



**community
advisory board**
City of Santa Rosa

**Community Advisory Board
Community Improvement Grant
2023 Application Form**

Project Name: Summer in South Park	Requested Grant Amount: \$ <u>2,500</u> Other Funding Sources: \$ <u>9,150</u> TOTAL Project Cost: \$ <u>11,650</u>						
Project Physical Address: Martin Luther King Jr. Park 1671 Hendley Street Santa Rosa, CA 95404	Group or organization: South Park Coalition						
Nearest cross street: Frazier Ave	How did you hear about the Grant Program? City Councilman Eddie Alvarez						
What is your CAB area? (Check one) <input type="checkbox"/> Northwest <input type="checkbox"/> Northeast <input type="checkbox"/> Southwest <input checked="" 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" style="width: 100%;"><tr><td style="width: 60%;"><u>City of Santa Rosa</u> <small>Name – Property Owner</small></td><td style="width: 40%;"> <small>Title</small></td></tr></table>		<u>City of Santa Rosa</u> <small>Name – Property Owner</small>	 <small>Title</small>				
<u>City of Santa Rosa</u> <small>Name – Property Owner</small>	 <small>Title</small>						
Contact Person responsible for Grant Application <table border="0" style="width: 100%;"><tr><td style="width: 33%;"><u>Annette Arnold</u> <small>Name – Contact Person</small></td><td style="width: 33%;"><u>annette@sonic.net</u> <small>Email</small></td><td style="width: 33%;"><u>(707) 703-9218</u> <small>Phone</small></td></tr><tr><td><u>926 Pressley Street</u> <small>Address</small></td><td><u>Santa Rosa, CA</u> <small>City</small></td><td><u>95404</u> <small>Zip</small></td></tr></table>		<u>Annette Arnold</u> <small>Name – Contact Person</small>	<u>annette@sonic.net</u> <small>Email</small>	<u>(707) 703-9218</u> <small>Phone</small>	<u>926 Pressley Street</u> <small>Address</small>	<u>Santa Rosa, CA</u> <small>City</small>	<u>95404</u> <small>Zip</small>
<u>Annette Arnold</u> <small>Name – Contact Person</small>	<u>annette@sonic.net</u> <small>Email</small>	<u>(707) 703-9218</u> <small>Phone</small>					
<u>926 Pressley Street</u> <small>Address</small>	<u>Santa Rosa, CA</u> <small>City</small>	<u>95404</u> <small>Zip</small>					

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 Annette Arnold

Signature 

Title Project Lead

Date March 24, 2024

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)			
	22 volunteers for a total of 100 hours @ \$22.14	N/A	\$2,215
Contracted Services			
	Music: one name band, two neighborhood bands	\$1,500	
	Sound system, operator		\$300
Materials/Supplies			
	Taco truck		\$2,500
	Recycle bins, service		\$600
	Games, prizes, bubble table, art table, tabling supplies	\$450	
	Event supplies, decor, gloves, sanitizers; garbage bags, nametags, etc.	\$200	
	Food, beverages for volunteers, event organizers	\$100	
Printing/Reproduction			
	Printing Posters, neighborhood notices	\$250	
	Printing vendor passposts, event signage, thank you posters, etc.		\$500
Rentals			
	Permits (park, special event)		\$250
Other			
	Event day insurance		\$585
	Raffle prize donations (see list on estimate detail page)		\$2,200
Total Requested Grant Amount		A. \$2,500	
Total Matching Funds			B. \$9,150
Total Project Cost (A+B)		\$ 11,650	

Other Funding Sources:

Funding Sources	Date Committed	Amount
St. Joseph Community Benefit Fund (taco truck, printing, permits)	3/24/24	\$3,250
Providence Health (event day insurance)	3/24/24	\$585
Johnnie Jones (sound equipment, service)	3/24/24	\$300
Recology (recycling bins, service)	3/24/24	\$600
Total		

SUMMER IN SOUTH PARK 2024 - ESTIMATE DETAILS			
EVENT EXPENSES (amounts rounded up to nearest \$5 increment)		GRANT	DONORS
Music	1 name band, 2 smaller neighborhood bands	\$1,500	
Game Prizes	Game prizes	\$250	
Printing	Posters, neighborhood notices	\$250	
Games/Table Supplies	Games, bubbles, art supplies	\$200	
Supplies	Décor, gloves, sanitizers; garbage bags, raffle tickets; nametags	\$200	
Volunteer Food/Beverages	Food & beverages for volunteers; event organizers	\$100	
Volunteers	22 volunteers = 100 hours @ \$22.14*		\$2,215
Food/Beverages	Taco truck		\$2,500
Recycling Bins	6 bins from Recology		\$600
Insurance	Event day insurance		\$585
Printing	Vendor passposts, event signage, thank you posters, etc.		\$500
Sound System/Operator	Sound system with sound person		\$300
Permits	MLK park permits		\$250
Raffle Prizes	Raffle prizes (60+ donations)*		\$2,200
	Subtotal Grant Request and Donations	\$2,500	\$9,150
VOLUNTEERS*			
Event Planning	6 people x 2 hours (12 hours)		\$266
Event Preparation	6 people x 6 hours (36 hours)		\$797
Event Day	8 people x 5 hours (40 hours)		\$886
Post Event Wrap Up	2 people x 6 hours (12 hours)		\$266
	Total Volunteer Time: 100 Hours @ \$22.14		\$2,215
EVENT DONATIONS*			
Taco Truck	South Park Coalition		\$2,500
Recycle Bins/Service	Recology		\$600
Event Insurance	Providence Health		\$585
Printing	South Park Coalition		\$500
Sound Person/Equipment	Johnnie Jones		\$300
Permits	South Park Coalition		\$250
	Total Event Donations		\$4,735
RAFFLE PRIZE DONATIONS*			
Café Frida	1 gift certificate at \$20		\$20
CalSkate	4 passes at \$15		\$60
Children's Museum	4 passes at \$16*		\$65
Conservatrion Corps	8 oil change kits at \$20		\$160
EpiCenter	4 passes at \$25		\$100
Lola's Market	6 gift certificates at \$25		\$150
Museum of Sonoma County	4 passes at \$12		\$50
Nuestro Comunidad	10 emergency kits at \$25		\$250
Safari West	4 passes at \$105		\$420
Scandia Fun Center	4 passes at \$25		\$100
Schulz Museum	6 passes at \$12		\$70
Snoopy's Home Ice	4 passes @ \$12		\$50
SoCo Children's Museum	4 passes at \$16*		\$65
Sonoma 4Cs	1 gift card at \$25		\$25
Sonoma County Regional Parks	Membership certificate		\$70
Sonoma Ecology Center	Camping certificate		\$400
Sonoma Ecology Center	Annual pass to Sugarloaf Ridge Park		\$70
The Hattery	1 gift card at \$75		\$75
	Total Raffle Prize Donations		\$2,200
	TOTALS	\$2,500	\$9,150
*NOTE: Total amounts rounded up to the nearest \$5 increment.			

CIG GRANT APPLICATION QUESTIONS

- 1. Describe your project, including objectives and goals, and explain how your project will meet these goals. Include who will benefit from this project and how many people it is expected to impact. Describe any approvals and permits needed and obtained for your project.**

The South Park Coalition's grant request aims to support a free community event in Martin Luther King Junior Park fostering neighborhood cohesion and empowerment. The objectives include organizing an inclusive gathering featuring music, games, art, and informative sessions on safety issues by collaborating with the Santa Rosa Police Department and Santa Rosa Fire. This event will serve to strengthen community bonds, enhance neighborhood perception, and engage residents in positive activities.

Anticipated beneficiaries include residents of South Park and surrounding community, with an estimated impact on hundreds of individuals.

Necessary permits from the City of Santa Rosa's Parks Department are in progress.

- 2. What is your outreach plan? Explain how your project will be open and accessible to the community.**

Our outreach strategy involves providing information through social media (Facebook and NextDoor), the South Park newsletter, email to residents; flyers posted in the neighborhood, neighborhood notification letters, an announcement on Press Democrat events page; and direct outreach to community organizations. The event is being held in a neighborhood park where all are welcome to attend.

- 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? What other support exists for your project?**

This event is supported by the volunteers of the South Park Coalition who are organizing the project.

Many local agencies and non-profits have enthusiastically supported our project, offering their resources and expertise to enhance the event's impact. The Santa Rosa Police Department and Santa Rosa Fire will be providing safety information. Community partners and non-profits include: Boys & Girls Club; Children's Museum of Sonoma County; Catholic Charities (housing/services for homeless); Child Parent Institute; Chimera Arts (makers' art and fabrication classes); Community Action Partnership; Conservation Corps (job training, environmental education); Council on Aging (services for seniors); Economic Development Board (business startups); Goodwill (job training); Head Start (preschool); InResponse (mental health services); Landpaths (connects kids/people with nature); Latino Service Providers

CIG GRANT APPLICATION QUESTIONS

(services for Latin community); Legal Aid (legal services); NextGen Trade Academy (job training/internships); Nuestra Comunidad (disaster preparedness); Positive Images (LGBTQ services); Providence Health (health screenings); Recology (recycling services); Redwood Empire Food Bank (food); Santa Rosa Junior College (education); Sonoma County Library; Social Advocates for Youth (youth services); Sonoma 4cs (childcare enrollment, preschool); Sonoma County Animal Shelter (animal adoption program); Sonoma County Regional Parks; Sonoma Ecology Center; YWCA (domestic violence help).

Each participating organization will provide valuable information and resources available to community members. These include safety and disaster preparedness information; job training and internship opportunities; environmental education, cultural enhancement, education enrollment; kids' activities, economic development, legal and mental health services, and more.

In addition to these community partners, we also have the support of our City Councilman Eddie Alvarez, Mayor Natalie Rogers, County Supervisor Chris Coursey, and the Parks, Fire, and Police Department.

The overwhelming support from these entities demonstrates a strong foundation for the project, indicating widespread community backing.

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

No on-going maintenance is required. Post-event cleanup and coordination will be promptly managed by volunteers from the South Park Coalition to ensure the sustained positive impact of the event on the neighborhood. We will partner with Recology to process recycling, trash, and compost bins.

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

Our project aligns with environmental consciousness principles by prioritizing sustainable practices throughout its execution. This includes minimizing waste generation and the use of sustainable materials from vendors through responsible event planning. We will be incorporating educational components focused on environmental conservation with our partners Recology, Sonoma Ecology Center, and Conservation Corp.

CIG GRANT APPLICATION QUESTIONS

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

We will adhere to safety guidelines, including the use of hand sanitizers and regular sanitization of shared spaces. Additionally, designated personnel will be available to address any safety concerns promptly.

7. Project Budget: Grant requests may not exceed \$2,500. Please 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 South Park Coalition's grant request totaling \$2,500 will be used to maximize the impact of the community event. The majority of the grant will cover expenses related to hiring local performers. The funds will also cover the purchase of necessary supplies such as art materials, game equipment, and prizes to enhance participant engagement, and sanitizers and gloves for safety protocols. Funds will cover some of the costs associated with promotional materials such as flyers, banners, and event signage.

The cost estimate was determined by researching pricing for event essentials and supplies. Additionally, historical data from our past community events was reviewed to ensure realistic budget projections.

The South Park Coalition has matching funds totaling \$9,150. This includes:

100 hours of volunteer time at \$22.14 an hour	\$2,215
St. Joseph Community Benefit Fund (taco truck, printing, permits)	\$3,250
Recology (recycling bins and service)	\$600
Providence Health (event day insurance)	\$585
Johnnie Jones Sound (sound equipment, operator)	\$300
Donations to our raffle (see Estimate Detail for full list)	\$2,200

With this grant and matching funds, the South Park Coalition will provide residents with a fun and entertaining event that offers valuable information and resources while fostering neighborhood connection, empowerment, and positive engagement among residents. Our project seeks to not only meet the outlined grant objectives but also make a tangible difference in fostering a vibrant and interconnected neighborhood in South Park. .



community
advisory board

City of Santa Rosa

**Community Advisory Board
Community Improvement Grant
2023 Application Form**

Project Name: SOFA Arts District Outdoor Gallery	Requested Grant Amount: \$ <u>2,500.00</u> Other Funding Sources: \$ <u>13,134</u> TOTAL Project Cost: \$ <u>15,634</u>
Project Physical Address: 312 South A St. Santa Rosa, CA 95401 (In the SOFA Arts District)	Group or organization: A Street Studios Artists
Nearest cross street: Sebastopol Ave.	How did you hear about the Grant Program? Simmon Factor, Director, Santa Rosa Arts Center
What is your CAB area? (Check one) <input type="checkbox"/> Northwest <input type="checkbox"/> Northeast <input type="checkbox"/> Southwest <input type="checkbox"/> Southeast <input checked="" 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): Carolanne Motgomery Owner <div style="display: flex; justify-content: space-between;"><div><small>Name – Property Owner</small></div><div><small>Title</small></div></div>	
Contact Person responsible for Grant Application Christie Marks 707-695-1011 <div style="display: flex; justify-content: space-between;"><div><small>Name – Contact Person</small></div><div><small>Email</small></div><div><small>Phone</small></div></div> <div style="display: flex; justify-content: space-between;"><div>Merrill Vargo</div><div>merrillvargo@gmail.com</div><div>707-217-3297</div></div> <div style="display: flex; justify-content: space-between;"><div><u>312 South A St.</u></div><div><u>Santa Rosa, CA</u></div><div><u>95401</u></div></div> <div style="display: flex; justify-content: space-between;"><div><small>Address</small></div><div><small>City</small></div><div><small>Zip</small></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 CHRISTIE MARKS Signature Christie Marks
Title A ST. STUDIOS ARTIST Date 3/29/24

Project Title: SOFA Arts District Outdoor Gallery**Today's Date: March 28, 2024****Description:**

The nine artists renting studio space in the Studios on A building, 312 South A St., Santa Rosa 95401, propose an outdoor public arts mural project that celebrates the community, expressing the creative exuberance of the SOFA Arts District neighborhood. The mural title will be the 'SOFA Arts District Outdoor Gallery'.

Objectives:

The building at 312 South A St. is already well known as a hub of the arts scene in Santa Rosa. Monthly First Friday Open Studios, gallery openings and special events hosted by the Santa Rosa Arts Center, which is a tenant in the building, and annual neighborhood-wide events such as Winterblast already draw hundreds of visitors every year. The mural's objective is to expand the artistic offerings available in the the SOFA Arts District neighborhood, further raising its profile and enhancing its status as a vibrant neighborhood and an artistic and cultural asset to the entire Santa Rosa community.

Location:

The mural will be located along Art Alley and will be painted on the south facing wall of 312 South A Street. Art Alley runs east and west between South A St. and Julliard Park Dr. It is open to vehicle and pedestrian traffic and originates on South A St. between 312 and 318 South A. See Map.

Concept:

The concept for the mural is to create an art gallery scene that would be colorful, whimsical, and fun with painted sofas and chairs (reinforcing our identity as the SOFA, or South of A Street, district) along with images of framed artwork hanging over the seating elements. SOFA is often identified with the annual Winterblast celebration. Therefore, the sofas will be rolling as if they were in Winterblast's SOFA Parade. The Art Alley wall is approximately 108 feet long. We envision up to 10 sofas with a corresponding number of 'artworks', so we expect to be able to showcase a broad cross-section of local artists and their work. Our plan is to issue a Call for Artists that will go out to the entire Sonoma County community. The artists will submit their proposed designs for the sofas and 'artwork'. The Call for Artists will include a requirement that the artwork address the theme of diversity in some way. A selection committee will select from the submitted designs and notify the artists of the results. Artists with selected work will then paint their compositions on polytab fabric and deliver them to SOFA. SOFA artists working with other volunteers will then apply the polytab compositions to the wall.

Project Goals:

1. To enhance the appearance of what is now a 108 foot long, approximately 1700 square foot concrete wall on Art Alley. Art Alley is a main thoroughfare within the SOFA neighborhood.

2. To demonstrate the talent of the local arts community as well as its commitment that art is both for and about everybody from all walks of life. Viewing Art Alley is free and it's accessible around the clock, 24 hours a day.
3. To express the Santa Rosa community's diversity by incorporating a broad range of artistic styles and subjects that emphasize the community's inherited and acquired identities. We expect to involve a diverse group of up to 20 artists who will volunteer their time to create artworks which will be selected in part by the creativity with which they address diversity in their designs.

Approvals and Permits:

- We have obtained the approval of the building owner, Amador Properties. See attached.
- We will apply for a Special Use Permit from the city of Santa Rosa. This will be needed to close Art Alley to vehicle traffic during mural application as well as during the Grand Opening Celebration.

Outreach Plan

The call for Artists will be disseminated broadly throughout the county. The resulting Outdoor Gallery mural will be accessible to the entire community free of charge, 24 hours a day. It is open to vehicle and pedestrian traffic. We will use our SOFA Facebook and Instagram channels to spread the project news. The social media campaign will be used to build excitement leading up to the installation through work in process photographs, artist profiles, etc. We'll also take steps to provide the local and Bay Area media with information.

Once we have a completion date scheduled, we will plan an opening celebration that will also be broadly advertised and that will be free of charge and open to all. A good time to do this would be during one of our First Friday evening events when most of the studios are open to the public.

Community Support:

Our project is supported by the entire SOFA neighborhood which includes over 20 artist studios, restaurants including Spinster Sisters and Café Frida, the Astro Motel, the Santa Rosa Arts Center, with its over 200 members and very active cadre of volunteers, the award winning Imaginists Theater, and several unique shops and small businesses. Historically SOFA has also been supported by outside donors such as Riley Street and Dierk's Café.

For this project we look forward to working closely with the Santa Rosa Urban Arts Partnership, a local 501-3c that advocates for Julliard Park and that has managed SOFA's Winterblast celebration the last two years. The Santa Rosa Urban Arts Partnership has offered to serve as a fiscal sponsor for this project and the A Street Artists are actively exploring this opportunity.

Ongoing Maintenance

The nine artists renting space in the 312 South A Street building will coordinate efforts with the property owner, Amador Properties, to perform ongoing maintenance of the project. This maintenance will be minimal in the first few years but may eventually involve repair or

replacement of some of the artwork. Durable acrylic paint will be used by the artists. The artwork will be sealed with a product suitable for outdoor murals. We also plan to apply an anti-graffiti coating. Expenses related to mural maintenance will be the responsibility of the property owner and the A Street Artists studio tenants.

Environmental Factors

All materials used will be water based. Leftover paint will be retained for touch up purposes or recycled through PaintCare.

Safety

The paint materials will be non-toxic. However, we will make gloves and masks available to those who want them. As mentioned above, Art Alley will be closed off to vehicle traffic during working hours. We plan to rent sturdy scaffolding and ladders.

Media Links:

- Out There Santa Rosa YouTube video, 2023: <https://www.youtube.com/watch?v=Uy0eJ76eZyU>
- Sonoma Magazine, 2023: <https://www.sonomamag.com/the-secret-sonoma-county-destination-you-need-to-know-about/?gSlide=1>
- SFGate, 2017: <https://www.sfgate.com/travel/article/Trendy-district-is-Santa-Rosa-s-newest-11088072.php>

Attachments:

Application Form

Budget Recap

Map

Concept Drawing

Current Photos of Art Alley

Cost Estimate			Total Cost	Requested CAB Funds	Existing Match	Additional funds needed
Salaries/Wages (Volunteer Hours, In-Kind Only)				N/A		
	Description	Estimated Hours	Valued Rate Per Hr.	Total Valued Rate		
	20 Outside Artists x 4 Hours Ea.	80	22.14	\$1,771	\$1,771	
	Administration	40	22.14	\$886	\$886	
	Graphic Design	10	22.14	\$221	\$221	
	Project Installation	20	22.14	\$443	\$443	
	Total Volunteer Calculation	150	22.14	\$3,321	\$3,321	\$0
Contracted Services						
	Pressure wash, Seal cracks, apply primer			\$4,625	\$4,625	\$0
Materials, Supplies						
	Outside Artist Supplies at \$175 ea. For 20 artists			\$3,500	\$2,500	\$1,000
	Primed Polytab Mural cloth, 165 feet at \$5.50 per foot			\$907		\$907
	6 gallons Exterior Base Coat Paint (1,492 sq ft., \$85 per gallon, each gallon cover 250 sq. feet.)			\$510		\$510
	5 gallons Mural Shield sealer (1,492 sq ft., \$97 per gallon, each gallon cover 300 sq. feet.)			\$485		\$485
	3 gallons graffiti coating (750 sq ft., \$70 per gallon, each covers 300 sq. feet.)			\$210		\$210
	Brushes, Sprayers, Tarps, etc. (15% of the exterior paint, sealer, graffiti sealer cost)			\$180	\$100	\$80
Printing, Reproduction						
	Print 300 double sided flyers for opening event. At .52 each			\$160		\$160
Rentals						
	Scaffolding (Two 5 foot and one ten foot for 3 days.)			\$681	\$681	\$0
Other						
	Special Event Permit (\$75 application fee plus \$125 per day. 4 Days. 3 installation days and one event day.)			\$575		\$575
	Insurance (4 days, \$120 per day.)			\$480		\$480
	Wall Signage			\$300		\$300

A. Total Requested CAB Grant Amount	\$2,500		
B. Total Matching Funds to Date		\$8,727	
C. Total Funds To Be Raised			\$4,707
(A+B+C) Total Project Costs	\$15,934		

Funding Sources:

Funding Source	\$ Requested	Date Committed	Amount
Amador Properties			\$4,625.00
Action Rents			
Beth Brown			
DEIB Grant	\$5,000		
Riley Street			
Shelton's Market			
Santa Rosa Urban Arts Partnership			



39 California Avenue
Suite 205B
Pleasanton, CA 94566

925-319-4114 ☎
support@symphony-ps.com ✉

Community Advisory Board CIG Program

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

March 29th, 2024

It is with great pleasure that I write in support of the Santa Rosa Arts Center's proposed community improvement project at 312 South A Street. As the property manager for the building, I have reviewed the grant application and subsequent requirements and give approval for the proposed mural.

The applicants have full permission to make changes to the exterior of the building, including surface repairs, cleaning, priming, and painting. Upon approval by the Community Advisory Board, the applicants may begin immediately. This approval is for the full duration of the project, which shall not exceed 1 year of grant approval per the application guidelines.

If I can be of further assistance please feel free to reach out via phone or e-mail. We are all very excited to see the new addition to our community.


Thank you,

Antonio Nuñez

Managing Director

(510) 761-5344

antonio@symphony-ps.com

From: Christie Marks christiemarksart@gmail.com 
Subject: Dan's
Date: March 28, 2024 at 8:54 PM
To: Merrill Vargo merrillvargo@gmail.com

CM

Hi Merrill,

Because of the size, I can't scan it on my machine. So, I photographed it and put a Left side and a right side on one sheet of paper. I think this works fine and I'll send it to Antonio. Let me know if you think we need it in another format.

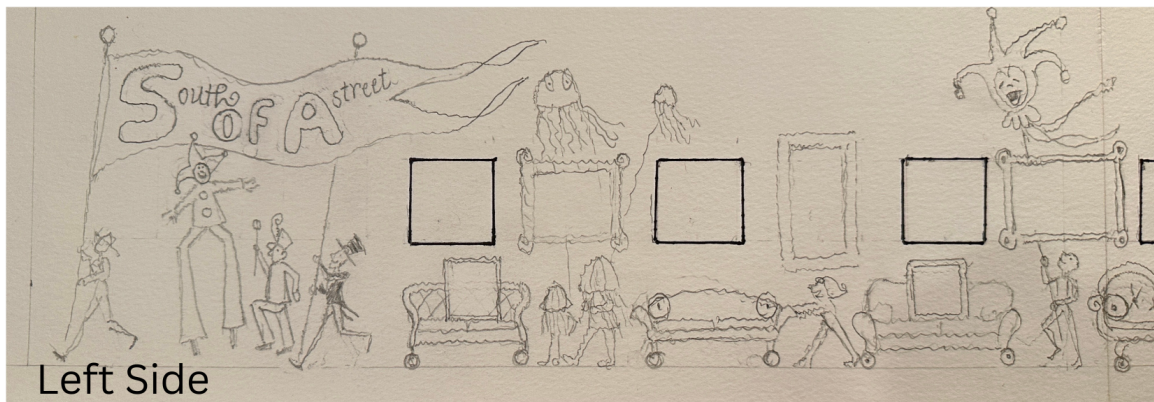
Thanks!

C

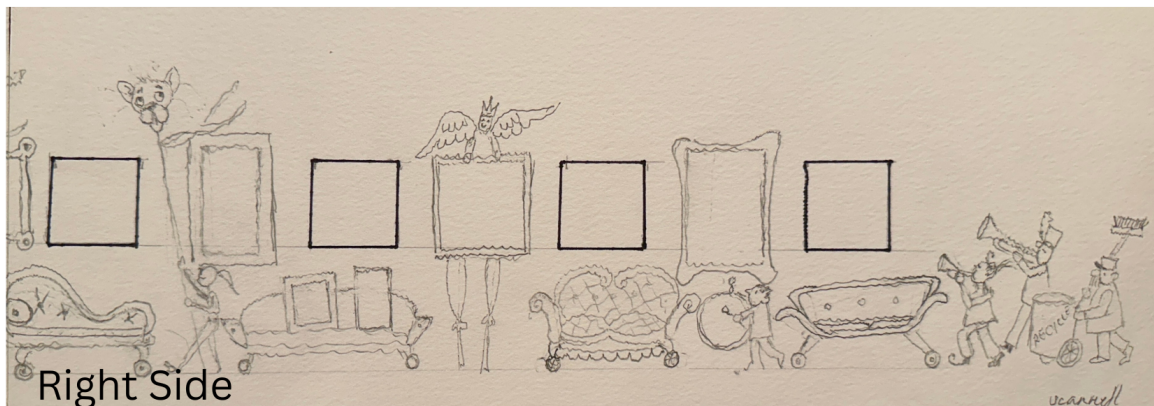


Christie Marks, Artist
312 South S St., Studio 7
Santa Rosa, CA 95401
In Santa Rosa's SOFA Arts District

Tel and Text: 707-695-1011 Email: christiemarksart@gmail.com
ChristieMarksArt.com



Left Side



Right Side

SOFA District Outdoor Gallery

Designer:
Dan Scannell





community
advisory board

City of Santa Rosa

Community Advisory Board
Community Improvement Grant
2023 Application Form

Project Name: <u>Rising of 606 Santa Rosa Ave</u>	Requested Grant Amount: \$ <u>2500.⁰⁰</u>
Project Physical Address: <u>606 Santa Rosa Ave</u> <u>Santa Rosa, CA 95404</u>	Other Funding Sources: \$ <u>4068.²⁰</u>
	TOTAL Project Cost: \$ <u>6568.²⁰</u>
Nearest cross street: <u>Pine St.</u>	Group or organization: <u>owner of Santa Rosa GARDEN</u> <u>Supply + Neighbors + Supporters of</u> How did you hear about the Grant Program? <u>Arts.</u> <u>Neighbor</u>
What is your CAB area? (Check one) <input type="checkbox"/> Northwest <input type="checkbox"/> Northeast <input type="checkbox"/> Southwest <input type="checkbox"/> Southeast <input checked="" 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): _____ Name – Property Owner Title	
Contact Person responsible for Grant Application <u>DeVonne Hart</u> <u>Planitponics@</u> <u>707 570 2222</u> Name – Contact Person Email Phone <u>606 Santa Rosa Ave</u> <u>Santa Rosa</u> <u>95404</u> Address City Zip	

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Print Name _____

Signature _____

Title _____

Date _____

Rising of 606 Santa Rosa Avenue!!!!

COST ESTIMATE

SALARIES/WAGES

4 volunteers, 5 hours @ \$22.14/hr (prep, landscaping, clean up)

REQUESTED FUNDS	MATCH	Totals
N/A	\$ 442.80	\$ 442.80

CONTRACTED SERVICES

Digital sketch	\$1,600	\$ 70.00	
Conceptual Design, Mural Artists (\$15 per sq ft)	\$1,600	\$ 600.00	\$2,270
Subtotal Contracted Services		\$ 670.00	

MATERIALS/SUPPLIES

Mural on Building

Prep - Painting supplies (tarps, rollers, scrapers, brushes, tapes, papers, sanding blocks, ect)	\$ 550.00	\$ 200.00	
Paint 4 - 5 gals			

Landscaping

Hose	\$ 100.00	\$ 621.40	
Metal raised beds n=2 (materials, labor, installation - \$400 materials, 10 hours @ \$22.14/hr)		\$ 321.00	
Wood chips (Aborists that Climb - 5 yards delivered)		\$ 250.00	
Garden soils/mulch + delivery	\$ 200.00		
Sages, salvias	\$ 850.00	\$ 1,392.40	\$ 2,242.40
Total Materials and Supplies			

RENTALS

ladders 25 ft (\$75/week rental)	\$ 300.00		
ladders 6 ft (\$45/week rental)	\$ 180.00		
Ladder bench (\$45/week)	\$ 90.00		
Paint sprayer (\$333/wk rental)	\$ 333.00		
Power washer rental (\$50/day)	\$ 100.00		
Dolley rental (\$45/weekly rental)	\$ 45.00		
Wheelbarrow (\$65/weekly rental)	\$ 65.00		
Misc tools (rakes, shovels, pitch forks, auger, hand tools, sledge hammer for 2 wks)	\$100		
Subtotal Rentals	\$ 1,213.00	\$ 1,213.00	

OTHER

Refreshments for garden party	\$ 50.00	\$ 50.00	
Cement removal (Gaona Cement)	\$ 50.00	\$ 300	\$ 400.00
Subtotal Other		\$ 350.00	

TOTAL REQUESTED GRANT AMOUNT

TOTAL MATCHING FUNDS

TOTAL PROJECT COSTS

\$ 2,500.00	\$ 4,068.20	
\$		6,568.20

Materials already donated and installed toward this project:

Trees (mulch, stakes, ties) 4@ \$200 - donated	\$ 800.00		
Plants 15 @ \$9 - donated	\$ 135.00		
Raised bed, soil, mulch, delivery, install - donated	\$ 225.00		
	\$ 1,160.00	\$ 7,728.20	

FUNDING SOURCE

	DATE COMMITTED	AMOUNT
Neighbors (see enclosed Promise List)	12/18/23	\$ 600.00
Artist - Digital Sketch	12/11/23	\$ 70.00
Carpenter equipment, tools, raised beds	12/15/23	\$ 2,034.40
Beth Brown Soil/mulch	12/16/23	\$ 250.00
Gaona Cement	12/19/23	\$ 300.00
Aborist that Climb	12/18/23	\$ 321.00
Belly - refreshments	12/19/23	\$ 50.00
Total		\$ 3,625.40

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? Please 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, please visit <https://srcity.org/1005/Park-Permit> for instructions and the Park Permit application.
- To reserve a Park Picnic area, please visit <https://srcity.org/1303/Picnic-Reservation> for instructions and to reserve your space online.
- To reserve space at one of our Recreation facilities, please 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, please 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. Please 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. Please contact the Public Arts Program Coordinator for requirements: tthompson@srcity.org

Rising of 606 Santa Rosa Avenue!

Describe Project

My name is DeVonne Hart. I own Santa Rosa Garden Supply and Hydroponics at 606 Santa Rosa Avenue in the Luther Burbank Garden District. I recently graduated from California State University Dominguez Hills, receiving a bachelor's degree in Entrepreneurship with a minor in Africana Studies. I moved to Santa Rosa this summer after I acquired the business, which had stagnated for some years, after receiving seed money from notable collegiate pitch competitions nationwide. As a young, Black male, born and raised in the Bay Area, I am excited to embark on my professional career here in Santa Rosa. **The central goal of "Rising of 606 Santa Rosa Avenue!" is to LIFT my piece of the Santa Rosa Avenue business strip.** The strip is home to a motley crew of industries, not traditionally focused on the exterior look of their buildings, including a pawn shop, smoke shop, tattoo parlor, RV and car dealerships, paint store, auto sales, etc.—all evident, providing a particular image of Santa Rosa to those driving into and out of downtown. Since this summer, I have been reaching out to neighbors, community groups, business owners, city departments, etc., to elevate my business's appearance, but my limited resources have restricted me.

In recent months, a neighbor has assisted me in developing larger ambitions for my business, one being to present the best face possible for my business's exterior. Given the new landscaping on Santa Rosa Avenue, these ambitions are perfectly timed, which will transform the business strip! I want to join the Santa Rosa Avenue "facelift." To meet this goal, **"Rising of 606 Santa Rosa Avenue"** is a three-part application:

- 1. Mural Arts** on my 606 Santa Rosa Avenue building. This mural will have a theme of biodiversity focused on images of different native plants;
- 2. Landscaping** in front of 606 Santa Rosa Avenue. In concert with the mural, the landscaping will provide color, smells, visual beauty, and a natural habitat for various life;
- 3. Garden Party** at 606 Santa Rosa Avenue. This garden party will invite the community to view the finished mural, enjoy the new landscaping, and meet members of the Santa Rosa community.

Objectives and Goals: This project's primary objectives and goals target the feel, look, and experience along Santa Rosa Avenue by engaging all of the human senses by installing a mural on the side and front of 606 Santa Rosa Avenue, improving the landscaping, including with the installation of raised beds with drought tolerant native plants in front of the shop where drivers and pedestrians will benefit from the softening and beautifying of my piece of the strip. A neighbor has already donated the installation of 4 trees, one metal raised bed with soil, and some plants to support my ambitions. However, there is far more significant work to do that requires more resources.

Who Benefits?: Santa Rosa Avenue is a major thoroughfare leading to downtown Santa Rosa. Santa Rosa Avenue is a busy street with thousands of people walking and commuting north and south daily. These citizens utilize the bus routes, bike lanes, roads, and sidewalks. This project could impact thousands of people traveling along Santa Rosa Avenue daily. Moreover, the city's improvements to the street median, which provides a walkway directly to Santa Rosa Garden Supply, would complement the work the city has been doing to provide a more walkable and bikeable experience traveling along Santa Rosa Avenue. Every business along Santa Rosa Avenue can contribute to improving Santa Rosa Avenue. Murals provide an immediate uplifting energy, noticeable with the mural on Mike Chavez's Painting business and the murals around El Roy's Express Mex food truck parking lot. The neighborhoods of Luther Burbank Garden District and the Arts District would both experience significant benefits from the additional mural and garden arts since the neighborhoods highlight residents' relationships to the arts and the gardens!

Required Approvals: I have obtained permission from my landlord to make additions to the murals and landscaping of the property.

Outreach Plan

We will reach out to community members via social media, posters, local organizations, and word of mouth. This project will be open and accessible to all residents and visitors of Santa Rosa who use Santa Rosa Avenue as their transit line to patronize local businesses, attend community attractions such as Luther Burbank Gardens and Julliard Park, or head in/out of downtown, to direct neighbors who view the Santa Rosa business strip daily.

Community Support for Project

You will find Petitions of Support for this project signed by residential neighbors, local business owners, customers, and local artists. Different neighbors have offered significant donations, such as one local builder who has agreed to provide construction supplies such as ladders, tools, etc. He has also donated the building and installing of metal raised beds. Another has promised a delivery of soil and mulch. Another neighbor has organized neighbors to offer cash donations and volunteer time to prepare the building for painting, landscaping, and cleaning up. Another neighbor has agreed to donate her time to organize the Garden Party. A local artist has agreed to provide a digital sketch of the mural to properly prepare for the painting of the mural, while The Mural Project is interested in painting the mural. Other support is from local businesses, such as donating wood chips and cement hauling of removed concrete. I have a good balance of participation/project support from local businesses, neighbors/residents, and local art groups. Lastly, \$600 in cash donations have been committed from local neighbors.

Maintenance Requirements

As the owner, I will keep up with the maintenance of the mural and garden installations. Expectations for mural upkeep will be minimal for many years. The plan is to prep the site very well and use high-quality materials as insurance for a highly durable mural. The landscaping that will be placed will have an eye toward low/manageable upkeep. The responsibility for the mural art and garden art will be mine as the business owner who is onsite every day.

Environmental Consciousness

The landscape design plan is in alignment with tenets for conservation and biodiversity. The four trees planted just weeks ago to maximize the benefits of winter rains will provide valuable habitat for local bird species and other small critters and offer opportunities currently missing for pollination. The proposed ground landscaping, including sage and salvias, will provide habitat and food for various critters. The goal of the overall project is to cool my area of Santa Rosa Avenue, via adding canopy, ground cover, and raised plants along the city sidewalks and making nature immediately accessible, especially for pedestrians, bikers, and commuters who would benefit the most.

This proposal's strength is its numerous donations of construction materials, so very few materials need to be purchased. The project will use high-quality paint for the site prep and mural installation – ensuring the longevity of the mural. Furthermore, the project will seek out the most environmentally safe painting supplies. We will collaborate with The Mural Project, which has already been entrusted to do many other murals in Santa Rosa. All work will be done outside, so we will not need to use any utilities, except in the limited situations where tools will need electricity.

Project Safety

All the work of this project will be completed outside, so the risk of COVID-19 infection is minimal, if non-existent. The nature of the project requires that project participants work in duos or small groups, which limits risk. Volunteers donating their time will be required to wear protective clothing, such as solid shoes and garden gloves, to minimize or eliminate injury that may result from gardening and clean-up activities. Volunteers will be required to sign a form attesting to compliance with safety guidelines.

Explanation of Budget

The total amount budgeted for this project is **\$6568.20**.

Mural Arts Component: A budget of **\$4023** has been budgeted for mural arts. \$1403 has been promised in donated project materials rentals such as ladders, tarps, tools, power washer, etc. Valuations were based on calls to Action Rentals for the costs of daily and weekly rentals of listed donated equipment/materials. \$1600 requested plus \$600 has been promised in cash donations from neighbors that will be used toward providing payment to The Mural Project. (Estimated fees for mural work can range from \$15 to \$20 a sq foot). \$550 has been requested for paint based on an estimate of \$120 per 5 gallon of paint. It is expected that the project will obtained donated and/or heavily discounted paint to extend project resources. In addition, \$70 has been promised for time put toward developing a digital sketch that will be used to inform the final conceptual design.

Landscaping Component: A total of **\$2002.40** has been budgeted for the landscaping component of this project. \$2145.20 of the budget has been promised for materials, including equipment that would be loaned to the project by a local carpenter (dolley, wheelbarrow, misc. tools). Valuations were based

on daily/weekly rental amounts given by Action Rentals. A local carpenter provided the estimate cost of the donated raised beds, estimated at \$621.40, \$400 for material costs (metal, wood, misc.), plus 10 hours of his labor at \$22.14 (his regular hourly fee is \$100/hr.) for construction of the metal raised beds, moving the raised beds from his shop to 606 Santa Rosa Avenue, and installing the raised beds. Estimates for the valuation of the delivery of soil/mulch and woodchips were made by calling a local landscaping supply company. Gaona, a local cement contractor, donated cement hauling for cement removed for landscaping. Funds requested for the landscaping component were minimal: \$100 for a new hose and \$200 for salvias, sages, and other native plants, estimated at 20 plants at \$10 per plant. (\$1160 in landscaping materials (4 trees, raised beds, soil, and plants) were recently donated and installed to take advantage of winter rains but were not included in final grant budget amounts.)

Garden Party Component: A total of \$100 has been budgeted for the Garden Party. A garden party would be held to share the results of this project with members of the community. Non-alcoholic drinks and sweets would be served. We were promised \$50 in donated refreshments and requested \$50 to supplement these donations.

Other: Volunteer hours

In addition, we obtained commitments from four neighbors, all agreeing to provide a minimum of 5 hours each of volunteer hours at \$22.14/hr. for a total of \$442.80.

Thank you for your consideration,

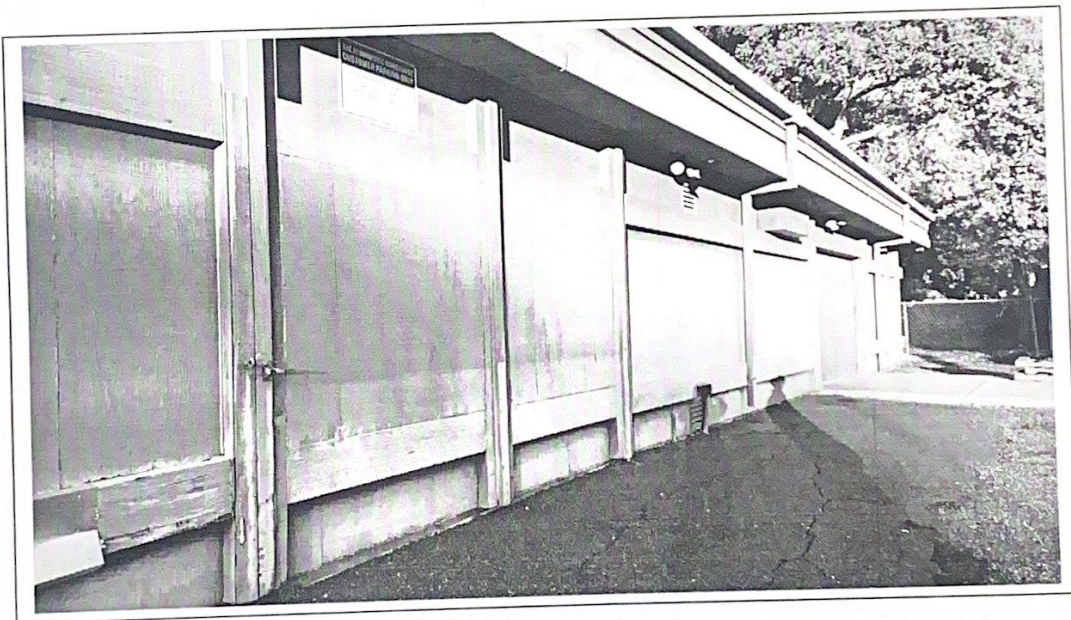
DeVonne Hart

Phone: (707)570-2222

Email: planitponics@gmail.com

Website: <http://www.srg.supply>

Linkedin: <https://www.linkedin.com/in/devonne-hart-878172192/>



Timestamp	Email Address	Full Name	Phone Number	Address	I support the goals and objectives of the Community Improvement Grant application proposed by DeVonne Hart in "Rising 606 Santa Rosa Avenue!"
12/16/2023 13:12:14	corychaus@gmail.com	Cory Chaus	6267203343	7705 Hellman Ave	Yes
12/16/2023 13:27:42	naiya.delisle@gmail.com	Naiya DeLisle	5107596533	21137 timco way Castro valley ca 94552	Yes
12/16/2023 13:35:12	pcdelisle@gmail.com	Paul Christopher DeLisle	2132580245	21137 Timco Way	Yes
12/16/2023 13:47:32	management@noceurent.com	idriys jones			Yes
12/16/2023 14:14:27	jones.kaitlin@gmail.com	Kaitlin Jones	7062969273	1920 Beaver St, Santa Rosa, Ca 95404	Yes
12/16/2023 14:14:32	caronmarcelous@truedeliveries.com	Caron Grant	5102090965	311 OAK STREET, PH13	Yes
12/16/2023 14:34:30	luiszaragoza79@live.com	Luis Zaragoza	4155719978	715 alemany blvd, san francisco CA	Yes
12/16/2023 15:36:32	lyssa.marie0534@gmail.com	Alyssa Mendoza	5102469476	31413 , San Jacinto Court	Yes
12/16/2023 17:47:49	archibaldromeo@gmail.com	Romeo Archibald	5108257017	747 Bartlett Ave, Hayward, CA 94541	Yes
12/16/2023 22:40:56	mishaljamal2000@gmail.com	mishal jamal	5106766053	11830 skylark cir apt 4306 whittier ca 90606	Yes
12/16/2023 23:30:25	only4apollo@gmail.com	Andre smith	5105709411	213 phelan ave	Yes
12/17/2023 7:23:57	brandonjaochico@gmail.com	Brandon Jaochico	5108167169	8360 Marine Way Newark, CA 94560	Yes
12/17/2023 9:53:31	jonathanhrt37@gmail.com	Jonathan Hart	4086930424	612 Monitor ct Modesto, CA, 95354	Yes
12/18/2023 11:27:00	1benpearce3@gmail.com	Benjamin Pearce			Yes
12/19/2023 9:15:35	zoghivous@aol.com	Chad R Zoghi	7074847287	9940 Mardella Lane	Yes
12/21/2023 11:27:03	nastassjawoods@gmail.com	Nastassja Woods			Yes
12/21/2023 11:45:02	reflex0362@gmail.com	Rodolfo Cervantes	7074003332	150 Stony Point Road	Yes
12/21/2023 18:11:02	mightybox@gmail.com	Daniel Sriver	4155737570	714 Center St	Yes
12/22/2023 13:40:06	emapearce@gmail.com	Ema Pearce	3607738398	2791 McBride In Santa Rosa	Yes

Petition in Support of Grant Application: Rising 606 Santa Rosa Ave! Devonne Hart

"I AM IN SUPPORT OF THE GRANT APPLICATION FOR 606 SANTA ROSA AVE!!!!!"

	Name	Information	Donation
1	Patricia Hamilton	plagrevre@icloud.net	\$20.00
2	Gene Gross	gms-g@comcast.net	\$10.00
3	Ann Abbru	vinecountrycann@gmail.com	\$10.00
4	Leslie Kraus	lewis@vinecountrycann.com	50.00
5	Brian Messer	bmes@comcast.net	50.00
6	Alissa Peruccia	aperucci@icloud.com	100.00
7	David W. Kidd	324 Brown St Santa Rosa	—
8	Ben Reinhardt	604 Tupper St	\$10.00
9	Kasey James	"	—
10	JULIA KUTCHOFF	656 TUPPER ST SANTA ROSA	\$50.00
11	Jane Engdahl	700 Tupper St	\$20
12	Patricia Fyll	653 Charles St 95404	—
13	Donna Linquist-Rice	643 Charles St 95404	—
14	Ric Belmont	464 Brown St 95404	\$20.00
15	BET BEATTON	619 Mac St 95404	\$20.00
16	Mark Allmon	619 Pine St.	—

NAME

Contact

\$

17	Marysue Mosconi	621 Pine St SR 95404	—
18	Diane Kennedy	643 Pine Street	\$10
19	Robert Bunnery	same	\$10
20	Nancy Gumpert	1 Bruce Gumpert 505 Brook	\$20 5-
21	Donna Blum	605 Brown St	\$20
22	Will Holloway	732 Pine St.	\$20
23	Susie Armfield	735 Pine St	100
24	Beth Brown		

25 Terry Giang
26 Annie Clark
27 Veronica R. Clark
28 Lloyd Seipn

625 Pine street \$10
758 Pine St \$18
738 Pine St TBD
lloyd.seipn@gmail.com 35

Subject: Letter of Support for Santa Rosa Community Improvement Grant Application

Robert Kendrick
622 Santa Rosa Ave
Santa Rosa CA 95404
Peacepipesmokeshop@yahoo.com
(707)541-7016
12/15/2023

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

Dear Members of the Community Advisory Board,

I am writing to express my enthusiastic support for DeVonne Hart and their application for the Santa Rosa Community Improvement Grant. As a neighbor residing in close proximity to Planit Ponics DBA Santa Rosa Garden Supply at 606 Santa Rosa Ave. 95404, I have had the pleasure of witnessing their outstanding commitment to improving our community.

DeVonne Hart has consistently demonstrated a dedication to enhancing our neighborhood's curbside appeal and actively engaging in initiatives aimed at bettering the community. Their efforts have significantly contributed to fostering a sense of pride and unity among residents.

I wholeheartedly endorse DeVonne Hart's proposal to create a mural on the blank side of the building located in the parking lot. A mural would not only be an aesthetically pleasing addition but also serve as a powerful symbol of community identity and shared values. Public art has a proven track record of fostering a positive atmosphere and promoting a sense of connection among residents.

I believe that supporting this project aligns with the goals of the Santa Rosa Community Improvement Grant, which seeks to enhance the liveability and vibrancy of our neighborhoods. The proposed mural is a creative and impactful way to achieve this objective, contributing to the overall well-being and visual appeal of our community.

In conclusion, I urge the Community Advisory Board to strongly consider and support DeVonne Hart's application for the Santa Rosa Community Improvement Grant. Their vision for a mural aligns with the spirit of community enhancement, and I am confident that it will be a valuable asset to our neighborhood.

Thank you for your time and consideration.

Sincerely,

Robert Kendrick

Janet Brown
P.O. Box 750542
Petaluma, CA 94975
(707) 338-1261

December 19, 2023

DeVonne Hart
606 Santa Rosa Ave
Santa Rosa, CA 95404-4916

Re: Santa Rosa Community Improvement Grant

Regarding the mural and landscaping for the building at 606 Santa Rosa Ave, Santa Rosa, CA. DeVonne Hart has the approval of the owners, Stephen, Marianne and Joann Kambur. They would like to approve any plans, per say.

I am the Property Manager, should you have any questions.

Sincerely,

Janet Brown
Property Manager

Alissa C. Perrucci, PhD, MPH
818 Sierra Point Road
Brisbane, CA 94005

December 25, 2023

RE: Rising of 606 Santa Rosa Avenue

To Whom It May Concern:

I am writing in support of the community improvement grant, "Rising of 606 Santa Rosa Avenue," and the work of Devonne Hart in his efforts of neighborhood beautification.

As a frequent visitor to Santa Rosa's Luther Burbank Garden District, I enthusiastically support Devonne's goal of a mural and landscaping of the surrounding area.

There is no time like the present to plant trees and install public art. This project is exactly what is needed on Santa Rosa Avenue and will serve to increase public safety and build community.

Sincerely,

A handwritten signature in blue ink, appearing to be 'Al', followed by a horizontal line.

Alissa Perrucci