

# 2025 Neighborhood Grant Program

## What the Program is

The Neighborhood Grant Program of the City of Madison Planning Division helps residents and organizations that support neighborhoods with projects that beautify public spaces, 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 2025, the City expects to award \$25,000 in grants.



2020 Crawford Marlborough  
Nakoma Warwick Way Gardens



2019 Eken Park Bridge Mural

## 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 meet all the following criteria:

- Engage new and diverse communities with the intent of boosting neighborhood participation
- Create and/or build sense of 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

### Now

**Discuss your project idea** with your neighborhood group and alderperson

### January 2025

**Attend an Optional Workshop**  
1/9, 12 p.m. (virtual) or 6 p.m. 215 Martin Luther King Jr. Blvd., Room 151, visit webpage below for info

### January – February 2025

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

### February 2025

**Submit online, handwritten or video application** by Tuesday, February 18, 2025, 4:30 p.m.

### May 2025

**Grant awards announced**

### December 2025

**Complete project** by December 1, 2025 and **submit closeout materials** no later than December 15, 2025



## 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/dpced/planning/2025-neighborhood-grants/3739/>

## 2025 Grant Scoring Criteria

The Planning Division Staff Review Team uses the following criteria to score applications. Applications that closely follow the criteria will be more likely to achieve a high score.

### 1. Scope / Quality / Creativity / Project Readiness (0–35 points)

- The project has a well-defined scope, timeline, goals, detailed steps and measurable outcomes and it will be completed by December 1, 2025.
- The project is highly creative.
- The leaders and 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.

### 2. Community Benefit (0–25 points)

- 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 throughout the neighborhood.
- 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.

### 3. Consistency with City Policies and Adopted Plans (0–15 points)

- 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.



2017 Secret Places Movie Night



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2015 SASY Union Triangle Street Mural

## 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, 2025 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.



2020 UJAMAA Business Association Street Market



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2023 Bayview Foundation *Hope Finds a Home* Mural

## 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 10% 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, 2026.
- 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.



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# Grant Application

Handwrite the application, complete it online,  
or submit a video of 10 minutes or less, via YouTube,  
that describes your project. Application deadline:

**Tuesday, February 18, 2025  
at 4:30 p.m.**

**Deliver to:** Linda Horvath  
Planning Division  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison WI 53701

**Or email to:** [lhervath@cityofmadison.com](mailto:lhervath@cityofmadison.com)

Applicant Organization	Project Name	
Contact Person	Address	Zip Code
Phone (daytime)	Email Address	

## 1. Project Scope

Please describe the following: (1) the project and its creativity, (2) project tasks, (3) outcomes and products, (4) responsible parties/individual, and (5) 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)



**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."

## 2. Community Benefit and Neighborhood Participation

What issues will be addressed and what creative solutions are being proposed? How will you involve 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 entities? **200 words or less (0–25 points)**

## 3. Consistency with Adopted Plans and Policies

Describe how this project will carry out recommendations from an adopted plan, and how it is consistent with City policies. Send an email to [neighborhoods@cityofmadison.com](mailto:neighborhoods@cityofmadison.com) for assistance. **150 words or less (0–15 points)**

## Budget

### A. Project Costs

Description	Amount
1.	\$
2.	\$
3.	\$
4.	\$
Total:	\$

### B. Project Cash

Description	Amount
1. Neighborhood Grant Request	\$
2. Cash from Neighborhood	\$
3. Cash from Other Sources	\$
Total:	\$

### C. Volunteer Hours/Other Contributions

1.	Proposed volunteer hours	hrs.
	Multiply above x \$20	\$
2.	Donated and/or in-kind goods and services (please describe and include dollar amount)	
		\$
Total:		\$

## Program Understanding

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

Applicant Signature	Name and Organization
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