

# Advisory Neighborhood Commission 3F Grant Application

Return complete application to:

Attention: Grant Application

Advisory Neighborhood Commission 3F

4401A Connecticut Avenue, N.W., Box 244

Washington, D.C. 20008-2322

or

E-mail: [commissioners@anc3f.us](mailto:commissioners@anc3f.us)

Date: June 9, 2015

Amount Requested: \$850.00

Applicant: Forest Hills Connection

Address: 4526 30<sup>th</sup> Street, NW

Contact Name: Marlene Berlin

Title: Editor

Telephone #: 202-362-8866

Fax #: 202-362-8866

E-Mail: [berlin@mgberlin.com](mailto:berlin@mgberlin.com)

Web Site: [www.foresthillsconnection.com](http://www.foresthillsconnection.com)

Community Benefit (check all that apply):

- X-Arts/Cultural Education
- X-Neighborhood Beautification

- X-Educational Activities
- X-Parks and Recreation
- X-Historic Preservation
- X-Public Safety
- X-Senior Citizen Programs
- X-Other: (Identify) :  
Community Engagement and Communication

1. Is the applicant a 501 (c)(3) non-profit organization?

We are a project of the Forest Hills Neighborhood Alliance, which is a 501(c)3

If yes, please attach a copy of the exemption. It is attached.

2. Has the applicant ever received a grant from ANC 3F? Yes.

- If yes, in what amount? \$1950

- In what year? 2012

3. Does the applicant receive funding from the D.C. government? No.

4. Does the applicant receive funding from the D.C. Council? No.

5. Does the applicant have other sources of funding for the activity/project/program for which the applicant seeks a grant from ANC 3F? No

We did seek funding from the DC Humanities Council which has provided funding in the past, but we did not receive funding.

If no, does the applicant plan to secure additional funding?

Not for this expense though we are constantly raising funds through advertising and events which pay for other costs of maintaining this community e-magazine

6. Please provide the following:

Describe the purpose of the grant and how the grant funds will be used.

We are asking for a grant of \$850, a one-time expense to build a new website for the Forest Hills Connection, [www.foresthillsconnection.com](http://www.foresthillsconnection.com), a community website covering the work of ANC 3F, as well as news, nature, and culture of the Forest Hills neighborhood.

In 2012 when the Forest Hills Connection started up, it was set up to be viewed from desk and lap tops.

Since that time the use of mobile devices for viewing everything has mushroomed. Internet usage on mobile devices exceeded personal computer usage for the first time last year.

See: <http://searchenginewatch.com/sew/opinion/2353616/mobile-now-exceeds-pc-the-biggest-shift-since-the-internet-began#>

This is a trend we have seen even at the Forest Hills Connection. In the past month, one-third of the visits to our site were on phones or tablets, but most months, mobile accounts for more than half of our visits. Improving mobile readability will also improve the site's readability on desktops, as well. Since we cater to an older audience than most web publications it is an important change.

Although our readership is increasing, we do not want the lack of this compatibility to impede our future growth. In May, we had about 3,200 unique visitors and more than 9,000 page views. We had 3,700 visitors and more than 10,000 page views in April.

Timeline for the project:

The project will be completed by August 31, 2015

Project cost(s) breakdown:

Expenditure total*:	\$850.00
Purchase of Word Press Theme	100.00
Installation of Theme	750.00

\*See attached estimate for more detail

The undersigned, either as the applicant or representing the applicant, affirms that the information provided in this Grant Application is accurate and true to the best of his/her knowledge.

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Signature

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Print Name

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Date

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Marlene Berlin  
Signature

Marlene Berlin  
Print Name

6/13/15  
Date

## Web Site Design Quote

Date: June 8, 2015

**Client: Forest Hills Connection Marlene/Tracy**

<b>ITEM DESCRIPTION</b>	<b>HOURS</b>
<p><b>WordPress Theme</b></p> <ul style="list-style-type: none"> <li>• Theme Name: SmartMag (\$58.00)  <a href="http://themeforest.net/item/smartmag-responsive-retina-wordpress-magazine/full-screen-preview/6652608">http://themeforest.net/item/smartmag-responsive-retina-wordpress-magazine/full-screen-preview/6652608</a></li> <li>• Theme Name: Avada (\$58.00)  <a href="http://theme-fusion.com/avada/home-magazine-style-3/">http://theme-fusion.com/avada/home-magazine-style-3/</a></li> <li>• Theme Name: The Fox (\$43.00)  <a href="http://themeforest.net/item/the-fox-contemporary-magazine-theme-for-creators/11103012">http://themeforest.net/item/the-fox-contemporary-magazine-theme-for-creators/11103012</a></li> <li>• Theme Name: NewsProe (\$100)  <a href="http://my.studiopress.com/themes/news/#demofull">http://my.studiopress.com/themes/news/#demofull</a></li> </ul>	\$43-\$100
<p><b>Website Package:</b></p> <ul style="list-style-type: none"> <li>• Setup Development Area</li> <li>• Setup &amp; Install WordPress</li> <li>• Setup &amp; Install WordPress Theme</li> <li>• Setup Plugins</li> <li>• Customize WordPress theme</li> <li>• Migrate content</li> </ul> <p>* Estimate 15 hours \$50/hr</p>	\$750
<b>Total</b>	<b>\$793-850</b>

ANC 3F INTERNAL USE

Date Presented: June 16, 2015

Date Voted: July 21, 2015

Vote Tally:  (for)  (against)  (abstain)

Amount Awarded: \$ 850. -

Date Check Issued: 8/6/15

Check Number: 3742

Receipts Received:

Use of Funds Stmt Received:

Final Report Received: