



Greater Milwaukee
FOUNDATION
greater together

Is your board membership at least 10% people of color? Yes

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▼ Organization Information

Organization: Quasimondo Physical Theatre
Primary Contact: Brian Rott
Primary Contact Number (from user profile):
Primary Contact Email (from user profile): brianrott@quasimondo.org
Primary Signatory: Brian Rott
Does this grant include a Fiscal Sponsor? No

Please select type of request: Capital Request

▼ Full Application

Project Title: North Milwaukee Arthaus

Provide a description of the project. Describe the purpose of the project. Explain the need to be addressed and how it was identified.

Once a symbol of prosperity, the North Milwaukee Village Hall - constructed in 1901 - dwindled into neglect and was foreclosed in 2012. Quasimondo will transform this historic landmark into a center for the arts and restore its value to the community. Seven versatile spaces will be created for meaningful arts exchange that sparks imagination, celebrates diversity, and promotes wellness. Located in the recovering Villard Avenue BID, it will be a partner in community revitalization.

With no facility of its likeness within 2.7 square miles, there is a disparity in access to the arts on Milwaukee's North Side. Through community visioning sessions, Quasimondo and the Villard BID identified the role of arts and culture in enhancing quality of life, supporting neighborhood branding, and catalyzing the economy. At the same time, with real estate development gentrifying downtown, the Arthaus offers secure, affordable space to small arts nonprofits squeezed out of this market.

Amount Requested: \$75,000.00

When are funds needed? 1/1/2020

Name of Chief Executive Officer: Brian Rott

Chief Executive Officer's title: Executive Director

Chief Executive Officer's email address: brianrott@quasimondo.org

▼ Grant Period

Start Date: 1/1/2021

End Date: 12/31/2021

Note, these dates are required before being able to enter Budget information.

Is this a woman-led organization? Yes

Is this organization led by a person of color? No

List names of current board members:

Jenni Reinke, President
University of Wisconsin-Milwaukee

Diana Luttmann, Treasurer
RitzHolman CPAs

Andrew Walsh, Secretary
City of Milwaukee

Chad Piechocki, At Large
Next Door Milwaukee

Jeffrey Mosser, At Large
Milwaukee Repertory Theater

Andrew Parchman, Ex Officio
Pro Glow Marine Portering LLC

Jessica Miller, Ex Officio
Community Volunteer

Brian Rott, Ex Officio
Quasimondo Physical Theatre

What is the percentage of full-time equivalent people of color on your staff? 0

Board Diversity

Race	Number in Board	Percentage of Board
American Indian/Native American	0	
Asian American/Pacific Islander	0	
Black/African American	1	12%
White	7	87%
Latino	0	
Two or More	0	
Total	8	100%

Staff Diversity

Race	Number in Staff	Percentage of Staff
American Indian/Native American	0	
Asian American/Pacific Islander	0	

Black/African American	0	
White	1	100%
Latino	0	
Two or More	0	
Total	1	100%

What is this project's total budget: \$1,329,660.00

Organization's total operating budget for past fiscal year: \$16,389.00

Organization's total operating budget for current fiscal year: \$295,860.00

Select county served: Milwaukee

For the next question, please refer to the following links for further explanation on the Greater Milwaukee Foundation funding priorities:

- Thriving Communities
- Connected People
- Responsive Grantmaking

General information about Community Leadership.

Please select the program area that best corresponds to your project (Connected People, Thriving Communities or Responsive Grantmaking): Thriving Communities

Please indicate in which neighborhood(s) your project will be implemented: Other

Identify the other neighborhood(s): Old North Milwaukee, Garden Homes, Lincoln Park, Hampton Heights

Was the project informed directly by the people you think will benefit from it? Please explain.

The project aligns with District 1 Alderman Ashanti Hamilton's revitalization efforts. Sitting on the Villard Avenue BID Board of Directors, Quasimondo is a partner in implementing the BID's Strategic Action Plan. With the BID, we co-hosted Big Clean MKE and a BBQ, and will display a mural for the BID's "Visual Vibes" project. Independently, Quasimondo held a series of four "Village Hall" meetings to hear from stakeholders to learn about how our project can best serve the needs of the community.

Racial equity and inclusion means equal access and opportunity for all people, so all can reach their full potential and are no more likely to encounter barriers or benefits based on race or ethnicity.

Is this project a catalyst for advancing racial equity and inclusion? Yes

Please briefly explain.

The Arthaus is located 2.7 miles away from facilities of its likeness. Devoid of an anchor arts organization, the North Side cannot benefit from the economic and social impacts of the arts. In addition to commerce, artists bring intangibles such as imagination and vision, resourcefulness and innovation, diversity and inclusivity, and are key to community revitalization efforts at all levels.

The Arthaus encourages equity and inclusion by increasing access to the economic and social impacts of the arts for North Side residents and businesses. Further, it provides a forum for all Milwaukeeans to experience diverse and marginalized perspectives, embrace the complexity of human experience, and collectively imagine a better world.

Explain how the project uses an evidence-informed strategy, which is a strategy informed by objective evidence, evaluation and research.

The Arthaus supports community revitalization through the arts.

“The arts provide inspiration and joy to residents...and strengthen the social fabric of our communities.”
(Americans for the Arts & Economic Prosperity, July 2017)

In Wisconsin in 2015, nonprofit arts and cultural event attendees spent an average of \$37.26 per person, and event-related spending by...audiences totaled \$279.9 million. (Arts & Economic Prosperity5)

The geography of arts and culture institutions in Milwaukee reflects the City's racial segregation.

“Higher levels of racial segregation are associated with lower incomes for blacks, lower educational attainment for whites and blacks, and lower levels of safety for all area residents.” (Cost of Segregation: National Trends and the Case of Chicago, 1990-2010, Urban Institute, March 2017)

A site for equity and inclusion, the Arthaus attracts diverse patrons from across Metro Milwaukee and increases access to the arts for North Milwaukeeans.

We refer to cultural context as beliefs, world views, and daily realities of the people you intend to serve as expressed from their perspective, understanding that the people you intend to serve may not share the cultural context that the staff of your organization may have.

To what extent does the evidence-based strategy consider the cultural context of the people you intend to serve?

Arthaus stakeholders are diverse in their beliefs, world views, and daily realities. They include Old North Milwaukee residents, who are predominantly black (87%) and low-income (\$26,400 median household income); Villard Avenue BID businesses and patrons; residents and businesses from adjacent neighborhoods; and artists and patrons from across Metro Milwaukee.

The evidence-based strategy leveraging arts and culture to support community economic development has considered the cultural context of the people served through intentional outreach and partnership strategies. The Villard Avenue BID is a key partner and has been a conduit between Quasimondo, North Milwaukee businesses and residents. Artistic partners who have expressed interest include Milwaukee Opera Theatre, Present Music, Optimist Theatre, Cooperative Performance, Urban Anthropology, The Battery Factory, and Project Non-Violence.

Provide a brief description of the population served by this project.

Old North Milwaukee residents - 87% black, 7% white, \$26,400 median household income (2010 census)

Neighboring residents in Garden Homes, Lincoln Park, Hampton Heights

Villard Avenue BID businesses, including 6 entertainment attractions (all but one are for ages 21+) and 5 restaurants

Metro Milwaukee artists and small arts nonprofits

Describe the difference you intend the project to make for the population served.

1. Restore the foreclosed North Milwaukee Village Hall into a community asset through historic preservation and renovation with sustainability and accessibility features
2. Increase access to the arts for residents of North Milwaukee and adjacent North Side neighborhoods
3. Increase access to secure, affordable space for Milwaukee artists and arts organizations
4. Increase the economic and social vitality of Villard Avenue, North Milwaukee, and adjacent North Side neighborhoods

Briefly describe your organization's capacity to deliver the proposed project.

Founded in 2012, Quasimondo has produced 8 seasons of original theatre (over 30 productions) and toured to Milwaukee Public Schools, around the region, and across the country, reaching thousands of individuals.

In 2014, Quasimondo partnered with Milwaukee Public Theatre to create “Studio G,” an arts laboratory at the Grand Avenue Mall. The development supported two years of critically acclaimed, well-attended programming.

Quasimondo's ensemble consists of diverse artists, educators, and nonprofit professionals with a proven history of successful collaboration. They've worked with Milwaukee Art Museum, Milwaukee Opera Theatre, Present Music, Danceworks, Newaukee, Old World Wisconsin, Villa Terrace, Urban Ecology Center, and more.

Describe project outcomes.

1. Restore the foreclosed North Milwaukee Village Hall into a community asset through historic preservation and renovation with sustainability and accessibility features
 - Serve as a model of sustainability, making sustainability visible through partnerships with MMSD, Renew Wisconsin, and others
 - Increase accessibility to an historic, culturally significant landmark
1. Increase access to the arts for residents of North Milwaukee and adjacent North Side neighborhoods
 - Partner with schools and artists to offer arts education and wellness programs
 - Provide secure, affordable space for community meetings
1. Increase access to secure, affordable space for Milwaukee artists and arts organizations
 - Provide secure, affordable rehearsal, performance, and maker space
 - Provide secure, affordable office space for 3 arts groups
1. Increase economic and social vitality of Villard Avenue, North Milwaukee, and adjacent North Side neighborhoods
 - Support Villard Avenue BID's Strategic Action Plan

Explain the use of funds requested.

Funds will go towards community inclusion, historic preservation and sustainability. This includes securing historic tax credits and working with architects to prepare plans. The funds will help offset matching grants awarded from MMSD Green Infrastructure Partnership Program (\$62,000) and Renew Wisconsin Solar for Good (\$10,000). Throughout, local business and community input will guide the development through listening sessions, outreach and events, which the funds will help support.

Capital Request

Is this project for remodeling existing facilities or to purchase equipment? Remodeling project

How will the capital project expand or complement existing service capacity?

The Arthaus will expand access to the performing and visual arts to the residents of Old North Milwaukee. As a permanent home for Quasimondo it will enable the company to increase their programming and service capacity and provide space for classes, workshops, showings, and performances. In addition, the facilities will provide affordable rental space for growing non-profits and local artists, and will cultivate creative professionals and build community through art-making experiences.

The operating space for this project is... Donated

Provide a project timeline.

12/7/20 – Obtain Permits, Licenses, Historic Tax Credit Approval
 1/4/21 — Secure additional Financing, Finalize Construction Calendar & Order Materials
 2/9/21 – Groundbreaking, Start Construction Phase One: (Core & Shell, HVAC, Plumbing, Framing, Insulation)
 4/9/21 – Start Construction Phase Two (Elevator, Façade Restoration, Paving, GI & Artpark)
 7/20/21 – Punch List, End Construction Phase, Inspections & Permits
 8/15/21 – Dedication Ceremony
 9/1/21 – Full Occupancy

Confirm that all regulatory approvals for the project are in place or provide timetable for approval (zoning, environmental impact, certificate of need, historic preservation, etc.), if applicable.

The North Milwaukee Arthaus Project is being overseen by architecture firm Engberg Anderson. The renovations and restoration of the building will be undertaken under the supervision of an experienced construction manager and will carefully follow all municipal zoning and environmental requirements. The project is being funded using State and Federal Historic Tax Credits and the project timeline is contingent on the approval of the finalized construction documents.

What is your organization's plan to ensure positive neighborhood relations so that your building and/or services is an asset to the surrounding neighborhood? :

Quasimondo's plan to ensure positive neighborhood relations is to continue to strengthen its relationship with Villard Avenue Business Improvement District so that the Arthaus can support the area's Strategic Action Plan in the long-term. Through Executive Director Brian Rott's participation on the BID Board of Directors, most recently as treasurer, Quasimondo has participated in community visioning sessions and gained insights into what residents and businesses want for the community. Quasimondo already has co-hosted Big Clean MKE and a BBQ with the BID, organized other BID businesses for Doors Open Milwaukee, and will display a mural commissioned by the BID for "Visual Vibes on Villard" this fall. Quasimondo will continue to build on its artistic assets to contribute to Villard's placemaking and branding efforts, making Villard a destination for arts and entertainment, and a safe space with a proud past and exciting future for all Milwaukeeans to enjoy.

Remodeling Project

Delineate the physical construction (square footage and cost per square foot, scope of work, program spaces to be contained in the building, etc.).

The project creates multi-functional spaces for learning, making, and sharing; with professional facilities that double as classrooms. The facility is approximately 10,000 sq. ft. and the designs include a theater, dance studio, mask & puppet workshop, recording studio, gallery, cafe, scene and costume shops, office space, a community garden, and a 60-car parking lot. The project includes approximately 6,200 ft² of art-making space and 2,400 ft² of commercial white box space.

Including the Arthaus facility and Artpark green space, the scope of work "Hard Costs" are \$878,864.00 and the cost is approximately \$19 per square foot.

Have you secured at least two bids or was the cost negotiated?

We have secured at least three competitive bids to determine and choose the professional contractors we have hired thus far, and will continue to follow this standard as we finalize the construction documents and materials. We have also negotiated fair prices for services and goods based off of bids received and due diligence research.

Describe the impact the proposed project will have on your operating budget.

The proposed project will increase our operating budget in our capital expenses, but also in staffing with the addition of one new full-time position, and three new part-time positions.

▼ Project Budget

Budget Period: 1/1/2018 to 12/31/2021

Income

Earned/Contributed Income

Budget Period	Committed	Pending	
1/1/2018 to 8/31/2021: 1/1/2018 to 8/31/2021	69,249	0	
Total	69,249	0	

Budget Snapshot

	1/1/2018 to 8/31/2021
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	1/1/2018 to 8/31/2021	
	Committed	Pending
	7/1/2018 to 8/31/2021	
	Committed	Pending
Fees/Earned Income		
Individual Contributions	62,349	
Fundraising Events and Products	6,900	
Endowed Income	0	
Custom: 1		
Custom: 2		
Custom: 3		
Custom: 4		
Custom: 5		
Custom: 6		
Custom: 7		
Custom: 8		
Custom: 9		
Custom: 10		
Total	69,249	0

Foundation Grants

Budget Period	Committed	Pending	
1/1/2018 to 8/31/2021 : 1/1/2021 to 12/31/2021	483,000	896,000	
Total	483,000	896,000	

Budget Snapshot

	1/1/2018 to 8/31/2021	
	1/1/2021 to 12/31/2021	
	Committed	Pending
Application Amount Requested		100,000
Unsecured Prospective Funding		312,000
Custom: Astor Street Foundation	25,000	
Custom: Steigleder Charitable Trust and Max Foundation	31,000	
Custom: Greater Milwaukee Foundation - Anonymous Private Foundation	200,000	
Custom: City of Milwaukee Foreclosed Property Fund	75,000	
Custom: Evinrude and Ragir Foundations	60,000	
Custom: American Endowment Foundation	2,500	
Custom: Barbara Meyer Elsner Foundation and Pieper Electric Fund	2,500	
Custom: MMSD Design Services and Green Infrastructure Partnership Program	77,000	
Custom: Renew Wisconsin - Solar For Good	10,000	

	1/1/2018 to 8/31/2021	
	1/1/2021 to 12/31/2021	
	Committed	Pending
Custom: Historic Tax Credits		484,000
Total	483,000	896,000

Expenses

Non-Personnel Costs

Budget Period	Expense
1/1/2018 to 8/31/2021: 1/1/2021 to 12/31/2021	971,714
Total	971,714

Budget Snapshot

	1/1/2018 to 8/31/2021
	1/1/2021 to 12/31/2021
	Expense
Equipment	154,620
Rent/Occupancy	
Office Supplies/Materials	5,000
Marketing	6,000
Depreciation	0
Printing	1,100
Utilities	14,850
Postage and Mailing	1,650
Travel	0
Building Maintenance	3,850
Custom: Taxes	11,000
Custom: Insurance	4,800
Custom: Permits, Certificates, and Inspections	4,600
Custom: Acquisition Costs	45,000
Custom: Hard Costs - Site Preparation	18,450
Custom: Hard Costs - Construction	341,942
Custom: Hard Costs - Mechanical	217,752
Custom: Hard Costs - Site Improvements	141,100
Custom: 9	
Custom: 10	
Total	971,714

Salaries and Wages

Budget Period	Expense	
1/1/2018 to 8/31/2021: 1/1/2021 to 12/31/2021	57,000	
Total	57,000	

Budget Snapshot

	1/1/2018 to 8/31/2021	
	1/1/2021 to 12/31/2021	
		Expense
Add items below		
Custom: Facilities Manager Salary		34,000
Custom: Reception, Cleaning, and Security		23,000
Custom: 3		
Custom: 4		
Custom: 5		
Custom: 6		
Custom: 7		
Custom: 8		
Custom: 9		
Custom: 10		
Total		57,000

Benefits and Payroll Taxes

Budget Period	Expense	
1/1/2018 to 8/31/2021: 1/1/2021 to 12/31/2021	12,107	
Total	12,107	

Budget Snapshot

	1/1/2018 to 8/31/2021	
	1/1/2021 to 12/31/2021	
		Expense
Add items below		
Custom: Social Security		3,282
Custom: Medicare		767
Custom: Workmans Comp		1,058
Custom: Health Insurance		7,000
Custom: 5		
Custom: 6		
Custom: 7		
Custom: 8		

	1/1/2018 to 8/31/2021
	1/1/2021 to 12/31/2021
	Expense
Custom: 9	
Custom: 10	
Total	12,107

Consultants and Professional Services

Budget Period	Expense
1/1/2018 to 8/31/2021: 1/1/2021 to 12/31/2021	248,700
Total	248,700

Budget Snapshot

	1/1/2018 to 8/31/2021
	1/1/2021 to 12/31/2021
	Expense
Add items below	
Custom: Development Fees	42,000
Custom: Project Management	38,000
Custom: Architecture Fees	61,900
Custom: Civil Engineering	15,000
Custom: Construction and Mechanical Engineering	26,000
Custom: Construction Management	36,000
Custom: Interior Design Fees	6,000
Custom: Historic Tax Credit Consulting Fees	11,000
Custom: Financial Planning, Legal, and Accounting	12,800
Custom: 10	
Total	248,700

Other

Budget Period	Expense
1/1/2018 to 8/31/2021: 1/1/2021 to 12/31/2021	125,000
Total	125,000

Budget Snapshot

	1/1/2018 to 8/31/2021
	1/1/2021 to 12/31/2021
	Expense
Add items below	
Custom: Contingency	125,000

	1/1/2018 to 8/31/2021
	1/1/2021 to 12/31/2021
	Expense
Custom: 2	
Custom: 3	
Custom: 4	
Custom: 5	
Custom: 6	
Custom: 7	
Custom: 8	
Custom: 9	
Custom: 10	
Total	125,000

Please use this space to enter budget narrative information. Explain any expenses in the Other category.

The budget for the North Milwaukee Arthaus project is \$1,415,000. To date the leadership team has secured \$483,000 through individual contributions, and public, private, and foundation grants. An additional \$484,000 of the renovation costs will be financed using historic tax credits. The project has a built-in "Contingency" budget item listed in the Other category to pay for emergency and unexpected costs that may arise.

Describe the status of the pending request(s) to other revenue sources.

The pending requests listed represent monetary gifts and/or grant amounts which have been discussed and or applied for with various foundations and individuals. While these amounts are not guaranteed, their potential to be secured (or a similar amount), seems likely based off previous communication and funding priorities.

Describe plans for ensuring continued funding after the grant period.

Following the grant period the North Milwaukee Arthaus will be sustained through program funding grants and the rental income furnished by other organizations for office space, performance, and classroom space. Through partnerships with local schools, community groups, and artists, the Arthaus will provide high quality arts engagements to an under served community. Quasimondo has 7 years of experience funding regular programming, and will budget more staff hours towards development as they grow their programming at the North Milwaukee Arthaus.

▼ Population Being Served

Please complete the next few sections with estimated numbers about the population you anticipate serving. If the funding requested is for capital/equipment, please enter "0" in each section and complete the Outcomes Questions.

Note, any Total calculations will calculate after saving the form.

Age group of population being served

- Birth - Age 5:** 0
- Children & Young Adults (6-17):** 0
- Adults (18-65):** 0
- Seniors (65+):** 0

Total: 0

Gender of population being served

Male: 0

Female: 0

Total: 0

Race/ethnicity of population being served

American Indian/Native American: 0

Asian American/Pacific Islander: 0

Black/African American: 0

White: 0

Latino: 0

Two or more: 0

Total: 0

Income level of population being served

Income level < 200% of poverty level: 0

Income level > 200% of poverty level: 0

Total: 0

Special populations to be served

With Disabilities: 0

At-Risk Youth: 0

Homeless: 0

LGBT: 0

Abused: 0

Total: 0

Counties to be served

Milwaukee County: 0

Ozaukee County: 0

Washington County: 0

Waukesha County: 0

Total: 0

Please enter Outcomes by clicking the blue (+) below:

Outcomes

• Edit

Outcome	# of Clients Served (Anticipated)
Restore the foreclosed North Milwaukee Village Hall and Fire House into a community asset through historic preservation and renovation with sustainability and accessibility features	0

• Edit

Outcome	# of Clients Served (Anticipated)

Increase access to the arts for residents of North Milwaukee and adjacent North Side neighborhoods	0
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[Edit](#)

Outcome	# of Clients Served (Anticipated)
Increase access to secure, affordable space for Milwaukee artists and arts	0

[Edit](#)

Outcome	# of Clients Served (Anticipated)
Increase economic and social vitality of Villard Avenue, North Milwaukee, and adjacent North Side neighborhoods	0

Documents

Proposals are considered incomplete if the following documents have not been submitted on or before the due date:

- Year to date income and expense statement and balance sheet
- Most recent Form 990
- Most recent audited financial statements and notes

Click on the + (plus) sign next to each of the document titles to upload the document

REQUEST DOCUMENTS



Application Snapshot_082820.pdf

Application Snapshot

Added at 5:42 PM on August 28, 2020



Quasimondo_AuditStatement_8_28_20.pdf

Most recent audited financial statements and notes

Added by Brian Rott at 5:37 PM on August 28, 2020



QuasimondoYTDIncomeExpenseReport_8_28_20.pdf

Year to date income and expense statement and balance sheet

Added by Brian Rott at 3:34 PM on August 28, 2020



QuasimondoYTDBalanceSheet_8_28_20.pdf

Year to date income and expense statement and balance sheet

Added by Brian Rott at 3:34 PM on August 28, 2020



990ez_Quasimondo_5_9_19.pdf

Most recent Form 990

Added by Brian Rott at 3:34 PM on August 28, 2020