

# Memorandum



CITY OF DALLAS

DATE January 24, 2014

Honorable Members of the Quality of Life & Environment Committee:

TO Dwaine R. Caraway (Chair), Sandy Greyson (Vice Chair), Adam Medrano,  
Rick Callahan, Carolyn R. Davis, Lee M. Kleinman

SUBJECT GrowSouth Neighborhood Challenge Grant Program

The attached briefing will be presented to the Quality of Life & Environment Committee on Monday, January 27, 2014. The briefing will provide you with an overview of the upcoming GrowSouth Neighborhood Challenge Grant Program.

Please let me know if you have any questions.

A handwritten signature in black ink, appearing to read 'Joey Zapata'.

Joey Zapata  
Assistant City Manager

Attachment

cc: Honorable Mayor and Member of the City Council

A.C. Gonzalez, Interim City Manager  
Warren M.S. Ernst, City Attorney  
Daniel F. Solis, Administrative Judge  
Rosa A. Rios, City Secretary  
Craig D. Kinton, City Auditor  
Ryan S. Evans, Interim First Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Forest E. Turner, Assistant City Manager  
Charles M. Cato, Interim Assistant City Manager  
Theresa O'Donnell, Interim Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Frank Libro, Public Information Officer  
Elsa Cantu, Assistant to the City Manager – Mayor and Council

# grow South

Neighborhood  
Challenge

**Grant Program**



Presented to  
Quality of Life & Environment Committee  
January 27, 2014

Strategic Customer Services

# Program Vision

The vision is for residents to come together, using their knowledge, skills, contacts and creativity to improve their neighborhood

This program supports the Mayor's Culture of Clean for the growSouth initiative

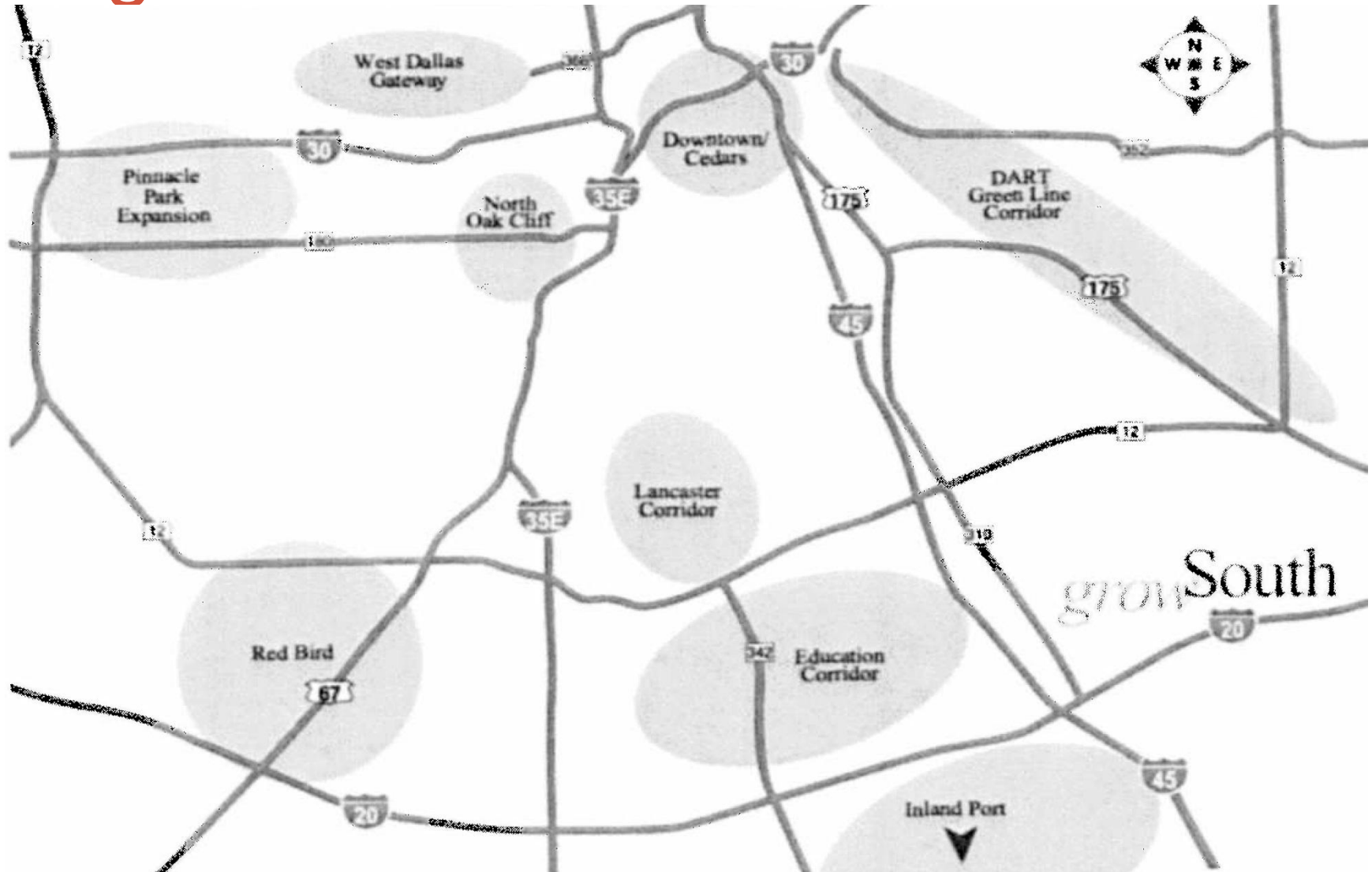
# Program Overview

- Offers financial incentive to neighborhood groups to develop and implement *a self-help project or program* for their community
- Improves the condition of neighborhoods which result in more revitalized communities and a better city

# Program Overview

- Program will award the top ranked projects and programs up to \$10,000 in grant funds
- Total grant dollars available: \$100,000
  - Program funding from FY13-14 operating budget
- Application rankings will be the result of scores based on a 100-point evaluation criteria covering five categories
  1. Project or program concept
  2. Community benefit
  3. Community matches
  4. Project feasibility
  5. Neighborhood condition

# Target Area – Southern Sector



# Who Can Apply?

- Neighborhood oriented groups such as
  - Homeowners associations
  - Neighborhood associations\*
  - Crime watch groups\*
  - Community garden groups\*
  - PTAs\*
  - Organized children groups (scouts, sports leagues)
  - Group of neighborhood residents that work together to develop a self help idea that will improve their neighborhood\*

\* Groups that are not formally organized are required to partner with an organization to serve as their financial sponsor

# Grant Idea Guidelines

- Communities are encouraged to explore creative and innovative ideas that support the unique needs of their neighborhood
- Ideas submitted will be categorized as either a
  - Ongoing service program  
An idea that includes continuous *beneficial community activity* that will carry on once implemented
  - Construction project  
An idea that revolves around building and altering the look of an area



# Grant Idea Requirements

To be considered for funding, an idea must:

- Build a stronger and healthier community
- Provide a public benefit in the community
- Meet an obvious neighborhood need or desire
- Involve residents and other members of the community in all aspects of the project
- Be completed or initiated within 1 year of signing the funding agreement
- Be maintained by the neighborhood or the applicant group for a minimum of
  - 4 years (construction projects)
  - 2 years (on-going service programs)

# Grant Restrictions

Grant funds cannot be used to:

- Fund individual maintenance projects required by city code
- Fund projects that will require ongoing maintenance from the City of Dallas, including staffing or operating expenses
- Replace or serve as an association's operating budget
- Fund projects that conflict with city policies or codes
- Pay for expenditures incurred or financial commitments made prior to receiving funding

# Grant Restrictions

Funding cannot be used to:

- Pay for food, beverages and/or catering services over \$250 for projects under \$5,000 and \$500 for projects over \$5,000
- Pay for travel expenses
- Provide payment to individuals other than those who provide their professional services to the project
- Provide payment to community members for volunteer services connected to a project

\* The City of Dallas reserves the right to automatically reject any idea submitted that conflicts with the city's current ordinances, services, vision or that is deemed as illegal or immoral

# Application Development Workshop

Each group will be required to have at least one member attend and complete a workshop to ensure all parties understand all requirements, restrictions and guidelines

Workshops will cover the following topics:

1. Idea selection
2. Community participation and input
3. Determining resources needed
4. Gaining site control and city advice
5. Developing a project budget
6. Researching regulations

# Application Review Board

- Evaluation and ranking of approved applications will be conducted by a group of community residents selected from the Application Review Board
  - Residents must apply to be on the Application Review Board
  - Staff will review submissions and recommend a maximum of two applicants per neighborhood
  - Each Southern Sector Council will select two residents to serve on the Application Review Board
  - City Staff will serve as non-voting board chair to facilitate processes and maintain program standards

# Application Review Process

- Members review and rank applications based on the Evaluation Criteria
  1. Project or program concept
  2. Community benefit
  3. Community matches
  4. Project feasibility
  5. Neighborhood condition

# Application Review Process

- Project teams ranked above the line, as well as two applications ranked below the line, will make presentations to the Board to address questions or concerns
- Finalists will have 10 minutes to “sell” their idea

# Disbursement of Funds

- Recipients required to sign a funding agreement between the applicant association and the City of Dallas prior to receiving funds
- Recipients can request 10% of the total project as seed money
- Recipients must present valid invoices to receive reimbursement (contingent upon review and approval from City Staff)
- Recipients will receive 90% of the funds requested with 10% withheld until the project is complete\*

\* A standard draw schedule process



# Important Dates to Remember

Activity	Start	Finish
Open enrollment for Advisory Committee	January 27, 2014	January 30, 2014
Present Advisory Review Applications to Council Members	January 31, 2014	January 31, 2014
Deadline for Council to Select Application Review Members	February 6, 2014	February 6, 2014
Notify Applicants of Application Review Appointments	February 10, 2014	February 10, 2014
Announce Application Workshop	February 17, 2014	February 21, 2014
Host Application Workshop	February 22, 2014	February 22, 2014
Program Overview Meeting with Applicant Review Board	February 19, 2014	February 19, 2014
Open Application Period	February 22, 2014	March 14, 2014
Application Submission Deadline	March 14, 2014	March 14, 2014
Application Review Board Application Review	March 17, 2014	March 24, 2014
Finalist Interviews	March 27, 2014	March 27, 2014
Project Award Announcements	March 31, 2014	March 31, 2014

# QUESTIONS

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