



Takoma Park City Council Meeting – June 2, 2021

Agenda Item 1

Presentation

Presentation and Discussion of Grants Review Committee's Recommendations for the FY22 Community Quality of Life Grants Program

Recommended Council Action

None - Presentation and discussion only.

Context with Key Issues

The Community Grants program is designed to provide financial support for specific programs, projects, and events that improve residents' quality of life by providing greater access and opportunities for participation in the arts and sciences. The primary focus of the program is on providing benefit to residents with low and moderate incomes. Additional information on the parameters of the program is provided in the accompanying guidelines.

While not a requirement for funding, starting in FY21 and continuing in FY22, in acknowledgment of the need for workforce development among residents of low-and-moderate-income, the Committee encouraged all applicants to highlight in their proposals any elements of their arts and sciences programs that also promote job-readiness for low-and-moderate-income Takoma Park residents, many of whom are people of color and/or new Americans.

A total of twenty (20) organizations, responding to an open call for applications issued by the Department of Housing and Community Development staff in January 2021, applied for funding. Nineteen (19) of these organizations were deemed eligible and their proposals were forwarded on the Grants Review Committee. Of the full applications submitted by the March 11, 2021 deadline, twelve (12) are recommended for funding by the Committee.

Representatives of the Grants Review Committee, Keli Cochran (Ward 6), and Mark Swartz (Ward 1) will present the Committee's funding recommendations. Also serving on the Committee are Nadine Bloch (Ward 3), Nicole Ferriolo (Ward 1), and Susan Rosenblum (Ward 3).

Council Priority

A Livable Community for All

Environmental Considerations

The grants recommended under this program are capable of being performed virtually minimizing the need for fossil fuels used during transportation.

Fiscal Considerations

The FY22 budget includes \$80,000 for the Community "Quality of Life" Grants program. An additional \$25,000 in workforce development funds from the previous fiscal year, will also be granted through this program in FY22 for a total of \$105,000. The workforce funds will be used as originally intended by funding programs that address barriers to securing and sustaining employment by providing financial assistance for a range of workforce development activities, including but not limited to certification and training and employment coaching and counseling.

Racial Equity Considerations

The Community Grants Program is designed to benefit low to moderate individuals and households. Many of the current and past recipients of the programs funded under this grant are people of color.

In FY22, the Grants Review Committee (GRC) continued and deepened its commitment to race equity in all decision-making. For the last three years, the Committee has provided all applicants with the City's resolution committing itself to systematically and deliberately applying a race equity lens in all decision-making. The Committee also, again for the third year, required that every applicant for funding explain how their proposed project incorporates racial equity.

New in FY22, the GRC built on this previous work by requiring all applicants to address inclusion and representation within their leadership, specifically as it relates to the communities served by the applicant organization. As such the GRC required all applicants to discuss within their application how their board-level leadership and staff reflect specific populations served by the organization (i.e., the disability community, LGBTQ+ community, Black, Indigenous, People of Color, and/or immigrant communities).

During the GRC deliberations, the answers to the Race Equity and the Representation in Leadership questions along with the board of directors and leadership makeup were heavily weighted in the decision-making process.

In FY22, as in FY20 and FY21, all decisions made by the Grants Review Committee prioritized race equity. The resulting slate of FY22 grantee recommendations reflects the Council's race equity priorities and the needs of residents. Therefore, the GRC is confident that by adopting the FY22 funding recommendations, the Council will improve access to science, technology, engineering, arts, and math (STEAM) opportunities for Black, Indigenous, People of Color (BIPOC) residents, including immigrants and refugees.

Attachments and Links

- Community Grants: Program Guidelines
- FY22 Summary Report on Funding Recommendations
- List of All Applicants
- Draft Ordinance



City of Takoma Park, Maryland

COMMUNITY GRANTS PROGRAM PROGRAM GUIDELINES

The City of Takoma Park's Community Grants Program provides funding for a range of activities. Funds are awarded by the Takoma Park City Council following a competitive application process and evaluation by the Grants Review Committee.

PROGRAM GUIDELINES

Purpose

The Community Grants program provides financial support for specific programs, projects and events that improve residents' quality of life by providing greater access and opportunities for participation in the arts and sciences.

Targeted Beneficiaries

The primary focus of the proposal must be on providing benefit to individuals and households with low and moderate incomes, defined as 80% of the Area Median Income (AMI) as determined by the U.S. Department of Housing and Urban Development. Specifically, at least 51% of participants must meet these income requirements. In addition, at least 75% of the participants must be residents of Takoma Park.

Eligible Projects

Eligible projects include arts and humanities focused projects and events; and Science, Technology Engineering and Math (STEM) programs and events. Examples of eligible project include: science and/or math clubs, robotics clubs, computer programming classes, concert and film series, public art, maker spaces, and technology-based internship and/or apprenticeship programs.

Eligible Applicants

Funding is available to nonprofit organizations and business associations. The use of a fiscal agent is permitted for those organizations that have applied for but not yet secured their 501c3 determination from the IRS. Individuals and for-profit enterprises are not eligible for funding.

Grant Awards

Minimum grant award: \$5,000 / Maximum grant award: \$10,000

Match Requirement

A minimum of \$1 per \$1 match is required. The required match must be documented and may include cash, in-kind donations or volunteer hours. Volunteer time is valued at \$26.79 per hour as determined by Independent Sector for the State of Maryland.

Funding Limitations

Grants will be awarded for a period not to exceed 12 months. Applicants are limited to one grant award per funding cycle.

GENERAL TERMS AND CONDITIONS

Living Wage Requirements

All business associations and nonprofit grant recipients, regardless of the amount of the grant award or their individual exemption status, are required to pay each employee assigned to the approved project or program a living wage as determined by City Code, Chapter 7.08 Article 5 Living Wage Requirement.

Reporting Requirements

Both grantees and partners will be required to provide quarterly accounting of all grant activity. A final narrative, due upon completion of approved project or programming, is required.

Disbursement of Grant Funds

The disbursement of grant funds will be negotiated on a case by case basis and may include reimbursement of expenditures by grantee, direct payment to vendors, or quarterly disbursement of grant funds following submission of required reports.

Funds are available on a reimbursement basis only. Grant recipients will be required to submit original documentation of all grant expenditures, including administrative and overhead expenses, and required match contributions.

APPLICATION PROCESS

A Preliminary Application is required of all applicants. If selected for further consideration, the applicant will be contacted by the Grants Review Committee and invited to submit a full application for funding. Unsolicited applications will not be considered. Applications will be evaluated based on established funding priorities, program guidelines and available funding. Recommendations of the Grants Review Committee will be forwarded to the City Council for consideration. The final determination of all grant awards is the sole responsibility of the Takoma Park City Council.

FOR ADDITIONAL INFORMATION CONTACT

City of Takoma Park Housing and Community Development Department
301-891-7119 / grants@takomaparkmd.gov



City of Takoma Park
COMMUNITY QUALITY OF LIFE GRANTS
FY22 Funding Recommendations

City of Takoma Park
Department of Housing and Community Development
FY22 Community Quality of Life Grant Program

Program Overview:

The City of Takoma Park's Community Quality of Life Grants Program provides up to **\$10,000** for programs, projects, and events that improve the quality of life for City residents by providing greater access and opportunities for participation in the **arts and sciences** for predominantly low-and-moderate-income residents.

The program is administered by the Department of Housing and Community Development, overseen by the Housing Manager, and staffed by the City's Grants Coordinator. A Grants Review Committee comprising residents appointed by the City Council review all completed applications and develop funding recommendations annually. Funding recommendations are forwarded to the City Council following review and deliberations by the Grants Review Committee.

Now in its 7th funding cycle, the program was established by Council action in 2014.

- FY15 to FY16 (2 funding cycles), 27 grants totaling \$297,570 were awarded to 19 organizations.
- In 2016, the program was redefined and rebranded as the Community Quality of Life Grant; program guidelines were updated and remain in place today.
- From FY17 to FY21 (5 funding cycles), 43 grants were awarded, totaling \$312,132.
- Total amount granted in FY20 & FY21 equaled \$160,000; however, with the required program match, total program value to the City equaled \$571,385.

For FY22, the City Council approved \$80,000 to be awarded to eligible projects of non-profit organizations and business associations as determined by the City's Grant Review Committee (GRC). An additional \$25,000 was allocated to the Quality of Life grant program for a total of **\$105,000 to be awarded** through this program in FY22. The Committee's recommendations are presented herein. If adopted, the City will provide funding to twelve organizations serving residents of all ages.

FY22 Funding Priorities

Race Equity in all Decision Making

In FY22, the Grants Review Committee (GRC) continued and deepened its commitment to race equity in all decision-making. For the last three years, the Committee has provided all applicants with the City's resolution committing itself to systematically and deliberately applying a race equity lens in all decision-making. The Committee also, again for the third year, required that every applicant for funding explain how their proposed project incorporates racial equity.

New in FY22, the GRC built on this previous work by requiring all applicants to address inclusion and representation within their leadership, specifically as it relates to the communities served by the applicant organization. As such, the GRC required all applicants to discuss within their application how their board-level leadership and staff reflect specific populations served by the organization (i.e., the disability community, LGBTQ+ community, Black, Indigenous, People of Color, and immigrant communities).

During the GRC deliberations, the answers to the Race Equity and the Representation in Leadership questions, along with the board of directors and leadership makeup, were heavily weighted in the decision-making process.

Workforce Development & Race Equity

Starting in FY21 and continuing in FY22, in acknowledgment of the need for workforce development among residents of low-and-moderate-income, the Committee encouraged all applicants to highlight in their proposals any elements of their arts and sciences programs that also promote career exploration and job-readiness for low-and-moderate-income Takoma Park residents, many of whom are people of color and/or new Americans.

While not a requirement for funding, this information allowed the GRC to see the potential impact of the proposed programs. Of the twelve programs recommended for funding in FY22, four have prominent workforce development components for adults. An additional five programs cultivate STEM skills and training for youth, which can lead to better employment opportunities in the future. All programs, regardless of any workforce development features, must fall into one of three categories: Arts & Humanities (A&H), Science, Technology, Engineering, and Math (STEM), or Science, Technology, Engineering, Arts, and Math (STEAM).

In FY22, as in FY20 and FY21, all decisions made by the Grants Review Committee prioritized race equity. The resulting slate of FY22 grantee recommendations reflects the Council's race equity priorities and the needs of residents. Therefore, the GRC is confident that by adopting the FY22 funding recommendations, the Council will improve access to science, technology, engineering, arts, and math (STEAM) opportunities for Black, Indigenous, People of Color (BIPOC) residents, including immigrants and refugees.

Public Safety - Community Programs in the Age of COVID-19

The FY21 Community Grants programs have been conducted virtually due to the ongoing global pandemic. Therefore, for the FY22 application, the GRC requested that all applicants address their ability to continue programming in a virtual environment.

The GRC requested this information to ensure the safety of all residents who participate in these programs. If selected for funding, organizations will be capable of delivering programming in a virtual environment and prepared to continue programming online as needed.

Following a review of the COVID-19 information provided by select applicants, The GRC selected twelve programs to recommend for funding. The GRC is confident that the programs they selected:

- Meet all program requirements;
- Thoughtfully address the COVID-19 health crisis and prioritize public health and safety;
- Are well-positioned to be successful in a virtual environment as needed;
- Are responsive to the needs of low-and-moderate-income people of color and provide meaningful opportunities for residents.

Program Impact

Investment: A Multiplying Effect

The dollar-for-dollar match requirement of the Community Grant Program is met (and often exceeded) by every Quality of Life grantee. For this reason, the program's value to the City is much larger than the City's investment/cost.

If the GRC's FY22 funding recommendations are adopted, the **City's initial investment of \$105,000** will be leveraged by grantees to concentrate an additional **\$383,728** in funding and resources. This means that **every 1.00 dollar of City funding delivers 3.65 dollars of programming value.**

Impact: A more livable community for all

The projects recommended for funding will serve a combined **850 direct beneficiaries and thousands of indirect beneficiaries.** As a requirement of funding, 75 percent of all direct beneficiaries will be Takoma Park residents, and at least 51 percent will be residents from low-to-moderate income households.

New and Returning Partnerships

By bringing new partners and new programming to the residents of Takoma Park, the Community Quality of Life Grants Program continues to enable new and innovative programming to address the needs of residents from low-and-moderate-income households.

Throughout the open application period, City staff conducted intensive outreach efforts to promote the program to new applicants, including one-on-one meetings with potential applicants. As a result, of the **twenty** applicants that submitted proposals in FY22, seven or **thirty-five percent had never previously been funded** through this grant program. Of these applicants, **four first-time applicants were selected** by the GRC for funding recommendations.

Eight returning grantees with demonstrated track records of success were also selected for continued funding, deepening the City's already robust and multifaceted relationship with high-performing grantees.

Application Timeline

December 2020 – City Staff completed application updates and testing in the online grants portal, now in its third year.

January 19, 2021 – Application opened to the public. Throughout the open period, City staff provided technical assistance to applicants.

January – March 2020 – Staff met with potential applicants and provided one-on-one training on how to apply for a Community Grant, promoted the grant program via social media, newsletters, and email outreach.

March 11, 2021 – Application closed. City staff reviewed submissions for completeness and eligibility.

March 18, 2021 – Applications forwarded to GRC members for individual review and scoring.

April 14, 2021 – GRC met to discuss funding recommendations after completing their individual review of applications. GRC selected finalists and instructed the Grants Coordinator to solicit additional information from applicants as needed.

April 21, 2021 - City staff reached out to select finalists and provided them with additional questions the GRC had about their projects or applications. The City staff then provided all updates to the GRC.

April 26, 2021 – The GRC met to develop funding recommendations.

Selection Process

Experts Next Door: Thoughtful Decision-Making by Residents

The Grant Review Committee comprises Takoma Park residents with demonstrated expertise in community development, grants management, public arts, or related areas of interest. Committee members evaluate grant applications based on established program priorities, guidelines, and available funding and forward their funding recommendations to the City Council for consideration.

FY22 Grant Review Committee: Nadine Bloch (Ward 3), Keli Cochran (Ward 6)*, Nicole Ferraiolo (Ward 1), Susan Rosenblum (Ward 3), and Mark Swartz (Ward 1)*.

*New GRC Member

Review Process

Quantitative – Individual reviewers scored each application based on eleven questions on a 1-5 point scale. These scores were then averaged across all applicants as well as totaled to create ranked lists of applicants based on their combined scores and averaged scores.

Qualitative Review – Using the scores as a starting point, the GRC then met as a group to discuss all applicants and make funding recommendations based on community needs, program requirements, council priorities, and their knowledge of the community.

Recommendations

What follows is a summary of the programs the Grants Review Committee is recommending for funding in FY22. These recommendations come at the conclusion of a rigorous application process that began in January 2021 and a multi-stage review process that included individually ranked scoring of all applications, follow-up questions for select programs, and group deliberation.

City of Takoma Park
Department of Housing and Community Development
FY20 Community Grants Program

By the Numbers

| | | |
|-----------------------------|------------------|--|
| Total Program Value | \$383,728 | Each \$1.00 of City investment equals \$3.65 in programming value |
| Direct Beneficiaries | 850 | At least 75% Takoma Park residents and at least 51% low-to-moderate-income residents |

Grants Review Committee FY22 Funding Recommendations

| Organization | Total Project Budget | Requested Amount | Recommended Grant Amount |
|----------------------------------|-----------------------------|-------------------------|---------------------------------|
| Carpe Diem Arts | \$20,000 | \$10,000 | \$9,000 |
| Community Bridges, Inc. | \$75,435 | \$10,000 | \$8,250 |
| CREATE Arts Center | \$16,000 | \$8,000 | \$8,000 |
| Cyberninjaz Global, Inc. | \$45,000 | \$10,000 | \$9,000 |
| Dance Exchange | \$60,000 | \$10,000 | \$8,250 |
| ESYDA | \$30,000 | \$10,000 | \$9,000 |
| Ethiopian Community Center, Inc. | \$21,178 | \$10,000 | \$9,000 |
| GB Youth Media | \$22,000 | \$10,000 | \$8,500 |
| Identity | \$33,615 | \$10,000 | \$9,000 |
| MC Media | \$20,500 | \$10,000 | \$9,000 |
| Per Scholas | \$20,000 | \$10,000 | \$9,000 |
| Upwardly Global | \$20,000 | \$10,000 | \$9,000 |
| Total | \$383,728 | \$118,000 | \$105,000 |

**Grants Review Committee
Projects Recommended for Funding**

Organization: Carpe Diem Arts
Executive Director: Busy Graham

Website: www.carpediemarts.org

Project: Healthy Families | Healthy Communities
(HF|HC)

Beneficiaries: 146

Total Project Budget: \$20,000

Grant Request: \$10,000

Recommended Amount: \$9,000



Project Summary: HF|HC will deliver creative arts and community engagement and support programs to residents at Essex House and other local apartments and tenant groups, including 7610 Maple Ave & Hampshire Towers. Programming will extend Carpe Diem Arts' reach across Takoma Park for cross-cultural connection and exchange.

This program will continue Carpe Diem's previous grant-funded work to engage the community in meaningful and impactful ways, deepen and strengthen connections, build agency, and promote increased participation in school and civic activities.

The following classes and activities will be provided in FY22 with support from the Quality of Life Grant program: 1) parent engagement workshops that help parents practice tools to strengthen families, improve school and community engagement across socio-economic divides; 2) music and movement for early learners and caregivers; 3) conversation and creative expression through fabric arts; 4) dance classes for fun and fitness; 5) middle school girls life-skills and social justice group; 6) healthy eating on a budget for sustainable meals and strengthening family engagement around mealtimes; 7) House Concerts for shared experiences for residents & neighbors; 8) community art project. In addition, Carpe Diem Arts will also offer job readiness training to support those impacted by COVID-19.

Organization: Community Bridges, Inc.
Executive Director: Shannon Babe-Thomas

Website: www.communitybridges-md.org

Project: Community Bridges Girls Program
Beneficiaries: 50

Total Project Budget: \$75,435
Grant Request: \$10,000
Recommended Amount: \$8,250



Project Summary: Community Bridges empowers girls from diverse backgrounds to become exceptional students, positive leaders, and healthy young women by addressing the developmental needs of immigrant and minority girls in their families living at or below the federal poverty level in Montgomery County, Maryland. Their programs support the holistic development of our community's young women by actively engaging girls, families, schools, and the community.

The Community Bridges Girls Program runs year-round, beginning in September through the end of the school year and summer programming. The program focuses on academic excellence, positive leadership, personal health, and team building by involving all participants in planned and monitored activities at school and in the community.

A grant investment from the City of Takoma Park will support the development, delivery, and use of literary, performing, visual, and culinary arts within the Community Bridges Girls Program. This grant will also allow Community Bridges to utilize community partners to expand current lesson plans through art and enhance their annual end-of-year showcase, Our True Colors.

Organization: CREATE Arts Center
Executive Director: Linda Marson

Website: www.createartscenter.org



Project: smARTkids Program at Takoma Park Elementary School
Beneficiaries: 48

Total Project Budget: \$16,000
Grant Request: \$8,000
Recommended Amount: \$8,000

Project Summary: smARTkids helps strengthen language and literacy skills, problem-solving, creativity, and appreciation for the arts, along with increasing self-esteem and positive social skills.

For the past three years, with funding through the Community Quality of Life Grant, CREATE Arts Center has worked directly with school counselors at Takoma Park Elementary School to identify students most likely to benefit from smARTkids' specialized art education programming. In FY22, CREATE ARTS will double the impact of the smARTkids program at Takoma Park Elementary School by running two classes per Fall, Winter, and Spring sessions.

Takoma Park Elementary School smARTkids are from low-income households, often English learners who qualify for Free and Reduced Meals. By eliminating access and cost barriers, smARTkids levels the playing field for young children who otherwise may not have access to quality arts programs.

smARTkids provides a safe, inclusive space for children after school and provides individualized intervention with benefits beyond the classroom. smARTkids teachers are specially trained in art-based education and art therapy to address the needs of students who struggle, particularly with language, literacy, and social skills. Each class has a teacher-to-student ratio of 2:9.

Too many elementary students from marginalized populations struggle academically and socially. Early intervention is critical to student success. The visual arts are integrated into projects and tasks that build critical thinking skills, resilience, language and literacy skills, peer-to-peer skills, and confidence.

Organization: Cyberninjaz Global
Executive Director: Piankhi Zimmerman

Website: www.cyberninjaz.org

Project: Cyberninjaz STEAM Summer Program
Beneficiaries: 30

Total Project Budget: \$45,000
Grant Request: \$10,000
Recommended Amount: \$9,000



Project Summary: Cyberninjaz Global Inc. is a STEAM Education nonprofit whose mission is to close the digital divide by providing STEAM education to underrepresented youth. They strive to provide the opportunity for youth to be better educated, disciplined, and well-rounded individuals.

If funded, this program will provide STEAM Summer camp experiences for under-represented low-and-moderate income Takoma Park students. To close the digital divide, STEAM education is essential as it directly influences job readiness. The skills Cyberninjaz teaches are the skills of 21st-century employment.

Cyberninjaz teaches students, from beginners to advanced, to build their own web browser, 3D art, 2D animation, special effects videos, websites, video games, programs, and more. Cyberninjaz helps demystify the skills necessary for entering the tech world, helping low-income students become high-income adults who love what they do.

Organization: Dance Exchange
Executive Director: Cassie Meador

celebrating 20 years at home in Takoma Park, Maryland!



Website: www.danceexchange.org

Project: Dance Exchange Dance On Cohort
Beneficiaries: 200

Total Project Budget: \$60,000
Grant Request: \$10,000
Recommended Amount: \$8,250

Project Summary: Fueled by generosity and curiosity, Dance Exchange expands who gets to dance, where dance happens, what dance is about, and why dance matters. Founded in 1976 by Liz Lerman and under the artistic direction of Cassie Meador since 2011, Dance Exchange harnesses the power of creativity and inquiry through dance to connect communities, deepen understanding, and foster a more embodied, resilient, and just world.

In FY21, with funding from the Quality of Life Grant program, Dance Exchange expanded its programming to include the Dance On Cohort, an intergenerational creative workforce development program. The Dance On Cohort supports local artists currently working with or interested in working with adults across the aging spectrum. By providing opportunities to build skills and capacities in facilitation and experiences in the development of creative work, the Cohort invests in artists as leaders at the intersection of aging and the arts.

In FY22, with additional funding from the City of Takoma Park, Dance Exchange will support the second cohort of artists. These artists will receive vital training and networking opportunities, facilitate classes and workshops at Dance Exchange, and ultimately grow their creative tools out into communities. By supporting this cohort, funding from the City will undergird year-round Dance On offerings. This project will strengthen the Takoma Park community by providing opportunities for the arts to be integrated into the fabric of life in Takoma Park.

Organization: Elite Soccer Youth Development Academy, Inc

Executive Director: Agbegnigan AMouzou

Website: www.esyda.org

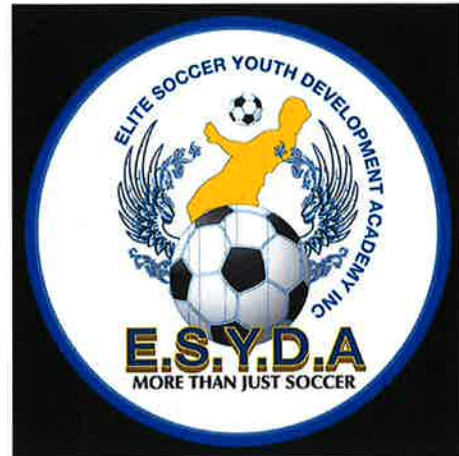
Project: ESYDA Entrepreneurial and Leadership Program

Beneficiaries: 60

Total Project Budget: \$30,000

Grant Request: \$ 10,000

Recommended Amount: \$9,000



Project Summary: Elite Soccer Youth Development Academy (ESYDA) is more than just soccer. As a year-round non-profit coed sports academy serving Prince George's and Montgomery County Maryland youth, ESYDA offers both recreational and academic programs to regional youth.

Together with dedicated volunteers, certified coaches, and trained staff, ESYDA provides its players the ability to learn character traits like self-confidence, positive self-image, leadership, and educational enrichment that go far beyond the field of soccer.

With funding from the Quality of Life grant, ESYDA will deliver its Entrepreneurial and Leadership Program to residents from low-to-moderate-income households. Residents of all ages will have the opportunity to learn basic website development and coding (i.e., HTML, CSS, Angular, or A+), and develop job-readiness skills, including communications, resume writing, and business proposal development and more.

This coursework will equip students with the basic skills necessary to code, increase earning potential, and develop soft skills, including time management, communication, creativity, and adaptability. The ESYDA program improves educational outcomes, life opportunities and increases self-sufficiency to address socio-economic disparities amongst eligible participants.

Organization: Ethiopian Community Center Inc.
Executive Director: Hermela Kebede

Website: www.ethiopiancommunitydc.org

Project: Bilingual Career and Service Navigator Program

Beneficiaries: 100

Total Project Budget: \$21,178

Grant Request: \$10,000

Recommended Amount: \$9,000



Project Summary: The Ethiopian Community Center's (ECC) mission is to equip African immigrant communities in the Washington Metropolitan Area with the tools and resources they need to become economically self-sufficient and civically engaged citizens who can meaningfully contribute and thrive in the communities they live.

The Career and Service Navigator Program will increase skills and employment outcomes for 100 low-skilled and low-income Takoma Park residents with limited English proficiency. The program will primarily target English language learners enrolled in ECC's vocational ESL program offered weekly to residents of the Maple Ave Corridor. However, services will be provided to all eligible Takoma Park residents.

While Takoma Park's large African immigrant community makes substantial contributions to the local economy, they are disproportionately concentrated in low-wage jobs due to cultural and linguistic barriers. The proposed program eliminates these barriers by providing individualized culturally/linguistically appropriate career counseling, language arts skills, ongoing case management, linkage to social services, and monthly peer support.

Organization: GB Youth Media
Executive Director: Anna Danielson

Website: www.youthmediamd.org

Project: The Promoters Program/ Close the Digital Gap

Beneficiaries: 105



Total Project Budget: \$22,000

Grant Request: \$10,000

Recommended Amount: \$8,500

Project Summary: GB-Youth Media creates learning labs where young people identify community issues, build confidence to speak up, and use media skills to take action.

The Promoters Program, GBYM's core program, is an afterschool media production program. This program is an opportunity for youth to support other youth for peer-to-peer collaboration. Any potential barrier to participation will be thoughtfully addressed, including language and financial burdens related to accessing equipment and the Internet.

Starting in FY21, all programs have Spanish-bilingual teachers and teaching assistants participating. Program forms are available in Spanish and provided in Mandarin, French, and Amharic as needed.

In FY22, to further ensure program access, City funding would support GB-Youth Media's Close the Digital Gap Project, a new facet of the Promoters Program in Takoma Park. The project's goal is for students and their parents to have access from home to communication, services, information, education, entertainment, wellness, and healthcare. GB Youth Media will provide families with students under the age of 25 in Cambridge, Winslow, and Sligo View apartments with a free quality laptop (better than a Chromebook), headphones, and one year of Microsoft Student/Home. GB-Youth Media will also provide help setting up the laptop and Microsoft license as needed.

The Close the Digital Gap project equips people with needed technology ensuring students can participate fully in the GB-Youth Media Promoter's Program regardless of financial barriers.

Organization: Identity
Executive Director: Diego Uriburu

Website: www.identity-youth.org

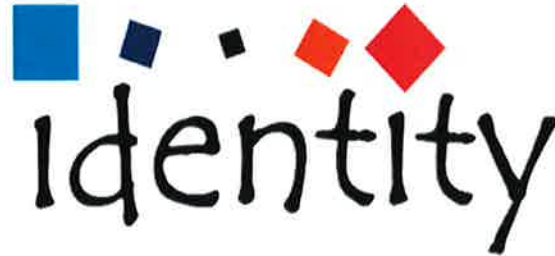
Project: COVID-19 Health and Safety
Ambassador Program

Beneficiaries: 10

Total Project Budget: \$33,615

Grant Request: \$10,000

Recommended Amount: \$9,000



Project Summary: Identity is a resource, a community, and a safe place for Latino youth. Each year, Identity assists more than 3,000 in-school and out-of-school youth and their families who live in high-poverty areas of Montgomery County and most at-risk for poor academic and economic life outcomes. Identity empowers Latino youth and other historically underserved youth to reach their highest potential and work towards a successful transition into adulthood.

The Identity Crossroads Youth Opportunity Center's COVID-19 Health and Safety Ambassadors Program blends STEM education with workforce development. The program will provide low-income older youth ages 18-25 with the opportunity to develop professional skills related to COVID-19 public health information outreach through a paid training internship model.

The program also provides youth the opportunity to give back to the City of Takoma Park by promoting health and safety guidance to their isolated and vulnerable neighbors and peers, helping to reduce the spread of COVID-19, and support efforts that address food insecurity. In addition, the program will address the problem of COVID's exacerbation of pre-existing economic instability, low levels of educational attainment, and lack of healthcare information.

Organization: Montgomery Community Media
Chief Executive: Nannette Onley Hobson

Website: www.mymcmedia.org

Project: Youth Media Academy
Beneficiaries: 20

Total Project Budget: \$20,500
Grant Request: \$10,000
Recommended Amount: \$9,000



MONTGOMERY COMMUNITY MEDIA

Project Summary: Montgomery Community Media (MCM) is the only independent, nonprofit organization providing access to public media (public access television and broadband media) directly to Montgomery County's over one million residents as well as the resident non-profit organizations, associations, and businesses. To provide equitable access to learning opportunities, MCM offers free, low-cost media education programs to best serve our youth and their families.

With funding from the Quality of Life grant program, MC Media will expand its summer Youth Media Academy (YMA) program to serve 20 low-to-moderate-income BIPOC youth (ages 13-17) in the City of Takoma Park.

The Youth Media Academy is an eight-week summer out-of-school-time program providing media instruction and leadership training. Taught by leading MCM media professionals, youth will meet on Tuesdays and Thursdays from 3 to 5 pm via Zoom to receive tailored training for their age group.

YMA participants engage in skill-building sessions on editing, shooting, producing, and story development. Students will work on producing three to five episodes of the youth-hosted show, ArtsEnPower. Youth craft and develop segments for the magazine-style show that highlight local artists who utilize their platform for racial equity and social justice.

Organization: Per Scholas
President and Chief Executive Officer:
Plinio Ayala



PER SCHOLAS

Website: www.perscholas.org

Project: Per Scholas NCR IT Job Training
Beneficiaries: 260

Total Project Budget: \$20,000
Grant Request: \$10,000
Recommended Amount: \$9,000

Project Summary:

At Per Scholas, a thriving workforce starts with equitable access to education. By providing skills training and access to employer networks to individuals often excluded from tech careers, Per Scholas envisions a technology workforce as diverse as the customers it serves. Over 11,000 graduates have launched successful careers in tech to date through our no-cost technical training. Per Scholas advances economic equity through rigorous training for tech careers and connects skilled talent to leading businesses.

With support from the Quality of Life grant program, Per Scholas NCR will offer Takoma Park learners full-time, tuition-free training in IT Support, leading to CompTIA A+ and Google IT Support certifications and entry-level tech careers. In addition, Per Scholas will collaborate with employers to provide Per Scholas learners with the opportunity to participate in mock interviews, resume reviews, and other activities with industry insiders.

Along with technical training, Per Scholas will provide learners with comprehensive support services, including financial capability coaching and learner support (provided by a team of licensed social workers). Professional development will also be offered weekly as an integral part of tech training, helping learners develop essential skills like preparing resumes, time management, problem-solving and effective communication.

After graduation, the Per Scholas Business Solutions team connects talented graduates to full-time tech employment opportunities. In addition, their alumni have access to support services for 2+ years after graduation, including no-cost upskilling opportunities that help boost their employability in an ever-changing industry.

Organization: Upwardly Global
President & CEO: Jina Krause-Vilmar

Website: www.upwardlyglobal.org

Project: Building a Vibrant Takoma Park
Through Immigrant Workforce Integration
Beneficiaries: 12



Total Project Budget: \$20,000
Grant Request: \$10,000
Recommended Amount: \$9,000

Project Summary: Upwardly Global's (UpGlo) mission is to eliminate employment barriers for skilled immigrants and refugees and integrate this population into the professional United States workforce. UpGlo, a national nonprofit organization, serves roughly 280 newcomers throughout DMV annually.

Funding in FY22 will enable UpGlo to continue outreach to the City's skilled immigrants and build upon the Upwardly Global/Takoma Park FY21 partnership, which laid the groundwork for an ongoing participant pipeline.

If funded, the FY22 program will result in twelve Takoma Park-based immigrant job seekers served over 12 months. 50%+ of these job seekers will be in high-demand STEM fields. They will gain access to UpGlo's robust pool of volunteer professionals, reskilling/upskilling training opportunities, and employer partners to support their attainment of gainful employment in competitive, 21st-century roles.

Upwardly Global recognizes an urgent need to ensure newcomers' access to economic opportunity so they can successfully participate in an inclusive post-COVID economic recovery. The people UpGlo serves are under-employed foreign-born professionals and skilled immigrants who are rarely the subject of mainstream workforce development or career pathways programs.

Local and National Partners

To realize their Takoma Park projects, Quality of Life Grantees collaborate with an impressive array of local and national partners. On the following page is a partial list of additional funders and partner organizations that will support the work of the FY22 grantees.

Partners

Carpe Diem Arts

Arts & Humanities Council of Montgomery County
Brass Ring Company
Crossroads Community Food Network
Enterprise/CPDC
Essex House Apartments Tenants' Association
Hampshire Towers Tenants' Association
Impact Silver Spring
Maryland State Arts Council
Piney Branch Elementary School PTA
Takoma Foundation
Takoma Park Elementary School PTA
Takoma Radio

Community Bridges

A Wider Circle
Arts on the Block
CREATE Arts Center
MentorPrize
Montgomery Blair High School - Administrators and Staff
Montgomery County Public Schools
Olney Theatre
Round House Theater
The Theatre Lab

CREATE Arts

Arts and Humanities Council of Montgomery County
Meltzer Employee Giving Funds
Takoma Park Elementary School Administration and Staff

Dance Exchange

Advanced Nursing & Home Support
American University
Arts for the Aging
Montgomery College
Montgomery Housing Partnership
Quicksilver Senior Improv Dance Company
Takoma Village
University of Maryland
Victory Towers
Washington Adventist University

Ethiopian Community Center

Alpha Kappa Alpha, Rho Mu Omega chapter
Baltimore Alliance for Careers in Healthcare (BACH)
Charles W. Gilchrist Immigrant Resource Center
DC Women's Business Center
Montgomery Coalition for Adult English Literacy (MCAEL)
Montgomery College Workforce Development and Continuing Education Program
Montgomery County Department of Housing and Community Affairs
Upwardly Global
WIOA Youth, Adult, and Dislocated Workers
Worksource Montgomery

Elite Soccer Youth Development Academy

Dr. Stephanie Mbella
GoTACS Global Outreach Inc.
GreenSplat Tech
Montgomery County Collaboration Council for Children, Youth and Families, Inc.
Pani Computer Solutions
The Global Health Institute for Innovation and Leadership, Inc.
YAA Enterprise, LLC

GB-Youth Media

CASA de Maryland - Langley Park and Mi Espacio
Afterschool Program Staff
FLOW Afterschool Program
Habitat America - Cambridge and Winslow Apartments
Literacy Council of Montgomery County (LCMC)
Montgomery Housing Partnership's Make Home Possible

Identity

Latino Health Initiative's Por Nuestra Salud y Bienestar
Montgomery Blair High School Administrators and Staff
Montgomery County Department of Health and Human Services
Montgomery County DHHS Street Outreach Network (SON)
Pride Youth Services at the CYOC
Proyecto Bienestar
Wheaton High School Administrators and Staff

MC Media

ArtsEnPower
Chambers of Commerce
NAACP
Story Tapestries
The Bethesda Rotary Club
The National Endowment for the Arts

Per Scholas

Capital Partners for Education
GenesysWorks
New Futures
Year Up

UpWardly Global

Accenture
Alexandria's Workforce Development Center (WDC)
Ethiopian Community Development Council (ECDC)
Hebrew Immigration Aid Society (HIAS)
Montgomery County Public Libraries
Morris & Gwendolyn Cafritz Foundation
Weinberg Foundation
Worksource Montgomery (WSM)

FY22 Community Quality of Life Applicants

| Organization Name | Project Name |
|--|---|
| Adventist Community Services of Greater Washington, Inc. | Making Tracks Summer Program/Making Tracks After School Program |
| Carpe Diem Arts | Healthy Families Healthy Communities (HF HC) |
| CHEER | CHEERful Maple Tree Steam Program |
| Community Bridges, Inc. | Community Bridges Girls Program |
| CREATE Arts Center | smARTkids Art Education at Takoma Park Elementary |
| Cyberninjaz Global Inc. | Cyberninjaz STEAM Summer Scholarship Program |
| Dance Exchange | Dance Exchange Dance On Cohort |
| Docs In Progress | Documentary Dialogue: Takoma Park |
| Elite Soccer Youth Development Academy, inc | ESYDA Entrepreneurial and Leadership Program |
| Enterprise Community Development | After-school Program: Arts Enrichment, Academic Support, and Services |
| Ethiopian Community Center Inc | Bilingual Career and Service Navigator Program |
| Gandhi Brigade Youth Media | Close the Digital Gap, a project of GBYM's Promoters Program |
| Identity | COVID-19 Health and Safety Ambassador Program |
| Let's Play America Ltd. | Seniors with Teens: Virtual Connections Through Play |
| Montgomery Community Media | Youth Media Academy - YMA |
| Per Scholas Inc. | Per Scholas NCR IT Job Training |
| Poet Life Academy | Thee Kings & Queens Club |
| Upwardly Global | Building a Vibrant Takoma Park Through Immigrant Workforce Inclusion |
| Village of Takoma Park, Incorporated | Arts and Humanities Program for Seniors |

CITY OF TAKOMA PARK, MARYLAND

ORDINANCE NO. 2021-XX

**AUTHORIZING AWARD OF FY22 COMMUNITY
QUALITY OF LIFE GRANT FUNDS**

WHEREAS, the Community Quality of Life Grants program, established by Resolution 2016-14 on June 15, 2016, provides financial support for specific programs, projects and events that improve residents' quality of life by providing greater access and opportunities for participation in the arts and sciences; and

WHEREAS, the availability of grant funding was announced in January 2021; and

WHEREAS, twenty (20) applications were received and nineteen (19) eligible applications were forwarded to the Committee for review and evaluation; and

WHEREAS, a total of \$80,000 has been budgeted for the FY21 Community 'Quality of Life' Grants Program; and

WHEREAS, an additional \$25,000 in workforce development funds from the previous fiscal year will be added to this program for a total of \$105,000 granted in FY22; and

WHEREAS, the FY21 workforce funds will be used as originally intended by funding Quality of Life grant programs that specifically address barriers to securing and sustaining employment by providing financial assistance for a range of workforce development activities, including but not limited to certification and training and employment coaching and counseling; and

WHEREAS, the funding recommendations of the Committee were presented to the Council for consideration on June 2, 2021; and

WHEREAS, the Council concurs with the Committee's funding recommendations.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF TAKOMA PARK, MARYLAND THAT

SECTION 1. FY22 Community Quality of Life Grants are awarded for the following projects:

- a) Carpe Diem Arts.: *Healthy Families: Healthy Communities* (\$9,000)
- b) Community Bridges, Inc.: *Community Bridges Girls Program* (\$8,250)
- c) CREATE Arts Center: *smARTkids program at Takoma Park Elementary School* (\$8,000)
- d) Cyberninjaz Global Inc.: *Cyberninjaz STEAM Summer Program* (\$9,000)
- e) Dance Exchange: *Dance On Cohort* (\$8,250)
- f) ESYDA: *Entrepreneurial and Leadership Program* (\$9,000)
- g) Ethiopian Community Center, Inc.: *Bilingual Career and Service Navigator* (\$9,000)

- h) GB Youth Media: *The Promoters Program/Close the Digital Gap* (\$8,500)
- i) Identity: *COVID-19 Health and Safety Ambassador Program* (\$9,000)
- j) MC Media: *Youth Media Academy* (\$9,000)
- k) Per Scholas: *Per Scholas NCR IT Job Training* (\$9,000)
- l) Upwardly Global: *Building a Vibrant Takoma Park Through Immigrant Workforce Integration* (\$9,000)

SECTION 2. The City Manager is further authorized to execute any documents and take any action necessary to carry out the intent of this Ordinance.

SECTION 3. This Ordinance shall become effective July 1, 2021.

ADOPTED this ____ day of _____, 2021 by roll-call vote as follows:

AYE:

NAY:

ABSTAIN:

ABSENT: