

SFCDMA COMMUNITY FUND GRANT PROPOSAL

MARCH 2021



Balboa
Village

MERCHANTS ASSOCIATION

Community, Art, Music, Food.

RECOVERY SHOULD COME WITH
INNOVATION.

WE ARE TAKING THIS
OPPORTUNITY TO CREATE A
TRULY LIVABLE NEIGHBORHOOD.



LOCAL ARTISANS & CHEFS FIND HOME IN BALBOA VILLAGE.



Join Us  For the Third Annual 
BalBOoa  *Fright Fest* 

SATURDAY, OCTOBER 28, 2017
11AM TO 4PM
BALBOA ST. BETWEEN 35TH AND 39TH AVE.

Lafayette *Scavenger Hunt* St. Thomas
Elementary Balboa between the Apostle
36th and 35th and 41st School 39th
Balboa and Balboa

Target Areas of Investments #1

EMERGENCY RECOVERY FUND RESERVE

(\$20,000)

San Francisco has been witnessing a huge increase in storefront break-ins, and many of our merchants on the corridor are experiencing if not once but multiple hits.

Having damaged storefronts left for a longer period of time will make the area unsafe and will invite more crimes.

We want to have a fund reserve on hand to be able to provide immediate cash injections for these businesses. We are estimating between \$1000-\$3000 per incidents and be ready for 10 - 20 occurrences.

Target Areas of Investments #2

BRANDING CAMPAIGN

(\$10,000)

The Outer Richmond is surrounded by a number of close popular destinations including the Golden Gate Park with its world-class museums, Land's End, and Ocean Beach.

Having a stronger presence online is key for our future growth. Updating the website with a strong branding focus of art, music and food will be an essential tool to anchor our marketing, and our current site needs an overhaul.

We'll be commissioning local artists for some of the branding work as part of the beautification of the street and as the part of branding.

Target Areas of Investments #3

FARMERS MARKET, ART & MUSIC WALK

(\$10,000)

We are in the process of speaking to AIM to start a Saturday farmer's market on our street, utilizing the Shared Space Program.

Farmers Markets are always a huge draw for any neighborhood and this market will raise Balboa Village's profile city-wide.

Also, this market will showcase local artists and musicians, further establishing our branding of "art, music, and food." Emphasizing a culture of getting artists paid equitably and with dignity is one of our strong focal points. The publicity we'll gain from this practice will contribute to raising the profile of Balboa Village with artists, neighbors and tourists in the long run.

Target Areas of Investments #4

SEASONAL COMMUNITY EVENTS

(\$10,000)

"Balboa Freight Fest" started in 2015 and it is our most beloved street festival of the year. The festival provides a safe play area for families with children, many of whom go to the two elementary schools in our neighborhood, as well as a safe trick-or-treat scavenger hunt experience with the merchants on the strip, allowing the participants to discover more of our local businesses.

We have held a successful wine walk during the fall harvest time. We want to expand these themed walk events, especially around the holiday season and include a holiday market featuring local crafters.

Having a budget earlier in the year will allow us plenty of time to plan well, and set us up for success.

Thank you for your consideration.



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