

2020 Housing Opportunity Grant - Level 2 Application

Status: Withdrawn

Date Submitted: 2020-03-06 13:21:19

Submitted By: jenifer@bakersfieldrealtor.org

Does the proposed activity adhere to the stated requirement? Yes

First Name: Jenifer

Last Name: Pitcher

Contact Title: GAD

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Contact Phone: 661-331-0484

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

Activity Details

Please check the box of the application deadline for which you are applying.: March 15

NOTE: Associations cannot receive funding for activities previously supported by a Housing Opportunity grant (ex. recurring events such as housing expos or classes) Contact NAR staff at HousingOpportunityGrants@realtors.org if you questions about eligibility.

Review the [frequently asked questions](#) and [Tip Sheet](#) before completing the application.

Amount Requested (Max \$5000): \$3,500

1. Date of activity (or timeframe if an ongoing activity)::

2. What type of activity are you planning?: Forum/workshop

3. 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

4. Describe the proposed activity including specific details about how the activity will be executed.: We will be hosting a "listening tour" with our new City Manager. Our previous City Manager recently retired after 27 years. The City Council hired a new City Manager who started in March. We intend to build a strong relationship with him and educate him about the different areas of the city and the challenges that face those areas, after he has time to settle in the new position. We will do this by hosting a "listening tour" with the new City Manager, the Assistant City Managers, members of the City Council, the Mayor, City Planning Commissioners, City Planners and other community leaders including the Chamber, Kern Economic Development Corporation, homebuilders, and our members. We will charter a bus and take these leaders on a tour of the city. We will have our members give a description of the different areas we have pre-determined; the description will include benefits

and challenges of each neighborhood. The tour will last approximately 4 hours. The previous City Manager was very focused on transportation projects; we would like our new City Manager to focus more on quality of life, and additional housing. At the conclusion of the tour, we will meet back at the REALTORS office for lunch and an open forum with those who were on the tour. We will also invite our County Supervisors to the lunch and forum for additional perspectives.

5. Why is the association interested in conducting this activity?: We are interested in conducting this activity because of the timing of the transition of City Managers. Bakersfield has not had a new City Manager in almost 3 decades, and our previous City Manager "ruled with an iron fist." We want to build a positive relationship with the new Manager right away, and become one of his trusted resources, and make sure he understands the community needs to keep building affordable housing and enact policies that promote home ownership.

6. What are the outcomes that the association expects to accomplish through this activity?: We expect that by the end of the listening tour and open forum lunch, the new City Manager will have a better understanding of the various neighborhoods in the city of Bakersfield, and the unique challenges each area of the city faces. We will talk about infill, blight, and other areas to increase or promote housing opportunities and building incentives. We will propose that he create a Taskforce with REALTOR members, or appoint REALTOR members to existing city committees. We also expect to build a positive relationship that will benefit the Association as long as he is in the position.

7. How will the association measure the success of the activity?: We will measure the success of this activity through a brief survey of participants at the end of the forum. If our members get appointed to a City Committee or Taskforce, we will consider this a great success.

8. How will this activity help the association achieve its housing advocacy goals?: Prior to the tour, our AE, GAD and members will caucus and determine, based on the Association's goals, our specific "asks" or proposed solutions to issues identified. These will coincide with our grant applications through NAR such as a placemaking grant. This activity will allow the Bakersfield AOR to identify city issues, and propose solutions based on REALTOR resources. For example, if we identify a neighborhood with significant blight and limited community activity, we can propose the City install a park or a pocket park. We can then identify resources available through the REALTORS network to help achieve a solution. Or, if we identify an area with several vacant lots, we can propose an ordinance based on ordinances that have worked in other areas of the country. Since the participants will include City Council Members and County Supervisors, we will also continue to build our relationship with our elected officials and build on our reputation as being a resource for solutions.

9. How will REALTORS® be involved in the planning and implementation of the activity?: If the Bakersfield Association of REALTORS is awarded this grant, we will immediately create an ad hoc committee of our members to: 1. identify the areas of town to include on the tour; 2. identify the strengths of each neighborhood; 3. identify the challenges of each neighborhood; 4. brainstorm solutions. Our GAD will work with NAR staff on other resources available based on the solutions our members identify. Members will also be present on the bus, and be the ones giving the explanations of each stop on the tour. Since it will be on a bus, seating will be limited. So, any member who was not able to be on the bus will be invited to join for the lunch and roundtable discussion.

10. How will association staff be involved in the planning and implementation of the activity?: This activity will be staffed by the GAD, from planning with the members, ensuring the key people are participating, and execution of the tour. Our AE will be on the bus tour and will be a participant in the roundtable discussion afterward. She will also help identify which members should be present on the bus. Our Communications Design and Development Director will create the graphics (invitations, power points to lead discussions at the roundtable, etc.). Our Education and Professional Development Director and Member Services Administrative Assistant will help with the logistics of the organization of the tour and roundtable.

11. List any organizations that will partner with your association in the activity. Describe their role(s) in the activity.: We will reserve seats on the bus tour and roundtable for the following organizations: Mayor of Bakersfield; City Council Members; County Supervisors; Greater Bakersfield Chamber of Commerce; Kern County Hispanic Chamber of Commerce; Kern Economic Development Corporation; Keep Bakersfield Beautiful; Kern County Homeless Collaborative; Downtown Business Association; Downtown Business Development Corporation; and the Housing Authority of Kern County. We work regularly with these organizations (and others) and know that each will provide helpful insights to past efforts that may have failed, or what they have seen succeed in other areas based on their network. But the tour itself will be marketed as a REALTOR sponsored and lead activity.

Budget Details

12. Please provide your budget in the table below. If needed, provide additional details in response to question #13.

- REALTOR® association staff time/hours
- Fundraising contributions
- Money to hold a fundraiser
- General operating expenses
- Donations to an organization or person
- Cash prizes or payment for gifts and prizes
- Materials for the construction or rehab of a home/building
- Landscaping materials
- Home furnishings

Note: Associations are encouraged to use the majority of grant funds for expenditures related to the development and implementation of an activity (such as speaker fees, marketing, printing, etc.) rather than venue and catering costs.

12. Please provide your budget in the table below. If needed, provide additional details in response to question #13

Revenue

Housing Opportunity Program Grant (enter requested amount)	\$3,500
Contribution from your association = 10% of grant request	\$350
Contribution from other REALTOR® association(s)	\$0
Contribution from non-	\$500

REALTOR® collaborating partners

Admission fee/tickets	\$0
Revenue from sponsors (e.g., booth rental, payment for advertising, etc.)	\$0
Total	\$4,350

Expenditures

Consulting Fees	\$600
Venue rental	\$2,250
Catering/refreshments	\$1,000
Marketing	\$500
Speaker fees	\$0
Speaker expenses (travel, lodging, meals)	\$0
Total	\$4,350

13. Additional Budget Information: If applicable, use the space below to: provide explanations for "other" revenue or expenses noted above; provide an estimated number of attendees for activities with an admission fee; provide a breakdown of consulting fees; or provide details about in-kind contributions the association will make toward the activity.: The consulting fees listed above are for the contracted GAD's time for the event itself as well as the planning of the event, up to 8 hours (at \$75 an hour). The local association will cover planning costs outside of this amount. The venue rental cost is the cost to charter a bus.

14. For local associations: The state association must be notified of this funding request. Provide the name and title of the person at the state association most familiar with the request.

First Name Association Contact: Matt

Last Name Association Contact: Bunch

Association Staff Email: matthewb@car.org

15. In reference to THIS activity, as described in question #4, has your association applied for funding from another NAR grant program including Smart Growth, Diversity, Placemaking, or Issues Mobilization?: No

16. If this funding request is approved, do you give NAR permission to share your application with others (either directly or on the REALTOR® Party website) as an example of a successful application?: Yes