

What Works Cities



November 23, 2021

Vicky Selkove
Manager, Strategic Initiatives & Community Partnerships
City of Racine, Wisconsin
730 Washington Ave.
Racine, WI 53403

Dear Vicky,

Congratulations - I am writing to inform you that Results for America is pleased to award the City of Racine, Wisconsin a \$20,000 grant to support video production to highlight the GROW Racine campaign that will propel the engagement of individuals in various initiatives, including the YWCA Southeast Wisconsin's High School Equivalency Diploma program and Racine's Financial Empowerment Center, in an effort to continue to successfully sustain and scale its work as part of the What Works Cities (WWC) Economic Mobility Initiative (as further described in Attachment A).

This grant will commence upon receipt of payment and will conclude once grant funds have been fully expended.

This award is subject to the reporting requirements as follows:

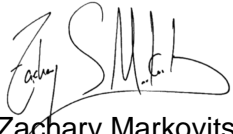
1. Submission via email of a three page report by March 31, 2022.
2. The report should include but is not limited to:
 - a. A description of key activities undertaken and final work products as a result of this grant opportunity.
 - b. Whether and how these funds have supported the sustainability and scaling of Racine's work as part of the WWC Economic Mobility Initiative.
 - c. Results of these efforts against your initial goals, based on the metrics detailed below:
 - Number of professionally produced videos that highlight City investment in GROW Racine initiatives.
 - Number of videos produced as a result of City resident incentive opportunity.
 - Increase in traffic to GROW Racine website once launched
 - Audience engagement and interaction with videos (views, likes, shares, etc.)
 - Increased audience insights from video promotion (demographics of those viewing, liking, sharing, etc.)

- Increase in program enrollments, appointment requests, and/or attendance at virtual or in-person information sessions resulting
3. The report should be submitted to Jen Tolentino (jtolentino@results4america.org), Sophie Bergmann (sophie@results4america.org), and economicmobility@results4america.org.

If all funds are not expended for the purposes of funding the production of video content to further the GROW Racine economic mobility campaign, the balance of funding should be returned to Results for America. We expect that the City of Racine, Wisconsin and its partners will adhere to all applicable laws, regulations and procurement rules.

If you have any questions or concerns, please reach out to me at zach@results4america.org.

Sincerely,

A handwritten signature in black ink, appearing to read "Zachary Markovits".

Zachary Markovits

Vice President of Local Government and Managing Director for the What Works Cities Initiative
Results for America

ATTACHMENT A

TO: Jen Tolentino and Sophie Bergmann, Results for America
FROM: Vicky Selkowe, City of Racine
RE: Funding Request for \$20,000 for GROW Racine Video Content
DATE: November 17, 2021

The City of Racine is working to advance economic mobility through several, currently unlinked initiatives: expanding access to and promoting YWCA SE WI's free 5.09 HSED program and to pre-apprenticeship training programs offered by two other nonprofit partners; promoting and growing the new Racine Financial Empowerment Center; and launching home ownership and home repair initiatives including \$10k forgivable loan down payment assistance. These ambitious economic mobility initiatives are not currently connected to each other in any discernible way, nor is information about them easily accessible to the public in one place. This will change when we link these initiatives under the umbrella of the GROW (Growing Residents' Opportunities and Wealth) Racine economic mobility campaign.

We are on track to launch this campaign early in 2022. GROW Racine will allow us to more easily share information about all of these initiatives, announce specific goals and targets for each initiative, and challenge residents to step forward and participate and/or support other residents coming forward to grow through these efforts. We are building the GROW Racine website, investing ARPA funds in each of the core economic mobility initiatives that will comprise the campaign, and preparing with partners to launch and publicize the effort.

Our new Part-Time Outreach & Communications Fellow, Shayla Malone, adds much-needed capacity to help us promote the Racine FEC and the YWCA's HSED program, two core components of GROW Racine. Shayla will also be integral in designing and publicizing the GROW Racine campaign once launched. Shayla will be assisting with designing flyers and social media graphics, writing web content, and promoting these initiatives at virtual and in-person community events.

Increasingly, however, we are learning that video content is the most likely to engage and reach our targeted residents. While Shayla is eager to learn, and certainly has the capacity to oversee a video project, she is not a professional videographer. We have identified the need to develop short, engaging, professionally-produced video content to highlight the GROW Racine campaign overall, and to also promote its individual initiatives. We also see an opportunity to engage YWCA HSED program graduates, Racine FEC clients, and City residents who benefit from or participate in our other economic mobility initiatives (such as the housing initiatives) by incentivizing them to produce original video content promoting these initiatives for their own social media pages.

We are requesting \$20,000 in funds to:

- 1) Contract with a local professional videographer to produce six to ten short videos highlighting the different components of GROW Racine and the Mayor's commitment to this initiative. (Estimated \$18,000)

We would have the videographer(s) produce 30 and 60 second videos for each of the following initiatives/topics. These videos would be City-branded, include participants/partners where possible, and be immediately utilized on social media, on the GROW Racine website and forthcoming YouTube channel, and on the City and partners' websites. All of the videos would provide an opportunity for us to highlight the City's investment in these initiatives. We would utilize this funding to contract for professional, short videos on each of the following, envisioning two videos per topic (one 30 seconds, one 60 seconds) to yield ten total videos produced:

- a. GROW Racine
- b. Racine FEC
- c. YWCA's HSED program, including City scholarships available
- d. Pre-apprenticeship training, including City scholarships available
- e. City's home ownership initiatives, including down payment assistance available

For all of these videos, we will track views, likes, and shares, as well as any increase in program enrollments or appointment requests that come from posts featuring these videos. We also anticipate using these videos in boosted social media posts, where we can also garner some additional data on the demographics of those viewing, liking, and sharing, as well as any increase in appointment requests, program enrollments, or attendance at virtual or in-person information sessions. We can include those metrics in final reporting to RFA on use of these funds.

2) Incentivize production of TikTok and Instagram Reels videos by City residents who have participated in the FEC, local pre-apprenticeship training, the YWCA's HSED program, or received one of our home ownership down payment or home rehab grants. (Estimated \$2,000)

We'd like to provide incentives to graduates/participants of these programs who produce and share their own short videos promoting these programs and sharing their experiences with their own social networks. The City and our partners would establish some clear, easy to follow guidelines for these videos (i.e. the City gets the ability to re-share those videos, the videos feature the logo of whichever program they're promoting, only positive promotional videos qualify for gift cards, etc.). We might structure this as everyone who produces a TikTok or Instagram/Facebook story that meets submission guidelines gets a \$50 gift card and all submitted videos get entered to win a larger prize, but we'd like flexible funds to encourage and incentivize these personal videos.

Our goal would be to generate at least ten videos from HSED participants/graduates, ten from FEC clients, five from participants in the pre-apprenticeship training programs, and - later in the spring of 2022 once down payment assistance programs are launched - 3-5 videos from down payment assistance recipients. For all of these videos, we will track views, likes, and shares, as well as any increase in program enrollments or appointment requests that come from posts featuring these videos. We also anticipate using these videos in boosted social media posts, where we can also garner some additional data on the demographics of those viewing, liking, and sharing, as well as any increase in appointment requests, program enrollments, or

attendance at virtual or in-person information sessions. We can include those metrics in final reporting to RFA on use of these funds.

We are seeking a total of \$20,000 for this project and once funding is secured, can move forward to retain a local professional videographer quickly so that all videos can be scripted, designed, filmed, and edited by early 2022. We can also design the incentive structure for individuals to make their own short reels, Tik Tok videos, etc. and begin to promote that in mid-late December and into early January. Our Outreach & Communications Fellow, Shayla Malone, will oversee this project as a key deliverable in her work with the City. She is eager to get started, and excited about the new reach that both professional and authentic, participant-made videos could have to help us reach additional residents and promote GROW Racine and its individual initiatives.

Thank you for your continued partnership with and investment in the City of Racine's economic mobility efforts.