



## Neighborhood Mini-Grant Application

*For Office Use Only*

Date Received by City: \_\_\_\_\_

**Application Directions: Please read the Neighborhood Mini-Grant application packet thoroughly before submitting your Application. The Application should contain a thorough scope of work, timeline, budget, and details of the neighborhood match.**

Neighborhood Association Name: Richmond Beach Community Association

Neighborhood Association Mailing Address (if applicable): P.O. Box 60186, Shoreline WA, 98160

Project Coordinator's Name: Teresa Pape -RBCA Executive Director

Telephone (best): 206 930-9731 Telephone (alternate): 206 546-7909

Email: [execdirector@richmondbeachwa.org](mailto:execdirector@richmondbeachwa.org)

Coordinator's Mailing Address: P.O. Box 60186, Shoreline WA, 98160

### **Name of Project: RBCA Halloween "Car"nival**

Describe the project and intended impact. It's an annual community tradition re-imagined for the new times. When all the community events were cancelled due to COVID-19, it caught many of us off guard. Now that we have had time to adjust, this down time became a spark to get the creative juices flowing and think of new ways to bring the community together and give families something to look forward to.

The Halloween Carnival is a great family friendly event that generations enjoy every year and it would be a shame to lose another annual tradition. This year, the Richmond Beach Community Association (RBCA) with the help of the City of Shoreline would like to create a Halloween "Car"-nival for the community at Syre Elementary School on Saturday, October 24, 2020. The "Car"nival is a drive through, public, event featuring lights, music, entertainment and activities that can be viewed and experienced from a car. The event with the working title "Pumpkin Lane" will take place along the school bus driveway directly in front of the school during a 3-hour window of time. An additional 12-20 hours will be needed for set up and cleanup. This does not include additional construction time for set pieces and decorations. Having an event viewed from a vehicle means the line sight of each display either needs to be over-sized or elevated to car height. A typical pumpkin will be lost when viewed from a car, but a 4-5 ft pumpkin would look normal as one drives by. If the initial feedback from the community is favorable, we can easily expand the drive route to include a scarier section, called the "Street of Screams". Drivers could

choose to continue through the parking lot where the decorations and theming would be more representative of a haunted house experience. To include the expansion, we need a larger budget and support from sponsors. Our current goal is to adapt to the environment this year and make changes as needed.

It is estimated we will need over 50 volunteers including students from Shorewood High School, scout troops, local businesses, families and other community residents. Our volunteers will need to work in smaller groups and keep appropriate distance from each other. Taking more time and allowing for cleaning if necessary. Creativity is usually inspired when there are some basic guidelines. The RBCA would recruit community groups to sponsor a plot or section of the route. Each group will be assigned a location and encouraged to decorate the area in a chosen "family friendly" theme to help tell a visual story for the cars with accompanied music. For example, a pumpkin patch (This is Halloween) a monster dance party (Monster Mash), Ghosts (Ghost Busters) nothing too scary. This will help ensure there are not multiple displays all looking similar. Student volunteers will be encouraged to dress up for a theme section as entertainment. Also there is nothing better than a friendly competition and bragging rights. "The Great Pumpkin" trophy could be awarded to the best vehicle "Monster Mobile" that is decorated as it comes through the route.

We estimate between 300 and 500 children and their caregivers from Richmond Beach and the greater Shoreline area will attend this event. A committee of volunteers chair the following positions: Event Coordinator, Facilities and Traffic Flow, Publicity, Attractions, Tech Support, Decorations, Volunteers, Food or Snacks, and a Student Advisory Committee. A meeting with the planning committee was held in June to start working on the project. The event will wrap up shortly after the magical evening of delights.

It is a challenge to work on the details of an event before funding is acquired as well as the ever-changing health conditions. The RBCA is confident in the team that has been assembled to bring this event to life in a fun and safe way.

What is the neighborhood opportunity or need identified and how does the project address it? Who will be served? How this project build neighborhood connections?

RBCA has held the annual Halloween Carnival as a community-building event since 1986. It has become a cherished community tradition. This year, the RBCA wanted to continue that tradition but realizing we needed to keep our community healthy and safe became a top priority. The event was reimaged to be a "Car" -nival. We thought a drive through attraction, could bring the community together and still feel festive while keeping social distancing and health guidelines in place. Since many of the community events have been cancelled due to the pandemic, this event is something the community can look forward to and feel safe while participating in it. We would describe it like the famous Candy Cane Lane in Seattle - only much smaller and Halloween themed. It is a reverse parade of sorts. The action stays in one place, while the cars move along the route.

The community needs a family friendly event to raise their spirits. It can also be a way for families (or community groups) to work on a project together over the summer. This event can easily change to accommodate the current health threat which we cannot predict at this time. If we are in an extreme health risk state, cars will not be allowed to stop, and no contact will be recommended. If the situation is in a bit more relaxed state, we can add attractions like a food station or a photo booth in the parking lot. We also want to continue to reach out to families with

special needs and invite them to come to the soft opening of the event. It would be a time where there would not be strobe lights or loud music and vehicles can move more slowly through the sites. It could also be a time where the road is open for pedestrians if allowed due to social distancing guidelines.

This event will serve the families in the area that are looking for a low cost, safe, family outing. We have no idea what school, social groups or even Halloween will look like this year. This event will be a glowing light bringing the community together. Student volunteers can work together on dance moves, costumes and decorations. Participants can look for their neighbors' displays, talk about what was their favorite decorations, and feel supported by their community.

Neighborhood connections are important now more than ever. The RBCA will encourage donations of decorations to be used at the event. Families (or community groups) will be asked to create family friendly themed displays. A friendly competition to win a "Great Pumpkin" trophy will help add a participation element. It has been reported that the street directly across from the school is already known to have many homes decorate for Halloween. The RBCA would notify each of the residents about the event and if they chose to decorate, it would make the event feel even bigger and more community supported.

Who was involved in the idea development and subsequent decision to pursue this project? Please attach Neighborhood Association meeting minutes at which this project was identified and approved by the Association for a Mini-Grant request.

An Event Planning subcommittee was created at the May 5 Board meeting. The committee met on Sunday, May 31 via Zoom. An idea to re-imagine the Halloween Carnival was discussed. The "Car" nival event was brought to the RBCA Board at the June 2 monthly meeting.

If you have engaged other community partners, describe who has been involved in developing this project and how they are involved.

RBCA will be looking for community businesses to help with sponsorships or for decorating a portion of the roadway. We will also contact local families and other community organizations to encourage their participation in decorating a section of the route. We are hoping to assign plots so each group will have a designated area to work in.

**If you are proposing an activity or event, specify:**

Date: Saturday, October 24, 2020

Location Name: Syre Elementary – School bus drop off area and parking lot.

Location Address: 19545 12th Ave NW, Shoreline, WA 98177

Estimated Participation: 100 – 200 vehicles with various amounts of families inside.

Describe in detail how you plan to involve and reach out to your neighborhood's diversifying population. Shoreline schools have diverse populations, and RBCA reaches out to all elementary schools in the district. This is would be intergenerational event that brings together populations of all ages including preschoolers through high school age youth, parents, grandparents, caregivers and an arrange of community volunteers. Promotion of the soft opening

for families with special needs will be done through outreach to the Shoreline Special Needs PTA and through RBCA's regular avenues of publicity.

Describe in detail how you will make this event as environmentally sustainable as possible. This event should generate little trash. This event will not have raffle / game tickets as in years past, so there will be less waste. If a goodie bag of some type is offered, the items will be taken to individual homes where it can be discarded properly or recycled. Decorations and lights will be stored and reused. Many items will be purchased second hand, saving them from the landfill.

If you are planning an event in a Shoreline park, you will need to submit an event request and relevant permits. Indicate if you have done this yet.

Yes  No

**If you are planning a physical improvement project, answer the following:**

Location (address): Click or tap here to enter text

Describe the site (Attach a map or site drawing if necessary to explain site)

Click or tap here to enter text.

*Note that if this is not City property, the proposal must be reviewed and approved prior to submission of Mini-Grant application.*

If this is not City property, who owns it? Click or tap here to enter text.

Describe location and ownership of property: Click or tap here to enter text

If the project is on private property, what is the project's measurable benefit to the public?

Click or tap here to enter text

Will your project require on-going maintenance or repair? If so, how will it be provided?

*Note: If the Mini-Grant project has been installed on private property, or on property owned by another public entity, such as the School District, King County, or Seattle City Light, the applicant will be required to work with the property owner to develop and implement a maintenance plan.*

The only on-going maintenance for this event is storage of equipment, decorations and supplies. RBCA has a storage unit for this purpose. RBCA volunteers to repair or replace equipment as necessary to keep it in working order.

If your project includes an event such an unveiling or celebration, give details here. Indicate where, when, and who will be invited.

Click or tap here to enter text.

**Timelines**

What is the proposed project start date: **June 1, 2020**

Completion date: December 1, 2020

**Project work plan** (describe key project activities and when each will occur)

Activity	Anticipated Start/Finish Dates
Begin Planning of Event (10/24/20)	6/2/20
Mini-Grant application	6/30/20
Sort storage unit for outside useable items	7/30/20
Reserve facility	9/15/20
Publicity	9/1/20
Reserve Equipment	9/24/20
Check in on all participants	10/3/20
Set up	10/23 – 10/24/20
Facilitate Event	10/24/20
Clean up	10/24 – 10/25
Wrap up (pay bills, gather feedback, post event publicity)	12/1/20

**BUDGET - Anticipated items and budget required for project**

*Mini-Grant recipients have two different options for covering project expenses. Indicate below which you would prefer. There can be a mix of both options.*

**Option 1: Reimbursement**

Grant recipients will pay for all materials, supplies, and services approved in the grant. Recipients will then submit an invoice and receipts to the City of Shoreline for reimbursement. A current W-9 tax form for the neighborhood association must be on file. If the project coordinator or other volunteer requests reimbursement, the City requires a current W-9 form for them as well.

**Option 2: City Pays Vendors Directly**

In certain instances, the City can pay vendors directly. This must be arranged with the Neighborhoods Coordinator in advance.

In this grid, specify items/expenses that will be covered with Mini-Grant funding. Be sure to include estimated tax. *Note that if a vendor does not include tax on materials and supplies, the City will need to pay the tax and will deduct it from the grant amount funded.*

Item or Service to Be Purchased	Vendor	Cost	Reimburse or City Pay?
Facility Rental	Shoreline School District (2019 - \$567.40)	\$600.00	Reimburse
Security / Traffic Control	Off-duty Shoreline Police officer to direct traffic (\$74.36 per/hour min 4 hours) Plus \$9.95 per/hour min 4 hours for vehicle	\$337.24	Reimburse
Publicity Posters printing of double-sided event posters (quantity 50)	The Branding Iron – Edmonds (2019 (\$101.02)	\$110.00	Reimburse
New Banners	The Branding Iron	\$100.00	

Paper for Flyers	Amazon.com	\$19.95	
Street Construction supplies & equipment (Including hammer tackers, step stool, ladders, staples, painters' tape, zip ties, basic tools and black plastic)	Amazon and Home Depot and Walmart and Spirit Halloween Stores Example: 20 ft. x 100 ft. 4-mil Black Fire-Retardant Poly Construction Film \$160.00 per roll.	\$300.00	Reimburse
Props & effects (including plastic bones, spiderwebs, skeletons, sound effects and lighting effects)	Example: Amazon Skelton \$22.99, Projector \$29.99, cauldron \$29.99	\$500.00	
Scenery supplies (including foam panels, plywood, black curtains/canvas, paint, PVC pipe, 2x 4 wood frames, glow in the dark paint) or contract with a set builder	Example: Walmart Glow in dark paint 3 pack \$58.89	\$500.00	
Costumes, makeup, accessories	Example: Amazon mad Scientist Adult Costume \$42.80	\$150.00	
Electrical: Generators x 4 \$80.00 Cables x8 \$50.00 each Power Distribution Boxes x 4 \$30.00 each Adapters x4 \$15.00 Trailer rental for equipment	Aurora Rentals 2 day rental per item \$320.00 \$400.00 \$120.00 \$60.00 \$225.00	\$1,125.00	Reimburse
Lighting (including strings of lights, flashlights, flood lights, strobe lights) The driveway has 18 trees.	Amazon, Home Depot, Christmas Lights etc. Discount Retailer Example: 1 spool of orange lights \$99.99) Example: Amazon Landscape lights 2 lights (18.99) Witch Outline window light \$338.53	\$1,000.00	Reimburse
Miscellaneous supplies (batteries, duct tape, trash bags, water, food, decorations, glow sticks, treat bags, trophy, etc.	Ace Hardware, Costco, Smart Food Service Warehouse, Oriental Trading Company, Amazon and Trophy Store.	\$500.00	Reimburse

			\$5,242.19

**REQUEST TOTAL** – Amount of funding requested from Mini-Grant: \$5,000.00

**MATCH**

List how you will arrive at your 1:2 match for the project (\$1 of neighborhood contribution for every \$2 of city grant funding) e.g. in-kind services, donated materials or money, or volunteer labor. The value of volunteer labor is **\$31.72/hour** (most current Independent Sector data). Technical/professional services may be values at market rate, with proof of market rate.

If using volunteers please describe specifically who you will recruit, how you have or will secure their participation in the project and their specific role(s) in this mini-grant project.

Volunteers on the planning committee usually continue serving from year to year. This year although the event has been re-imagined all the past volunteers have stepped up again. Vacancies are filled through word of mouth or through solicitations in the community newspaper, electronic newsletter, social media and requests from our volunteer list. Committee members prepare, organize, publicize, purchase supplies and staff this event.

There are two volunteers on the planning committee who work on recruiting volunteers. One of them organizes student volunteers from Shorewood High School. High school students are members of service clubs, members of Honor Society or students needing hours to complete their community service graduation requirement. The other committee member recruits volunteers from the community. These may be former carnival volunteers; volunteers from the RBCA volunteer list of over 150 people; residents who respond to requests from publicity, scout groups or members of community businesses or organizations. The volunteers help with set up, erect the displays and decoration, staff the route, and clean up. All volunteers receive an email reminder about their commitment before the event.

Volunteers to staff the event for the soft opening for kids with special needs will be recruited through the Shoreline Special Needs PTA and by contacting the PALS Club at Shorewood High School. PALS (Peer-Assisted-Learning-Support) is a club where students learn about providing and then provide assistance to the school’s populations with special needs during after school activities and at lunch and assemblies.

Match Item	Vendor/Source	Estimated Value
Storage Unit	Armadillo Storage	\$2,916.00
Postage Stamps	USPS	\$55.00
Volunteer Food, water	QFC, Starbucks, Pizza, Costco	\$300.00
Additional Decorations / pumpkins / Hay bails	Amazon, Goodwill, Spirit Halloween. Produce stand	\$500.00
Volunteer	Adults and Students (50x 3 hours)	\$4,758.00
Administrative	Executive Director	\$3,000.00

**TOTAL** – estimated value of match: \$11,529.00

**TOTAL PROJECT BUDGET** (grant request + match to be provided): \$16,529.00

**Signed by Person Authorized to Sign Agreement between the City & Neighborhood Association**

**For electronic submission:**

**Name: Jessica Jain                      Date: June 23, 2020**

**For hardcopy:**

\_\_\_\_\_    \_\_\_\_\_ **(in blue ink)**                      \_\_\_\_\_  
Print Name    Signature of Applicant                      Date

**Submit one original copy of Application to Neighborhood Coordinator, City of Shoreline, 17500 Midvale N., Shoreline, WA 98133; and send one electronic (unsigned) copy of application to [cperenyi@shorelinewa.gov](mailto:cperenyi@shorelinewa.gov)**

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Date Approved: _____	Amount Approved: \$ _____
Approved by: _____	Signature: _____
Comments: _____	