

Community Focus Statement E: Improve the appearance of the community.

Action Statement E.2: Encourage property owners to maintain and improve their properties (e.g., new paint, façade improvements, trash/debris clean-up).

E.2

Benchmark: A beautification committee organizes one trash/debris cleanup event and encourages at least one property to initiate improvements with a beautification program.

Champion: Volunteer group or person or can be identified by the community

Estimated Cost: \$5,000 - \$250,000 dependent upon scale of the program.



Vibrant and attractive streets and buildings provide a positive impression to visitors, indicating that local residents and business owners are committed to their community and respect the local environment. All members of the community should be encouraged to contribute to the maintenance and beautification of new and established properties as well as public areas. Organizing community members to come together to participate in events to improve their community can also help to strengthen and reinforce social ties.

In partnership with the Running Springs Area Chamber of Commerce, nonprofit organizations, and interested community members, a grant program could be implemented to fund the improvement of storefronts and the surrounding area (painting entire buildings, improving public safety lighting, and installing anti-graffiti film coating on display glass windows and doors). The program could have whole grant and matching grant components. In addition to grant funding, agency assistance and reimbursement for design services would be available. The County's Community Development Division of the Economic Development Agency (EDA) could be approached to determine if the Community Development Block Grants would be available for local assistance.

The City of Santa Cruz's Façade Improvement Program supports the City's community revitalization goals. In addition to enhancing the streetscape's appearance, successful projects help new and established businesses attract customers, leverage private investment from building owners, and inspire improvements to

The Hilltop communities are encouraged to form a local beautification committee and establish a range of tools, programs, and incentives to encourage local residents and business owners to make improvements. This committee is also encouraged to forge a partnership with nonprofit organizations like Rebuilding Together Mountain Communities, which can offer labor services to property owners for improvements and trash removal. The Chamber of Commerce could create connections with skilled contractors, designers, and community members who would be interested and willing to donate their time, materials, supplies, tools, and other resources. Funding for the grant program could come from fundraisers hosted by the Chamber of Commerce and other interested organizations in the communities or from businesses. These businesses could be incentivized to donate to the

program by competing in an annual beautification award that is presented to the business or residence that plays the largest part in beautifying the downtown area. Factors included in measuring the magnitude of this role could include funds donated and employee volunteer hours. Funding could also come from the County’s Community Development Block Grant (CDBG), which is administered by the San Bernardino County Economic Development Agency’s Community Development Division.

Action	Action Leader	Timeline	Resources
1. Establish a beautification committee with members from the Running Springs Area Chamber of Commerce, Rebuilding Together Mountain Communities, and interested community members.	Champion	Month 1	Running Springs Chamber of Commerce http://www.runningspringschamber.com/
2. Hold ongoing beautification committee meetings to implement a program.	Beautification committee	On-going	Rebuilding Together Mountain Communities http://rebuildingtogethermountaincommunities.org/contact/ Home Depot Community Impact Grants https://corporate.homedepot.com/grants/community-impact-grants City of Santa Cruz Façade Improvement Program http://cityofsantacruz.com/departments/economic-development/business-support/facade-improvement-program
3. Prepare a plan of action for year one, including a list of programs, events, incentives, tools, materials, and funding resources associated with this program. Meet with the County to discuss CDBG	Beautification committee	Month 2	
4. Recruit volunteers from the community to assist with implementation.	Beautification committee	Month 3	
5. Create a social media presence to identify community resources and advertise upcoming events.	Beautification committee	Month 3	
6. Partner with community organizations such as local church groups and Rebuilding Together Mountain Communities to organize a cleanup day event.	Beautification committee	Months 4 – 5	
7. Apply for grants and host fundraisers to raise money.	Beautification committee	Months 4 – 8	
8. Meet with local businesses and community organizations to identify potential sponsorship of events and donations of paint and other materials, tools, and supplies.	Beautification committee	Months 6 – 8	
9. Establish award programs to recognize achievements by local businesses.	Beautification committee with Area Chamber of Commerce	Months 9 – 10	
10. Develop a training program for building maintenance and storefront window displays.	Beautification committee with Area Chamber of Commerce	Months 11 – 12	