



**\*\*NOTE:** Please be concise and limit each answer to **no more** than a third (1/3) of a single-spaced page using a font size of 11 or larger. Complete sentences in bullet form are desirable.

**Purpose and Goals**

- 5. What community need/opportunity is being addressed by your agency/project? In other words, what is missing and how will you fill that gap? What evidence is there that this is a need/opportunity? (use local statistics, if available) Who is your target population?

**Program/Services**

- 6. How does your organization propose to meet the described need? (What services, programs, or activities will be provided or implemented...what other groups or organizations do you partner with to meet your objectives.). **Please observe space limit.** If you want to include additional information, include it in a cover letter or as an attachment.
- 7. If available, what is the evidence of likely success?
- 8. Please describe methods you use to make sure the programs/services are accessible to all citizens of Winchester (consistent with your mission and purpose)

**Justification for City of Winchester funding**

- 9. Why should the City provide funding to this agency/project? In other words, how does this project/service benefit the City and how are City residents served?
- 10. What are the consequences if the City does not fund this request?
- 11. If approved, this funding is only for the current budget cycle. What is your strategy for replacing these funds in the future?
- 12. If this is a change in the amount requested from previous years, please explain the reason for the change.

**Summary of Outcomes and Results**

- 13. What are your outcome objectives for the funding period? How will this be measured? (Describe how your organization proposes to make a measurable and achievable difference in the city, e.g. changes in behavior, situations, conditions, or knowledge. Who/what will be changed and how?)

Strategic goal(s) for the next year	How goals will be measured	Projected Results
<b>Example:</b> Attract 30,000 – 35,000 visitors to the museum of which at least 50% will be tourists.	Measured by taking zip codes at the museum’s information desk.	Anticipated number 15,000 – 20,000 visitors from outside 22601 zip code.

