



NEIGHBORHOOD BEAUTIFICATION GRANT

FISCAL YEAR 2023 – 2024 GUIDELINES & APPLICATION

WELCOME

The Neighborhood Beautification Grants (NBG) initiative, a component of the City’s Community Partnerships & Engagement Division is designed to engage and encourage residents to work with their neighbors on an enhancement and improvement project that promotes healthier, safer, and cleaner neighborhoods. The intent of the NBG initiative is to strengthen community connections and the social fabric within them.

The Neighborhood Services program objective is to cultivate healthy and resilient neighborhoods, support engaged and informed residents, stimulate a thriving community, and properly manage shared assets and spaces to achieve a collective impact in the development of neighborhood communities and service delivery strategies to improve the overall quality of life in Salinas. We understand and acknowledge how vital financial aid is among our most thriving and hard-working communities. NBG was established to help engage community groups, organizations, or individuals to plan a community project that will be fully funded by the approved, awarded amount.

ABOUT NEIGHBORHOOD BEAUTIFICATION GRANTS PROGRAM

Building partnerships and relationships with Salinas residents is a priority to the City of Salinas staff and elected officials. The NBG supports in building the desired connection with residents and helps with fostering long-term relationships, as complimented by the community. To carry on with the program, the City council approved an allocation of funds for beautification projects in the amount of \$56,000, to be equally distributed at \$8,000 to each Council District and the mayor’s office. Each council district representative is given the opportunity to identify and select an eligible proposed community project to allocate funds to. The NBG was initiated for residents to unite and propose neighborhood improvement projects with the opportunity to obtain funding upon approval.

Proposed projects must have a minimum budget of \$2,000 and not exceed \$8,000. **Applicants may only apply to one council district or the mayor’s office.** You must apply to the district where your project will take place and/ or is visible. If your project will take place and/ or is visible in more than one district, then we recommend you apply for the mayor’s allocation. All submitted applications will go through a cross departmental review team and be rated for funding using a scoring rubric. For your convenience, the scoring rubric that will be utilized to evaluate applications can be located on the last page of this document.

WHO SHOULD APPLY?

Any resident, group, or organization with a new or established community project in Salinas is eligible to apply. The group project must focus on beautification, restoration, neighborhood improvements, fostering neighborhood leadership and/or address neighborhood problems. Each group must include at least five volunteers or members to be eligible.

The following groups working on a project that will directly benefit their community are encouraged to apply:

- Residents
- Community-led groups
- Advocacy groups
- Art organizations
- Apartment or community associations
- Neighborhood watch groups

PROJECT CRITERIA

Projects submitted should:

- Be able to be completed within the grant established timeline
- Promote neighborhood self-help efforts
- Promote neighborhood improvement and beautification
- Provide health and safety benefits as well as improvements for residents
- Have confirmed neighborhood support
- Be visible and accessible to all city residents
- Support a neighborhood need
- Include a detailed plan for ongoing maintenance as part of the proposal

Note: We may modify and make suggestions to edit proposed projects. Alterations may decrease or increase project criteria implementation or size to maximize funds awarded.

SUGGESTED ACTIVITIES

Beautification Projects:

- Planting and landscaping in public spaces
- Community garden
- Engaging in weed abatement efforts
- Graffiti abatement
- Neighborhood clean-up
- Restoration efforts

Neighborhood-led Events and Support:

- Community building events
- Community festivals or activities
- Community projects
- Neighborhood contests
- Neighborhood celebrations
- Public safety activities
- Neighborhood watch organization activities or support
- Free art lessons, experiences, exhibitions, and more

Please consult with the Neighborhood Services Coordinator about your project's eligibility and ask as many questions as needed before you submit your final proposal and before the submission deadline. We want you to submit a strong proposal and be successful.

ACTIVITIES & PROJECTS NOT ELIGIBLE FOR FUNDING

- Murals and other art on city facilities or property
- The purchase of some types of equipment for public use on city parkland and/or facilities. (Improvements must be approved by Salinas Parks and Recreation)
- Some improvement at all city parklands and/or public facilities. (Improvements must be approved by Salinas Parks and Recreation)

NEIGHBORHOOD SUPPORT

The proposed projects submitted should have support of the residents within their neighborhood. Projects on any facility must submit pre-approved documents (petitions, letters of support, minutes of community meetings, etc.) showing support for the proposed project.

PERMITTING REQUIREMENTS

If a project involves any City departments, such as Parks and Recreation or Public Works and Transportation, groups should coordinate with appropriate staff prior to submittal and document their input/coordination in the submittal. If you are unsure who you need to contact, please request assistance from neighborhoodservices@ci.salinas.ca.us

REPORTING REQUIREMENTS

The Neighborhood Services Coordinator will periodically contact grantees to check in on the progress of your project. It is the grantees responsibility to respond to calls and/or emails. We will have two check-in calls or zoom meetings where we will discuss project progress and answer questions you may have as a group. After the completion of the project, each recipient must turn in a final report. We encourage you to turn in your final report within 7 days of the completion of your project and no later than Thursday, June 1, 2023. *Final report requirements and forms are on pages 9 to 11.*

GRANT INFORMATION SESSIONS

Groups interested in applying for a Neighborhood Beautification Grant must attend one of the information sessions or schedule an appointment with a Neighborhood Services Coordinator. The session will help answer questions about the application, the review process, and how the funds can be used.

- **Tuesday, August 15, 2023**
6:00PM – 7:00PM
- **Wednesday, August 16, 2023**
6:00PM – 7:00PM
- **Thursday, August 24, 2023**
12:00PM – 1:00PM
- **Tuesday, August 29, 2023**
6:00PM – 7:00PM

Please contact the Neighborhood Services Coordinator assigned to your District to confirm your attendance at one of our information sessions.

Please visit our website to identify your district: [council districts 8x11.pdf \(cityofsalinas.org\)](#)

mayor, District 1 & 6	District 2 & 3	District 4 & 5
Karina Silva karinas@ci.salinas.ca.us (831) 758-7166	Cristopher Santos cristophers@ci.salinas.ca.us (831) 758-7096	Jessica Cerritos jessicac@ci.salinas.ca.us (831) 758-7019

APPLICATION REVIEW PROCESS

All proposals will be thoroughly examined to determine if the project has met the requirements of City Departments and complies with City policies and activity characteristics such as feasibility, readiness, leveraging, and individual/organizational capacity. The City will also need to assess the staff's capacity to support the project in its current stage as well as long term. As noted, projects must obtain approval from involved City departments, City commissions and the City Council and shall follow City public notification requirements; please allow enough time for this process to be completed within your project. As mentioned previously, all projects will be scored using a rubric to assess and score each project. Projects that can leverage city funding will be given high priority.

The review and grant process involves a pre-project assessment (see the permitting requirements section), application, review, approval, and reporting.

- Attend an Information Session hosted by Neighborhood Services.
- If the project is eligible and meets all necessary grant requirements, please complete, and then submit the application.
- Once submitted, staff will check applications for completeness and prepare the applications for departments to review.
- The involved departments will independently and collectively review the proposals, make suggestions to edit, and prepare comments to then recommend a projects list for council members.
- Following department reviews the Final review team will use a scoring rubric to rank all eligible projects.
- The recommended ranked project list will be presented to City Council members for consideration and final selection. During this process, applicants may be asked to provide additional information or documentation related to the proposed project.
- All neighborhood organizations awarded a grant will be required to attend a recipient orientation and training session to learn about reporting requirements, purchasing process, and reimbursements.
- Once the orientation and training have been completed, City staff will issue a notice to proceed, and your neighborhood organization can begin their approved project. Organizations **must** submit a monthly progress report to Karina Silva by the 10th day following the end of the month until the project is completed. You should reach 50% completion in approximately 60 - 90 days.
- When your project is complete, you must "close out" the grant within 7 days.
- Failing to maintain communication and closing out grant may result in a delay of payment or loss of funds.

Note: Grant participants may request any funds remaining at the successful completion of their project to be used in a manner relating to the originally approved project. This request must be submitted in writing to a Neighborhood Services Coordinator. All funds need to be exhausted within the designated grant timeline.

DEADLINE AND WHERE TO APPLY

- **Applications can be found on our website under Neighborhood Services or can be picked up at the administration front desk at Salinas City Hall.**
- Applications must be received or postmarked by **Sunday, September 10, 2023.**
- Applications may be submitted by mail, email or in person. Mailed or hard copy applications may be sent or delivered to:

Neighborhood Services
Salinas City Hall
200 Lincoln Ave. Salinas, CA 93901
- Emailed applications may be sent to: salinasneighborhoods@ci.salinas.ca.us
- Applications that are incomplete or late will not be processed for consideration.
- Only one application per group will be considered.

NEXT STEPS

- Identify the council district you will apply to, or if you will apply to the mayor.
- Attend one of our information sessions listed below or set-up a one-on-one orientation with a coordinator.
- Ask any questions you may have about your application.
- Submit your Application by the Due Date

IMPORTANT DATES

Thursday, July 27, 2023 - Application is available

Tuesday, August 15, 2023 - Information Session

Wednesday, August 16, 2023 - Information Session

Thursday, August 24, 2023 - Information Session

Tuesday, August 29, 2023 - Information Session

Sunday, September 10, 2023 - Deadline to apply

Tuesday, September 12, 2023 - Applicants notified that their application was received

Thursday, October 12, 2023 - Applicants notified if they are awarded or declined

Tuesday, October 25, 2022 - Mandatory Recipient Orientation

PROJECTS MUST BE COMPLETED BY THURSDAY, MAY 23, 2024

Final invoice, report, and supporting documentation must be turned in no later than June 1, 2023.

Applicants who fail to comply with deadlines, will not be considered for future NBG.

ADDITIONAL SUPPORT FOR GRANT WRITERS

- Computers and copiers are available for your use at any of our public libraries.
- Grants may be submitted in Spanish.
- All applications must be legible.

NEIGHBORHOOD BEAUTIFICATION GRANT 2023 – 2024 APPLICATION



A. GENERAL INFORMATION

Attention to:
Neighborhood Services
200 Lincoln Ave.
Salinas, CA 93901

Name of individual or organization submitting application

Address, City, Zip

Email address

Phone

Phone

Fax

PROJECT NAME: (Be creative and thoughtful)

ACTIVITY AND PROJECT DESCRIPTION: (Please provide a detailed explanation and address as many of the project criteria listed on page 1)

Please select the award you are applying for: Please visit our website to identify your district:
<https://www.cityofsalinas.org/our-government/city-council/find-my-district>.

- Mayor's office
- District 1
- District 2
- District 3
- District 4
- District 5
- District 6

Amount of Funds Requested _____. Applicant must be able to supply the requested amount. The City will reimburse the awarded amount after the project has been completed.

B. PROJECT INFORMATION

1. Describe the location / City district of your project and how the area will benefit from this project (provide a project site location map and concept plan showing the proposed project.

2. Describe the population/target group your project will serve.

3. Describe how the need for existing City services would be increased, decreased, or otherwise affected by this proposal.

4. How was the community engaged in determining the need for this project?

5. How will you involve the community in completing this project?

C. ACTIVITY OR PROJECT PLAN

Proposed dates of activity or project. Additional lines are provided for multiple activity events.

(i.e., Neighborhood Clean Up, to be held on April 21, 2021; Feb.22, 2021 neighborhood meeting; March 15, 2021 second neighborhood meeting; April 16, 2021 purchase materials and supplies; April 21 hold the clean-up event).

Activity Name:		Start Date:		Completion Date:	
Activity Name:		Start Date:		Completion Date:	
Activity Name:		Start Date:		Completion Date:	

D. BUDGET AND FUNDING SOURCES

Funding Source (Description)	Amount:	Status: (Pending, Awarded & Award Date)
Neighborhood Grant Request		
Private Funds (Donation)		
Other: In-kind Services:		
Total Funding Sources:		

E. LIST SPECIFIC PLANNED EXPENDITURES AND AMOUNT FOR THE USE OF PROPOSED (reminder to include any permit fees required for the project)

Budget Line Item (Description)	Amount:
Total Activity/ Project Cost:	

GROUP LEADERS: Please provide information for at least five members of the group. People listed in this application assume responsibility in completing the proposed project.

1. _____
 First and last name Mailing address (City, State, Zip) Phone

 Email address

2. _____
 First and last name Mailing address (City, State, Zip) Phone

 Email address

3. _____
 First and last name Mailing address (City, State, Zip) Phone

Email address

4.

First and last name

Mailing address (City, State, Zip)

Phone

Email address

5.

First and last name

Mailing address (City, State, Zip)

Phone

Email address

I have read, understand, and agree to abide by the rules and regulations as outlined by the City of Salinas Neighborhood Services Program.

Print name

Signature

Date

FISCAL YEAR 2023 – 24 GRANT REPORT

NEIGHBORHOOD BEAUTIFICATION GRANT



Application Check List

- Attend information sessions**
 - All applicants must attend an information session (pg.2)
- Completed application packet**
 - Review guidelines
 - Complete Neighborhood Grant Application
 - General information
 - Project information
 - Activity or project plan
 - Budget and funding source
 - Group leaders
- Neighborhood and City Department support**
 - Letters of support from neighborhood
 - Pre-approval letter (pg.2)
 - Departmental Review, Comments and Approval

FISCAL YEAR 2023 – 24 GRANT FINAL REPORT
NEIGHBORHOOD BEAUTIFICATION GRANT



The City of Salinas requires all grant recipients to prepare a final report on project activity and expenditures. This report serves as a valuable learning tool for both program staff and grantees.

Remember your group must submit a final report **with original receipts to be reimbursed.**

Please use this form for your report.

Please write a brief summary of your project - one or two paragraphs that provides an overview including the projects goals and outcomes:

Please answer the following questions:	Did not meet	Partially met	Some-what met	Met very well	Does not apply
Our project promotes neighborhood improvement and beautification					
Our project is visible to residents					
Our project supports a neighborhood need					
Our project built positive relationships among residents in our neighborhood					
Our project supported leadership development within our neighborhood					

COMMUNITY INVOLVEMENT

	Less than 25	26 - 50	76 - 100	More than 100
How many residents were involved in your project?				
How many people did you anticipate would benefit from your project?				
How many residents will benefit?				

We recognize that circumstances can change, possibly impacting on project implementation. What, if any, difficulties did you encounter, why did they occur, and what refinements or plans did you make to overcome them?

Please provide feedback about your experience with this grant: How was the experience for your organization and what could be improved?

ATTACHMENTS

Please attach pictures, copies of any public recognition, awards, press releases or news articles pertinent to this project.

FISCAL YEAR 2023 – 24 FINAL FINANCIAL REPORT
NEIGHBORHOOD BEAUTIFICATION GRANT



Use the following form to submit your final expense report.
Copies of all receipts must be submitted in attached envelope.

Amount Awarded: _____

Receipt Date	Name of store, merchant, business, individual, etc.	Describe what the item(s) was used for	Amount
		TOTAL EXPENSES:	



2023 - 2024 Neighborhood Beautification Grant SCORING RUBRIC

Agency: _____ Project Title: _____

Areas of Assessment	MISSING (0)	NEEDS IMPROVEMENT (1-3 points)	ADEQUATE (4-6 points)	EXEMPLARY (7-9 points)
1. Plan and funding model: a. complete application with detailed project plan b. funding and expense plan summary.	<i>Proposal does not include a plan or an adequate funding and expense model. Plan includes projects not allowed in this grant.</i>	<i>Proposal is vague and contains limited plan; funding model is problematic. Plan includes projects not allowed in this grant.</i>	<i>Proposal is adequately defined and contains strategies to implementation; funding model is adequate.</i>	<i>Proposal is clearly defined and contains a solid plan to support implementation; model is realistic.</i>
2. Proposal is feasible and eligible for requested amount of funds: expense budget is reasonable for project size.	<i>Proposal does not include a funding and expense report.</i>	<i>Proposal vaguely includes a funding and expense report; project does not maximize funds.</i>	<i>Proposal adequately includes a funding and expense report; project adequately maximizes funds.</i>	<i>Funding and expense report are clearly defined; project will maximize funds.</i>
3. Proposal encourages community involvement and supports a neighborhood need.	<i>The proposal does not have 5 or more neighbors in support of the project and does not identify a clear community need for the project.</i>	<i>The proposal has 5 or more neighbors in support of the project but does not adequately define the community need for the project.</i>	<i>The proposal has 5 or more neighbors in support of the project and generally defines the community need and impact for a city project.</i>	<i>The proposal has 5 or more neighbors in support of the project and identified a clear community need and impact for the project.</i>
4. Agency reliability to complete project in a timely manner.	<i>Not likely, prior awardee did not complete a previous project or grantee has not provided references or prior history.</i>	<i>Somewhat likely; prior awardee did not complete project or grantee with no references or prior history.</i>	<i>Likely, first-time applicant with good references or has completed a NBG in the past.</i>	<i>Very likely; has completed a NBG in the past or similar grant project recently plus good references.</i>

Name of Evaluator: _____ Total Score: _____/21