

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Approval of Neighborhood Mini-Grant Funding for Ballinger and North City Neighborhood Associations
DEPARTMENT:	Community Services Division, City Manager's Office
PRESENTED BY:	Rob Beem, Community Services Division Manager Nora Smith, Neighborhood Coordinator

PROBLEM / ISSUE STATEMENT:

As established in Resolution No. 54, the annual City budget includes funding for Neighborhood Mini-Grants and City Council approval is required. One Neighborhood Mini-Grant is currently proposed for City Council approval.

Ballinger and North City Neighborhood Associations are partnering to request \$2,550 to host a summer outdoor movie night at Aldercrest Annex as a community-building event.

The two neighborhood associations propose to jointly sponsor an outdoor movie night on the last Saturday in August as a National Night Out Against Crime event. This will be the third annual outdoor movie night held in Ballinger Neighborhood, and the second time these two neighborhoods have partnered on the movie night.

FINANCIAL IMPACT:

City Council authorized \$20,000 in the 2011 budget to fund Neighborhood Mini-Grants. This is the first 2011 Neighborhood Mini-Grant submitted for approval. The requested funding budget for this project is \$2,550; the project budget is included in Attachment A.

RECOMMENDATION

Staff recommends Council approve \$2,550 in Neighborhood Mini-Grant funds to Ballinger Neighborhood Association and North City Neighborhood Association for a joint community event.

Approved By: City Manager  City Attorney _____

INTRODUCTION

Ballinger and North City Neighborhood Associations are requesting Neighborhood Mini-Grant funds to produce an outdoor movie night on the last Saturday in August at Aldercrest Annex to celebrate National Night Out Against Crime. Ballinger Neighborhood Association held its first annual Outdoor Movie Night on August 1, 2009, with the aid of Neighborhood Mini-Grant funding.

Ballinger Neighborhood Association established a successful blueprint for a movie night based on their experience in 2009. In 2010 the two adjacent neighborhood associations partnered together to give both neighborhood associations the opportunity to do outreach through this free community event, and benefit from sharing the work.

The benefits of an outdoor movie night as a community-building event are its appeal to a wide audience, bringing residents together for a long period of time and promoting contact at the pre-movie activities. The event has an interactive, intergenerational component, with gates opening early to allow for picnicking and participation in pre-movie activities such as arts and crafts for children and simple field games and music to promote multi-generational interaction.

The neighborhood associations will have booths with neighborhood information, and concessions at the event.

Ballinger Neighborhood Association faces a challenge in creating community cohesion due to the geography of a large bisecting arterial, and the combination of commercial, multi-family residential and single family residential land use. North City Neighborhood Association is excited to co-sponsor the event and would benefit from outreach through the movie night.

An outdoor movie night is designed to provide free, family entertainment to build community spirit and raise awareness of the neighborhood associations. The event will start with options for family activities or picnicking, and culminate in a family-friendly feature film on the big screen. Ballinger Neighborhood Association (BALNA) has worked with the Shoreline School District to use the Aldercrest Annex site and has met the District's insurance requirements.

BACKGROUND

Resolution No. 54 established the Neighborhood Mini-Grant program, with the process and administration of the funds to be handled by Neighborhoods staff. The allocation of the total funds available is determined from year to year by appropriation of the City Council. All such Mini-Grants to individual neighborhood associations are governed by rules approved by the City Council on October 7, 1996 and amended on November 23, 1998. Mini-Grants must be approved by City Council prior to their implementation.

The Neighborhood Mini-Grant program provides grants of up to \$5,000 to each of the actively organized, qualifying neighborhood associations in the City of Shoreline. Neighborhood Associations are required to match Neighborhood Mini-Grant funds. A

match may be generated from co-sponsoring groups, businesses, organizations, schools, media, in-kind donations and/or "sweat equity."

Neighborhood Mini-Grant project categories include the following:

- Projects that create or enhance a tangible improvement in the neighborhood;
- Projects that disseminate information and increase awareness of the goals and mission of the neighborhood association to the neighborhood community;
- Projects that directly benefit a public agency or organization and its immediate neighborhood, and that require the active involvement of both the public agency and members of the neighborhood in planning and carrying out the program.

This project meets the goals of the Neighborhood Mini-Grant program by enhancing awareness of the sponsoring Neighborhood Associations, providing a venue for talking to residents about the Associations' goals and connecting neighbors to each other.

Ballinger Neighborhood Association has successfully completed three Neighborhood Mini-Grants, using 2005 funds for design neighborhood identity signs, a banner and sandwich boards to publicize events and meetings and 2009 and 2010 funds for an outdoor movie night.

North City Neighborhood Association successfully completed six Neighborhood Mini-Grants from 1997 – 2003, acquiring flower baskets, holiday decorations and banners for the North City business district. North City partnered with Ballinger in 2010 to produce a community movie night.

RECOMMENDATION

Staff recommends Council approve \$2,550 in Neighborhood Mini-Grant funds to Ballinger Neighborhood Association and North City Neighborhood Association for a joint community event.

ATTACHMENTS A – Outdoor Movie Night Budget

**Ballinger and North City Neighborhood Associations
2011 Mini-Grant Project Budget
Neighborhood Outdoor Movie Night**

<u>Item</u>	<u>Cost*</u>
Movie Production Crew/Staging/Equipment Epic Events	\$1700
Movie License Fee Swank Motion Pictures	\$ 300
Off-Duty Police Officer (5 hrs @ \$45/hr) King County Officer's Guild	\$ 225
Portable Toilet (2 @ \$110/ea) Honey Bucket	\$ 220
Supplies	\$ 105
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Total Mini-Grant Request	\$2550

* Estimated costs include tax and may be adjusted based on final pricing.

Other Project Costs (to be paid by Neighborhood Associations)

Signage, Traffic Control, Wayfinding, Supplies	\$ 150
Concession Expenses	\$ 300

Project Match

The Ballinger and North City Neighborhood Associations propose to provide project match for the Mini-Grant by providing all event planning, coordination and implementation. The Association will provide the following: coordination with Shoreline School District and vendors, drafting and designing all publicity (press release, mailer, poster, flyer), door-to-door flyer distribution, site cleanup and preparation, event set up, staffing and clean up. This represents over \$3,400 value of volunteer labor.

The total cost of the project is approximately \$3,000, of which \$2,550 would be Mini-Grant funds. The \$450 cash balance will be paid by Neighborhood Associations and/or solicited as contributions from area businesses.