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*A volunteer organization working to conserve and enhance  
the beauty and ecology of our community  
through public and private cooperation.*

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501 Yanceyville Street . Greensboro, NC 27405 . (336) 373-2199 . [www.GreensboroBeautiful.org](http://www.GreensboroBeautiful.org)

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August 15, 2011

Dear Neighborhood Association, Civic Group, or Service Club:

Greensboro Beautiful is announcing its Neighborhood Initiative program for beautification and ecology efforts on city and public property within our community. Grants awarded under this program will be announced in January of 2012.

The purpose of this program is to assist neighborhood groups in the City of Greensboro by providing funding assistance to initiate beautification and ecology projects, which further enhance and/or restore city and public property. Neighborhood Associations, civic groups and clubs are encouraged to apply for funding assistance available through this program by completing and returning the enclosed **Funding Application**.

If you have any questions regarding the application process please call the Greensboro Beautiful Office at (336) 373-2199.

Sincerely,

A handwritten signature in black ink that reads "Kathy Cates". The signature is written in a cursive style with a large initial "K" and a long, sweeping underline.

Kathy Cates, City Beautiful Director  
Greensboro Beautiful, Inc.

Enclosures:

- Guidelines & Specifications
- Funding Application
- Examples of Neighborhood Initiatives

# NEIGHBORHOOD INITIATIVE GRANTS

## *A Partnership Program of Greensboro Beautiful, Inc. & the Greensboro Parks & Recreation Department*

### **Guidelines & Specifications**

The primary purpose of the Neighborhood Initiative Grants Program is to encourage and assist neighborhoods and citizen groups within the City of Greensboro to initiate beautification and ecological projects which further enhance and restore city and/or public property such as neighborhood parks, medians, stream banks, nature trails, open spaces, etc. The funds are meant to help initiate an idea that will set a trend, raise the bar, enhance community spirit, and/or establish new standards of quality and excellence in the neighborhood setting.

Furthermore, the purpose of this program is to give greater scope to innovative ideas, and to help the Greensboro Parks & Recreation Department and citizen groups undertake an activity they would not consider without special funding. This program is designed to help establish projects or sites, which can grow and be maintained without additional funding from Greensboro Beautiful. This program is made possible by private contributions to Greensboro Beautiful, Inc., a volunteer organization, working in partnership with the Greensboro Parks & Recreation Department.

### **Project Specifications**

Any neighborhood association, club, or inclusive and non-discriminatory civic organization within the City of Greensboro is eligible to request funding for a neighborhood project according to the following specifications:

1. The primary function of the project must be beautification or ecological in nature, designed to enhance or restore city/public property only.
2. All project plans must be approved by the Greensboro Parks & Recreation Department and the Greensboro Beautiful Board of Directors prior to funding or initiating any work.
3. Neighborhood Initiative Grants shall be based on the project's ability to be maintained by the Greensboro Parks & Recreation Department, adult volunteers, or both on an ongoing partnership basis. Grant recipient organizations will be required to sign a letter of agreement outlining their commitment to maintenance.
4. Funding shall not be granted for normal and routine expenses usually paid by the Greensboro Parks & Recreation Department. Routine expenses might include such costs as heavy equipment rental, grass seed, mowing, trimming, Roundup (herbicide), fertilizer, straw, plastic, top soil, fill dirt, tools, power equipment, or labor. Provision of many of these services might be provided by Greensboro Parks & Recreation upon request.
5. The Neighborhood Initiative Grants Committee shall review all applications and make recommendations prior to final request disposition by the Parks & Recreation Department and the Greensboro Beautiful Board of Directors.
6. The Greensboro Beautiful Board of Directors shall have sole authority in granting the organization's funds.

*(Continued)*

7. In making decisions on grant applications, the Neighborhood Initiative Grants Committee will consider such factors as:
  - a. the effect and impact of the proposed project on the property and/or the local environment;
  - b. the effect and impact on the surrounding inhabitants;
  - c. potential volunteer involvement and partnership opportunities in the project;
  - d. the timetable in which the project will be completed;
  - e. demonstrated human and/or ecological need for the project;
  - f. geographic diversity and perceived needs
  - g. long-term and continued maintenance and support of the project on an on-going basis independent of Greensboro Beautiful funding;
  - h. the dollar amount requested; and
  - i. the overall merit of the project.
8. Once the Committee has acted, and upon the approval of the Greensboro Parks & Recreation Department and the Greensboro Beautiful Board of Directors, applicants will be notified as to their decision, and the amount of funds awarded to the project will be announced.
9. Grant recipients will have one (1) year to complete projects; and an interim report on progress must be submitted by the organization after 6 months. Extension of the project period may be granted upon written request to Greensboro Beautiful.
10. Grant applications requesting sums which are beyond the amounts available for funding in any one given year may, at the discretion of the Greensboro Parks & Recreation Department and the Greensboro Beautiful Board of Directors, be awarded a determined amount in the current budget year along with a non-binding pledge for additional funding in a future budget year. Should a new project be developed that has long-term community impact, the Greensboro Parks & Recreation Department and the Greensboro Beautiful Board of Directors may choose to fund the project over more than one budget year to insure sufficient project start-up and its continued success.
11. Funding shall not be approved for already completed projects.
12. No application will be accepted by an individual; requests must have the formal approval of an organized group, club, or neighborhood association.

All Greensboro Beautiful Neighborhood Initiative Grant Applications  
and Inquiries should be directed to:

**Greensboro Beautiful, Inc.**  
**ATTN: Neighborhood Initiative Grants Committee**  
**501 Yanceyville Street**  
**Greensboro, NC 27405**  
**(336) 373-2199**

**FUNDING APPLICATION**  
**For the Neighborhood Initiatives Grant Program**

**Application Deadline: October 31, 2011; 5:00pm**

**Notification: January, 2012**

**PLEASE PRINT OR TYPE**

1) Name of Requesting Group: \_\_\_\_\_

2) Official Representative Name: \_\_\_\_\_

3) Position Held: \_\_\_\_\_

4) Address/City/State/Zip \_\_\_\_\_

5) Phone: \_\_\_\_\_ 6) Email: \_\_\_\_\_

7) Project Name \_\_\_\_\_

8) Project Location \_\_\_\_\_

9) **TOTAL ESTIMATED PROJECT BUDGET** \$ \_\_\_\_\_

a) Amount of Greensboro Beautiful Grant Funding Requested: \$ \_\_\_\_\_  
**(\$250 - \$1,000 maximum)**

b) Total Funds to be provided by Applicant: (if applicable) \$ \_\_\_\_\_  
Sources of Funding Provided by Applicant

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

10) Attach a Narrative Description of Project (include need assessment, purpose of project, outline of project, procedure for implementation, intended results of project, etc.) Narrative should be no more than one page in length.

11) How will the project enhance/restore the beauty and ecology of the area, park, neighborhood, community at-large, etc.?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

12) What is the need and anticipated impact for this project as it relates to community spirit and unity?

\_\_\_\_\_  
\_\_\_\_\_

13) Anticipated number and sources of volunteers involved in implementing the project:

\_\_\_\_\_  
\_\_\_\_\_

*(Continued)*

14) List other available financial or material resources your organization plans to provide:

15) State when you intend to begin this Initiative: Spring 20\_\_\_\_ Fall 20\_\_\_\_

16) Describe how the project will be maintained:

17) Any additional comments that support the need for project and/or project's merit as an activity designed to enhance/restore city/public property, or the environment:

15) TOTAL BUDGET: \$\_\_\_\_\_ (include total project budget) Attach sheet if needed.

**Project Needs:**

**Estimated \$ Cost**

A. Materials (plants and other)

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

B. Professional Assistance (design, labor, etc.)

_____	\$ _____
_____	\$ _____

C. Other (be specific)

_____	\$ _____
_____	\$ _____

**Return original application to:**

**Greensboro Beautiful, Inc.  
Neighborhood Initiatives Grants Program  
501 Yanceyville Street  
Greensboro, NC 27405  
Phone: (336) 373-2199**

**Application Deadline: October 31, 2011; 5:00 p.m.**  
**Notification: January 2012**

### **Examples of Neighborhood Initiatives**

- Identification and/or beautification of neighborhood entrances or landmarks
- Water-wise landscaping
- Creative use of local and/or “Waste” materials
- Effective and attractive erosion control measures
- Low maintenance landscape design and implementation
- Effective and safe eradication of invasive species
- Tree planting
- Attractive storm water management measures (rain gardens)
- Landscaped gathering places for neighborhood picnics, outdoor entertainment, and community celebrations

NOTE: All projects must be located on City Property

## **Neighborhood Initiative Grants Review Committee:**

Tennie Skladanowski/Alexa Aycock; Committee Co-Chairs

Kathy Cates - City Beautiful Director, Greensboro Parks & Recreation Dept.

Brooks Mullane – Environmental Programs, Greensboro Parks & Recreation Dept.

Mike Simpson – Specialized Maintenance Services, Greensboro Parks & Recreation Dept.

Bobby Coltrane – Landscape Maintenance Supervisor, Greensboro Field Operations Dept.

Mike Cusimano – Urban Forester, Greensboro Planning & Community Development

Donna Newton – Greensboro Neighborhood Congress

Carolyn Allen, Chair, Greensboro Beautiful, Inc.

Elaine Stover, Former Member, Greensboro Beautiful, Inc. Board of Directors

Larry Newlin, Former Member, Greensboro Beautiful, Inc. Board of Directors

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## **Schedule for 2011-12 Grant Cycle:**

August 15, 2011	Applications Available; Distributed through Neighborhood Congress
TBA	Neighborhood Grant Seeker Workshop; 6:30pm; Glenwood Library
October 31, 2011	Applications Due to GBI Office by 5:00 p.m.
November 2011-January 2012	Committee reviews applications and develops recommendation
January 2012	Executive Committee reviews and approves recommendation
January 2012	Board of Directors votes on recommendation
January 31, 2012	GBI Announces Grant Recipients