community
advisory board
City of Santa Rosa

Community Improvement Grant Program
Neighborfest Grant Application FY 2019-2020

The Community Advisory Board (CAB), a board of the Santa Rosa City Council, connects city government to residents so the public can have a voice in decisions that impact their lives and build a stronger community. In 2018, CAB Members came together to develop a five-year strategic plan. Two of the CAB's strategic priorities are to build connected and empowered neighborhoods, and form strong, trusting relationships with community leaders. One of the way in which they achieve these goals is by implementing the Community Improvement Grant (CIG) Program.

Each year, the City Council provides the CAB with a budget for the CIG Program. The CIG Program supports the City of Santa Rosa's Neighborfest Program, which offers neighbors the chance to come together, have fun, and build stronger, more connected communities. All grant requests must be for a Neighborfest event and be inclusive, accessible, free of charge to participants, and focus on broad community support. There are two funding tiers: Tier 1 maximum grant amount is $2,500 and Tier 2 maximum grant amount is $5,000; both of which must be matched by funds or in-kind donations or services. It is a reimbursement grant program in which grant funds are disbursed after proof of eligible expenses paid (receipts) are submitted to the City. The CAB will review all eligible applications and approve or deny grants.

APPLICATION DEADLINE
Grant applications must be received by **Monday, April 1, 2019 no later than 4:00 pm** to be considered.
Exceptions will not be made and late submissions will not be considered. Please mail completed applications to:

Community Advisory Board CIG Program
City of Santa Rosa Office of Community Engagement
637 1st Street
Santa Rosa, CA 95404

Completed applications may also be hand-delivered to the address above or submitted via email to Danielle Garduño, Community Engagement Coordinator, at dgarduno@srcity.org.

QUESTIONS?
Please submit questions to Danielle Garduño, Community Engagement Coordinator, at dgarduno@srcity.org,or (707) 543-4696.

FREQUENTLY ASKED QUESTIONS

1. WHAT IS A NEIGHBORFEST AND MAY I USE CIG FUNDS FOR OTHER PROJECTS?

A Neighborfest is a locally organized gathering, also known as a block party, that offers neighbors the chance to come together, have fun, and build a stronger, more connected community. Neighborfests are unique because at the heart of each event is a table top activity called "Map Your Resilientville" that allows you and your neighbors to work with City and County staff, and/or local community organizations, such as the Red Cross, to conduct a disaster preparedness activity for your neighborhood.

In addition to the CIG Program funding, your neighborhood will receive the following for hosting a Neighborfest event:

- A Neighborfest Toolkit that walks you step-by-step through the Neighborfest planning process;
- Assistance and support provided by trained Neighborfest volunteers; and
- Tools to develop a basic neighborhood disaster plan, including asset mapping and a bin of emergency related supplies for your neighborhood to keep, store and use in the event of a disaster.

Most of all, through Neighborfest, your neighborhood will have the opportunity for neighbors to get to know each other, strengthen existing relationships, nurture community cohesion and ultimately become better prepared to respond and support each other during and after an emergency.

CIG funds may be used to for a specific community improvement project, but the project must take place within a Neighborfest event. Projects may include: creating a community or school garden; installing a memorial bench; painting a mural; crosswalk or other approved street art; or a neighborhood cleanup project.

2. WHAT IS THE GOAL OF THIS PROGRAM?

The goal of the Community Improvement Grant Neighborfest Program is to empower residents to host great community produced events that will result in greater community cohesion and connectedness among neighbors. Research has shown that the more connected neighbors are to each other, the stronger their resilience is after an emergency:

- *"The strength of relationship between neighbors is an indicator of how well communities adapt in an emergency"*[1] and how quickly they recover.
- *"Residents who live in neighborhoods where they feel connected to those around them are more likely to survive times of stress."*[2]

In other words, neighbors are more willing to check on each other and help each other during a disaster if they've already developed social relationships. In addition, residents who map out an emergency plan with their neighbors are more likely to be able to respond effectively during a disaster.

3. WHO MAY APPLY?

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[1] Guenther, D. *Social Cohesion: The Root of Resilience.* Feb. 2016. Mithun. http://mithun.com/2016/02/09/social-cohesion-root-resilience/.

[2] Professor Daniel Aldrich, PhD, North Easter University.

Neighborhood groups, including neighborhood associations, homeowner associations, and less formal groups, may apply for funding to hold a Neighborfest event and to implement a project or activity during their Neighborfest event. Neighborhoods may partner with nonprofits, service clubs, community organizations, and schools to host a Neighborfest event within the Santa Rosa city limits. Applicants do not have to have an established organization to apply for the funds; any large or small group of neighbors or community members who want to host a Neighborfest event where they live can apply for these grants.

4. WHAT ARE THE DIFFERENT FUNDING LEVELS?

There are two different types of funding levels for this grant program:

Tier 1

Under Tier 1, applicants may apply for up to $2,500 in grant funds. Projects for Tier 1 funding must meet the following requirements:
- Must hold a Neighborfest event (less than 100 people in attendance; for smaller neighborhoods or blocks)
- A physical improvement activity or project (e.g. community garden creation or upgrade, mural painting, memorial bench installation, etc.) may take place during the event, but is not required.

Tier 2

Under Tier 2, applicants may apply for up to $5,000 in grant funds. Projects for Tier 2 funding must meet the following requirements:
- Must hold a Neighborfest PLUS event (more than 100 people in attendance)
- A physical improvement activity or project (e.g. community garden creation or upgrade, mural painting, memorial bench installation, etc.) must take place during the Neighborfest event.

5. WHAT EXPENSES ARE ELIGIBLE FOR REIMBURSEMENT THROUGH THE CIG PROGRAM GRANT?

Eligible Grant Expenses include contractor fees, supplies, equipment rentals, permit and insurance fees or costs, other permits related to the project, project supplies and materials, tools, and/or food (see Appendix A for a sample budget).

Costs that are not reimbursable by CIG funds include:
- Costs incurred prior to grant award;
- Indirect costs, ongoing operational costs, or overhead business expenses like rent, mortgage payments, property taxes, utilities, or office supplies;
- Ongoing maintenance, upkeep, landscaping and repairs;
- Fundraising;
- Staff salaries;
- Membership dues;
- New business seed money;
- Individual training or education; and
- Travel

6. WHAT IS A GRANT MATCH AND HOW MUCH IS REQUIRED?

CIG funds must be matched by funds from other sources that meet or exceed your grant request. These may be actual funds or in-kind donations (e.g. donated supplies, volunteer hours, etc.). All projects **MUST** demonstrate a minimum 1:1 match. For example, a project requesting a $500 grant must have a minimum of $500 in matching funds, for a total project budget of $1,000. The maximum grant amount is $2,500. However, there is no maximum match funds amount. Please make sure to list all actual funds or in-kind donations going into your project.

WHAT ARE ELIGIBLE MATCHING FUNDS?
Donated cash, labor, materials or equipment (or any combination) qualifies as matching funds. This includes volunteer hours. Materials should be valued at market rate, equipment should be based on actual rental rates, and volunteer labor should be valued at $22.14 per hour per person.

7. WHAT ARE THE ELIGIBILITY CRITERIA FOR GRANT APPLICATION EVALUATION?

- The Community Improvement Grant Program is designed to support community building, strengthen neighborhoods, and build relationships among residents through the Neighborfest Program.

- Volunteers and project partners are a significant component of this process. Applications should reference the partnering organizations, individuals, and associations who are involved in the project. If there are questions about possible partnerships, contact your CAB representative for information before completing this application. You can find your representative on the CAB webpage ([www.srcity.org/CAB)](www.srcity.org/CAB) or by calling (707) 543-4696.

- **Projects must have clear neighborhood and community support**. Projects should demonstrate this support and what value the project will add to the community. Support may be demonstrated through letters of support or petitions. You will need a minimum five (5) volunteer neighbors to serve on the Neighborfest Planning Committee for your neighborhood.

- The budget should be well thought out, reasonable, and realistic. Applicants are encouraged to explore other supplemental funding sources to show diverse support for the project.

- The project timeline should be well thought out, reasonable and realistic. All projects must be completed within one year of grant award. There will be no extensions.

- Projects should reflect environmental consciousness regarding materials, energy, and conservation.

- Community Improvement Grants (CIG) can best serve the community by making each Neighborfest event as broadly accessible as possible. This means creating opportunities for people of all abilities and thinking expansively about how to be widely inclusive, welcoming, and collaborative. All Neighborfest events funded by the CIG grant program need to meet these requirements.

- Any additional projects or activities occurring within the Neighborfest event that are funded through the CIG Program must comply with City of Santa Rosa regulations, policies, and codes. Please contact Community Engagement (communityengagement@srcity.org) staff if you have specific questions about whether or not your project complies with City regulations, policies, and/or codes.

- Any additional projects or activities occurring within the Neighborfest event that are funded through the CIG Program should align with City Council goals and priorities (https://srcity.org/2476/Mission-Vision-Values-Goals-Priorities).

- Incomplete applications will not be considered. In addition, applications must be submitted by the deadline (April 1, 2019 by 4:00pm). The application will not be considered if it is submitted after the deadline has passed. If you need to turn in an application early, please contact Danielle Garduño, Community Engagement Coordinator, at dgarduno@srcity.org.

- If an applicant was awarded a grant in the previous cycle, they are not eligible for funding in the current cycle. There must be a one-year break between awards.

- Only one application per neighborhood group will be accepted.

COMMUNITY IMPROVEMENT GRANT APPLICATION PACKET CHECKLIST

Please make sure your application contains all of the following information; including page numbers.

- **Application Cover Form (1 page)**
- **Detailed Project Budget and Matching Funds (1 page)**
- **Response to Questions (maximum of 3 pages double-sided)**
- **Permission from Property Owner or Authorized Manager (for Neighborfests on Private Property, such as an apartment complex or mobile home park)**
  - o Please submit documentation demonstrating the approval or endorsement for the project from the property owner, including information on both the length and scope of use. This may be an authorization letter from the property owner, a license agreement, or a lease.
  - o If the Neighborfest event is proposed to take place on City property, you will need to obtain appropriate special events permits from Recreation and Parks. For more information on holding an event in a City park, please visit https://srcity.org/1005/Park-Permit.
- **Approvals and Permits (for Neighborfests on Public Property)**
  - o You will need specific City permits in order to hold your Neighborfest event. Please refer to the City's Block Party Permit website (https://srcity.org/2522/Block-Party-Permit) and the Neighborfest Toolkit to identify the permits needed.
  - o It is the applicant's responsibility to obtain all necessary permits and approvals for their Neighborfest event and for any projects/activities that will take place during the event. An application may be denied for failure to adequately research or secure necessary City approvals.
  - o Public art projects, including murals, must be approved by the Arts in Public Places Committee. Please contact Tara Thompson for public arts requirements: 707-543-4512, tthompson@srcity.org.
  - o Where appropriate, please obtain approval from the associated Board, Commission, or Committee, if your project falls under their scope of work. For a list of all City Boards, Commissions, and Committees, please visit: http://srcity.org/180/Boards-Commissions.
  - o For projects with an infrastructure component (e.g. community garden, mural, etc.) that would occur on public property, please contact Community Engagement Staff for additional requirements.

Questions? We are here to help! If you have any questions about the application process or the requirements of the grant program, please email or call Danielle Garduño, Community Engagement Coordinator, at dgarduno@srcity.org or 707-543-4696. You may also contact any CAB Member with questions you may have. For a list of CAB Members and their email addresses, please visit www.srcity.org/CAB.

GRANT SELECTION PROCESS

Staff will review applications for completeness. If your application is incomplete or does not meet eligibility criteria, it will not be considered for funding and you will be notified in writing. Complete and eligible applications will be distributed to the CAB for review.

Candidates will be invited to present their project to the CAB. Grant presentations will be scheduled at a special meeting of the CAB in May 2019. Staff will determine presentation schedule; due to time constraints no presentations can be rescheduled. ***Presentations are not required to receive funding, but this is the applicant's only opportunity to clarify projects and answer questions from CAB.***

The Community Advisory Board votes to determine final approval or denial of grants. **All applicants will be notified in writing of their grant status after the CAB has voted.**

THE FINE PRINT

Community Improvement Grant Funding is solely a monetary contribution and not a co-sponsorship by the City of Santa Rosa of any event or activity for which funding is used unless specifically agreed to in writing by the City. Award of Community Improvement Grant funding shall not eliminate the need for any applicant to comply with any applicable regulations or permit requirements for the event or activity being funded. Grant award is not authorization of use of City Property.

This is a <u>reimbursement</u> grant program; any expenses incurred before grant award are not eligible for reimbursement. Each successful project will be required to submit a final report and photographs upon completion of the project. Appropriate documentation will be required for reimbursement; this may include receipts, volunteer sign-in sheets, invoices, or other documents. All projects, programs or events funded by a CIG Program grant must be publicly accessible.

Community Advisory Board
Community Improvement Grant
Application Form FY 2019-2020

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Project Name:	Requested Grant Amount: $_____
	Other Funding Sources: $_____
Project Physical Address:	TOTAL Project Cost: $_____
	Group or organization:
Nearest cross street:	How did you hear about the Grant Program?

What is your CAB area? (Check one)

☐Northwest ☐Northeast ☐Southwest ☐Southeast ☐Core ☐Citywide

Not sure? Click here: http://srcity.org/DocumentCenter/Home/View/14754

Have you ever applied for a Community Improvement Grant before? YES / NO

If yes, what was your grant request for:

Property Owner (see page 3 for all requirements):

_____   _____
Name – Property Owner   Title

Contact Person responsible for Grant Application

_____   _____   _____
Name – Contact Person   Email   Phone

_____   _____   _____
Address   City   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 _____   Signature _____

Title _____   Date _____

Community Improvement Grant
Project Budget and Matching Funds FY 2017/18

Cost Estimate	Requested Funds	Match
Salaries/Wages (In-kind only)		
	N/A	
Contracted Services		
Materials/Supplies		
Printing/Reproduction		
Rentals		
Other		
Total Requested Grant Amount	A.	
Total Matching Funds		B.
Total Project Cost (A+B)	$	

Funding Sources:

Funding Sources	Date Committed	Amount
	Total	

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Community Improvement Grant Questions FY 2019-2020

Please answer the following questions as they apply to your project. **Responses are limited to three pages, double-sided, with 12-point font, including drawings and photographs, with page numbers on all pages. Please be as detailed in your responses as possible, without exceeding the number of pages allowed.**

1. Describe your project and community support:
   a. What organizations, non-profits, City departments and residents will be involved in your Neighborfest event?
   b. What roles are they playing in the Neighborfest event?
   c. Will any other projects or activities take place within your Neighborfest event? If yes, please describe.
   d. What other support exists for your project?

2. Describe the make-up of your neighborhood and who will benefit from this project (i.e. demographics, number of residents, etc.). How many people do you expect to reach through your event?

3. What is your project's timeline? Will it be completed within the 12-month grant funding cycle?

4. Which of the City Council goals does your project support?

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

6. Please explain how your project will be open and accessible to the community.

7. Project Budget: Tier 1 grant requests may not exceed $2,500 and Tier 2 grant requests may not exceed $5,000. Please 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.

8. What is your outreach plan? Please describe how you will reach your neighbors and let them know about your event.

9. Have you received other sources of funding for Neighborfest through the City of Santa Rosa?

Appendix A

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SAMPLE BUDGET
Community Improvement Grant
Project Budget and Matching Funds FY 2017/18

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Cost Estimate	Requested Funds	Match
Salaries/Wages (In-kind only)		
Neighborhood volunteers – door-to-door outreach to advertise event ($22.14/hour x 5 volunteers x 2 hours)	N/A	$221.40
Contracted Services		
Face Painter	$547.50	
Materials/Supplies		
Food	$200	$800
Pens ($7.50/pack x 3 packs)	$22.50	
Paper for Sign-In Sheets	$5	
Arts & craft supplies for kids (crayons, coloring books, paint, paint brushes, art paper)		$300
Disposable cups, plates, silverware		$178.60
Printing/Reproduction		
Printing of Event Flyer (500 copies, color, double-sided)	$500	
Rentals		
20 Tables and 160 Chairs	$500	
Jumpy House	$250	
Port-O-Potty and handwashing station rental		$1,000
Other		
Block Party Permit	$25	
Special Event Permit	$200	
General Liability Insurance	$250	
Total Requested Grant Amount	A. $2,500	
Total Matching Funds		B. $2,500
Total Project Cost (A+B)	$5,000	

Funding Sources:

Funding Sources	Date Committed	Amount
ABC Neighborhood Grant	9/1/2018	$1,500
Community XYZ Grant for Building Social Cohesion	10/1/2018	$778.60

Total	$2,278.60