



City of Sunnyvale

Agenda Item

24-1186

Agenda Date: 12/6/2024

REPORT TO SUBCOMMITTEE

SUBJECT

Review of Calendar Year 2024 Grants and Consideration of 2025 Community Events and Neighborhood Grant Program Applications

BACKGROUND

For FY 2024/25, City Council allocated \$48,000 to support community and neighborhood events through the 2025 Community Events and Neighborhood Grant Program (CENGP). Community Events receive \$24,000 and Neighborhood Grants receive \$24,000.

The Community Event and Neighborhood Grant Distribution Council Subcommittee (Subcommittee) provides funding recommendations. The Subcommittee consists of three members of the City Council tasked with conducting an annual grant review that includes: 1) reviewing the grant application process; 2) recommending changes to City Council for approval; 3) reviewing grant applications; and 4) presenting recommended funding levels to City Council for approval.

At the July 8, 2024, Subcommittee meeting, the following recommendations were presented and approved:

- 1) Approve 2024 Community Events and Neighborhood Grant Applications and Process
- 2) Adopt Revised Funding Strategies for Neighborhood Grant Program

The Subcommittee met to review and approve the grant application materials for Calendar Year 2025. The application period was open between September 9 and October 18, 2024. Outreach included contacting grantees and applicants from the last three years, local non-profits, neighborhood associations, and community partners. Multiple City communication channels also shared CENGP application information, including the City website, City Council announcement, Update Sunnyvale, and Recreation E-newsletter.

The purpose of this report is to review the grant applications received for the 2025 funding cycle and seek direction from the Subcommittee on the recommended funding for each. The Subcommittee is scheduled to present its recommendations to City Council on January 28, 2025.

EXISTING POLICY

Council Policy 7.2.1, Community Engagement - Goals and Policies

Goal B: Achieve a community in which all community members can be actively involved in shaping the quality of life and participate in local community and government activities.

Goal C: Create a strong, positive community identity, rich in cultural diversity.

Council Policy 7.2.18, Special Events

D. Community Event Program

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The City may fund community events through this program.

ENVIRONMENTAL REVIEW

The action 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 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

2024 Grant Cycle Update

The 2024 grant cycle was from January 1 to December 31, 2024. The table below highlights the organizations that received funding and their requested reimbursement.

Neighborhood Association	Grant Award	Reimbursement
Bidweller’s 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

Community Event	Grant Award	Reimbursement
Spring Concert 2024	\$702	Did not accept grant
International Festival	\$1,260	\$1,260

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Multicultural Night	\$750	\$750
Diwali 2024	\$7,500	Pending
Holi 2024	\$2,413	Did not host event
Jazz & Beyond	\$2,625	\$2,625
Holiday Tree Lighting	\$2,625	\$2,625
Dining & Dancing	\$1,500	\$1,500
Summer Series	\$2,625	\$2,625
Community Events Total	\$22,000	\$11,385

	Grant Award	Reimbursed	Pending
Neighborhood Grants	\$14,000	\$6,312.42	\$7,571.66
Community Events	\$22,000	\$ 11,385.00	\$ 7,500.00
CENGP TOTAL	\$36,000	\$ 17,697.42	\$ 15,071.66

Organizations have until December 31, 2024, to submit reimbursement requests. Any unspent funds will remain in the Community Events and Neighborhood Grants project fund.

2025 Grant Application Summary

For the 2025 grant cycle, we received 12 applications for neighborhood grants and 15 applications for community events. Three applications (2 for community events and 1 for neighborhood grants) were submitted after the application deadline.

Neighborhood Association (NA)	Project	Funding Request
Bidwell's Resident NA	Community Unity	\$2,000.00
Cherry Chase NA	Outreach & Engagement	\$2,000.00
Cherryhill NA	Blueprint for Seniors	\$2,000.00
Cumberland South NA	17 th Annual 4 th of July Parade & Potluck	\$1,225.00
Heron Ave. Neighbors	Block Party	\$1,000.00
Lakewood Village NA	LVNA Events	\$2,000.00
Ortega Park NA	Neighborhood Programs & Socials	\$2,000.00
Panama Park NA	Improve Outreach	\$1,000.00
SNAIL NA	National Night Out	\$2,000.00
SunnyArts NA	Community Building & Safety	\$1,500.00
Valley Forge	Block Party	\$1,000.00
TOTAL REQUESTED		\$17,725.00

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Missed Submission Deadline		
Charles Street Garden	CSG Perimeter Tree Trimming	\$1,250.00

Community Organization	Event	Funding Request
Duo Duo Project	International Pet Appreciation	\$2,800
San Miguel PTA	Multicultural Night	\$1,500
South Asian Cultural Association of Sunnyvale (SACAS)	Diwali 2025	\$12,000
South Asian Cultural Association of Sunnyvale (SACAS)	Holi 2025	\$5,000
Sunny Sagarmatha Society	Nepalese New Year	\$42,000
Sunnyvale Chamber of Commerce	Art & Wine	\$20,000
Sunnyvale Chamber of Commerce	Pet Parade	\$4,000
Sunnyvale Downtown Association (SDA)	Jazz & Beyond	\$10,000
Sunnyvale Downtown Association (SDA)	Holiday Tree Lighting	\$5,000
Sunnyvale Downtown Association (SDA)	Summer Series	\$10,000
Sunnyvale Heritage Park Museum	Fall Festival	\$2,400
Sunnyvale Swim Club	Community Welcome Home Party	\$4,000
US China Chamber of Commerce Silicon Valley	Lunar New Year	\$8,000
TOTAL REQUESTED		\$118,700
Missed Submission Deadline		
Ellis PTA	International Festival	\$1,680.00
Murphy District NA	Community Block Parties	\$3,000.00

	Funding Requested	Recommended Funding
Neighborhood Grants	\$17,725.00	\$16,725.00
Community Events	\$118,700.00	\$31,275.00
TOTAL CENGP FUNDING REQUESTED	\$136,425.00	\$48,000.00

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Due to the high volume of applications and limited available funding, staff recommends not funding applications that were submitted after the deadline or that did not meet the minimum requirement of 500 attendees for the Community Events Program. As a result, 7 applications (6 for community events and 1 for neighborhood grants) are excluded from consideration.

Additionally, we received an application from a new neighborhood association, Heron Avenue Neighbors, which is located within the boundaries of an existing, active neighborhood association. Staff advised the group to consult with the existing association and obtain written permission to form a new association, as required by neighborhood association guidelines. This conversation has not yet occurred. Staff recommends withholding funding for this new association until they have engaged with the established group and reached a mutual agreement. This brings the total number of applications not recommended for funding to 8 (6 for community events and 2 for neighborhood grants).

For the Neighborhood Grant Program, staff recommends funding 10 applications, provided each request aligns with the funding limits established under the new two-tier system. Neighborhood associations with fewer than 250 households are eligible for a maximum of \$1,000, while those with 250 or more households may apply for up to \$2,000.

No.	Neighborhood Association (NA)	Event	Recommended Funding
1	Bidwell's Resident NA	Community Unity	\$2,000.00
2	Cherry Chase NA	Outreach & Community Engagement	\$2,000.00
3	Cherryhill NA	Blueprint for Seniors	\$2,000.00
4	Cumberland South NA	17th Annual 4th of July Parade and Potluck	\$1,225.00
5	Lakewood Village NA	LVNA Events	\$2,000.00
6	Ortega Park NA	Neighborhood Programs & Social	\$2,000.00
7	Panama Park NA	Improve Outreach	\$1,000.00
8	SNAIL NA	National Night Out	\$2,000.00
9	SunnyArts NA	Community Building & Safety	\$1,500.00
10	Valley Forge	Block Party	\$1,000.00
		Total Funding	\$16,725.00

The Neighborhood Grant Program has an allocation of \$24,000, with a staff funding recommendation totaling \$16,725. This leaves a balance of \$7,275, which can be reallocated to the Community Events Program.

For the Community Events Program, staff recommends funding six applications, including three for new events. Most applications are recommended for 60% of the requested amount, with one exception: the Sunny Sagarmatha Society's application for the Nepalese New Year event. The

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Society requested \$42,000, which exceeds the program’s guideline that funding requests should not exceed 40% of the total event budget. Due to inconsistencies in the application, staff’s funding recommendation is based on available funds rather than the full request.

Additionally, the Sunnyvale Downtown Association initially submitted three applications but later withdrew them. Funds to support the programming of the Sunnyvale Downtown Association will be part of a project budget that supports economic development activities in Downtown in the upcoming proposed budget.

No.	Organization	Event	Request in Application	Recommended Funding	% of Request
1	South Asian Cultural Association of Sunnyvale (SACAS)	Diwali 2025	\$12,000	\$7,635	60%
2	South Asian Cultural Association of Sunnyvale (SACAS)	Holi 2025	\$5,000	\$3,000	60%
3	Sunny Sagarmatha Society	Nepalese New Year	\$42,000	\$5,235	32% (based on 40% of original budget)
4	Sunnyvale Chamber of Commerce	Art & Wine	\$20,000	\$12,000	60%
5	Sunnyvale Heritage Park Museum	Fall Festival	\$2,400	\$1,440	60%
6	Sunnyvale Swim Club	Community Welcome Home Party	\$4,000	\$2,400	60%
			Total Funding	\$31,275	

The Community Events Program’s funding recommendations totals \$31,275, which includes an allocation of \$24,000 and \$7,275 from the Neighborhood Grants Program.

Attached is a summary of the 2024 Community Event and Neighborhood Grant Program grantees, and all 2025 grant applications. For privacy reasons, the applicant and project team personal information have been redacted.

The Subcommittee's recommendations for grant distribution are based on the \$48,000 allocated for CENGP within the FY 2025/26 General Fund financial plan in project 835490 - Community Events & Neighborhood Grants. For the 2025 CENGP cycle, staff recommendations are summarized above. The total grant distribution amount available is \$48,000.

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FISCAL IMPACT

Sufficient budget is available in Project 835490 - Community Events & Neighborhood Grants to cover the \$48,000 for 2025 grants recommended for funding. Funding for CENGP is included annually across the General Fund 20-year financial plan.

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.

ALTERNATIVES

1. Recommend funding levels outlined in the 2025 Recommended Funding Summary tables be submitted to Council for final approval.
2. Take other action as determined by the Subcommittee.

RECOMMENDATION

Alternative 1: Recommend funding levels outlined in the 2025 Recommended Funding Summary tables be submitted to Council for final approval.

Staff recommends approving grant applications with the funding amounts outlined in the 2025 Recommended Funding Summary tables. The total grant distribution amount would be \$48,000.

LEVINE ACT

The Levine Act (Gov. Code Section 84308) prohibits city officials from participating in certain decisions regarding licenses, permits, and other entitlements for use if the official has received a campaign contribution of more than \$250 from a party, participant, or agent of a party or participant in the previous 12 months. The Levine Act is intended to prevent financial influence on decisions that affect specific, identifiable persons or participants. For more information see the Fair Political Practices Commission website: www.fppc.ca.gov/learn/pay-to-play-limits-and-prohibitions.html

A check in the checklist below indicates that the action being considered falls under a Levine Act category or exemption:

SUBJECT TO THE LEVINE ACT

- Land development entitlements
- Other permit, license, or entitlement for use
- Contract or franchise

EXEMPT FROM THE LEVINE ACT

- Competitively bid contract
- Labor or personal employment contract
- General policy and legislative actions

Prepared by: Angela Chan, Youth and Family Resources Manager
Reviewed by: Laura Jammal, Management Analyst

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Reviewed by: Michelle Perera, Director of Library and Recreation Services
Reviewed by: Dennis Jaw, Interim Director of Finance
Reviewed by: Sarah Johnson-Rios, Assistant City Manager
Approved by: Tim Kirby, City Manager

ATTACHMENTS

1. Reserved for Report to Council
2. 2024 Community Event and Neighborhood Grantee Summary
3. 2025 Neighborhood Grant Applications Packet
4. 2025 Community Events Grant Applications Packet