

PROPOSAL # \_\_\_\_\_

DATE RECEIVED \_\_\_\_\_

**PROPOSAL FOR 2009 CDBG LOCAL OPTION FUNDING**  
**SUMMARY SHEET**

NAME OF PROGRAM: Implementation of "Back to the Root: An Urban River Revitalization Plan  
NAME OF ORGANIZATION: River Alliance of Wisconsin  
ADDRESS: 306 E. Wilson St, Suite 2W CITY: Madison STATE: WI  
PHONE NUMBER: 608-257-2424 FAX NUMBER: 608-260-9799  
E-MAIL ADDRESS: hsarakinos@hotmail.com  
NAME OF DIRECTOR: Denny Caneff NAME OF CONTACT: Helen Sarakinos  
FINANCIAL REPORTING TO BE DONE BY (NAME): Megan Gibson  
PROGRAM REPORTING TO BE DONE BY (NAME): Helen Sarakinos

**FUNDING SUMMARY**

CDBG FUNDS REQUESTED: \$ 15,000.00

- 1) Will the proposed activity need CDBG funds for more than one year? Yes . No . If yes, explain why. \_\_\_\_\_
- 2) Has your organization received CDBG funding for this program in the past five years? Yes . No .
- 3) Do you have a signed agreement to use CDBG funds allocated to you in prior years? Yes  No .
- 4) Has your organization secured other funding to assist in this program? Yes . No . If "yes" indicate the funding source and corresponding amount(s). Racine Community Foundation: \$10,000, Root-Pike WIN: \$10,000 (submitted), C.S. Mott Foundation, \$4,500, In-kind contributions: \$11,000

TOTAL PROGRAM COST (FROM ALL FUNDING SOURCES): \$ 50,500 Percent of CDBG to TOTAL cost 30 %

**SUMMARY**

Provide a VERY brief summary of the program.

To develop implementation policy for the recommendations presented in *Back to the Root: An Urban River Revitalization Plan* which will allow for waterfront redevelopment along the Root River that: 1) creates a sense of place, 2) stimulates economic growth, 3) allows public access and interaction and 4) improves water quality.

- 1) Total number of clients to be served \_\_\_\_\_.
- 2) Age group of the people served. Youth (0 - 18)  Adult (18 - 62)  Senior (over 62)
- 3) What percentage of the activities will take place in the City of Racine? 100 percent
- 4) What percentage of the activities will take place in areas defined by HUD as being low and moderate income? 100 percent
- 5) What percentage of the people served will be City of Racine residents? 100 percent
- 6) What percentage of people served will be low or moderate income persons as defined by HUD? n/a percent
- 7) Which category of community needs best fits your program? (check all those that apply)  
Improved Neighborhoods  Job creation  Youth Activities \_\_\_\_\_ Shelter \_\_\_\_\_ Other (list)  environmental improvement, public access

**SECTION 1: NEEDS STATEMENTS** - Limit your response to the space provided.

- 1) Describe the need in the City that this activity will address.
- 2) Describe the basis on which you determined the need exists.
- 3) Identify the extent of the need.

*Back to the Root: An Urban River Revitalization Plan* lays out a vision for how the riverfront should be redeveloped that also ties into Racine's efforts to better manage water quality and increase recreational opportunities in and along the Root River. With this proposal, we hope to kick-start the implementation of the recommendations in this report.

The Department of City Development has expressed an interest in creating implementation policy for this plan and collaborating with the River Alliance and Root River Council for both funding and resources to achieve this goal. This project proposal aims to close this remaining gap to help make the Root River an essential component of Racine's economic and civic revitalization. Redevelopment cannot occur in the Root River corridor until there is a plan in place to address blighted areas along the river and recruit smart development. This project is the necessary first step to address this issue.

**See the accompanying maps.** Map 1 shows how the Root River coincides with the CDBG low and moderate income areas of the City of Racine. Map 2 shows how the Root River coincides with several of Racine's redevelopment areas that were formally created under s.66.1333, Wis.Stats., on the basis of blight

**SECTION 2: PROGRAM OVERVIEW** Limit your response to the space provided.

Include in the description what activities will take place, how you notify the public of your activity, who will provide services, where activities will take place, when and how often activities will take place, and why your organization should provide and oversee the activity.

In the next year, we will continue our partnership with Racine Department of City Development, the Root River Council, community partners and will hopefully partner with the Wisconsin Department of Commerce to pursue the following objectives:

1. Research what types of policy implementation have been carried out in other Great Lakes communities with successful waterfront revitalization efforts and explore which economic development tools would make the most sense to implement in Racine;
2. Propose to the City of Racine implementation policy (riverfront zoning, design guidelines, oversight) that will incorporate the recommendations laid out in the Root River Plan;
3. Assist and support community partners as they prioritize which projects to undertake in the next few years;
4. Work closely with City administration and the Dept. of Commerce to identify funding opportunities and economic development incentives.

The River Alliance has a solid history and track record in river restoration. We bring commitment to river restoration and conservation, partnering with agencies and governments, and building public understanding and good public process in decision-making about rivers. We see urban river restoration as an opportunity because many Great Lakes communities recognize that long-neglected and abandoned industrial waterfronts can in fact become economic assets for them.

Since June 2006, River Alliance has engaged residents and organizations in Racine to gather and strategize about how the Root River can be a key asset in the revitalization of Racine. In 2007, River Alliance leveraged a Racine Community Foundation grant with additional \$50,000.00 from the CS Mott Foundation and the Wisconsin Coastal Management Program to draft *Back to the Root: An Urban River Revitalization Plan*.

In this implementation phase, we will continue to work closely with the Racine Department of City Development and the Root River Council to realize the recommendations of the plan. The Root River Council members bring a wealth of knowledge and community connections to this effort.

As with the drafting of the *Back to the Root* plan, we will use all available avenues of communication to inform residents and stakeholders of progress and opportunities for involvement. This includes the official website of the Back To The Root plan ([www.backtotheroot.org](http://www.backtotheroot.org)), The Racine Journal Times, UW Parkside's Root River Environmental Education Community Center (RREECC) newsletter, River Alliance's website ([www.wisconsinrivers.org](http://www.wisconsinrivers.org)), quarterly printed newsletter and electronic newsletter.

### **SECTION 3: OBJECTIVES OF THE PROGRAM**

1) List in as quantitative and qualitative a manner as possible, the objective(s) to be accomplished by implementing this program and how success in meeting the objectives will be measured. Information such as the number of loans provided, diplomas attained, jobs acquired, clients to be housed, or other unique project characteristics or subgroup information should be provided.

In the next year, the River Alliance of Wisconsin and partners will pursue the following objectives:

1. Research what types of policy implementation have been used in other Great Lakes communities with successful waterfront revitalization efforts and explore which economic development tools would make the most sense to use on Racine's waterfront. Site visits will include Chicago, Milwaukee, Wausau, Green Bay, LaCrosse and possibly Cleveland and Detroit: Apr – Jul. 2009
2. Draft implementation policy (riverfront zoning, design guidelines, oversight) that will incorporate the recommendations laid out in the Root River Plan: Aug – Nov. 2009
3. Introduce policy language to the Racine Common Council with broad multi-stakeholder support; Dec. 2009
4. Assist the Racine Department of City Development in prioritizing next steps, including brownfield assessment and purchase of key riverfront parcels: Apr – Nov. 2009
5. Work with the Dept. of Commerce and partner agencies, (as per the Wisconsin Waterfront Initiative) to identify regulatory issues, funding opportunities and economic development incentives: ongoing.

By the project's completion date, success of the project will be measured by whether there is a regulatory framework in place for revitalizing the Root River Corridor before the Racine Common Council that has the broad support of business interests, community and riverfront neighborhood groups, and environmental groups in Racine. This may take the shape of new zoning recommendations, modification of existing overlay districts or other policies that are identified in the research process.

### **SECTION 4: INNOVATION**

Is this a new program or approach to providing for a need in the Racine community?

Yes. Riverfront redevelopment can be a powerful economic and job stimulus for cities. Construction of the Milwaukee RiverWalk has generated more than \$300 million in development projects along the shore of the formerly blighted Milwaukee River. Similar economic and employment benefits are being seen in several Wisconsin cities including Wausau, Green Bay, Lacrosse and Baraboo. Thoughtfully done, riverfront redevelopment can be as strong an economic driver as industry job training or small business incubators. This is an extraordinary opportunity to build the policy and finance tools that will give this revitalization effort critical momentum.

### **SECTION 5: COLLABORATION**

Collaboration is defined as "a formal agreement among agencies or organizations engaged in similar activities to work together to reach a common, mutually agreeable goal". Applications representing collaborative efforts must identify each partner and their role in the collaboration.

1) Identify any other agencies that are presently providing services or activities similar or identical to those being proposed.

None

2) If there are other agencies providing similar or identical services or activities, explain the necessity for the additional services being proposed for funding.

None

3) How has your agency collaborated to avoid duplication of services? You must identify the collaborating agencies.

City of Racine Departments of City Development and Public Works;

Root River Council;

UW Parkside Root River Environmental Education and Community Center

**SECTION 6: BUDGET (PAGE ONE OF TWO PAGES)**

Show all revenues and expenses for the Activity in whole dollars.

<b>REVENUES:</b>		
FUNDS REQUESTED FROM C.D.B.G. PROGRAM		\$15,000
<b>FUNDS FROM OTHER SOURCES:</b>		
1. Racine Community Foundation		\$10,000
2. Root-Pike WIN		\$10,000
3. C.S. Mott Foundation		\$4,500
4. In-kind contribution		\$11,000
<b>TOTAL REVENUE</b>		<b>\$50,500</b>

<b>EXPENSES:</b>				<u>C.D. FUNDS</u>	<u>OTHER FUNDS</u>	<u>TOTAL</u>
<b>SALARIES:</b>	Position	#Hours	Rate	\$ _____	\$ _____	\$ _____
	Project coordinator	16/wk (.4 FTE)	\$55,750/yr	\$ 14000	\$ 8,300	\$22,300
	Intern	300	\$10/hr	\$ _____	\$ 3,000	\$3,000
	DCD staff assistance	20 hr/mo	\$45.72/hr	\$ _____	\$ 11,000	\$11,000
<b>EMPLOYEE BENEFITS (List Benefits)</b>				\$ _____	\$ _____	\$ _____
_____				\$ _____	\$ _____	\$ _____
<b>PAYROLL TAXES</b>				\$ _____	\$ _____	\$ _____
<b>LICENSES, PERMITS, MEMBERSHIPS</b>				\$ _____	\$ _____	\$ _____
<b>PROFESSIONAL FEES (accounting, attorney, etc.)</b>				\$ _____	\$ _____	\$ _____
<b>AUDIT COMPLIANCE FEES</b>				\$ _____	\$ _____	\$ _____
<b>INSURANCE</b>				\$ _____	\$ _____	\$ _____
<b>EMPLOYEE TRAINING</b>				\$ _____	\$ _____	\$ _____
<b>RENT or OCCUPANCY</b>				\$ _____	\$ _____	\$ _____
<b>UTILITIES</b>				\$ _____	\$ _____	\$ _____
<b>TELEPHONE</b>				\$ _____	\$ _____	\$ _____
<b>OFFICE SUPPLIES</b>				\$ _____	\$ 200	\$ 200
<b>POSTAGE</b>				\$ _____	\$ _____	\$ _____
<b>EQUIPMENT PURCHASE *</b>				\$ _____	\$ _____	\$ _____
<b>EQUIPMENT RENTAL (List)</b>				\$ _____	\$ 1,500	\$ 1,500
_____				\$ _____	\$ _____	\$ _____
<b>EQUIPMENT MAINTENANCE</b>				\$ _____	\$ _____	\$ _____
<b>WORK OR PROGRAM SUPPLIES</b>				\$ 1,000	\$ 2,400	\$ 3,400
<b>PRINTING AND PUBLICATIONS</b>				\$ _____	\$ 900	\$ 900
<b>TRAVEL *</b>				\$ _____	\$ 7,800	\$ 7,800
<b>MEETING EXPENSES *</b>				\$ _____	\$ 300	\$ 300
<b>LIST ANY OTHER EXPENSES BELOW * :</b>				\$ _____	\$ _____	\$ _____
_____				\$ _____	\$ _____	\$ _____
_____				\$ _____	\$ _____	\$ _____
_____				\$ _____	\$ _____	\$ _____
_____				\$ _____	\$ _____	\$ _____
<b>TOTAL EXPENSES</b>				<b>\$ 15,000</b>	<b>\$ 35,500</b>	<b>\$ 50,500</b>

\* Provide detail on next page as indicated.

**SECTION 6: BUDGET (CONTINUED)**

- Identify and explain the necessity for any equipment proposed to be purchased.

The budget includes the purchase of one laptop computer (not with CDBG funds) because the position entails weekly travel and working from two different locations.

- Explain the purpose(s) for which travel funds will be used. Identify the purpose(s) of out of town travel.

RA staff travel from Madison to Racine: 1x/wk, 212 mi roundtrip x \$.585 (IRS reimbursement rate) = \$6500

Site visit travel includes car rental, gas, food.

site visits will include Chicago, Milwaukee, Wausau, Green Bay, LaCrosse.

- Identify the meetings and what items will be paid for under Meeting Expenses. Identify out of town meetings, location(s) and purpose(s).

Budget includes funds for snacks and beverages for longer meetings.

- Identify what contract services will be purchased and how the contractor(s) will be selected.

- Explain all items listed under "Other Expenses".

Note: Line items such as Miscellaneous Expenses, Overhead, Indirect costs and similar listings are not permitted.

**SECTION 7: ATTACHMENTS**

Please provide one copy only of the following

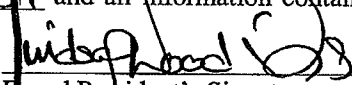

- A description of all jobs shown in the budget.
- A copy of applicant's (agency) 2008 budget.
- A copy of the applicant's most recent financial audit or compilation.

**PLEASE, LIMIT YOUR ATTACHMENTS TO ONLY THOSE REQUESTED!!!**

**SECTION 8: STATEMENT OF APPROVAL**

Non-profit and For Profit Organizations.

This proposal for CDBG funds was considered and approved by our Board of Directors at a meeting at which a quorum was present on Feb. 4<sup>th</sup> 2009 and all information contained in the proposal is true and correct to the best of our knowledge:

<u></u>	<u>Feb. 5<sup>th</sup> 2009</u>
Board President's Signature	Date
<u>Lindsay Wood Paris</u>	
Print Name	
<u></u>	<u>6<sup>th</sup> Feb 2009</u>
Board Treasurer's Signature	Date
<u>Lynn Broadus</u>	
Print Name	

Government Agencies and Individuals.

This proposal for CDBG funds has been reviewed and approved for submission and all information contained in the proposal is true and correct to the best of my knowledge:

_____ Signature	_____ Date
_____ Print Name	
_____ Title	_____ Date

**SECTION 9: NATIONAL OBJECTIVE CERTIFICATION**

PLEASE HAVE THE PRESIDENT OF THE BOARD OF DIRECTORS, THE CITY AGENCY DEPARTMENT HEAD, OR, IF THE APPLICANT IS AN INDIVIDUAL, THE INDIVIDUAL, SIGN THE APPROPRIATE CERTIFICATION. If you have questions regarding which of the certifications is appropriate for your application, please contact the Department of City Development at 636-9151.

**FOR ACTIVITIES DESIGNED TO BENEFIT LOW AND MODERATE INCOME PERSONS IN ACCORDANCE WITH HUD CDBG INCOME GUIDELINES:**

**To benefit persons...**

I hereby certify that the proposed activity will benefit low and moderate income persons as defined by the U.S. Department of Housing and Urban Development; and that no less than \_\_\_\_\_ % of the clients to be assisted will be low and moderate income persons residing in the City of Racine, Wisconsin.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

**To benefit an area...**

I hereby certify that the proposed activity is designed to benefit a general area of the City and not individually identified low and moderate income persons; and that the proposed activity will provide improvements to areas in which no less than 51% of the residents are low and moderate income as defined by the U.S. Department of Housing and Urban Development.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

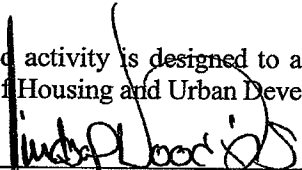
\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

**FOR ACTIVITIES DESIGNED TO ELIMINATE SLUMS AND BLIGHT**

**To eliminate slums and blight...**

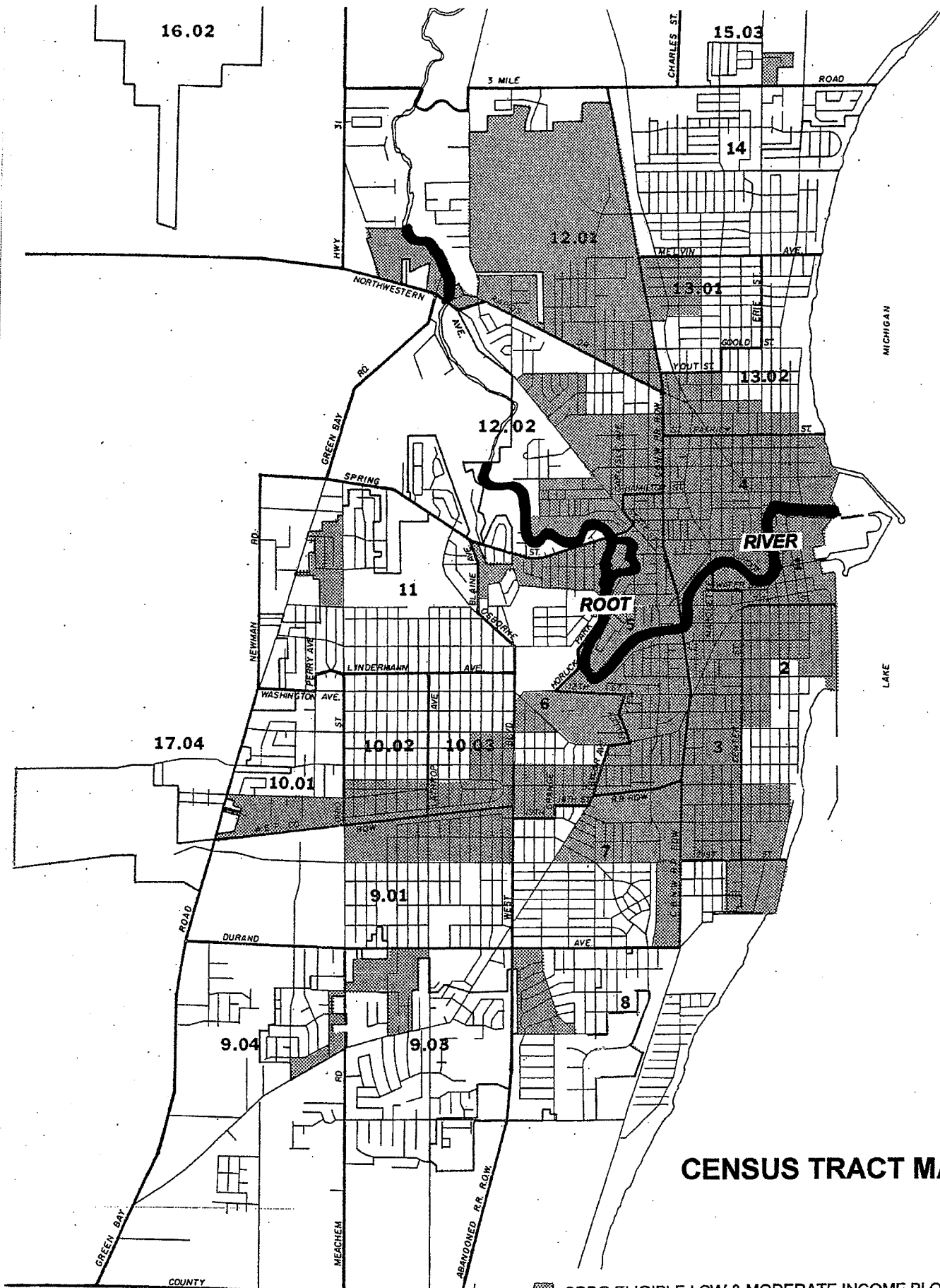
I hereby certify that the proposed activity is designed to aid in the prevention and elimination of slums and blight, as defined by the U.S. Department of Housing and Urban Development rules governing the CDBG Program.

  
\_\_\_\_\_  
Signature

Feb. 5<sup>th</sup> 109  
\_\_\_\_\_  
Date

Lindsay Wood Davis  
\_\_\_\_\_  
Print Name

Board Chair  
\_\_\_\_\_  
Title



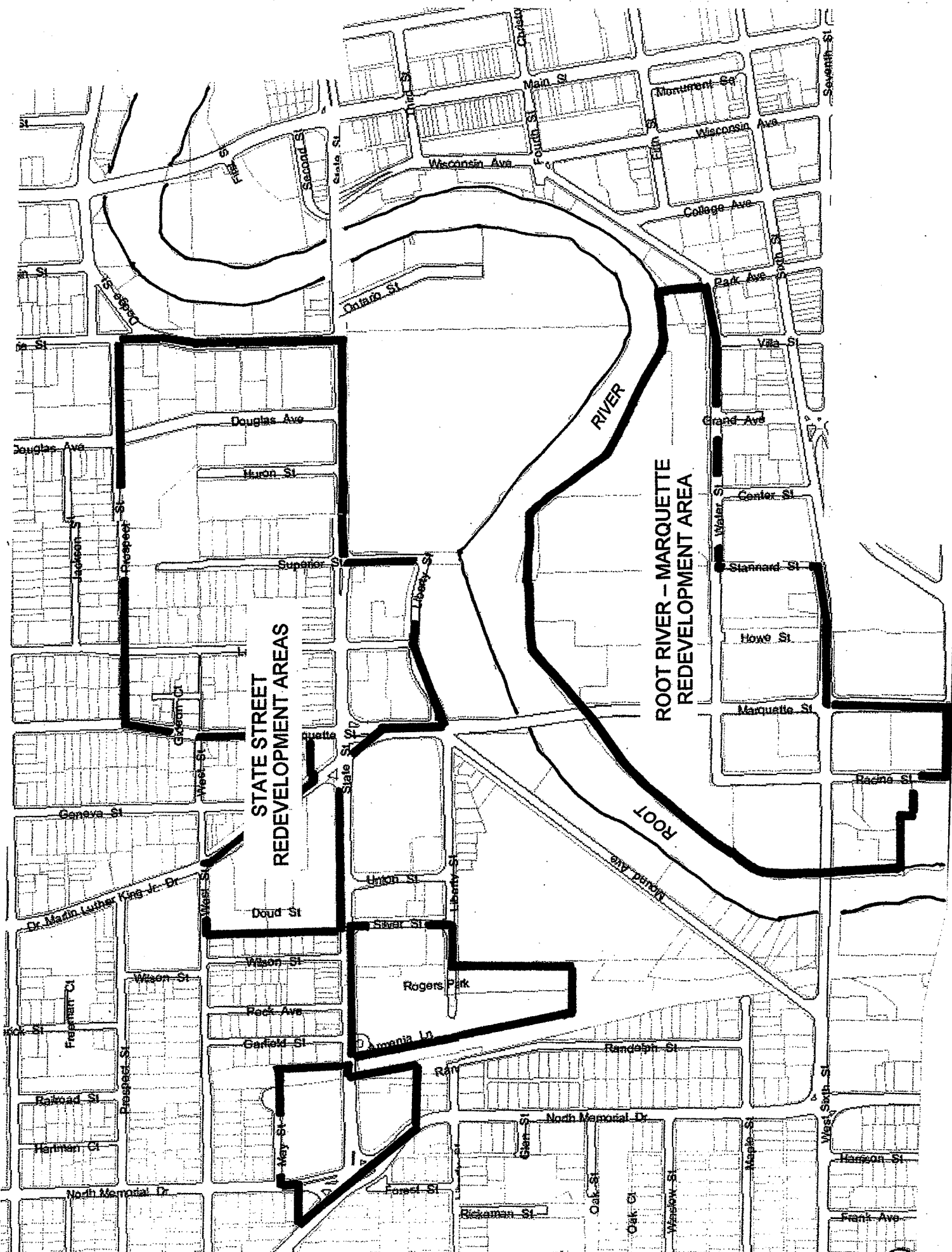
# CENSUS TRACT MAP

■ CDBG ELIGIBLE LOW & MODERATE INCOME BLOCK GROUPS

SOURCE: 2000 CENSUS BLOCK GROUP DATA

DEPT. OF CITY DEVELOPMENT-RACINE, WI 03/10/03 jil





**STATE STREET  
REDEVELOPMENT AREAS**

**ROOT RIVER - MARQUETTE  
REDEVELOPMENT AREA**

**Rogers Park**

**RIVER**

**ROOT**

Wisconsin Ave

College Ave

Douglas Ave

Grand Ave

Superior St

Center St

Geneva St

Howe St

Doud St

Marquette St

Wilson St

Racine St

Rock Ave

Randolph St

Garfield St

North Memorial Dr

May St

Rickman St

North Memorial Dr

Harrison St

Frank Ave