

# 2009 City of Madison Neighborhood Grant Program *Additional Application Guidelines*

Mini-Grant Applications DUE MARCH 30 BY 4:30 PM / Project Intent Due FEBRUARY 27 BY 4:30 PM  
Grant materials at: [www.cityofmadison.com/neighborhoods/](http://www.cityofmadison.com/neighborhoods/)

## General 2009 Neighborhood Grant Application Guidelines

- All projects/activities must benefit and be open to the general public. Proposals for isolated projects/activities that do not benefit the neighborhood, as a whole will not be considered.
- All activities/projects must be compatible with adopted City plans and policies.
- The following items will not be funded: food and beverages, facility rental, 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), and supplies such as rakes, gloves, and maintenance equipment.
- Playground equipment on City-owned or controlled lands or on school-owned land is not eligible for funding. Other improvements to City-owned or school-owned facilities are generally not eligible. Exceptions may be granted where new and creative approaches, or exceptional public/private partnerships can be demonstrated, or where unique opportunities to enhance underutilized space are evident.
- Improvements identified as elements of an ongoing City service or replacement cycle, or have budgetary authority in another agency's capital budget are generally not eligible. The goal of the program is to provide an opportunity for improvements above and beyond City government's normal activities.

## Additional Scoring Information

This section provides some additional explanation for each of the scoring criteria and examples for achieving a high, mid-range, and low score. Since the nature of the projects/activities can vary greatly, this section should not be viewed as an absolute-- rather it is intended to give further guidance to the applicants in preparing their applications, and to City staff in scoring them.

### A. Project Scope/Quality/Creativity (0-25 points)

**High Score:** The project/activity has a well-defined scope with the products of the process clearly explained. For each step of the process, it is specifically explained what is being done, who is doing it, and how it relates to the final product. The leaders are identified and have made a commitment. A tentative meeting schedule (i.e. dates, times, places) is set. The project/activity will be completed within one year or an agreed upon timeframe. The project/activity is highly creative. Physical projects are highly visible from the public realm and have a realistic plan for on-going maintenance. The request is from a first time applicant.

**Mid-Range Score:** The project/activity has a well-defined scope, but the products of the process may not be specifically known at this point. It describes each step of the process and how it will be done. Some, but not all of the leaders are known. A general meeting schedule is known (i.e. monthly, bi-monthly, etc.). The proposal demonstrates a willingness to seek creative and workable solutions.

**Low Score:** The scope of the project/activity and the final products are not clear. There is no clearly-defined process. There is no proposed schedule for completion. It does not show a willingness to seek creative solutions.

**OVER** 

Submit your original application only by March 30, NO LATER THAN 4:30 PM to: City of Madison Planning Division,  
ATTN Linda Horvath / 215 Martin Luther King JR BLVD, PO Box 2985 / Madison, WI 53701-2985 / [lhovath@cityofmadison.com](mailto:lhovath@cityofmadison.com) / ph. 266-4675; fx. 267-8739

**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."

**NOTICE REGARDING LOBBYING ORDINANCE:** If you are seeking a grant from the City with a value of over \$10,000, then you are likely subject to Madison's lobbying ordinance, sec. 2.40 MGO. You are required to register and report your lobbying. Consult the City Clerk for more information. Failure to comply with the lobbying ordinance may result in fines of \$1,000 to \$5,000.

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## ADDITIONAL SCORING INFORMATION, CONTINUED

### B. Community Benefit (0-20 points)

**High Score:** The application is clear and specific on the issue(s) to be addressed and provides documentation that the problem exists. The proposal demonstrates a commitment to seek creative and workable solutions. The possible outcome will have widespread benefit for the entire neighborhood. Public art is thoughtfully integrated into the project/activity.

**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 issues. There will be very limited benefit to the neighborhood.

### C. Neighborhood Participation (0-15 points)

**High Score:** There is a specific well thought out plan for involvement of the neighborhood and business community in all phases of the project/activity. The application demonstrates that the neighborhood is using this program as a means to address key issues within the neighborhood, is taking an active role in addressing them, and will have continued involvement in the implementation of the plan. Other impacted bodies (i.e. governmental units/agencies, non-profit organizations, etc.) will be consulted. There is evidence (letters of support, pledges of money and/or services, etc.) of broad community support. This support should include property owners and renters and include extraordinary efforts to include all interested parties in the process. If the project targets specific parcels of land, there are letters of support from each of the property owners.

**Mid-Range Score:** There is a general plan for neighborhood involvement for the duration of the project/activity. The application demonstrates that the neighborhood is seeking to address issues within the neighborhood, but may not clearly demonstrate an on-going 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. If the project/activity targets specific parcels, there is support from many of the property owners.

**Low Score:** There is no clear plan for neighborhood involvement. There is little demonstration of neighborhood commitment or evidence of community support. If the project targets specific parcels, there is no support from the property owners.

### D. Financial Capability (0-20 points)

**High Score:** The budget is well thought out and realistic. There is documentation of cash on hand for the match and a significant portion of the match will be in cash, or there is evidence of pledges from a broad representation of the neighborhood (including residents, businesses, others). There is documentation of in-kind matches and/or contributions. The project/activity involves a one-time expenditure. The applicant has no grants in progress from this program.

**Mid-Range Score:** There is a limited amount of cash match from fewer sources within the neighborhood. Contributions from within the neighborhood are proposed, but the pledges are not secured at the time of application. Commitments have been made for in-kind matches and/or contributions, but documentation is incomplete. Organizations from outside of the neighborhood provide a substantial portion of the match.

**Low Score:** There is no cash match. There is no documentation of in-kind matches and/or contributions. There is a likelihood that additional funding will be required in the future to complete the project/activity. The applicant has an outstanding grant from this program.

### E. Consistency with Adopted Plans & Policies (0-20 points)

**High Score:** Project/activity implements, or is a step in implementing, one or more recommendations in an existing adopted neighborhood plan. The project/activity is clearly consistent with City policies. If the application is for a Neighborhood Planning Grant, there is a strong likelihood that the resulting plan will be supported and adopted by the City. The project/activity will occur within a Community Development Block Grant (CDBG) area.

**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 plans or City policies. These other plans may be more general in nature (cover a larger area (Isthmus), address a specific issue (bike plan), cover an adjacent area) than a typical neighborhood plan. It is generally consistent with City policies.

**Low Score:** The project/activity is not part of an adopted plan and is not consistent with City plans and policies. If the application is for a Neighborhood Planning Grant, the resulting plan is not likely to be supported and adopted by the City.