



## **PUBLIC ART SMALL GRANTS PILOT PROGRAM APPLICATION**

Please submit form electronically to [econdev@alamedaca.gov](mailto:econdev@alamedaca.gov) with header "Public Art Small Grants Application," or via mail to City of Alameda, Community Development Department, Attn: Public Art Small Grants Program, 950 West Mall Square #205, Alameda, CA 94501. Applications must be received or postmarked by **February 29, 2020**.

Name, Group or Organization: FunAmeda Productions

Location/Business Address: 1816 Alameda Ave.

City: Alameda State: CA Zip Code: 94501

Program or Project: Alameda-Haunt Your House! decorating contest & canned food drive

Website: [www.funameda.com](http://www.funameda.com)

Primary Contact Name: Patrica Cary

Phone No.: 510.407.9174 Email: [pc@funameda.com](mailto:pc@funameda.com)

Mailing Address (if different from above):

City: State: Zip Code:

### **PROJECT INFORMATION**

Describe the event, the date or dates, the overall project budget, and how the grant funds will be used. Please include the purpose of your event, your audience, anticipated attendance and whether the grant will fully fund your project, or if you will be seeking additional funding. Please note if you are based in Alameda (attach sheet if additional space needed). (500 words or fewer):

Alameda-Haunt Your House! is a citywide, community Halloween house decorating contest and canned food drive in support of the Alameda Food Bank. Alameda residents are encouraged to decorate the exterior of their homes for Halloween and enter the contest via our website and Facebook page. Entrants are given some contest guidelines and agree to collect canned goods, in bins provided by AHYH!, from the many folks who walk/bike/drive by to enjoy the Halloween homes the week leading up to October 31.

A few days before Halloween, entries are graded on a variety of categories, i.e. best lighting, eeriest soundtrack, most haunted house, etc., by a group of third-party judges. On Halloween night we (the Boo Crew) go to each winning entry and give out trophies, prizes and certificates for winners. The day after Halloween we gather the canned good collected by the contestants and deliver the donations to the Alameda Food Bank.

(Continued on attached sheet)

FunAmeda Productions, Alameda-Haunt Your House! 2020  
*Project Information Continued...*

I started Alameda-Haunt Your House! in 2006. As a native of Alameda, I was inspired by my fond memories of growing up on the Island and wanted to highlight the beauty and uniqueness of my hometown, especially during the Halloween season. I was also looking for a fun way to showcase the variety of historic and beautiful architecture we enjoy in Alameda and the unique creative energy of the community.

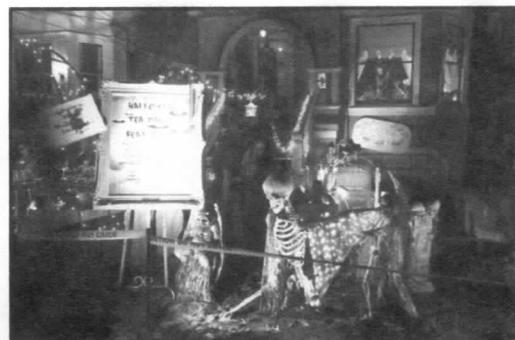
Each year the contest got bigger and better, and in 2014 we had over 22 homes entered from almost every neighborhood in the city. From the amount of canned goods collected in 2014, we estimated a public audience of approximately 3K people of all ages came out to enjoy the Halloween homes that year.

In 2015, I produced *Alameda – Haunt Your Ride!* and turned an unused parking lot at Webster St. and Taylor Ave. into a magical Halloween playland. It was a smashing success and all participants and visitors were thrilled we raised over 2,000 pounds of canned food that weekend. We are most proud to say, over the course of nine years, AHYH! participants collected a total of over 10,000 pounds of canned goods for the Alameda Food Bank.

Average cost to run is the event is \$2,500, based on an average participation of at least fifteen homes. All administrative work is done on a volunteer basis. Grant money awarded would be used exclusively for promotional, website/social media design and maintenance, supply and award purposes. Additional funding will be sought from potential sponsors.

A \$1,500 Public Art Small Grant from the City of Alameda would mean, aside from crucial financial support necessary to reboot AHYH!, an official nod of recognition to Alameda's creative community and acknowledgement of the Island's uniqueness, historic beauty and the generosity of our citizens. Please enable the return of *Alameda-Haunt Your House!* in 2020 and help us continue our commitment to a great community event that benefits our neighbors in need at the start of the holiday season.

Thank you for your consideration,  
Patricia Cary – FunAmeda Productions



*2014 Most Haunted House winner –  
Tea Dance at Chez Finale*

Indicate the category and exact amount of grant funding you are requesting. Applicants for Micro Grants are particularly encouraged to apply, and up to 10 grants will be awarded in this category:

Micro Grant (\$250-\$500)                      Exact amount:

Small Grant (\$501-\$2,000)                      Exact amount: \$1,500

Describe how this event/installation will enhance the profile of the City of Alameda, how the event builds community support and enhances cultural representation (see evaluation criteria):

AHYH! Halloween house decorating contest and canned food drive brings the residents of Alameda together by promoting community involvement and neighborhood pride, by rewarding our community's artistic expression and by celebrating the unique architecture and spirit of the Island - all by way of a good-natured, ol' fashioned, city-wide contest. AHYH! also encourages and enables all residents to support our fellow citizens in need by facilitating donations to our local food bank at the start of the holiday season.

Describe how you will recognize the City of Alameda in your event/installation:

It's right in the name - but in addition to that, all Alameda-Haunt Your House! advertising, promotional materials, and awards will include recognition of the Public Art Program and the City of Alameda. Previous contest winners were often featured on the cover of local papers.

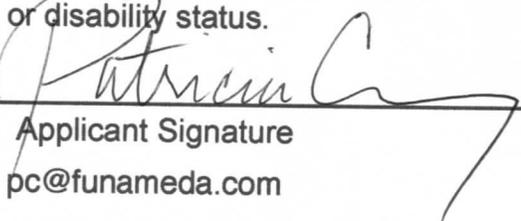
Describe how you will market your event/installation, including a timeline for your marketing:

Marketing campaign will kick off with an entry in the Alameda 4th of July parade and continue through end of October with: press releases, direct marketing to previous contestants and mailing lists; social media call for entries, postings and updates; flyer handouts; a Digifli campaign and at least one ad in a local paper.

If awarded, indicate who the check should be made out to:

Patricia Cary - FunAmeda Productions

Agreement: I have read and agree to the City of Alameda's Public Art Small Grants application criteria and policies and certify that the grant application meets all required criteria detailed in the policy and that all information provided by the applicant is true and correct and the applicant agrees not to discriminate on the basis of race, creed, religion, sex, marital status, political opinion, familial status, national origin, age, gender, mental or physical disability, sexual orientation, military status, gender identity and source of income or disability status.

  
Applicant Signature  
pc@funameda.com

Date 2/18/20

Applicant Name  
Patricia Cary

**Deadline:** February 29, 2020

**Questions:** Contact econdev@alamedaca.gov

**Civic Center Vision Plan** ...continued from page 4.

- Provide a clear adoption and implementation process for the Plan with formal public notice, written staff report and public hearing.

Implementation of the Plan is tentatively scheduled to begin in January, 2011, but, as noted in our last comment, the Plan adoption process is not clear, including the process for incorporating changes such as those listed above.

Story by Chris Buckley



AAPS recommends limiting building heights along the south side of Santa Clara Avenue to two stories to continue the rooflines and horizontal alignments of the existing two story buildings. (Photo Chris Buckley)

## VOLUNTEER BLOG EDITOR WANTED

@

www.

**alameda-preservation.org**

to assist writers, monitor the site, and ensure content is appropriate.

### CONTACT

nancy.alameda@att.net

Please write "AAPS" in the subject line.

A ghoulish example of a Halloween haunt ready for the Alameda-Haunt Your House! Contest. (Photo Daniel Neumansky)



## Haunt Your House and Help the Food Bank

We're happy to announce the return of the Alameda-Haunt Your House! Contest 2010. The contest began as a project in 2006 by Patti Cary, who grew up in a Craftsman home on San Jose Avenue at Grand Street. As a child, Patti waited not so patiently every year for her favorite season, Halloween. The excitement of seeing the beautiful homes and tree-lined streets of Alameda bustling with ghosts and goblins is the inspiration behind this community-building event.

Patti, a native Alamedan reflects, "Alameda-Haunt Your House" was borne out of my love for Alameda and the incredible architecture that surrounds us. We live in an amazing city and Halloween is the perfect time to highlight the history and beauty of this unique island. Plus, it's really fun!"

Patti is joined this year by Daniel Neumansky, a Pacific Avenue resident who owns a Marcuse and Rimmel Victorian, a veteran house haunter and an AAPS member. Daniel says, "The island has so many neat Victorian homes that are just begging to be decorated for Halloween. We can creepify our old houses while helping those in need. So enter the contest, decorate your house, and have fun."

The contest has been gaining in popularity over the last few years and the Boo Crew, as they were dubbed by a 2008 contestant, are expecting this year to be the biggest yet. They hope more and more citizens of Alameda will join in the festivities, decorate their homes and businesses and encourage their friends and neighbors to participate as well.

This year, The Alameda-Haunt Your House! contest is excited to announce their partnership with the Alameda Food Bank and the addition of a canned food drive that will coincide with the contest. The end of October is the start of the busy holiday season for the food bank and we're hoping that the Haunt Your House contest will start off their collections with a bang. Every house and business in the contest will have a Halloween themed can collection box for donations. The food bank has a specific holiday wish list consisting of Stuffing, Gravy, Cranberry Sauce, Jell-O, Dry Potato Mix, Canned Pumpkin, Canned Yam/Sweet Potato and Condensed Milk. While the food bank will accept any donations, they cannot accept glass containers, perishable items, expired items and open items. The Alameda-Haunt Your House team encourages AAPS members to please donate at the various entrants.

For full details and a map of contest entrants please visit their Web site at: [www.alamedahauntyourhouse.com](http://www.alamedahauntyourhouse.com). Now let's get haunting!

Story by Patti Cary and Daniel Neumansky

**BUSINESS TAX CERTIFICATE**

**828528**

**CITY OF ALAMEDA**

ISSUED FOR TAX PURPOSES ONLY - NOT TRANSFERABLE

EXPIRATION DATE: 06/30/2020

**Business Name:** FUNAMEDA PRODUCTIONS

**Business Owner(s):** PATRICIA CARY

**Business Location:** 1816 ALAMEDA AVE, ALAMEDA, CA 94501-4108

**Business Type:** Amusement & Recreation Services



FUNAMEDA PRODUCTIONS  
1816 ALAMEDA AVE  
ALAMEDA, CA 94501-4108

**Elena Adair**

FINANCE DIRECTOR

**THIS CERTIFICATE MUST BE POSTED IN A CONSPICUOUS PLACE**

# Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or type.  
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.  
**Patricia Cary**

2 Business name/disregarded entity name, if different from above  
**FunAmeda Productions**

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor or single-member LLC     C Corporation     S Corporation     Partnership     Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ \_\_\_\_\_

**Note:** Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ▶ \_\_\_\_\_

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):  
Exempt payee code (if any) \_\_\_\_\_  
Exemption from FATCA reporting code (if any) \_\_\_\_\_  
*(Applies to accounts maintained outside the U.S.)*

5 Address (number, street, and apt. or suite no.) See instructions.  
**1816 Alameda Ave.**

6 City, state, and ZIP code  
**Alameda CA 94501**

7 List account number(s) here (optional)

Requester's name and address (optional)

## Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

**Social security number**

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OR

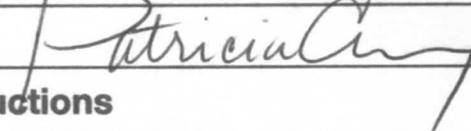
**Employer identification number**

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## Part II Certification

- Under penalties of perjury, I certify that:
- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
  - I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
  - I am a U.S. citizen or other U.S. person (defined below); and
  - The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

**Sign Here**    Signature of U.S. person ▶     Date ▶ **2/11/20**

## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

### Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
  - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
  - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
  - Form 1099-S (proceeds from real estate transactions)
  - Form 1099-K (merchant card and third party network transactions)
  - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
  - Form 1099-C (canceled debt)
  - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.
- If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What Is backup withholding, later.*