



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: Hillwood Neighborhood Association (HNA)

Neighborhood Association Mailing Address (if applicable): [Click here to enter](#)

Project Coordinator's Name: Hannah Connaughton

Telephone (best): 406-599-8217 Telephone (alternate): 425-583-0022

Email: hannahjunephoto@gmail.com

Coordinator's Mailing Address: 19338 Linden Ave N, Shoreline WA 98133

Name of Project: Hillwood Neighborhood Association Rebranding and Outreach

Describe the project and intended impact. Hillwood Neighborhood Association has changed its name so we are seeking funds to update our logo and increase visibility in the neighborhood through updated signs, sandwich boards, banners and welcome materials.

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?

Need: HNA has noticed limited involvement from residents to our events. Residents don't know one another across the neighborhood. New residents do not have a sense of community when entering the neighborhood. With this grant the HNA will create more visibility for all residents by identifying a cohesive brand that promotes HNA as an active neighborhood association. It will encourage residents to attend events and become more involved in the community. A variety of welcome materials will invite residents to identify themselves as "Hillwoodlanders" and feel a sense of connection with their neighborhood.

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.

HNA Board, February 16, 2020 and March 8, 2020 Budget approved on March 31, 2020 by email From Board Members: Ann Erickson, Amy Huang, Boni Biery,

Gretchen Brookes, Jocelyn Curry, Hannah Connaughton, Michaela Malone

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

Public Works will send a supervisor Noel Hupprich to oversee the HNA installation of the new logo design on eight existing sign posts.

If you are proposing an activity or event, specify:

Date: TBA

Location Name: **Social Media (Instagram, Facebook, Nextdoor, email database, and annual mailing to every address in Hillwood)**

Location Address: N/A

Estimated Participation: **We have Nextdoor- 1672, Email- 350, Facebook- 292, Instagram-30**

Describe in detail how you plan to involve and reach out to your neighborhood's diversifying population. **Currently the identity of Hillwood is quite confusing because our streets sign, banners and A-boards display the original logo and name while our other materials show the prior name change to Hillwood Community Network that was made a number of years ago. The Hillwood Board decided to do two things. Firstly, to return to our original, descriptive name of Hillwood Neighbor Association. Secondly, to refresh our logo that will be used on all new welcome materials. This will eliminate the confusion that results from inconsistent use of name and logo. This will also eliminate the confusion about who the association represents.**

HNA plans to include all residents in our outreach efforts through a variety of approaches. We plan to use Social Media (Instagram, Facebook, Nextdoor, and email), Sandwich boards, Banners, Welcome promotional materials to encourage increased participation of more residents to attend meetings, projects, events, and general connection with fellow Hillwood residents.

Describe in detail how you will make this event as environmentally sustainable as possible. **The street signs are metal, the old ones will be recycled. Welcome items will be selected for the likelihood of use and recyclability. Materials currently printed will simply have our new logo in place of the old and publicity about the new logo will be unveiled virtually eliminating the need for paper.** Click or tap here to enter text.

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): **8 Signs throughout Hillwood Neighborhood**

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

See attached map

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? **N/A**

Describe location and ownership of property: **N/A**

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

N/A

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 condition of the signs will be monitored by the HNA Board who will reach out to Public Works when needed.

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

Time is TBD, but will be sometime in the fall, our new logo will be selection based on votes by Hillwood residents (via Social Media or email). Once selected, the final logo will be revealed to all followers on Social Media and on our email database. We will also post promotional materials on our sandwich boards and on notice boards in Hillwood park

Timelines

What is the proposed project start date: **February 5, 2020**

Completion date: **December 1,2020**

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

Activity	Anticipated Start/Finish Dates
Designer shares 3 Minimum rough drafts with board	April 2020
Designer Polishes up 3 designs to show Public	May 2020
Updated HNA Logo Chosen based on Public feedback	June 2020
Order Street Signs, Banners, Sandwich Boards and all Welcome Materials	June 2020*
Install Street Signs	August 2020*
Assemble Welcome Materials	August 2020*
Virtual unveiling event through social media to show off the new Signs	Fall 2020*
*Contingent on normal business operation during Covid-19 pandemic	

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?
Sandwich Boards, Welcome Banners, Welcome Materials	Aurora Prints	\$2724.14	City pay
Street Signs	Zumar	\$1278.32	reimburse
HNA Aprons	Spreadshirt.com	\$156.57	reimburse
Reusable Totes	Amazon	\$289.83	reimburse
Contingency for Unexpected Expenses		\$500	reimburse
	Total	\$4,948.86	

REQUEST TOTAL – Amount of funding requested from Mini-Grant: \$4,948.86 see attached spreadsheet for itemized expenses

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 will mainly be members of the HNA Board and we will reach out to neighborhood residents when volunteer skills are beyond our capabilities with regards to installing the signs.

