

1 - 2023

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3 **RESOLUTION: Approving \$_____ from the Spirit Fund's Government**
4 **Identified Community Projects Category to Assist in the Purchase and Renovation**
5 **of New Facilities for the Damascus Road Project**

6
7 **TO THE WINNEBAGO COUNTY BOARD OF SUPERVISORS:**

8 **WHEREAS**, the Damascus Road Project was founded in 2009 and is dedicated to fighting sex trafficking and
9 sexual exploitation; and

10 **WHEREAS**, the organization is committed to creating awareness through educating, restoring, and
11 empowering the abused, and advocating for the prevention and abolition of sex trafficking and commercial sexual
12 exploitation; and

13 **WHEREAS**, the specialized training, experience, and expertise that the organization has serves both its
14 client base and every citizen of Winnebago County; and

15 **WHEREAS**, purchasing a new building and renovating it enables the organization to serve clients more
16 effectively, facilitate community collaborative efforts with other organizations and service providers, and meet
17 growing demand for years to come; and

18 **NOW, THEREFORE, BE IT RESOLVED** by the Winnebago County Board of Supervisors that \$_____
19 from the Spirit Fund's Government Identified Community Project category be approved to assist in the purchase and
20 renovation and new facilities for Damascus Road Project.

21 **NOW, THEREFORE, BE IT RESOLVED** by the Winnebago County Board of Supervisors that upon
22 completion, Damascus Road Project will submit supporting documentation to the Winnebago County Finance Director
23 outlining the expenditures. The documentation will be submitted within 6 months of the completion of the project but
24 not to exceed 5 years from date of disbursement.

25 *Fiscal Note: This resolution will not amend the County Budget. \$_____ will be authorized for use*
26 *from the Spirit Fund.*

27 Respectfully submitted by:

28 **ARPA STRATEGY AND OUTCOMES COMMISSION**

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30 Commission Vote:

31
32 Vote Required for Passage: **Majority of Members Present**

33 Approved by the Winnebago County Executive this ____ day of _____, 2023.

34
35 _____
36 Jonathan D. Doemel
37 Winnebago County Executive

Agenda Item Report



Winnebago County
The Wave of the Future

DATE: 10/25/2023
FROM: Winnebago County Executive's Office
RE: Damascus Road Project requests \$1,080,000 in funds to assist in the purchase and renovation of new facilities to provide improved office and meeting space

General Description:

Proposal for Damascus Road Project to help purchase and renovate 536 Bay Shore Drive in Oshkosh. Total project cost is estimated to be \$1.08 million, with amount requested up to \$504,000.

Action Requested:

Direction to draft a resolution releasing a single grant issued to Damascus Road Project to aid in the purchase and renovation of a building to move the organization into.

Procedural Steps:

Committee of Jurisdiction: ARPA Strategy & Outcomes Commission Meeting date: 11/07/2023

Background:

Damascus Road Project was founded in 2009 and is dedicated to fighting the evil of sex trafficking and sexual exploitation. This organization is committed to creating awareness through educating, restoring, and empowering the abused, and advocating for the prevention and abolition of sex trafficking and commercial sexual exploitation. They serve the community with a three-fold approach:

EDUCATE (Community and professional education and training opportunities are offered to all community members.)

LOCATE (They provide community outreach to identify those being victimized.)

ADVOCATE (They connect with those who have been victimized and offer support, compassion, encouragement, and mentorship, as well as connection to appropriate resources and services.)

Damascus Road Project focuses on serving a uniquely marginalized and vulnerable population. They contribute to building a safer and healthier community by:

1. Partnering with law enforcement and prosecutors to ensure that perpetrators are held accountable.
2. Offering victim-centered trauma-informed services that are unique to the population they serve.
3. Focusing on community education and prevention of sex trafficking and sexual exploitation – an atrocity that every community is vulnerable to. Damascus Road Project provide free community educational opportunities through a Trafficking 101 Awareness and Prevention Class, hosted at their office each month. This training is available to every citizen in Winnebago County.
4. Damascus Road Project also offers professional training to mental health service providers, law enforcement agencies, attorneys, local medical professionals, social workers, probation and parole, and more.

The success of Damascus Road Project is essential because they provide unique specialized programs and services critical to the well-being of Winnebago County community members that are not duplicated elsewhere. The specialized training, experience, and expertise that they possess serve both their client base and the greater Winnebago County community.

A much-needed larger space allows Damascus Road Project to serve clients more effectively. It also provides the office space needed for a staff co-workspace, with focus on fundraising and building partnerships to secure future dollars that sustain this essential programming. The building also allows for space to facilitate community collaborative efforts with other organizations and service providers. Securing this new building and renovating it enables them to meet growing demand for years to come and fits the definition of a legacy project for Winnebago County.

Policy Discussion:

The commission has recognized Government Identified Community Projects that support or enhance county services:

- 1) The County Departments that this project compliments are Public Health, Human Services, Sheriff's Department, and Corporation Counsel.
- 2) Damascus Road Project's fundraising has been difficult during the public health emergency and resulting economic conditions, and the project would likely not be feasible without these funds.
- 3) What amount of a grant would the commission request be allocated for the purchase and renovation of a facility to help Damascus Road Project serve the community?

Based on initial project cost projections, the following amounts represent a percentage of the purchase: \$504,000 = 50% \$810,000 = 75%

Attachments:

Name of Organization leading the project/looking for funding: Damascus Road Project Inc.

Assigned Application Number: 14

Organization: Damascus Road Project Inc.

CEO/Executive Director/Organization Leader: Lisa Sennholz

Name of person completing survey: Kelly Olson - Support Services Director

Email: kelly@damascusradproject.org

Phone: 9206590050

Type of organization requesting funding: Non-profit organization

Organization's mission statement (if applicable): Damascus Road Project was founded in 2009 and is dedicated to fighting the evil of sex trafficking and sexual exploitation. We are committed to bring awareness through educating, restoring and empowering the abused, and advocating for the prevention and abolition of sex trafficking and commercial sexual exploitation.

We serve the community with a three-fold approach – EDUCATE (Community and professional education and training opportunities are offered to all community members.), LOCATE (We provide community outreach to identify those being victimized) & ADVOCATE (We connect with those who have been victimized and offer support, compassion, encouragement and mentorship, as well as connection to appropriate resources and services).

Does the organization conduct a third-party financial audit? No

Describe the general scope of the project for which funding would be requested: Damascus Road Project, Inc. is seeking spirit funds and has embarked on a capital campaign to purchase and renovate the building located at 536 Bay Shore Drive in Oshkosh. The increase in size from our existing office is critical to meet the growing demand for support services needed in our county and beyond. These services are unique to our client base. It will also allow us to offer free prevention / education training to every citizen at no cost to them.

Who will lead the project (Internal, City, Winnebago County, State of WI...)? Internal & General Contractor

Where is the primary location of the project? 536 Bay Shore Drive Oshkosh, WI 54901

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How many total individuals would this project serve each year? Based on historical data, we anticipate serving over 300 clients and educating over 6,000 community members this year. We anticipate that these numbers will increase significantly with our new facility and program offerings.

What areas (cities/regions/school districts) of Winnebago County will the project serve? The entire county - to date we have served clients and educated community members from many areas, large and small including but not limited to Larsen, Oshkosh, Omro, Menasha, Neenah, Fox Crossing, Winneconne, Winchester, and many smaller townships.

Please describe the lasting impact of this project on the community: Damascus Road Project focuses on serving a unique marginalized and vulnerable population. In doing so, we also support their family members by addressing generational trauma. We contribute to building a safer community by partnering with law enforcement to ensure that perpetrators are held accountable. In addition, our organization focuses on community education and prevention of sex trafficking and commercial sexual exploitation – an atrocity that every community is vulnerable to.

The success of Damascus Road Project is critical because we provide the opportunity for referral to a unique and qualified resource social services providers can connect this unique population to for more specific assistance. Damascus Road Project already does and has a greater potential to improve the quality of social services agencies by the resources it provides. A healthy community meets the needs of the community. A community without resources to meet the needs of populations in crisis is a community that will be burdened by a lack of proper response. This puts pressure on various social service agencies that the community will feel.

Most social services agencies are overburdened by trying to meet a breadth of needs they cannot adequately provide, since any organization operates best focusing on their own mission. This marginalized population needs their own specialized resources and support. Supporting resources for the trafficked means law enforcement, other social services, corrections, has something to offer this population in crisis when they are able to refer to Damascus Road Project. Further, Damascus Road Project's growth means other organizations and services have a strong referral resource to offer to those who are trafficked. This serves as a benefit to the whole community. The community is not just

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Assigned Application Number: 14

its' residents, but it is also the health of its social service network through the referrals and resources available.

Damascus Road Project provide FREE community educational opportunities through our Trafficking 101 Awareness and Prevention Class, hosted at our office each month. This training is available to every citizen in Winnebago County. Damascus Road Project also offers professional training to local medical service providers, mental health providers, law enforcement, probation and parole and more. Our efforts impact every citizen in Winnebago County and beyond. Securing our new building and renovating it enables us to meet growing demand for years to come.

In what stage is the project? Ready to implement

What is the estimated completion date? Phase 1 in Early 2024, Phase 2 in late 2024.

Estimated cost of the entire project: Up to \$1M. We should have all of our quotes collected and a more clear number within the next two-three weeks.

Requested amount (range) from Winnebago County Spirit Fund: Up to \$500K

Other than Spirit funds, how will the project be funded: Private Donors, Capital Campaign, Private Grants

Is completion of the project dependent on receiving the full amount requested? Yes

Has the organization received any type of government (local, state, or federal) funding in the past 2 years? if so, please list None

What portion of the project will be or is anticipated to be funded by local, state or federal government funding? up to 50% with Spirit Fund

List any ARPA funding received from other cities, counties or municipalities: None

Who will be responsible for any ongoing maintenance of the project? Damascus Road Project, Inc.

Will this increase the organizations operating expenses, if so, please explain how that will be maintained? While many of the opportunities a new, larger facility will allow us to offer will not increase our annual budget, we recognize that some opportunities will. Therefore, we are in the process

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of bringing on a fundraising coordinator and partnering with fundraising experts to secure dollars to sustain that programming.

Project Information as Sorted by Citizen Panel as of 9/5/2023

R/Y/G and original Application number: 14

Request from: Damascus Road Project Inc.

Type of project: Property acquisition/ Trafficking

General Scope of Project: purchase and renovate the building located at 536 Bay Shore Drive in Oshkosh

Project Lead: Internal & General Contractor

Primary location: 536 Bay Shore Drive Oshkosh, WI 54901

of individuals served by project: Based on historical data, we anticipate serving over 300 clients and educating over 6,000 community members this year. We anticipate that these numbers will increase significantly with our new facility and program offerings.

Areas served: County Wide

Lasting impact: Damascus Road Project focuses on serving a unique marginalized and vulnerable population. In doing so, we also support their family members by addressing generational trauma. We contribute to building a safer community by partnering with law enforcement to ensure that perpetrators are held accountable. In addition, our organization focuses on community education and prevention of sex trafficking and commercial sexual exploitation – an atrocity that every community is vulnerable to.

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Completion Date: Phase 1 in Early 2024, Phase 2 in late 2024.

Project Stage: Research, location has been identified

Project Cost: Up to \$1M. We should have all of our quotes collected and a more clear number within the next two-three weeks.

Requested Amount: 500,000

Other Funding: Private Donors, Capital Campaign, Private Grants

Is full Amt Required: Yes

Other Govt. Funding: None

Portion funded by local, state or federal government funding: up to 50% with Spirit Fund

Other ARPA Funds: None

Ongoing Maint: Damascus Road Project, Inc.

Increase to Operational budget: While many of the opportunities a new, larger facility will allow us to offer will not increase our annual budget, we recognize that some opportunities will. Therefore, we are in the process of bringing on a fundraising coordinator and partnering with fu

Legacy: yes

One-time funding: yes

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Geographic service area: Winn. Co.
Other funding: Private Donors, Capital Campaign, Private Grants

Notes: a business model of all volunteer run is cause for concern, currently no paid staff, what is the strategy for increased overhead that comes with a building and to bring on paid staff, (investing in property before staff)

GOVT: Debt Avoidance: N/A

Sustainability focused: N/A

ER Response: N/A

Water Quality: N/A

Quality of Life: N/A

Funding to assist private investor: N/A