



community advisory board

City of Santa Rosa

**Community Improvement Grant
2024 Application Form**

Project Name: GREATER CHERRY SPRING FLING	Requested Grant Amount: \$2,500
Project Physical Address: CHURCH OF THE INCARNATION	Other Funding Sources: \$14,321
	TOTAL Project Cost: \$16,821
Contact Person responsible for Grant Application: ERIC FRASER	Group or organization: GREATER CHERRY NEIGHBORS
How did you hear about the Grant Program?	
What is your CAB area? (Check one) <input type="checkbox"/> Northwest <input type="checkbox"/> Northeast <input type="checkbox"/> Southwest <input type="checkbox"/> Southeast <input checked="" type="checkbox"/> Core <input type="checkbox"/> Citywide	
Not sure? Click here: http://srcity.org/DocumentCenter/Home/View/14754	
Property Owner (see page 3 for all requirements): See attached Hr	
Person or organization to whom the check should be made out to	
GREATER CHERRY	greatercherry@gmail.com
707.479-8247	
432 ORCHARD ST	SANTA ROSA
	95404

GRANT SCOPE: This Application Packet describes the intended use of the requested Grant funds to complete the Project identified above and the elements listed in the Project Budget. I declare under penalty of perjury, under the laws of the State of California, that the information contained in this Application Packet, including required attachments, is accurate.

Print Name ERIC FRASER
Title EXECUTIVE DIR

Signature [Signature]
Date 9/27/24

Greater Cherry Neighborhood's Spring Fling

Our neighborhood is looking to shake off the winter blues and launch into Spring! What better way to get people involved in the neighborhood than with a block party!

But it's more than that; we are engaging in a rebranding and relaunch of the Greater Cherry Neighbors' organization. In 2025 and beyond we want to increase the support services and activities we provide area residents and visitors with an emphasis on emergency preparation and 100% inclusiveness.

Our neighborhood has around 180 parcels, but our sphere of influence extends out into the community. The Greater Cherry Neighbors are in some of the oldest neighborhoods in Santa Rosa, including the Cherry Street Historic District. Currently, our network is around 350 people including residents, businesses and professionals.

The exact date in Spring 2025 for the Fling has yet to be determined. The location may be within the campus of the Episcopal Church of the Incarnation, but several other churches want to host as well, so we are sorting that out in our planning sessions. Location will determine whether we need to seek a block party or special event permit. (See attached letter from the church.)

Family-friendly entertainment featuring face painting, sidewalk chalk art, roving minstrels, raffles, and giveaways should bring people in. Food and refreshments will be available. We are planning for 250-300 people to participate.

We will also be celebrating Spring with some inspirational tree planting ceremonies throughout the neighborhood.

There are several schools in the area, and we will provide many ways for students and supporters to get involved.

Information booths should provide the following information:

- Children's Activities
- Conflict Resolution
- Eco-friendly Practices
- Emergency Preparation and Response
- Gardening
- Gastronomy
- Good Neighbor Programs
- Governmental Regulations
- Hospitality Ideas
- Interior Design
- Local Experiences for Guests and Residents
- Neighborhood Safety
- Noise Abatement
- Non-profit Networking Ideas
- Parking
- Property Management
- Roommates, Shared Housing
- Schools, supporting local

Staycation Ideas
Tree Care & Planting
More...

Greater Cherry Neighbors presents social benefit impacts that will be examined further with post-event surveys and interviews. See the pro forma to learn about how we articulate these benefits.

The Spring Fling supports the City Council's priorities by:

- 1) Making our neighbors more prepared for an emergency
- 2) Increasing the feeling of safety and well-being for neighbors.
- 3) Providing strategies to mitigate conflicts.
- 4) Increasing knowledge about local government.
- 5) Decreasing the isolation experienced by neighbors, especially seniors and non-English speakers.
- 6) Making our community family-friendly and appreciating contributions from our youth.
- 7) Instigating community service and pride.
- 8) Increasing neighbors' cultural intelligence.
- 9) Reminding people about their local business choices.
- 10) Listening to people's ideas and solutions so we can evolve our work plan.

Outreach to the community would be through direct mail, canvassing, word-of-mouth, online especially social networks, and more.

A Community Improvement Grant would help us provide professional dispute moderators and trainers, offset facility costs, and help us reach out to more people.

For more information, contact:



Eric Fraser
Executive Director
Greater Cherry Neighbors
707.479-8247
greatercherry@gmail.com

attachments:

- ✓ pro forma
- ✓ 2024 Community Improvement Grant (CIG) Application Form
- ✓ Appendix A: CIG 2024 Project Budget and Matching Funds Worksheet
- ✓ Email from Rev. Stephen Shaver (2 pages)



Community Improvement Grant Project Budget and Matching Funds

PROJECT NAME: SPAN 6 FUND

Cost Estimate: List all features, amenities, supplies and plans (Add or delete rows as needed)

Cost Estimate		Requested Funds	Match
Salaries/Wages (In-kind only)		N/A	3321 ✓
Contracted Services			
Materials/Supplies			
PLEASE SEE ATTACHED PRO FORM A			
Printing/Reproduction			
Rentals			
Other			
Total Requested Grant Amount		A. 2,500	
Total Matching Funds			B. 14,321
Total Project Cost (A+B)			\$ 16,821

Other Funding Sources:

Funding Sources	Date Committed	Amount
	Total	

Greater Cherry Spring Fling				
One day event				
Cost Estimate				
Personnel				
	Director	\$ 10	\$ 85	\$ 850
	Admin	\$ 10	\$ 55	\$ 550
	Volunteers	\$ 150	\$ 22	\$ 3,321
	Employment Costs			\$ 944
Talent				
	Entertainment			\$ 1,000
	Trainer			\$ 1,500
Facilities				
	Rental			\$ 1,000
	Tents/Event prep			\$ 1,000
	Port-a-potties			\$ 300
Volunteer Support				
	Food			\$ 250
	Merch			\$ 1,000
Marketing/Advertising				
	Printing			\$ 1,000
	Mailing			\$ 700
	Web			\$ 1,000
	Advertising			\$ 1,000
	Signage			\$ 200
Administration				
	Insurance			\$ 250
	Miscellaneous, other			\$ 500
	Permits			\$ 300
				\$ 16,665
Funding Sources				
	Event Sponsors and exhibitors			\$ 6,500
	CAB Grant			\$ 2,500
	In-kind Labor			\$ 4,821
	In-kind Donations			\$ 750
	Greater Cherry Neighbors			\$ 2,250
				\$ 16,821

Analysis		
CAB	Cash	In-kind
	\$ 850	
	\$ 550	
		\$ 3,321
	\$ 944	
	\$ 750	\$ 250
	\$ 750	\$ 750
\$ 500	\$ 500	
\$ 500	\$ 500	
	\$ 300	
	\$ 250	
	\$ 250	\$ 750
\$ 500	\$ 500	
\$ 500	\$ 200	
	\$ 1,000	
\$ 500	\$ 500	
	\$ 200	
	\$ 250	
	\$ 500	
	\$ 300	
\$ 2,500	\$ 9,094	\$ 5,071
	\$ 6,500	
\$ 2,500		
		\$ 4,821
		\$ 750
	\$ 2,250	

Free to the public
Free gift for the first 300

Triple Bottom Line Considerations
Decreased isolation, esp for seniors
Emergency Preparations
Neighborhood Beautification
Increased Quality of Life
Cultural Emergence



Greater Cherry Neighborhood Association <greatercherry@gmail.com>

Long time since we spoke...

Wed, Sep 25, 2024 at 2:25 PM

The Rev. Stephen Shaver <sshaver@incarnationsantarosa.org>
To: Greater Cherry Neighborhood Association <greatercherry@gmail.com>, Ken Moholt-Siebert <kmsarchitect@gmail.com>
Cc: Bill Glen <williamdglenn2@gmail.com>

Dear Eric,

It's great to hear from you! I think we'd be very excited about working together with you on this. We've actually talked off and on for a while about the idea of hosting a block party for our community sometime but didn't quite have the bandwidth to organize it on our own. To have the Neighbors take the lead on planning but to be able to offer our space to make it happen would be terrific.

We could consider using the parking lot, and/or, we have a couple of green spaces that might suit: the lawn to the southeast of the church building, marked "Play Area" on the attachment, and the central quadrangle. Our fellowship hall, Farlander Hall, could also be used for anything where having some indoor space might be nice.

If we do a Saturday, with enough advance notice we can make the campus available pretty much anytime of day. Our Open Table breakfast program does setup on Saturdays but is used to working around special events when needed. If we do a Sunday, we have services at 8 and 10:15, with the later service ending by about 11:45. Some advance setup might be possible but we'd just need to think strategically about working around morning services.

Maybe we could meet for a cup of coffee sometime in the next couple of weeks to talk more about possibilities. I'd be glad to show you around the campus as well. Let me know if there are a few good times available for you.

Thanks, Ken, for connecting us, and looking forward to exploring possibilities.

Peace,

Stephen

The Rev. Stephen R. Shaver, Ph.D. (he/him)

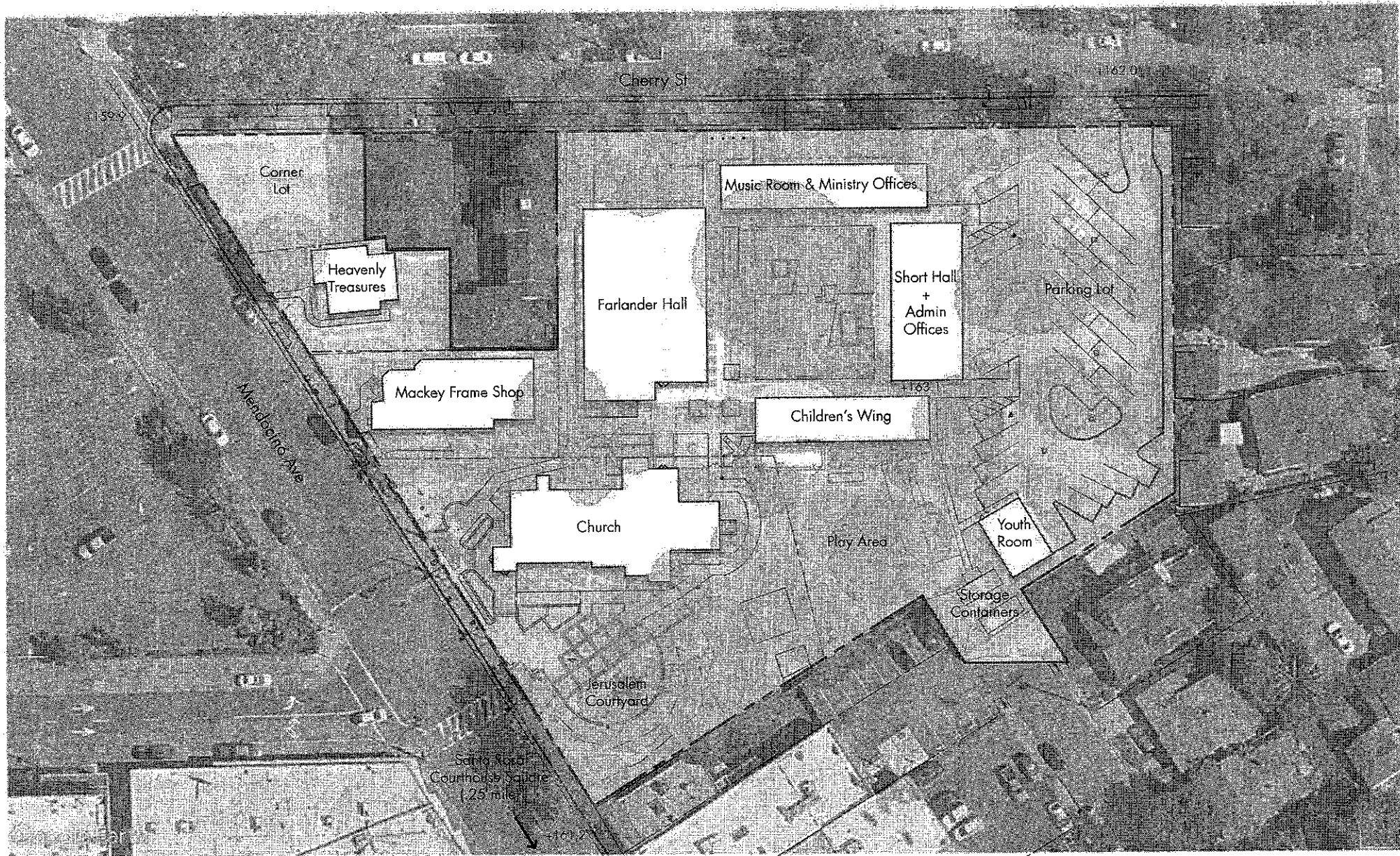
Rector, Episcopal Church of the Incarnation, Santa Rosa, CA

I'm on email regularly Mon-Thurs, but only sporadically Fri-Sun.

<http://incarnationsantarosa.org> / (707) 579-2604 x102

[Quoted text hidden]

 **240112_COI Existing Site Plan.pdf**
416K



Church of the Incarnation | Existing Site Plan

0 40 ft 80 ft
 Scale 1"=40'





Community Improvement Grant 2024 Application Form

Project Name: VISITOR'S, GUESTS AND RESIDENTS APPRECIATION DAY	Requested Grant Amount:	\$ 2500
	Other Funding Sources:	\$ 100,821
Project Physical Address: CITY OWNED BUILDING OR PARK	TOTAL Project Cost:	\$ 103,025
	Group or organization:	THE SHARING INSTITUTE
Contact Person responsible for Grant Application: ERIC FRASER	How did you hear about the Grant Program?	
What is your CAB area? (Check one) <input type="checkbox"/> Northwest <input type="checkbox"/> Northeast <input type="checkbox"/> Southwest <input type="checkbox"/> Southeast <input type="checkbox"/> Core <input checked="" type="checkbox"/> Citywide		
Not sure? Click here: http://srcity.org/DocumentCenter/Home/View/14754		
Property Owner (see page 3 for all requirements):		
_____ Name Title		
Person or organization to whom the check should be made out to		
THE SHARING INSTITUTE eric@myteamworkx.com 707.479-8247 Name Email Phone		
432 ORCHARD ST. SANTA ROSA 95404 Address City Zip		

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Print Name ERIC FRASER

Signature [Signature]

Title INTERIM EXECUTIVE DIRECTOR

Date 9/27/24

Visitor's, Host's and Resident's Appreciation Day

Join The Sharing Institute as we celebrate Visitor's, Host's and Resident's Appreciation Day (the "Day") in the City of Santa Rosa, Saturday March 29, 2025. The Day features information that will be of interest to visitors, residents looking for staycation ideas, visitor-serving business owners and managers (wineries, restaurants, lodging businesses, artists, attractions, experiences and more), property owners with unused capacity, STR permit holders, and many others. We expect physical attendance of around 350-500, with more virtually.

The Sharing Institute officially launches with its first regional Forum just days before, so the Day flows naturally by showcasing solutions and opportunities presented by the vendors, platforms, best practices, and ideas participating in the Forum, with even more added just for the Day. The co-promotional publicity value is expressed in the pro forma budget for the Day (attached), as we expect lots of excitement from The Sharing Institute's Forum supporters to participate in the Day also.

The Forum's geographical area of interest is Marin, Mendocino, Napa and Sonoma counties, however since the City of Santa Rosa is already hosting the Forum, the Day will be a great opportunity to bring value to the Santa Rosa community.

The Sharing Institute will become a leading research organization for issues related to the sharing economy. This Forum's emphasis is on housing with the working title: "From Housing to Lodging and back again...". Solutions found in the sharing economy may help increase the use of built housing stock, fortify a community in the case of emergencies, and create healthy business environments for people and businesses. Currently, The Sharing Institute has a network of around 1,500 people, with most in Northern California.

The Day will be free to the public and will offer free gifts and enticements to stimulate attendance. The event is a hybrid event, so people can participate on-line even if they cannot physically attend.

We are assessing the needs of vendors and sponsors, and anticipated attendance, to determine the size of the venue required. The City properties are under consideration for The Day: Round Barn, Church of the One Tree, Depot Park, and Finley. We are also considering other venues in the city. It will be an indoor event. Our pro forma plans for permits, insurance and rental costs.

Information to be presented includes:

- Beer Education
- Booking Platforms
- Cannabis Education (no consumption or sales)
- Catering and Events
- Eco-friendly Practices
- Emergency Preparation and Response

Gastronomy
Good Neighbor Programs
Governmental Regulations
Hospitality Ideas
Hosting Best Practices
Interior Design
Local Experiences for Guests and Residents
Local Food and Agriculture; Farm Stays
Noise Abatement
Non-profit Networking Ideas
Property Management
Roommates, Shared Housing
Staycation Ideas
STR, MTR Community Support Case Studies
STR, MTR Economic Development Case Studies
Tourism Services and Destination Management
Transportation
Wine Tasting 101
More...

The Sharing Institute will master the art of social benefit driven metrics. These metrics will include an understanding of how people are motivated to explore their own areas, increased quality of life to the attendees from information received, dispute resolution metrics, emergency preparations, and more. Pursuing these metrics will require surveys and interviews post-Day and are considered in the pro forma.

The Day will present information that is key to supporting the City Council's priorities.

- 1) Understanding from a factual perspective the occupancy and uses, including sharing, of residential spaces is key to solving housing affordability.
 - a. Research shows a large percentage – around 30% in some neighborhoods – of unoccupied bedrooms each night, for instance.
 - b. Research shows how spaces prepared for short-term renters pivoted to longer terms when confronted with regional emergencies and other community needs.
 - c. Research shows the key role rents earned from short-term, mid-term and on-going roommates and renters has in the personal budgets of property owners.
- 2) Providing a mechanism for people to learn strategies for being good neighbors, resolving disputes, and monitoring nuisances leads to a healthier and safer community for all.
- 3) People need to be reminded about activities they, their families, and their guests can do by celebrating local experiences and opportunities. Residents engaged in activities usually considered for “tourists”, actually make up a significant portion of the “tourism economy”.
- 4) Residents, property owners, and visitors all have a role in helping local government achieve organizational excellence.

In addition to the co-promotional publicity from exhibitors and sponsors, The Sharing Institute will invite neighbors, neighborhood leaders, elected and appointed officials, students, and scholars to participate with targeted outreach. Multi-channel outreach includes on-line, direct mail, and more.

A Community Improvement Grant would help us provide professional dispute moderators and facilitators, offset costs of the facility, and mailings to the neighborhoods.

For more information, contact:

 Eric Fraser
Interim Executive Director
The Sharing Institute
707.479-8247
eric@myteamworkx.com

attachments:

- ✓ pro forma
- ✓ 2024 Community Improvement Grant (CIG) Application Form
- ✓ Appendix A: CIG 2024 Project Budget and Matching Funds worksheet



Community Improvement Grant Project Budget and Matching Funds

PROJECT NAME: VISITORS, HOSTS AND RESIDENTS' APPRECIATION DAY

Cost Estimate: List all features, amenities, supplies and plans (Add or delete rows as needed)

Cost Estimate		Requested Funds	Match
Salaries/Wages (In-kind only)			
		N/A	3321.
Contracted Services			
Materials/Supplies			
	PLEASE SEE ATTACHED PRO FORMA		
Printing/Reproduction			
Rentals			
Other			
Total Requested Grant Amount		A. 2500	
Total Matching Funds			B. 100,821
Total Project Cost (A+B)		\$ 103,025	

Other Funding Sources:

Funding Sources	Date Committed	Amount
Total		

Visitor and Resident Appreciation Day					Analysis		
One day hybrid event							
<u>Cost Estimate</u>					<u>CAB</u>	<u>Cash</u>	<u>In-kind</u>
Personnel							
	Director (hours)	10	\$ 125.00	\$ 1,250.00		\$ 1,250.00	
	Admin (hours)	40	\$ 55.00	\$ 2,200.00		\$ 2,200.00	
	Sales (hours)	40	\$ 75.00	\$ 3,000.00		\$ 3,000.00	
	Volunteers (hours)	150	\$ 22.14	\$ 3,321.00			\$ 3,321.00
	Employment Costs			\$ 1,954.20		\$ 1,954.20	
Talent							
	Entertainment			\$ 2,500.00		\$ 1,500.00	\$ 1,000.00
	Trainer/Facilitators			\$ 4,000.00	\$ 500.00	\$ 2,500.00	\$ 1,000.00
Facilities							
	Rental			\$ 2,000.00	\$ 500.00	\$ 1,500.00	
	Merch			\$ 2,500.00		\$ 1,500.00	\$ 1,000.00
	civic central (platform)			\$ 2,500.00		\$ 2,500.00	
Marketing/Advertising							
	Printing			\$ 5,000.00	\$ 500.00	\$ 4,000.00	\$ 500.00
	Mailing			\$ 5,000.00	\$ 500.00	\$ 5,000.00	
	Advertising			\$ 5,000.00		\$ 5,000.00	
	Web			\$ 5,000.00		\$ 5,000.00	
	Synergies			\$ 50,000.00			\$ 50,000.00
Administration							
	Insurance			\$ 1,500.00	\$ 500.00	\$ 1,000.00	
	Permits			\$ 300.00		\$ 300.00	
	Miscellaneous, other			\$ 6,000.00		\$ 6,000.00	
				\$ 103,025.20	\$ 2,500.00	\$ 44,204.20	\$ 56,821.00
<u>Funding Sources</u>							
	Event Sponsors			\$ 30,000.00		\$ 30,000.00	
	Event Vendors and Exhibitors			\$ 15,000.00		\$ 15,000.00	
	CAB Grant			\$ 2,500.00	\$ 2,500.00		
	In-kind Labor			\$ 4,821.00			\$ 4,821.00
	In-kind Donations			\$ 1,000.00			\$ 1,500.00
	Synergies			\$ 50,000.00			\$ 50,000.00
				\$ 103,321.00			
Triple Bottom Line Considerations							
				Increased Local Spending by visitors			
Free to the Public				Enhance understanding of government and legal definitions			
Free gift for the first 300				Reduction in people:people conflicts and misunderstandings			
				Increased cultural IQ			
				Opportunities to be involved and participate			



community advisory board

City of Santa Rosa

Community Improvement Grant 2024 Application Form

Project Name: Latino Service Providers Annual Winter Celebration
Requested Grant Amount: \$ 2,500
Other Funding Sources: \$ 3,000
TOTAL Project Cost: \$ 11,690.60
Group or organization: Latino Service Providers
Contact Person responsible for Grant Application: Cristian Gutierrez
How did you hear about the Grant Program? SR City Website
What is your CAB area? (Check one)
Property Owner (see page 3 for all requirements): Luana Vaetoe, Executive Director of Becoming Independent
Person or organization to whom the check should be made out to: Latino Service Providers, admin@latinoserviceproviders.org, 707-837-9577

GRANT SCOPE: This Application Packet describes the intended use of the requested Grant funds to complete the Project identified above and the elements listed in the Project Budget. I declare under penalty of perjury, under the laws of the State of California, that the information contained in this Application Packet, including required attachments, is accurate.

Print Name Cristian Gutierrez

Signature [Handwritten Signature]

Title Program Manager

Date 9/57/24



Community Improvement Grant Project Budget and Matching Funds

PROJECT NAME: Latino Service Providers Annual Winter Celebration

Cost Estimate: List all features, amenities, supplies and plans (Add or delete rows as needed)

Cost Estimate	Requested Funds	Match
Salaries/Wages (In-kind only)		
Staff hours (total: 225 hours of planning and implementation)	N/A	\$6,240.6
Contracted Services		
DJ	\$200	\$200
Materials/Supplies		
Art Supplies	\$200	\$150
Food and refreshments for community members	\$1,000	\$1,000
Printing/Reproduction		
Flyers for distribution	\$100	\$100
Rentals		
The Backdrop	\$1,000	\$4,000
Other		
Total Requested Grant Amount	A. \$2,500	
Total Matching Funds		B. \$11,690.60
Total Project Cost (A+B)	\$	

Other Funding Sources:

Funding Sources	Date Committed	Amount
Children Youth and Behavioral Health Grant	03/02/2024	\$2,000
California Reducing Disparities Project Grant	07/01/2024	\$1,200
Total		\$3,000

Community Advisory Board

2024 Community Improvement Grant Questions

Latino Service Providers



Objective, Goals, Impact, and Permits

The Latino Service Providers Annual Winter Celebration is a community-centered event designed to bring together and support the residents of Southwest Santa Rosa by fostering health, safety, and connection. While celebrating the accomplishments of youth in our Youth Promotor (YP) Internship Program, the event emphasizes collective well-being through culturally relevant activities, resources, and services. This celebration aligns with the Community Advisory Board's (CAB) focus areas of "Youth-led projects" and "Ensure a Healthy and Safe Community for All," ensuring that the event is not only youth-driven but also deeply rooted in the needs and values of the broader community.

The primary objectives of this project are:

- To empower youth through leadership and community involvement. All activities are youth-driven, allowing YP to take leadership roles in planning and execution. In previous years, YP have led hands-on workshops, including piñata making, self-care journal building, stress ball creation, and more.
- To provide a culturally rich, safe, and welcoming environment where families can access essential resources and celebrate their heritage.
- To promote health and wellness by using cultural traditions as a protective factor, especially during the holiday season when financial stress can heavily impact low-income families.

This event is intended to benefit our youth, their families, and the broader community of Southwest Santa Rosa, where 63.7% of the population identifies as Latinx, 20.2% live below the poverty line, and the average life expectancy is 76.9 years, as detailed in the 2014 report *A Portrait of Sonoma County*. Given these disparities, our event focuses on providing resources that address both economic and health inequities in this underserved area.

We expect to reach at least 200 adults and children through this celebration, offering them access to essential resources such as food, diapers, self-care kits, and more, while also providing a joyful and culturally affirming space for community connection.

The event is planned to take place at The Backdrop, located at Becoming Independent in Southwest Santa Rosa. While we do not anticipate needing permits from the City, we are prepared to comply with any approvals or requirements set forth by the venue.

Outreach Plan

2. What is your outreach plan? Please also explain how your project will be open and accessible to the community.

- Flyers and door-to-door outreach

- Flyers and advertising at community events where LSP Youth Promotores will be present
- Posts and videos on social media (LSP and partners)
- LSP Weekly Newsletter
- Santa Rosa City Schools Peachjar
- NextDoor App
- KBBF Bilingual Radio
- ELAC and DELAC meetings
- Local Latino food stores (Rancho Mendoza, Chavez's Supermarket, Ortega's)

Our project is intentionally designed to be open and accessible to the entire community of Southwest Santa Rosa. The event is free of charge and strategically located at a community venue accessible to this neighborhood, ensuring that residents—particularly low-income families—can easily attend without financial or transportation barriers. We prioritize cultural inclusivity by offering bilingual (Spanish/English) resources and activities that are relevant and welcoming to the predominantly Latinx population.

Community Support

The Latino Service Providers Annual Winter Celebration is supported by a wide range of community organizations, including the BiblioBus, Botanical Bus, Redwood Empire Food Bank, Santa Rosa Community Health, inResponse, Buckelew Programs, CPI, La Plaza, On the Margins, and Humanidad Therapy and Education Services. Private partners also contribute, such as those providing free toys for children. We plan to collaborate with these partners again and potentially expand our network.

The event is highly collaborative, with organizations offering services like health education and mental health resources. Youth Promotores take the lead in planning and facilitating activities that directly address the needs of the community during the holidays. While community partners play a vital role, LSP manages the majority of the planning and implementation to ensure the event serves as a meaningful gift to the community and youth.

Ongoing Maintenance

No ongoing maintenance is required for this project, as it is a one-time annual event. However, we do aim to continue hosting the Latino Service Providers Annual Winter Celebration each year, provided that funding is available. As such, we will seek additional funding for future events to ensure the celebration continues to serve the community and provide essential resources.

Environmental Consciousness

Although our event will be held indoors and subject to the venue's guidelines, we are committed to minimizing our environmental impact. We will use compostable materials for food service and encourage waste reduction by providing clearly marked recycling and compost bins. Additionally, we will be intentional about minimizing single-use items, opting for reusable or sustainable materials

wherever possible, and promoting energy conservation by utilizing the venue's existing resources efficiently.

Safety

We prioritize the safety of all participants, drawing from our experience hosting community events during the COVID era. To ensure a safe environment, we will provide masks and hand sanitizer to all guests and arrange tables to allow for proper spacing. A check-in table will monitor attendance, enhancing safety measures. Additionally, all food handling will be conducted by individuals with the appropriate credentials to ensure food safety.

7. Project Budget: Grant requests may not exceed \$2,500. Explain how the requested funds will be used, how the cost estimate was determined and the status of matching funds. This section is supplemental information to the Cost Estimate Form.

We are requesting \$2,500 to support the project. The breakdown of the requested funds is as follows:

- **\$200** for hiring a DJ to provide entertainment and enhance the event atmosphere.
- **\$200** for purchasing art supplies for the youth-led activities, which promote wellness and community engagement.
- **\$1,000** for food and refreshments to serve approximately 200 attendees, ensuring all guests are provided with culturally relevant meals.
- **\$100** for printing flyers to promote the event and reach the community.
- **\$1,000** to help cover the cost of renting The Backdrop, an indoor venue ideal for this event.

These cost estimates were determined based on previous event expenses and vendor quotes.

Additionally, we are contributing staff time as matching funds - covered by existing grants. This includes the time staff members spend planning and implementing the event, calculated using their hourly wages and the typical number of hours dedicated to the project.



Redwood Empire Chinese Association

Tax exemption # 68-017-6294

PO Box 7845, Santa Rosa, CA 95407

Street location, 3455 Sebastopol Road, Santa Rosa, CA 95407

October 28, 2024

Community Advisory Board CIG Program
City of Santa Rosa Communications and Intergovernmental Relations Office
637 First Street
Santa Rosa, CA 95404

Dear CAB

Enclosed is the Redwood Empire Chinese Association's application for a 2024 CIG Grant to assist with the costs of our Lunar New Year Celebration on January 24, 5:30-8:00 p.m. in the Finley Center Auditorium. I hope you find our event an acceptable and worthy cause to assist with a grant. If there are any questions, you may ask Nancy Wang, president, 707-749-7889, nancyw882@gmail.com or myself, Judy Cheung, secretary and grant writer, 707-528-0912, jhcheung@comcast.net.

Thank you for your consideration and the opportunity to apply for this grant

Judy Cheung, RECA secretary and grant writer



Community Improvement Grant 2024 Application Form

Project Name: Redwood Empire Chinese Association's Lunar New Year Celebration at Finley Center
Requested Grant Amount: \$1,000
Other Funding Sources: \$2,000
TOTAL Project Cost: \$3,000
Group or organization: Redwood Empire Chinese Association
Contact Person responsible for Grant Application: Nancy Wang
How did you hear about the Grant Program? CAB has given us grants in the past
What is your CAB area? (Check one) [X] Southwest
Property Owner (see page 3 for all requirements): Santa Rosa Park and Rec Dept. Finley Center
Person or organization to whom the check should be made out to: Redwood Empire Chinese Association nancyw882@gmail.com 707-849-7889
RECA mail PO Box 7854 Santa Rosa 95407

GRANT SCOPE: This Application Packet describes the intended use of the requested Grant funds to complete the Project identified above and the elements listed in the Project Budget. I declare under penalty of perjury, under the laws of the State of California, that the information contained in this Application Packet, including required attachments, is accurate.

Print Name Nancy Wang

Signature Nancy Wang

Title President, RECA

Date October 27, 2024



Community Improvement Grant Project Budget and Matching Funds

PROJECT NAME:

Cost Estimate: List all features, amenities, supplies and plans (Add or delete rows as needed)

Cost Estimate		Requested Funds	Match
Salaries/Wages (In-kind only)			
	aproximately 50 people for 3 hours	N/A	3945.42
Contracted Services			
	Traditional Chinese New Year finger food from Hang Ah Restaurant for 250 people	\$500	\$500
Materials/Supplies			
	Art exhibits: photos, signs, ink, tape, display boards, mats, etc		
	Hands-on traditional craft tables, paper, scissors, ink, brushes, tag board, etc.	\$250	\$250 or as needed
Printing/Reproduction			
	Flyers	\$250	\$250 or as needed
Rentals			
		0	0
Other			
Total Requested Grant Amount		A. \$1,000	
Total Matching Funds			B. \$4965.43
Total Project Cost (A+B)		\$ \$5,965.43	

Other Funding Sources:

Funding Sources	Date Committed	Amount
CAB grant for food and basic supplies		\$1,000
RECA treasury has alloted the board funds to present this program	October 16, 2024	up to \$3000
In kind volunteer services	October 16, 2024	3945,42
Total		up to \$7000

1. Describe Chinese New Year Celebration at Finley Center: **We will** put a colorfully educational display of Chinese New Year traditions in the Finley Center Lobby's display case. In the two adjoining hallways, we will place photographic art pieces based on Chinese cultural dance, traditions, modern life, and the activities of RECA. We also have one evening where the public is invited to join us in the auditorium for Chinese handcrafts, tea presentation, and a full program of entertainment including traditional lion and dragon dances, Chinese chorus, Chinese cultural dance, traditional instrument solos and martial arts. All that we present at Finley is free to the public. **Our purpose** is to share the joys of Chinese/Asian culture. **Our goal** is to increase understanding of the Chinese/Asian community and for more people to willingly interact with enjoyment with each other in a community setting. Each year **we fill the auditorium** with approximately 200 people who come to watch about 50 performers. The Santa Rosa Park and Rec Department has donated the use of the auditorium at Finley Center, and their lobby display case and two halls. Our displays are January 2 through January 30, 2025. Our program is on January 24, 2025, 5:30- 8:00 pm.
2. Outreach: We will advertise in our quarterly **RECA Newsletter** and our email list which goes out to over 300 households throughout Sonoma County and beyond. We also give **flyers** by hand and email to advertise the event to many groups, organizations, and locations throughout the county. We plan to announce in various **calendars of events**. These flyers will advertise that the program and displays are **free** to the public.
3. We receive public support by receiving the use of Finley Center through the Santa Rosa Parks and Rec department. We also are advertised in such community organizations as Asian American Pacific Islanders Association, North Bay (AAPIC). A private business, Wu Academy, volunteers their clientele for a major element of our performance. All of our performers and staff are volunteers. Community support for our program is shown throughout the year by people asking when and where our Chinese New Year Celebration will be.
4. There is **no ongoing maintenance required**. We will install and take down our displays on the days assigned by Finley Center at the beginning and end of January. The performance is a one-night event.
5. There should be **relatively no environmental impact**. Food served is planned to be with recyclable or biodegradable products.
6. Hopefully, there will be **no hazards**. Food will be provided and served by commercial standards. General safety concerns such as electric cords on the floor will be taped or otherwise secured.
7. Our **budget** for the month-long cultural arts display and the one-night, three-hour program is **approximately \$3,000**, not counting the volunteer hours of the staff, performers and helpers. RECA has sufficient funds in the treasury to supply the needs of this project. With a \$1,000 grant to help with these costs, we will be able to plan our next event with greater security and scope. RECA enjoys an active, year-round calendar of events which promotes intercultural interaction, understanding and acceptance.

Photos of Lunar New Year Celebration 2023 In Finley Auditorium, Page 10b



Photos of the 2023 Lunar New Year Celebration in Finley Auditorium page 10c





**APPENDIX A: Community Improvement Grant
2024 Project Budget and Matching Funds
Public and Community Improvements

Cost Estimate: List all features, amenities and plans

Cost Estimate		Requested Funds	Match
Salaries/Wages (In-kind only)			
	Volunteer Hours (\$22.14/person/hour) (6 volunteers) (8 hours)	N/A	3945.42
Contracted Services			
	Traditional finger food from Hang Ah Restaurant for 250 people	\$500	\$500
Materials/Supplies			
	Art exhibits: photos, signs, ink, tape, display boards, mats, etc Hands-on traditional craft tables, paper, scissors, ink brushes, tag board, etc.	\$250	\$250
Printing/Reproduction			
	Flyers	\$250	\$250
Rentals			
Other			
Total Requested Grant Amount		\$1,000	
Total Matching Funds			B. 4965.42
Total Project Cost (A+B)		\$4,212.72	

Funding Sources:

Funding Source	Date Committed	Amount
CAB CIG grant for food and basic supplies		\$1,000
RECA treasury has allotted the board funds to present this program In kind volunteer services	October 16, 2024 October 16, 2024	Up to \$3000 3945.42
Total		Up to \$7000



**APPENDIX B: Community Improvement Grant
2024 Project Budget and Matching Funds
Community Practices

Cost Estimate: List all features, amenities, supplies and plans (Add or delete rows as needed)

Cost Estimate		Requested Funds	Match
Salaries/Wages (In-kind only)			
	aproximately 50 people for 3 hours	N/A	3945.42
Contracted Services			
	Traditional Chinese New Year finger food from Hang Ah Restaurant for 250 people	\$500	\$500
Materials/Supplies			
	Art exhibits: photos, signs, ink, tape, display boards, mats, etc		
	Hands-on traditional craft tables, paper, scissors, ink, brushes, tag board, etc.	\$250	\$250 or as needed
Printing/Reproduction			
	Flyers	\$250	\$250 or as needed
Rentals			
		0	0
Other			
Total Requested Grant Amount		A. \$1,000	
Total Matching Funds			B. \$4965.43
Total Project Cost (A+B)		\$	\$5,965.43

Other Funding Sources:

Funding Sources	Date Committed	Amount
CAB grant for food and basic supplies		\$1,000
RECA treasury has alloted the board funds to present this program	October 16, 2024	up to \$3000
In kind volunteer services	October 16, 2024	3945,42
Total		up to \$7000

Request for Taxpayer Identification Number and Certification

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Give Form to the requester. Do not send to the IRS.

Print or type. See Specific Instructions on page 3.	<p>1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Redwood Empire Chinese Association</p> <p>2 Business name/disregarded entity name, if different from above Redwood Empire Chinese Association</p> <p>3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.</p> <p><input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate</p> <p><input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____</p> <p>Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.</p> <p><input checked="" type="checkbox"/> Other (see instructions) ▶ 501c3 non-profit organization</p>	<p>4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) _____</p> <p>Exemption from FATCA reporting code (if any) _____</p> <p><small>(Applies to accounts maintained outside the U.S.)</small></p>
	<p>5 Address (number, street, and apt. or suite no.) See instructions. PO Box 7854</p>	<p>Requester's name and address (optional)</p>
	<p>6 City, state, and ZIP code Santa Rosa, CA 95407</p>	
	<p>7 List account number(s) here (optional)</p>	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number									
or									
Employer identification number									
6	8	-	0	1	7	6	2	9	4

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	<p>Signature of U.S. person ▶ </p>	<p>Date ▶ October 27, 2024</p>
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.