



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](mailto:ncs@sunnyvale.ca.gov) or *Fax:* 408-735-8767

For questions or more information, contact Jennifer Acuña at [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or 408-730-7599.

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<b>Event Name:</b>	Summer Series
<b>Date(s)/Time(s) of Event:</b>	Wednesdays June 12 - August 28
<b>Sponsoring Organization(s):</b>	Sunnyvale Downtown Association
<b>Grant Amount Requesting from the City of Sunnyvale:</b>	\$ 5000

*(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

<b>Name:</b>	Michael Johnson
<b>Title:</b>	Executive Director
<b>Organization:</b>	Sunnyvale Downtown Association
<b>Email:</b>	
<b>Mailing Address:</b>	

## Event Details

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

The Sunnyvale Music Series + Market has been a tradition in Sunnyvale. There are three aspects to this event making it appealing to lovers of music, food, and arts & crafts in the South Bay. This event brings the community together by hosting a live music show as well as providing local vendors and restaurants with a place to showcase their offerings to the community. Although this event takes place on a Wednesday evening it has amazing attendance. Series highlights include:

- Live music
- Local Business Booths
- Fruit and Vegetable Booths
- Arts and Crafts Booths
- Ballon Twisters
- Independent Food Booths and more

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

Yes. We have held this event for the past 20 years. It takes place on Washington & Murphy Ave, Plaza Del Sol and we plan to expand into the Redwood Square.

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?

The promise of excellent live music catches the community's attention on the warm evenings of Summer, providing a destination for entertainment to be on a Wednesday evening. Once there, people can indulge in various types of activities. Hosted in downtown, the local restaurants and businesses can easily showcase their offerings. We also host various booths of arts and crafts, fresh produce and food making. It's appealing to just about anyone because it is a free outdoor event. It gives people in the community the chance to unite and connect.

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

Although we never take an event for granted, this event will require the same level of detailed planning and production that all of our events receive. From set up to tear down every job has been staged, scripted, and staffed. Volunteers return each year because they enjoy the events themselves and want to continue to be part of the magic. Fortunately between our staff and our volunteers we have demonstrated over 25 years of experience in delivering fun community events. Our goal is to exceed expectations at every corner!

## Marketing & Promotion

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

This event is targeted to the entire city of Sunnyvale. We purposely target the local community due to the size limitation of the street. But anyone is welcomed to come.

6. How many people do you expect to attend your event? How did you arrive at this estimate?

We expect 2,000 people per week for each of the 11 weeks the event takes place. This is based on past years attendance.

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.

There will be 250 posters and 10,000 entertainment line up schedules distributed throughout the city of Sunnyvale at high foot traffic locations. We will also have a banner placed at El Camino and Wolf. Our website [www.sunnyvaledowntown.com](http://www.sunnyvaledowntown.com) will have updates and reminders. This year we will amp up the amount of promotion we do through social medias with a calendar event page on Facebook, as well as posts with updates and reminders on Instagram and Twitter.

## 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.

The Sunnyvale Downtown Association is a non-profit membership based organization whose mission is to promote, advocate and enhance the vitality of Downtown Sunnyvale. The association is funded by, the business improvement district fees, sponsorships, revenue producing events and city funds. THE SDA serves as the voice for downtown by: Advocating for policies, programs and events that support the economic growth of the downtown core, Acting as the marketing arm and ambassador for the Downtown area, Producing events that benefit both the community and downtown businesses, Promoting downtown as a premier venue to encourage other groups to produce events, further supporting the economic growth and attention being brought into the city of Sunnyvale.

## 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 SDA staff has years of experience in both event production and small business ownership. The staff has created an event matrix that we now use for all of our events. The matrix is made up of three components: an event timeline, a detailed event budget and a staff/task grid that identifies all of the jobs/tasks needed to produce a safe and successful event. To ensure future success we reconvene key event personnel for a post-event analysis and discuss ways we may improve the event for the following year. success.

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).

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

Our goal is to raise enough money to pay for the events through sponsorships, vendor space rentals and grants. A grant by the City Of Sunnyvale not only helps us financially offset the cost of this event, but by naming the city as a supporter it lends credibility and leverage to the event and the organization as a whole.

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 our sponsorship profile changes as the face to the Downtown changes. They currently make up the largest support we received, second only to our sales revenue from the series. We not only request grants from the city but also reach out to local companies to sponsor our events. By hosting successful and well attended events we gain credibility with our sponsors making them more than eager to support our events in the future. Because we are completely non-profit all of the money we make from the event will be reinvested into next years events. Our events attendance has been growing in size each year, which will allow us to eventually be able to host the events entirely from sponsorships and event earnings alone.

**Summer Series 2019/2020**

	<b>Forecast</b>	<b>Notes &amp; Comments</b>
<b>EXPENSES</b>		
City Services		
Banners		
El Camino & Wolfe Roads		
Permits	\$ 2,500.00	
Fire Inspection		
Police	\$ 11,000.00	
<b>Subtotal - City Services</b>	<b>\$ 13,500.00</b>	
County Services		
Permits		
ABC	\$ 1,200.00	
Health		
<b>Subtotal - County Services</b>	<b>\$ 1,200.00</b>	
Entertainment & Hospitality		
Bands & Entertainment	\$ 8,000.00	
Costs of Goods Sold (beverages)	\$ 6,000.00	
<b>Subtotal - Entertainment</b>	<b>\$ 14,000.00</b>	
Equipment Rentals & Purchases		
Booths, Tables & Chairs	\$ 3,000.00	
Porta-Potty	\$ 600.00	
Staging & Lights	\$ 8,000.00	
Event Equipment Supplies	\$ 1,500.00	
<b>Subtotal - Equipment / Rentals</b>	<b>\$ 13,100.00</b>	
Marketing & Advertising	\$ 4,000.00	
<b>Subtotal - Marketing &amp; Advertising</b>	<b>\$ 4,000.00</b>	
Subcontractors		
Dumpsters/Recycling	\$ 600.00	
Security	\$ 3,000.00	
Staff/Production Crew		
Event Coordinator	\$ 3,000.00	
Volunteer & Event Coordinators	\$ 11,000.00	
Set up & clean up	\$ 4,000.00	
<b>Subtotal - Subcontractors</b>	<b>\$ 21,600.00</b>	
Other		
Insurance	\$ 1,500.00	
<b>Subtotal - Other</b>	<b>\$ 1,500.00</b>	
<b>TOTAL EXPENSES</b>	<b>\$ 68,900.00</b>	
<b>REVENUE</b>		
<b>CONTRIBUTED INCOME</b>		

Grants		
City/Government	\$ 1,000.00	
<b>Subtotal - Grants</b>	<b>\$ 1,000.00</b>	
Vendors	\$ 7,000.00	
Food & beverage	\$ 35,000.00	
<b>Subtotal - Space Rentals</b>	<b>\$ 43,000.00</b>	
Sponsorships		
Sponsors	\$ 26,000.00	Goggle CityLine
<b>Subtotal - Sponsorships</b>	<b>\$ 26,000.00</b>	
Beverage Sales		
Drinks		
<b>Subtotal - Sponsorships</b>		
Additional Income		
<b>Subtotal - Additional Income</b>		
<b>TOTAL REVENUE</b>	<b>\$ 70,000.00</b>	
<b>NET PROFIT / LOSS</b>	<b>\$ 1,100.00</b>	