



**community
advisory board**

City of Santa Rosa

**Community Improvement Grant
2025 Application Form**

Project Name: Common Ground Society specialized support for families with children 5 and under.	Requested Grant Amount:	\$2,472.00
	Matching Funds:	\$2,400.00
Project Physical Address:	TOTAL Project Cost:	\$4,472.00
	Group or organization: Common Ground Society	
Contact Person responsible for Grant Application: Colleen Metz Rouleau	How did you hear about the Grant Program? We have received in the past	
What is your CAB district? (Find Your District) 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> City Wide		
Property Owner (see page 3 for all requirements): The Samuel D. Dakin Separate Property Trust, dated April 11, 1995 Name		
Person or organization to whom the check should be made out to: Name: Common Ground Society C/O Larkin O'Leary 85 Brookwood Avenue #12, Santa Rosa, CA 95404 Phone: 707-415-9195 Email: larkin@commongroundsociety.org		

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: Colleen Metz Rouleau

Signature

Title: Director of Operations

Date: May 24th 2025



Community Improvement Grant Project Budget and Matching Funds

PROJECT NAME: Common Ground Society specialized support for families with children 5 and under

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)			
	Family Support Coordinators	N/A	\$2,400.00
Contracted Services			
	Santa Rosa Parks & Recreation Finley Center, \$116.40 through November 2025 (the are redoing the floors in December), \$140 through June 2025. 11 sessions total.	\$1,422.00	
Materials/Supplies			
	Equipment. Any accommodating equipment needed for families.	200.00	
	Refreshments for parents and caregivers, providing guest specific foods to accommodate any allergens for families, or children that have dietary restrictions. \$25 per session x 12 sessions.	300.00	
	Special Guests, Paws for Loving Support, Characters dressed as princess, or other super hero. Quarterly Special guest, \$100 per x 4 quarters	500.00	
Printing/Reproduction			
	Flyers. Dates are set in advance so will print one set of flyers with all dates and information to hand out to families at our meetups and community events.	50.00	
Rentals			
Other			
Total Requested Grant Amount		A.\$2,472.00	
Total Matching Funds			B.2,400.00
Total Project Cost (A+B)		\$4,872.00	

Other Funding Sources:

Funding Sources	Date Committed	Amount
Common Ground Society 2025-2026 Budget for Under 5 Meetup, \$200 per month x 12 months.	June 2025	2400.00
Total		2400.00

2025 Community Improvement Grant Questions

Project Description, Objectives, and Goals: Common Ground Society provides vital connection points for families navigating the challenges of raising a child with a disability, medical complexity, or unique need. Recognizing the isolation that these families often experience, our project aims to create a supportive and inclusive community.

Objectives:

- To provide consistent and accessible meetup opportunities for families with children facing unique needs, with a welcoming and safe environment for families to connect, share resources, and build support networks.
- Expand our outreach and increase participation in our programs.
- To provide specialized support for families with children 5 and under.
- To provide access to special guests and resources to enrich our meetings.

Goals:

- Maintain and enhance the existing 11 monthly meetups, ensuring consistent quality and accessibility.
- Increase the average attendance at our meetups from 21 to 27 participants within the next grant cycle. This will be achieved by:
 - Increased targeted outreach to new families through partnerships with local medical providers, schools, and community organizations, the City of Santa Rosa, and elected officials.
 - Offering translation services.
- Strengthen the "5 and Under" meetup at the Finley Community Center, increasing its regular attendance from 21 to 27 families monthly. This will be done with specific outreach to early intervention programs and pediatricians, Development of age-appropriate activities and resources, Hosting guest speakers specializing in early childhood development and disabilities and by establishing sustainable partnerships with community organizations to ensure long-term program viability.

Beneficiaries and Impact: This project directly benefits families in Sonoma County who are raising children with disabilities, medical complexities, or unique needs. It provides them with a sense of community, reduces feelings of isolation, and offers valuable resources and support. We expect to impact approximately 1,000+ individuals annually, including parents, caregivers, and children, with the goal of doubling the amount of participants.

Approvals and Permits: For our "5 and Under" meetup at the Finley Community Center, we have obtained and maintained the necessary facility rental permits.

What is your outreach plan? Please also explain how your project will be open and accessible to the community. Common Ground Society employs a multi-faceted outreach strategy to ensure our programs are visible and accessible to the community. We utilize:

- Direct Communication: An email list reaching over 25000 diverse individuals and organizations, Targeted social media: A Facebook group connecting 1,400+ local caregivers, and a combined Facebook/Instagram presence reaching over 20,000 followers.
- Community Partnerships: Collaboration with local businesses and organizations to promote events and resources and City of Santa Rosa Promotion: Registration-required meetups are featured on the City of Santa Rosa's online informational resources.

3. Describe the community support for your project. What organizations, neighborhood associations, non-profits, residents, etc. are involved in the project? What roles are they playing and how collaborative is the project? What other support exists for your project?

The "5 and Under" meetup thrives thanks to robust community support, demonstrating the power of local collaboration. We deeply appreciate the volunteer contributions from groups such as the Occidental Community Choir, who brought joy and festive spirit through a holiday sing-along, and Paws As Loving Support (PALS) Assistance Dogs, who offered therapeutic interaction and support. We are committed to maximizing existing supplies and are actively seeking funding to enrich our program further by inviting paid special guests who can offer specialized expertise and engaging activities tailored to young children with unique needs.

At Common Ground Society, we recognize the critical role of strategic partnerships in achieving our mission. We cultivate a broad network of vital relationships with schools, parents, nonprofits, and businesses, including esteemed organizations like the YMCA, Sutter Health, and Kaiser Permanente. We are immensely grateful for the in-kind contributions, financial donations, and invaluable community feedback we receive through surveys and direct engagement.

Our programs demonstrate the profound impact of community engagement. The "5 and Under" meetup exemplifies local resourcefulness, while Common Ground Society's broader initiatives showcase how strategic partnerships and community-driven initiatives can effectively drive meaningful social impact. By working together, we create a more inclusive and supportive environment for families navigating the unique challenges of raising a child with a disability, medical complexity, or any unique need.

4. Is there ongoing maintenance required for your project? If so, what is the plan for maintenance and who is going to be responsible? Yes, ongoing maintenance is essential for the continued success and accessibility of our programs. The primary maintenance required involves consistent communication and outreach to families. Our Family Support Coordinator will be responsible for this maintenance, which includes:

- Regularly contacting families to provide program updates and support.
- Creating and distributing promotional flyers and informational materials.
- Utilizing our email list and social media platforms to ensure families are informed of upcoming meetups and resources and maintaining accurate records of participant attendance and feedback. Additionally, we place great emphasis on recruiting and training dedicated volunteers who share our mission.

5. Projects should reflect environmental consciousness regarding materials, energy, and conservation. Please describe how your project will meet this goal. Common Ground Society strives to incorporate environmentally conscious practices into our operations. We prioritize digital communication for information sharing, reducing paper consumption. At our meetups, we utilize recyclable or compostable products and encourage participants to use reusable water containers. We believe these small steps contribute to a more sustainable community, while remaining focused on our core mission of supporting families.

6. Provide a brief statement on how you will keep project participants safe during implementation (e.g. social distancing protocols, gloves, masks, etc.). Common Ground Society prioritizes the safety of all participants. We implement the following measures:

- **Illness Prevention:** Participants are reminded to stay home if unwell.
- **Supervised Environment:** The Finley Center's design provides clear visibility for easy supervision.
- **Facility Maintenance and Equipment Safety:** Finley Center staff maintain clean and safe play equipment.
- **Adequate Supervision:** We ensure an appropriate volunteer-to-child ratio at all events.
- **First Aid Preparedness:** Our host carries a first aid kit to each gathering, or ensures one is on site.
- **Hygiene Practices:** Hand sanitizer is readily available at all meetups.
- **Mask and Glove Availability:** Masks and gloves are available for any participant.

Project Budget: The requested funds will primarily support the operational costs of our vital "5 and Under" program. A significant portion will cover the monthly room rental fees, which are essential for providing a safe and accessible space for families.

In addition to facility rental, we aim to enrich the program experience by engaging "special guests." These guests, such as character performers, will provide unique and engaging experiences for the children, promoting joy and social interaction. We also wish to provide gluten-free food options for families with dietary restrictions, ensuring inclusivity and accessibility for all participants.



**community
advisory board**

City of Santa Rosa









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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)			
	Volunteers 2 vols, x 6 hrs/day, x 4 days, = 48 hrs. x \$22.14	N/A	1062.72
Contracted Services			
	Contracted Artists 2 artists, 4 days +	2000	
Materials/Supplies			
	bamboo rattan, mid gauge wire, tape, variety of papers	450	125
	LED lights and batteries		145
	bamboo poles or recycled pvc pipe		215
Printing/Reproduction			
	handbills	50	45
Rentals			
	warehouse workshop space for two months		900
	Tents/tables/chairs- AFC rental		275
Other			
	insurance match by SRUAP		400
Total Requested Grant Amount		A. 2500	
Total Matching Funds			B. 3167.72
Total Project Cost (A+B)		\$ 5668	

Other Funding Sources:

Funding Sources	Date Committed	Amount
donations from participants estimated		500
SRUAP to cover additional expenses as needed		500 +
Total		1000

Lantern Workshops for WinterBlast



Community Advisory Board

2025 Community Improvement Grant Questions

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

At SR Urban Arts Partnership, we believe that the arts have the power to transform communities, foster meaningful connections, and create a true sense of place. Our work goes beyond exhibitions and workshops—we are committed to engaging with our neighbors, amplifying diverse voices, and using creativity to strengthen the cultural fabric of our community. Through collaborative projects, public art initiatives, and inclusive programming, we bring people together to celebrate shared stories, plant trees, create and shape the future of our public spaces. By making the arts accessible and participatory, we cultivate vibrant, connected, and inspired communities where everyone has a role in the creative process.

Santa Rosa Urban Arts Partnership is pleased to submit this application for a Community Improvement Grant (CIG) to support a series of community lantern building workshops that will take place during September 2025.

These lantern building workshops are in response to the multitude of requests we get every year at our annual WinterBlast Festival in November. People want to know how they can get more involved with the artistic elements of the event. Folks with little to no arts background or connection to the arts community, are finding very few accessible pathways to contribute and participate in the festivities. We want to provide an avenue for folks to get creative and play with possibilities.

This application for a CIG will support the community by offsetting the price of intensive workshops like this. The resulting art projects will be seen by the thousands of people that attend WinterBlast. They will be a visual reminder of the social benefits of collaboration and community.

After WinterBlast we would like to partner with neighboring businesses to display these illuminated creations. We could see them lining 4th Street or lighting some of the outdoor dining establishments.

A. Include who will benefit from this project and how many people your project is expected to impact.

We hope to be able to offer these workshops on a drop in basis and expect 10-30 participants a day. We may be able to extend our workshops into other weekends if needed. By including the community in the creation of art projects we are helping to strengthen the civic bonds of our neighborhoods. Letting people feel more connected to their city and their community. We expect over 3000 people at WinterBlast (weather permitting) and they will directly benefit from the incredible, lighted sculptural procession through the SoFA neighborhood.

B. Describe any approvals and permits needed and obtained for your project (i.e. land use, City, etc.

We will not need any permits but we will be fully insured through our nonprofit with Sonoma County Meat Company listed as additionally insured.

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

The first workshop is scheduled for the first weekend in September. We will hold the second workshop the last weekend in October with optional work days in between. The lanterns will be used in the procession by the artists/makers on November 15th. Afterwards if the artists are interested, we would love to find local businesses to display them.

- August - Outreach, advertising
- September/October - Workshops
- November - WinterBlast Event
- December - post grant reporting

2. Describe the community support for your project.

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

These workshops are in direct response from many members of our community. For years we have been approached by WinterBlast attendees asking how they can become more involved

and requesting that we teach classes and offer workshops. Through our nonprofit organization we are able to connect to incredible artists to help facilitate these workshops. We have the support of Sonoma County Meat Company and The Arlene Frances Center. WinterBlast receives continued support from the City of Santa Rosa and Sonoma County Supervisors, as well as the downtown business associations.

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

While the City and the County won't be directly involved in these workshops, they do support WinterBlast financially. The artistic outcomes of this program will only increase our awe inspiring visuals that take place at the WinterBlast procession. Sonoma County Meat Company will be providing the workshop space in their new warehouse facility that is not being utilized by the company at the moment. Arlene Frances Center continues to be a supporter and collaborator as well as North Bay Circus Group who will guide us on movement and performance aspects of some of the lanterns.

C. What other support exists for your project?

We have always received exuberant support for our artistic endeavors from Riley Street Art Supply. SRUAP has a roster of artists and volunteer community members that will come to our aid when we put the call out for help.

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

We plan on advertising through print media, social media, and radio (KRUSH & KRCB). The nonprofit has an extensive mailing list and we will put it in our newsletter in the months leading up to the workshops. This grant money will help the nonprofit offset the cost of materials and instruction that can be prohibitive to the creation of these kinds of large involved art projects. By lowering the barrier to participate we encourage folks who may not have the opportunity otherwise.

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

There is no ongoing maintenance needed. The finished pieces will belong to the makers. Hopefully we will be able to place them around town and see them return year after year to WinterBlast

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

The workshops will take place in the warehouse yard or in the massive warehouse itself. There will be little need for additional safety precautions besides common sense. We will have volunteers on site to help guide our makers through the process. We will also have a first aid kit on site and available at all times.

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. This section is supplemental information to the Cost Estimate Form.

The addition of \$2500 to the overall budget will ensure that we can pay our artist instructors who will undoubtedly be putting in long hours and individual personal instruction continuing between and after the scheduled workshop days. By providing funds to the instructors it allows the nonprofit more ability to subsidize the cost of materials for attendees. We estimated the material costs from pricing out the individual items from online catalogs and averaging for an estimated number of attendees. Matching funds will come in the way of direct costs incurred by the non profit and in the form of In-Kind donations from our partners.

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

We will be incorporating as many recycled materials as possible. We can utilize used plastic grocery bags, newspapers, disposable chopsticks, tp roll inserts and many other household discards. We will only use non toxic and water based art supplies. The new materials we use will avoid any plastic components. Opting for masking tape instead of packing tape, etc.

After the workshop, the space will be cleaned with environmentally friendly cleaners and all materials will be disposed of properly.







35 Sebastopol Ave
Santa Rosa, CA 95407
jenine@socomeatco.com
707-535-9109

Community Advisory Board CIG Program

City of Santa Rosa Office of Community Engagement
100 Santa Rosa Avenue, Suite 6 Santa Rosa, CA 95404

June 20, 2025

It is with great pleasure that I write in support of the Santa Rosa Urban Art Partnership's proposed Community Lantern Building Workshops. As the property owner of the warehouse space they intend to use, I fully support these types of community-building initiatives and am a strong supporter of the artistic expression showcased at WinterBlast.

I have reviewed the grant application and accompanying requirements, and I grant my approval for SRUAP to use the warehouse at a discounted rental rate. The applicants have my full permission to utilize the space they need to conduct the workshops throughout the duration of the lantern-building project. Upon approval by the Community Advisory Board, they are welcome to begin immediately. This approval extends for the entire length of the project.

If I can be of further assistance, please don't hesitate to contact me via phone or email.

Thank you,

A handwritten signature in black ink, appearing to read "JENINE RINN".

Jenine Rinn, Co-Owner
Sonoma County Meat Co.
Santa Rosa, CA 95407



**community
advisory board**

City of Santa Rosa

Community Improvement Grant 2025 Application Form

Project Name: Drawing Games at Winterblast hosted by SCSC	Requested Grant Amount:	\$__2450												
	Matching Funds: TOTAL	\$_2,966.72												
Project Physical Address: intersection of South A st and Sebastopol ave, Santa Rosa, CA 95401	Project Cost:	__\$5,416.72												
	Group or organization: Sonoma County Sketchbook Club													
Contact Person responsible for Grant Application: Ash Hayflich	How did you hear about the Grant Program? Word of Mouth, through Santa Rosa Urban Arts Partnership													
What is your CAB district? (Find Your District) 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input checked="" type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> City Wide														
Property Owner (see page 3 for all requirements): City of Santa Rosa: event takes place on SR City Property and is temporary, intended to be moved after the event.														
Person or organization to whom the check should be made out to <table border="0" style="width: 100%;"> <tr> <td style="text-align: center;">Ash Hayflich</td> <td style="text-align: center;">ashhayart@gmail.com</td> <td style="text-align: center;">818-231-3329</td> </tr> <tr> <td style="text-align: center;">Name</td> <td style="text-align: center;">Email</td> <td style="text-align: center;">Phone</td> </tr> <tr> <td style="text-align: center;">1515 Plumeria D</td> <td style="text-align: center;">Santa Rosa</td> <td style="text-align: center;">95403</td> </tr> <tr> <td style="text-align: center;">Address</td> <td style="text-align: center;">City</td> <td style="text-align: center;">Zip</td> </tr> </table>			Ash Hayflich	ashhayart@gmail.com	818-231-3329	Name	Email	Phone	1515 Plumeria D	Santa Rosa	95403	Address	City	Zip
Ash Hayflich	ashhayart@gmail.com	818-231-3329												
Name	Email	Phone												
1515 Plumeria D	Santa Rosa	95403												
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 **Ash Hayflich**

Signature

Ash Hay

Title: **Lead Artist/ SCSC Founder**

Date **6/30/2025**

Drawing Games at Winterblast Hosted by SCSC CIG Grant Application

1. Project Description, Goals, and Impact

Our project is a participatory art booth hosted by **Sonoma County Sketchbook Club (SCSC)** during **Winterblast**, Santa Rosa's beloved annual light parade and arts festival. This booth will offer free, interactive drawing games for all ages and abilities—including a **jumbo exquisite corpse activity**, **scheduled drawing game sessions**, and a **blind contour drawing station**.

Our goal is to **cultivate joy, creativity, and spontaneous connection** among community members through low-pressure, accessible artmaking. We aim to create an inclusive space that encourages both artists and non-artists to collaborate and connect, strengthening neighborhood bonds through creative expression.

This project meets CIG's goals by:

- Creating inclusive, accessible programming that invites broad public participation
- Building relationships among residents through collaborative art activities
- Supporting community wellness and engagement through playful, artist led experiences

a. Who Will Benefit & Project Reach

We expect to directly engage **over 700 people** during the course of the evening. Winterblast attracts thousands of Santa Rosa residents and visitors, and our booth will be centrally located within the event footprint. Participants will include families, teens, artists, seniors, and passersby who might not otherwise have access to communal art experiences.

The ripple effects of the project—through social sharing, completed drawings, and positive word-of-mouth—will extend even further.

b. Approvals and Permits

Because this project is hosted within **Winterblast**, all event permits, street closures, and insurance coverage have already been obtained by the main organizers, SRUAP. Our booth is included as part of the official event programming and requires **no separate permitting**.

c. Project Timeline

- **August–September 2025:** Outreach and volunteer recruitment; materials sourcing and booth planning
- **October–November 2025:** Begin builds for exquisite corpse rig and blind contour station; write instructional materials for stations and volunteers.
- **Early November 2025:** Complete builds, test stations, finalize material sourcing, and promote the event
- **November 15, 2025: Day of Event!** Implementation and documentation of the program.
- **Late November 2025 – January 2026:** Share outcomes, create posts for social media, follow up with participants, volunteer appreciation, and explore opportunities for mural or exquisite corpse display (e.g., local art spaces)

2. Community Support for the Project

This project is a collaboration between **Sonoma County Sketchbook Club (SCSC)** and **Santa Rosa Urban Arts Partnership (SRUAP)**, who will serve as our main matching funder and provide volunteer support. SRUAP is deeply rooted in the arts community and will assist with outreach and logistics.

a. Organizations and Individuals Involved

- **Santa Rosa Urban Arts Partnership (SRUAP)** is our primary collaborator. They are contributing funding, volunteer coordination, and promotional support.
- **Sonoma County Sketchbook Club (SCSC)** is the organizing entity of the booth and is responsible for designing and implementing the programming, facilitating the event, and leading community engagement.
- A **local artist (TBD)** will be hired as an assistant to help facilitate the drawing activities and support setup and breakdown.
- We will also reach out to **local art supply stores**, including **Riley Street Art Supply**, for potential material donations (paint pens, paper, markers).

b. Roles and Collaboration

This project is highly collaborative:

- **SRUAP** will manage logistics, outreach, and volunteer coordination.

- **SCSC** will coordinate all artistic programming to ensure accessibility and engagement for all ages and skill levels.
- **Volunteers**, recruited through SRUAP and SCSC, will assist with setup, art facilitation, and participant support.
- The **assistant artist** will support both creative and logistical tasks.

c. What Other Support Exists for Your Project?

SCSC is supported by member donations and project-based grants, with significant ongoing support from SRUAP. While this CAB grant will support the art components—such as supplies and artist reimbursement—**SRUAP will provide:**

- Additional funding
- Volunteer coordination
- Rental equipment
- General setup and facilitation support

Their contribution ensures the project is well-resourced beyond the City's funding.

3. Promotion, Outreach & Accessibility

We will promote the event through:

- Social media channels of **SCSC**, **SRUAP**, and **Winterblast**
- The **SCSC newsletter**, which reaches over 100 local subscribers
- Flyers posted at local art stores, cafés, libraries, and community centers across Santa Rosa

All activities are **free, drop-in, and designed to be welcoming to all ages and experience levels**. The booth will include:

- Clear signage
- Volunteer assistance
- Seating and shade for comfort and accessibility

The core of this project is direct community participation. Community members are not just attendees—they are the creators. Every booth activity is designed for joyful, spontaneous engagement from a wide range of individuals, including children, teens, adults, and elders. This participatory spirit is central to all SCSC programming and aligns with CIG’s mission to build strong, inclusive neighborhoods.

4. Maintenance and Longevity

There is **no ongoing maintenance** required. All materials and activities are temporary and will be fully removed after the event. Any completed artwork—such as the community mural—will be safely stored at the SCSC studio for potential future display or archiving.

5. Participant Safety and Comfort

The project will take place **outdoors**, offering natural ventilation and a comfortable open-air experience. The booth will provide:

- **Seating and shade**
- **Low- or non-toxic materials**
- **On-site volunteers** to assist participants, ensure safety, and provide guidance

This setup ensures a safe, welcoming environment for all.

6. Project Budget

We are requesting the full **\$2,500 grant** to support the artistic development and execution of our community drawing booth.

Funds will be used to:

- Compensate artists for time spent designing, building, and facilitating drawing activities
- Create a large-format community mural and jumbo exquisite corpse station
- Develop instructional materials
- Train the art assistant and volunteers

Cost estimates are based on local market rates for stipends, materials, and coordination, ensuring fair compensation and efficient use of funds. Custom-built

components will use plywood, paper rolls, and durable art supplies, priced based on recent vendor quotes.

Matching Contributions:

Our primary partner, **SRUAP**, will provide in-kind contributions including:

- Additional materials
- Equipment rentals (tables, tents, chairs)
- Access to a volunteer network

This support exceeds the required **1:1 match**.

Sustainability:

Though a one-night event, the project fosters **long-term community benefit** through shared experiences and reusable art components (e.g., mural panels, game boards), which may be used in future pop-up art events.

7. Environmental Consciousness

Our project follows a strict leave-no-trace policy. All materials will be cleaned up, reused, or properly recycled. We will use low- and non-toxic supplies, such as water-based paint pens and recyclable paper. Reclaimed plywood will be used for activity stations and repurposed post-event.

The booth requires no electricity, keeping our environmental impact minimal while supporting sustainable, creative community engagement.

Project Budget and Matching Funds			
PROJECT NAME: Drawing Games at Winterblast hosted by SCSC			
Cost Estimate			
Cost Estimate		Requested Funds	Matching Funds
Salaries/ Wages (in-kind only)			
	Volunteer Hours (\$22.14/person/hour) (6 volunteers) (8 hours)	N/A	\$1,062.72
Contracted Services			
	Lead Artist/ Facilitator	\$1,500	
	Artist Assistant	\$150	\$150
	Fabrication Assistant (support in building panels)		\$500
Materials/Supplies			
	Plywood panels (x3/\$25ea) 2x4's (x30/\$8ea)	\$300	
	tarps,nails,hardware	\$50	\$60
	large paper rolls (x2/\$40ea)	\$80	
	paint pens, large markers, colored pencils	\$20	\$200
	tools for fabrication of panels (drill, router, jigsaw)	\$350	
Printing/Reproduction			
	Promotional Materials (flyers)		\$150
Rentals			
	10'x10' pop up tent (x2) (\$100 each)		\$200
	6' table (x4) (\$36 each)		\$144
Other			
	Non Profit to cover overhead and additional expenses		\$500
Total Requested Grant Amount		A.\$2450	
Total Matching Funds			B.\$2966.72
Total Project Cost (A+B)		\$5,416.72	
Other Funding Sources:			
Funding Sources		Date Committed	Amount
SRUAP			500
SCSC donations			150
		Total	650



Community Advisory Board
City of Santa Rosa Office of Community Engagement
100 Santa Rosa Avenue, Suite 6
Santa Rosa, CA 95404

Jun 25, 2025

Santa Rosa Urban Arts Partnership is excited to partner with Sonoma County Sketchbook Club to provide another interactive arts opportunity for the community at our annual WinterBlast festival in November. Community engagement is at the heart of our mission and we do this by inviting the public to participate in creative projects that activate our communal sense of belonging.

Sonoma County Sketchbook Club has a proven track record of community engagement and activities that bring out the hidden talents and latent artist in everyone who participates.

Our goal with our WinterBlast festival is to bring the community together in an artistic and meaningful way. By providing art focused activities we strengthen our collective bond as a city and the lasting impacts are innumerable.

Thank you for your consideration for this incredibly wonderful opportunity for our neighbors.

Sincerely,

Spring Maxfield
Director
SR Urban Arts
srurbanarts.org



**community
advisory board**

City of Santa Rosa

Community Improvement Grant 2025 Application Form

Project Name: Vince Harper's South Day & Night Festival	Requested Grant Amount:	\$ 2500.00
	Matching Funds:	\$ 3500.00
Project Physical Address: Santa Rosa Veterans Memorial Building 1351 Maple Ave, Santa Rosa, CA 95404	TOTAL Project Cost:	\$ 13,594.31
	Group or organization:	EFZM Engage
Contact Person responsible for Grant Application: Evette Minor	How did you hear about the Grant Program? Vince Harper	
What is your CAB district? (Find Your District) 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input checked="" type="checkbox"/> City Wide		
Property Owner (see page 3 for all requirements): Sonoma County Fairgrounds <hr/> <div style="display: flex; justify-content: space-between;"> Name Title </div>		
Person or organization to whom the check should be made out to <div style="display: flex; justify-content: space-between;"> <div> Evette Minor/ EFZM Engage <hr/> Name </div> <div> efzmengage@gmail.com <hr/> Email </div> <div> 707-235-7466 <hr/> Phone </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div> POB 3362 <hr/> Address </div> <div> Santa Rosa <hr/> City </div> <div> 95407 <hr/> Zip </div> </div>		

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 **Evette Minor**

Signature *Evette Minor*

Title **Team Lead**

Date **6-27-25**



**community
advisory board**

City of Santa Rosa

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)			
		N/A	
Contracted Services			
Materials/Supplies			
	Movie license	\$ 500.00	
	Sound	\$ 1000.00	
	Prizes for Passport	\$ 500.00	
Printing/Reproduction			
Rentals			
	VETS-rental	\$ 500.00	\$ 500.00
Other			
	Food		\$ 3000.00
Total Requested Grant Amount		A. \$ 2500.00	
Total Matching Funds			B\$ 3500.00
Total Project Cost (A+B)		\$	\$ 6000.00

Other Funding Sources:

Funding Sources	Date Committed	Amount
Total		



South Park Day & Night Festival Community Advisory Board Grant Request Questions



1. The Vince Harper's South Park Day & Night Festival aims to enhance community knowledge by educating the public, providing resources, and celebrating the vibrant South Park neighborhood. This year, we will be relocating the event to the Santa Rosa Veterans Building. Why the change? The venue we typically use was expected to undergo renovations, which unfortunately did not occur this year; the remodel is now slated to begin in the summer of 2026. Consequently, the planning committee decided last year to seek an alternative venue. Nevertheless, while the location may change, the festival's name will remain unchanged.

Strengthening Our Community Together

Local residents, community organizations, nonprofits, and local government come together to enhance our neighborhood. The festival is designed to offer on-site health and wellness services while connecting families with essential resources. Every person contributes significantly to our community. Our mission is to transform lives, inspire hope, improve neighborhoods, and make life more enjoyable for all. Now, more than ever, it is vital for the community to be informed about the services available from various agencies.

1a. This project aims to create a more robust South Park community, as well as, the community at large. We will now focus on all districts as we transition to the new venue. The event will offer information on various essential resources, including:

- Mental health support
- Food resources
- Emergency services
- Health services
- Economic resiliency
- Educational opportunities

These resources are designed to bolster community building, strengthen neighborhoods, and cultivate connections among residents. The planned activities for the day will further enrich the sense of community, ensuring that this project is culturally responsive and inclusive for everyone.

The City's values of Excellence, Innovation, Teamwork, Integrity, Inclusiveness and Transparency is what we also strive for with this event. The City's mission, "TO PROVIDE HIGH-QUALITY PUBLIC SERVICES and CULTIVATE a VIBRANT, RESILIENT and LIVEABLE CITY," will allow our residents to do just that with everything being free to the community.

1b. The following items must be completed for this event to move forward. We are now in the process of applying.

1. Secured venue-Completed
2. Obtain General Liability Insurance
3. Santa Rosa Fire Department-Special Event Public Assembly Permit
4. Complete Diagram of the event
5. List all vendors
6. Schedule of event

1c. Project Update-We are presently in the planning and implementation stage. Monthly meetings are scheduled, and starting in August, we will transition to weekly meetings until all aspects of the event are finalized in October. At this time, we are actively seeking funding and promoting the event.

2. The community support for event is great. This is the 16th year of the event. So the community is aware of what happens at the event and look forward to this event every year. Each year, we try to incorporate the youth by having them perform and sometimes provide food to the public because of the Santa Rosa City Schools culinary program.

2a. We are currently supported by a diverse group of organizations, including; South Park Coalition, Lions Club, Santa Rosa City Schools, Headstart Community Action Network, The Living Room, 4Cs, SR Parks and Recs, Sonoma County Department of Health, Sonoma Connect, EFZM Engage and more.

2b. In-Kind Contributions for the Festival A multitude of collaborators is generously providing in-kind services for the festival. Many of these contributors are volunteers and organizations sharing their expertise in various areas, including promotion, design, organizing raffle prizes, and more. This event brings together a diverse array of individuals from the nonprofit sector, community organizations, government, and local leaders, fostering a sense of integration within the community.

2c. Community support is flourishing, and we actively engage residents and youth in the planning process. Furthermore, we highlight local talent from South Park and nearby areas by featuring them as performers at the event. We are grateful for the sponsorship we receive and the enthusiasm of many individuals eager to be part of the festivities. Numerous community members understand the importance of the festival and are thrilled to take part in an event that brings joy. Additionally, we enjoy the backing of local neighbors, Santa Rosa City, and Sonoma County.

3. Our strategy for outreach involves connecting with neighbors through various channels, including collaborators, stakeholders, Facebook, posters, radio, and canvassing. While this event will primarily focus on South Park residents, it is also open to the general public. Many of the tables will provide information that will be beneficial to all attendees.

4. There is no ongoing maintenance required for your project.

5. This year, the event will be held indoors to minimize potential risks. Additionally, we will have a collaboration of InResponse, SRPD, SRFD, CHP, Sheriff, and security personnel to ensure enhanced protection for all attendees.

6. Every year we look for ways to reduce the cost. We have in-kind participation for the event that has made it successful. We have been successful in securing matching funds. I have included the report from last year for reference.

7. Every year, we invite agencies to engage with the public on environmental issues, raising awareness about energy conservation and sustainability. The venue itself employs energy-efficient lighting and offers bins for recycling, compost, and waste disposal.

Exhibit B



2024 Vince Harper South Park Day & Night Festival Report

2024 VH SPDNF
WEBSITE

Accomplishments 2024

The Impact of Our Funding on the Community

The funding we received has empowered us to achieve several significant goals that have greatly benefited our community.

- Free Lunch Program Enrollment: First and foremost, it facilitated easy enrollment for families in the free lunch program through Santa Rosa City Schools, ensuring that no child goes hungry.
- Food Distribution: The Redwood Empire Food Bank and Farm to Pantry were also vital in distributing food and enrolling individuals and families in their essential programs, directly addressing food insecurity.
- South Park Passport Success: Additionally, the South Park Passport encouraged engagement with various booths and was a tremendous success. Completing these passports allowed both youth and adults to enter a raffle for exciting prizes, injecting fun and excitement into the event.

This annual occasion, eagerly anticipated by the community, is celebrated for the joy and laughter it brings—all at no cost. The day culminates in a free neighborhood movie screening, further enriching the experience. Most importantly, this event works to dismantle barriers and cultivate a supportive, welcoming environment where individuals can forge relationships and feel a sense of belonging.

Participant Testimonials

- Participant 1: "I would have had nothing to eat for dinner if I hadn't come to the event today."
 Participant 2: "I didn't know we had all these services available!"
 Participant 3: "I don't have a car, and this event helped me sign up for important resources."
 Participant 4: "I was able to check out books from the library."

Challenges Faced

One of the primary challenges involves tracking participants since we are located in the park. Not every individual signs in or participates in the activities within the park, which skews the total numbers and prevents us from capturing an accurate picture of who is present.

Summary

Next Steps...

We will look into organizing smaller events that can serve as building blocks leading up to your major annual event. These could be workshops, community gatherings, or fundraising activities that generate interest and support. Continue to designate duties among team members, ensuring responsibilities are evenly distributed and aligned with each person's strengths. Continue to involve the youth in this process by creating mentorship opportunities where experienced members can guide younger participants, teaching them event planning skills and leadership. This approach will ensure the festival's longevity through active community engagement and recruitment of new members who are passionate about the cause. Building a diverse team will not only help sustain the event but also bring fresh perspectives and ideas to the table, ultimately enhancing its success. Regularly evaluate progress and remain adaptable to changes or challenges that may arise.

Event Photos



Narrative & Participation

2024

This annual event in Sonoma County serves as a vibrant platform for celebrating diversity and fostering community connections. By bringing together government entities, city and county officials, nonprofits, and community-based organizations, the event aims to educate and engage youth, families, and the broader public. It features performances from community members that showcase a tapestry of global cultures through language, food, and entertainment. This cultural exchange highlights the rich diversity found within the city, offering attendees an opportunity to experience and appreciate different traditions and perspectives. The funds from the grant were thoughtfully allocated to enhance the event, ensuring its success and impact on the community.

The 2024 Vince Harper South Park Day & Night Festival in South Park's Martin Luther King Jr. Park showcased an impressive array of participation and community engagement. Volunteers contributed their time and effort to ensure the smooth running of the event. Cultural performers added vibrancy to the occasion, bringing representation to the event. The attendance was a diverse mix of both adults and children from varying races. Interestingly, there were many attendees who did not reside in South Park, with the majority of residents being from South Park. The booths offered a range of activities, information, free plates of food, and resources. To build a sense of community and foster hospitality. Additionally, the planning and implementation committee members played a crucial role in orchestrating this successful event. Overall, it was a testament to the community spirit and the dedication of everyone involved.

2024 Participation	
22	Volunteers
4	Cultural Performer/Groups
43	Booths
470	Plates of Food
20	Planning & Implementation Committee Members
127	Attendees 18 and older
136	Attendees 17 and younger
54	Attendees that do not live in South Park
208	Attendees that live in South Park
374	Total people in attendance

Accomplishments with the funding we received.



5

Accomplishments with the funding we received.



6



2024 15th Vince Harper's South Park Day & Night Festival

Festival diurno y nocturno de South Park

Saturday, September 14
Everything is free!

Sábado, 14 de septiembre
¡Todo es gratis!

2pm to 6pm
MLK Jr. Park
1671 Hendley Street
Santa Rosa, CA

Thank you to our sponsors!

¡Gracias a nuestros patrocinadores!

Platinum



Gold



Peter E. Haas Jr. Family Fund
— cultivating social change —

Silver



Bronze



Supporters



Other Sponsors



Free Movie/Película gratis
Location: MLK Jr. Park
1671 Hendley St Santa Rosa Ca 95404
Date: 9-14-24
Admission: FREE/GRATIS
Time: Opens at 7pm, Movie Start Time 7:30pm
Abre a las 7 p. m., hora de inicio de la película a las 7:30 p. m.

7



**2024 Vince Harper's 15th South Park Day & Night Festival
IN THE PARK TODAY SPECIAL THANK YOUS**

4Cs of Sonoma County	Piner High School Culinary Program
A Minors Touch Carpet & Upholstery Care	Redwood Empire Food Bank
Ag + Open Spaces	Rehome Tech
Ballet Folklorico Netzahualcoyotl	Robert's Taquizas
Becky Ennis	Russian River Hoop and Flow
Boys & Girls Clubs of Sonoma-Marin	Santa Rosa City Schools
Catch a Beat	Santa Rosa Coalition
Ceres Community Project	Santa Rosa Community Health
Child Parent Institute	Santa Rosa Fire Department
Children's Museum Of Sonoma County	Santa Rosa Junior College
Chop's Teen Club	Recreation and Parks Department-Parks Planning Division
City of Santa Rosa Community Engagement	Santa Rosa Police Department
City of Santa Rosa Recreation & Parks	Santa Rosa Water Hydration
Community Action Network	Soluna Outreach Solutions on behalf of Zero Waste Sonoma
Community Baptist Church- Fiscal Agent	Sonoma Clean Power
Department of Health Services - County of Sonoma	Sonoma Community Action Network(CAN)
EFZM Engage	Sonoma Connect Sonoma Unidos
Emcee Rafael Rivero	Sonoma County Economic Development Collaborative (EDC)
Family Justice Center	Sonoma County Library & BiblioBus
Farm to Pantry	Sonoma County Supervisor Susan Gorin
First 5 Sonoma County	Sonoma Land Trust
Free To BE	Sonoma State
Graton Day Labor Center	Sound Just Right
Independent Office of Law Enforcement Review and Outreach (IOLERO)	South Park Coalition
InResponse	Supervisor Gorin-Sonoma County Board of Supervisors
La Que Ruge Libra Musicalmente Salvaje	Tamales Oaxaqueños
Latino Service Providers	The Blue Roses
Northbay Stage Rental	Trio Programs
Nuestra Comunidad	United Womens Group/ Grupo De Mujeres Unidas
On the Margins	Voices Youth Center
Peter E. Haas Jr. Family Fund	

2024 Vince Harper's 15th South Park Day & Night Festival

4Cs- Sandra Valencia & Sandra Lemus

Boys & Girl Club-Rachel Cohn

Boys & Girls Clubs of Sonoma-Marin-Shaneé Francher-Donald

EFZM Engage-Evette Minor

Family Justice Center-Marsha Lucien

Health Action Together-Adriana Arrizon

La Que Ruge Libre Musicalmente Salvaje- Martha Valencia

On The Margins-Nicole Herrera-Moro

Santa Rosa City Schools

Santa Rosa Recreation & Parks- Jeff Tibbetts

Santa Rosa Recreation & Parks- Joanna Moore

Seth Montes

Shawntel Reece

Sonoma Community Action Network- Analay Guido

Sonoma Community Action Network- Delfina Soto

Sonoma Connect-Sofia Tecpoyotl

Sonoma Land Trust

Sonoma State University Center of Community Engagement-Ashely Simon

Tina Rogers

Martha Valdez



Congrats to you.