

2024 Smart Growth Grant - Level 1 Application

Status: Approved

Date Submitted: 2024-02-15 15:13:14

Submitted By: rtristano@southshorerealtors.com

Does the proposed activity adhere to the stated requirement? Yes

First Name: Rachel

Last Name: Tristano

Contact Title: Chief Executive Officer

Contact Email: rtristano@southshorerealtors.com

Contact Phone: 708-567-1376

Association: SOUTH SHORE REALTORS®

Association ID: 4550

Address 1: 48 Schoosett St

Address 2:

City: Pembroke

State: MA

Zip: 02359

Association Executive First Name (if different from above):

Association Executive Last Name (if different from above):

Association Executive Contact Email (if different from above):

Activity Details

1. Amount Requested (Max \$3,000): \$3,000

2. Anticipated activity date/date complete:: 2024-10-10

3. Describe the proposed activity including specific details about how the activity will be executed.: South Shore Realtors® proposed activity is conducting the "Planning & Zoning Resource: Advocating for your Community's Future" class for our members virtually on October 2, 2024. We will also offer the program to all Realtor Members across the state for a nominal members-only fee (to cover Royalty costs). This virtual offering will include a Watch Party (LIVE) at the Association headquarters (with lunch provided) for the first 30 members that register. The six-hour course will educate our REALTORS® and community stakeholders on the principles of smart growth, as outlined by the Smart Growth Network. The class will cover topics such as the basic process of community planning and zoning, state-of-the-art community planning concepts, the value and benefits of smart growth neighborhoods, and how to make smart growth possible. The activity will be executed by coordinating with an experienced instructor (Nate Johnson), securing the office classroom for the Watch Party portion, promoting the event to REALTORS® and community stakeholders, and ensuring all logistical arrangements are in place for a successful class.

4. Why is the association interested in conducting this activity?: South Shore Realtors® is interested in conducting this activity to continue to fully support its commitment to advocating for communities and REALTOR® stakeholders, as well as promoting the principles of smart growth. By providing education on community planning and zoning, the association can empower REALTORS® to actively participate in shaping a positive future of their communities in alignment with the smart growth principles as well as equip REALTORS® (and other stakeholders) with the knowledge and understanding that is necessary to meaningfully engage in the development and improvement of their communities. Here is a breakdown of how this empowerment happens: 1. Understanding Community Planning and Zoning: Many REALTORS® may not have an in-depth understanding of the intricacies of community planning and zoning regulations. Through education, they can learn about the processes involved in shaping the physical and social fabric of a community, including land use regulations, zoning ordinances, and comprehensive planning strategies. 2. Awareness of Smart Growth Principles: The association will introduce participants to the principles of smart growth, which advocate for sustainable, equitable, and vibrant communities. These principles encompass various aspects such as mixed land uses, compact development, walkability, preservation of open spaces, and transportation options. By familiarizing REALTORS® with these principles, they can better recognize opportunities to advocate for smart growth initiatives within their communities. 3. Advocacy Skills Development: Armed with knowledge about community planning and smart growth principles, REALTORS® can develop

advocacy skills to actively participate in shaping the future of their communities. This may involve engaging with local government officials, participating in public hearings and meetings, forming coalitions with other stakeholders, and advocating for policies and projects that align with smart growth principles. 4. Creating Positive Community Impact: By actively participating in community planning processes and advocating for smart growth initiatives, REALTORS® can contribute to creating positive outcomes for their communities. This may include promoting affordable housing options, enhancing transportation infrastructure, preserving green spaces, fostering economic development, and creating vibrant, walkable neighborhoods. These efforts can lead to improved quality of life, economic opportunities, and overall community well-being. 5. Alignment with Stakeholder Values: The association's focus on smart growth principles reflects the values and priorities of many community stakeholders, including residents, businesses, environmental organizations, and local government entities. By aligning their advocacy efforts with these shared values, REALTORS® can build stronger partnerships and coalitions, leading to more effective and sustainable community development outcomes.

5. What are the outcomes that the association expects to accomplish through this activity?: The association expects to accomplish the following outcomes through this activity:

- Increased understanding among REALTORS® and community stakeholders of smart growth principles and their relevance to community development.
- Enhanced capacity of REALTORS® to advocate for smart growth initiatives within their communities.
- Strengthened partnerships and coalition efforts among stakeholders to support smart growth planning and implementation. Overall, by providing education on community planning/zoning and promoting alignment with smart growth principles, the association empowers REALTORS® and contributors to play an active role in shaping a positive future for their communities, where economic, social, and environmental considerations are carefully balanced to create vibrant and sustainable places to live, work, and play.

6. How will the association measure the success of the activity?: The association will measure the success of the activity through:

- Participant feedback surveys to assess knowledge gained and satisfaction with the class.
- Tracking engagement and involvement of REALTORS® in smart growth initiatives following the class.
- Monitoring any policy changes or community developments influenced by participants' advocacy efforts post-training.

7. How will this activity help the association achieve its community development advocacy goals?: This activity will help the association achieve its community development advocacy goals by equipping REALTORS® with the knowledge and tools to actively engage in advocating for smart growth practices within their communities. By fostering collaboration and understanding of smart growth principles, the association can influence positive community development outcomes that benefit both residents and stakeholders. This is critical for the Association, as our members want to pursue smart growth initiatives but need more knowledge and guidance in the process, etc. This is step 1 in our Association's Strategic plan pillar of community involvement/advocacy and will help us with setting guidelines and implementing ideas for working to improve our 31 communities.

8. How will REALTORS® be involved in the planning and implementation of the activity?: REALTORS® will be involved in the planning and implementation of the activity through:

- Providing input on the topics and format of the class.
- Assisting with promotion and outreach to ensure maximum participation.
- Participating as attendees in the class and providing feedback on its effectiveness.
- Potentially serving as guest speakers or panelists to share their experiences with smart growth initiatives within their communities.

9. How will association staff be involved in the planning and implementation of the activity?: Association staff will be involved in the planning and implementation of the activity by:

- Coordinating with instructors and securing necessary resources for the class.
- Handling logistics such as venue booking, registration, and materials preparation.
- Developing promotional materials and communications to raise awareness about the class and distributing those promotional materials to members and volunteer leadership.
- Facilitating feedback collection and evaluation of the activity's impact.

10. List any organizations that will partner with your association in the activity. Describe their role(s) in the activity.: We will partner with MAR to utilize their license for royalties, add to the MAR (Massachusetts Association of Realtors) statewide calendar and work with the 12 local Realtor associations] AE's in our state to offer this class to their members, virtually, to assist and promote positive change in all of our communities.

Budget Details

The following are NOT eligible uses of grant funds.

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| <ul style="list-style-type: none"> • REALTOR® association staff time/hours, including contract staff • Fundraising contributions or money to hold a fundraiser • General operating expenses for the association or partner organization • Purchase of capital equipment such as cameras, speakers, lights, mics, computers, printers. Rentals <u>are</u> permitted • Donations to an organization or person including direct down payment or closing assistance | <ul style="list-style-type: none"> • Cash prizes or purchase of gifts and prizes • Materials for construction/rehab of a property • Landscaping materials • Home furnishings or similar items • Subscription fees for video conferencing services or other software licenses • In-house association classroom rental fees • Activities that benefit a single/select group of property owner(s) |
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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. The TOTAL REVENUE and the TOTAL EXPENSES must net to ZERO, no profit or loss.

Revenue

Smart Growth Grant (enter \$3,000

requested amount)

Revenue from our Association: South Shore Realtors (lunch and CRD fees to NAR)	\$500
Registration Fee: \$20 Fee for Class (to cover NAR royalty fees)	\$600
Total	\$4,100

Expenditures

Speaker Fees; Nate Johnson, Instructor	\$3,000
Lunch/refreshments	\$500
Fees to MAR (\$1 per student) for Royalties	\$30
Fees to NAR (\$20 per student) for Royalties (for CRD Course)	\$500
Total	\$4,030

11. 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.: There is no additional budget information, we will handle marketing and promotion and pay for coffee/tea service in-house, other than those listed in the grant application above.

12. 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: Theresa

Last Name Association Contact: Hatton

Association Staff Email:

13. In reference to THIS activity, has your association applied for funding from another NAR grant programs including Housing Opportunity, Fair Housing, Diversity, Consumer Advocacy Outreach or Issues Mobilization?: No

14. If this funding request is approved, do you give NAR permission to share your application, and any outcomes?: Yes