



Sunnyvale

Community Event and Neighborhood
Grant Program (CENGP)
Funding Recommendations for 2025 Cycle

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CENGP Subcommittee Meeting
December 6, 2024



Overview

- Review of 2024 grants
- Overview of 2025 grant applications and process
- Subcommittee funding recommendations



2024 CENGP Update

Neighborhood Association	Grant Award	Reimbursement
Bidweller Resident Association	\$500	\$417.71
Charles Street Gardens	\$1,200	Pending
Cherry Chase	\$1,200	\$328.34 + Future Requests
Cherryhill	\$1,200	Pending
Cumberland South	\$1,000	\$1,000
Heritage District	\$1,200	Pending
Lakewood Village Neighborhood Association	\$1,200	Pending
Murphy District	\$500	\$500
Ortega Park	\$1,200	\$1,200
Panama Park	\$800	Pending
San Miguel	\$500	Pending
SunnyArts	\$1,200	\$1,200
Sunnyvale Neighborhood of Arbor Including La Linda (SNAIL)	\$1,200	\$1,200
Valley Forge Neighborhood Group	\$500	\$466.37
Wrightmont Corners	\$600	Pending
Neighborhood Grants Total	\$14,000	\$6,312.42

2024 CENGP Update DRAFT PRESENTATION

Community Group	Event	Grant Award	Reimbursement
Cupertino Symphonic Band	Spring Concert 2024	\$702	Did not accept grant
Ellis PTA	International Festival	\$1,260	\$1,260
San Miguel PTA	Multicultural Night	\$750	\$750
SACA	Diwali 2024	\$7,500	Pending
SACA	Holi 2024	\$2,413	Did not host event
SDA	Jazz & Beyond	\$2,625	\$2,625
SDA	Summer Series	\$2,625	\$2,625
SDA	Dining & Dancing	\$1,500	\$1,500
SDA	Holiday Tree Lighting	\$2,625	Pending
	Community Events Total	\$22,000	\$8,760

	Grant Award	Reimbursed	Pending
Neighborhood Grants	\$14,000	\$6,312.42	\$7,571.66
Community Events	\$22,000	\$8,760.00	\$10,125.00
CENGP TOTAL	\$36,000	\$15,072.42	\$17,696.66

Outreach

NextDoor Posting	Council Announcement
City's website on the News & Stories section	City publications
Shared on Community Center's Facebook page	Emailed past recipients
Insert in Sept./Oct. utilities billing	Emailed past inquiries about Neighborhood Associations



Summary of Grant Requests

Neighborhood Grants	Calendar Year 2023 Actual	Calendar Year 2024 Actual	Calendar Year 2025 Actual
Applications Received	11	15	12
Funding Requested	\$15,670	\$19,440	\$18,975
Grant Awarded	\$13,000	\$14,000	

Community Event Grants	Calendar Year 2023 Actual	Calendar Year 2024 Actual	Calendar Year 2025 Actual
Applications Received	11	11	15
Funding Requested	\$43,500	\$37,616	\$123,380
Grant Awarded	\$21,000	\$22,000	

Discussion

- Funding available for 2025 is \$48,000, with \$24,000 for each program, Community Events & Neighborhood Grants
- Staff is presenting one funding recommendation:
 - Neighborhood Grants – fund all eligible applications (10)
 - Community Events – fund 6 applications @ 60% of request
 - Do not fund applications that were late, incomplete, didn't meet required community event criteria and a pending new neighborhood associations (8)
 - Sunnyvale Downtown Association – withdrew applications (3)

Neighborhood Grant Program

Recommended for Funding

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Neighborhood Association	Project	Funding Requested	Recommended Funding
Bidwell Resident NA	Community Unity	\$2,000	\$2,000
Cherry Chase NA	Outreach & Community Engagement	\$2,000	\$2,000
Cherryhill NA	Blueprint for Seniors	\$2,000	\$2,000
Cumberland South NA	17th Annual 4th of July Parade and Potluck	\$1,225	\$1,225
Lakewood Village NA	LVNA Events	\$2,000	\$2,000
Ortega Park NA	Neighborhood Programs & Social	\$2,000	\$2,000
Panama Park NA	Improve Outreach	\$1,000	\$1,000
SNAIL NA	National Night Out	\$2,000	\$2,000
SunnyArts NA	Community Building & Safety	\$1,500	\$1,500
Valley Forge	Block Party	\$1,000	\$1,000
NEIGHBORHOOD GRANTS REQUESTED		\$19,440	\$16,725*

*Funding allocation is \$24,000, staff's funding recommendation is \$16,725 which leaves a balance of \$7,275 that can be reallocated to the Community Events Program.

Community Events DRAFT PRESENTATION

Recommended for Funding

Organization	Event	Funding Requested	Recommended Funding	% of Request
South Asian Cultural Association of Sunnyvale (SACAS)	Diwali 2025	\$12,000	\$7,635	60%
South Asian Cultural Association of Sunnyvale (SACAS)	Holi 2025	\$5,000	\$3,000	60%
Sunny Sagarmatha Society	Nepalese New Year	\$42,000	\$5,235	32%
Sunnyvale Chamber of Commerce	Art & Wine	\$20,000	\$12,000	60%
Sunnyvale Heritage Park Museum	Fall Festival	\$2,400	\$1,440	60%
Sunnyvale Swim Club	Community Welcome Home Party	\$4,000	\$2,400	60%
COMMUNITY EVENTS FUNDING REQUESTED		\$85,400	\$31,275	

Neighborhood Grants

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Not Recommended for Funding

Organization	Event	Funding Requested	Reason
Heron Ave. Neighbors	Block Party	\$1,000	Pending New Association
Charles Street Garden	CSG Perimeter Tree Trimming	\$1,250	Missed Deadline
FUNDING REQUESTED		\$2,250	



Community Events DRAFT PRESENTATION

Not Recommended for Funding

Organization	Event	Funding Requested	Reason
Duo Duo Project	International Pet Appreciation	\$2,800	Didn't meet minimum 500 attendees
San Miguel PTA	Multicultural Night	\$1,500	Didn't meet minimum 500 attendees
Sunnyvale Chamber of Commerce	Pet Parade	\$4,000	Didn't meet minimum 500 attendees
Sunnyvale Downtown Association (SDA)	Jazz & Beyond	\$10,000	Withdrew Application
Sunnyvale Downtown Association (SDA)	Holiday Tree Lighting	\$5,000	Withdrew Application
Sunnyvale Downtown Association (SDA)	Summer Series	\$10,000	Withdrew Application
US China Chamber of Commerce Silicon Valley	Lunar New Year	\$8,000	Incomplete Application
Ellis PTA	International Festival	\$1,680	Missed Deadline
Murphy District NA	Community Block Parties	\$3,000	Missed Deadline
FUNDING REQUESTED		\$45,980	

Alternatives

1. Recommend funding levels as outlined in Recommended Funding Tables (slides 8 & 9)
2. Take other action as determined by the Subcommittee

Funding available for 2025 is \$48,000.

