



Placemaking Grant Application - Level 2

Association State:

ID

Association Name:

COEUR D ALENE ASSOCIATION OF REALTORS® INC

Association Staff Contact First Name:

Ali

Association Staff Contact Last Name:

Taylor

Association Staff Contact Title:

Executive Officer

Association Staff Contact Phone:

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Association Staff Contact Email:

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Association Executive Officer/CEO Name (if different than applicant):

same

Association Executive Officer/CEO Email (if different than applicant):

same

Grant Information

Amount Requested (up to \$5,000):

\$ 4116.00

Type of Project:

Trail/Pedestrian/Bike Path

Describe the project and what will be done on the site? Attach a copy of the concept plan.

We are creating a Storybook Trail with one of our growing cities. This year the Coeur d'Alene Realtor's Association approached the City of Rathdrum about the possibility of partnering up to do a project within the Rathdrum community that would enhance and improve Rathdrum. Coeur d'Alene Realtor's Association representatives Amanda Kuespert and Ali Taylor began working with the city and brainstorming what kind of project would fit the needs of our community. After exchanging different ideas, we both agreed that the Children's Storybook Trail on the city's 540 acres of undeveloped open space seemed like the obvious choice. Imagine you are taking your child on a walk down a trail and you come upon a page from a children's picture book, mounted on a post in the ground. As you walk along the path, you discover another page, and then another, and you begin to realize you're reading a story. A Storybook allows children of all levels to enjoy the outdoors while also reading a variety of wonderful children's books aloud with their family and friends. A Storybook Trail is a fun, educational activity that places the pages from a children's story along a popular trail in the community. Conceived as a way to inspire parents, teachers, and other adults to take young children outdoors to enjoy reading stories together, a Storybook Trail helps build children's interest in reading while encouraging healthy outdoor physical fitness. We will take a piece of land that is already prime for a trail, clean the debris/trees that need to be moved, keep the walk "natural", not concrete, and have it accessible for anyone to enjoy.

Location of Project (i.e., alley, vacant lot, open space, street, etc.) and current condition of the site:

The project is located at the bottom (entrance) of Rathdrum Mountain, 5 minutes out of downtown Rathdrum, minutes away from schools as well. Right now it is in a complete natural state, but construction on the parking lot area that is where the trail begins is currently underdevelopment. Clean-up of the vegetation and saplings won't be too time intensive with the correct equipment.

Is the site of the project accessible via transit, bike, or foot or only by car? Please describe.

It will be located directly off of a public parking lot, accessible in any form.

Will the space be open and accessible most of the time to the whole community? Please describe.

It is a public space, open to any and all, the trail itself will be open beginning Mid-April until the snow gets too deep in the winter.

What is the project's total budget? (Grant will not fund projects with a total budget over \$200,000).

4366.70

What will NAR's grant be spent on? (i.e., design fees, seating, artwork, materials, site prep, labor, etc.).

The city has done all the mapping and design, so it will be spent on materials, seating, art work. Specifically the building of a park bench, posts & concrete that the books will rest on as well as the page holders, the story book pages themselves, and a play/art structure that will be fun for any age.

How will gap funding (amount not approved by grant) be provided for?

The Cda Association of Realtors Board of Directors has approved up to \$2500 to put towards the success of the project, marketing, and towards helping with a ribbon cutting/community picnic. The City of Rathdrum has donated labor, machines to clear the trail and the trash receptacles. There are local businesses/hardware stores that are providing items at cost to help with the funding and success as well. We will also be reaching out to local businesses to help with food/drink at the ribbon cutting picnic.

How will this project transform the current site into a place for the community to gather and/or what types of positive cultural (community engagement), economic (increase in business activity), and other impacts will this project generate in the community?

This project will provide children along with their families and friends the opportunity to spend quality time outdoors while being active and learning at the same time. The intent of this project is to get children away from the television and electronics and get them engaged in an outside interactive activity. Children will be able to engage in physical fitness while reading and learning about a variety of handpicked topics. Apart from everyday visitors, local schools and even daycare facilities can utilize the trail for educational and physical fitness purposes. The book pages on the trail can be changed out at any time and can be customized to fit multiple age ranges and reading levels. This project will also have an impact on local business and commerce within the area. Since few Story Book Trails exist in the area, the trail will be unique to the area and will attract visitors not only from Rathdrum but also visitors from outside the City of Rathdrum which will have a positive effect on businesses with the area of city impact. REALTORS will be able to use it in their marketing for the area. Not only are they selling homes there, but they are helping build the community.

What is the role of the REALTOR® Association in the project? How are REALTOR® members (YPN, commercial, brokers, etc.) engaged in the project? Describe in detail.

We have been highly involved in the entire planning of this project, from design and location to how to celebrate and market its opening. Our Board of Directors and our committees such as YPN, Community Outreach, Marketing, Membership , and all of our members will be invited to give a hand during the build day where we will go and join up with the city and other businesses that want to help out and literally dig the holes for the post, mix the concrete to set the post (with water from the creek that runs alongside the trail, we'll be adding the hardware, the books, truly have our hands on every part of this project. This sits in the hotspot of our area's growth, we are excited to be a part of bringing it to the residents and their families.

Are there any partners or volunteers involved in this project? Describe their roles. Who is leading the project – your association/board or a partner?

The local 4H groups (which there are 7 in the area) are all excited about helping out on the build day. The local library will be choosing the book and helping to keep it updated and fresh with new stories. The city has various departments that will be helping with the construction, and we will be asking the local chamber of commerce to be involved as well.

Check the type of partners involved in the project. Check all that apply.

Civic/Cultural/Arts Organization
City/County/State Government
Local Businesses

When will the project be started and completed?

Project Start Date: 2019-06-03

Project End Date: 2019-08-19

Who owns the property and have you secured permission from the owner for the intended usage of the space?

The City of Rathdrum does and we are doing this project directly with them.

State and local REALTOR® associations shall only use resources provided by the NAR REALTOR® Party Program within their association's territorial jurisdictions as set by NAR. Does the proposed activity adhere to the stated requirement?

Will the grant be funding a project in a rural community within your association's jurisdiction? Note that the Rural Housing Service defines "rural" as areas with less than 30,000 population and rural in character.

Yes

Date Completed: 2019-05-07 16:38:26

Attachments:

- [story walk.jpg](#)
- [storywalk book holder.jpg](#)
- [story walk 1.jpg](#)
- [storybook park 3 - Copy.jpg](#)
- [storybook park 2.jpg](#)
- [storywalk.pdf](#)
- [site.jpg](#)
- [trail site.jpg](#)
- [BeforeAfterCoeur.jpg](#)