of payment and deliverables for the remaining grant funded portions of their projects on the schedule specified in the grant contract.
- Grantees must submit a Final Report (see below) and remaining receipts/invoices to obtain the last 20% of the grant award.

## 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 not later than January 31, 2024.
- Photographs - Grantees must provide at least three digital photographs of project activities with the 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 facilities (exceptions may be granted where new and creative approaches are evident).
- Direct social services such as health clinics, food baskets, and emergency preparedness supplies.
- Direct grants, scholarships loans, or stipends and costs associated with preparing grant applications.
- *At city staff discretion, proposals that include capacity building initiatives may qualify to use up to 50% of grant award for facility rental, food and beverages, and entertainment and supplies including but not limited to music, comedy, and other types of performances; games, prizes, etc. Capacity building could include things such as organizational building skills workshops, leadership training, and efforts to increase membership.*





# 2023 Grant Application

Handwrite the application, complete it online, or submit a video of 10 minutes or less, via YouTube that describes your project. Submit application by February 20, 2023, 4:30 p.m. to Linda Horvath, Planning Division, 215 Martin Luther King, Jr. Blvd. P.O. Box 2985, Madison WI 53701, or [lhervath@cityofmadison.com](mailto:lhervath@cityofmadison.com)

Applicant Organization: \_\_\_\_\_ Contact Person: \_\_\_\_\_ Address: \_\_\_\_\_

Zip: \_\_\_\_\_ Ph. (day): \_\_\_\_\_ E-mail: \_\_\_\_\_ Project Name: \_\_\_\_\_

1. Project Scope Describe project and its creativity, followed by tasks, outcomes or products, responsible parties, and project completion date. *500 words or less (0-35 points) Attach additional materials like site plans, design drawings, photo examples, etc. or email to Linda Horvath at [lhervath@cityofmadison.com](mailto:lhervath@cityofmadison.com)*

2. Community Benefit What issues will be addressed and what creative and workable solutions are being proposed? How will the project benefit the entire neighborhood? *275 words or less (0-25 points)*



# 2023 Grant Application

3. Neighborhood Participation. How will you involve the neighborhood, business community, and people of different ages, ethnicities, races, and incomes? How will residents take on leadership roles and/or develop new skills? Will new partnerships be created with other neighborhoods, community-based groups, and/or private or public entities? *250 words or less (0-25 points)*

4. Consistency with Adopted Plans and Policies. Describe how this project will implement recommendations from an adopted neighborhood plan, and how it is consistent with City policies. *Contact Linda Horvath at 608-267-1131 or lhorvath@cityofmadison.com for assistance with this question. 200 words or less (0-15 points)*

## Budget

### B. Project Costs

1) \_\_\_\_\_ \$ \_\_\_\_\_  
2) \_\_\_\_\_ \$ \_\_\_\_\_  
3) \_\_\_\_\_ \$ \_\_\_\_\_  
3) \_\_\_\_\_ \$ \_\_\_\_\_  
3) \_\_\_\_\_ \$ \_\_\_\_\_  
3) \_\_\_\_\_ \$ \_\_\_\_\_

Total: \$ \_\_\_\_\_

### B. Project Cash

1) Neighborhood Grant Request  
\$ \_\_\_\_\_  
2) Cash from Neighborhood  
\$ \_\_\_\_\_  
3) Cash from Other Sources  
\$ \_\_\_\_\_

Total: \$ \_\_\_\_\_

### C. Volunteer Hours/Other Contributions

1) Proposed volunteer hours (hrs.) Hrs.  
x \$20/hr. \$ \_\_\_\_\_  
2) Donated and/or in-kind goods and  
services (please describe and include \$  
amount)  
\$ \_\_\_\_\_  
\$ \_\_\_\_\_

Total: \$ \_\_\_\_\_

**Program Understanding** I have read the Grant Program Guidelines, and this application adheres to the requirements therein.

Applicant signature: \_\_\_\_\_ Name and organization: \_\_\_\_\_

Nondiscrimination 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."