

2020 Smart Growth Grant - Level 2 Application

Status: Completed

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Submitted By: jenifer@bakersfieldrealtor.org

Does the proposed activity adhere to the stated requirement? Yes

First Name: Jenifer

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Association: BAKERSFIELD ASSOCIATION OF REALTORS® INC

Association ID: 1525

Address 1: 2300 Bahamas Drive

Address 2:

City: Bakersfield

State: CA

Zip: 93309

Association Executive First Name (if different from above): Kim

Association Executive Last Name (if different from above): Huckaby

Association Executive Contact Email (if different from above): kim@bakersfieldrealtor.org

Smart Growth Event Details

Please visit www.realtoractioncenter.com/sggrants to review the full list of grant regulations and funding criteria.

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.: No

Amount Requested (Max \$5,000): \$5,000

1. In one sentence describe what your association will be doing with this grant.: The Bakersfield Association of REALTORS will use the NAR Smart Growth grant to fund an outside consultant to evaluate and design an overall streetscape concept to preserve a historic area of the city of Bakersfield.

2. Dates of activity, if applicable.: December 2020 to allow time to do the design, and incorporate ideas in city budget for 2021-2022

3. Describe the land use/transportation/growth issue(s) with which your association is engaging. Why this issue is of concern to the association?: This project will be a land use project in Old Town Kern, a historic area within the City of Bakersfield. We will transform the area from a run-down area of town with high concentration of homelessness, litter, graffiti, and a host of other infrastructure issues. We will create the overall concept to transform the area into a cultural destination, with a Basque theme to the streetscapes. This is important to the Bakersfield AOR because it preserves a historic area of the city, that contains a large portion of residential area. This will raise property values in the area. It will also make Bakersfield as a city more attractive to out of town buyers.

4. Describe proposed activity. Be specific about the details how this event will be executed.: The project is to hire an outside civil engineer to work with a small workgroup of REALTORS, City Council Members, Planning Commissioners, and businesses in the area to create a destination for residents and tourists. The area is already highly used by residents and tourists as it houses the authentic Basque restaurants famous to the City of Bakersfield. There have been several efforts to revitalize Old Town Kern that has garnered significant support from the community, but have not gained the attention or support from the City. This project has a much higher probability of success because of the timing. The City just hired a new City Manager after 27 years of the previous City Manager. We plan to work with the City Councilman for the area who has stated this is one of his priorities. We will bring the concept to life by hiring a professional civil engineer to provide the renderings

so the rest of the Council can visualize the project. We will then work with the Basque Heritage Foundation to ensure the concepts are authentic reflections of Basque culture. We will restart the Old Town Kern Committee to help fundraise and gain community support. And we will present the project and the evidence of community support to the City Council to incorporate the project in the City's 2021-2022 budget to be adopted by July 1, 2021.

5. How will the activity further smart growth-related land use public policies/development in your community? Please review the 10 Smart Growth Principles at the end of this application and describe how your project supports one or more of these principles.: This will help Bakersfield Planning staff to implement growth policies such as enhanced public transportation and mixed use buildings. To date, the City has practiced outdated policies that are not embraced by the growing millennial population. Bakersfield has the second highest millennial job growth in the State of California, according to the KEDC. We believe the City's outlook and policies are antiquated and should be adapted to the changing population.

6. Is this project part of a larger long-term effort aimed at shaping your community's land use?: Yes

7. Describe the general roadmap to achieving the long-term outcomes, if known and/or applicable.: Once the REALTORS® host this activity, we will work with the Bakersfield Chamber's Young Professionals group as well as the REALTOR YPN group to implement the ideas that are born from the aforementioned activity. We will also team up with other young professionals groups (The Hub and Hello Bakersfield) that have been very active in downtown revitalization efforts. We will invite these groups to participate in the planning activity, then encourage them to implement the ideas discussed.

8. Describe your association's prior smart growth efforts, if applicable.: The Bakersfield Association of REALTORS will use the NAR Smart Growth grant to fund an outside consultant to evaluate and design an overall streetscape concept to preserve a historic area of the city of Bakersfield.

9. Describe any non-public policy outcomes/benefits of project, including those to the REALTOR® association and its members?: This activity will not only be the catalyst for much needed change in an ignored but treasured jewel of the city, it will also feature the REALTORS® as the leader in the collaborative effort. City staff responds very well to organizations that not only identify problems in the community, but come to them with solutions and funding. The City's Community Development Director is also a young professional, and has been very active with the leadership of the REALTORS®.

10. To what degree/how will members be involved in the activity?: During the planning process, the REALTORS® Board of Directors and YPN leadership will help lead small group discussions. We will bring in a facilitator, and will have specialized brainstorming break outs. For each of those break out groups, a REALTOR® will be the designated leader/facilitator. We will work with a company called "Innovation Games" who have facilitated many cities' budget process that include significant community input.

11. What other parties will be engaged in this activity (other REALTOR® associations, nonprofits and/or government entities) and their roles?:

- Paid facilitator--lead discussions
- Bakersfield Association of REALTORS Board of Directors--lead discussions
- Bakersfield Association of REALTORS YPN--lead discussions
- Greater Bakersfield Chamber of Commerce-- participant
- Kern County Hispanic Chamber--participant
- Hello Bakersfield--participant
- BitWise--participant
- City of Bakersfield City Council Members--participants
- Mayor of Bakersfield--participant
- City of Bakersfield Planning Commissioners--participant
- City Community Development and City Manager Staff--participants
- Kern Homeless Collaborative--participant
- Independent developer members -participant

12. How are you measuring the success of this activity in both the short term and long term. When do you expect the long-term land use public policy outcomes to be known, if applicable?: Short term success will be measured by the response to the collaborative planning effort. Each participant will fill out an evaluation form after participating. Long term success will be measured by the amount of effort to implement the ideas that come out of the collaborative activity.

13. Will this effort support your broader/long-term advocacy goals? If so, how?: Yes

14. Is there anything else you would like the review panel to know about this project?:

Budget Details

15. Provide a line-item budget (revenues & expenses) for this activity.

Please provide your budget in the framework below. Note that the categories listed are only suggestive, not exhaustive; please adjust/insert as necessary. NAR will not consider applications without budget information. Funds may not be used for REALTOR® association staff time or for expenditures already made. Revenues and Expenditures should net zero. In-kind/non-cash contributions to the effort may be explained in the Budget Notes section below the table.

Revenue

Smart Growth Grant (enter requested amount)	\$5,000
Contribution from your association (do not include staff-time or in-kind donations)	\$500

Contribution from other REALTOR® association(s)	\$0
Contribution from non-REALTOR® collaborating partners	\$0
Admission fee/tickets	\$0
Revenue from sponsors (e.g., booth rental, payment for advertising, etc.)	\$5,000
Total	\$10,500

Expenditures

Expenditures	\$0
Venue rental	\$0
Catering/refreshments	\$1,500
Marketing	\$2,000
Speaker fees	\$4,000
Speaker expenses (travel, lodging, meals)	\$1,000
Printing	\$2,000
Total	\$10,500

16. If the applicant is a local REALTOR® association, the state association must be notified of your application. Please indicate the name, title and contact information of the state association staff that was notified.

First Name Association Contact: Matt

Last Name Association Contact: Bunch

Association Staff Email: matthewb@car.org

17. If this funding request is approved, do you give NAR permission to share your application with others (either directly or on realtorparty.com) as an example of a successful application?: Yes

NOTE: Application must either be submitted by the AE or the AE must be copied on the submission.

Please direct questions to:

Hugh Morris

202-383-1278

hmorris@nar.realtor