

What it is / overview: Reprint the East Side Album

In 2006, Becky Steinhoff, director of the Atwood Community Center (now the Goodman Community Center) invited a small group of people to work on book to preserve some memories of the neighborhood, and the East Side History Club began. In Fall 2008 our book *An East Side Album* launched. 2000 books were printed; copies were given to major donors to the Goodman Community Center capital campaign and to local libraries. The rest went on sale. The entire print run sold out in two years.

The book is professionally designed, 156 pages organized in chapters about where we gathered, learned, shopped, and worked, and how we raised our families. It focuses on "home-made" history—informal photographs and anecdotes that reveal a side if history rarely preserved in "official" city history.

The Opportunity

People frequently ask where they can purchase a copy and are disappointed to learn they cannot. Because of the continued strong demand Ann and Sarah and the Goodman Center would like to publish a second edition. However, the Center cannot commit funding.

The scope of the revision is yet to be determined; it could be a mere reprint with corrections of a few errors. But we would like to add about 20% new material, expanding and updating the original.

We propose that SASY take on stewardship of history preservation on the East Side. Goodman Community Center should not be expected to continue in that role.

Benefit to the neighborhood

- Make the neighborhood aware of its history
- Showcase our neighborhood's capacity to undertake significant projects
- Demonstrate to the rest of Madison (and Dane County) the East Side's pride, culture, identity, and sense of place

There are two audiences for the book: Those who grew up here (and may live elsewhere now), and those who are current or newly-arrived residents.

Budget

History gathering and editing:	\$6000
Design and Layout:	\$6000
Printing:	<u>\$12,000</u>
Total, 2000 books:	\$24,000

Sales of 2000 books at \$25 totals \$50,000, with net profit of \$13 per book for retained earnings of \$26,000. We suggest that SASYNA could share retained earnings with the Goodman Center.

Funding proposal:

City of Madison Neighborhood grant:	\$5000
SASY	\$4000
Dane Arts grant	\$3000
<u>Other donations (including pre-purchases)</u>	<u>\$12,000</u>
Total funding:	\$24,000

SASYNA Role

Apply for City of Madison Neighborhood Grant in 2016 cycle, deadline March 1 2016. Ann and Sarah will provide the grantwriting expertise, but feel the application will be more successful coming from SASYNA than from an ad-hoc group. Grant is scored on Scope/quality/creativity; Community benefit; Project Readiness, Consistency with city policies & adopted plans, and Neighborhood participation. Requests over \$2,000 require some neighborhood contribution. Note, the Westmorland Neighborhood Association received \$4000 from this grant program to produce *Westmorland: A Great Place to Live* in 2011. (and \$2250 from DaneArts.)