

Received 9/23/21



**community
advisory board**

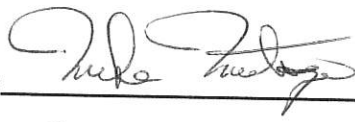
City of Santa Rosa

**Community Advisory Board
Community Improvement Grant
2021 Application Form**

| | | |
|--|-----------------|--|
| Project Name: Historic Railroad Square Association Holiday Horse & Carriage Rides | | Requested Grant Amount: \$ 2500 |
| Project Physical Address: Depot Park/Historic Railroad Square 9 Fourth St. Santa Rosa, CA 95401 | | Other Funding Sources: \$ 9500 TOTAL Project Cost: \$ 14550 |
| Nearest cross street: Wilson Street | | Group or organization: Historic Railroad Square Association 501C3 not for profit organization |
| | | How did you hear about the Grant Program? City of Santa Rosa |
| 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): Mike Montague | | |
| Name – Property Owner | | Board President Title |
| Contact Person responsible for Grant Application | | |
| Mike Montague | mike@teevax.com | 545-1195 |
| Name – Contact Person | Email | Phone |
| P.O. Box 4114 | Santa Rosa, Ca | 95402 |
| 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 Mike Montague
 Title Board President

Signature 
 Date 9-22-21

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) | | | |
| | | N/A | N/A |
| Contracted Services | | | |
| | Carriage Occasions Horse & Carriage | \$1000 | \$3000 |
| | Carolers & Musicians | \$1000 | \$2838 |
| Materials/Supplies | | | |
| | Photo Booth | | \$140 |
| | Decorations | | \$200 |
| | | | |
| | | | |
| | | | |
| Printing/Reproduction | | | |
| | Sponsor recognition: Posters & annersB | | \$300 |
| | Postcards/window posters | | \$200 |
| Rentals | | | |
| | Porta Potties | \$500 | \$1500 |
| | | | |
| Other | | | |
| | Advertising & Promotion | | \$2475 |
| | Permitting (\$1325), Parking fees(\$72) | | \$1397 |
| Total Requested Grant Amount | | A. \$2500 | |
| Total Matching Funds | | | B. \$12050 |
| Total Project Cost (A+B) | | \$ 14550 | |

Other Funding Sources:

| Funding Sources | Date Committed | Amount |
|----------------------------------|----------------|--------|
| Thermador/Tee Vax Home Appliance | 9/1/21 | \$7000 |
| Merchants Bank | 8/19/21 | \$2500 |
| | | |
| | | |
| Total | | \$9500 |



September 20, 2021

Describe project-goals and objectives and how meet these goals:

Project:

**HISTORIC RAILROAD SQUARE ASSOC
BOARD OF DIRECTORS:**

Executive Committee:

President
Mike Montague,
Teevax Home Appliances

VicePresident
Hugh Futrell,
Hugh Futrell Corp.

Treasurer
Marianne Neufeld,
Property Owner

Secretary
Dee Richardson,
Whistlestop Antiques

Executive Director
Kris Wilson,
Railroad Square Association

Florine Ellingson,
Property Owner

Hardeep Gil,
Hotel La Rose

Noelle Hermann,
Property Owner

Jim McCalligan,
James McCalligan Architect

Curt Nichols,
Carlile Macy

Paul Quattrocchi,
OldTown Furniture/Furniture Depot

Rafael Rivero,
City of Santa Rosa

Larry Silver,
Western Hotel

Theresa Tommasi,
Courtyard by Marriott

The Horse and Carriage Rides have been a holiday tradition for over 30 years, stopped last year because of COVID-19. It is a gift that is free to all in our community and visitors to Santa Rosa and in prior years has been underwritten by City of Santa Rosa grants and generous donations from property and business owners in Railroad Square, plus generous friends and sponsors. The Horse & Carriage event extends from Thanksgiving weekend through Christmas Eve, every Saturday and Sunday. Music in the carriages and warm blankets reinforce old-fashion holiday charm: it is a family friendly, small-town memory-building and feel-good event.

The purpose of the Holiday Carriage Rides is to offer a free holiday experience for families from all over the community, bring first time and repeat visitors (especially riders on the SMART Train) who will appreciate RRSQ's historic charm, support local businesses by shopping and dining, build family traditions and memories, and explore a well-preserved part of Santa Rosa's past.

The rides are traditions for many families. Parents who once rode as children now bring their own offspring to enjoy the holiday trot down 4th Street. Although only 1000+ visitors are actually able to have rides in our one carriage, many more visitors are drawn to the district and just enjoy watching. The event resonates with locals and visitors and reflects well on our community and on our local business supporters.

Approvals and permits:

City of Santa Rosa Application fees and event permitting (we are applying for "Opening funds" to reduce the \$1250 dollars currently being required for the event). Insurance is provided by the RRSQA and owner/operator Carriage Occasions.

Outreach Plan:

The Carriage Rides are free to all members of the community and over the years have built on the anticipation of a special holiday treat. Outreach spreads by past visits, word of mouth, social media posts, extensive radio ads and reminder posters in local businesses.

Community Support:

Each weekend the Association recruits local musicians and carolers to perform. The Association partners with local non-profits – Chops Teen Club, The Gospel Mission as examples. Property owners and local businesses have been generous in their support through donations and active volunteering. The Hotel La Rose welcomes visitors to their Magical Christmas Tree each year. Pre-COVID, the SR Visitors Center has been an active participant and directly benefited from increased traffic and sales. Community volunteers staff the event each weekend. Volunteer labor is factored at 5 hours/day X 4 volunteers/day X 10 days @422.14/hour= \$4430.

This year we are grateful for new generous financial support from corporate sponsors. Major sponsors to the Carriage Rides are identified in our printed materials and on-air promotions, social media, newsletter and website. In addition, a large Sponsor sign attached to the back of the carriage would highlight the Major Sponsor.

No ongoing maintenance**Environmental consciousness:**

The Carriage Rides are held outdoors and do not require any electricity. The horses are self-sufficient, and the owners are very aware of any necessary clean-up needed. The very nature of the event speaks for itself! Visitors arriving by the SMART train, leave their cars at home, and neighbors from the adjoining historic neighborhoods are able to easily walk to Railroad Square.

Safety awareness:

The event will follow all required COVID 19 safety protocol with masks and social distancing while standing in line. Only family members would share the carriage ride. Carriage drivers will wear masks if required. Although the event is outside, volunteers will follow the current CDC and local COVID guidelines. We will not be offering the traditional hot cider and snacks this year due to the closure of the Visitors Center and lack of power. We will provide baskets and hand sanitizer for the community as needed.

Project budget:

The event is projected at \$14,550. The increase over prior years is because of the need to provide porta-potties for each weekend and the added expense of the permits required. We are requesting Grant funding of \$2500. All funds donated by community members, corporate sponsors, Railroad Square property owners or received through the City grant application will be used exclusively for funding the rides, outreach and other operating expenses. Funds received from the City will be directed toward funding the Carriage Rides, providing porta potties and hiring local musicians and carolers who enhance the holiday experience. To date several major sponsors have sent in donations and we are able to match the City grant.

We feel, particularly this year, that being able to offer a free, family friendly, tradition building event which brings the community together to celebrate the holidays is the perfect antidote to COVID. It is an event that resonates with the community and reflects well on Santa Rosa. The Carriage rides offer continuous weekend opportunities for friends and family during the holidays.

We would be most grateful for the City's support for Railroad Square's most important community event which is enjoyed by thousands each year.

Please let us know if you have questions or need additional information.



Mike Montague, President,
Historic Railroad Square Association



Kris Wilson, Executive Director
Historic Railroad Square Association