

# Bloomington Urban Enterprise Association Board Meeting

June 14, 2023

12:00 p.m.

In-Person

City Hall-1- McCloskey Conference Room

Join Zoom Meeting

[https://bloomington.zoom.us/j/89686989011?pwd=ZmNBWW8vYWVWRkbTFOZkJMelg2YVIEU\\_T09](https://bloomington.zoom.us/j/89686989011?pwd=ZmNBWW8vYWVWRkbTFOZkJMelg2YVIEU_T09)

Meeting ID: 896 8698 9011

Passcode: 755445

- Roll Call
  - Approval of Minutes (May 2023)
  
- Reports from Officers and Committees
  - Director's Report
    - RRF- My Sports Locker Update
    - Grants & Scholarships update
  
  - Financial Reports
    - April 2023
  
- New Business
  - Vote confirming Chris Cockerham as BUEA's CFB member
  - Arts Grants
  - Wonder Lab
  
- Unfinished Business
  - Small & Mighty Concert Series
  
- General Discussion
  
- Adjournment

**The next BUEA Meeting will be on Wednesday, July 12, 2023**

Auxiliary aids for people with disabilities are available upon request with adequate notice.

Please call 812-349-3429 or e-mail [human.rights@bloomington.in.gov](mailto:human.rights@bloomington.in.gov).

# **Bloomington Urban Enterprise Association Board Meeting Minutes**

May 10, 2022

Noon.

In-Person

City Hall-1-City Hall McCloskey Conference Room

The meeting was called to order at 12:00 PM

## **Roll Call - De de la Rosa**

- De de la Rosa (Executive Director)
- Julie Donham
- Mary Morgan
- Cheryl Gilliland (Director of Auditing and Financial Systems, Controllers Office)(Absent)
- Kate Rosenberger (Virtual)
- Felisa Spinelli
- Paul Ash
- Alex Crowley
- Heather Robinson (Virtual)
- Chris Cockerham (Absent)
- Jane Kupersmith (CDFI Friendly)
- Will Claytor(Small and Mighty)
- Stacy Bridavsky (Small and Mighty)
- Mike Bridavsky (Small and Mighty)
- Larry Allen (Legal)
- Colleen (Legal)

## **I. Approval of Minutes (April 2023)**

\*Motion to approve April 2023 minutes by Mary Morgan. Motion seconded by Paul Ash. The board unanimously approved the May 2023 minutes.

## **II. Reports from Officers and Committees**

- Director's Report
  - BUEA Grants and Scholarships
    - Applications have closed, and ESD is currently sending out contracts to awardees. Payments will happen next month. The next cycle for the DEI scholarship opens next week.
  - RFF loans
    - De will meet with the Controller's Office because some borrowers have requested extensions and some exceptions. All borrowers intend to repay their loans- some just need some assistance. De is in the process of putting together a proposal for these businesses. Once the City solidifies what they want to do with the food and beverage

tax loans, BUEA should mirror those practices. The board discussed possible legal action against businesses that have yet to make any payments towards their loans and have been able to make little to no contact with the BUEA. If they are not able to get in touch with these businesses this month, these businesses will receive a demand letter.

- Labor Representative
  - The Board is still searching for a BUEA Labor Representative. Kaisa Goodman is contacting a contact to help De with the search. Kate Rosenberger will also reach out to people interested in taking the position.
- Financials
  - There was an issue getting the financials corrected, and needing more time to get the correction done through the controller's office. April and May's Financial reports are delayed until June.

### III. New Business

- CDFI Friendly
  - CDFI Friendly presented their work in Bloomington and surrounding areas. Jane answered questions about the possibility of reaching CDFI status, which would attract more capital to be deployed in the region and give them more flexibility in how they continue to do their work.
- Small and Mighty Concert Series
  - Small and Mighty Concert Series presented their proposal to the BUEA for an annual sponsorship of \$100,000.00. The BUEA's support of \$100,000 will cover approximately 65% of the yearly hard costs of the Small & Mighty concert series, including three in-studio concerts and one outdoor block-party show each year. This funding will allow them to expand their educational programming and outreach through the funds this series raises yearly. Due to limited time, the Board requested more time to decide. The Board will submit questions to De for Small and Mighty to answer over the next couple of days. The Board requested an impact statement for the BUEZ and community impact.

### I V. Unfinished Business

- No Unfinished Business

### V. General Discussion

- No General Discussion

### VI. Adjournment

\*Motion to adjourn the meeting at 1:12 pm by Paul Ash. Motion seconded by Mary Morgan.

**The next BUEA Meeting will be on Wednesday, June 14, 2023.**

Auxiliary aids for people with disabilities are available upon request with adequate notice. Please call 812-349-3429 or e-mail [human.rights@bloomington.in.gov](mailto:human.rights@bloomington.in.gov).

## Bloomington Urban Enterprise Association

06/12/23

## Profit &amp; Loss

Accrual Basis

April 2023

---

	<u>Apr 23</u>
Ordinary Income/Expense	
Income	
Business Zone Loan Interest	68.48
RDC Participation Fee	0.00
RRF Loan Interest	269.68
Uncategorized Income	23.52
Zone Membership Fees	11,090.09
	<hr/>
Total Income	11,451.77
Expense	
Bank Service Charges	-6,181.72
	<hr/>
Total Expense	-6,181.72
Net Ordinary Income	17,633.49
Other Income/Expense	
Other Income	
Interest Income	201.77
	<hr/>
Total Other Income	201.77
Net Other Income	201.77
Net Income	<hr/> <hr/> <b>17,835.26</b>

## Bloomington Urban Enterprise Association

06/12/23

## Balance Sheet

Accrual Basis

As of April 30, 2023

	Apr 30, 23
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
<b>Cash &amp; Cash Equivalents</b>	
<b>First Financial Bank</b>	
FFB - Checking	-5,178.84
FFB - Money Market	2,175,236.16
<b>Total First Financial Bank</b>	2,170,057.32
<b>German American Bank</b>	216,170.42
<b>IU Credit Union</b>	203,814.29
<b>Peoples State Bank</b>	104,292.80
<b>Total Cash &amp; Cash Equivalents</b>	2,694,334.83
<b>Total Checking/Savings</b>	2,694,334.83
<b>Total Current Assets</b>	2,694,334.83
<b>Other Assets</b>	
<b>Notes Receivable - Long Term</b>	
Big Brothers Big Sisters	18,936.00
Big Time Trading	19,473.13
Blooming Pets Alive	7,843.97
BTown Beauty Supply	12,261.77
Gaian Hands	5,594.91
KC Designs	15,149.58
Lash Envy	4,016.09
Michael's Uptown Cafe	6,249.85
My Fin, The Tap	8,251.89
My Sport's Locker	50,000.00
PALS	18,925.04
Red Tire Cab	11,518.92
Sew Secret	3,888.99
Spiral Bodies	14,024.59
Vanishing Aesthetics	39,055.28
Notes Receivable - Long Term - Other	-228.16
<b>Total Notes Receivable - Long Term</b>	234,961.85
<b>Total Other Assets</b>	234,961.85
<b>TOTAL ASSETS</b>	<b>2,929,296.68</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
Opening Balance Equity	1,565,019.23
Unrestricted Net Assets	1,380,448.84
Net Income	-16,171.39
<b>Total Equity</b>	2,929,296.68
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>2,929,296.68</b>

## Bloomington Urban Enterprise Association Profit & Loss Budget vs. Actual

January through April 2023

	Jan - Apr 23	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
AIEZ Fees Refunded	0.00	18,500.00	-18,500.00	0.0%
Business Zone Loan Interest	982.52	1,600.00	-617.48	61.4%
EZID Loan Program Interest	0.00	60,000.00	-60,000.00	0.0%
Late Fees - Zone Loans	255.98	0.00	255.98	100.0%
RDC Participation Fee	0.00			
RRF Loan Interest	269.68	3,904.00	-3,634.32	6.9%
Uncategorized Income	23.52			
Zone Membership Fees	11,090.09	500,000.00	-488,909.91	2.2%
<b>Total Income</b>	<b>12,621.79</b>	<b>584,004.00</b>	<b>-571,382.21</b>	<b>2.2%</b>
<b>Expense</b>				
Accounting & Tax Services	0.00	2,500.00	-2,500.00	0.0%
Advertising and Promotion	0.00	1,500.00	-1,500.00	0.0%
Bank Service Charges	-24,040.41	80.00	-24,120.41	-30,050.5%
<b>Grants</b>				
City Art Program	0.00	20,000.00	-20,000.00	0.0%
Dimension Mill Zone Day Passes	0.00	1,000.00	-1,000.00	0.0%
Emergency Arts Grants	0.00	20,000.00	-20,000.00	0.0%
Facade Grants	0.00	50,000.00	-50,000.00	0.0%
Grants-Miscellaneous SBDC	45,000.00	45,000.00	0.00	100.0%
<b>Total Grants-Miscellaneous</b>	<b>45,000.00</b>	<b>45,000.00</b>	<b>0.00</b>	<b>100.0%</b>
Lemonade Day	0.00	2,500.00	-2,500.00	0.0%
Recover Forward Grants	0.00	0.00	0.00	0.0%
School Grants	0.00	50,000.00	-50,000.00	0.0%
Unbudgeted Grants	0.00	20,000.00	-20,000.00	0.0%
<b>Zone Arts Grants</b>				
Artisan Alley	0.00	0.00	0.00	0.0%
Lotus Education & Arts	0.00	0.00	0.00	0.0%
Stages Bloomington Company	0.00	0.00	0.00	0.0%
The Overlook Community Center	2,000.00			
Visit Bloomington	0.00	0.00	0.00	0.0%
Zone Arts Grants - Other	3,800.00	40,000.00	-36,200.00	9.5%
<b>Total Zone Arts Grants</b>	<b>5,800.00</b>	<b>40,000.00</b>	<b>-34,200.00</b>	<b>14.5%</b>
<b>Zone Improvement Grants</b>				
Business Accessibility	0.00	15,000.00	-15,000.00	0.0%
Business Building Improvement	0.00	20,000.00	-20,000.00	0.0%
Environmental Sustainability	0.00	15,000.00	-15,000.00	0.0%
Home Accessibility Modification	0.00	15,000.00	-15,000.00	0.0%
Home Improvement	0.00	15,000.00	-15,000.00	0.0%
Resident Child Care Grant	0.00	30,000.00	-30,000.00	0.0%
Small Business Safety/Security	0.00	20,000.00	-20,000.00	0.0%
Tech Modernization & Software	0.00	20,000.00	-20,000.00	0.0%
<b>Total Zone Improvement Grants</b>	<b>0.00</b>	<b>150,000.00</b>	<b>-150,000.00</b>	<b>0.0%</b>
<b>Grants - Other</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Total Grants</b>	<b>50,800.00</b>	<b>398,500.00</b>	<b>-347,700.00</b>	<b>12.7%</b>
Insurance Expense	3,033.00	3,500.00	-467.00	86.7%
Marketing Consultant	0.00	10,000.00	-10,000.00	0.0%
Miscellaneous Expense	0.00	2,500.00	-2,500.00	0.0%
Professional Bonds	0.00	3,500.00	-3,500.00	0.0%
<b>Professional Fees</b>				
Management	0.00	45,000.00	-45,000.00	0.0%
Project Administration	0.00	12,210.00	-12,210.00	0.0%
<b>Total Professional Fees</b>	<b>0.00</b>	<b>57,210.00</b>	<b>-57,210.00</b>	<b>0.0%</b>
<b>Scholarships</b>				
Business Scholarships	0.00	10,000.00	-10,000.00	0.0%
DEI Training Scholarships	0.00	15,000.00	-15,000.00	0.0%
Resident Scholarships	0.00	15,000.00	-15,000.00	0.0%
<b>Total Scholarships</b>	<b>0.00</b>	<b>40,000.00</b>	<b>-40,000.00</b>	<b>0.0%</b>
<b>Total Expense</b>	<b>29,792.59</b>	<b>519,290.00</b>	<b>-489,497.41</b>	<b>5.7%</b>
<b>Net Ordinary Income</b>	<b>-17,170.80</b>	<b>64,714.00</b>	<b>-81,884.80</b>	<b>-26.5%</b>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
Interest Income	999.41	1,240.00	-240.59	80.6%
<b>Total Other Income</b>	<b>999.41</b>	<b>1,240.00</b>	<b>-240.59</b>	<b>80.6%</b>
<b>Net Other Income</b>	<b>999.41</b>	<b>1,240.00</b>	<b>-240.59</b>	<b>80.6%</b>
<b>Net Income</b>	<b>-16,171.39</b>	<b>65,954.00</b>	<b>-82,125.39</b>	<b>-24.5%</b>

# Small Business Safety & Security Grant

This grant aims to improve the Enterprise Zone's overall safety and security. The Safety & Security Grant is for small business owners who would like to improve the general security of their businesses.

A total of \$20,000 will be awarded in the 2023 fiscal year. Max award amount will be at the discretion of the BUEA board. However, staff recommends a \$5000 max award per applicant.

## A. Application Requirements

1. Applicant must present the grant request to the BUEA board outlining basic project details, timeline, and expense. Applicants will also include a short narrative of at least 350 words describing financial needs.
  - a) In-person funding requests are preferred. However, exceptions will be made for accessibility.
  - b) Presentation must be scheduled at least two weeks before the monthly BUEA Board meeting held the second Wednesday of the month at noon.
2. Applicants must attach proof of business address, i.e., utility bill, the current lease, or deed.
3. Applicant must be able to match at least 25% of the requested funding.
  - a) Example: If you are asking \$5000, you must be able to show \$1250 of personal financing for the project.
4. Applicants must briefly describe their business security system project
5. A business security system project must have one or more primary purposes:
  - a) Crime reduction
  - b) Theft prevention
  - c) Vandalism prevention
  - d) Improved perception of safety
6. Once approved, the Applicant must attach proof of purchase for reimbursement.
7. An approved security system must be installed within the funding period.
8. **Applicants are limited to a one-time-only grant award**
9. Assumption
  - a) ***This grant may not be used to support the purchase of weapons or devices that may cause physical harm to humans or animals.***
  - b) ***The Board holds the right not to approve any project they deem unsuitable for this grant.***

# Business Building Improvement Grant

This grant aims to improve the physical condition of business buildings in the Enterprise Zone and promote economic vitality and beautification of the community. This grant seeks to assist small business owners in updating and improving internal and external visual improvements, preservation, and structural integrity.

A total of \$20,000 will be awarded in the 2023 fiscal year. Max award amount will be at the discretion of the BUEA board. However, staff recommends a \$5000 max award per applicant.

## A. Application Requirements

1. Applicant must present the grant request to the BUEA board outlining basic project details, timeline, and expense. Applicants will also include a short narrative of at least 350 words describing financial needs.
  - a) In-person funding requests are preferred. However, exceptions will be made for accessibility.
  - b) Presentation must be scheduled at least two weeks before the monthly BUEA Board meeting held the second Wednesday of the month at noon.
  - c) Presentation Requirements will include but are not limited to:
    - (1) A cost estimate, a “before” photo, plans, and all other pertinent information regarding project costs.
      - (a) Assessments must consist of materials/product list breakdowns.
      - (b) Proof of business address, i.e., utility bill, the current lease, or deed.
      - (c) Images/video of “before” status.
      - (d) Describe their building improvement project and the contractor's quote or invoice.
2. Applicant must be able to match at least 50% of the requested funding.
  - a) Example: If you are asking \$5000, you must be able to show \$2500 of personal financing for the project.
3. Projects eligible for grant approval include
  - a) exterior painting/cleaning, historical restoration, awnings, roofs, guttering, and replacing windows. Ineligible projects include signage and sidewalks.
  - b) Exterior improvements must follow the style approved in the downtown design plan. A Certificate of Appropriateness must be obtained before starting work if the building is in a historic district.
4. Work on the property may start after board approval.
5. A contractor registered with the city must do construction work and obtain any necessary permits before applying.
6. BUEA will rebate the property owner after work is complete, and the applicant provides a final bill, copies of canceled checks for the applicant's half, and an “after” photo of the completed work. However, the board reserves the right to provide funding if improvements or repairs are in progress.
7. **Applicants are limited to a one-time-only grant award.**



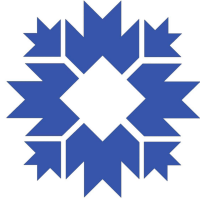
# Accessibility Modification Grant

The Accessibility Modification Grant provides grant-based assistance for businesses to make their small businesses ADA-accessible and promote inclusive practices for people with disabilities. This grant aims to improve the BUEZ's social and physical environment through accessibility modifications. This grant intends to help business owners complete ADA modifications that do not meet the requirements due to grandfathered plans. Businesses can use the funding to update their ADA-accessible areas, entrances, signage, low shelves, restroom accessibility, & parking space.

A total of \$15,000 will be awarded in the 2023 fiscal year. Max award amount will be at the discretion of the BUEA board. However, staff recommends a \$3000 max award per applicant.

## A. Application Requirements

1. Applicant must present the grant request to the BUEA board outlining basic project details, timeline, and expense. Applicants will also include a short narrative of at least 350 words describing financial needs.
  - a) In-person funding requests are preferred. However, exceptions will be made for accessibility.
  - b) Presentation must be scheduled at least two weeks before the monthly BUEA Board meeting held the second Wednesday of the month at noon.
2. Applicant must be able to match at least 25% of the requested funding.
  - a) Example: If you are requesting \$5000, you must be able to show \$1250 of personal funding for the project.
3. Applicants must attach proof of business ownership address, such as a utility bill, lease, or deed.
4. Applicants must briefly describe their accessibility modification project and the contractor's receipt or invoice.
5. Eligible projects include improving accessible areas, signage, entrances, low shelves, restroom accessibility, & parking space.
6. Work on the property can start after application approval.
7. A cost estimate and a "before" photo accompany the application and include plans and all other pertinent information regarding project costs. Assessments must consist of materials/product list breakdowns. The owner makes a selection of contractors.
8. BUEA will rebate the property owner after work is complete, and the applicant provides a final bill, copies of canceled checks for the applicant's half, and an "after" photo of the completed work. However, the board reserves the right to provide funding if improvements or repairs are in progress.
9. **Applicants are limited to a one-time-only grant award.**



**CITY OF BLOOMINGTON**  
economic & sustainable development

**To:** De de la Rosa, Executive Director, Bloomington Urban Enterprise Association  
**Cc:** Julie Donham, President, Bloomington Urban Enterprise Association and Alex Crowley, Director, City of Bloomington Economic and Sustainable Development  
**From:** Holly Warren, Assistant Director for the Arts  
**Date:** June 7, 2023  
**Re:** Bloomington Arts Commission recommendations for BUEA 2023 Zone Art Grants

---

Each year, the BUEA allocates \$40,000 for Zone Arts Grants, which the Bloomington Arts Commission has been entrusted to allot as part of its annual Arts Project Grant Cycle. The BUEA Zone Arts Grants are meant to support arts activities within the boundaries of the Bloomington Urban Enterprise Zone.

Projects must do one or more of the following for residents and businesses within the Urban Enterprise Zone:

- Facilitate involvement in arts and cultural activities
- Provide an opportunity to participate in the creative process
- Advance the quality and availability of the arts in the Zone
- Celebrate or enhance the identity of the Zone

As part of its annual Arts Project Grant Cycle, members of the Bloomington Arts Commission, along with community readers working locally in the arts, evaluate applications according to the following criteria:

- Capacity - Does the project have a clear plan and outcomes and a plan to achieve them? Does the artist/arts group have financial resources committed to the project outside of this grant?
- Community Impact - Is the project addressing a community need? Does it engage in larger community dialogues? Does it reach out to or connect with the various communities that exist in Bloomington? Is the artist/arts group partnering with other organizations?
- Equity and inclusion - How does the project employ principles of equity, inclusion, and diversity?

The BAC received a total of 67 Arts Project grant applications during the 2023 cycle- almost twice the number of grants we typically receive for this cycle. Based on our evaluation, we

recommend that the BUEA fund the following 14 Zone Arts Grants for a total of \$17,500:

**Cicada Cinema**

\$1,500.00

Funds are requested to support affordability of underseen and underrepresented film screenings, improve cinematic exhibition quality, and accessibility, as well as to increase the reach and efficiency of our marketing efforts. Grant funds will help pay for film screening licensing fees and marketing.

BUEA Zone Impact: Films take place at several business establishments within the Zone, including the Orbit Room, Hopscotch Cafe, and the Block House.

**FAR Photo Review Group**

FAR Photo Review Group Exhibition 2023

\$1,500.00

Funds are requested to support a free photography exhibition featuring FAR Photo Review participants that will showcase a variety of photographic techniques from local photographers of all skill levels at no cost to the artists. Grant funds will help pay for photo printing and marketing.

BUEA Zone Impact: Exhibition to be held at FAR Contemporary Art Center, located within the Zone.

**Lotus Education & Arts Foundation**

30th Annual Lotus World Music & Arts Festival

\$1,000.00

Funds are requested to support our free community component of Lotus Fest, which is called Lotus in the Park: live international music performances, global arts & crafts for families, artist presentations, etc. Grant funds will help pay artist fees.

BUEA Zone Impact: Business located within Zone; activities to take place at venues, including Switchyard Park, within the Zone.

**Orbit Room**

Mural on Parklet on College Ave

\$1,000.00

Funds are requested to support artist Erin Tobey to paint a mural all over the ADA accessible deck. Grant funds will help pay for artist fee and materials.

BUEA Zone Impact: Activity takes place and beautifies an business and larger area within the Zone.

**Paint Bloomington**

\$500.00

Funds are requested to support the Paint Bloomington, an annual plein air painting event in which Bloomington residents of all ages and skill levels are invited to paint scenes of Bloomington. Grant funds will help pay for classes, supplies, and promotion of the event.

BUEA Zone Impact: Participants are encourage to paint scenes in locations around the City, including within the BUEA Zone.

### **The People's Market**

Dyeing with Local Plants at Banneker Urban Farm

\$1,500.00

Funds are requested to support the children attending the Banneker Urban Farm summer camp in exploring the possibilities of using plant dye to enhance clothing. Grant funds will help pay for teaching artists' fees and materials.

BUEA Zone Impact: Arts Activity takes place at establishment (Banneker Center) within the Zone

### **Pictura Gallery**

Pictura Kids Workshop Series and Youth Art Month Exhibition

\$1,000.00

Funds are requested to support the expansion of our kids programming by helping offset instructor and material costs as well as promotional costs for monthly kids workshops culminating in a youth art exhibition in March of 2024.

BUEA Zone Impact: Exhibition to be held at Pictura Gallery, located within the Zone.

### **Kyle Quass**

Bloomington Improvised Music and Film Series

\$1,500.00

Funds are requested to support free admission at an all ages accessible venue through underwriting gallery rental, to pay musician honoraria, to pay film related consulting, honoraria and rental fees, and to help with publicity.

BUEA Zone Impact: Concert will take place at Backspace Gallery, located within the Zone.

### **Reimagining Opera for Kids**

Reimagining Opera for Kids presents Rufus and Rita!

\$2,000.00

Funds are requested to support Reimagining Opera for Kids' performances and interactions in Bloomington schools and community centers of the family friendly opera "Rufus and Rita" by Bloomington composer Dr. Lauren Bernofsky. Grant funds will help pay performing artist fees.

BUEA Zone Impact: Reimagining Opera for Kids has committed to hosting 6 performances within the Zone, with venues including local schools, community centers, and hospitals.

### **Sounds of Indiana**

Everyone in Harmony

\$500.00

Funds are requested to support increased Bloomington Community awareness of the uniquely American musical art form known as Barbershop Style, to bolster appreciation and knowledge of a cappella singing, and to bring the uplifting joy of live performance music to those who rarely, if ever, get to see and hear it. Grant funds will help pay for sheet music purchase and promotion.

BUEA Zone Impact: Sounds of Indiana has committed to hosting performances within the Zone, with venues including local schools and community centers.

**Visit Bloomington**

Switchyard Park Thursday Night Summer Music Series June 15 - Makaya McCraven with Funk Almighty

\$1,000.00

Funds are requested to support the talent fees, operational expenses, and marketing efforts needed to produce this concert.

BUEA Zone Impact: Concert will take place at Switchyard Park, located within the Zone.

**WFHB Community Radio**

WFHB Local Live Remote Broadcast Series

\$1500.00

Funds are requested to support the Local Live Remote Broadcast Series, a series of local concerts featuring local musicians and simultaneously broadcasted live to a listening audience; Grant funds will help pay for band members' fees and promotional material.

BUEA Zone Impact: All activities take place at WFHB's studios, located within the Zone.

**Rebecca Woodward Art Education LLC**

Open Figure Drawing Sessions for the Community

\$1,500.00

Funds are requested to support a continuation of the open figure drawing session currently running weekly at the Artisan Alley MADE classroom space. Grant funds will help pay for classroom rental, model, and teaching artists' fees.

BUEA Zone Impact: Classes take place at Artisan Alley, located within the Zone.

**Writers Guild at Bloomington**

Writers Guild Spoken Word Events

\$1,500.00

Funds are requested to support Writers Guild Spoken Word programming, including First Wed Spoken Word series, First Sun Prose series, Last Sun Poetry series, collaborations with Ryder Film Series, and the 4th Street Festival spoken word stage and poetry on demand booth, all featuring local, regional, national, and international literary artists and musicians. Grant funds will help pay for reader honoraria and performance venue expenses.

BUEA Zone Impact: Several reading series will take place at Backspace Gallery, located within the Zone.

# Opening Doors to Science: New Front Doors for WonderLab

## Introduction

For the past 25 years, WonderLab Museum of Science, Health & Technology has provided essential hands-on STEM experiences that supplement classroom learning for children and families in the Bloomington area and beyond. WonderLab opened its current location in 2003. Over 80,000 individuals visit the museum in a typical non-pandemic year. After 20 years of welcoming over 1.5 million excited children and families to our facilities, the front doors at the Museum entrance have reached the end of their life.



Replacing these doors is a high priority in 2023. The Front Door project will improve the facility and the visitor experience on three fronts: environmental sustainability, accessibility, and security. The estimated expense for the entire project is \$28,222. WonderLab has already received \$16,000 from an anonymous donor towards this project. The remaining unfunded amount is \$12,222. The Bloomington Urban Enterprise Association (BUEA) provides the means to improve the economic, physical, and social environment for Zone residents and businesses. We believe that the Front Door project will do just that.

We respectfully request \$12,222 from the BUEA to support the cost of the **automatic door openers** and improve accessibility to WonderLab's facility.

## Project Purpose

### *Environmental Sustainability*

WonderLab's front doors are in need of replacement. The sealing and weatherstripping is worn, leading to building energy (heating and cooling) loss, as identified in the 2022 Energy Audit from the SEEL Program. The latch and lock mechanism is also worn and requires ongoing maintenance from our Exhibits and Facilities Department, using resources that could be better used to create and maintain hands-on science exhibits. Because the doors do not latch reliably, [changes in air pressure cause the doors to blow open \(VIDEO\)](#) whenever they are not locked. WonderLab strives to be a leader in environmental sustainability, educating the public and setting an example through our composting efforts and the installation of solar panels earlier this year. The current doors pose an ongoing problem for energy efficiency. By installing the recommended doors with a more robust opening and latch mechanism, tempered glass of high R-value and improved weather seals, we will improve energy efficiency.



### *Accessibility*

The faulty latch mechanism sometimes causes the doors to become stuck in a closed position, making it difficult for visitors, staff, and volunteers to enter the building through the main doors. The doors are completely manual, which can make it difficult for people with disabilities, mobility challenges, and strollers to enter the building. Currently, WonderLab’s visitor services staff must leave their post at the front desk to assist with the front door access. Although this provides a friendly and welcoming service, it can leave the front desk understaffed and is not always possible during busy days. **Automatic door openers** will better serve all our visitors, for both physical access and customer service. After the installation, visitors using wheelchairs or those with strollers and multiple children in tow will be able to enter the Museum without engaging someone else to open the door for them, or struggling to keep it open by themselves.



### *Security*

A planned change from manual key locks to programmable keypads, and the addition of an automatic retraction system will improve security. Programmable keypads give us the ability to change the key code as needed to make it easier to monitor who is entering and exiting the building. The automatic retraction system gives Museum staff the ability to lock down the front doors from the inside instantly, closing the building off from potential safety threats, and protecting our visitors. WonderLab must ensure the safety of the children and families that visit our Museum.

## Timeline

The installation is estimated to take two days to complete and will ideally begin mid-August or early September 2023. WonderLab historically has lower attendance during this time of year, making it easier to close the Museum without causing inconvenience to our members and the community or greatly impacting our admissions revenue. The first day of installation would be on a Monday during this time period to take advantage of the Museum already being closed. We would like to schedule the work right away due to ongoing worldwide supply chain issues and limited service availability.

## Project Expenses

Door Replacement	\$6,450.00
<b>Automatic Door Openers</b>	\$12,650.00
Electrical Wiring Work	\$2,000.00
Keypad Security System	\$5,839.00
Hourly Pay	\$450.00
Lost Revenue	
Non-Member General Attendance (50 visitors x \$14)	\$750.00
Gift Store (50 visitors x \$1.65/visitor)	\$83.00
	<hr/>
Project Total	\$28,222.00
Cost of Project	\$28,222.00
Contribution from Anonymous Donor	\$16,000.00
	<hr/>
Remaining Cost	\$12,222.00

The project to replace the front doors and install the additional security and accessibility measures will cost an estimated \$28,222. We have received a bid from City Glass, a glass repair and installation company in Bloomington, to replace the doors for \$6,450 and install **auto-openers on both the interior and exterior doors for \$12,650**. Leading Edge Security, another business in Bloomington, quoted \$5,839 to install the Bluetooth keypad/reader system with latch retraction. There is also an estimated cost of \$2,000 for additional electrical wiring needed.

We also included \$450 for the cost of labor for our Exhibits and Facilities Department manager, who will be coordinating and managing this project. The project will take two days. Since WonderLab is already closed on Mondays, we only need to account for lost revenue on one day. There will be approximately \$750 in lost revenue from non-member general attendance, representing 50 non-members at \$14 per admission ticket. Gift store revenue will be lost as well. Based on previous months in 2023, average per visitor Gift Store revenue is \$1.65. Assuming 50 visitors, we will lose \$83 in Gift Store revenue.

**Our request of \$12,222 represents roughly the cost of the automatic door openers, which directly and specifically address accessibility.**



Lil BUB's

Small & Mighty



---

CONCERT SERIES

---

# Request for Annual Sponsorship

# \$100,000

As Urban Enterprise Zone residents and business-owners for over 15 years, we are committed to improving the physical space we work and revitalizing and expanding the economic and social development of the area with a focus on our local youth. The city's sponsorship of \$100,000 will cover approximately 65% of the annual hard costs of the Small & Mighty concert series, which will include three in-studio concerts and one outdoor block-party concert each year. This funding will allow us to expand our educational programming and outreach through the funds raised by this series year to year.

## In-Studio Concert Expenses (per concert):

This budget takes into account the full cost of all time and labor required for each concert production.

Production and Incidental Expenses	Cost
Performing Artists' Advance	\$5,000-\$10,000/concert
Recording Studio Rental and Staff	\$3,000/concert
Mixing and Mastering of Live Performance	\$3,000/concert
Cinematography, Set Design, Lighting, and Post-Production and Editing	\$10,500/concert
Art and Merchandise Design	\$1,000/concert
Photography	\$1,500/concert
Administrative Costs and Incidental Expenses (transcription of audio, artist accommodations, printing of programs and materials, chair rental, food and beverages for artists and crew, etc)	\$2,000/concert
<b>TOTAL</b>	<b>\$31,000/concert</b>

## Outdoor Block Party Concert Expenses:

This budget takes into account the full cost of all time and labor required for the annual outdoor block party event.

<b>Production and Incidental Expenses</b>	<b>Cost</b>
Performing Artists' Advance	\$15,000-20,000
Recording Studio Rental and Staff	\$1,500
Mixing and Mastering of Live Performance	\$5,000
Cinematography, Set Design, Post-Production and Editing	\$15,000/concert
Art and Merchandise Design	\$2,000/concert
Photography	\$1,500/concert
Administrative Costs (transcription of audio, artist accommodations, printing of programs and materials, food and beverages for artists and crew, etc)	\$3,000/concert
Outdoor Stage Rental	\$1,800
PA System, Lighting, and Crew	\$5,000
Outdoor Event Expenses (barricade fencing, portable toilets, banners, insurance, security staff)	\$5,000
<b>BLOCK PARTY TOTAL</b>	<b>\$59,800</b>

---

### **TOTAL ANNUAL COST**

3x Small & Mighty In-Studio Concerts + Outdoor Block-Party Concert

**\$152,800**

# Annual Financial Projections

REVENUE CHANGES:	In-Studio Concerts	Block Party Concert	Expected Annual Growth
<b>Ticket Sales: Low End Projection</b>	\$6,000/concert	\$30,000	5%
<b>Ticket Sales: Mid Range Projection</b>	\$18,000/concert	\$50,000	5%
<b>Ticket Sales: High Range Projection</b>	\$30,000/concert	\$75,000	5%
<b>Additional Donations During the Live Broadcast</b>	\$2000		10%
<b>Additional Block Party Raffle Ticket Sales</b>		\$10,000	
<b>Block Party Merchandise Sales</b>	\$4000		5%
<b>Exclusive Livestream Merchandise Sales</b>	\$10,000		5%
<b>Bonfire T-Shirt Campaign</b>	\$8380		10%
<b>Community Sponsorships</b>	\$2,000		15%
<b>National Sponsorships</b>	\$15,000		15%
<b>In Kind Donation of Labor and Resources</b>	\$10,000		
<b>Lil BUB's Big Fund Solicitation</b>	\$15,000		10%

FINANCIAL PROJECTIONS:	Low-End Projection	Mid-Range Projection	High-End Projection
<b>2023 (inaugural year)</b>	\$100,000	\$120,000	\$175,000
<b>2024</b>	\$120,000	\$175,000	\$250,000
<b>2025</b>	\$132,000	\$190,000	\$275,000

# Future plans for growth

## National Partners Invested in Our Local Community:

- Every.org
- Makua
- Bonfire

## National Media Coverage of Small&Mighty:

Many of Small&Mighty's core staff and volunteers have already brought national media attention to Bloomington. Our media plan is to further this reach and bring increased awareness and tourism to Bloomington. Currently, nothing like Small&Mighty exists. Our unique series allows for artists to create an experience with their audience they otherwise aren't been able to. Storytelling through music is an accessible media that can be incorporated into our local school systems in an impactful way. Our nonprofit outreach allows for artists to stay invested in our city for years to come, ensuring the viability and success of Small&Mighty.

## Additional sources of revenue and community partners:



Customized app experience with Makua in development



Current Community Partners:

- Shine Insurance
- Cardinal Spirits
- Upland
- Alibi
- C3
- FAR