



**community
advisory board**

City of Santa Rosa

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

Project Name: Woodstock at United Way		Requested Grant Amount: \$ <u>2500</u>						
Project Physical Address: 975 Corporate Center Pkwy #160 Santa Rosa, CA 95407		Other Funding Sources: \$ <u>2500</u>						
		TOTAL Project Cost: \$ <u>5000</u>						
Nearest cross street: Sebastopol Road		Group or organization: Raizes Collective/United Way of the Wine Country						
How did you hear about the Grant Program? CAB Member Baldenegro								
What is your CAB area? (Check one) <input type="checkbox"/> Northwest <input type="checkbox"/> Northeast <input checked="" type="checkbox"/> Southwest <input type="checkbox"/> Southeast <input 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): <table border="0"><tr><td><u>Lisa Carreno</u> <small>Name – Property Owner</small></td><td><u>CEO & President</u> <small>Title</small></td></tr><tr><td><u>United Way of the Wine Country</u></td><td></td></tr></table>			<u>Lisa Carreno</u> <small>Name – Property Owner</small>	<u>CEO & President</u> <small>Title</small>	<u>United Way of the Wine Country</u>			
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<u>United Way of the Wine Country</u>								
Contact Person responsible for Grant Application <table border="0"><tr><td><u>Isabel Lopez</u> <small>Name – Contact Person</small></td><td><u>ilopezisazion@gmail.com</u> <small>Email</small></td><td><u>707-486-6300</u> <small>Phone</small></td></tr><tr><td><u>1535 Franklin Ave</u> <small>Address</small></td><td><u>Santa Rosa</u> <small>City</small></td><td><u>95404</u> <small>Zip</small></td></tr></table>			<u>Isabel Lopez</u> <small>Name – Contact Person</small>	<u>ilopezisazion@gmail.com</u> <small>Email</small>	<u>707-486-6300</u> <small>Phone</small>	<u>1535 Franklin Ave</u> <small>Address</small>	<u>Santa Rosa</u> <small>City</small>	<u>95404</u> <small>Zip</small>
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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 Lisa Carreno

Title CEO & President

Signature *Lisa Carreno*

Date 9/30/2021

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	
Contracted Services			
	Stipend for 1 artist from the Charles Schulz Museum	\$625	\$625
	Stipend for 1 artist from Raizes Collective	\$625	\$625
Materials/Supplies			
	Paint	\$250	\$250
	Primer	\$25	\$25
	Mediums	\$40	\$40
	Tarps	\$25	\$25
	Brushes	\$40	\$40
	Cleaning supplies, solvent, rags, misc items.	\$250	\$250
Printing/Reproduction			
Rentals			
Other			
	Camera Tripod	\$25	\$25
	Community Event	250	250
Total Requested Grant Amount		A. \$ 2155	
Total Matching Funds			B.\$ 2155
Total Project Cost (A+B)		\$ 4310	

Other Funding Sources:

Funding Sources	Date Committed	Amount
United Way of the Wine Country		
Total		

Community Advisory Board

2021 Community Improvement Grant Questions

1. This "Woodstock" Project will include the United Way of the Wine Country – the primary funding nonprofit sponsor, Raizes Collective, and the Charles M. Schulz Museum. This project will seek community input during the design process along with a potential community event upon the completion of the work. Local Girl Scout's will be invited to view the new Woodstock as they have a patch to find the Snoopy statues around Santa Rosa and Sonoma County. We have secured an artist – Rachel Barker - from the Charles Schulz Museum and Raizes Collective – Irma Rodriguez - to work collaboratively on this project. We are looking to create a Woodstock that is indicative of the emerging Latinx community of Sonoma County. We will incorporate a Mayan/Aztec/Olmec color scheme in updating Woodstock.
2. In the attached materials, you will find a sketch of Woodstock. Two separate designs will be created. We will seek input from the local community through a social media campaign and encourage folks to "like" (vote) on a design. The winning design will be the blueprint moving forward in painting Woodstock. Also, we will document the progress moving forward and share the images on Social Media and partner websites. We hope to have a "Woodstock Unveiling" for the local community once the project is complete.
3. We currently have three organizations involved in this project: United Way of the Wine Country (fiscal sponsor) <https://www.unitedwaywinecountry.org/> ; Raizes Collective, a local latinx art nonprofit <https://www.raizescollective.org/>; and, the Charles M. Schulz Museum <https://schulzmuseum.org/>. While United Way of the Wine Country is the primary fiscal sponsor, Raizes Collective and the Schulz Museum are providing artists (Irma Rodriguez & Rachel Barker) to work on the project. We will also reach out and build further support as the project is underway.
4. There is no on-going maintenance required upon completion of this project.
5. We will dispose of any paints used in this process in a safe and environmental manner. All materials used will be handled appropriately as well.
6. Per Covid-19 guidelines, only one artist will be allowed to work on the piece at a time. We will provide a schedule and timeline to be followed. Masks must be worn while in the United Way of the Wine Country suite. Gloves will be provided.
7. For the project we are requesting \$2500 for materials and the contract work done by the artists in the form of a stipend.

United Way of
The Wine Country

Woodstock
Restoration
2021





