



# City of Sunnyvale

## Agenda Item

18-0485

Agenda Date: 6/5/2018

### REPORT TO SUBCOMMITTEE

#### SUBJECT

Consideration of FY 2018/19 Community Events and Neighborhood Grant Program Applications

#### BACKGROUND

Each year, the City of Sunnyvale allocates funding to support community events and neighborhood groups through two programs: the Community Events Grant Program (CEGP) and the Neighborhood Grant Program (NGP) based on funding recommendations from the Community Event and Neighborhood Grant Distribution Subcommittee (Subcommittee).

The Subcommittee consists of three members of the City Council charged with conducting an annual grant review process that includes: 1) A review of the annual allocation and application process; 2) recommendation of any changes as appropriate to the full City Council for approval; 3) review of grant application submittals; and 4) presentation of recommended funding levels to the full City Council for final approval.

The Subcommittee met on March 6, 2018 to review and approve the grant application materials for FY 2018/19. Staff opened the application period for a total of eight weeks from March 7 through May 2, 2018.

The purpose of this report is to provide an overview of the grant applications received and to seek direction from the Subcommittee on the recommended funding for each application. The Subcommittee is scheduled to present its recommendations to the full City Council on June 26, 2018.

#### EXISTING POLICY

Council Policy 7.2.1, Community Engagement - Goals and Policies  
Council Policy 7.2.18, Special Events

#### ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" with the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378 (b) (4) in that it is a fiscal activity that does not involve any commitment to any specific project which may result in a potential significant impact on the environment.

#### DISCUSSION

##### **FY 2017/18 Allocations**

In FY 2017/18, the City Council approved a single Community Event Grant to the Sunnyvale Downtown Association for a total of \$10,250 and nine Neighborhood Grants for a total of \$6,278. Per the recommendation of the Subcommittee, the City Council also approved an additional allocation of \$900 from the Council Service Level Set Aside Fund to address increased requests in the NGP and

fund two additional grantees.

### **FY 2018/19 Allocated Budget**

In accordance with the prior year's recommendation from the Subcommittee to round the allocated budget for each grant program, the amount allocated for the Community Event Grant Program for FY 2018/19 is \$10,500 and for the NGP, it is \$6,500. Consistent with action taken in prior years, should the Subcommittee wish to exceed that approved level of funding, any such recommendation would be subject to approval of additional funds by the full City Council.

### **Community Events Grant Program**

As of the application deadline, seven CEGP applications were received for a combined funding request of \$27,818 as follows:

<u>Organization</u>	<u>Event</u>	<u>Amount Requested</u>
Silicon Valley Bicycle Coalition	Bike to Work Day 2019	\$5,000
Sunnyvale Downtown Assoc.	Holiday Tree Lighting	\$5,000
Sunnyvale Downtown Assoc.	Jazz & Beyond Festival Series	\$5,000
Sunnyvale Downtown Assoc.	Magic of Sunnyvale & Wine Stroll	\$4,000
Sunnyvale Downtown Assoc.	Summer Series	\$5,000
SV Historical Society & Museum Assoc.	10-Year Anniversary	\$3,418
Sunnyvale Urban Forest Advocates	Sunnyvale Urban Forest Festival	\$ 400
Total of Community Event Grants Requested		<b>\$27,818</b>
Total CEGP Recommended Budget		<b>\$10,500</b>
Variance Between Requested/Available		<b>(\$17,318)</b>

### **Neighborhood Grant Program**

As of the application deadline, eleven NGP applications were received for a combined funding request of \$8,920 as follows:

<u>Neighborhood Group</u>	<u>Event/Project</u>	<u>Amount Requested</u>
Cherry Chase NA	Fostering Cultural & Social Interaction	\$1,000
Cumberland South NA	Annual 4 <sup>th</sup> of July Parade & Potluck	\$ 850
Evelyn Glen HOA	Sign Unveiling	\$1,000
Hazelhead Association	Hazelhead Association Events	\$ 595
Lakewood Village NA	LVNA Picnic 2018	\$1,000
Parkington Avenue Group	Neighborhood Block Party	\$1,000
SNAIL NA	National Night Out	\$1,000
Stevens Creek NA	Donate & Dump & Neighbors Night Out	\$ 275
SunnyArts NA	SunnyArts Community Pride Building	\$1,000
Traditions of SV	Cultural Potluck and Block Party	\$ 600
Valley Forge Group	Valley Forge Block Party	\$ 600
Total of Neighborhood Grants Requested		<b>\$8,920</b>
Total NGP Recommended Budget		<b>\$6,500</b>
Variance Between Requested/Available		<b>(\$2,420)</b>

For both programs, the total amount requested exceeds the funding included in the Recommended Budget. The Subcommittee, at its discretion, may choose to:

- 1) Allocate the available funding proportionally to all applicants; or
- 2) Consider each grant application individually and establish a recommended award.

In addition, the Subcommittee can recommend that additional funding be allocated as part of the FY 2018/19 budget process.

To assist the Subcommittee in its deliberations, staff has prepared a summary of the applications received with historical data on past allocations (Attachment 1). Copies of the individual grant applications are also provided as Attachments 2-8 (CEGP) and Attachments 9-19 (NGP). For privacy reasons, the personal information for the individual submitting the application on page one of the CEGP and the NGP applications has been redacted. Similarly, page five of the NGP applications, which includes personal contact information for the project team members, has also been removed from each application.

### **FISCAL IMPACT**

If the Subcommittee chooses to make recommendations that exceed the funding available, and the Council subsequently approves that recommendation, the Council will be asked to identify the preferred source of funding and approve its use for this purpose as part of the FY 2018/19 budget process.

### **PUBLIC CONTACT**

Public contact was made through posting of the Subcommittee agenda on the City's official-notice bulletin board, on the City's website, and the availability of the agenda and report in the Office of the City Clerk.

### **RECOMMENDATION**

Review the grant applications for the Community Events and Neighborhood Grant Programs and develop funding recommendations to be submitted to the full City Council for final action.

Prepared by: Alisha Rodrigues, Community Services Coordinator

Reviewed by: Cynthia E. Bojorquez, Director of Library and Community Services

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager

### **ATTACHMENTS**

1. Grant Funding Worksheet
2. CEGP - Silicon Valley Bicycle Coalition - Bike to Work Day
3. CEGP - SDA - Holiday Tree Lighting
4. CEGP - SDA - Jazz & Beyond Festival Series
5. CEGP - SDA - Magic of Sunnyvale & Wine Stroll
6. CEGP - SDA - Summer Series
7. CEGP - SV Historical Society & Museum Assoc. - 10-Year Anniversary
8. CEGP - Sunnyvale Urban Forest Advocates - Sunnyvale Urban Forest Festival
9. NGP - Cherry Chase NA - Fostering Cultural & Social Interaction

10. NGP - Cumberland South NA - Annual 4<sup>th</sup> of July Parade & Potluck
11. NGP - Evelyn Glen HOA - Sign Unveiling
12. NGP - Hazelhead Association - Hazelhead Association Events
13. NGP - Lakewood Village NA - LVNA Picnic 2018
14. NGP - Parkington Avenue Group - Neighborhood Block Party
15. NGP - SNAIL NA - National Night Out
16. NGP - Stevens Creek NA - Donate & Dump & Neighbors Night Out
17. NGP - SunnyArts NA - SunnyArts Community Pride Building
18. NGP - Traditions of SV - Cultural Potluck and Block Party
19. NGP - Valley Forge Group - Valley Forge Block Party