

# WATCH MUSK EGON

## 2022 NEIGHBORHOOD EMPOWERMENT PROGRAM

*A NEIGHBORHOOD ACTION PLAN ADOPTED BY  
THE MUSKEGON CITY COMMISSION:*

## **PURPOSE**

Strong and active neighborhoods are a key component of a successful and vibrant Muskegon. Our neighborhoods help drive quality of life, as they can help provide activities that engage residents, improve living conditions, provide social opportunities, and positively affect crime. Accordingly, this program is designed to empower neighborhood groups to become more active as a means to access city funds to invest in the quality of life activities that they believe will improve their neighborhood.

## **PROGRAMMING**

Active neighborhoods associations will be eligible to receive funds from the City of Muskegon in three ways: Neighborhood Grants, Enhanced Neighborhood Grants, and Earned Neighborhood Grants.

### Neighborhood Grants

All active neighborhood associations are eligible to receive a \$1,500 Neighborhood Grant annually. An active neighborhood association is defined as a neighborhood association that accomplishes **all** of the following in a given year:

1. Holds at least two general membership meetings per year.
2. Holds at least two additional board meetings per year.
3. Has a board member in attendance of at least 6 Neighborhoods of Muskegon (NAM) meetings each calendar year.
4. Prepares and delivers at least two neighborhood association newsletters per year.
5. Actively participates in the City's designated National Night Out event by hosting a National Night Out activity within the boundaries of the neighborhood.
6. Holds at least two community dumpster day events within the boundaries of the neighborhood.

*These Neighborhood Grant Dollars are available April 1 of each year, **upon receipt of a completed application and previous year's mid and year end reports**. They must be spent on community-related purchases or activities. These funds may not be rolled over from year-to-year.*

### Enhanced Neighborhood Grants

All active neighborhood associations are also eligible to receive up to \$3,000 in Enhanced Neighborhood Grants annually. To be eligible for the Enhanced Neighborhood Grant, the neighborhood association must undertake a fundraising campaign (raising at least \$250 of private donations for the neighborhood association), and undertake a number of the following events/activities, including but not limited to, in a given year:

1. Create a neighborhood Facebook Page and actively maintain the page with neighborhood events, activities, and news.
2. Submit two articles on topics of importance to the neighborhood to the City Staff Liaison for use in the city's annual newsletter.

3. Hold one family-related event during the months of June or July.
4. Hold one family-related event during the months of September or October.
5. Hold one family-related event during the months of March, April or May.
6. Expend \$250 and invest 50 volunteer hours in maintenance/repairs/beautification of a community park.
7. Undertake a community beautification project (not-park-related).
8. Sponsor a youth recreation activity that reaches/involves at least 50 Muskegon youths collectively. Examples include coaching, sponsoring, or organizing little league teams, soccer teams, football teams, water-safety related events, Winter Sports Day, Hockey Field Trip, etc.
9. Volunteer to paint 15 or more fire hydrants in your neighborhood (city to provide paint, brushes, etc.).
10. Undertake at least 40 volunteer hours at the Muskegon Farmers Market.
11. Graduate at least one member from Muskegon Citizen Police Academy.
12. Implement a neighborhood beautification program that acknowledges efforts by property owners to beautify their property, with at least one owner highlighted in each neighborhood association newsletter.
13. Implement a neighborhood beautification program that acknowledges efforts by renters to beautify the neighborhood, with at least one renter highlighted in each neighborhood association newsletter.
14. Implement a neighborhood beautification program that acknowledges efforts by business owners/operators to beautify the neighborhood, with at least one business owner/operator highlighted in each neighborhood association newsletter.  
*\*\*12-14 can be used to acknowledge snow removal efforts and maintenance of neighbors.*
15. Demonstrate that one neighborhood members is actively serving on at least one City Board or Commission, or is actively serving on the NAM Annual Picnic planning committee.

Successfully undertaking up to three events/activities:	\$750
Successfully undertaking four or more events/activities:	\$1,250
Successfully undertaking seven or more events/activities:	\$2,000
Successfully undertaking ten or more events/activities:	\$3,000

*These Enhanced Neighborhood Grant Dollars are available April 1 of each year, **upon receipt of a completed application and previous year's mid and year end reports.** They must be spent on community-related purchases or activities. These funds may not be rolled over from year-to-year.*

Earned Neighborhood Grants

All active neighborhood associations are eligible to earn neighborhood grants by volunteering to undertake certain beautification activities in the City of Muskegon, as follows:

1. Adopt-A-Lot Program. The city has more than 300 publicly-owned orphan parcels of land spread throughout our neighborhoods. These pieces of property are generally maintained by the city on a three-week mowing schedule. In an effort to beautify our neighborhoods and raise the maintenance standards, an Adopt-A-Lot Program was established in 2015. The program is being extended to active neighborhoods as follows:
  - a. There is no limit to the amount of lots that a neighborhood is eligible to adopt, nor is there a requirement that the adopted lots be located within the adopting neighborhood's geographic boundaries. In the event that adoption requests exceed available lots, adoptions will be equalized throughout the requesting neighborhoods.
  - b. Lots must be adopted by March 1 of each calendar year.
  - c. Lots must be mowed throughout the mowing season (May-September) and be in compliance with local ordinances that call for a 6 inch maximum grass height.
  - d. Trash must be removed from the lots weekly.
  - e. Fallen Leaves must be removed from the lots by November 30 of each year.
  - f. A standard lot is between 30 and 60 feet in width. Lots with a width in excess of 60 feet will be compensated as multiple lots.
  - g. A statement of commitment must be signed for each neighborhood adopting lots.
  - h. The City will contribute \$250 to the neighborhood for each lot adopted and successfully maintained, with payments disbursed as follows:
    - i. The first payment (\$125 for each adopted lot) will be made during the city's first billing cycle in the month of May.
    - ii. The second payment (\$75 for each adopted lot) will be made during the city's first billing cycle in the month of August.
    - iii. The second payment (\$50 for each adopted lot) will be made during the city's first billing cycle in the month of November.
    - iv. Payments will not be made in the event code enforcement activities are undertaken by the City's Code Enforcement Department.
    - v. Repayment may be required in the event that lots are not kept up to the city's code enforcement standard.
2. Fundraising Match. The City will provide \$500 in matching dollars to any active neighborhood association that successfully raises more than \$1,500 of non-city funds for youth-related neighborhood activities. These matching dollars are only available

to neighborhoods that have met the requirements to receive at least \$2,000 in Enhanced Neighborhood Grants.

3. Other beautification-related activities may be incentivized by the city on a case-by-case basis, depending on funding availability.

*These Earned Neighborhood Grant Dollars must be spent on community-related purchases or activities. They may be rolled over from year-to-year as the neighborhood association saves funds for planned neighborhood needs/activities. Unless otherwise indicated above, these grants funds will be released upon successful completion of the approved activity.*