



Application

14020 - Small & Simple Fund Opportunity 2013 March - Final
14302 - Dragonfly street mural
NMF Small and Simple Projects Fund

Status: Editing

Submitted Date:

Applicant Information

Primary Contact:

Name*: Dr. John M. Strayer
Salutation First Name Middle Name Last Name

Title:

Email*: jstrayer111@mac.com

Address*: 6000 4th Ave NE

* Seattle Washington 98115
City State Postal Code/Zip

Day/Work Phone*: 206-524-7232
Phone Ext.

Fax:

Cell Phone:

Evening/Home Phone:

Program Area* NMF Small and Simple Projects Fund

Organization Information

Name*: Team Dragonfly

Organization Type: "Friends of" group

Tax ID Number:

Organization Website:

Address*: 6000 4th Ave NE

City* Seattle Washington 98115
City State Postal Code/Zip

Phone*: 206-524-7232
Ext.

Fax:

Project Information

Project Address*: 6000 4th Ave NE

* Seattle Washington 98115
City State Zip

Please limit your response to 500 characters.

Briefly describe the project (limited to 500 characters):* The dragonfly will be about 90' tall and 130' wide, in green, blue, yellow, black, and white, and cover the T-intersection of 4th Ave NE and NE 60th Street. Funds are needed to buy paint, a spill kit, rollers and other painting supplies, and to pay for a construction street use permit and the required street inspection.

Where will the project be located? View map of the districts.

Project district:* Northeast

Project Types:* Arts & Culture

Project Sub-Types:* Murals

For physical improvement or capital projects, who is the property owner:

Does your group have a current NMF project under contract:* No

If Yes, what is the project name:

Provide the name of the NMF Project Manager who assisted you:* Laurie Ames

Total Amount Requested:* \$2,372.70

Total Match Amount:* \$6,072.00

Fiscal Sponsor Information

Fiscal Sponsor Organization Name Phinney Neighborhood Association

Federal Tax I.D. Number 91-1112780

Fiscal Sponsor Contact Name Rebecca J Denk

Fiscal Sponsor Phone 206-783-2244

Fiscal Sponsor Address Line 1 6532 Phinney Ave N

Address Line Line 2

City Seattle Washington 98103
City State Zip

Project Sponsor Signer's Name John Strayer

Project Sponsor Signer's Title

Fiscal Sponsor Signer's Name Lee Harper

Fiscal Sponsor Signer's Title Executive Director, PNA

Proposed Idea

Describe exactly what you will do.*

Our neighborhood will take a weekend during the summer of 2013 to paint a green darnar dragonfly at the intersection of 4th Ave NE and NE 60th Street. The dragonfly will be about 90' tall and 130' wide, in green, blue, yellow, black, and white, and its design is partially inspired by Native American art.

We have already accomplished most of the preliminary work required to do this: getting approval from the city for our group-decided design; setting up a webpage and email list to keep people informed; gathering neighborhood signatures on a petition; planning out the actual tasks involved in physically preparing the

street and painting the design. What remains to be done is obtaining funds, and then:

Buy the paint; apply for a construction permit for our chosen weekend (likely to be July 13); pick up street barricades; sweep and pressure wash the street; transfer the design to the street; paint. Everyone in the neighborhood is very excited about the painting day; even those who didn't have time to be actively involved in the planning have said how much they want to be involved in the actual application of paint to the street.

Talk about how the project will benefit the broader community.*

The dragonfly project will bring our neighbors together and allow us to work closely with each other, thus creating new bonds and friendships. The mural will create a sense of neighborhood identity and pride, and a visual focal interest which may help to slow down traffic and make our street safer, especially for the kids.

We also see it as the start of a new tradition that will ensure community, because we will need to come together every year to raise funds and repaint the dragonfly.

Beyond our own neighborhood, we hope our dragonfly will create interest in other neighborhoods to pursue similar projects of their own. It's also a happy thing to see a street painting, that will give a moment of cheer to those who drive through. It makes the city seem friendlier and more personal. Given that we're under the flight path for SeaTac and the seaplanes, people in planes may even see it!

Explain why you want to do this project.*

We are looking to add a creative element to the neighborhood that will create a sense of neighborhood identity. The dragonfly may also slow traffic, thus improving safety. Above all, however, we want to use the painting of the dragonfly (not just this year, but every year) as a concrete, visible reason for the entire neighborhood to come together, talk to each other, get to know one another, and work together. The project has already started doing this, and we've met and worked with people we would never have known otherwise.

Workplan

Step/Activity	Responsible Person/Group	Month Done	Year Done
3rd meeting: Meeting was to discuss sharing of duties to get the project done.	John & Laurie Polaha, Ed Noble, Allison Rosser, Lisa & Clark Heideger	June	2012
Accounting: Keep the accounts and apply for reimbursement	Treasurer	February	2013
Apply for the construction permit.	Team Dragonfly	June	2013
Budget development and funding initiated	John Strayer	October	2012
Deliver flyers, Update the website, Build neighborhood bulletin board for parking strip	Team Dragonfly	April	2013
Go buy the paint and brushes, rollers, spill kit, and bring them back	Team Dragonfly	June	2013
Neighborhood petition process	Ed Noble, Allison Rosser, and Annie McCall	July	2012
Online street art design vote- winner is Washington's state insect, the green darnar dragonfly.	Lisa Heideger	May	2012
Organizational meeting for concept planning.	Lisa Heideger	April	2012
Photograph and/or digitally record the process	Team Dragonfly	July	2013
Pick up the barricades, and set them up	Team Dragonfly	July	2013
Preliminary approval of the dragonfly design and of the petition given by the City of Seattle on July 25. Contact person: Christina Legazpi, (206) 684-5102	Lisa Heideger	July	2012
Prepare snacks and beverages for meetings and for the actual days of street cleaning and painting	Team Dragonfly	July	2013
Small and Simple Application submission	John Strayer	January	2012
Street evaluation and preliminary art sketch	Sasha Malinsky, Linda Harris & Lisa Heideger	March	2012
Street Mural Project executed by Team Dragonfly: Using chalk and a lot of hard thinking, enlarge the dragonfly design and apply it to the street Paint the street Organize the clean-up Store supplies	Lisa Heideger	July	2013
Sweep the street, Pressure wash the street	Team Dragonfly	July	2013

Team Dragonfly's web page: http://lisacach.com/2011/03/intersection-mural/	Lisa Heideger	July	2012
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Neighborhood Involvement/Community Building

Steering Committee*

Describe your **steering committee** for this project. Include all steering committee members on the "Community Match Pledge Form".

- Linda and Martin Harris
- John Strayer & Viksa Mendiratta
- Lisa & Clark Heideger
- John Polaha & Laurie Conratt
- Allison Rosser
- Rebecca Peltz
- Ed Noble and Kay Ounaphom
- Annie McCall
- Bob & Lynsey Kehrli

All steering committee members live on either 4th Ave. NE or NE 60th street; they are a mix of home owners and renters, and range in age from early 20s to 60s.

Outreach Plan*

Include a detailed **outreach plan** that describes how you will let people know about your project as well as the names or types of individuals and groups you are involving or planning to involve.

Initial outreach was via email amongst the neighbors immediately adjacent to the proposed mural, which was then followed by neighborhood-wide flyers describing the project and asking for input, and for email addresses of those interested in taking active part in the process. The flyers were hand-delivered to every house on the two streets. Also on the flyer was the URL for the dragonfly project webpage, so that even those who don't want to actively participate can check in on progress.

Steering committee meetings are announced via email, and times are chosen using the online tool called Doodle. A neighborhood petition gathering signatures denoting approval of the project has already been circulated and submitted to the City of Seattle.

Important updates that we want the whole neighborhood to be aware of -- things like the date of the street closing and mural painting -- will be announced via flyers passed out to every house, as well as via email and the dragonfly website.

Under discussion is the possibility of building a neighborhood bulletin board in the parking strip at the intersection, where updates could be posted.

Volunteer Opportunities*

Describe **volunteer opportunities**, showing how people with different interests can all be involved in your project.

Going forward, the following volunteer opportunities exist:

Deliver flyers

Polish the graphic design of the dragonfly

Update the website

Build neighborhood bulletin board for parking strip

Keep the accounts and apply for reimbursement

Prepare snacks and beverages for meetings and for the actual days of street cleaning and painting

Apply for the construction permit

Pick up the barricades, and set them up

Go buy the paint and brushes, rollers, spill kit, and bring them back

Sweep the street

Pressure wash the street

Using chalk and a lot of hard thinking, enlarge the dragonfly design and apply it to the street

Paint the street

- Organize the clean-up
- Store supplies
- Photograph and/or digitally record the process

Job Description

If your NMF funding request includes **hiring people for professional work**, provide a job description highlighting work responsibilities, number of work hours and compensation.

Outcomes

Specific Outcomes*

Talk about how, after your project is completed, your community will be positively changed. Describe **specific outcomes**, both tangible and/or intangible results.

The concrete outcome will be a dragonfly painted on the street.

The intangibles associated with this will be:

The majority of neighbors knowing each other's names and feeling comfortable talking to each other, and asking each other for help when needed. More people attending block parties or planning neighborhood BBQs. When we pass each other on the sidewalk, we'll stop and chat because we know each other now.

According to research, going from talking to your neighbors less than once a month to talking to them on most days is worth an equivalent of a \$55,000 increase in income, in your happiness! We'll have a very happy neighborhood.

A sense of community, where people say with pride, "I live by the dragonfly. Have you seen it? I live in a great neighborhood."

Traffic will slow down. Strangers will know that this is a neighborhood where we watch out for each other.

The mural will not only create a neighborhood art piece but will also create a new tradition for our neighborhood. It will bring us together each year as we bring new life to the mural when we repaint it.

Evaluation Tools*

Describe what **evaluation tools** you will use to measure project success.

We will visually see the dragonfly on the street, and that will tell us that we succeeded.

Further evaluation of success will be based on the personal satisfaction of our neighbors, on how well we all learn each other's names, on the uptick in neighborly interactions, and on getting comments from visitors to the neighborhood.

Capital Expenses

Item	Description	Amount
		\$0.00

Personnel Expenses

Item	Description	Amount
		\$0.00

Professional Services Expenses

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Item	Description	Amount
Fiscal Sponsor Fee	Fiscal Sponsor Fee	\$278.00
		\$278.00

Supplies and Materials Expenses

Item	Description	Amount
Street use permit	Street use permit	\$146.00
Inspection deposit	Inspection deposit	\$86.00
Traffic control devices	Traffic control devices	\$250.00
Paint	green, blue, yellow, black, and white	\$1,200.00
Power washer rental	Power washer rental	\$50.00
Spill kit	Spill kit	\$150.00
Paint Supplies	Rollers, brushes, etc	\$300.00
Refreshments	Food	\$500.00
Taxes	Taxes	\$296.00
		\$2,978.00

Cash Match

Item	Description	Amount
		\$0.00

Donated Services Match

Item	Description	Amount
Design consultation	Design consultation	\$225.00
		\$225.00

Donated Supplies and Materials Match

Item	Description	Amount
		\$0.00

Volunteer Labor Match

Item	Description	Amount
Painters	Community volunteer time (hours) for painting	\$4,000.00
Supply Labor	Community volunteer time (hours) for supplies	\$120.00
Street Prep Labor	Community volunteer time (hours) for street prep-power washing and design transfer	\$600.00
Planning Meetings	Community volunteer time	\$800.00
		\$5,520.00

Total Budget

This amount represents the total amount requested.

Total Requested Amount: \$3,256.00

Total Match Amount: \$5,745.00

Community Match Pledge Form

Name	Address/Zip	Phone	Email	Type of Support	Category	Number of Hours	Value of In-kind Donation
Linda and Martin Harris	4th Ave NE	206-111-1111		Neighbor volunteer	Volunteer Labor	30	\$0.00

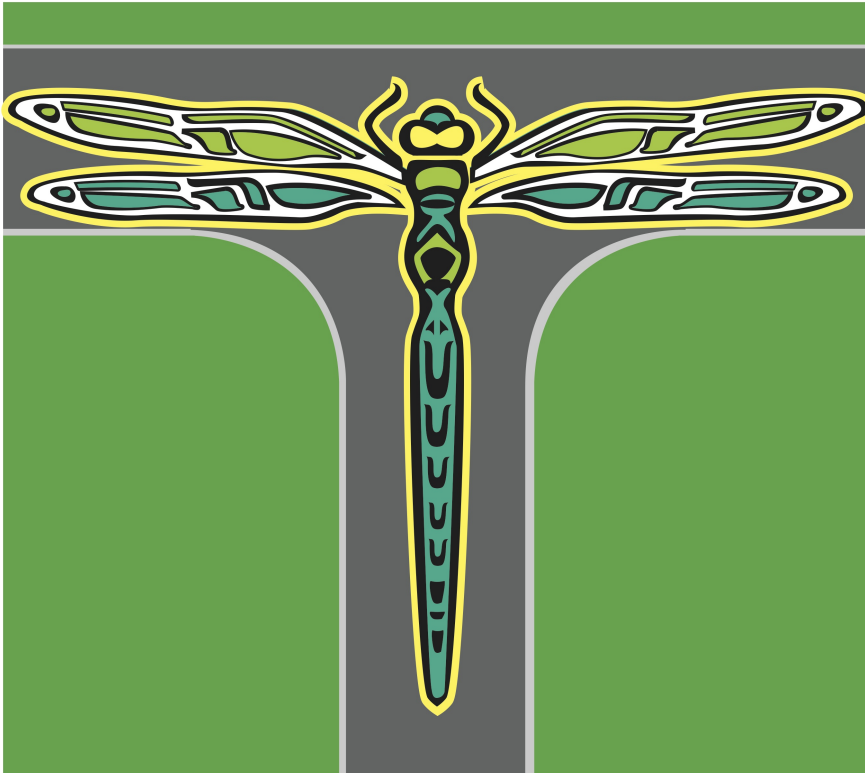
John Strayer & Viksa Mendiratta	6000 4th Ave NE Seattle, WA 98115	206-524-7232	Neighbor Volunteer	Volunteer Labor	46	\$0.00
Lisa & Clark Heideger	6003 4th Ave. NE Seattle, Wa 98115	206-525-5939	Neighbor Volunteer	Volunteer Labor	46	\$0.00
John & Laurie Polaha,	400 60th Street Seattle, WA 98115	206-111-1111	Neighbor Volunteer	Volunteer Labor	30	\$0.00
Allison Rosser	Seattle, WA 98115	206-111-1111	Neighbor Volunteer	Volunteer Labor	30	\$0.00
Rebecca Peltz	6029 4th Ave NE Seattle, WA 98115	206-367-1861	Neighbor Volunteer	Volunteer Labor	30	\$0.00
Ed Noble	Seattle, WA 98115	206-111-1111	Neighbor Volunteer	Volunteer Labor	30	\$0.00
Annie McCall	6049 4th Ave NE Seattle, WA 98115	206-419-1838	Design Services	Donated Services	7	\$360.00
Lynsey and Robert Kehrl	6045 4th Ave NE Seattle, WA 98115	206-111-1111	Neighbor Volunteer	Volunteer Labor	30	\$0.00
					279	\$360.00

Other Information

Please share any additional information we should know about your project.

Attachments

File Name	Description	File Size
4 Ave NE 60 St Dragonfly PI Pet 20120618-1.pdf (1.2 MB)	Street Mural Petition	1.2 MB
Street Mural Project.pdf (477 KB)	Project Proposal/outline	477 KB



Street Mural Design

Total Project Participants

Please estimate how many people will participate in your project. We understand that this can be difficult to know before the project.

Total Number of Participants:* 25

Ethnicity

Ethnicity	Number
Black, African American	
White	20
Asian	5
Hispanic	
American Indian or Alaska Native	
Native Hawaiian or Pacific Islander	
Other	

Age

Group	Number
Adults	21
Seniors	
Teens	
Pre-teens	4

Gender

Gender	Number
Male	12
Female	13

Language

Language	Number
Amharic	
Arabic	
Cambodian	
Chinese	
Farsi	
Filipino	
French	
German	
Hindi	
Hungarian	
Indonesian	
Italian	
Japanese	
Korean	
Laotian	
Malay	
Oromo	
Portuguese	
Punjabi	
Romanian	
Russian	
Samoan	
Somali	
Spanish	

Tagalog	
Thai	
Tigrigna	
Ukrainian	
Urdu	
Vietnamese	

Other

Other	Number
Immigrants and/or refugees	
Homeless	
Disabled	
Low-income	

Certification

I agree that checking this box is equivalent to the elected chairperson/president's signature on this application. It certifies that a majority of members of the organization's governing board has voted to undertake this project, that any funds received as a result of the application will be used only for purposes set forth herein, that I am authorized to submit it on behalf of the organization, and that the statements herein are true, complete and accurate to the best of my knowledge.

Certification:* No
Organization:* Team Dragonfly
First Name:* John
Last Name:* Strayer
Title:* Team grant leader
Date:* 02/28/2013