



Mayor-President Kip Holden's
LOVE YOUR BLOCK
GRANT APPLICATION

Mayor-President Holden and Mid City Redevelopment Alliance invite your volunteer-led neighborhood group to apply for a block transformation grant and receive:

- Grants of up to \$750
- Assistance on forming a civic association
- Assistance with local media coverage for your event

With your help, we can transform our city- block by block!

LOVE YOUR BLOCK SELECTION CRITERIA

Each group must have a detailed and realistic action plan for engaging residents to carry out a physical transformation of the public spaces on their block. Specifically, each group must:

- Be volunteer-led. Eligible groups include, among others, neighborhood, tenant and block associations as well as community garden groups, school and church-based groups.
- *Love Your Block* projects must occur within the city limits of Baton Rouge.
- Demonstrate the ability to mobilize a minimum of 10 neighborhood volunteers to take part in the *Love Your Block* project.
- Send two main contacts to a workshop in the fall of 2011 where they will meet with the Chief Service Officer, representatives from the Louisiana Serve Commission and Mid City Redevelopment Alliance.
- Applications must contain signatures and phone numbers of at least 50% of residents on the block.
- Please respond to ALL questions in the following two sections, following the same order as this application. Answer all questions clearly on separate sheets of paper.

Ideas for *Love Your Block* projects include, but are not limited to:
Landscaping, beautification, neighborhood clean-up, community garden, neighborhood signage, murals

SECTION 1: GENERAL INFORMATION

1. What is your group's name? (If no group exists, you may form a new group)
2. List two contacts for your group, along with their phone number and email.
3. What is your group's mailing address? (This may be the address of person submitting *Love Your Block* application or someone on the block)
4. If your group has a website, what is the URL?
5. When was your group formed (month/year)? If your group is new, is this the first project it is undertaking?
6. What neighborhood does your group work in?
7. Briefly describe your group's purpose, history, and accomplishments.
8. State the names of your neighborhood's councilmember, state senator and congressional representative. (call 311 for your metro council member and 1.800.256.3793 for your state senator and congressional representative or you may visit <http://www.legis.state.la.us/>)

SECTION 2: PROJECT DESCRIPTION

1. Please describe your block in detail. Please include an estimate of the block’s demographics and commercial/residential mix (approximate number of homes, apartments, businesses etc.)
2. What are some of the specific concerns you have about its physical appearance? Mandatory: Include photographs of the present state of the site/block including pictures of the area that you are applying for.
3. Please describe in detail what the *Love Your Block* grant money will be used for.
4. Please include a detailed action plan that indicates the various steps your group will take to carry out the block improvement project. Please refer to the template below, include details on a separate sheet of paper, and include it in your application.

Action	Person(s) responsible for carrying out the action	Date(s) the action(s) will take place	Intended outcome(s)
For Example: distribute flyers to all neighbors announcing the upcoming project	John Smith Linda Jones	October 15-20	Raise awareness about event; recruit resident volunteers

5. What materials will you need? Please provide a budget that includes all planned expenses related to the project. *Love Your Block* grants do not cover personnel, on-going costs, or food and drinks.
6. Costs included in this budget should only consist of one-time expenses related to the project and/or items such as equipment or supplies. Please refer to the template below, answer on a separate sheet of paper and include it in your application.

Item	Description of use	Cost
3 gallons of paint	To paint the walls surrounding the community garden	\$50.00
6 paintbrushes	Needed to paint the walls surrounding the community garden	\$18.00

TOTAL: \$68.00

7. How will you reach out to your neighbors to encourage participation? How will you involve them? How many neighborhood participants do you anticipate becoming involved?
8. Will you work with local businesses and other community-based organizations? If so, in what capacity?
9. How do you plan on sustaining the changes your project will create? (e.g. for a block cleanup, what is your plan for keeping the block clean?)
10. Is your block interested in forming an official civic association?

Mail the completed application by July 29, 2011 (postmarked date) to:

**Mid City Redevelopment Alliance
Attn: Love Your Block
419 North 19th Street
Baton Rouge, LA 70802-3700**

**Completed application may also be faxed to 225.344.6171
by 5pm, July 29, 2011**

Questions?

If you have any questions regarding this application or Mayor-President Kip Holden's *Love Your Block* initiative, do not hesitate to call or email the following:

Mid City Redevelopment Alliance
mcra@brgeneral.org 225.346.1000

The Mayor's Office of Constituent & Neighborhood Services
neighbors@brgov.com 389.3039 extension 106

Mayor's Office, City of Baton Rouge
brproud@brgov.com or 225.389.3100