

Notice and Agenda

Community Event and Neighborhood Grant Distribution Subcommittee

Monday, July 8, 2024

2:00 PM

Online and Bay Conference Room (Room 145), City Hall, 456 W. Olive Ave., Sunnyvale, CA 94086

Meeting online link: https://sunnyvale-ca-gov.zoom.us/j/97078359003

Public Participation

• Teleconference participation: You may provide audio public comment by connecting to the teleconference meeting online or by telephone. Use the Raise Hand feature to request to speak (*9 on a telephone):

Meeting online link: https://sunnyvale-ca-gov.zoom.us/j/97078359003 Meeting call-in telephone number: 833-548-0282 | Meeting ID: 970 7835 (*9 to request to speak | *6 to unmute/mute)

- Watch the Sunnyvale Community Events and Neighborhood Grant Distribution Subcommittee meeting at: http://youtube.com/SunnyvaleMeetings
- Submit written comments to the Sunnyvale Community Events and Neighborhood Grants Program up to 4 hours prior to the meeting to ncs@sunnyvale.ca.gov or by mail to City Clerk, 456 W. Olive Ave., Sunnyvale, CA 94086.

Accessibility/Americans with Disabilities Act (ADA) Notice

Pursuant to the Americans with Disabilities Act (ADA), if you need special assistance to provide public comment, or for other special assistance; please contact the City at least 48 hours prior to the meeting to enable the City to make reasonable arrangements to ensure accessibility to this meeting. ADA contact: Angela Chan may be reached at 408-730-7599 or ncs@sunnyvale.ca.gov (28 CFR 35.160 (b) (1)).

CALL TO ORDER

Call to order via teleconference.

ROLL CALL

PUBLIC COMMENT

This category provides an opportunity for members of the public to address the committee on items not listed on the agenda and is limited to 15 minutes (may be extended or continued after the public hearings/general business section of the agenda at the discretion of the Chair) with a maximum of up to three minutes per speaker. Please note the Brown Act (Open Meeting Law) does not allow committee members to take action on an item not listed on the agenda. If you wish to address the committee, please complete a speaker card and give it to the Recording Secretary. Individuals are limited to one appearance during this section.

CONSENT CALENDAR

All matters listed on the consent calendar are considered to be routine and will be acted upon by one motion. There will be no separate discussion of these items. If a member of the public would like a consent calendar item pulled and discussed separately, please refer to the notice at the beginning of this agenda.

Approve the Community Event and Neighborhood

24-0803 Approve the Community Event and Neighborhood Grant

Distribution Subcommittee Meeting Minutes of December 8,

2023

Recommendation: Approve the Community Event and Neighborhood Grant

Distribution Subcommittee Meeting Minutes of December 8,

2023 as submitted.

GENERAL BUSINESS

If you wish to speak to a public hearing/general business item, please refer to notice at the beginning of this agenda. Each speaker is limited to a maximum of three minutes.

24-0804 Selection of Chair

24-0805 Review and Approve the Community Events and

Neighborhood Grant Program Materials for Calendar Year 2025 and Authorize Staff to Initiate the Application Process

Recommendation: Approve the Community Events and Neighborhood Grant

Program Materials for Calendar Year 2025 and Authorize Staff

to Initiate the Application Process

INFORMATION ONLY

ADJOURNMENT

Notice to the Public:

Any agenda related writings or documents distributed to members of this meeting body regarding any item on this agenda will be made available for public inspection in the originating department or can be accessed through the Office of the City Clerk located at 456 W. Olive Ave., during normal business hours and in the Bay Conference Room on the evening of the Community Events and Neighborhood Grants Subcommittee Meeting, pursuant to Government Code §54957.5.

Agenda information is available by contacting Ricky Le at 408-730-7906 or rle@sunnyvale.ca.gov. Agendas and associated reports are also available on the City's website at sunnyvale.ca.gov or at the One-Stop Desk, City Hall, 456 W. Olive Ave., Sunnyvale, CA, 72 hours before the Meeting.



Agenda Item

24-0803 Agenda Date: 7/8/2024

SUBJECT

Approve the Community Event and Neighborhood Grant Distribution Subcommittee Meeting Minutes of December 8, 2023

RECOMMENDATION

Approve the Community Event and Neighborhood Grant Distribution Subcommittee Meeting Minutes of December 8, 2023 as submitted.



Meeting Minutes - Draft Community Event and Neighborhood Grant Distribution Subcommittee

Friday, December 8, 2023

2:00 PM

Online and Bay Conference Room (Room 145), City Hall, 456 W. Olive Ave., Sunnyvale, CA 94086

CALL TO ORDER

Councilmember Srinivasan called the meeting to order at 2:02 p.m.

ROLL CALL

Present: 2 - Member Linda Sell

Member Murali Srinivasan

Absent: 1 - Member Alysa Cisneros

Chair Cisneros (excused absence)

PUBLIC COMMENT

None.

CONSENT CALENDAR

Councilmember Sell moved and Councilmember Srinivasan seconded the motion to Approve the Community Event and Neighborhood Grant Program Subcommittee Meeting Minutes of August 18, 2023 as submitted.

Yes: 2 - Member Sell

Member Srinivasan

No: 0

Absent: 1 - Member Cisneros

23-0722 Approve the Community Event and Neighborhood Grant

Distribution Subcommittee Meeting Minutes of August 18, 2023

GENERAL BUSINESS

23-0723 Review of Calendar Year 2023 Grants and Consideration of

2024 Community Events and Neighborhood Grant Program Applications

Youth and Family Resources Manager, Angela Chan, provided a presentation on the Community Events and Neighborhood Grant Program. Highlights included: overview, outreach, grant requests and funding options.

Councilmembers inquired and staff responded:

Why was the Holi event not funded in option 2? The South Asian Cultural Assocation of Sunnyvale (SACAS) did not have bandwidth this year to coordinate the Holi event, so funding for next year was removed from option 2.

Can unused funding be rolled over to the next year? No.

Councilmember Srinivasan opened for public comment.

Valerie S. and Courtney J. supported funding option 2. They cited that groups that serve more people would benefit from receiving a larger portion of the funds. Option 2 would also favor groups that put more detail into their application.

Councilmember Srinivasan closed public comment.

Councilmember Sell moved and Councillmember Srinivasan seconded the motion to approve Option 1 funding levels for Community Events with the reduction of \$587 from the Holi event, and approve Option 2 funding levels for Neighborhood Grants.

The motion carried by the following vote:

Yes: 2 - Member Sell

Member Srinivasan

No: 0

Absent: 1 - Member Cisneros

INFORMATION ONLY

None.

ADJOURNMENT

Councilmember Srinivasan adjourned the meeting at 3:00 p.m.



Agenda Item

24-0804 **Agenda Date:** 7/8/2024

SUBJECT Selection of Chair



Agenda Item

24-0805 Agenda Date: 7/8/2024

SUBJECT

Review and Approve the Community Events and Neighborhood Grant Program Materials for Calendar Year 2025 and Authorize Staff to Initiate the Application Process

RECOMMENDATION

Approve the Community Events and Neighborhood Grant Program Materials for Calendar Year 2025 and Authorize Staff to Initiate the Application Process

Community Events Grant Program Guidelines & Eligibility Criteria Calendar Year 2025 Application Deadline: Friday, October 18, 2024 by 5 p.m.



Thank you for your interest in the Community Events Grant Program. Please review the following guidelines and eligibility criteria to determine if your group qualifies. Funding requests will be considered as part of an annual competitive application process.

Program Mission

The Community Events Grant Program was created to support and encourage groups to build community and celebrate our unique culture by holding community events in Sunnyvale.

Who is Eligible to Apply?

- The sponsoring organizations must be nonprofit or not-for-profit. Nonprofits must have 501(c)3 status under IRS. Non-for-Profit organizations are generally "recreation organizations" and fall under a variety of other 501(c) tax codes under IRS. Applicants must attach a copy of nonprofit documentation if the organization has such documentation.
- Funds may be granted to religious organizations if the funds are not used for a religious purpose including for the promotion of any sect, church, creed, or sectarian organization, nor to conduct any religious service or ceremony. This eligibility criterion is an attempt to preserve separation of church and state while still allowing religious organizations to be eligible for grant funds.
- Organizations that are collaborating with the City in co-sponsoring an event are eligible to apply for grant funding, however, grant funds can only be used to defray expenses incurred by the co-sponsoring organization(s) rather than the City.
- Grants will not be awarded to organizations owing a debt to the City.
- Grants will not be awarded to individuals.
- Grants may not be used for political activities.
- The sponsoring organization must demonstrate the ability to produce a well-planned, safe event and demonstrate strong financial management and effective management controls, including costeffectiveness.
- It is not the nature of the organization applying for or receiving the grant, but whether the organization will use those grant funds for a valid public purpose. Some factors that may demonstrate the public purpose of a funded program or service include:
 - Whether the proposed project/service compliments or enhances a service that the City also provides
 - When there is an identifiable secondary, or indirect, benefit to the City
 - When the organization provides a service, the City could provide, but chooses not to

Event Eligibility and Evaluation Guidelines

- All proposed events must:
 - be held within Sunnyvale City limits
 - be of a citywide nature
 - demonstrate an ability to draw a crowd of at least 500 people
 - be free and open to the public, and
 - occur between January 1 and December 31, 2025

- Fundraiser events are not eligible for grant funding. A "fundraiser" is defined as any event that solicits funds from attendees either through direct ticket sales or asking for a donation. Events that are free and open to the public that include passive, purely optional opportunities for donations to other community nonprofit organizations, such as canned food or school supply drives or voluntary donation jars on exhibitor tables, are not considered fundraisers. Under no circumstances shall event sponsors, partners or participants seek funds in the form of raffle tickets, silent auction bids or items of similar intent.
- The event should encourage celebrations of community which focus on the character, diversity and quality of Sunnyvale and provide vitality and identity to the community.
- Higher priority will be given to encouraging new events as well as supporting existing events that have been highly successful in the past, subject to other grant criteria.
- The review team will consider the financial and budgetary capabilities of the sponsoring organization, the extent to which City funds will be leveraged with other funding sources, and the need for City funding. Community event grant funding from the City will represent no more than 40 percent of the total event budget, including the value of in-kind goods and services but excluding the value of volunteer time.
- Grant funding is not intended to be an ongoing funding source for the event. Funding in one year is not
 a guarantee of future funding. All applications are subject to a fresh review vis-à-vis competing
 applications each year.

Application Process and Next Steps

To apply: Complete the attached Community Event Grant Program application and submit by Friday, October 18, 2024, by 5 p.m. Incomplete applications or ones that are not submitted by the deadline will not be considered during this year's grant review process.

When submitting the application, applicants must also:

- Submit an event budget, including an estimate of City services required.
- Identify other co-sponsors of the event. All co-sponsors must be approved by the City.

Application Review and Funding Decisions: A Council subcommittee will review each application. The Council subcommittee may choose to contact the applicant for more information or clarification regarding the details of the application during the review period and/or request an interview with any applicant. Final funding decisions will be made by the full City Council. Grant applicants will be notified, in writing, of final funding decisions in Jan./Feb. 2025.

All grant awardees will be required to submit the following to the City of Sunnyvale within 30 days after your event was held and no later than December 31, 2025, whichever comes first:

- 1. A final report describing the project and use of funds.
- 2. All original receipts/invoices and an itemized description of each expense, for reimbursement.
- 3. Submit pictures of the community event and sample marketing materials (i.e., fliers, social media posts, posters, etc.) documenting acknowledgement of city funding.

Reimbursements: This program is reimbursable, meaning that any approved funds must first be spent by the grantee and receipts/invoices showing payment must be submitted to the City of Sunnyvale. Upon review of eligible receipts/invoices, the City will reimburse the grantee. The reimbursement process takes approximately two to four weeks.

Grant recipients may be reimbursed in partial payments for ongoing event expenses, rather than in a single lump-sum after the event. Decision to reimburse in multiple payments will require approval from the City of Sunnyvale and may be justified if recipient incurs significant expenses before the event. If that is the case, grant recipients must invoice the City on an ongoing basis for reimbursement of expenses incurred, up to the grant amount.

Special Event Permit and Use of City Facilities: All special events in Sunnyvale must also submit a Special Events Permit Application before the event date. To learn more about the City of Sunnyvale Special Events Permit Process, visit Sunnyvale.ca.gov. Applicant will be required to obtain required permits, clearances, insurance, and event authorization and pay any relevant fees in a timely manner. If you are proposing to use a City facility, applicant must submit a request in accordance with standard rental procedures.

City Co-Sponsorship: Grant recipients (and their sponsors, if applicable) are entirely responsible for planning, promoting and staffing their event. Grant approval does not equate to co-sponsorship from City of Sunnyvale. The City will not be involved in planning, promoting or staffing the event, and is not considered a co-sponsor of the event.

If City staff time is requested (such as public safety officers, etc.), please contact the relevant department to obtain a cost estimate and include the cost estimate in your proposed budget. Staff participation is contingent upon their consent to participate, regardless of whether the funds are granted.

Grant Spending Guidelines: Grant recipients must attempt to expend all grant funding within City limits. Grant funds must be used only for the event applied for, but may be used for any costs, including costs payable to the City. The City will not waive any fees for services associated with the event.

Acknowledgement of City Funding: Grant recipients must acknowledge City of Sunnyvale as a funder of the community event in all marketing and outreach materials, including but not limited to fliers, social media, posters, etc.

Questions and More Information

For questions or more information, please email: ncs@sunnyvale.ca.gov or call 408-730-7599.

Community Events Grant Program Application Calendar Year 2025

Mailing Address:



Application Deadline: Friday, October 18, 2024, by 5 p.m.

Thank you for your interest in the Community Events Grant Program. Please thoroughly review the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Grant decisions are based upon a competitive review process; **this application and any attachments are intended to be the primary subject of evaluating your grant proposal**. The City will accept applications through Friday, October 18, 2024, by 5 p.m. Applicants will be notified of award decisions in Jan./Feb. 2025. For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Completed applications may be submitted in the following ways: Mail or Drop Off in Person: Sunnyvale Community Center (Recreation Center Front Desk) Attn: Recreation Services Administration 550 E. Remington Dr., Sunnyvale CA 94087 Email: ncs@sunnyvale.ca.gov **Event Name:** Date(s)/Time(s) of Event: **Sponsoring Organization(s): Grant Amount Requesting from the City of Sunnyvale:** (Amount cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.) **Authorized Representative Information** Name: Title: **Organization: Email: Phone Number:**

Event Details

1. Please describe your event (you may attach additional details or supporting documentation).



2. Have you held this event before? If so, when and where?

3. How does your event encourage a celebration of community, including the character, diversity, and quality of Sunnyvale? How does it provide vitality and identity to the community?



Marketing & Promotion

4.	Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?
4a.	How many people do you expect to attend your event, how did you arrive at this estimate?
5.	Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.
Or	ganization Information

6. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

Event Logistics and Budget

7.	What steps are you taking to ensure a well-planned, safe event?
8.	Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?
9.	 Please attach a detailed budget for your event including: Total expenses Anticipated revenue (if applicable) Net cost (total expenses less anticipated revenue) Volunteer assistance (1. List volunteer roles/tasks and the number of hours anticipated; 2. Multiply volunteer hours by \$37.32, the California volunteer rate per <i>IndependentSector.org</i>) Any expenses you expect to be donated/in-kind (include an estimated dollar value of
	Any expenses you expect to be donated/in-kind (include an estimated dollar value of

• Funding amount being requested from City of Sunnyvale (cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the

10. How will you obtain the remaining funding for your event? Why are you requesting grant

each donated/in-kind expense in your budget)

value of volunteer time).

funding from the City?

Neighborhood Grant Program Guidelines & Eligibility Criteria Calendar Year 2025 Application Deadline: Friday, October 18, 2024, by 5 p.m.



Thank you for your interest in the Neighborhood Grant Program. Please review the following guidelines and eligibility criteria to determine if your group qualifies. Funding requests will be considered as part of an annual competitive application process. Each neighborhood group is eligible to apply for a grant of up to \$1,500.

Program Mission

Grant funds are the City's investment in strengthening neighborhood groups, improving the quality of life in local communities, and encouraging neighborhood groups or associations to become increasingly self-reliant. The mission of the Neighborhood Grant Program is to:

- Build community engagement in Sunnyvale;
- Help residents develop a sense of pride and ownership in their neighborhoods; and
- Continue to develop collaborative partnerships between Sunnyvale's neighborhoods and City Hall.

Who Is Eligible to Apply?

Applicants must be representatives of a neighborhood group or groups and be registered as an active Neighborhood Association by the time of their proposed event.

Project and/or Event Eligibility

All proposed project and/or events must:

- Focus on one or more of the following areas:
 - 1. Increase communication among neighbors
 - 2. Build bridges between cultural groups (i.e., ethnicity, age, socio-economic, etc.)
 - 3. Improve the physical condition of the neighborhood or
 - 4. Enhance neighborhood pride and identity
- Be neighborhood-focused, initiated and supported by residents living in the neighborhood.
- Occur between January 1 and December 31, 2025
- Successful applicants must acknowledge City of Sunnyvale as a funder of the neighborhood project or event in all marketing and outreach materials, including but not limited to fliers, social media, posters, etc.

Projects and/or events that are not eligible include:

- Activities that are political in nature, including but not limited to, the support or opposition of a proposed initiative, ballot measure, policy position or candidate.
- Payment of outstanding debts
- Services which are primarily commercial, religious or political in nature
- Permanent improvements to any non-City owned structure or property
- In most cases, operating expenses such as ongoing salaries, utilities and rent expenses

Creative ideas for neighborhood projects are encouraged! Projects could include (but are not limited to): youth programs, volunteer projects, seed money for neighborhood special events that encourage neighbors to get to know each other, or neighborhood association fundraising activities/events.

Evaluation Guidelines

Grant applications will be evaluated on the criteria listed below:

- Is the project realistic within the given timeframe?
- Does the project focus on one or more of the following four areas?
 - 1. Increase communication among neighbors
 - 2. Build bridges between different cultural groups
 - 3. Improve the physical condition of the neighborhood
 - 4. Enhance neighborhood pride and identity
- Is the project well developed (clear project description, detailed project plan, adequate resources allocated, community need addressed)?
- Is the project an appropriate use of City funds?
- Will the project strengthen the neighborhood group and foster self-reliance?
- How many residents will benefit from the project?
- Will the completed project have any negative impact on residents, businesses, the City or bordering neighborhoods?
- Is there adequate neighborhood support (resident participation, volunteer time, resources, etc.) for this project?

Application Process and Next Steps

To apply: Complete the Neighborhood Grant Program application and submit by October 18, 2024, by 5 p.m. Applications not submitted by this deadline or submitted incomplete will not be considered during this year's grant review process.

A Council subcommittee will review each application. The Council subcommittee may choose to contact the applicant for more information or clarification regarding the details of the application during the review period. Final funding decisions will be made by the full City Council. Grant applicants will be notified, in writing, of final funding decisions in Jan./Feb. 2025.

All grant awardees will be required to submit the following to the City of Sunnyvale within 30 days of the project or event conclusion and no later than December 31, 2025, whichever comes first:

- 1. A final report describing the project and use of funds
- 2. All original receipts/invoices for reimbursements
- 3. Submit pictures of the activity/event and sample marketing materials (i.e., fliers, social media posts, posters, etc.) documenting acknowledgement of city funding.

Reimbursements: The Neighborhood Grant is reimbursable, meaning that any approved funds must first be spent by the grantee and receipts/invoices showing payment must be submitted to the City of Sunnyvale. Upon review of eligible receipts/invoices, the City will reimburse the grantee. The reimbursement process takes approximately two to four weeks.

Questions and More Information

For questions or more information, please email: ncs@sunnyvale.ca.gov or call 408-730-7599.

Neighborhood Grant Program Application Calendar Year 2025

1b. Approximately, how many households are included?



Application Deadline: Friday, October 18, 2024, by 5 p.m.

Thank you for your interest in the Neighborhood Grant Program. Please make sure you thoroughly review the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Grant decisions are based upon a competitive review process; **this application and any attachments are intended to be the primary subject of evaluating your grant proposal**. The City will accept applications through Friday, October 18, 2024, by 5 p.m. Applicants will be notified of award decisions in Jan./Feb. 2025. For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Complete applications may be submitted in the following ways: Mail or Drop Off in Person: Sunnyvale Community Center (Recreation Center Front Desk) Attn: Recreation Services Administration 550 E. Remington Dr., Sunnyvale CA 94087 Email: ncs@sunnyvale.ca.gov Name of Neighborhood Group or Association: Name of Individual Submitting Application: Phone: Individual's Email: Name of Proposed Project: **Grant Amount Requesting from the City of Sunnyvale** (Maximum grant amount is \$1,500): \$_____ Is your Neighborhood Group currently registered with City of Sunnyvale? Yes No If no, will your Neighborhood Group register with the City of Sunnyvale by the time your proposed event/activity takes place? Yes ____ Neighborhood Group/Association Background When was your neighborhood group or association formed and why? 1a. What are the geographic boundaries of your group, including which Council District?

Project Description

2.	Describe your proposed project and/or event.
2a.	How will it benefit the residents in your neighborhood and/or your neighborhood association?
2b.	. How many people or households you are expecting to attend or benefit from the project or event?
2c.	Describe the outreach you will do to generate awareness and support for the project/event.
3.	Describe how your project and/or event focuses on one or more of the following areas: Increase communication among neighbors Build bridges between cultures Improve the physical condition of the neighborhood Enhance neighborhood pride and identity
4.	How will you determine the completed project and/or event has been successful?

Project Plan

5. Use the chart below and list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity.

Activity	Person(s) Responsible	Completion Date (MO/YR)
Example: Create flier/email for barbecue	Jane Smith	08/25
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

Project Team

While you may have many community members working on this project and/or event, project team leads will be critical to the project's success. Please note that each member of the project team will need to sign the application acknowledging their commitment to this project.

1. Project Leader - The Project Leader serves as the primary point of contact for the grant application

process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than December 31, 2025. Project Leader Name: __ Email: Phone Number: Mailing Address: Signature: 2. Treasurer - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. The Project Leader may also serve as the Project Treasurer. Note: The City of Sunnyvale reserves the right to audit grant award funds. Treasurer Name: Phone Number: ______ Mailing Address: ____ _____ Date:_____ Signature: 3. Other Project Team Member - List additional neighborhood residents who will work on this project and what their responsibilities will be? (i.e., coordinating volunteers, outreach to residents, creation of marketing materials, etc.) Email: Phone Number: Mailing Address:

Neighborhood Grant Program Project Budget Form Calendar Year 2025



Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than December 31, 2025.

Project Expenses

Activity	Estimated Costs
1.	\$
2.	\$
3.	\$
4.	\$
5.	\$
6.	\$
7.	\$
8.	\$
9.	\$
10.	\$
Estimated Total Expenses	\$
Amount Requested from the City of Sunnyvale	\$