



2025 Community Improvement Grant Application

The City of Santa Rosa Community Advisory Board (CAB) connects city government to residents so the public can have a voice in decisions that impact their lives and build a stronger community. The CAB was set up to help connected and empower neighborhoods, forming strong, trusting relationships with community leaders. One of the ways CAB does this is by implementing the Community Improvement Grant (CIG) Program. The CAB reviews all eligible grant applications and is the decision-making body in selecting the grant awards.

The CIG Program supports community building, improves neighborhoods, strengthens relationships among residents and provides grants that foster stronger and more connected community. All approved projects must be inclusive, accessible, free of charge to participants, and focus on community support.

Each year, the Santa Rosa City Council allocates grant budget for public improvements and community events throughout Santa Rosa. The maximum grant amount is \$2,500, which must be matched by funds or in-kind donations or services. Due to limited funding for the program, eligibility of an application does not guarantee funding. CAB encourages broad participation and strives to give new applicants a fair opportunity to access resources. Therefore, returning applicants might not receive priority. In addition, grant applicants should aim to ensure the project's long-term sustainability.

APPLICATION DEADLINE

	January	March	May	July	September	November
Applications Due	1/6/25	3/3/25	5/5/25	7/1/25	9/1/25	10/30/25
CAB Selection	1/22/25	3/26/25	5/28/25	7/23/25	9/24/25	11/12/25

All applications must be received by **the due date listed above no later than 4 p.m.** to be considered. Mail completed applications to:

Community Advisory Board CIG Program

City of Santa Rosa Communications and Intergovernmental Relations Office
637 First Street
Santa Rosa, CA 95404

Or Email completed applications to communityengagement@srcity.org

QUESTIONS?

Email communityengagement@srcity.org for questions or more information.



Informational Video: <https://www.youtube.com/watch?v=CfzYlhUHpFU>

FREQUENTLY ASKED QUESTIONS

1. WHAT TYPES OF PROJECTS MAY BE FUNDED?

Public and Community Improvements: physical construction/improvement projects. Examples include but are not limited to: murals/public art, benches, park improvements/repairs, community clean-ups, tree planting, graffiti removal, community, school or service club project, signage, creek restoration and neighborhood gardens.

Community Practices: activities that create or enhance the sense of community among individuals within a regional area or within a group that shares a common interest. Examples include: neighborhood leadership development training, community leadership training, formation of a neighborhood association, etc.

General Community Building Project Ideas:

- Community gardens – creation or cleanup
- Community cleanup day
- Art projects
- Memorial projects (e.g. bench or plaque purchase and installation)
- Youth-led projects
- Neighborhood group development (e.g. neighborhood association creation, neighborhood communications creation, neighborhood leadership development, etc.)

All grant applications must align with City Council goals and priorities ([Council-Mission-Vision-Values-Goals-Prio](#))

2. WHO MAY APPLY?

Nonprofits, neighborhood groups and/or associations, homeowner associations, service clubs, community groups and /or organizations, and schools may apply to fund a project in Santa Rosa. However, 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 improve where they live can apply for these grants. The funds may be used to improve a street, block, neighborhood, or community.

3. WHAT EXPENSES ARE ELIGIBLE?

Eligible Grant Expenses include contractor fees, supplies, equipment rentals, permit and insurance fees or costs, other permits related to the project, food, or group trainings.

Costs that are not eligible 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

4. 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 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.

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.

5. WHAT ARE THE CRITERIA FOR GRANT EVALUATION?

- **City Council Goals & Priorities** – all grant applications must align with City Council goals and priorities.
- **Community Building** – the Community Improvement Grant Program is designed to support community building, strengthen neighborhoods, and build relationships among residents through public improvement projects and community events and practices throughout Santa Rosa.
- **Project Team** – 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. CAB webpage: SRCity.org/CAB
- **Community Support** – Projects must have clear neighborhood and community support. Projects should demonstrate this support and what value this project will add to the community. Support may be demonstrated through letters of support or petition.
- **Accessibility & Outreach** – each project funded through CIG needs to be broadly accessible, creating opportunities for people of all abilities, being widely inclusive, welcoming, and collaborative. Projects must outline an outreach plan to assure accessibility.
- **Project Reach** – Geographical sphere of influence or a social sphere of influence, description of how many people will benefit from your project.
- **Budget** – The budget should be well thought out, reasonable, and realistic. Projects need to demonstrate matching funds. Applicants are encouraged to explore other supplemental funding sources to show diverse support for the project.
- **Sustainability** – Grant applicants should aim to ensure the project's long-term sustainability.
- **Project Timeline** – The project must include a clear timeline outlining its start, implementation, and completion phases.



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

Application Process

- Grant applications must be received by **the date listed in the table on page 1** to be considered. Exceptions will not be made, and late submissions will not be considered. Applications may be submitted via mail, e-mail or in person (see page 1).
- Staff will review applications for eligibility and completeness. All eligible and complete applications will be distributed to CAB for review.
- The Community Advisory Board votes on final approval or denial of grants. **All applicants will be notified in writing of their grant status after CAB has voted.**

Community Improvement Grant (CIG) Application Packet Checklist

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

- Application 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**

- Permission from Private Property Owner or Authorized Manager**

If your project will take place on private property, 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.

- Permission and Approvals for City-Owned Property**

Does your project require City permits, approvals, or involvement? Identify the permits that are needed and follow the instructions below. It is the applicant's responsibility to obtain all necessary permits and approvals for projects. An application may be denied for failure to adequately research or secure necessary City approvals. Permits may include Parks, Recreation Facilities, Building, or Special Event, for example. Permit approval may require environmental review and determination pursuant to the California Environmental Quality Act (CEQA).

Use of Parks and/or Recreation Facilities

- To apply for a Park Permit, visit <https://srcity.org/1005/Park-Permit> for instructions and the Park Permit application.
- To reserve a Park Picnic area, visit <https://srcity.org/1303/Picnic-Reservation> for instructions and to reserve your space online.



community advisory board

City of Santa Rosa

- To reserve space at one of our Recreation facilities, visit <https://srcity.org/1566/Facility-Rentals> and click on the recreation facility you would like to hold your project at. On each facility webpage, you will be able to view rooms, review rental guidelines and estimated fees for each space, and find instructions for reserving your space.

Other Approvals and Permits

- If you are holding a Block Party, visit <https://srcity.org/2522/Block-Party-Permit> for instructions and an application.
- For events taking place on City streets, sidewalks, alleys and parking areas, you will need a Special Event Permit. Visit <https://srcity.org/922/Special-Event-Permit> for instructions and an application.
- Public art projects, including murals, must be approved by the Arts in Public Places Committee. Contact the Arts & Events Specialist, Bryce Dow-Williamson at bdow-williamson@srcity.org for requirements.

Note:

CIG 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.

Project Completion & Reporting Requirements: Projects begin upon approval by CAB. The grantee must complete the project within **one year** of signing the grant agreement. Each successful project will be required to submit a final report (3 pages max) and photographs within thirty days of the conclusion of the project. Appropriate documentation will be required including receipts, volunteer sign-in sheets, invoices, or other documents (Exhibit H, CIG Final Report Guidelines). All projects, programs or events funded by a CIG must be publicly accessible.

Submit questions to the Communications and Intergovernmental Relations Office at:
communityengagement@srcity.org Completed applications should be delivered or mailed to:

Community Advisory Board CIG Program
City of Santa Rosa Communications and Intergovernmental Relations Office
637 First Street
Santa Rosa, CA 95404



Community Improvement Grant 2025 Application Form

Project Name:	Requested Grant Amount:	\$ _____
	Matching Funds:	\$ _____
Project Physical Address:	TOTAL Project Cost:	\$ _____
	Group or organization:	
Contact Person responsible for Grant Application:	How did you hear about the Grant Program?	
What is your CAB district? (Check one) <input type="checkbox"/> 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		
Property Owner (see page 3 for all requirements):		
_____		_____
Name		Title
Person or organization to whom the check should be made out to		
_____	_____	_____
Name	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

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			
Printing/Reproduction			
Rentals			
Other			
Total Requested Grant Amount		A.	
Total Matching Funds			B.
Total Project Cost (A+B)		\$	

Other Funding Sources:

Funding Sources	Date Committed	Amount
Total		



Community Advisory Board 2025 Community Improvement Grant Questions

Answer the following questions as they apply to your project. **Responses are limited to three double-sided pages with 12-point font including drawings and photographs. Include page numbers on all pages.**

1. Describe your project, including objectives and goals, and explain how your project will meet these goals.
 - a. Also include who will benefit from this project and how many people your project is expected to impact.
 - b. Describe any approvals and permits needed and obtained for your project (i.e. land use, City, etc.)
 - c. **Include a clear timeline outlining its start, implementation, and completion phases.**
2. Describe the community support for your project.
 - a. What organizations, neighborhood associations, non-profits, residents, etc. are involved in the project?
 - b. What roles are they playing and how collaborative is the project?
 - c. What other support exists for your project?
3. What is your outreach plan? Please also explain how your project will be open and accessible to the community.
4. Is there ongoing maintenance required for your project? If so, what is the plan for maintenance and who is going to be responsible?
5. Provide a brief statement on how you will keep project participants safe during implementation (e.g. social distancing protocols, gloves, masks, etc.).
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. **Please explain your plans to ensure the project's long-term sustainability.** This section is supplemental information to the Cost Estimate Form.
7. Projects should reflect environmental consciousness regarding materials, energy, and conservation. Please describe how your project will meet this goal.



**APPENDIX A: Community Improvement Grant
2025 Project Budget and Matching Funds
Public and Community Improvements – SAMPLE**

Cost Estimate: List all features, amenities and plans

Cost Estimate		Requested Funds	Match
Salaries/Wages (In-kind only)			
	Volunteer Hours (\$22.14/person/hour) (6 volunteers) (8 hours)	N/A	\$1,062.72
Contracted Services			
	Artist Design Fee	\$400	\$400
Materials/Supplies			
	Paint (\$10/color) (50 bottles)	\$500	\$100
	Paint Brushes (\$3/brush) (100 brushes)	\$300	\$100
	Food for Volunteers	\$250	\$250
	Building Supplies (wood, nails)	\$200	\$200
	Tools (hammers, saw)	\$150	\$100
Printing/Reproduction			
	Flyers and Posters for Volunteer Painting Day	\$200	
Rentals			
Other			
Total Requested Grant Amount		A. \$2,000	
Total Matching Funds			B. \$2,212.72
Total Project Cost (A+B)		\$4,212.72	

Funding Sources:

Funding Source	Date Committed	Amount
ABC Market – Food Donation for Volunteer Painting Day	2/14/17	\$250
Community Artists Collaborative Grant – Mural Design	4/15/17	\$400
XYZ Hardware Store – paint, paint brushes, tools and materials	4/18/17	\$500
Total		\$1,150



**APPENDIX B: Community Improvement Grant
2025 Project Budget and Matching Funds
Community Practices – SAMPLE**

Cost Estimate: List all features, amenities, and plans

Cost Estimate		Requested Funds	Match
Salaries/Wages (In-kind only)			
		N/A	
Contracted Services			
	Amazing Trainer on Neighborhood Building and Community Organizing	\$500	\$500
Materials/Supplies			
	Binders for Training (12 trainees x \$6.99/binder)	\$83.88	
	Pens (\$7.99/box x 2 boxes)	\$15.98	
	Paper (\$12.99/pack x 2 packs)	\$25.98	
	Food for Training (breakfast, lunch, snacks, and healthy beverages)	\$150	\$150
	Flip Chart Paper (\$20/chart x 4 charts)	\$80	
	Printing of training agendas, training handouts and other training materials	\$100	
	Zoom Webinar Fee	\$50	
Rentals			
	Laptop and Projector Rental		\$300
Other			
	Graphic Recorder	\$350	\$550
Total Requested Grant Amount		A. \$1,355.84	
Total Matching Funds			B. \$1,500
Total Project Cost (A+B)		\$2,855.84	

Funding Sources:

Funding Source	Date Committed	Amount
ABC County Community Building Grant	2/14/14	\$1,500
Total		\$1,000