



**community
advisory board**

City of Santa Rosa

**Community Improvement Grant
2025 Application Form**

Project Name: South Park Resource Fair	Requested Grant Amount:	\$ <u>2,500</u>						
	Matching Funds:	\$ <u>5,358</u>						
Project Physical Address: Martin Luther King Jr Park 1671 Hendley Street Santa Rosa, CA 95404	TOTAL Project Cost:	\$ <u>7,858</u>						
	Group or organization: South Park Coalition under fiscal sponsorship of Sonoma Community Action Network							
Contact Person responsible for Grant Application: Annette Arnold	How did you hear about the Grant Program? Ana Horta / Community Engagement Dept							
What is your CAB district? (Find Your District) ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ City Wide Southeast								
Property Owner (see page 3 for all requirements): <u>City of Santa Rosa / Parks Department</u> Name _____ Title _____								
Person or organization to whom the check should be made out to <table><tr><td><u>Sonoma CAN / South Park Coalition</u> Name</td><td><u>Nathan Smith nsmith@sonomacan.org</u> Email</td><td><u>707.544.6911 x1092</u> Phone</td></tr><tr><td><u>2250 Northpoint Pkwy</u> Address</td><td><u>Santa Rosa, CA</u> City</td><td><u>95407</u> Zip</td></tr></table>			<u>Sonoma CAN / South Park Coalition</u> Name	<u>Nathan Smith nsmith@sonomacan.org</u> Email	<u>707.544.6911 x1092</u> Phone	<u>2250 Northpoint Pkwy</u> Address	<u>Santa Rosa, CA</u> City	<u>95407</u> Zip
<u>Sonoma CAN / South Park Coalition</u> Name	<u>Nathan Smith nsmith@sonomacan.org</u> Email	<u>707.544.6911 x1092</u> Phone						
<u>2250 Northpoint Pkwy</u> Address	<u>Santa Rosa, CA</u> City	<u>95407</u> Zip						

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 Annette Arnold Signature 



Title South Park Resource Fair

Date 10/30/2025

**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	Matching Funds
Salaries/Wages (in-kind only)			
	Volunteer Hours (172 @ \$22.14)	N/A	\$3,808
Contracted Services			
	Band/Sound System	\$1,000	
	Food Truck	\$1,500	
Materials/Supplies			
	Permits		\$ 300
	Insurance		\$ 200
	Supplies		\$ 250
	Gargabe Service		\$ 400
Printing/Reproduction			
	Printing		\$ 400
Rentals			
Other			
Total Requested Grant Amount		A. \$2,500	
Total Matching Funds			B. \$5,358
Total Project Cost (A+B)		\$7,858	

Other Funding Sources:

Funding Sources	Date Committed	Amount
South Park Coalition		\$1,150
Recology		\$ 400

South Park Resource Fair - Cost Estimate Details		
VOLUNTEERS (172 hours @ \$22.14/hour)		
Event Planning	10 people x 2 hours (20 hours)	\$443
Event Preparation	6 people: 1x25; 1x3, 4x3 hours (40 hours)	\$886
Event Day	20 people x 5 hours (100 hours)	\$2,214
Post Event Wrap Up	2 people: 1x8; 1x4 hours (12 hours)	\$266
	Total Volunteer Time	\$3,808
EXPENSES		
Food/Beverage Truck	200 attendees	\$1,500
Music/Sound System	1 band	\$1,000
Printing	Posters; flyers; signage, notices	\$400
Permits	Park, fire truck	\$300
Insurance	Event day insurance	\$200
Supplies	Décor, cleaning, tape, pens, literature stands	\$100
Tabling Supplies	Handouts, giveaways, bubbles	\$150
	Total Expenses	\$3,650
DONATIONS		
Garbage Service	Recology (6 bins)	\$400
	Total Donations	\$400
	Total Project Cost (with volunteers and donations)	\$7,858
	Less Grant Money	-\$2,500
	Total Matching Funds'/Donations	\$5,358

2025 Community Improvement Grant Questions

1. *Describe your project, including objectives and goals, and explain how your project will meet these goals.*

The South Park Coalition will be hosting the South Park Resource Fair. This is an event that will bring more than 30 community partners to our community to share resources and information with residents. This will be a fun afternoon with games, music and food to bring neighbors together. The event is free and open to all. Our objectives are: 1) to strengthen relations between neighbors to build community cohesion; 2) to improve relations between South Park residents and the Santa Rosa Police Department; 3) to work with community partners to bring helpful resources to the neighborhood. Our goal is a safer neighborhood where neighbors know what services and resources are available to them.

a. *Also include who will benefit from this project and how many people your project is expected to impact.*

The event is planned for South Park residents (700+ households) and the community at large. Our event will benefit anyone who attends by providing them with information about resources available to them.

b. *Please describe any approvals and permits needed and obtained for your project (i.e. land use, City, etc.)*

We will need a park permit from the City for the use of Martin Luther King Jr Park; a block party permit in order to have the fire engine parked outside MLK Park; and a sound permit for the music.

c. *Include a clear timeline outlining its start, implementation, and completion phases.*

Start: 1/1/2026; planning and implementation 1/1/2026 – 4/15/2026; event date 4/20/2025; wrap up 4/21-4/30/2025.

2. *Describe the community support for your project.*

See attached notes of support,

a. *What organizations, neighborhood associations, non-profits, residents, etc. are involved in the project?*

Project Team: Alma Magallon; Annette Arnold, Arlie Haig; Beth Wettergreen, Cade Burkhammer; Irene Flack; Jean Bashi, Jennie Orvino; John Ferrick, Kim Madsen, Laura Larque; Lynne Nourse, Mary Orellano, Olivia Ortiz; Randy Smith, Seth Montes.

Volunteers: Charlotte Freed; Concha Garcia; Magalli Larque; Tyler Ludlow; Kevin & Tammy McGuire; Jennifer Rapoza, Alex McCord, Adrienne McCord, Cathy Wild.

Community Organizations: Alternative Family Resources, Boys & Girls Club of Sonoma Marin, Catholic Charities, Children's Museum, Chop's Teen Club, Child Parent Institute, City of Santa Rosa, Conservation Corps North Bay, Council on Aging, CTE Foundation, Goodwill Industries, Head Start, InResponse, Kaiser Permanente, Landpaths, Latino Service Providers, Legal Aid, New Hope for Youth, Nuestra Comunidad, Positive Images, Providence Mobile Health Clinic, Redwood Empire Food Bank, Santa Rosa Community Health, Santa Rosa Fire Department, Santa Rosa Junior College, Santa Rosa Police Department, Santa Rosa Recreation & Parks, Sonoma 4Cs, Sonoma Community Action Network, Sonoma County Animal Services, Sonoma County Department of Public Health, Sonoma County Economic Development Collaborative, Sonoma County YMCA, Sonoma County Library, Sonoma County Regional Parks, Sonoma County Secure Families Collaborative, Sonoma Ecology Center, Sonoma State University, South Park Coalition, Violence Prevention Partnership

Individuals: City Councilman Eddie Alvarez; County Supervisor Chris Coursb

b. What roles are they playing and how collaborative is the project?

All community organizations will provide resources and information to residents. This is a collaboration between all.

c. What other support exists for your project?

The South Park Coalition will provide funding for printing, permits, insurance, and supplies. Recology will donate garbage service.

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

We will post flyers on the South Park Facebook page and NextDoor. We will send emails to 190 residents on our email list. We will put up posters throughout the neighborhood and MLK Park. We will post a notice on Press Democrat's events page. All materials will note the event is free and open to the public.

4. Is there ongoing maintenance required for your project? If so, what is the plan for maintenance and who is going to be responsible?

No on-going maintenance will be needed.

5. Please provide a brief statement on how you will keep project participants safe during implementation (e.g. social distancing protocols, gloves, masks, etc.).

The event will be held outside with plenty of space so people can spread out. Hand sanitizer will be at all tables.

6. 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. Please explain your plans to ensure the project's long-term sustainability. This section is supplemental information to the Cost Estimate Form.

See estimate details attached to project estimate.

7. Projects should reflect environmental consciousness regarding materials, energy, and conservation. Please describe how your project will meet this goal.

We don't anticipate needing many physical resources for this event. All participants will be asked to minimize their footprint and recycle all materials possible.

Community Support

Through the leadership of the South Park Coalition, our neighbours receive much needed information on available resources. The Resource Fair brings together quite a few of the local organizational offerings. A few examples of these are mental health care, liaisons with local law enforcement, and fostering relationships between community leaders and South Park residents.

Beth M. Wettergreen – Aston Avenue
wettergreenbeth@gmail.com

The South Park Coalition hosts a community resource fair that brings our neighborhood together with community partners who share resources and information. The benefits to our neighborhood include educating neighbors about resources to assist with health and wellness needs, support for vulnerable community members, and enrichment and education for our children.

The fair will be a benefit to our South Park community, particularly at this time when some resources have been reduced or eliminated, and there are additional concerns about the safety of our residents.

Irene Flack – Bennett Valley Road
Flackir@gmail.com

I have been a resident of the South Park neighborhood for five and a half years. The South Park Coalition plans to have a community resource fair that will bring together community partners to share resources and information with residents. I feel strongly that this will be a benefit to our community.

Thank you,

Kim Madsen – Aston Avenue
Kmadson66@gmail.com

We are excited to have another resource fair here in South Park. These events bring awareness to the many services available. We appreciate having this information available here in our neighborhood.

Tyler Ludlow – Grand Avenue
Tylerbludlow@gmail.com

Community Support (continued)

I feel this event is one of the best things we can do for residents to keep them informed of the many resources available to help them,

Annette Arnold – Pressley Street
annette@sonic.net

The Community Resource Fair held in MLK Park has been a valuable event, both for getting information out to our neighbors who need it and as a way to build community. Booths include health information with hands-on activities like taking blood pressure, resources like the public library, civic involvement information from groups like climate action and emergency preparedness, and the police and fire departments...all much needed. Having representatives from these services here in our neighborhood is really helpful, especially to families with children who might not otherwise hear about them.

Jennie Orvino – Grand Avenue
jennio@sonic.net

The South Park Coalition brings many wonderful events to our neighborhood. The resource fair is particularly helpful to residents by bringing many different vendors from healthcare, to education, to fun family activities. I would not know about all these things except for this event.

Charlotte Freed – Frazier Avenue
georg@sonic.net

The South Park Resource Fair has proven to be an invaluable event that provides resourceful information to the community. People can attend the fair and receive information in a familiar and friendly way. The event also includes music, games for children, and free food for community members. People leave happy while being educated on the services available to them.

Laura Larque – Rutledge Avenue
llarque@santarosa.edu