



# BEAUTIFYSJ GRANT PROGRAM

## What is BeautifySJ?

BeautifySJ is an initiative to clean up and restore our San José community. The City of San José is committed to supporting residents in their efforts to beautify their neighborhoods and create a cleaner and more vibrant San José.

The mission of the BeautifySJ Grant Program is to support residents' efforts at reclaiming their public space and to empower residents to aesthetically demonstrate their pride in our City. The City believes that the power to shape the future of our neighborhoods lies in strengthening the civic participation of our residents.

The BeautifySJ Grant Program provides funds (from \$300 up to \$5,000) for neighborhood clean-up efforts, beautification projects and neighborhood engagement opportunities in San José.

## Beautification Projects

\*\*All beautification projects must be on public property\*\*

### ADOPT-A-PARK:

Adopt-A-Park is a one-year commitment to help with picking up litter, removing graffiti, removing weeds, and trimming bushes

### LANDSCAPING/GARDENING:

Landscaping & gardening projects in public spaces, trails and City parks.

### NEIGHBORHOOD PLANTING PROJECTS:

Neighborhood planting projects such as gardening spots in open spaces & streets, such as medians, pedestrian islands, and front schoolyards, aimed at improving the look and feel of neighborhood surroundings.

### NEIGHBORHOOD CLEAN-UP:

Dumpster Days, Litter Pick-Ups, Graffiti Abatement

### PLANTING:

Planting of trees and/or any other type of planting.



## Neighborhood Quality of Life & Neighborhood Organization Building Events/Projects

### NEIGHBORHOOD-LED EVENTS:

National Night Out, Cultural Festivals, Community Building Events, public safety activities, neighborhood celebrations, community projects, etc.

### NEIGHBORHOOD ORGANIZATION SUPPORT:

Newsletters, PO Boxes, United Neighborhoods of Santa Clara County Membership Fees, special events insurance, association web pages/domains.

### ONE-DAY VOLUNTEER EVENT AT A PARK:

Your neighborhood group can work with Parks Division Volunteer Management Unit to choose a project based on the number of participants and the work that is needed.

## Neighborhood Support & Capacity Building Events/Activities

### NEIGHBORHOOD GROUP OUTREACH AND COMMUNICATION

Connecting neighborhood leaders to City Council and City of San José staff. Communicating and sharing resources, including funding opportunities. Conducting outreach to identify neighborhood leaders, in Equity Priority Communities to establish new emerging groups. Communicate and coordinate BeautifySJ funded projects that enable multiple groups to better utilize resources. Conducting outreach to community members to foster greater engagement in joining or establishing neighborhood groups where there are no groups.

### CAPACITY BUILDING

Regular engagement meetings with emerging groups and neighborhood associations to provide coaching on how to develop Bylaws, meeting agendas, and grant proposals. Provide neighborhood groups with "How to Guides" for Beautification projects. Support residents, emerging groups and associations by providing language interpretation services.

## How To Apply?

The BeautifySJ Grant Application will be available via WebGrants: [grants.sanjoseca.gov](https://grants.sanjoseca.gov)

New users are required to register before using WebGrants. The average time for registration to be complete is three (3) business days. Applicants are advised to plan accordingly so that proposals are submitted far enough in advance to ensure complete submission prior to submission deadline. The City is not responsible for late proposal submissions resulting from computer malfunctions, internet connection or speed issues, or any other technical issues.

## Entry Criteria

Applicants must meet ALL ENTRY CRITERIA at the time of submitting their proposals.

ELIGIBLE GROUP	ELIGIBLE GROUP DESCRIPTION	ELIGIBLE PROJECT
<b>Neighborhood Associations</b>	An established formal group of residents living within the same neighborhood working to improve the neighborhood. This does not include business owners, District Leadership Groups or people who work in the area that do not live in the neighborhood.	<ul style="list-style-type: none"> <li>• Category 1: Beautification Projects</li> <li>• Category 2: Neighborhood Quality of Life or Organization Building Events/Projects</li> </ul>
<b>Emerging Neighborhood Groups</b>	A group of volunteers, that are not an established Neighborhood Association yet, who are working to improve the neighborhood they live in. This does not include businesses or people who work in the area that do not live in the neighborhood.	<ul style="list-style-type: none"> <li>• Category 1: Beautification Projects</li> <li>• Category 2: Neighborhood Quality of Life or Organization Building Events/Projects</li> </ul>
<b>Property Owner/Tenant Associations</b>	A group that works closely with the tenants of the properties by including them in meetings and project planning working to improve the neighborhood. Qualifying grants will fund items and activities that build community cohesion; it will NOT fund items that are the owner's responsibility, such as physical improvements.	<ul style="list-style-type: none"> <li>• Category 1: Beautification Projects</li> <li>• Category 2: Neighborhood Quality of Life or Organization Building Events/Projects</li> </ul>
<b>District Leadership Groups</b>	An established formal group of Neighborhood Association leaders living within a Council District in the City of San Jose. District Leadership Group's goal is to support individual residents, emerging groups, and neighborhood associations by providing capacity building activities to strengthen neighborhood engagement, civic participation, and leadership within our neighborhoods.	<ul style="list-style-type: none"> <li>• Category 2: Neighborhood Quality of Life or Organization Building Events/Projects</li> <li>• Category 3: Support &amp; Capacity Building Events/Activities</li> </ul>
<b>Community Partner Groups</b>	A community group or partner that operates to improve neighborhoods and involves residents living in the neighborhood where project is being proposed. Such groups include, but are not limited to, non-profit agencies, schools, churches, Adopt-a-Park, Adopt-a-Trail, and Adopt-a-Street, or "Friends of a Park" type groups.	<ul style="list-style-type: none"> <li>• Category 1: Beautification Projects</li> </ul>

For questions regarding this Funding Opportunity, please contact Adriana Vargas, Grants Analyst at: [Adriana.Vargas@sanjoseca.gov](mailto:Adriana.Vargas@sanjoseca.gov)