



Sunnyvale

Community Events Grant Program Application

Fiscal Year 2019/20

Application Deadline: April 19, 2019, by 5 p.m.

Thank you for your interest in the Community Events Grant Program. Please make sure you thoroughly reviewed 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.** While the City will accept applications through April 19, 2019, by 5 p.m., the exact amount of grant funding available will be determined by City Council when the FY 2019/20 budget is adopted in June 2019. Applicants will be notified of award decisions in July 2019.

Completed applications may be submitted in the following ways:

Mail or Drop Off in Person:

Sunnyvale Public Library (Library Administration, Second Floor)

Attn: Jennifer Acuña

665 W. Olive Avenue, Sunnyvale, CA 94086

Email: ncs@sunnyvale.ca.gov or *Fax:* 408-735-8767

For questions or more information, contact Jennifer Acuña at ncs@sunnyvale.ca.gov or 408-730-7599.

Event Name:	Heritage Park Museum, Anniversary Celebration
Date(s)/Time(s) of Event:	Saturday, September 28, 2019 11:00 am to 4:00 pm
Sponsoring Organization(s):	Sunnyvale Historical Society & Museum Association
Grant Amount Requesting from the City of Sunnyvale:	\$ 3418.00

(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:	Sunnyvale Historical Society & Museum Association
Email:	Info@HeritageParkMuseum.org
Mailing Address:	_____

Event Details

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

The Sunnyvale Heritage Park Museum will celebrate its 10-Year Anniversary with a festive community event for all ages. The museum will present a new entry and dedicate the wrought-iron gates and artifacts displayed along the entryway.

Activities will include:

- Old fashioned games
- 'Finding Gold!' at our gold panning station
- Refreshments will be available from one or two food trucks (Not Confirmed)
- Light jazz music

(Please see page 5 for additional information)

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

No, this is the first time an Anniversary Celebration has been planned. There have been other similar Museum Events with planned activities such as the City Centennial Celebration, Authors Day and the Antique Appraisal Faires.

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?

This event is intended to encourage the community to visit the museum, enjoy the many antiques, artifacts and to learn more about the museum and Sunnyvale's rich history. In addition, the attendees are invited to learn more about many other activities in our community that they can participate in. It's friends meeting new friends.

4. What steps are you taking to ensure a well-planned, safe event?

The event is open to the public, free of charge. A Committee has been formed to address all aspects and details for the Anniversary. The event will be monitored by many experienced volunteers. We will work closely with all divisions of the City to ensure safety for all attendees. A Community Event Application has been submitted and approved.

Marketing & Promotion

5. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, to whom?

The event is citywide and ALL residents in the Sunnyvale community and surrounding communities will be invited and encouraged to attend.

6. How many people do you expect to attend your event? How did you arrive at this estimate?
400 – 600 guests are expected during the 5-hour event. The estimate is based on the attendance to previous events the Association has hosted and outreach by the museum and different clubs.

7. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Also, indicate if you wish to incorporate the City's local access channel, KSUN 15 in your advertising. Please attach additional sheets as needed to fully describe your marketing plan.

Flyers and posters will be posted citywide. A multi-tiered email program will be prepared. The event will be posted on Society, Chamber, neighborhood and Event websites. Organizational newsletters, neighborhood associations, service clubs, schools and others will be contacted. Signs will be prepared for the day of the event.

Organization Information

8. 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.

(Please see Page 5)

Event Budget

9. Please describe what kind of controls you have in place to ensure that your event will be planned cost-effectively, with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

The event budget has been prepared and is based on past experience. The SHS has a 60-year record of excellent financial management, including the success of raising required funds to build both the OHPIE exhibit and the Heritage Park Museum. We have previously hosted the City Centennial Celebration, Author's Day and Antique Faires with sound planning. We do not receive any city, county or state funding. We currently operate the museum and all of its classes and activities and remain fiscally sound.

10. 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 \$28.46, the California volunteer rate per *IndependentSector.org*)
- Any expenses you expect to be donated/in-kind (include an estimated dollar value of each donated/in-kind expense in your budget)
- 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 value of volunteer time). SEE PAGE 6 FOR BUDGET INFORMATION.

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

The remaining funds will be sought through corporate donations requests, requests in the business community, in-kind services and general public donations.

12. Please explain how your organization intends to operate this event in future years without grant assistance from the city. Your explanation should include a goal of sustainability and independence from grant funds within four years or less. Attach additional sheets if needed.

Each year there has been an increased awareness of the museum as well as higher numbers of visitors to the Heritage Park Museum. The Sunnyvale Historical Society will continue to build community awareness throughout the year. As new community events are planned and attendance increases, the supporting revenue will increase. As we continue to partner with other Sunnyvale clubs and organizations we will also reach out to their membership to participate and attend Museum Events. We will also continue to grow the museum membership which includes a modest fee for joining.

Thank you for your kind consideration of this request.

Event Details

Question 1

The Sunnyvale Heritage Park Museum will celebrate its 10-Year Anniversary with a festive community event for all ages. The museum will present a new entry and dedicate the wrought-iron gates and artifacts displayed along the entranceway.

Activities will include:

- Old fashioned games
- 'Finding Gold!' at our gold panning station
- Refreshments will be available from one or two food trucks (Not Confirmed)
- Light jazz music
- Docent-led tours
- Upstairs displays, Sunnyvale Timeline of technology growth
- Robotics presentation by the Fremont High School Robotics team

Families, children, young adults and senior citizens will find something of interest.

Also, local activity clubs will be showcasing their collections, demonstrating their craft or sharing information about collecting. (Stamp Club, Postcard Club, Art Club, Coin Club) The event will take place in the large courtyard of Heritage Park and inside the museum.

Admission is free.

Organization Information

Question 8

The Sunnyvale Historical Society and Museum Associations Mission statement reads as follows:

The Mission of the Society is to make known to the residents of Sunnyvale and neighboring communities of the heritage and history of Sunnyvale through the actions of Preservation, Promotion, Education and Coordination.

Our Preservation mission will be fulfilled through ongoing collecting, identifying and recording heritage resources.

Our Promotion mission will be fulfilled through the reaching of the greatest possible audience by supporting a quality historical museum with dynamic exhibits and educational programs.

Our Educational mission will be directed to all ages and will be fulfilled through providing research resources and supporting dynamic programs for public enrichment and publishing. Extensive hands-on history classes will be provided free of charge to all local school children.

Our Coordination mission will be fulfilled through collaboration with interested individuals and organizations on heritage preservation concerns at the local, regional state and national levels.

This event will fulfill every one of those components and all of our residents who have made this city the wonderful one it has become will celebrate its achievements.

The SHS is a non-profit organization with full 501c3 status. It is also a 100% volunteer organization with over 600 members. The museum has opened its doors to over 28,000 visitors since opening in September of 2008. We also provide a 2.5 hour history class to over 1600 third grade students each school year. All programs, events, visitors, tours and classes are open to the public free of charge.

Community Event Grant Funding Budget Worksheet

April 27, 2018 R.2-MC

Event: 2018- Heritage Park Museum, 10-Year Anniversary

	PROMOTION	COST/ DOLLAR	IN-KIND/ ACTUAL	NOTES
	Flyers	—		See Printing
	Invitations	—		See Printing
	Envelopes	—		See Printing
	Postage	\$47.00		
	Posters	—		See Printing
	Paid Advertisements	—		None
	Web Announcements	—		No fee for web announcements
	Artist / Graphic designer fees	\$3,760.00	In Kind	Graphic Design - Print
	Printing / Copying	\$400.00		100 Invitations - 5.5 x 8.5 100 Envelopes
				200 Flyers - 5.5 x 8.5 210 "Save The Date" Cards - 3.5 x 4
				500 Event Posters - 8.5 x 11 (300 will be interted into newsletter)
	Webmaster fee	—		
	Banners	—		
	Program	\$120.00		300 Programs - 5.5 x 8.5
	Resident notifications	—		
	Other (Explain)	—		
	Promotion Total	\$4,327.00		
	EQUIPMENT	COST/ DOLLAR	IN-KIND/ ACTUAL	NOTES
	Stage	—		
	Portable toilets	—		
	Hand-washing Stations	—		
	Tables	\$127.50		
	Chairs	\$112.50		
	Delivery charges	\$40.00		
	Canopies	\$240.00	In Kind	
	Podium / Microphones	\$100.00	In Kind	
	Sound System	\$200.00	In Kind	
	Other (Explain)			
	Equipment Total	\$820.00		

Community Event Grant Funding Budget Worksheet

April 27, 2018 R.2-MC

Event: 2018- Heritage Park Museum, 10-Year Anniversary

	FOOD	COST/ DOLLAR	IN-KIND/ ACTUAL	NOTES
	Food (describe)	\$240.00		Refreshments for Vendors and kitchen volunteers
		No Charge		Food Truck(s) 2 if possible Waiting on decision from City
		\$300.00		Cookies - if Food Truck is not an option
		\$20.00		Popcorn
	Drinks (describe)	\$40.00		Water station only
	Utensils, plates, cups, silverware, napkins	\$138.00		Popcorn bags, cups, napkins All compostable
	Tablecloths	\$110.00	In Kind	
	Barbeque	—		
	Ice	\$40.00		
	Chafing dishes	—		
	Catering fees	—		
	Other (Explain)	—		
	Food Total	\$888.00		
	ENTERTAINMENT	COST/ DOLLAR	IN-KIND/ ACTUAL	NOTES
	Music	\$300.00		Jazz band
	Pioneer Storytelling	\$1,019.00		
	Truck with Old Time Organ	\$100.00		Transportation to event
	Gold Panning	\$25.00		Gold and Sand
	Display Guests	—		Dentist Fremont Robotics
		—		Hendy Ironworks Lace Museum
		—		Watercolor Club (?)
	Rides	—		
	Old Fashioned Games	—		No prizes
	Costumes	—		
	Entertainers	—		
	Other (Explain)	—		
	Entertainment Total	\$1,444.00		

Community Event Grant Funding Budget Worksheet

April 27, 2018 R.2-MC

Event: 2018- Heritage Park Museum, 10-Year Anniversary

	LABOR	COST/ DOLLAR	IN-KIND/ ACTUAL	NOTES
	Organizing / planning staff (List / describe)	—		Volunteers only
	Day-of-event staff	—		Volunteers only
	Requested City Staff / assistance (List / describe)	—		None
	Other (Explain)	—		
	Labor Total	\$0.00		
		—		
	MISCELLANEOUS	COST/ DOLLAR	IN-KIND/ ACTUAL	NOTES
	Event Application Fee	\$122.00		
	Refuse disposal and recycling	—		
	Miscellaneous supplies (name tags, pens, tape, scissors, etc.)	\$150.00		
	Photography / videography	—		
	Security	—		
	Insurance	—		
	Permits	—		
	Facility / park rental	—		
	Janitorial services	\$179.00		
	Decorations: Balloons, flowers, etc.	\$15.00		
	SV Timeline Poster	\$30.00		1 Poster, Printing
	Event Activity and Site Posters	\$120.00		3 Posters, Printing
	Giveaways - Young Writers Contest	\$300.00		10 framed certificates, 10 \$20. Gift Cards, participation acknowledgment letters
	Signage	\$150.00		Printing
	Other (Explain)			
	Miscellaneous Total	\$1,066.00		
	TOTAL EXPENSES Sum of all expenses listed above	\$8,545.00		
	<i>Note: Requested City community event grant funds cannot exceed 40% of this number)</i>			

Community Event Grant Funding Budget Worksheet

April 27, 2018 R.2-MC

Event: 2018- Heritage Park Museum, 10-Year Anniversary

	PROJECTED REVENUE			
	List and quantify any projected revenue	\$0.00		To Come - Possible Event Sponsorship, Donations
	NET COST			
	Total Expenses less Projected Revenue	\$8,545.00		
	Funding Request from City Community Event Grant Program	\$3,418.00		
	(40% of Net Cost)			

Community Event Grant Funding Budget Worksheet

April 27, 2018 R.2-MC

Event: 2018- Heritage Park Museum, 10-Year Anniversary

	VOLUNTEERS			Event is from 10:00 am to 4:00 pm 6 hours
	Volunteer role / Task	Estimated Hours		
	Organizing Committee	216		Committee of 12 / 6 Months / 3 hours each $12 \times 6 \times 3 = 216$
	6 Museum Docents	18		3 Docents x 6 hours
	Photographer	6		
	Floater Volunteers	18		2 hours each x 3 shifts x 3 people each shift $2 \times 3 \times 3 = 18$
	'Mary and Martin Murphy'	12		5 hours x 2
	Scout Helpers	90		15 Scouts x 6 hours
	Marketing	30		10 hours x 3 people
	Piano Playing in the Museum	6		6 hours x 1 person
	Young writers contest	12		4 hours x 3 people to review, get prizes, frames
	Popcorn Sells	12		6 hours x 2 people
	Dentist	6		6 hours x 1 person
	Robotics Team	—		
	Hendy Museum volunteers	—		
	Lace Museum volunteers	—		
	Vintage Sale	24		6 hours x 4 people
	Museum Store	12		6 hours x 2 people
	Total Volunteer Hours	228		
	Multiply by hourly volunteer rate	\$28.46		
	Estimated value of volunteer time	\$6,488.88		