



Kresge Innovative Projects: Detroit Information Session

November 13, 2015

Agenda

- **Welcome**
- **Kresge Innovative Projects: Detroit Overview**
 - Bryan Hogle
Program Officer, Detroit Program, Kresge Foundation
 - George Jacobsen
Program Officer, Detroit Program, Kresge Foundation
- **Detroit Future City**
 - Allandra Bulger, Deputy Director, Detroit Future City
 - Chris Dorle, Deputy Director, Detroit Future City
- **Q & A Panel**

Work of the Kresge Foundation's Detroit Program

The goal of Kresge's Detroit Program is to strengthen the social, economic, and cultural fabric of the city. We do this by focusing on six key areas:

- **Green, Healthy, Active Neighborhoods**
 - Vibrant Woodward Corridor
 - Robust Arts and Culture Ecosystem
 - 21st Century Regional Transit
 - High-Quality Early Education System
 - Enhanced Civic Capacity

Visit <http://kresge.org/programs/detroit> for more information

Structure and goal of the initiative

The Kresge Innovative Projects: Detroit Grant Program is a multiyear, citywide initiative for **transformative improvements to the quality of life in Detroit's neighborhoods**. Through it, the Kresge Foundation's Detroit Program seeks to respond to community objectives expressed during the Detroit Future City planning process by providing resources for **neighborhood-based projects that support the vision and creativity of the city's residents**.

The initiative includes two types of grants

Implementation grants

- For “shovel-ready” projects that can be in early 2016
- \$50,000 to \$150,000 each
- Projects must be completed within an **12- to 18-month timeframe** beginning in March 2016
- Applicants must **address project site control**
- We will award these grants on a competitive basis citywide (7-9 total)

Planning grants

- For strong but not-yet shovel-ready projects
- Up to \$25,000 each
- Planning work expected to be completed in **8-month grant period**
- We expect to award at least one planning grant in each of the seven Detroit City Council districts (15-20 total)

More about a few notable initiative components

- **Site control**

We will consider non-physical projects, such as social service, public safety and arts and cultural projects, as part of this initiative. If the proposed project doesn't require a site, this can be addressed through an explanation in the narrative portion of the proposal

- **12-18 month timeframe**

This is one of several initiative requirements intended to ensure projects have a tangible near-term impact on conditions in neighborhoods

- **8-month planning grant period**

We intend to launch the next round of the Kresge Innovative Projects: Detroit initiative in September 2016. By requiring that planning-grant work be completed in eight months, Kresge hopes to give planning-grant recipients ample time to apply for implementation grants in the next round of the initiative.

Eligibility criteria for lead applicants

The lead applicant on a proposal to the initiative must:

- Be incorporated in the state of Michigan, located in and primarily serving the city of Detroit;
- Have at least two years of operational history;
- Have an IRS 501(c)(3) designation or operate under a college or university; and
- Be able to provide an independently prepared audit for the most recently completed fiscal year that follows Generally Accepted Accounting Principles or Government Audit Standards. Organizations with annual budgets of \$250,000 or less may provide a qualified financial review or IRS Form 990 for the most recently completed fiscal year in place of the audit.

The lead applicant may not be:

- An elementary or secondary school,
- A religious organization,
- A for-profit organization, or
- An individual

Review criteria for proposals (1/2)

A competitive project concept will:

- Demonstrate a transformative impact in its Detroit neighborhood.
- Advance community priorities for the neighborhood
- Fulfill the Detroit Future City Strategic Framework Plan in an innovative way
- Have clearly defined and achievable timelines (12-18 months for implementation grants, 8 months for planning grants)
- Use inclusive, collaborative processes for design, development and implementation.
- Extend benefits to a broad set of stakeholders and community residents.
- Rely on this grant for a majority (50 percent to 100 percent) of its total implementation costs (for implementation grants only).
- Provide documentation of project site control (defined as ownership, purchase agreement or long-term lease agreement) with no delinquent tax liability (for implementation grants only)

Review criteria for proposals (2/2)

Successful lead applicants will have:

- Sufficient organizational capacity to coordinate and execute projects of the scope and scale outlined. Preference will be shown for applicants with the equivalent of at least one full-time person on staff
- A history of community engagement, and
- A track record for developing, implementing and maintaining projects that support community goals.

All project proposals will be evaluated using these criteria for the project concept and lead applicant.

What is the connection to Detroit Future City?

The Kresge Innovative Projects: Detroit grant initiative seeks to respond to community objectives expressed during the Detroit Future City planning process by providing resources for neighborhood-based projects that support the vision and creativity of the city's residents. As part of the initiative's review criteria, Kresge will consider the extent to which a proposed project aligns with and fulfills the DFC Strategic Framework Plan., particularly in:

- transforming vacant land into an innovative open-space network, and
- stabilizing neighborhoods.

For more on the DFC priorities that we are most interested in advancing through this initiative, see the Appendix 1 of the Application Guide.

A link to the Application Guide can be found in the 'Learn more' box at:

tinyurl.com/kipd2015

How to apply to the initiative

Interested organizations are invited to submit proposals for implementation or planning by **5 p.m. Eastern time on Tuesday, Nov. 24, 2015.**

Proposals can be submitted using Kresge's online application system – Fluxx – at kresge.fluxx.io

You will be required to create an account to apply, and Kresge grants management staff will approve your account so that you can begin your application.

For links to the Fluxx application system, a guide to the Fluxx system, and the application guide for the initiative, please see the 'Learn more' box at: tinyurl.com/kipd2015

The application

All lead applicants will be required to provide the following through the Fluxx application system:

- Organization information
- Information about the grant request
- Answers to 12 narrative questions that address the review criteria
- Demographic data concerning their organization
- Letter of request
- Financial statements, annual organizational operating budgets, and a line-item project expense budget
- Board member list
- Project personnel
- Site control documentation (implementation projects only)

What we hope to learn

This grant initiative represents an opportunity for Kresge to learn alongside community partners about **what approaches best advance community priorities for revitalization** and how we can best support those approaches.

We made a number of changes to the initiative for Round 2 based on the feedback and experiences of applicants and grantees in Round 1.

Applications and projects in Round 2 will help us to continue to refine the initiative.

Kresge Innovative Projects: Detroit timeline

Announcement of Round 2:	Wednesday, Oct. 14, 2015
Information sessions:	Thursday, Oct. 29, 2015 / Friday, Nov. 13, 2015
Deadline for proposals:	Tuesday, Nov. 24, 2015 (5 pm ET)
Proposal review period:	Dec. 2015 – Jan. 2016
Announcement of grant awards:	March 2016

Tips and tools to support the proposal process

Kresge website

Please see the 'Learn more' box at tinyurl.com/kipd2015 for links to the Fluxx application system, a guide to the Fluxx system, the application guide for the initiative, and information about grants from Round 1 of the initiative.

After this session we will update the FAQ and upload this presentation to help applicants.

Project and programmatic questions

Bryan Hogle: BPHogle@kresge.org / 248-643-9630

George Jacobsen: GCJacobsen@kresge.org / 248-643-9630

Please try to submit questions to us well-before the deadline. Email is preferred.

Technical questions (i.e., with the application system)

InquiryDetroitCommDev@kresge.org

Detroit Future City Implementation Office

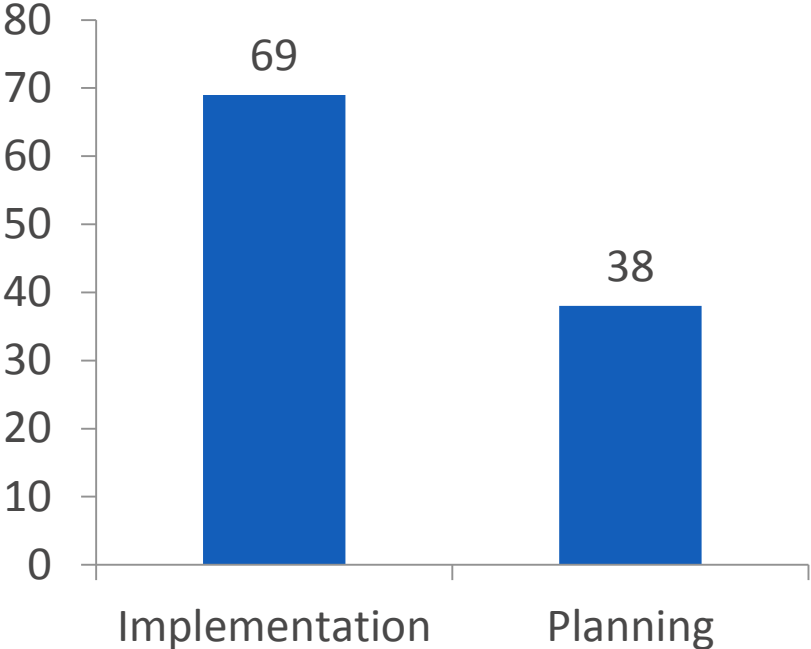
<http://detroitfuturecity.com/>

Brief overview of Round 1

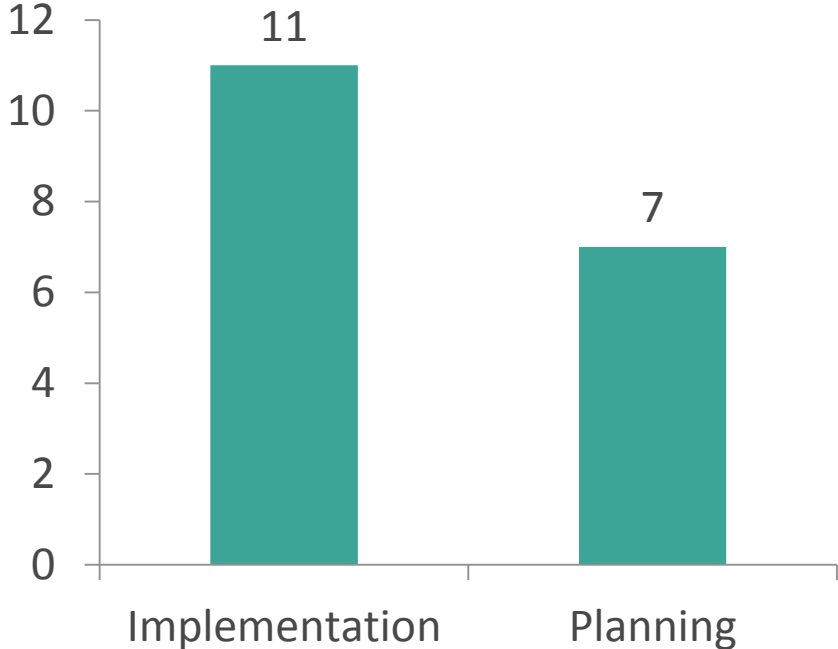
Round 1 proposals received and grants awarded

We received a total of 107 grant proposals in Round 1, and we awarded 18 grants

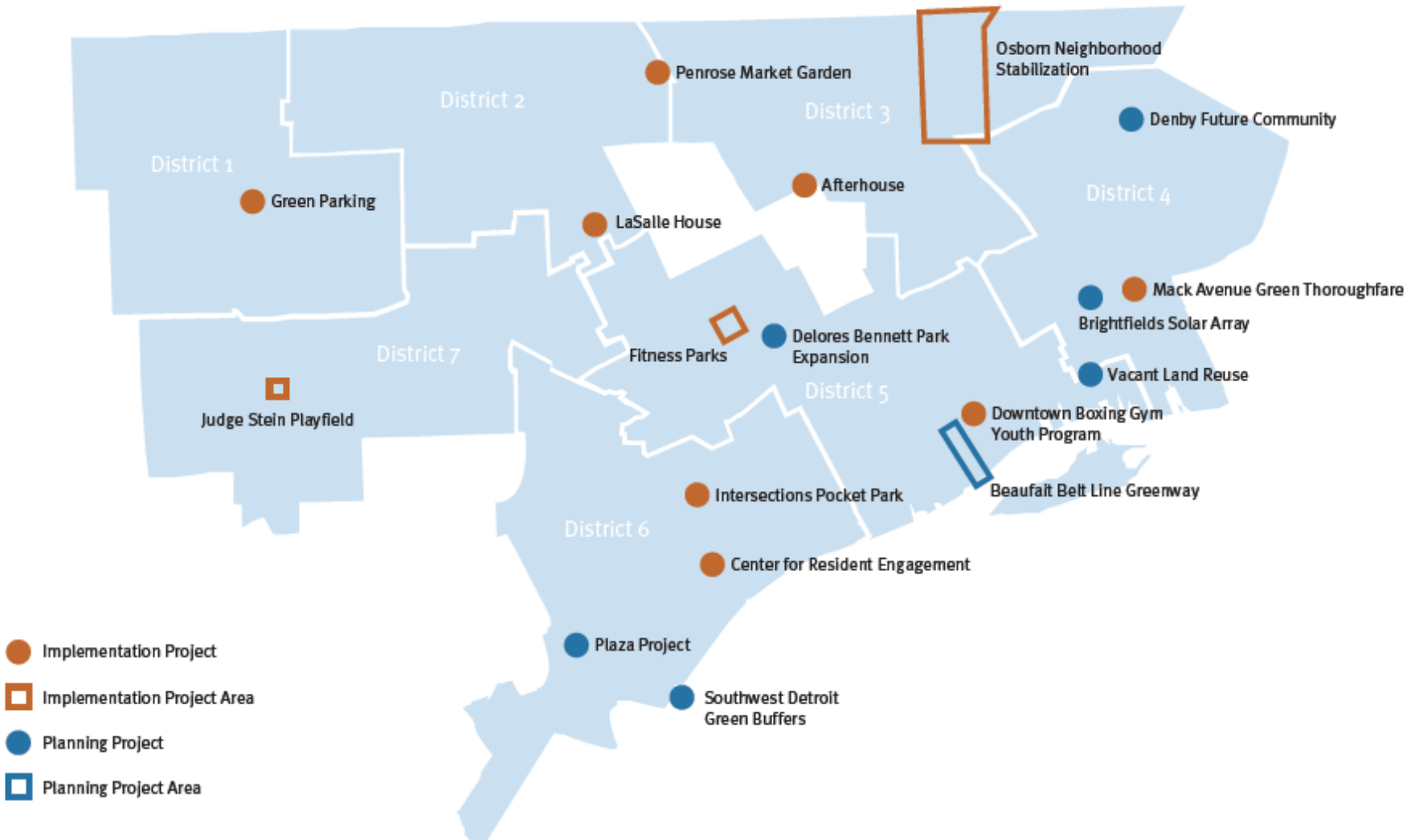
Round 1: Proposals received



Round 1: Grants awarded



Kresge Innovative Projects: Detroit – Round 1 grants



Kresge Innovative Projects: Detroit – Round 1 grants



More information on Round 1 grants

For more information about Round 1 grants, please see the 'Learn more' box at: tinyurl.com/kipd2015

Q&A Panel

- The moderator will take your questions and direct them to the appropriate panel member
- Please frame your question broadly so that it is applicable to as many audience members as possible. If you have a question that is specific to your project, we'll be happy to answer it after the panel.
- To the extent possible, please keep your questions brief so that we can answer questions from as many audience members as possible.