

## A WORD ABOUT BUDGET, FROM THE NAC:

Since the program began in 1999, the Select Neighborhood Action Program (SNAP) has invested more than \$580,000 to strengthen neighborhood organizations and implement neighbor-driven projects to improve the quality of everyday life in neighborhoods across Bowling Green. After two years of ongoing budget challenges, the Board of Commissioners and City Management have once again affirmed their commitment to investing in neighborhoods by budgeting \$25,000 for this popular mini-grant program, believing it to be a worthwhile and impactful use of time and resources.

Two years ago, in order to carefully steward this investment, we implemented more stringent program guidelines and restrictions, asking prior SNAP recipients to put some phased and other types of projects on hold. This year, we are relaxing some (but not all) of those restrictions: most notably, the restriction on applying to complete additional phases of prior projects. We do expect that lifting restrictions will increase the number of applications and make the process much more competitive, so applicants should be aware that priority may still be given to projects that seek to fix a problem or fill a need, impact many people, or direct resources into neighborhoods that have not received as much SNAP funding over time.

As always, thoughtfully consider your neighborhood's goals for the next year. If a SNAP project is included in those goals, be sure to read these updated guidelines carefully to insure your neighborhood's best chance of success in obtaining funding for your project.

In service,  
Karen

For more information about neighborhood revitalization strategy, visit these resources:

- [www.nw.org](http://www.nw.org) (NeighborWorks America)
- [www.fallcreekconsultants.com](http://www.fallcreekconsultants.com) (Marcia Nedland, Principal)
- [www.czb.org](http://www.czb.org)



**Neighborhood Action Office**  
1017 College Street  
Bowling Green, Kentucky 42101



## SELECT NEIGHBORHOOD ACTION PROGRAM (SNAP) GUIDELINES FOR 2011 GRANT CYCLE

SNAP helps neighborhood organizations implement strategies to create "Healthy Neighborhoods," as defined below:

### Characteristics of a Healthy Neighborhood

A healthy neighborhood is:

- A place where it makes economic and emotional sense for people to invest their time, money and energy, and,
- A place where neighbors successfully manage neighborhood-related issues and neighborhood change.

Any neighborhood organization located in the city of Bowling Green that meets eligibility and matching fund requirements may apply for SNAP funding. For the purposes of SNAP, a neighborhood organization is defined as:

- A neighborhood watch group;
- A neighborhood association or other group of residents in a geographical area of single family and/or multi-family residences;
- A homeowner or condo association; or
- A tenant group or resident council in a multi-unit apartment complex or mobile home park.



### APPLICATION DEADLINE

4:00 p.m. or postmarked September 2, 2011

### ELIGIBILITY

To be eligible for a SNAP grant, your neighborhood must meet the following requirements:

- Be located within the city limits of Bowling Green.
- Register annually with the Neighborhood Action Office. A registration form is included in the SNAP application packet.
- Be active, meeting at least once per year.
- Exist for at least six months, OR have met at-large (neighborhood-wide) within six months prior to application.
- Be represented at a designated Neighborhood Training Session (see list), no longer than one year prior to the application deadline.
- The boundaries of your neighborhood organization must include at least 20 households to qualify for a full grant award. Applicants representing neighborhoods with fewer than 20 households qualify for a fraction equal to their number of households, based on the maximum amount available to them as a first time or repeat SNAP applicant.



### FUNDING DECISIONS

All SNAP applications will be processed by the Neighborhood Action Office and evaluated by a review panel. Funding decisions will take these considerations into account: application completeness, neighborhood participation, community benefit, and project quality (employing one or more "Strategies for Creating Healthy Neighborhoods"). Further consideration may be given to problem mitigation and equitable deployment of resources (i.e., amount of money and/or frequency of awards over time to applicants, reasonable use of tax dollars, etc.). Following review and evaluation of all eligible SNAP proposals, the Neighborhood Action Office will offer a recommendation for funding to the Board of Commissioners, who will make final approval of grant awards.



**Karen Foley**  
Neighborhood Action Coordinator  
1017 College Street • Bowling Green, Kentucky 42101  
270.393.3674 • [karen.foley@bgky.org](mailto:karen.foley@bgky.org)

**EXPENSES SPECIFICALLY EXCLUDED FROM SNAP FUNDING**

- Food, beverages, facility/equipment rentals or other services related to special events or social activities
- Maintenance activities of any kind, including sealing or repaving of common areas, ongoing mowing or routine landscape maintenance (weeding, mulching, watering, trimming, fertilizing, etc.)
- Seasonal decorations, equipment or any other “portable” capital purchases requiring storage
- Projects that have already been completed and paid for by the applicant or a partner. Projects meeting this description may be considered to meet the matching requirement.



**PROJECT RESTRICTIONS**

- All projects must be able to be fully completed by June 30, 2012.
- No late applications will be considered for funding.
- Applicants may apply for funding for one project only. Additional projects may be undertaken to boost matching requirements, increase neighborhood participation, or to employ a complementary “Strategy for Creating Healthy Neighborhoods.”
- First time SNAP recipients may receive no more than \$5,000. Applicants who have previously received a SNAP award at any time since 1999 may request no more than \$2,500. Applicants representing neighborhoods with fewer than 20 households qualify for a fraction equal to their number of households, based on the maximum amount available to them as a first time or repeat SNAP applicant. (Example: A first time applicant with 10 households would be eligible for 10/20, or one half, of \$5,000; a repeat applicant with 17 households would be eligible for 17/20 of \$2,500.)
- Maximum amount of \$400 may be requested for legal and/or accounting fees related to incorporation and/or establishing nonprofit, tax-exempt status.
- A 20% match of the requested award

amount is required. Match can be met through cash, in-kind donation, or volunteer labor valued at \$15 per hour.

- Project location must be within the city limits of Bowling Green.
- Project activity must be fully compliant with the City of Bowling Green Code of Ordinances, Kentucky Revised Statutes, and all applicable codes, policies and procedures of the City of Bowling Green.
- Landscape and/or signage projects on right-of-way require approval by Public Works. Additional forms are required for these projects and must be submitted with the SNAP application.



**ALL ABOUT SNAP GRANTS: UPDATED FOR 2011 GRANT CYCLE**

Learn what kinds of financial and technical resources are available to neighborhood groups through SNAP this year, and how your own neighborhood can benefit. Pick one session: Thursday, July 28, 3:00-4:30 p.m. OR 7:00-8:30 p.m. at BG Parks and Recreation. To insure availability, please register your attendance with the Neighborhood Action office in advance.

Applications are available online ([www.bgky.org](http://www.bgky.org)) or from the Neighborhood Action Office.

**HEALTHY NEIGHBORHOODS**

A healthy neighborhood is:

A place where it makes economic and emotional sense for people to invest their time, money and energy, and,

A place where neighbors successfully manage neighborhood-related issues and neighborhood change.

**HEALTHY NEIGHBORHOOD OUTCOME AREAS**

**Image:** The neighborhood will have a positive image that attracts investment - from homebuyers, homeowners, business, and government. People will be confident in the future of the neighborhood.

**Market:** The residential and commercial real estate market will reflect this confidence. The neighborhood will make economic sense for key investors - homebuyers, homeowners, landlords, business and government - because property values will be steadily increasing. This will enable homeowners, homebuyers and landlords to carry out improvements and build assets. It will enable businesses to remain or locate in an improving neighborhood, and it will enable government to see the property value base stabilize. At the same time, the neighborhood will offer housing options for, and be attractive to, a variety of income groups. It will help neighbors who want to, stay and benefit from revitalization.



**Physical Conditions:** Physical conditions, whether residential or business, will reflect pride of ownership and a high standard of maintenance. Public infrastructure will be maintained and improved to a standard similar to neighborhoods currently viewed as better.

**Neighborhood Management:** Collective action by residents, institutions, and businesses will ensure neighborhood will compete well with other neighborhoods for resources. Residents will have the capacity to manage the day-to-day activities on their blocks. Neighbors will feel comfortable being “neighborly” - looking out for each other, getting together to work on problems, taking action to reinforce positive standards and actions, etc. Neighbors will feel safe in the neighborhood.



**STRATEGIES FOR CREATING HEALTHY NEIGHBORHOODS**

**Image Strategies:**

Strategies to define a neighborhood (naming, logo, gateway signs, oral/written history of neighborhood)  
 Strategies to cultivate image as a neighborhood of choice (PR strategy, newsletter, PSAs, curb-appeal strategy to give a unifying, prideful look to the streetscapes)  
 Strategies to cultivate positive image w/media and others (campaign of positive press releases, tours and info programs, annual events that attracts people to the neighborhood)



**Physical Condition Strategies:**

Strategies to cultivate positive standards (improved property awards, landscaping incentives)  
 Strategies to improve owner-occupied homes  
 Strategies to improve streets and public areas (neighborhood cleanups, curb/gutter/sidewalk replacement, park improvements, etc.)

**Neighborhood Management Strategies:**

Strategies to get neighbors working together (grants, social events, community gardens, open houses)  
 Strategies to increase sense of safety (Neighborhood Watch, relationships among neighbors, neighbor-walk schedule)  
 Strategies to cultivate neighborhood leadership (training, block captains, reasons to regularly engage neighbors, annual good neighbor awards, outreach to new residents)

\*Content on this page is attributed to Marcia Nedland and Michael Schubert (NeighborWorks America Training Institute: “Strategies for Creating Healthy Neighborhoods” 2002 edition) and David Boehlke (czb).

