

# SFCDMA COMMUNITY FUND GRANT PROPOSAL



WEST PORTAL  
MERCHANTS  
ASSOCIATION



# PROPOSAL FOR COMMUNITY FUNDS: REPLACEMENT OF BANNERS

Our goal is to create a place where visitors feel welcome and residents feel cherished. We provide the neighborhood with wonderful events, opportunities to share ideas, celebrations, and art fairs. We honor and appreciate all the great restaurants, retailers and services in the neighborhood. Together we can help others discover West Portal, a delightful village hidden away in a busy city. We hope to give a little highlighted signifier to our community and banners are a great way to do this.

With this grant, we will replace our existing banners. Our current banners need a significant upgrade, as they are old, shredded, and faded. We plan to use the same artwork which will allow the process to move faster.



# PROPOSAL FOR COMMUNITY FUNDS: COMMUNITY BUILDING EVENTS

We are further seeking funds to support two of our beloved annual events, Trick or Treating on Halloween, October 31, 2022, and Snow Day on December 10, 2022.

Every Halloween, thousands of residents flock to West Portal Avenue to trick or treat from our Merchants, who decorate our corridor, often dress up in costume and provide untold amounts of treats for our littlest residents. After a banner year of attendance by neighbors so grateful to engage in person once again in 2021, we would like to expand the event to include a hay bale maze, petting zoo, official photographer and arts performers to add to the joyous celebration that erupts on our streets for this classic San Francisco Holiday.

Our annual “Snow Day” attracts countless children to our tons of artificial snow that turn a little piece of West Portal into the North Pole for a day. We have an official visit from Santa, tours of engines supplied by SFFD, and a variety of musical performers. We would like to subsidize and expand this event to include an official tree lighting ceremony, perhaps a connection with SF’s Holly Jolly Trolley, and offer related seasonal merriment to our grateful neighbors.





# PROPOSAL FOR COMMUNITY FUNDS: BUDGET

Income		Received
AAA Flag and Banner	Neighborhood branding (up to 42 banners)	\$15,000
Trick or Treating Event 10/31/2022	Permit for use of parking lot, payments to performers, for hay bales and related seasonal merrymaking items, photographer, light food and beverage, marketing of the event, prizes for costume contest.	\$5,000
Snow Day 12/10/2022	Permit for use of parking lot, payments to performers, for 10~ tons of snow and cleanup thereof, related seasonal merrymaking items, Santa, photographer, Christmas tree erection/lighting (eventual removal), light food and beverage, marketing of the event.	\$10,000
	<b>Total Expenses</b>	<b>\$30,000</b>



**THANK YOU!**