City of Rockford
Healthy Neighborhoods Program...
Meeting the Needs of Our Neighborhoods

The purpose of the Healthy Neighborhoods Program is to provide supplemental funding for projects designed to deliver needed services to neighborhoods within the Community Development Block Grant (CDBG) target area (see attached map). The program, which is funded with CDBG program funds, will award financial assistance for projects that demonstrate the ability to meet the individual and identifiable needs of a particular neighborhood.

The CDBG program is a limited resource and must be considered funding of last resort. Applicants are strongly encouraged to make maximum use of other financial resources. The presence of additional funds (beyond the required 50% cost share) will be a significant factor when considering applicants for funding.

Funding will be available to neighborhood organizations and agencies providing services to specific neighborhoods within the CDBG boundaries with special consideration given to projects within the City's focus areas, Weed and Seed, or a Tax Increment Financing Districts (see maps). Organizations need not be physically located within one of the pre-described areas but must primarily provide services to residents of such areas through a specific project.

The City of Rockford will consider funding requests monthly on an ongoing basis as needed. Organizations seeking funding are encouraged to submit one unbound copy of its proposal (per proposal guidelines) to the City of Rockford no later than 4:00 P.M. on the third Thursday of the month.

All proposals received by the above mentioned date and time will be reviewed by compliance staff for completeness and accuracy. A proposal will be deemed accurate and complete if it contains a cover letter per the specified requirements and accurately addresses all four sections of the proposal per proposal guidelines.

Proposals not deemed accurate and complete will be returned to applicant organization with a letter outlining what is lacking. The applicant organization can then re-submit during the next month or in subsequent months after it is able to address its insufficiencies per availability of funds.

After a proposal is deemed accurate and complete it will then be provided to the Healthy Neighborhood Program grant review committee. The committee will consist of: Two alderman (one from the ward for which funds are requested, which will vary based on the submissions and a consistent alderman from outside the CDBG area, the Neighborhood Development Administrator, a representative from Economic Development, a Public Works Department representative, a Human Services Department representative,

A Neighborhood Standards Zone Enforcement Specialist (which will vary based on the submission) and a member of the Citizen Participation Committee.

Each proposal **must** include a cover letter signed by the chief executive officer of the applicant organization or an authorized representative. In the cover letter, describe the project, clearly identify the amount of the request, and identify the name of the contact person for this project and how and where to contact this person.

Perspective applicants must use the format described below to develop proposals. Applicants may use as much space as necessary to thoroughly address each of the four sections of the proposal. Only proposals that thoroughly address each of the sections and include a cover letter that contains the required information will be considered for assistance under the program.

- Section One – Description of the Proposed Project (25 points)

1. Summarize the proposed project. Only new projects or an expansion of an existing project shall be eligible. Please explain the demonstrated need for this project. Describe the problems that will be addressed and how addressing such problems will impact the community. Identify the service area for this project and where it will take place. If the service area for your project is within one of the City's Community Development Focus areas, please indicate as such on one of the maps in the attachments. Your description **must** also include at least the following:

2. List the Goals and Objectives of this project. Indicate the outcome that is trying to be achieved.(i.e. what condition will be changed as a result of the project?) You **must** include the number of people or households that will directly benefit from the project. **Note:** If the proposed project will not serve all residents of the services area (i.e. project is accessible to all residents and not just a specific group like youth or elderly), documentation of family size, income and other demographics will be required.

3. List Activity Measures/Action Steps required to achieve Goals and Objectives. Include a one-year timeline from planning to completion for each activity measure and/or action step.

4. Explain how the success of the project will be measured. Indicate and describe the criteria that will be used.

- Section Two – Identification of the Project Management Team (25 points)

Indicate who will be responsible for guiding and managing the project as well as their qualifications, management experience and specific role in the project. Include in this description other members of the management team (if applicable) and their specific

roles, member's relationship to the organization, and how the project will be organized with specific start and end dates.

Section Three – Project Budget (25 points)

Please provide an itemized project budget that includes the total project costs and/or value. Please note that, at a minimum, a 50% match is required and should be included in your budget. The match can be in the form of cash or in-kind. When developing your budget, please be sure to specify what is to be accomplished with each budget line item as well as its source (see attachment C for example). For example, $5,000 for midnight basketball (CDBG funds) and $5,000 from other private funding sources.

- Section Four – Project Support (25 points0

Please provide three (3) current (within the past year) reference letters from program recipients, members of the organization, or others outside of the organization who will be directly affected by the proposed project. You may also include support letters from groups that intend to collaborate with you. Please do not include or submit letters of support from anyone who does not satisfy the criteria mentioned above.

All qualified proposals will be evaluated on the following (1) impact of proposed project on the community; (2) the overall capabilities of management of the proposed project and the strength of the organization or group submitting the proposal; (3) the feasibility of the proposed project and the reasonableness of its cost; and (4) the degree of support for the project from the organization or group and others directly involved in the implementation of the project including collaborating partners.

The Healthy Neighborhood Program Grant Review Committee will evaluate each proposal based on the four criteria described in the prior subsection. The Committee will rate each proposal on a scale of 1 to 25 points for each criterion, with the maximum amount of points received as 100.

Organizations awarded funding will be required to enter into a grant agreement with the City of Rockford prior to beginning work on the funded project. The said grant agreement will outline the specific roles of the City and the funded organization. Funding for projects will be provided as a monthly reimbursement of approved activities via the submittal of a monthly activity and expense report with complete documentation. (see attached example).

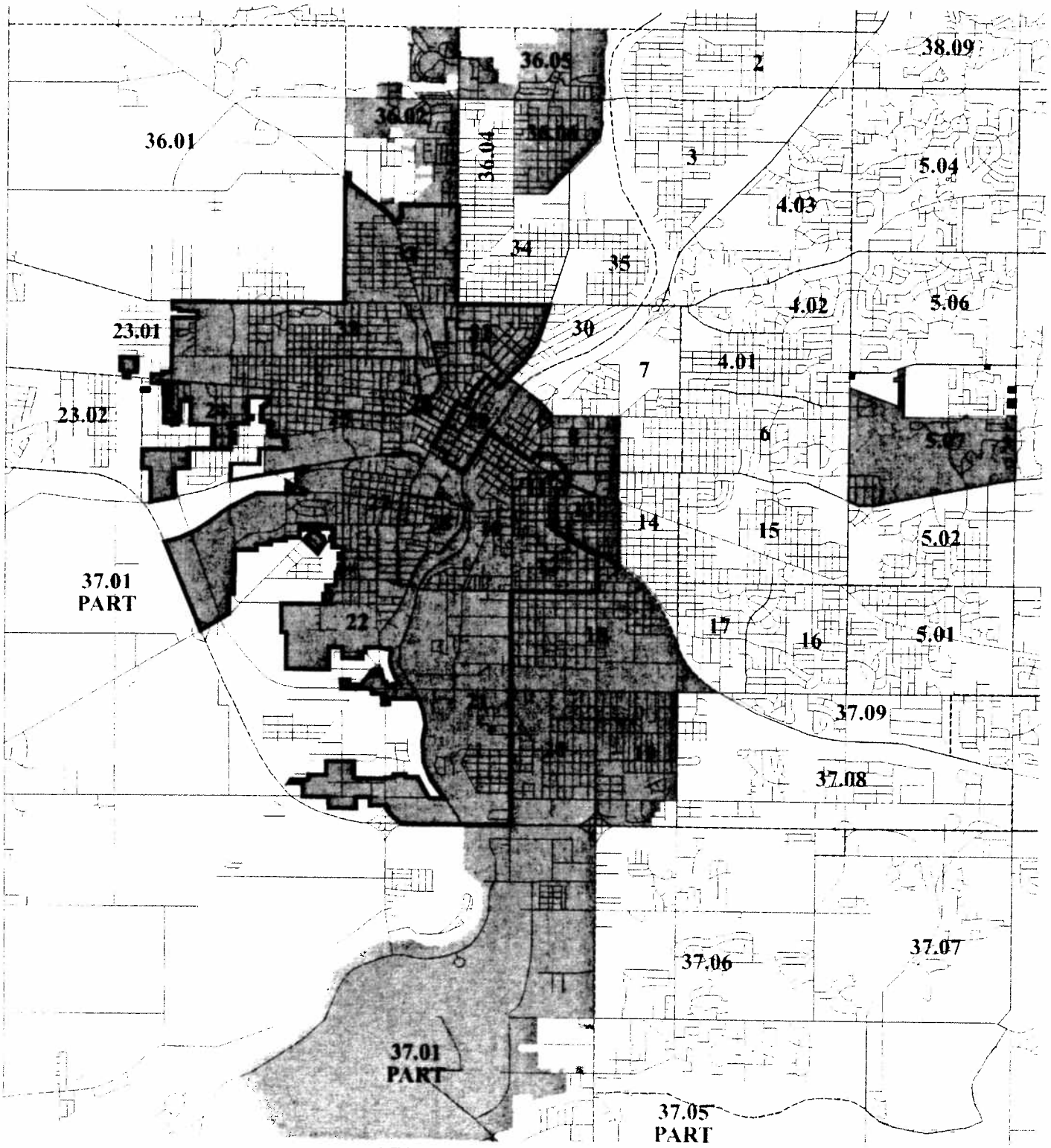
Attachment C

Sample Project Budget
12 – month Period

Line Item	Amount	Grant $	Applicant $
Project Manager Salary	$30,000	$15,000	$15,000
Project supplies	$2,000	$1,000	$1,000
Project Case Worker Salary	$18,000	$9,000	$9,000
Totals	$50,000	$25,000	$25,000

Total Project cost	$50,000
Healthy Neighborhood Program Grant Request (50% of total project cost)	$25,000
Applicant match (50% of total project cost)	$25,000*

*source of applicant match is Community Foundation funding ($10,000), organization budget ($10,000) and private donations ($5,000).



LEGEND

CDBG ELIGIBLE AREA/
LOW INCOME CONCENTRATIONS

MINORITY POPULATION CONCENTRATIONS

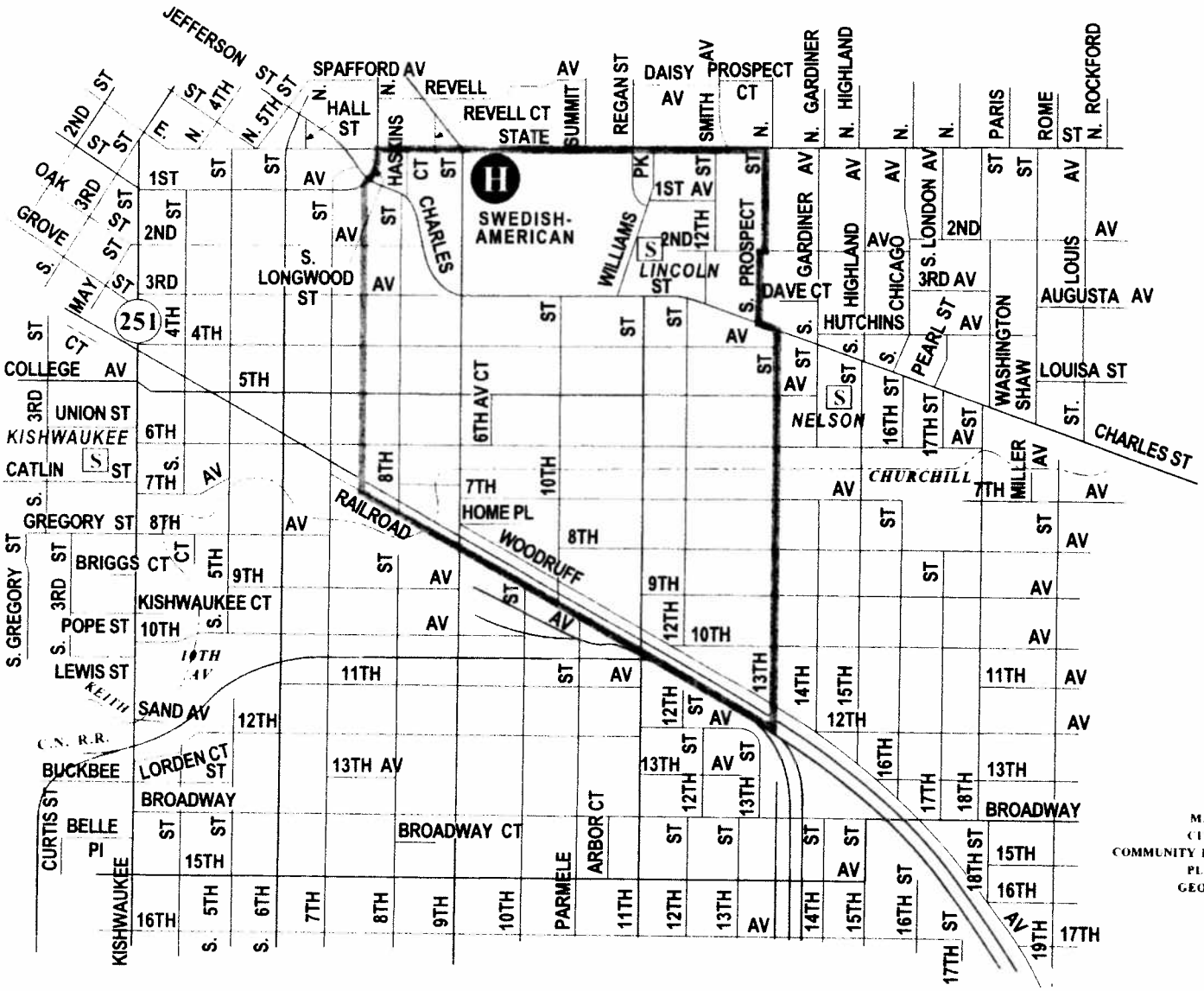
CDBG AREA BY CENSUS TRACTS
SEPTEMBER 2003

ROCKFORD CITY LIMITS

CENSUS TRACT BOUNDARY

37.06 CENSUS TRACT NUMBER

MAP PREPARED BY:
CITY OF ROCKFORD
COMMUNITY DEVELOPMENT DEPARTMENT
PLANNING DIVISION
GEORGE G. ADAMS, JR.



MID TOWN NORTH FOCUS AREA

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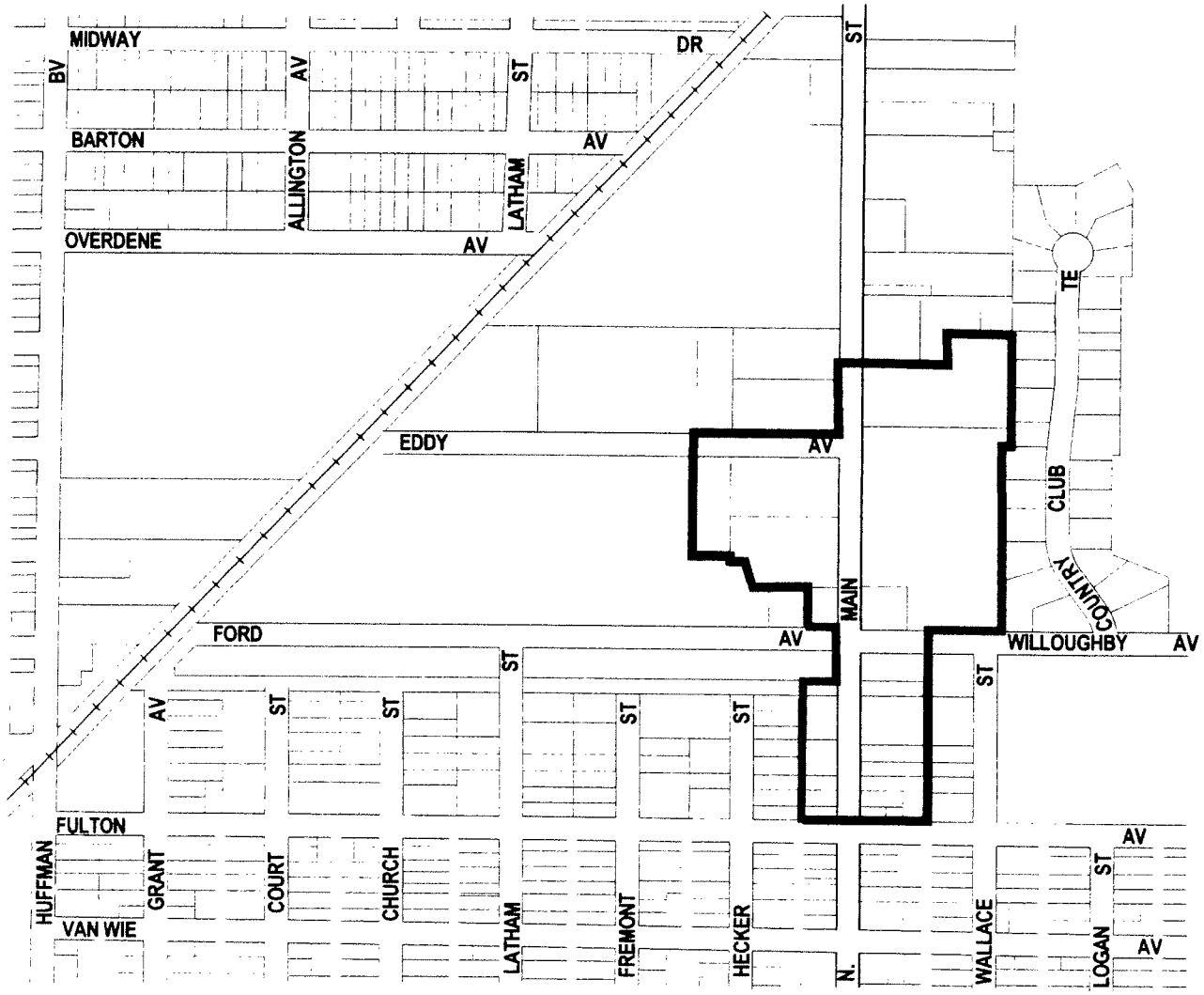
N. MAIN STREET / EDDY AVENUE TIF



TIF BOUNDARY

JULY 2004

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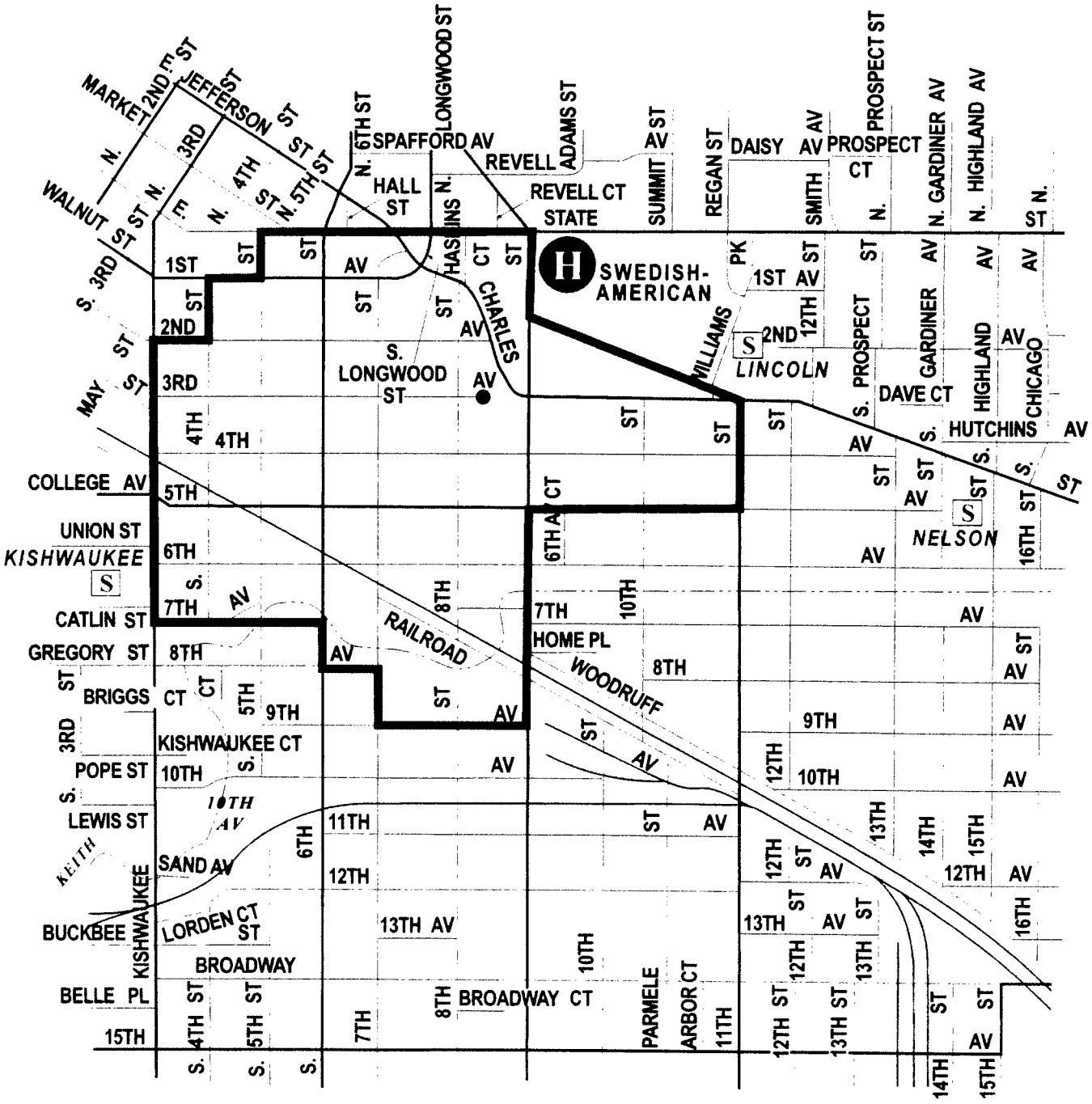
7TH STREET TIF DISTRICT



TIF BOUNDARY

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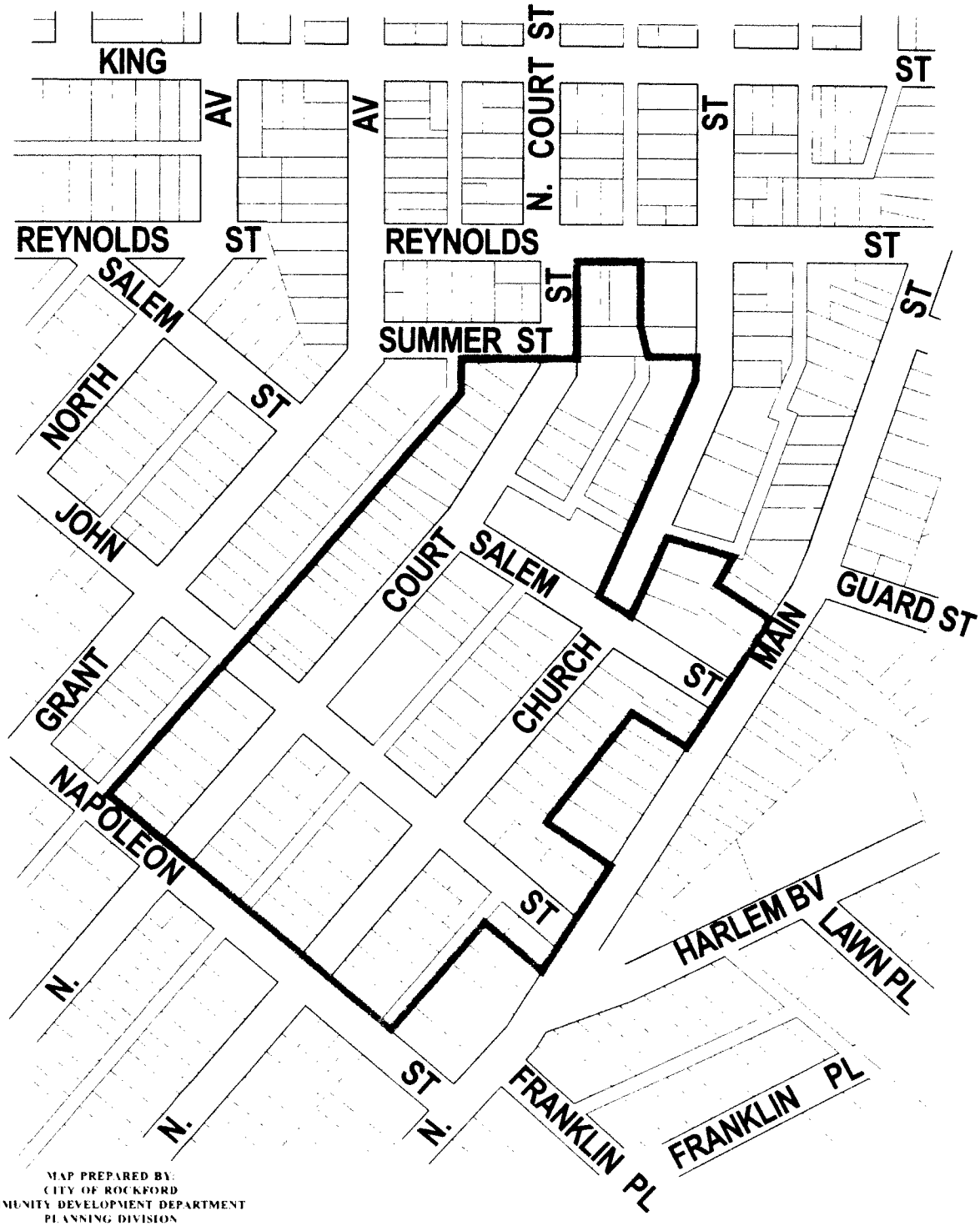

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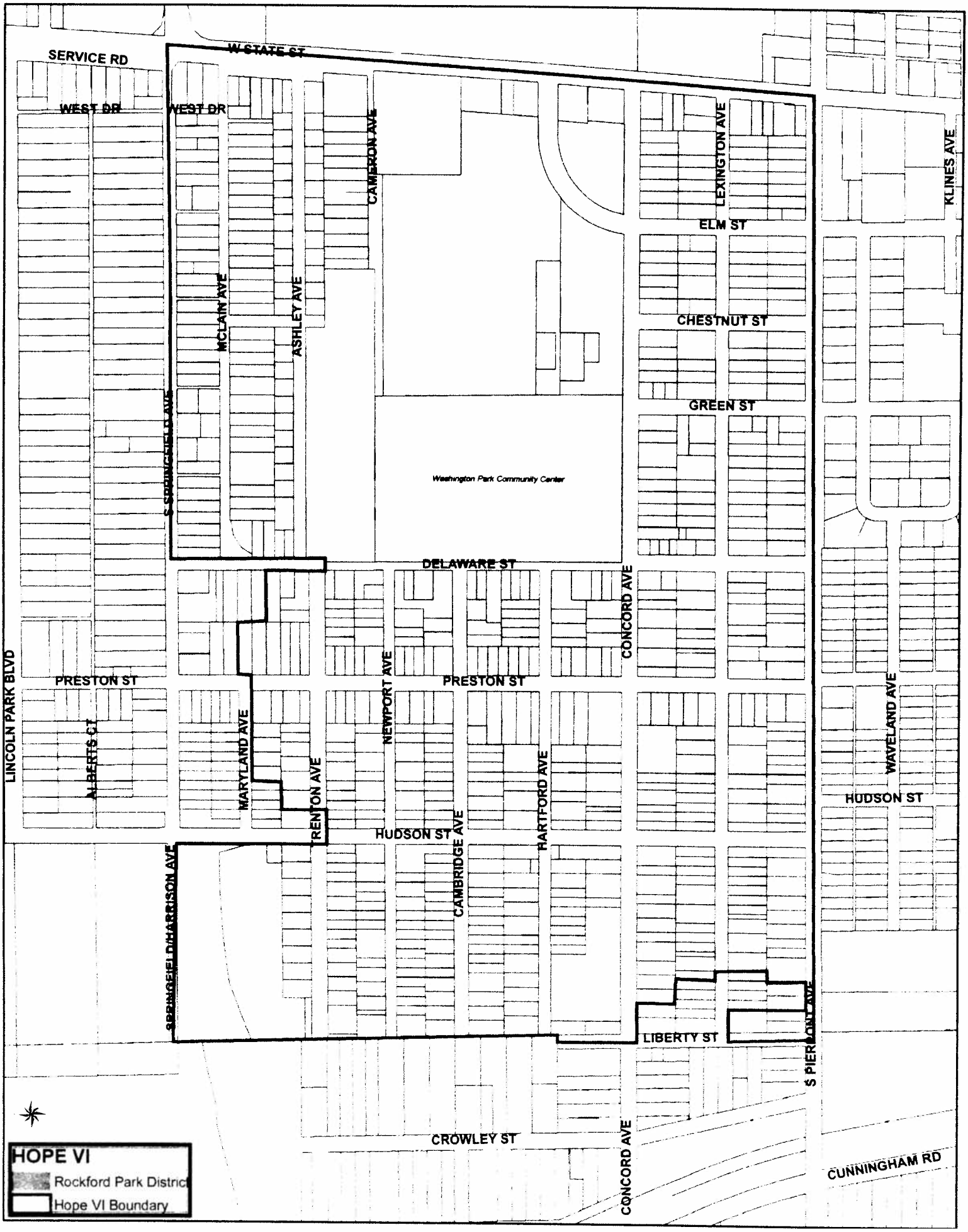
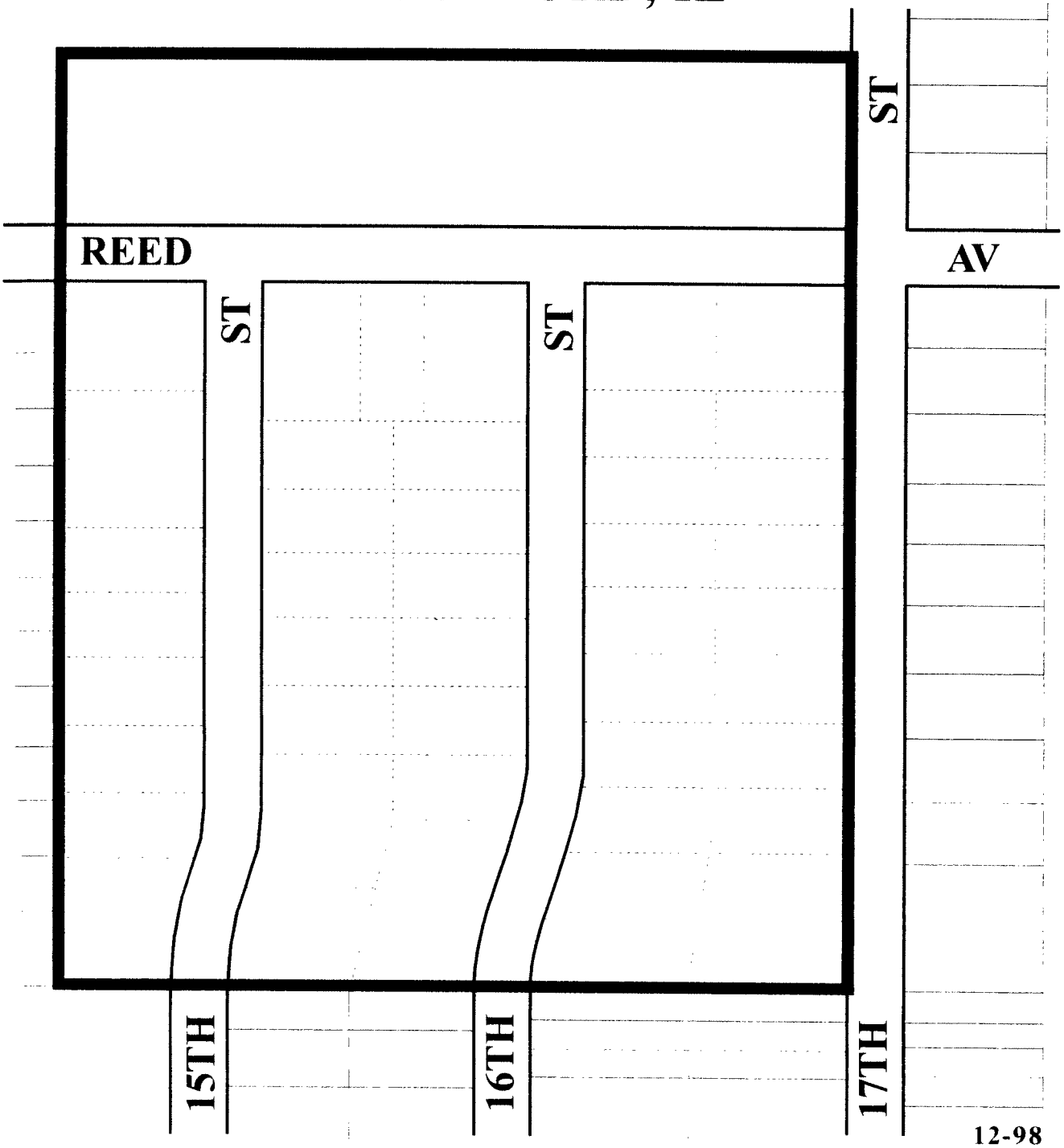
GARRISON SCHOOL TIF STRATEGY AREA

Hope VI Focus Area Map



SOUTH EAST AFFORDABLE HOUSING TIF
ROCKFORD, IL



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TIF BOUNDARY

COMMUNITY DEVELOPMENT DEPARTMENT
PLANNING & ZONING DIVISION
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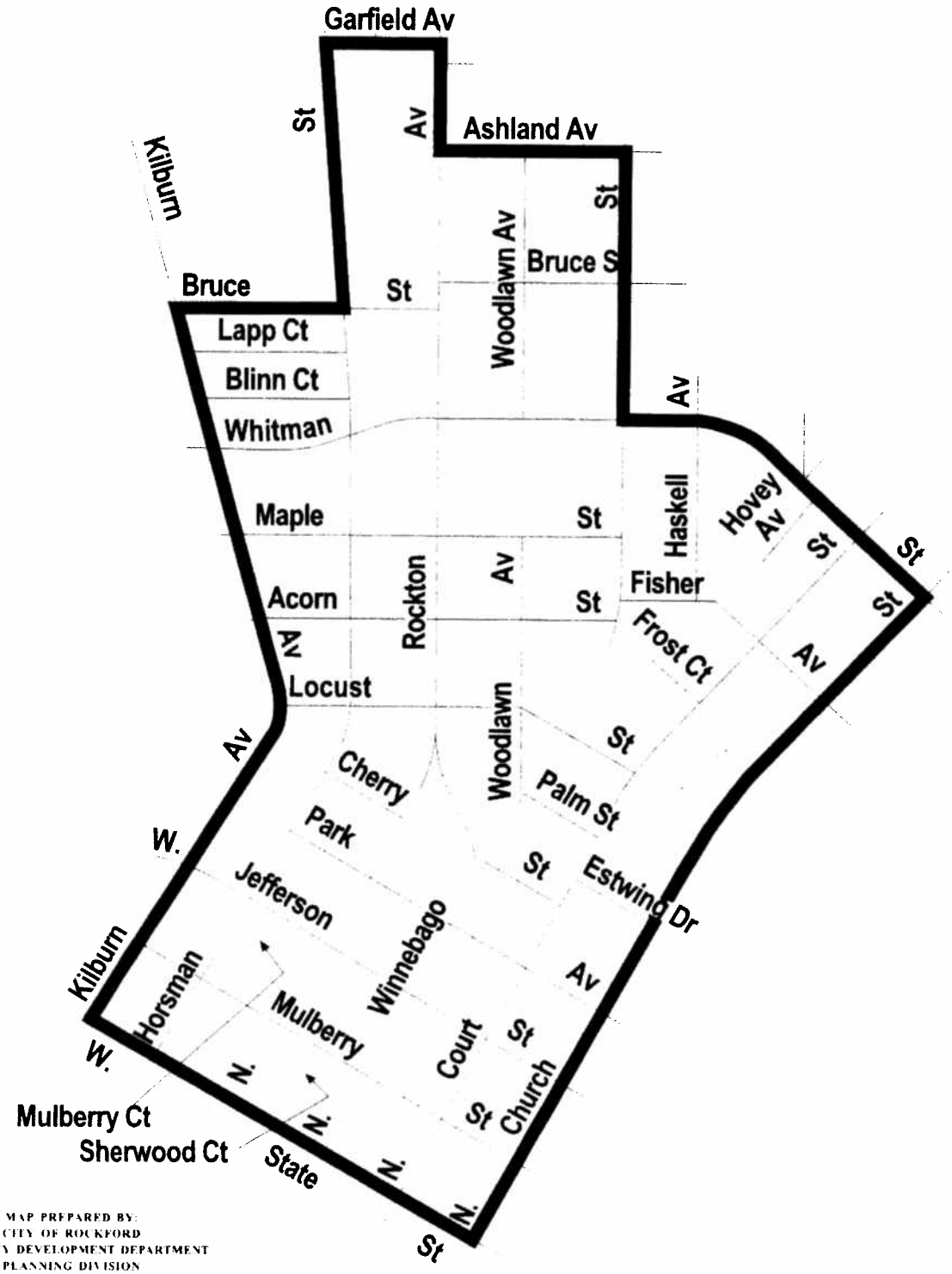

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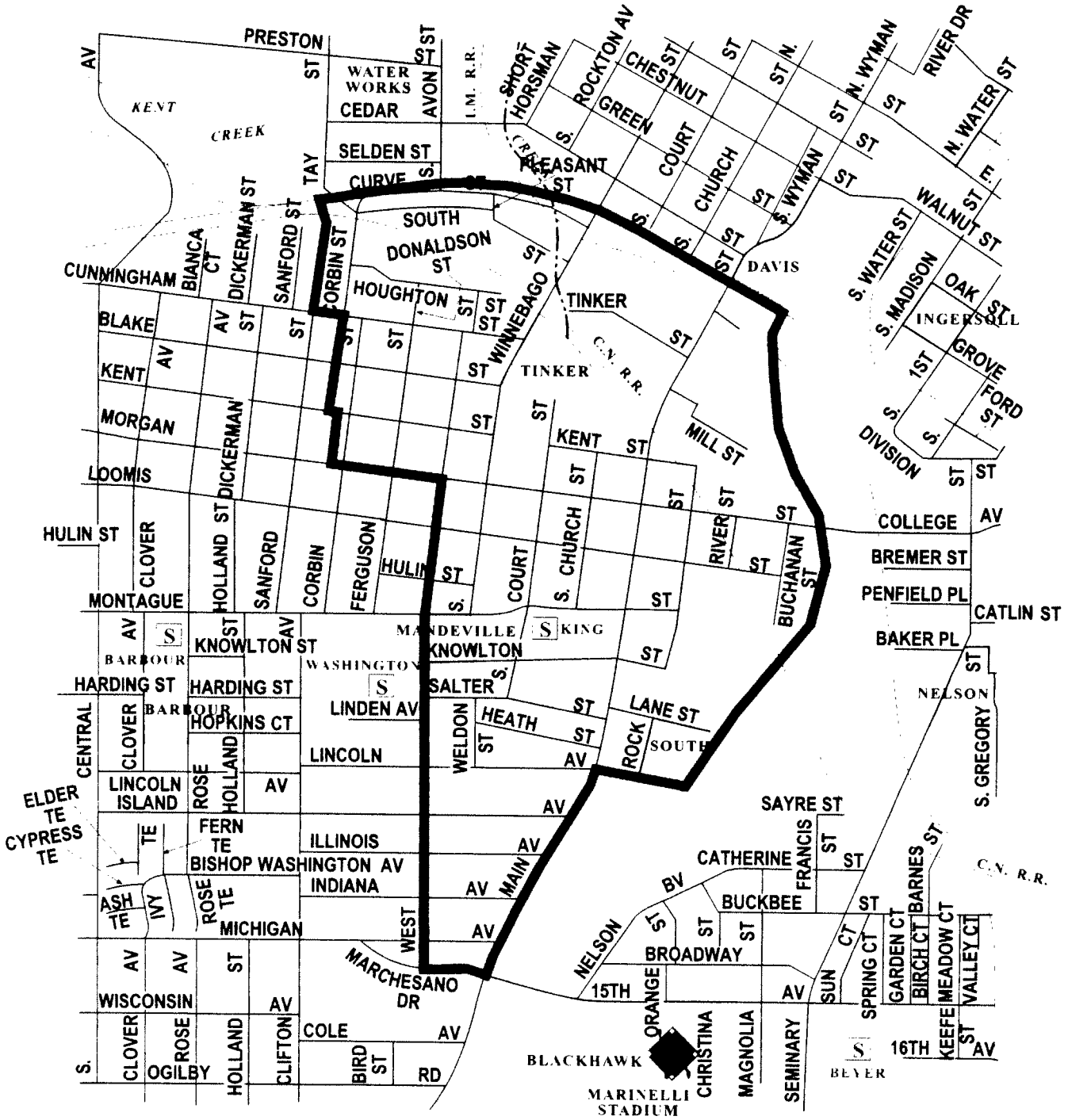
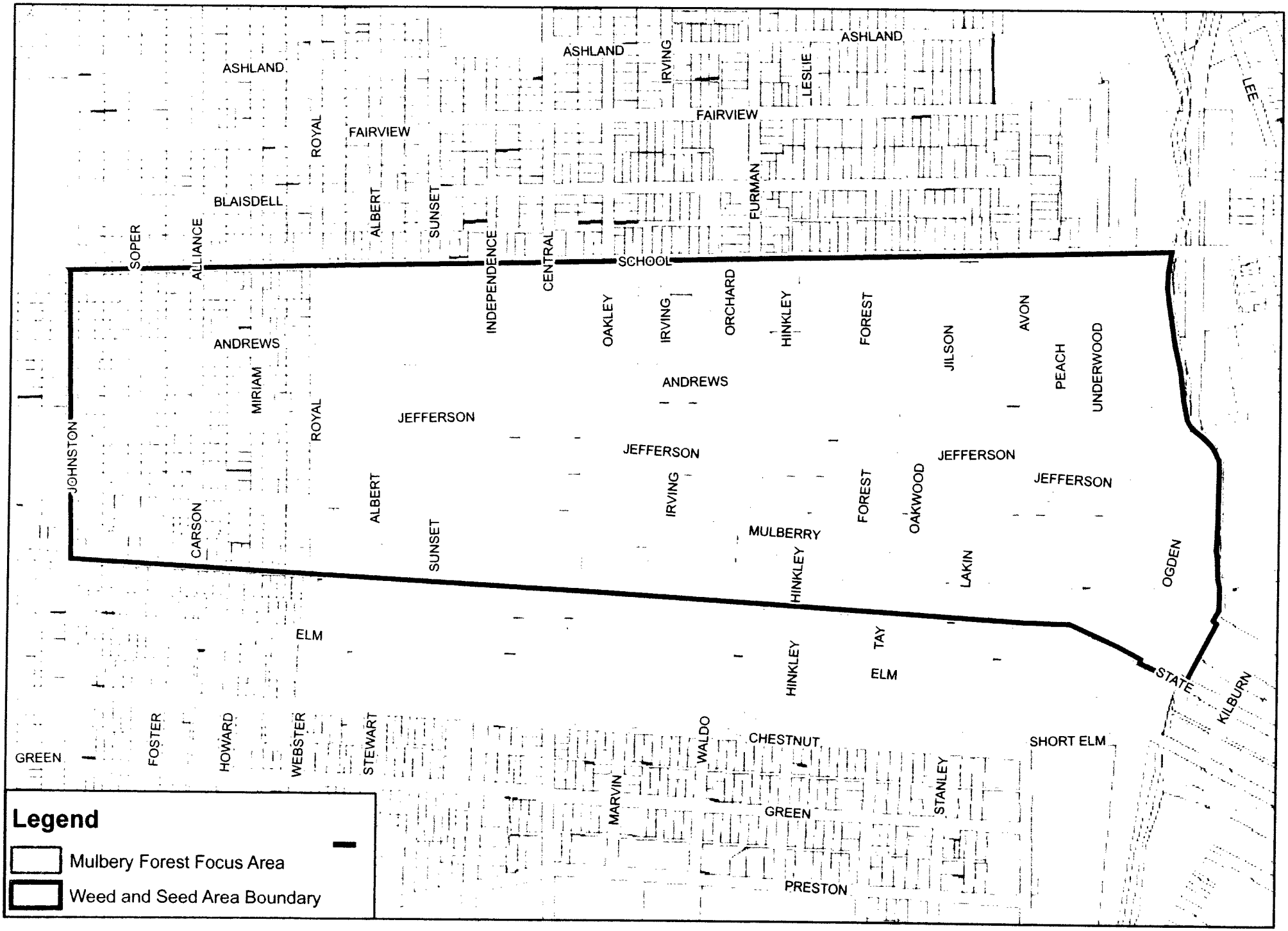
ST. PAUL'S PLACE STRATEGY AREA



SOUTH MAIN STREET REVITALIZATION STRATEGY AREA

Weed and Seed & Mulberry Forest Strategy Area