



Community Development Block Grant (CDBG): 2013 APPLICATION



PART A – PROGRAM/PROJECT INFORMATION

1. **Program/Project Name:** The Neighborhoods Project – Columbus School Playground Renovation
2. **Sponsoring Organization:** Sustainable Fox Valley
3. **Federal Tax Identification Number:** 27-2095290
4. **Contact Person Name/Title:** Julie Filapek/Program Director
5. **Telephone:** (920) 217-8744 x
6. **Email:** julief@sustainfv.org
7. **Address:** *street* – P.O. Box 2692 *city* – Appleton *zip code* – 54911

PART B – PROGRAM/PROJECT INDICATORS

1. **National objective claimed:**

<input checked="" type="checkbox"/> Benefit low moderate income persons	<input type="checkbox"/> Prevent/eliminate slum or blight
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2. **Program category:**

<input type="checkbox"/> Acquisition	<input type="checkbox"/> Housing
<input type="checkbox"/> Administration/Planning	<input checked="" type="checkbox"/> Public Facilities
<input type="checkbox"/> Economic Development	<input type="checkbox"/> Public Services
3. **High priority need(s) met (use list provided in Exhibit A):**
 - a) Community Development: Other: Neighborhood-focused Revitalization
 - b) Community Development: Public Facilities & Improvements: Neighborhood Facilities
 - c) Community Development: Public Services: Children & Youth
4. **Proposed output type and number (select more than one if necessary):**

<input type="checkbox"/> 4000+ persons served	<input type="checkbox"/> _____ housing units rehabilitated/acquired
<input type="checkbox"/> 900+ households served	<input type="checkbox"/> _____ jobs created/retained
<input type="checkbox"/> _____ businesses rehabilitated	<input type="checkbox"/> _____ other (<i>specify:</i> _____)
5. **Other outputs/indicators associated with the program/project (limit answer to the space provided):**

The Columbus playground renovation is designed to increase social connections in this highly transient neighborhood, an issue of vital concern identified to neighbors. The project also is designed to improve perceptions of the school and neighborhood as a whole – students have perceived inequity in the amenities afforded them compared with other local schools, and neighbors perceive that their area of the city is less desirable than others in the City. The playground renovation is meant to spark a spirit of reinvestment.



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PART C – PROGRAM/PROJECT FUNDING INFORMATION *(limit narrative responses to the space provided)*

1. CDBG funds requested (minimum of \$10,000): \$25,100
2. Detailed program/project budget (Please be as detailed and specific as possible).

Program/Project Activity	CDBG Award Allotment
Salaries	\$3000
Fringe	\$450
Office space (program only)	\$
Utilities	\$
Communications	\$
Copies/Printing	\$300
Supplies and Materials	\$
Mileage	\$
Audit	\$
Indirect costs (specify)	\$
4,000 sq. foot turf field	\$16,150 (40% of cost)
Pedestrian pathway through green space	\$2,500
Benches	\$2,700
TOTAL:	\$25,100

3. Percent of total program/project budget that will be covered by this CDBG award: 47%
4. Anticipated future CDBG funding needs for this program/project: None
5. If this request is not a one-time use of CDBG, describe the reasoning/plan for use of future funds.
n/a

6. Amounts of prior year CDBG awards for this program/project:
 - a) 2012-2013 = \$0
 - b) 2011-2012 = \$0
 - c) 2010-2011 = \$0



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7. SPECIFIC major sources that will/may also fund this program/project in 2013:

Leverage Source	Amount	Status
a) The Neighborhoods Project grant funding	\$5,000	Formally secured
b) Individual Giving	\$9,300	In process
c) Katapult LLC	\$5,000	In process
d) The Boldt Company	\$5,000	In process
e) SCA Tissue	\$5,000	In process

8. Describe your efforts to secure additional/complementary funding for your program/project. If this program/project will generate program income, please note the amount and how it will be spent.

We are seeking contributions from current and past parents and neighbors, AASD supporters, and corporations including The Boldt Company and SCA Tissue to reach our funding goal for the turf field. Passive green space landscaping costs of \$4,770 will be covered through a grant already received. In addition, it is anticipated that in-kind contributions to the project will total approximately \$15,000 in labor and materials donated by community members, the Appleton Area School District, and supporting profit and non-profit partners.

PART D – PROGRAM/PROJECT DESCRIPTION

(limit narrative responses to the space provided)

1. Provide an overview of the program/project that seeks CDBG funding.

The Neighborhoods Project – a collaboration of agencies led by Sustainable Fox Valley – requests \$25,100 to improve the Columbus Elementary playground, which is currently one large asphalt expanse surrounded by a 10’ chain link fence, and not a single tree. Stakeholders participated in activities this past spring to identify priorities, and a re-design was approved that includes the installation of a 4,000 square foot turf activity field and approximately 5,000 square feet of passive green space with trees, soft plantings, a concrete footpath, benches, and an expansion of the current school garden. The project addresses a neighborhood eye sore, reduces water runoff, and improves functionality for children. Improvements will be made June 2014, and will involve significant community involvement in design, installation and ongoing maintenance.

2. Describe how requested CDBG funds will be utilized within the program/project; list ALL activities for which the CDBG funds will be used (salaries/fringes, rehabilitation costs, direct assistance, etc.). For example: If the budget includes funding for a position, please list title and salary or hourly wage and what percentage of the position will be funded by grant dollars.

The Neighborhoods Project Director, \$40,000 salary plus 15% fringe (CDBG \$7.5%, or \$3,450)
 Installation of a 4,000 sq. ft. artificial turf sports field (\$16,150 – 40% of the total installation cost)
 Pedestrian/bike walkway from sidewalk through landscaped area to bike racks (\$2,500 – 100% of cost)
 Benches for seating in landscaped area (\$2,700 – 100% of cost)
 Printing of materials to generate community involvement (\$300 – 50% of cost)

3. Identify the projected target population your proposed CDBG-funded program/project will serve (i.e. age, race, residency, disability, income level, other unique characteristics/information).

The neighborhood area served by Columbus School extends from Drew St. to State Street (east-west) and Wisconsin Ave. to Packard St. (north-south). This area is one of the most low-income in Appleton, with median household income under \$29,000, and nearly 60% of units renter-occupied. It is also one of the most culturally diverse. 38% of Columbus and Appleton Bilingual School (also housed therein) students are non-white, and 66% receive free or reduced lunches.



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4. **Describe how your program/project coordinates with others to avoid duplication of services.**
The proposed project makes possible renovations to the Columbus School playground that are beyond the scope of what is possible through the Appleton Area School District, which has already installed a new fence, and will remove all asphalt necessary for the installation of sports field and green space. East Central Wisconsin Regional Planning Commission provided in-kind design services. Habitat for Humanity will provide volunteers, if needed, to work with neighbors and school families to install the green space. The improvements planned for the playground would not happen without the intervention of The Neighborhoods Project, as they are beyond the scope of regular maintenance and improvements, but will bring the playground to a state of greater equity with other school playgrounds in Appleton.
5. **Provide any additional narrative that will help to further illustrate the mission and/or purpose of the program/project and how it uniquely meets priority needs in the community.**
“I would like for us kids to have a big grassy field. . . I want the kids to have soft landings, not hard so they get hurt. . . and a nice hang out spot. . . We all will appreciate it a lot if you do get us a big grassy place,” said one Columbus School student. In recent planning, 70% of students, unprompted, listed “grass” as a desired playground element, and 77% of all stakeholders felt green space should comprise at least 50% of the playground area. The proposed renovation converts 30% of the asphalt to green space. Sustainable Fox Valley has been working with neighbors in this area since 2009; recent funding from the Community Foundation spurred the creation of The Neighborhoods Project, of which the City of Appleton is a partner.

PART E – PROGRAM/PROJECT OBJECTIVE/OUTCOMES *(limit narrative responses to the space provided)*

1. **Check one HUD-defined objective that best relates to your potential CDBG-funded program:**
- Create Suitable Living Environments → address issues in daily life (social barriers, physical barriers, etc.)
 - Provide Decent Affordable Housing → address individual, family, or neighborhood housing needs
 - Expand Economic Opportunity → address economic development (job creation, commercial rehab, etc.)
2. **Check one HUD-defined outcome that best relates to your potential CDBG-funded program:**
- Availability/Accessibility → make basic services more readily available/accessible to low-income persons
 - Affordability → make basic services more affordable for low-income persons in a variety of ways
 - Sustainability → improve the overall viability of communities (blight elimination, LMI benefits, etc.)
3. **Describe how the potential CDBG-funded program relates to the primary objective and outcome chosen above.**
The Columbus School playground renovation provides children from this LMI neighborhood with a playground that meets their needs in a manner equitable with other playgrounds in the City of Appleton. Through this renovation, the playground will become an appealing neighborhood amenity and gathering space. Community engagement in the project will further the neighborhood goal of bringing diverse members of this highly transient area together as a community.
4. **Briefly describe data that will be collected and/or analysis used to measure success in achieving your objectives and outcomes for the target population identified above.**
We will measure student, parent, staff and neighbor responses to the improved Columbus School playground through: (1) narrative responses from students, (2) evaluation discussions in a staff meeting, and with parents through the PTA, (3) door-to-door survey within a five-block radius of the school. Through these evaluation activities, we will assess (1) whether the renovation improves the physical appearance of the playground, (2) whether the renovation makes the playground more functional for children, (3) whether the renovation improves people’s perception of the school, and (4) whether the renovation improves people’s perception of the neighborhood as a whole.



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PART F – ATTACHMENTS

1. Please attach the following information relating to your organization:
- Administrative Structure Chart
 - Articles of Incorporation and Bylaws
 - Board of Directors/Officers Roster
 - Mission Statement
 - Budget (most current)

PART G – AUTHORIZATION

Leslie Taylor

Name of Authorizing Officer

Board Chair

Title of Authorizing Officer

Leslie Taylor

Signature of Authorizing Officer

September 13, 2013

Date