



SF  
Parks  
Alliance

# Shine On SF Action Awards

*Rallying a City of Caretakers*

# Meet the team!



Sarah Katz-Hyman  
San Francisco Parks Alliance



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San Francisco Parks Alliance



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OEWD





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



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

# Project Examples





# Page Slow Street

Photo Credit: Ivy Chen





Photo Credit: Ivy Chen



Photo Credit: Jason Corning



Photo Credit: Ivy Chen





# Friends of OMI Mini Parks



Photo Credit: Friends of OMI





Photo Credits: Friends of OMI



# Shark Stewards



I AM.....

I CHOOSE TO BE PRESENT

I CHOOSE TO SPEAK FOR MYSELF  
TAKE CARE OF MYSELF / CHALLENGE MYSELF

I CHOOSE TO RESPECT MYSELF  
MYSELF / BLUE WATER SISTERS  
AND THIS SPACE

I CHOOSE TO BE GENTLE WITH MYSELF  
(OR PRONOUN RELATIVE OF CHOICE)

I AM A BLUE WATER SISTER / BROTHER  
(OR PRONOUN RELATIVE OF CHOICE)



Photo Credits: Kailin Swain





# Native Plant and Juice Co.

Photo Credit: Ivy Chen





Photo Credits: Ivy Chen





ART  
FU

HÜN 2023

Welcome  
to  
your new  
family

thirdspace

Photo Credit: Ivy Chen





Photo Credits: Ivy Chen







# Portola Neighborhood Association

Photo Credit: Ivy Chen





Photo Credits: Ivy Chen



# May 2023 Call for Projects

Photo Credit: Ivy Chen





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.

# 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





Photo Credit: Ivy Chen

## 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





Photo Credit: Ivy Chen

# 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:

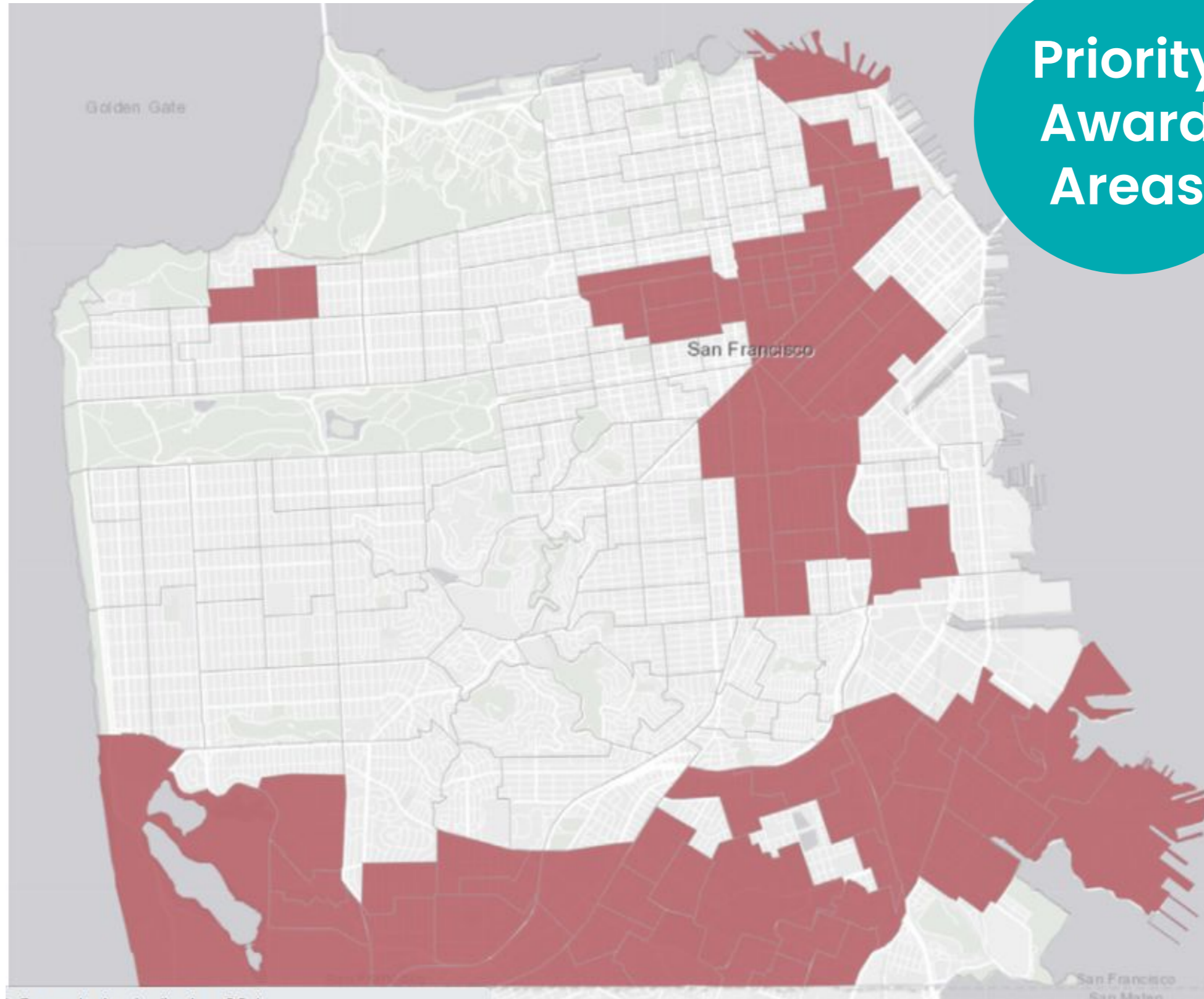
- Strong connection to place
- Economic benefit for others (ex: hiring artists, performers)
- Social benefit - reconnect people to each other and the public spaces they care about
- Public realm stewardship - acts of cleaning or caring for the public space site





# 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**





Photo Credit: Ivy Chen

# 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!



# Questions & Discussion



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Thank you!

Email questions to: [info@shineonsf.org](mailto:info@shineonsf.org)