Shine On SF
Action Awards
Rallying a City of Caretakers
Meet the team!

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San Francisco Parks Alliance

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Shine On SF Action Awards provide resources to support projects that build community and foster a culture of caring for our streets and public spaces.

Photo Credit: Ivy Chen
Program Overview

Awards resources to help people or organizations care for a place that matters to them.

Project Types: small-scale recurring programming that build community in public space - events, gatherings, clean-ups

Awards consist of

- Up to $5,000 cash award
- Staffing/Technical assistance
Government’s Role

How can the City support the good work of our Action Awardees?

- Thought partnership – using lessons learned to tailor our City services to meet the needs of communities
- Advocate for continued City investment in civic-minded projects
- Project vetting with City agencies
- Permit support

Photo Credit: Ivy Chen
Project Examples
Page Slow Street

Photo Credit: Ivy Chen
Friends of OMI Mini Parks

Photo Credit: Friends of OMI
Shark Stewards

Photo Credit: Kallin Swain
Native Plant and Juice Co.

Photo Credit: Ivy Chen
May 2023 Call for Projects

Photo Credit: Ivy Chen
May 2023: Public Call for Projects

- Recurring programs, events, clean-ups
- Small-scale is best – able to be implemented with $5,000 and technical assistance
- Any public space type is eligible
- Individuals or orgs can apply
Project Types

Action Awards are intended to support the small but mighty efforts that will help people reconnect to our city and each other outdoors.

Think recurring free exercise classes, storytime series, neighborhood movie nights, or projects focused on caring for public spaces, like gardening or cleanup days.

Photo Credit: Ivy Chen
Broad Eligibility

- Individuals, community groups (formalized or not), organizations, businesses can all apply.
- Any public space type will be considered (including streets)

Things that do not qualify

- One time events
- Events with an entrance fee (you can sell merch or take donations at the event)
- Large-scale capital improvements/construction
- Design document creation or workshops
Awardees Receive

- Up to $5,000 to support their project
- Technical assistance to help implement their project
- Documentation by a professional photographer/videographer
- Assistance collecting data/metrics to demonstrate impact
- Assistance developing and/or revising a project pitch
- Support in promoting events through SFPA channels
How to Win an Award

Apply with a project that is:
● From an SF-based individual, business, or community group
● Ready to start **August 2023**
● Recurring
● Free, open to public
● Total budget < $5K
● Feasible (consider time, money, permit complexity)

Other things we’re looking for:
● Strong connection to place
● Economic benefit for others (ex: hiring artists, performers)
● Social benefit - reconnect people to each other and the public spaces they care about
● Public realm stewardship - acts of cleaning or caring for the public space site

Photo Credit: Ivy Chen
Equity Communities:

areas with higher density of “vulnerable” populations* including but not limited to people of color, seniors, youth, people with disabilities, linguistically isolated households, and people living in poverty or unemployed

Priority Award Areas
Timeline

May 22 - Applications live
May 30/31 - Action Assembly + Informational Webinar
June 19 - Applications DUE!
Late June - Application Review
Mid-Late July - Awards Announced
August 2023 - Off to the races!

Photo Credit: Ivy Chen
Questions & Discussion

Photo Credit: Ivy Chen
Thank you!

Email questions to: info@shineonsf.org

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