



Sunnyvale

2024 Community Event and Neighborhood Grant Program (CENGP) Review and Upcoming Grant Cycle

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CENGP Subcommittee Meeting
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CENGP Mission

The mission of the Community Event Grant Program is to:

- ◆ Support and encourage groups to build community and celebrate our unique culture by holding community events in Sunnyvale.

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.

CENGP Agenda

- Calendar Year 2025 Grant Application Process
- Discussion Items
 - Program percentage split
 - Tiered funding level for Neighborhood Grants
 - Cap funding levels for both programs:
 - Neighborhood Grants @ \$1,500 currently
 - Community Events @ 40% of budget max



CENGP Funding for Calendar Year 2024

Total Funding	\$36,000
Community Events	\$22,000
Neighborhoods	\$14,000



Community Events Funding

Organization	Request	Grant Award
Cupertino Symphonic Band	\$936	\$702
Ellis PTA	\$1,680	\$1,260
San Miguel PTA	\$1,000	\$750
Hamara Family Charitable	\$3,000	\$0
South Asian Cultural Assoc. of Sunnyvale - Diwali	\$10,000	\$7,500
South Asian Cultural Assoc. of Sunnyvale – Holi	\$5,000	\$2,413
Sunnyvale Downtown Assoc. (SDA) – Jazz & Beyond	\$3,500	\$2,625
SDA – Summer Concert Series	\$3,500	\$2,625
SDA – Dining & Dancing	\$2,000	\$1,500
SDA – Holiday Tree Lighting	\$3,500	\$2,625
SDA – Wine Stroll	\$3,500	\$0
Community Events Total	\$37,616	\$22,000

Neighborhood Grants Funding

Organization	Request	Grant Award
Bidwell Resident Association	\$1,500	\$500
Charles Street Gardens	\$1,500	\$1,200
Cherry Chase	\$1,500	\$1,200
Cherryhill	\$1,500	\$1,200
Cumberland South	\$1,225	\$1,000
Heritage District	\$1,500	\$1,200
Lakewood Village	\$1,500	\$1,200
Murphy District	\$1,500	\$500
Ortega Park	\$1,500	\$1,200
Panama Park	\$998	\$800
San Miguel	\$600	\$500
SNAIL	\$1,500	\$1,200
SunnyArts	\$1,500	\$1,200
Valley Forge	\$900	\$500
Wrightmont Corners	\$717	\$600
Neighborhood Grants Total	\$19,440	\$14,000

3 Year Recap

Community Event Grants	Calendar Year 2022 Actual	Calendar Year 2023 Actual	Calendar Year 2024 Actual
Applications Received	13	11	11
Funding Requested	\$79,702	\$43,500	\$37,616
Grant Awarded	\$21,000	\$21,000	\$22,000

Neighborhood Grants	Calendar Year 2022 Actual	Calendar Year 2023 Actual	Calendar Year 2024 Actual
Applications Received	15	11	15
Funding Requested	\$19,360	\$15,670	\$19,440
Grant Awarded	\$13,000	\$13,000	\$14,000



CY 2025 Proposed Program & Application Timeline

- Total Funding Available - \$48,000
- Application Cycle (6 weeks) - Sept 9 – Oct 18



Discussion Items

- Program percentage split
- Combine funding
- Neighborhood Grant tiering
- Neighborhood Grant cap
- Community Event Grant cap



Program Percentage Split or Combine Funding

- In 2024, Community Events is approx. 61% of total funding allocations (@\$22,000)
- In 2024, Neighborhood Grants is approx. 39% of total funding allocations (@\$14,000)
- Keep current percentage split, adjust or combine beginning 2025 grant funding cycle.

Funding Percentage Split

Year	Total	Community Events			Neighborhood Grants		
		61% Current	65% Option 2	60% Option 3	39% Current	35% Option 2	40% Option 3
2025	\$48,000	\$29,280	\$31,200	\$28,800	\$18,720	\$16,800	\$19,200
2027	\$52,800	\$32,208	\$34,320	\$31,680	\$20,592	\$18,480	\$21,120
2029	\$58,080	\$35,429	\$37,752	\$34,848	\$22,651	\$20,328	\$23,232
2031	\$63,888	\$38,972	\$41,527	\$38,333	\$24,916	\$22,361	\$25,555
2033	\$70,277	\$42,869	\$45,680	\$42,166	\$27,408	\$24,597	\$28,111
2035	\$77,305	\$47,156	\$50,248	\$46,383	\$30,149	\$27,057	\$30,922

Program Funding Caps

- Funding cap for Neighborhood Grants - \$1,500 currently
- Funding cap for Community Events – max. of 40% of event budget currently

Tiered Neighborhood Grants

Year	2024	2023	2022
Funding Level	\$1,500	\$1,500	\$1,500

- Consider 2-Tier funding for NA to be more equitable:
 - Under 250 households
 - Over 250 households

Tiers	2024 Applications	Funding Level Option A	Funding Level Option B
Under 250	5	\$1,250	\$1,000
Over 250	9	\$1,750	\$2,000
Unknown	1		

Neighborhood Association Information

- 25 Neighborhood Associations (NA) in 2024:
 - 10 under 250 households
 - 11 over 250
 - 4 didn't answer

Year	2024	2023	2022
Under 250 Households	10	4	5
Over 250 Households	11	7	8
No Response	4		

Neighborhood Association (NA) Size

Neighborhood Associations	# of Households	Neighborhood Associations	# of Households
Bidwell	8	Ortega Park	No Answer
Braly Corners	41	Panama Park	1000
Charles Street 100	30	Ponderosa Park	No Answer
Charles Street Gardens	90	Raynor Park	325
Cherry Chase	1125	San Miguel	735
Cherryhill	850	SNAIL	1583
Cumberland South	400	Steven's Creek	400
Cumberland West	No Answer	Stowell Orchard	178
Gavello Glen	150-180	SunnyArts	256
Hazelheads	50	Valley Forge	48
Heritage District	636	Victory Village	150
Lakewood Village	1636	Wrightmont Corners	106
Murphy District	200	Total NAs:	25

Next Steps for 2025 Cycle

- Direction to staff based on discussion
- Open grant cycle – Sept. 9 through October 18
- Reconvene on December 6, 2024
- Subcommittee recommendations to Council in January 2025



Discussion Items

- Program percentage split
- Combine funding
- Neighborhood Grant tiering
- Neighborhood Grant cap
- Community Event Grant cap

Recommendation

- Adopt revised funding strategies
- Approve 2025 Community Events and Neighborhood Grant application and process

