



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



1. The Vince Harper's South Park Day & Night Festival seeks to enhance community awareness through public education, resource provision, and a celebration of the vibrant South Park neighborhood. Everything for the day is free the food, entertainment, the movie, resources, information, prizes, reading glasses, vaccinations and more is all free to the community. The community engagement last year, consisted of residents sharing their thoughts on the renovations of Martin Luther King Park and local residents, community organizations, nonprofits, and government entities united to uplift the neighborhood. Health and Wellness Services was provided on-site connecting families to essential health resources. Last year, we offered vaccinations and eye care services to the community. We plan to continue these services this year, with hopes of adding dental care as well. Every individual and vendor contributes meaningfully to our community. Our mission is to transform lives, inspire hope, enhance neighborhoods, and create a more enjoyable environment for everyone. Now, more than ever, it is crucial for the community to be aware of the services available from various agencies.

1a. This event tries to foster a more resilient South Park community, as well as enhance the larger community. We are ramping up our outreach efforts due to the recent loss of income, reduced medical services, and the constantly evolving global landscape. Now, more than ever, it's crucial for individuals to be aware of the resources available to bridge these gaps. The event will provide information on a variety of essential resources, including:

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

These resources are designed to strengthen community bonds, empower neighborhoods, and foster connections among residents. The day's planned activities will further enhance the sense of community, ensuring that this project is culturally responsive and inclusive for all.

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 tasks must be completed for this event to proceed. We are currently 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 events

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

2. Every year, the community gathers for the event, and we receive fantastic feedback regarding the performances, food, services, and the movie that concludes the day. Many attendees eagerly anticipate this event each year. The most wonderful moments occur when I encounter people in the community discussing the event, unaware that I am the team lead. Hearing their thoughts and excitement reinforces the value of planning this event annually

2a. We are currently backed by a diverse array of organizations, including:

- South Park Coalition
- Lions Club
- Santa Rosa City Schools
- Sonoma CAN
- The Living Room
- 4Cs
- SR Parks and Recreation
- Sonoma County Department of Health
- Health Equity Rising
- EFZM Engage
- And more

2b. The community support for the event is truly remarkable. We have individuals reaching out to ensure they haven't missed the sign-up. This marks the 17th year of the event, and both the community and organizations eagerly anticipate it each year. We strive to involve the youth in fantastic ways annually, including roles as volunteers, performers, demonstrators, and information providers.

A variety of collaborators are generously offering in-kind services for the festival. Many of these contributors include volunteers and organizations sharing their expertise across several areas, such as promotion, design, organizing raffle prizes, and more. This event unites a diverse range of individuals from the nonprofit sector, community organizations, government, and local leaders, promoting a sense of cohesion within the community.

2c. Community support is thriving, and we make it a priority to involve residents and youth in the planning process. In addition, we showcase local talent from South Park and surrounding areas by featuring them as performers at the event. We are thankful for the sponsorship we receive and the enthusiasm of many individuals eager to participate in the festivities. Numerous community members recognize the significance of the festival and are excited to engage in an event that spreads joy. Moreover, we appreciate the support from local neighbors, Santa Rosa City, and Sonoma County.

3. Our outreach strategy aims to engage neighbors and the broader community through multiple channels, such as partners, stakeholders, Facebook, posters, radio, and canvassing. Although this

event is primarily designed for South Park residents, it welcomes the general public as well. Many of the booths will offer information that will be valuable to all participants.

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

5. This year, the event will take place outdoors, allowing for ample space to spread out and thus reducing potential risks. Furthermore, we will collaborate with InResponse, SRPD, SRFD, CHP, the Sheriff's Department, and security personnel to provide enhanced safety for all attendees.

6. 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. We continue to look for new and inventive ways to sustain future events.

7. Every year, we invite agencies to engage with the public on environmental issues, raising awareness about energy conservation and sustainability. We have a trash and recycling plan to help reduce waste. To reduce plastic bottles, we secured the water hydration station and refillable bottles. Food vendors use compostable items. One of the amazing vendor Redwood Bicycle, supported the community with gift cards for their service. This was in our efforts to move the environmental needle forward in educating the public in other options for clean transportation.





community
advisory board

City of Santa Rosa

Community Improvement Grant Application Form

Project Name: Vince Harper's South Day & Night Festival	Requested Grant Amount: \$ <u>2500.00</u>
	Matching Funds: \$ <u>6545.00</u>
Project Physical Address:	TOTAL Project Cost: \$ <u>9045.00</u>
	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 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☒ City Wide	
Property Owner (see page 3 for all requirements): Santa Rosa City(Parks & Recs) _____ Name Title	
Person or organization to whom the check should be made out to Evette Minor _____ efzmengage@gmail.com _____ 707-235-7466 Name Email Phone POB 3362 _____ Santa Rosa _____ 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 Evette Minor

Signature Evette F. Minor

Title Team Lead

Date 7-1-26



Community Improvement Grant Project Budget and Matching Funds

PROJECT NAME: 2026 Vince Harper's South Park Day & Night Festival

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	
	Movie Screen	\$ 2,000.00	
	Food		\$ 5,000.00
Printing/Reproduction			
	Banners & Flyers		\$300.00
Rentals			
	Park Rental		\$ 750.00
Other			
	Insurance		495
Total Requested Grant Amount		A. \$2500.00	
Total Matching Funds			B. \$ 6545.00
Total Project Cost (A+B)		\$9045.00	

Other Funding Sources:

Funding Sources	Date Committed	Amount
InKind Services		\$ 2000.00
Total		\$2,000.00



Community Improvement Grant Scoring Rubric

	Grant 1	Grant 2	Grant 3	Grant 4
CRITERIA				
Council Goals & Priorities	0 1 2 3	0 1 2 3	0 1 2 3	0 1 2 3
Community Building	0 1 2 3	0 1 2 3	0 1 2 3	0 1 2 3
Project Team	0 1 2 3	0 1 2 3	0 1 2 3	0 1 2 3
Community Support	0 1 2 3	0 1 2 3	0 1 2 3	0 1 2 3
Accessibility & Outreach	0 1 2 3	0 1 2 3	0 1 2 3	0 1 2 3
Project Reach	0 1 2 3	0 1 2 3	0 1 2 3	0 1 2 3
Budget	0 1 2 3	0 1 2 3	0 1 2 3	0 1 2 3
Sustainability	0 1 2 3	0 1 2 3	0 1 2 3	0 1 2 3
Timeline	0 1 2 3	0 1 2 3	0 1 2 3	0 1 2 3
Environmental Consciousness	0 1 2 3	0 1 2 3	0 1 2 3	0 1 2 3
TOTAL				
SUPPLEMENTAL	YES	NO		
Returning Applicant				
Requested Other City Grant Funds				
City Council District				

SCORING DEFINITIONS

- 0 = Insufficient, minimally met the criteria
- 1 = Needs improvement, met some of the criteria but did not provide enough details
- 2 = Adequate, sufficiently detailed, comprehensible, and achievable
- 3 = Met all criteria - clear, concise, and coherent response