



## Community Events Grant Program Application Calendar Year 2025

**Application Deadline: Friday, October 18, 2024, by 5 p.m.**

Thank you for your interest in the Community Events Grant Program. Please thoroughly review 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.** The City will accept applications through Friday, October 18, 2024, by 5 p.m. Applicants will be notified of award decisions in Jan./Feb. 2025. For questions, email [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or call 408-730-7599.

### Completed applications may be submitted in the following ways:

#### Mail or Drop Off in Person:

Sunnyvale Community Center (Recreation Center Front Desk)  
Attn: Recreation Services Administration  
550 E. Remington Dr., Sunnyvale CA 94087

Email: [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov)

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**Event Name:** International Pet Appreciation Event - Sunnyvale

**Date(s)/Time(s) of Event:** 6/7/2025 11:00 am to 2:00 pm

**Sponsoring Organization(s):** Duo Duo Project

**Grant Amount Requesting from the City of Sunnyvale:** \$ 2800

*(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

**Name:** Andrea Gung

**Title:** Executive Director

**Organization:** Duo Duo Project

**Email:** [REDACTED]

**Phone Number:** [REDACTED]

**Mailing Address:** [REDACTED]

## Event Details

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

Since 2023, in June, we organized month-long global International Pet Appreciation events, outpouring of love for dogs and cats in protest of the June 21 Yulin Dog Meat "Festival" in China.

We invite animal lovers to join us to show our love and appreciation for dogs and cats, while supporting Duo Duo Project's mission to end the dog and cat meat trade.

This is a link to our 2023's Sunnyvale event.

<https://www.duoduproject.org/2023rally>

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

Yes

2023: Plaza Del Sol, Sunnyvale

2024: Union Square, San Francisco

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?

See Attached.

The goal of this event is to bring the community together. We feel that we need an event to have Sunr



## Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

Yes, it's citywide and for all Sunnyvale residents.

- 4a. How many people do you expect to attend your event, how did you arrive at this estimate?

100 to 150. Based on our past event experiences.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

Promotional plans will be local signage posted in businesses ( downtown stores and a



## Organization Information

6. 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.

Duo Duo Project's mission is to bring the best of East and West together to fight again

## Event Logistics and Budget

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

The plan is to work with Sunnyvale DPS. A planning committee will be formed with experienced

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

Attempts will be made to make as many expenses covered by in-kind donations rather than k

9. 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 \$37.32, 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).

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

We will be obtaining a diverse group of sponsors from tech companies, local businesses, com

## 2025 International Pet Appreciation - Sunnyvale

Organizer: Duo Duo Project

Name of Contact: Andrea Gung Tel: [REDACTED] Email : [REDACTED]

Date of Event: 06/07/25 (Sat)

How many people expected: 100-150

Hours: 11:00 am to 2:00 pm

Activities: Speakers, Music, K9 demos, Dog Training tips, Pet Memorials, Photo booth

**Expenses: \$7,000:**

City Services (venue rental, permit) \$1,000

Entertainment: 1,500

Services (MC, Videotaping /photography): \$1,500

Tents, furnitures, set ups: \$1,500

Marketing: \$1,500

**Revenues: \$7,000**

Grant: \$2,800

Community Sponsors \$3,000

Individual Donations \$1,200

## 2025 Community Event Application – International Pet Appreciation Event

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 goal of this event is to bring the community together. We feel that we need an event to have Sunnyvale animal lovers get together to share their loves for their pets. The focus is on Sunnyvale residents with pets but all residents are welcome. The event should last approximately 3-3.5 hours depending on number of participants.

#### Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

Yes, it's citywide and for all Sunnyvale residents.

4a. How many people do you expect to attend your event, how did you arrive at this estimate?

100 to 150. Based on our past event experiences.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

Promotional plans will be local signage posted in businesses ( downtown stores and all the pet industry related business in Sunnyvale) and electronic social media. We will reach out to all clubs and schools in Sunnyvale to spread the word. A special website page will be established. We will also seek help from City of Sunnyvale's PR department and Chamber to help promote our event .

#### Organization Information

6. 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.

Duo Duo Project's mission is to bring the best of East and West together to fight against cruelty done to animals. We believe to have a community oriented pet related event, like this International Pet Appreciation event can raise awareness and for some people who might be scared of dogs can come have fun and to have a chance to be up and close to animals and see pets are family and not properties. Here is a link to our 990s:<https://www.duoduo-project.org/annual-990-reports>

#### Event Logistics and Budget

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

The plan is to work with Sunnyvale DPS. A planning committee will be formed with experienced event planning volunteers. We will also have many of our volunteers present.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

2025 Community Event Application – International Pet Appreciation Event

Attempts will be made to make as many expenses covered by in-kind donations rather than by disbursement. We have planned many similar events since 2018 and all met with our Sunnyvale grant goals. Proceeds are expected to be transferred to organization using corporate checks for clear accountability.

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

We will be obtaining a diverse group of sponsors from tech companies, local businesses, community organizations and individuals donations. The funding from the city will help us meet our goals and make Sunnyvale part of a community event. We feel like this is truly an event where all walks of life of Sunnyvale residents can participate. It's a Sunnyvale event where all ages can have fun with their pets and learn the importance of the responsibilities and care of the pets.



Sunnyvale

**Community Events Grant Program Application  
Calendar Year 2025**

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**Event Name:** Multicultural Night  
**Date(s)/Time(s) of Event:** April 4, 2025 (5:30-7:30pm)  
**Sponsoring Organization(s):** San Miguel Elementary PTA  
**Grant Amount Requestins from the City of Sunnyvale:** \$1500

*(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**

**Name:** Cortney Jansen  
**Title:** Chair, Fundraising Committee  
**Organization:** San Miguel Elementary PTA  
**Email:** [REDACTED]  
**Phone Number:** [REDACTED]  
**Mailing Address:** [REDACTED]

## Event Details

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

The San Miguel Elementary PTA holds Multicultural Night as an annual tradition. It's an opportunity for our school to share and celebrate the different, vibrant cultures within our community. This night is a chance for families to celebrate their country of origin. We also support a broader definition of "culture", celebrating cultures such as family culture and cultures of different identity groups. Volunteer parents and/or staff host tables for their cultures. Each table has food samples, books from their culture, and/or other items representative of their culture. Families may also wear traditional clothes.

The PTA is responsible for finding families to sign up to host tables, for providing supplies to make posters, and for bringing plates/utensils for serving food. To limit financial barriers that may prevent low-income families from hosting a table, the PTA offers a reimbursement per table to help cover the costs of food and supplies. Last year, we had tables representing Mexico, El Salvador, Guatemala, Argentina, India, China, Japan, Azerbaijan, the Philippines, and cultures of gender. Other years have included tables from South Korea, Ireland, Peru, and more.

Multicultural Night also celebrates cultures through music and dance by including performances and/or demonstrations. Last year, we had two teachers perform a Danza Folklorica, a demonstration by local Brazilian jiu jitsu business Daruma Dojo, a Colombian dance group, and an Indian dance group.

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

Yes, we held our first Multicultural Night in 2019 at San Miguel (in our multi-purpose room).

Additional Multicultural Nights were held:

March 11, 2022

May 12, 2023

April 26, 2024

This event is always held at San Miguel Elementary in Sunnyvale, typically as an outdoor event.

### **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?**

Everyone has culture. Maybe it's culture specific to a country of origin, maybe it's a culture associated with an identity group or a regional culture. In Sunnyvale, we live at the intersection of multiple cultures that brings together a vast array of languages, cuisines, and discourse. At San Miguel, we make space for communities with traditionally marginalized identities to share the richness and vibrancy of their culture. We uplift the value of everyone's experiences and provide a space for that to nourish our school community. Multicultural Night celebrates the diversity of cultures at San Miguel Elementary. Everyone is able to experience cultures through

all five senses - taste, touch, sight, smell, and hearing. This event provides students and families with the opportunity to better understand each other and our different backgrounds. Parents and kids share culture with their friends, and students learn more about their own heritage. This celebration strengthens our community and identities in our community and values the diversity of Sunnyvale.

## **Marketing & Promotion**

### **4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?**

Multicultural Night is an event for the whole city, although most of our attendees are from San Miguel Elementary. Our school is a Title 1, majority-Hispanic school, and about 50% of students are ELL (English Language Learners). We also invite elected officials, including staff and board members from Sunnyvale School District (SSD) and Fremont Union High School District (FUHSD).

### **4a. How many people do you expect to attend your event, how did you arrive at this estimate?**

We expect 200-250 people to attend, which is the same as attendance at past events (around 200-250 people). Our student population has grown by about 10% since last year, so we hope to have closer to 250 people this year.

### **5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.**

Our marketing plan includes the following:

- Listing information in the school's weekly Parent Bulletin, which is emailed to all families
- Posting on our San Miguel Elementary PTA Facebook page and PTA webpage
- Posting flyers around the school
- Posting in grade-level WhatsApp groups
- Posting in ClassDojo
- Word of mouth

We will reach out to families who hosted tables in past years to see if they are willing to host tables again this year. We will also post sign up sheets to host a table; and we will have meetings to coordinate the event.

## **Organization Information**

### **6. 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 San Miguel Elementary PTA mission is for every student, family, and teacher to feel welcome and supported at San Miguel. As a PTA, we are about community, enrichment, advocacy and volunteering. We host fundraisers each year (e.g., fall catalog sales, family photoshoot, partnering with local restaurants for Dine Out Nights, a silent auction, walkathon). Money that is raised by the PTA supports school assemblies, extracurricular activities, band, music, art scholarships, and more. For many of our students, the field trips and enrichment programs funded by the PTA are educational opportunities they would not otherwise have.

We have 133 PTA members at the moment. We expect to raise about \$90,000 this year (primarily through fundraising, donations, and grants). Our PTA supports the entire San Miguel Elementary school, with ~425 students total (grades TK-5).

See our "Budget to Actuals" financial report covering our current fiscal year here:  
<https://drive.google.com/file/d/1aigHk1oTbylquZh-bjj7UDu07dX4lXjO/view?usp=sharing>

For additional information, please see our website ([www.sanmiguelpta.org](http://www.sanmiguelpta.org)) and our Facebook page ([www.facebook.com/SanMiguelElementaryPTA](https://www.facebook.com/SanMiguelElementaryPTA)).

## **Event Logistics and Budget**

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

We will hold Multicultural Night outdoors. We will ensure adequate lights to keep everyone safe as it gets dark in the evening. Volunteers and school staff will be present throughout the event to provide support as needed. We will also have a first aid kit on hand. Finally, San Miguel has a code of conduct that all students know to follow.

### **8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?**

Our event coordinator will lead the planning and logistics for the event. There is a set budget for the event, and our event coordinator will stay in close coordination with the PTA board to ensure that the event stays within budget. The sign-up sheet will let us make sure we have a reasonable number of tables that we can support with our budget. Families will know upfront how much reimbursement is available, so they can manage their individual table budgets accordingly.

Per PTA rules, all expenses must be submitted with receipts and proper documentation for reimbursement. Events have to fall within budget and be approved by the PTA general assembly. All checks must be signed by two PTA board members. Our organization has demonstrated these skills in the past when hosting previous Multicultural Nights and other events (e.g., Welcome Back Picnic, Winterland) that have similar budget limitations.

**9. 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 \$37.32, 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).**

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

We are requesting \$1500 from the City for this grant. The total event budget is \$4000. The remaining funds will come from the PTA budget (\$2000) and in-kind donations from San Miguel families and friends (\$500). There is no revenue, since this event is free for everyone.

This year, we have increased the PTA budget to help support a higher reimbursement rate for families who host tables, and the grant funding from the City will provide support for this higher reimbursement rate. Historically, we offered a \$50 reimbursement to families for their tables. However, after the 2023 Multicultural Night, we received feedback that \$50 was too low, and it was difficult for low-income families to host a table. So for the 2024 Multicultural Night, with support from the City grant, we increased the reimbursement to \$100 per table. Feedback was that this higher reimbursement offset the financial difficulty of hosting tables and helped ensure equitable participation by our families. We hope to maintain this same \$100 reimbursement rate for the 2025 Multicultural Night. However, the \$100 reimbursement rate is dependent on receiving this grant. As a Title 1 school, funds from this grant will support our community better - and allow us to host an amazing Multicultural Night - without affecting funds allotted to other much-needed activities like field trips, assemblies, and scholarships that support equitable access to extracurricular activities. Thank you for your consideration.

**San Miguel Elementary PTA\_Budget for Multicultural Night (2024-2025 School Year)**

<b>Item/Service</b>	<b>Cost</b>
In-kind food donations from participating families	\$500
Table cloths	\$25
Paper goods, utensils, food service supplies	\$200
Poster materials	\$50
Advertising	\$75
Food service supplies	\$250
Reimbursement for food/supplies for financial need (15 tables)	\$1,500
Cultural performance (e.g., Columbian dance group, Daruma Dojo, mariachi band, Danza Folklorica)	\$1,400
<b>Total Expected Expenses</b>	<b>\$4,000</b>

<b>Funding Source</b>	<b>Budget</b>
<b>Anticipated revenue</b>	<b>\$0</b>
<b>PTA "Multicultural Potluck" budget</b>	<b>\$2,000</b>
<b>In-kind food donations (from above)</b>	<b>\$500</b>
<b>Requested amount from City of Sunnyvale community event grant</b>	<b>\$1,500</b>
<b>Total Budget</b>	<b>\$4,000</b>
% requested from the City (must not exceed 40%)	37.50%

	<u>Actual</u>	<u>Budget</u>	<u>Difference</u>
<b>Cash Balance Forward</b>	<b>\$ 87,537.40</b>		
<b>Income</b>			
<b>Administration</b>			
City of Sunnyvale Grant	\$ 750.00	\$ 750.00	\$ 0.00
Donation Income	6,055.90	4,000.00	2,055.90
Donations-Matching	2,100.00	4,000.00	(1,900.00)
Interest Income	0.16	0.96	(0.80)
Membership Dues Income	158.40	135.00	23.40
Membership Dues-TOTEM	1,098.90	1,210.00	(111.10)
<b>Fundraisers</b>			
<b>Auctions</b>	<b>520.00</b>	<b>10,500.00</b>	<b>(9,980.00)</b>
Holiday Silent Auction Income	0.00	10,000.00	(10,000.00)
Parking Spot Auction	520.00	500.00	20.00
<b>Coin Drive</b>	<b>0.00</b>	<b>50.00</b>	<b>(50.00)</b>
Coin Drive Income	0.00	50.00	(50.00)
<b>Dine Outs</b>	<b>0.00</b>	<b>1,500.00</b>	<b>(1,500.00)</b>
<b>Fall Catalog Sales</b>	<b>0.00</b>	<b>3,500.00</b>	<b>(3,500.00)</b>
<b>Food Sales</b>	<b>555.00</b>	<b>1,200.00</b>	<b>(645.00)</b>
Food Vendors Income	555.00	0.00	555.00
<b>Holiday Photos</b>	<b>0.00</b>	<b>4,000.00</b>	<b>(4,000.00)</b>
<b>Leigh's Books/Bookasaurus</b>	<b>0.00</b>	<b>250.00</b>	<b>(250.00)</b>
<b>San Miguel Swag Sales</b>	<b>51.00</b>	<b>100.00</b>	<b>(49.00)</b>
San Miguel Swag Sales Income	51.00	0.00	51.00
<b>Sports Basement</b>	<b>0.00</b>	<b>25.00</b>	<b>(25.00)</b>
<b>Walk-a-Thon Donations</b>	<b>0.00</b>	<b>23,200.00</b>	<b>(23,200.00)</b>
Walk-a-thon Income	0.00	22,000.00	(22,000.00)
Walk-a-thon Shirts	0.00	1,200.00	(1,200.00)
<b>Walk-a-thon T-shirt Sponsors</b>	<b>0.00</b>	<b>3,000.00</b>	<b>(3,000.00)</b>
<b>Programs</b>			
<b>After School Program</b>	<b>320.00</b>	<b>30,000.00</b>	<b>(29,680.00)</b>
After School Program Enrollment	320.00	30,000.00	(29,680.00)
<b>Winterland</b>	<b>0.00</b>	<b>2,000.00</b>	<b>(2,000.00)</b>
<b>Yearbook</b>	<b>0.00</b>	<b>800.00</b>	<b>(800.00)</b>
<b>Non-Unit Income</b>			
Pass-through Membership Income	81.60	70.00	11.60
<b>Total Income</b>	<b>\$ 11,690.96</b>	<b>\$ 90,290.96</b>	<b>\$ (78,600.00)</b>

**Expense**

**Administration**

Communications	\$ 67.50	\$ 400.00	\$ (332.50)
Copies	0.00	500.00	(500.00)
Damages	0.00	200.00	(200.00)
Insurance Expense	0.00	300.00	(300.00)
Membership Expense	8.30	150.00	(141.70)
My PTEZ	179.00	200.00	(21.00)
Office Supplies Expense	41.83	350.00	(308.17)
Squarespace Website	0.00	350.00	(350.00)
Tax Filing Fees	0.00	215.00	(215.00)

	Actual	Budget	Difference
<b>Fundraisers</b>			
Coin Drive	0.00	50.00	(50.00)
Fundraising Silent Auction	0.00	200.00	(200.00)
Holiday Photos	0.00	2,000.00	(2,000.00)
San Miguel Swag Sales	0.00	50.00	(50.00)
<b>Walk-a-Thon Donations</b>	<b>0.00</b>	<b>7,500.00</b>	<b>(7,500.00)</b>
Walk-a-thon Expense	0.00	2,500.00	(2,500.00)
Walk-a-thon T-Shirt Expense	0.00	5,000.00	(5,000.00)
<b>Programs</b>			
<b>Arts Enrichment</b>	<b>40.00</b>	<b>200.00</b>	<b>(160.00)</b>
Reflections	40.00	200.00	(160.00)
<b>Assemblies</b>	<b>2,347.50</b>	<b>5,000.00</b>	<b>(2,652.50)</b>
Assemblies Expense	2,347.50	0.00	2,347.50
<b>Bilingual Programs</b>	<b>0.00</b>	<b>2,299.55</b>	<b>(2,299.55)</b>
Bilingual Programs (Cuenta Cuentos, Project Cornerstone, etc.)	0.00	1,065.00	(1,065.00)
Sunnyvale Rotary Grant funded bilingual programs	0.00	1,234.55	(1,234.55)
<b>Community Building</b>	<b>0.00</b>	<b>2,000.00</b>	<b>(2,000.00)</b>
Advocacy and Parent Education	0.00	2,000.00	(2,000.00)
<b>Community Grants</b>	<b>(6.95)</b>	<b>4,255.00</b>	<b>(4,261.95)</b>
5th Grade Graduation	(6.95)	500.00	(506.95)
Newcomer Student Support Packet	0.00	400.00	(400.00)
Special Projects	0.00	3,000.00	(3,000.00)
Starfall Math Application	0.00	355.00	(355.00)
<b>End of Year Picnic</b>	<b>0.00</b>	<b>2,000.00</b>	<b>(2,000.00)</b>
<b>Extracurriculars</b>	<b>63.42</b>	<b>57,050.00</b>	<b>(56,986.58)</b>
Financial Aid for non-PTA Activities	0.00	10,000.00	(10,000.00)
Infrastructure	63.42	0.00	63.42
Maintenance	0.00	200.00	(200.00)
Materials	0.00	500.00	(500.00)
No-Cost Programming	0.00	1,600.00	(1,600.00)
Paid Programming	0.00	44,000.00	(44,000.00)
Theater Program Expense	0.00	750.00	(750.00)
<b>Field Trips</b>	<b>0.00</b>	<b>20,000.00</b>	<b>(20,000.00)</b>
<b>Hospitality</b>	<b>156.69</b>	<b>550.00</b>	<b>(393.31)</b>
Child Care / Supplies	0.00	150.00	(150.00)
Hospitality Expense	156.69	400.00	(243.31)
<b>In-School Enrichment</b>	<b>0.00</b>	<b>6,000.00</b>	<b>(6,000.00)</b>
Music for Minors	0.00	6,000.00	(6,000.00)
<b>Multicultural Potluck</b>	<b>100.00</b>	<b>2,000.00</b>	<b>(1,900.00)</b>
Multicultural Potluck Expense	100.00	0.00	100.00
<b>PTA Trainings</b>	<b>0.00</b>	<b>500.00</b>	<b>(500.00)</b>
<b>School Support</b>	<b>240.00</b>	<b>10,000.00</b>	<b>(9,760.00)</b>
Capital Improvements	0.00	2,000.00	(2,000.00)
Principal Spirit Fund Expense	0.00	500.00	(500.00)
Teacher Grants Expense	240.00	7,500.00	(7,260.00)
<b>Spanish Library Collections</b>	<b>0.00</b>	<b>500.00</b>	<b>(500.00)</b>
<b>Staff Appreciation</b>	<b>480.58</b>	<b>3,300.00</b>	<b>(2,819.42)</b>
Back to School Breakfast for Staff	480.58	500.00	(19.42)
Teacher and Staff Appreciation Expense	0.00	2,500.00	(2,500.00)
Volunteer Appreciation Expense	0.00	300.00	(300.00)
<b>Welcome Back Events</b>	<b>334.47</b>	<b>1,650.00</b>	<b>(1,315.53)</b>
Kinder Welcome	34.47	150.00	(115.53)
Welcome Back Event Expense	300.00	1,500.00	(1,200.00)
<b>Winterland</b>	<b>0.00</b>	<b>2,000.00</b>	<b>(2,000.00)</b>

From July 1, 2024 to June 30, 2025

	<u>Actual</u>	<u>Budget</u>	<u>Difference</u>
Yearbook	0.00	1,000.00	(1,000.00)
Zumba	0.00	150.00	(150.00)
<b>Non-Unit Expense</b>			
Pass-through Membership Expense	5.10	40.00	(34.90)
<b>Total Expense</b>	<u>\$ 4,057.44</u>	<u>\$ 132,959.55</u>	<u>\$ (128,902.11)</u>
<b>Net Gain or Loss</b>	<u>\$ 7,633.52</u>	<u>\$ (42,668.59)</u>	<u>\$ 50,302.11</u>
<b>Total Balance</b>	<u>\$ 75,170.92</u>		



Sunnyvale

## Community Events Grant Program Application Calendar Year 2025

**Application Deadline: Friday, October 18, 2024, by 5 p.m.**

Thank you for your interest in the Community Events Grant Program. Please thoroughly review 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.** The City will accept applications through Friday, October 18, 2024, by 5 p.m. Applicants will be notified of award decisions in Jan./Feb. 2025. For questions, email [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or call 408-730-7599.

### Completed applications may be submitted in the following ways:

*Mail or Drop Off in Person:*

Sunnyvale Community Center (Recreation Center Front Desk)  
Attn: Recreation Services Administration  
550 E. Remington Dr., Sunnyvale CA 94087

Email: [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov)

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**Event Name:** 2025 Sunnyvale Diwali Festival

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**Date(s)/Time(s) of Event:** Oct 18 2025

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**Sponsoring Organization(s):** South Asian Cultural Association Of Sunnyvale

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**Grant Amount Requesting from the City of Sunnyvale:** \$ 12000

*(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

**Name:** Prakash Giri

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**Title:** President

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**Organization:** South Asian Cultural Association Of Sunnyvale

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**Email:** [REDACTED]

---

**Phone Number:** [REDACTED]

---

**Mailing Address:** [REDACTED]

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## Event Details

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

The event is a celebration of Diwali, "Festival of Lights". It includes:

- \* cultural performances like music and dance,
- \* Kids Zone activities including coloring, lamp painting, live art demo and magic show,
- \* vendors selling South Asian clothes, handicrafts and jewelry
- \* food for sale from food trucks and possibly local businesses

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

This event was held at Sunnyvale Community Center on Oct 30 2021, Oct 15 2022, Oct 21 2023, Oct 26 2024

## Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

This is an event open to all who wish to attend. There is no specific target audience; th



- 4a. How many people do you expect to attend your event, how did you arrive at this estimate?

Expecting 3000+ people to attend; this is rough estimate based on the capacity of the



5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

The event will be marketed via: 1) Meta advertising 2) eventbrite and sulekha sites 3) p



## Organization Information

6. 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.

South Asian Cultural Association of Sunnyvale (SACAS) was formed to highlight cultur

## Event Logistics and Budget

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

For the events we have conducted so far, we made sure that day-of-event rules and restriction:

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

For the past events, we were adequately funded through grants and sponsorships.

9. 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 \$37.32, 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).

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

We are requesting grant funding from the city to partially support the expenses for Diwali eve

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?

See Attachment.

South Asian Cultural Association of Sunnyvale (SACAS) was formed to highlight cultural diversity and

2025 Community Event Application - Diwali

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?

South Asian Cultural Association of Sunnyvale (SACAS) was formed to highlight cultural diversity and promote inclusion in the city of Sunnyvale. Diwali is a festival of lights and one of the major festivals celebrated in India and other South Asian countries. Diwali symbolizes the spiritual "victory of light over darkness, good over evil, and knowledge over ignorance". Given the large number of people settled in Sunnyvale of South Asian descent, this celebration promotes camaraderie among this community and solidarity with other cultures and enriches the quality of life for all residents in our community.

#### Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

This is an event open to all who wish to attend. There is no specific target audience; the wide range of activities ensures that it is appealing to a broad range of people.

4a. How many people do you expect to attend your event, how did you arrive at this estimate?

Expecting 3000+ people to attend; this is rough estimate based on the capacity of the parking lots of Sunnyvale Community center and duration of the event.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

The event will be marketed via: 1) Meta advertising 2) eventbrite and suleka sites 3) printed flyers at local libraries and businesses 4) social media postings on Facebook, Nextdoor etc. 5) City's communication channels.

#### Organization Information

6. 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.

South Asian Cultural Association of Sunnyvale (SACAS) was formed to highlight cultural diversity and promote inclusion in the city of Sunnyvale. This is a completely volunteer led organization. The dynamic pool of volunteers and the four board members are the members of this organization; there are no explicit membership requirements. There is no yearly budget; budget is allocated per event.

## 2025 Community Event Application - Diwali

### Event Logistics and Budget

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

For the events we have conducted so far, we made sure that day-of-event rules and restrictions with respect to garbage, recycling and environment, safety, fire prevention, DPS presence etc. were all followed by undergoing inspections, hiring appropriate teams (e.g. to ensure zero-waste) and getting all relevant permits (e.g. Event day and food permit). We will follow all these rules and get all the permits again for 2025 to ensure a well-planned and safe event.

#### 8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

For the past events, we were adequately funded through grants and sponsorships.

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

We are requesting grant funding from the city to partially support the expenses for Diwali event. The rest of the funding will come from corporate and other sponsorships, as was the case for past events.



A 501©3 Sunnyvale based resident-organized nonprofit to promote diversity and inclusion

<b>South Asian Cultural Association of Sunnyvale (SACAS)</b>
<b>Budget for 2025 Sunnyvale Diwali Celebration</b>

<b>Total Expenses</b>	<b>48,500</b>
Cultural Program Organizing	2,000
City Permits	9,000
Event Facilities Management (tents, equipment rental)	13,500
Signs and Banners	5,000
Stage Audio/Sound, Lighting	3,500
Volunteer Management	1,500
Security and other pros	2,000
Waste management	2,500
Insurance	2,500
Marketing (banners, ads, flyers)	5,000
Micellaneous / Admin costs	2,000

<b>Total Revenue</b>	<b>32,000</b>
<b>Generated Revenue</b>	<b>16,000</b>
Local Business Sponsorship	5,000
Vendor booths	10,000
Individual donations (with corporate matching)	1,000
<b>Donations and City contribution</b>	<b>16,000</b>
Donations - In-kind	1,000
Funding requested from the City	10,000
Estimate of the City Services Required	5,000

City community grant  
Facilities, staff hours

SACAS Volunteers Contribution	Hours	\$ (@ \$37.32/hour)
Cultural programming	800	29,856
Fund raising	100	3,732
Marketing	600	22,392
Event Management	2000	74,640
<b>Total Volunteer Assistance</b>	<b>3500</b>	<b>130,620</b>



Sunnyvale

## Community Events Grant Program Application Calendar Year 2025

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Attn: Recreation Services Administration  
550 E. Remington Dr., Sunnyvale CA 94087

Email: [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov)

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**Event Name:** 2025 Sunnyvale Holi Festival

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**Date(s)/Time(s) of Event:** Mar 15 2025

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**Sponsoring Organization(s):** South Asian Cultural Association Of Sunnyvale

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**Grant Amount Requesting from the City of Sunnyvale:** \$ 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

**Name:** Prakash Giri

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**Title:** President

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**Organization:** South Asian Cultural Association Of Sunnyvale

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**Email:** [REDACTED]

---

**Phone Number:** [REDACTED]

---

**Mailing Address:** [REDACTED]

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## Event Details

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

The event is a celebration of Holi, "Festival of Colors". It includes:

- \* DJ music based dance for all the participants
- \* vendors selling South Asian clothes, handicrafts and jewelry
- \* food for sale from food trucks and possibly local restaurants
- \* participants play with water and organic colors

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

Unfortunately the event couldnt happen in 2024 because of the restrictions imposed by city forcing organizers to move out the event out of sunnyvale to a different location outside the city

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?

See Attached.

South Asian Cultural Association of Sunnyvale (SACAS) was formed to highlight cultural diversity and

## Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

This is an event open to all who wish to attend. There is no specific target audience; th

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- 4a. How many people do you expect to attend your event, how did you arrive at this estimate?

Expecting 1000+ people to attend; this is rough estimate based on the duration of the

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5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

The event will be marketed via: 1) Meta advertising 2) eventbrite and sulekha sites 3) p

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## Organization Information

6. 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.

South Asian Cultural Association of Sunnyvale (SACAS) was formed to highlight cultur

## Event Logistics and Budget

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

For the events we have conducted so far, we made sure that day-of-event rules and restriction

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

For the past events, we were adequately funded through grants and sponsorships.

9. 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 \$37.32, 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).
10. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

We are requesting grant funding from the city to partially support the expenses for Holi event.

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?

South Asian Cultural Association of Sunnyvale (SACAS) was formed to highlight cultural diversity and promote inclusion in the city of Sunnyvale. Holi is a festival of colors and is celebrated to welcome spring. It is also celebrated as a new beginning where people can release all their inhibitions and start fresh. In this spirit, people daub color powders and douse each other with water, creating a playful exchange and lots of fun. Given the large number of people settled in Sunnyvale of South Asian descent, this celebration promotes camaraderie among this community and solidarity with other cultures and enriches the quality of life for all residents in our community.

#### Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

This is an event open to all who wish to attend. There is no specific target audience; the wide range of activities ensures that it is appealing to a broad range of people. Expect 1000+ people to attend; this is rough estimate based on the duration of the event.

4a. How many people do you expect to attend your event, how did you arrive at this estimate?

Expecting 1000+ people to attend; this is rough estimate based on the duration of the event.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

The event will be marketed via: 1) Meta advertising 2) eventbrite and sulekha sites 3) printed flyers at local libraries and businesses 4) social media postings on Facebook, Nextdoor etc. 5) City's communication channels

#### Organization Information

6. 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.

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#### Event Logistics and Budget

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

## 2025 Community Event Application - Holi

For the events we have conducted so far, we made sure that day-of-event rules and restrictions with respect to garbage, recycling and environment, safety, fire prevention, DPS presence etc. were all followed by undergoing inspections, hiring appropriate teams (e.g. to ensure zero-waste) and getting all relevant permits (e.g. Event day and food permit). We will follow all these rules and get all the permits again for 2025 to ensure a well-planned and safe event.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

For the past events, we were adequately funded through grants and sponsorships.

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

We are requesting grant funding from the city to partially support the expenses for Holi event. The rest of the funding will come from corporate and other sponsorships, as was the case for past events..



A 501©3 Sunnyvale based resident-organized nonprofit to promote diversity and inclusion

<b>South Asian Cultural Association of Sunnyvale (SACAS)</b>
<b>Budget for 2025 Sunnyvale Holi Celebration</b>

<b>Total Expenses</b>	<b>14,000</b>
Cultural Program Organizing	2,000
Event Facilities Management (tents, stage, sound, light, cleaning, training, materials)	6,500
Insurance	2,000
Marketing (banners, ads, flyers)	2,500
Micellaneous / Admin costs	1,000

<b>Total Revenue</b>	<b>12,500</b>
<b>Generated Revenue</b>	<b>4,500</b>
Corporate Sponsorship	3,000
Vendor booths	1,000
Individual donations (with corporate matching)	500
<b>Donations and City contribution</b>	<b>8,000</b>
Donations - In-kind	1,000
Funding requested from the City	5,000
Estimate of the City Services Required	2,000

City community grant  
Facilities, staff hours

SACAS Volunteers Contribution	Hours	\$ (@ \$37.32/hour)
Cultural programming	300	11,316
Fund raising	50	1,886
Marketing	250	9,430
Event Management	1000	37,720
<b>Total Volunteer Assistance</b>	<b>1600</b>	<b>60,352</b>



## Community Events Grant Program Application Calendar Year 2025

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Attn: Recreation Services Administration  
550 E. Remington Dr., Sunnyvale CA 94087

Email: [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov)

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Event Name: Nepalese New Year  
Date(s)/Time(s) of Event: April 12, 2025  
Sponsoring Organization(s): Sunny Sagarmatha Society  
Grant Amount Requesting from the City of Sunnyvale: \$ 42,000

*(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

Name: chet Raut  
Title: president  
Organization: Sunny Sagarmatha Society  
Email: [REDACTED]  
Phone Number: [REDACTED]  
Mailing Address: [REDACTED]

## Event Details

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

This is Nepalese New Year. Every Year at April we celebrate picnic. Mostly we need Bayland park because we are more than 500 peoples gathering. So this event we always are business and some person for donation. We requested city also but we never got any fund. I hope this time we will get some. Our total expenses around \$49000.

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?

Specially we are celebrate Nepalese Culture food and dance. but we want to explore our culture, food, dress and other to the Community. For that we invite lots of Sunnyvale other community peoples by invitation email or phone. If any one want to join they can but they need to inform to us. we we have enough money then we can open for public too in future.

## Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

This is Nepalese New year so mostly Nepali peoples will participate but we invite lots of guest from Sunnyvale and other city too.

- 4a. How many people do you expect to attend your event, how did you arrive at this estimate?

This ~~is~~ coming year 500-1000 peoples we expect:

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

Facebook, email, phone, viber group and making video also, most of the peoples know about this event we celebrate every year.

## Organization Information

6. 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.

our goal is cultural education. Most of kids born here so they don't know Nepali culture

## Event Logistics and Budget

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

This is new year event so we always mentally prepared so only we need budgets.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

Always we ask for donation everyone so we don't have money for that it is non profit organization so we depend only donation.

9. 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 \$37.32, the California volunteer rate per Independent Sector 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).

(if you need any details then I can send in diff email)  
we needed at least \$49000 this time may be more

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

if some amount we get from city then rest of money we will collect through donation with person or business.



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Re: Grand for Sunny Sagarmatha

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From Chet bahadur Raut <[REDACTED]>  
Date Fri 10/18/2024 4:28 PM  
To Events AP <events@sunnyvale.ca.gov>; CommunityResources AP <ncs@sunnyvale.ca.gov>

**WARNING** - This email came from an EXTERNAL source. Confirm the sender and its contents are safe before responding, opening attachment or links.

Hi  
Thank you for let me know  
According to last year Evnt  
1) city , county, trash, restrooms, waste mangment,  
Around-\$8500  
2) Food cost-\$25000  
2) other management cost - \$7000  
But this year partici Maybe increase  
Thank you  
Chet Raut

[Sent from Yahoo Mail for iPhone](#)

On Friday, October 18, 2024, 4:16 PM, Events AP <events@sunnyvale.ca.gov> wrote:

Hello Chet,

Thank you for your submission. Just wanted to let you know an event budget is required.  
Please send a detailed budget in order for your application to be considered.

Thank you,

**SPECIAL EVENTS PERMIT TEAM**  
**Carmen Villegas and Isabela Zuniga**  
Department of Library and Recreation Services  
City of Sunnyvale  
Phone: 408-730-7345

---

**From:** Chet bahadur Raut <[REDACTED]>

**Sent:** Friday, October 18, 2024 3:43 PM  
**To:** CommunityResources AP <ncs@sunnyvale.ca.gov>

**Cc:** Events AP <events@sunnyvale.ca.gov>

**Subject:** Grand for Sunny Sagarmatha

WARNING - This email came from an EXTERNAL source. Confirm the sender and its contents are safe before responding, opening attachment or links.

Hi good afternoon everyone

Thank you so much for opportunity to our organization

I got email yesterday so today I fill the form if you need any questions please let me by email or phone I attached the form below

I really appreciated for your support

Thank you

Chet Raut

President

Sunny Sagarmatha society



Sent from my iPhone



## Community Events Grant Program Application Calendar Year 2025

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Email: [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov)

---

**Event Name:** Sunnyvale Art & Wine Festival

**Date(s)/Time(s) of Event:** June 7-8, 2025

**Sponsoring Organization(s):** Sunnyvale Chamber of Commerce

**Grant Amount Requesting from the City of Sunnyvale:** \$20,000

*(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

**Name:** Michelle Molotsi

**Title:** Marketing Consultant

**Organization:** Sunnyvale Chamber of Commerce

**Email:** [REDACTED]

**Phone Number:** [REDACTED]

**Mailing Address:** [REDACTED]

## Event Details

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

The Art & Wine Festival is a beloved community event that was set to celebrate its 50th anniversary in 2024 but had to be postponed. We are now seeking support to host the festival in 2025. This event brings together residents and visitors to enjoy a day of arts, crafts, local wines, and live entertainment. Local artists, food vendors, showcase their talents and products, creating a family-friendly environment that highlights the rich cultural and artistic diversity of our community.

The festival not only provides an opportunity for local businesses and artisans to engage with the public, but it also fosters community spirit and economic growth, as attendees explore and support local vendors and the businesses in Downtown Sunnyvale. Traditionally held in Downtown Sunnyvale, the festival attracts thousands of visitors and serves as a hallmark for community celebration. Our goal is to create a memorable event that honors the festival's long history while offering new and exciting experiences for attendees.

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

Yes, the Sunnyvale Chamber of Commerce has proudly hosted the Art & Wine Festival for nearly 50 years. The festival has been a signature event held annually in Downtown Sunnyvale, attracting a diverse crowd of residents and visitors. Unfortunately, the 50th-anniversary celebration, originally planned for this year, had to be postponed.

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 Art & Wine Festival is a true celebration of Sunnyvale's diverse and vibrant community. It brings together people from all walks of life to enjoy local art, cuisine, and wine in a relaxed, family-friendly setting. The festival reflects the character of Sunnyvale by showcasing the creativity and entrepreneurial spirit of local artists, wineries, and food vendors. It fosters connections between residents, local businesses, and visitors, strengthening the social fabric of the city.

The diversity of the community can be seen in the wide variety of cultural expressions through art, food, and performances. From traditional crafts to contemporary art, the event offers something for everyone and celebrates the rich cultural heritage present in Sunnyvale.

By energizing Downtown Sunnyvale, the Art & Wine Festival brings vitality to the community. It supports local businesses and artisans, driving economic activity while offering a welcoming space for residents and visitors alike. The festival has become part of the identity of Sunnyvale, representing its commitment to community engagement, creativity, and inclusivity.

## Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

The Sunnyvale Art & Wine Festival is a citywide event, open to all residents of Sunnyvale and the surrounding areas. The festival is designed to appeal to people of all ages and backgrounds.

- 4a. How many people do you expect to attend your event, how did you arrive at this estimate?

The Sunnyvale Art & Wine Festival typically draws a large crowd, with recent events attracting around 150,000 visitors over two days.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

Our marketing plan will utilize a mix of digital and traditional advertising methods to reach a broad audience across Sunnyvale and surrounding areas.

- Social Media Promotion
- Mail Campaign
- Banners and posters in high-traffic areas around Sunnyvale
- Partnerships with local media
- Website and Event Listing
- Cross promotions with local businesses and sponsors

## Organization Information

6. 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 Chamber of Commerce is dedicated to fostering a thriving and prosperous business community through advocacy, education, and networking. Our mission is to support local businesses by providing them with the resources and opportunities needed to grow and succeed. We aim to enhance the overall quality of life in Sunnyvale by encouraging economic development, promoting business-friendly policies, and building strong partnerships within the community.

We serve a diverse group of members including small businesses, large corporations, non-profits and local entrepreneurs. Our members span a variety of industries, from technology to financial services, hospitality and healthcare.

## Event Logistics and Budget

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

To ensure that the 2025 Art & Wine Festival is well-planned and safe for all attendees, we are taking the following steps:

- Collaboration with Local Authorities
- Event Permitting and Compliance
- Vendor and Attendee Guidelines
- Trained Staff and Volunteers
- Controlled Entry Points and Security
- Contingency Plans

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

To ensure the Sunnyvale Art & Wine Festival is cost-effective and well-managed, we have implemented several key controls and processes:

- Detailed Budgeting & Tracking
- Sponsorship and In-Kind Donations
- Vendor Contracts and Negotiations
- Volunteer Support

9. 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 \$37.32, 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).

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

To obtain the remaining funding for the 2025 Art & Wine Festival, we are pursuing several avenues of financial support:

- Sponsorships from Local Businesses
- Vendor Participation Fees
- In-Kind Donations

We are requesting grant funding from the City to help ensure the festival's success by covering essential costs that cannot be fully met through sponsorships and vendor fees alone. Specifically, we seek funding to cover public safety, and other logistical costs that are critical to the smooth operation of a large scale event. Grant funding will also allow us to enhance the quality of the festival as we celebrate its 50th anniversary. By receiving this support, we can provide more activities, improved facilities, and better promotion, all of which contribute to making the event a signature experience for the Sunnyvale community and visitors.

## Sunnyvale Art & Wine Proposal

### Organizer

- Sunnyvale Chamber of Commerce

### Name of Contact

- Michelle Molotsi, Marketing Consultant
- [REDACTED]
- [REDACTED]

### Date and Time of the Event

- June 7 & 8, 2025
- 9:00 am – 5:00 pm

### Activities

- Vendors (Food, Art, Wine), Live Entertainment

### Expenses (\$110,000)

- Operational Expenses: \$20,000
- Services (Staff, Traffic & Security, etc.): \$40,000
- Entertainment and Equipment (Stage, Speakers): \$20,000
- Marketing: \$10,000
- Subcontractors (set-up, cleaning, tents, insurance): \$20,000

### Revenue (\$135,000)

- Grant: \$20,000
- Artist Commissions: \$35,000
- Wine Sales: \$20,000
- Vendors: \$40,000
- Sponsors: \$20,000



## Community Events Grant Program Application Calendar Year 2025

**Application Deadline: Friday, October 18, 2024, by 5 p.m.**

Thank you for your interest in the Community Events Grant Program. Please thoroughly review 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.** The City will accept applications through Friday, October 18, 2024, by 5 p.m. Applicants will be notified of award decisions in Jan./Feb. 2025. For questions, email [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or call 408-730-7599.

### Completed applications may be submitted in the following ways:

#### Mail or Drop Off in Person:

Sunnyvale Community Center (Recreation Center Front Desk)  
Attn: Recreation Services Administration  
550 E. Remington Dr., Sunnyvale CA 94087

Email: [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov)

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**Event Name:** Sunnyvale Pet Parade

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**Date(s)/Time(s) of Event:** October 28, 2025 ~ 10:00 AM - 1:00 PM

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**Sponsoring Organization(s):** Sunnyvale Chamber of Commerce

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**Grant Amount Requesting from the City of Sunnyvale:** \$4,000

*(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

**Name:** Michelle Molotsi

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**Title:** Marketing Consultant

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**Organization:** Sunnyvale Chamber of Commerce

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**Email:** [REDACTED]

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**Phone Number:** [REDACTED]

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**Mailing Address:** [REDACTED]

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## Event Details

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

The Sunnyvale Pet Parade is a vibrant, family-friendly community event that celebrates our love for pets and fosters a sense of togetherness. This annual parade invites pet owners to dress up their pets and showcase their creativity in a fun and festive atmosphere. Participants and their pets will parade through designated routes in the heart of Downtown Sunnyvale.

The event features various categories, including a costume contest and a best trick contest, with prizes awarded to the top winners. In addition to the parade, local vendors, pet-related businesses, and non-profit organizations have booths set up, offering services and information to attendees. This event promotes community engagement, responsible pet ownership, and supports local organizations, while providing an entertaining experience for families and their furry companions

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

2022 - Sunnyvale Chamber of Commerce partnered with Duo Duo Project

2023 - Michelle Molotsi (Board Member of Duo Duo Project) was the event chairperson

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 Sunnyvale Pet Parade celebrates community by bringing together residents from all walks of life through a shared love of pets, which are often integral members of many families. This event encourages a deeper sense of belonging by creating a space where people can connect, and celebrate their pets in a light-hearted and inclusive environment.

Sunnyvale's diverse population is reflected in the range of participants and their pets, from dogs and cats to more exotic companions. The event fosters connections between different cultural and socioeconomic groups, uniting them through their mutual enthusiasm for pets.

In terms of community vitality and identity, the Pet Parade offers more than just a fun day out. It promotes the city's welcoming and inclusive spirit by embracing its diversity and encouraging active participation from local businesses, vendors, and organizations.

By hosting the event in a public space, the parade energizes the downtown area, attracting both local residents and visitors, which helps support local businesses.

## Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

City Wide

- 4a. How many people do you expect to attend your event, how did you arrive at this estimate?

200

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

Our marketing plan for the Sunnyvale Pet Parade includes signage posted in businesses throughout Sunnyvale, social media promotion via the Sunnyvale Chamber of Commerce's platforms, and targeted email blasts to Chamber members. We'll also utilize our established database of previous attendees to drive engagement. SunnyvalePetParade.com will be used as the main hub for event details, registration, and sponsorship opportunities.

## Organization Information

6. 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 Chamber of Commerce's mission is to foster a thriving business community by providing resources, advocacy, and networking opportunities that support local businesses. Through collaboration and community engagement, we aim to create a vibrant, inclusive, and prosperous environment for businesses and residents alike.

## Event Logistics and Budget

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

We will work with Sunnyvale DPS

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

To ensure the Sunnyvale Pet Parade is cost-effective, we seek sponsorships and in-kind donations from local businesses to offset expenses. The event relies on volunteers, minimizing labor cost. We carefully manage the budget, prioritizing critical needs while exploring cost-efficient options. Additionally, the Chamber will leverage its existing communication channels and community partnerships to reduce marketing and logistical costs.

9. 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 \$37.32, 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).

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

We will actively seek additional sponsorships from local businesses and organizations, offering promotional opportunities in return for their support.

We are requesting funding from the city to enhance the event's quality, ensuring a successful experience for participants and spectators alike.

## Sunnyvale Pet Parade Proposal

### Organizer

- Sunnyvale Chamber of Commerce

### Name of Contact

- Michelle Molotsi, Marketing Consultant
- [REDACTED]
- [REDACTED]

### Date and Time of the Event

- October 26, 2025
- 9:00 am – 1:00 pm

### Activities

- Parade, Entertainment, Awards, Photo Booth, Demonstrations and more

### Expenses (\$10,000)

- City Services: \$1,000
- Services (DJ, Entertainment, Photography): \$2,500
- Equipment (Stage, Speakers): \$1,500
- Marketing: \$2,000
- Subcontractors (set-up, cleaning, tents, insurance): \$3,000

### Revenue (\$10,000)

- Grant: \$4,000
- Vendors: \$1,000
- Community Sponsors: \$4,000
- Individual Donations: \$1,000



## Community Events Grant Program Application Calendar Year 2025

**Application Deadline: Friday, October 18, 2024, by 5 p.m.**

Thank you for your interest in the Community Events Grant Program. Please thoroughly review 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.** The City will accept applications through Friday, October 18, 2024, by 5 p.m. Applicants will be notified of award decisions in Jan./Feb. 2025. For questions, email [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or call 408-730-7599.

### Completed applications may be submitted in the following ways:

#### Mail or Drop Off in Person:

Sunnyvale Community Center (Recreation Center Front Desk)  
Attn: Recreation Services Administration  
550 E. Remington Dr., Sunnyvale CA 94087

Email: [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov)

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**Event Name:** Jazz and Beyond

**Date(s)/Time(s) of Event:** July 12, 19, 26 Aug 2, 9, 16, 23 6-8:30 PM

**Sponsoring Organization(s):** Sunnyvale Downtown Association

**Grant Amount Requesting from the City of Sunnyvale:** \$ 10,000

*(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

**Name:** Kristina Kawczynski

**Title:** Director of Operations

**Organization:** Sunnyvale Downtown Assn

**Email:** [REDACTED]

**Phone Number:** [REDACTED]

**Mailing Address:** [REDACTED]

## Event Details

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

The Jazz & Beyond series is a one of a kind, live concert series on History Murphy Avenue. This event provides guests with tables and seating, and menus providing food from a variety of our restaurants, wines by the bottle, glass, and draft beer. These events features popular, local jazz bands every Saturday night for 7 weeks. We provide tables and chairs for attendees to be able to order directly from participating restaurants. This allows guests to order from any participating restaurants and have their order delivered to their table.

These events provide a wonderful opportunity to introduce the community to the restaurants and businesses in Sunnyvale Downtown. This is a one of a kind event that brings people from all over the Bay Area along with Sunnyvale residents and their families.

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

The Jazz & Beyond series has run for over 15 years on Historic Murphy Avenue.

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?

See Attachment.

For almost 2 decades, Jazz and Beyond has provided inclusive entertainment to the people of Sunnyv

## Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

These events are held on Historic Murphy Avenue in Sunnyvale Downtown. This is a f



- 4a. How many people do you expect to attend your event, how did you arrive at this estimate?

Jazz & Beyond is a free event, we anticipate 200-300 people to attend each perform



5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

There will be posters and postcards distributed throughout the city of Sunnyvale at high



## Organization Information

6. 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 (SDA) is a non-profit, membership based, orga

## Event Logistics and Budget

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

This event will require the same level of detailed planning and production that all of our events

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

This event generates revenue from our beverage booth in addition to sponsors, city funds, an

9. 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 \$37.32, 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).
10. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

Each year as prices continue to go up for this event, we continue to work to secure city funding

## 2025 Community Event Application – Jazz and Beyond

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?

For almost 2 decades, Jazz and Beyond has provided inclusive entertainment to the people of Sunnyvale which they share with pride by bringing friends and families. Workers, community members, residents, and families are able to dine, drink, and dance together. Live music at Jazz & Beyond has a universal way of connecting people from all walks of life.

### Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

These events are held on Historic Murphy Avenue in Sunnyvale Downtown. This is a family event and tables are always open on a first come, first serve basis. People from all over the Bay Area come and enjoy the bands playing, good food and the ambiance this event brings to Sunnyvale.

4a. How many people do you expect to attend your event, how did you arrive at this estimate?

Jazz & Beyond is a free event, we anticipate 200-300 people to attend each performance based on previous years.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

There will be posters and postcards distributed throughout the city of Sunnyvale at high foot traffic locations. Our website [www.sunnyvaledowntown.org](http://www.sunnyvaledowntown.org) will provide information on our events page. We also share information via our social channels and Eventbrite.

### Organization Information

6. 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 (SDA) 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, city funds, and revenue producing events. The SDA serves as the voice of the downtown by advocating for policies, programs, and events that support the economic growth of the Downtown. The SDA performs as the marketing arm and ambassador for the Downtown and the City of Sunnyvale. We produce broad-appeal events that supplement the individual businesses marketing efforts. This collaboration brings attention and community engagement to the SDA Business Improvement District. For the SDA's most recent financial statements, please see BID Renewal Request/State of the Downtown 2024.

### Event Logistics and Budget

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

This event will require the same level of detailed planning and production that all of our events receive. Volunteers return each year because they enjoy the events themselves and want to continue to be a part

## 2025 Community Event Application – Jazz and Beyond

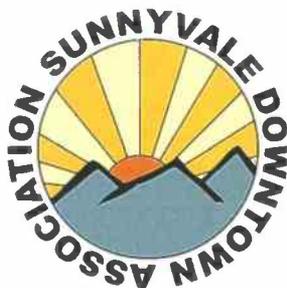
of it. We have 3 security guards with walkie-talkies to keep in communication during events in case of any issues. The SDA has demonstrated over 20 years of delivering fun community events.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

This event generates revenue from our beverage booth in addition to sponsors, city funds, and community grants. The SDA has configured an event time-line, detailed budget, and a staff task grid that identifies all of the job tasks needed to produce a safe and successful event.

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

Each year as prices continue to go up for this event, we continue to work to secure city funding, Business Improvement Districts fees, corporate and community sponsorships. Jazz & Beyond provides a beverage booth to generate revenue from alcohol sales. We are able to maintain the overall operational costs for these events. Community sponsorships are never guaranteed. We work to ensure financially funded events each season.



## State of the Downtown for 2023/2024 - 2024/2025

### What is a BID?

A BID (Business Improvement District, authorized by State of California law) provides funding for promoting and improving a specific area. All business license holders inside the said district are self-assessed with an annual fee based on anticipated benefits they receive from the BID.

The BID is reauthorized yearly by the City Council at the request of the businesses' Board of Directors. A BID is used by over 200 business areas in California, including Mountain View, Palo Alto, Santa Clara, Morgan Hill, and San Jose. The BID has legal requirements to be reauthorized. Specifically, the City Council must approve the Annual Budget and adopt a Resolution of Intent (ROI) to reauthorize the BID for another year. Once the ROI is adopted, a public hearing must be held during a Council meeting.

Each year after the city has reauthorized the BID, businesses receive an invoice from the city finance department for BID fees. The city collects the fees annually, and businesses are invoiced at the beginning of June for the next fiscal year. Once received, funds can only be used for projects within the BID boundaries. The BID maintains complete control of all BID funds collected.

The formula for defining our BID assessment amount is as follows: the Sunnyvale Downtown Association (SDA) Board considers the businesses' type, size, and location. Then, it selects the most equitable formula for every business. Typically, BID assessments are included as a separate charge from the business license tax and are billed to every business within the BID boundaries.

Assessments are levied on businesses based on relative benefits from annual activities. All assessment funds collected by the City are returned to the BID through annual contract agreements. The city does collect a fee for administrative costs associated with this service. The price is reviewed and adjusted annually as needed.

By state law, we use the BID funds to support community business activities, promote public events, decorate public places, and provide entertainment within the BID. In addition, BID funds include advertising, marketing materials, digital guides, operational expenditures, websites, e-letters, street/holiday lighting, and events.

Our BID fees are a self-imposed tax on the downtown businesses, outside of paying their standard fees, taxes, and license fees associated with owning and operating a business in our downtown district.

### **The Mission of the Sunnyvale Downtown Association (SDA)**

SDA is a non-profit membership-based organization whose mission is to promote, advocate and enhance the vitality of downtown Sunnyvale. The SDA is funded by BID fees, city grants, sponsorships, and revenue-producing events.

The current SDA Board of Directors includes Chair – Dr. Gary Gold of Dr. Gary Gold & Associates, Secretary – Leigh Odum of Leigh's Favorite Books, Treasurer - Amit Rajgarhia of Dish Dash, and Members At Large –Katie Voong of Mayan Kitchen/K'Tea Cafe, Justin Breining of Whole Foods Market, Amal Allan of City National Bank and Salvatore Foresta of Sweet Sicily.

The SDA also serves as the voice of downtown Sunnyvale by:

- Advocating for policies, programs, and events that support the economic growth of the downtown.
- Acting as the downtown marketing arm, voice, and ambassador for the City of Sunnyvale.
- Producing attractive events for the community.
- Promoting downtown as a premier venue for other groups to produce events.
- Working with other community-based organizations that share downtown Sunnyvale's growth and continued vitality.

### **Budget**

2023/24 BID fees collected from the businesses totaled \$35,000 (approximately 9.8% of our Income), and the City of Sunnyvale's contributions combined with community grants of \$67,500 (19% of our Income) acts as SDA foundational funding. The rest of SDA revenue comes from a combination of developer support, corporate sponsorships, sales/concessions, and event participant fees.

As always stated, we cannot guarantee that we will have this same level of developer, community and/or corporate sponsorship support in any given year. So, we rely on all support channels to ensure fiscal accountability.

On February 14, 2024, the SDA Board of Directors approved the BID 2023/2024 budget.

Below we have included a brief overview of some significant expense areas:



## Event Sponsorships & City Contribution

We are grateful for continued support from the city and sponsors who help keep our SDA events growing and serving the community in 2023/24. We thank the City of Sunnyvale, Cityline Sunnyvale, Minkoff Group, El Camino Health, Google, LinkedIn, Specialty Waste, PNC Bank, Murphy Square, Silicon Valley Clean Energy and StarOne Credit Union for continuing their support.

As we've always stated, more than ever, the SDA and our downtown businesses need city and other sponsorship support for these events. Due to the current economic uncertainty ahead, supply cost increases, ongoing fixed costs, and annual wage increases, these events allow business owners to weather these challenges during this unprecedented period.

Each year in January, the SDA evaluates what sponsorship support we have coming in. We always plan months in advance to ensure that we can deliver the events the SDA puts on annually. However, it is always hard to predict what our budget will look like six months before the coming fiscal year.

## Event-Related Financial Breakdown

Our focus in 2023/2024 has continued to address our SDA businesses' needs amidst the economic challenges that have impacted our downtown district. We continued working through the many financial challenges despite corporate sponsorship reductions and were unable to host events throughout the downtown due to construction. Over the last couple of years, we were fortunate to have received support from community grants, annual City support, developer support, and critical local and corporate sponsorships to help.

	2023/2024	2024/2025
INCOME	Actual	Projected
Holiday Tree Lighting	13,000.00	13,000.00
Jazz & Beyond	39,679.33	47,000.00
Taste of World and Wine Stroll	28,500.00	38,000.00
Music on Murphy	7,500.00	13,000.00
Summer Series	44,652.00	50,500.00
Tech Expo Sales	0	5,000.00
<b>TOTAL EVENT INCOME</b>	<b>133,331.33</b>	<b>166,500.00</b>

EXPENSES		
Holiday Christmas Tree Lighting Fees	9,500.00	7,000.00
Jazz & Beyond Fees	36,252.85	35,000.00
Taste of the World Fees	18,920.67	15,000.00
Music on Murphy Expenses	3,766.87	5,000.00
Stronger Together Fees	0	0
Summer Series Fees	28,467.44	27,500.00
Technology Expo Fees	0	5,000.00
<b>TOTAL EVENT EXPENSES</b>	<b>96,907.83</b>	<b>94,500.00</b>

*\*\* The event expenses only reflect general marketing and promotional material, day of staffing, wine, beer, performers, and some equipment. It does not include pre-event preparation costs for staff labor to follow up with vendors, host location coordination, design time for marketing products, booking bands, volunteer coordination, poster/flyer design, social media outreach & website, ticket sales, beverage sales, and various other tasks required to deliver the SDA events annually.*

## **Overview**

The 2023/24 year proved successful despite the many challenges the SDA has experienced. We invested in better financial strategies, management tools, and marketing solutions early in the year. The downtown is continually building towards a better community, with new opportunities to advocate for new businesses and host events.

We delivered sixteen Dining and Dancing on Murphy events, the Taste of the World Wine Stroll, seven Summer Music concerts, seven Jazz & Beyond concerts, the Annual Holiday Tree Lighting Celebration, and other partnering events. This year, our Dining and Dancing events have enhanced the dining experience, while new partnerships with other community events have expanded our downtown footprint.

The SDA continues to work with Cityline Sunnyvale and other developers, property managers, and the City of Sunnyvale to promote cohesion between the existing businesses in Sunnyvale and the expansion of downtown Sunnyvale.

We also want to thank all the downtown Sunnyvale businesses that make this possible with their continued participation and support. We appreciate the sacrifices our BID members have endured with the changes in our downtown's new developments. We are excited and optimistic about the future and its possibilities. Downtown Sunnyvale continues to expand with many new commercial and retail businesses, and entertainment destinations.

## **Future**

Keeping the BID fee assessment in conjunction with the city's contribution provides the foundational funding for our organization. The SDA's goal is to continue producing quality events and promoting downtown Sunnyvale as a great place to shop, dine, work, and live. In addition, these events attract new visitors to our vibrant and growing downtown with community pride.

This year the SDA will continue to focus on connecting more current and new businesses to our website to provide additional visibility with promotions, events, and job listings. We have also been reaching out to banking, financial planning, IT Services, social media experts, and other services based on business-specific requests. In addition, we offer a conference room and training room so our members can have an area to meet with clients and vendors and train their staff. The new construction is ongoing for the next few years; many new businesses are looking for direction and support in their new community; the SDA is here to assist them in navigating our city and downtown.

We appreciate the continued support of the SDA's BID, and we do not take the support for granted. The SDA continues to be good stewards of all funds, grants, and sponsorships we receive and considers this partnership with the common goals for a vibrant downtown.

*Michael Johnson*

Executive Director  
Sunnyvale Downtown Association

Alcohol	4000	
Uhaul	1000	
Bands	8000	
Other exp	35000	
Insurance	4000	
		52000
Revenue		
Sales	25000	
City Contributions	20000	
		45000
Net Cost	-7000	
Asking	10000	



Sunnyvale

**Community Events Grant Program Application  
Calendar Year 2025**

**Application Deadline: Friday, October 18, 2024, by 5 p.m.**

Thank you for your interest in the Community Events Grant Program. Please thoroughly review 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.** The City will accept applications through Friday, October 18, 2024, by 5 p.m. Applicants will be notified of award decisions in Jan./Feb. 2025. For questions, email [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or call 408-730-7599.

**Completed applications may be submitted in the following ways:**

*Mail or Drop Off in Person:*

Sunnyvale Community Center (Recreation Center Front Desk)  
Attn: Recreation Services Administration  
550 E. Remington Dr., Sunnyvale CA 94087

*Email:* [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov)

.....

<b>Event Name:</b>	Holiday Tree Lighting Celebration
<b>Date(s)/Time(s) of Event:</b>	12/6 5-7:30PM
<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>	Kristina Kawczynski
<b>Title:</b>	Director of Operations
<b>Organization:</b>	Sunnyvale Downtown Association
<b>Email:</b>	[REDACTED]
<b>Phone Number:</b>	[REDACTED]
<b>Mailing Address:</b>	[REDACTED]

## Event Details

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

On the first Saturday of December, the Holiday Tree Lighting Celebration brings together the families and community of Sunnyvale to celebrate the holiday season. The tree is brought to life once lit by the city's Mayor. People have an option to have photos taken at our sponsored photo booth. Photos are also available for electronic distribution. This is a free event open to families, couples and community residence. The event will take place on Historic Murphy Avenue and kicks off the holiday season with an array of lights, photos, performances, and great memories!

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

We have held this event for over the past 25 years. It takes place the first Saturday of December in Sunnyvale Downtown on Historic Murphy Avenue.

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?

See Attachment

This event brings residents and city officials to Sunnyvale Downtown where we will have a large Christ

## Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

Our event is held on Historic Murphy Avenue in Downtown Sunnyvale. It is an opportu



- 4a. How many people do you expect to attend your event, how did you arrive at this estimate?

We expect around 400 people to attend this event if the weather permits, based on p



5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

There will be posters and postcards distributed throughout the city of Sunnyvale at high



## Organization Information

6. 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 (SDA) is a non-profit, membership based, orga

## Event Logistics and Budget

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

This event will require the same level of detailed, planning and production that all of our events

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

To start, this event is a non-income generating event. All proceeds are generated via sponsor

9. 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 \$37.32, 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).
10. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

These events are sponsored by city funding, Business Improvement Districts fees, and commu

## 2025 Community Event Application – Holiday Tree

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?

This event brings residents and city officials to Sunnyvale Downtown where we will have a large Christmas tree with performers and Santa. We also encourage participation from our community by hosting choirs from various local schools such as, Columbia Middle School, Fremont High School, and Homestead High School. These organizations bring their own entourage of faculty and family for a festive, family event. We also have the local dance company, DANCE ATTACK!, who performs as part of our celebration. We welcome all of our community to come celebrate and kick off of the holiday season with us!

### Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

Our event is held on Historic Murphy Avenue in Downtown Sunnyvale. It is an opportunity for everyone who is interested to enjoy the festivities with neighbors, family and friends in a fun community celebration.

4a. How many people do you expect to attend your event, how did you arrive at this estimate?

We expect around 400 people to attend this event if the weather permits, based on previous years.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

There will be posters and postcards distributed throughout the city of Sunnyvale at high foot traffic locations. Our website [www.sunnyvaledowntown.org](http://www.sunnyvaledowntown.org) will provide information on our events page. We also share information via our social channels and Eventbrite.

### Organization Information

6. 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.

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### Event Logistics and Budget

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

## 2025 Community Event Application – Holiday Tree

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. The SDA has demonstrated over 20 years of delivering fun community events.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

To start, this event is a non-income generating event. All proceeds are generated via sponsors, city funds, and community grants. This is a give-back to the community, which strives to bring all community residents together to celebrate the holiday season. The SDA will purchase the holiday tree, lights and decor, as well as hire a photobooth and other potential costs.

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

These events are sponsored by city funding, Business Improvement Districts fees, and community sponsorships. We are able to maintain the overall operational costs for these events. However, community sponsorships are never guaranteed. We work to ensure financially funded events each season.



## State of the Downtown for 2023/2024 - 2024/2025

### What is a BID?

A BID (Business Improvement District, authorized by State of California law) provides funding for promoting and improving a specific area. All business license holders inside the said district are self-assessed with an annual fee based on anticipated benefits they receive from the BID.

The BID is reauthorized yearly by the City Council at the request of the businesses' Board of Directors. A BID is used by over 200 business areas in California, including Mountain View, Palo Alto, Santa Clara, Morgan Hill, and San Jose. The BID has legal requirements to be reauthorized. Specifically, the City Council must approve the Annual Budget and adopt a Resolution of Intent (ROI) to reauthorize the BID for another year. Once the ROI is adopted, a public hearing must be held during a Council meeting.

Each year after the city has reauthorized the BID, businesses receive an invoice from the city finance department for BID fees. The city collects the fees annually, and businesses are invoiced at the beginning of June for the next fiscal year. Once received, funds can only be used for projects within the BID boundaries. The BID maintains complete control of all BID funds collected.

The formula for defining our BID assessment amount is as follows: the Sunnyvale Downtown Association (SDA) Board considers the businesses' type, size, and location. Then, it selects the most equitable formula for every business. Typically, BID assessments are included as a separate charge from the business license tax and are billed to every business within the BID boundaries.

Assessments are levied on businesses based on relative benefits from annual activities. All assessment funds collected by the City are returned to the BID through annual contract agreements. The city does collect a fee for administrative costs associated with this service. The price is reviewed and adjusted annually as needed.

By state law, we use the BID funds to support community business activities, promote public events, decorate public places, and provide entertainment within the BID. In addition, BID funds include advertising, marketing materials, digital guides, operational expenditures, websites, e-letters, street/holiday lighting, and events.

Our BID fees are a self-imposed tax on the downtown businesses, outside of paying their standard fees, taxes, and license fees associated with owning and operating a business in our downtown district.

### **The Mission of the Sunnyvale Downtown Association (SDA)**

SDA is a non-profit membership-based organization whose mission is to promote, advocate and enhance the vitality of downtown Sunnyvale. The SDA is funded by BID fees, city grants, sponsorships, and revenue-producing events.

The current SDA Board of Directors includes Chair – Dr. Gary Gold of Dr. Gary Gold & Associates, Secretary – Leigh Odum of Leigh's Favorite Books, Treasurer - Amit Rajgarhia of Dish Dash, and Members At Large –Katie Voong of Mayan Kitchen/K'Tea Cafe, Justin Breining of Whole Foods Market, Amal Allan of City National Bank and Salvatore Foresta of Sweet Sicily.

The SDA also serves as the voice of downtown Sunnyvale by:

- Advocating for policies, programs, and events that support the economic growth of the downtown.
- Acting as the downtown marketing arm, voice, and ambassador for the City of Sunnyvale.
- Producing attractive events for the community.
- Promoting downtown as a premier venue for other groups to produce events.
- Working with other community-based organizations that share downtown Sunnyvale's growth and continued vitality.

### **Budget**

2023/24 BID fees collected from the businesses totaled \$35,000 (approximately 9.8% of our Income), and the City of Sunnyvale's contributions combined with community grants of \$67,500 (19% of our Income) acts as SDA foundational funding. The rest of SDA revenue comes from a combination of developer support, corporate sponsorships, sales/concessions, and event participant fees.

As always stated, we cannot guarantee that we will have this same level of developer, community and/or corporate sponsorship support in any given year. So, we rely on all support channels to ensure fiscal accountability.

On February 14, 2024, the SDA Board of Directors approved the BID 2023/2024 budget.

Below we have included a brief overview of some significant expense areas:



## Event Sponsorships & City Contribution

We are grateful for continued support from the city and sponsors who help keep our SDA events growing and serving the community in 2023/24. We thank the City of Sunnyvale, Cityline Sunnyvale, Minkoff Group, El Camino Health, Google, LinkedIn, Specialty Waste, PNC Bank, Murphy Square, Silicon Valley Clean Energy and StarOne Credit Union for continuing their support.

As we've always stated, more than ever, the SDA and our downtown businesses need city and other sponsorship support for these events. Due to the current economic uncertainty ahead, supply cost increases, ongoing fixed costs, and annual wage increases, these events allow business owners to weather these challenges during this unprecedented period.

Each year in January, the SDA evaluates what sponsorship support we have coming in. We always plan months in advance to ensure that we can deliver the events the SDA puts on annually. However, it is always hard to predict what our budget will look like six months before the coming fiscal year.

## Event-Related Financial Breakdown

Our focus in 2023/2024 has continued to address our SDA businesses' needs amidst the economic challenges that have impacted our downtown district. We continued working through the many financial challenges despite corporate sponsorship reductions and were unable to host events throughout the downtown due to construction. Over the last couple of years, we were fortunate to have received support from community grants, annual City support, developer support, and critical local and corporate sponsorships to help.

INCOME	2023/2024	2024/2025
	Actual	Projected
Holiday Tree Lighting	13,000.00	13,000.00
Jazz & Beyond	39,679.33	47,000.00
Taste of World and Wine Stroll	28,500.00	38,000.00
Music on Murphy	7,500.00	13,000.00
Summer Series	44,652.00	50,500.00
Tech Expo Sales	0	5,000.00
<b>TOTAL EVENT INCOME</b>	<b>133,331.33</b>	<b>166,500.00</b>

EXPENSES		
Holiday Christmas Tree Lighting Fees	9,500.00	7,000.00
Jazz & Beyond Fees	36,252.85	35,000.00
Taste of the World Fees	18,920.67	15,000.00
Music on Murphy Expenses	3,766.87	5,000.00
Stronger Together Fees	0	0
Summer Series Fees	28,467.44	27,500.00
Technology Expo Fees	0	5,000.00
<b>TOTAL EVENT EXPENSES</b>	<b>96,907.83</b>	<b>94,500.00</b>

*\*\* The event expenses only reflect general marketing and promotional material, day of staffing, wine, beer, performers, and some equipment. It does not include pre-event preparation costs for staff labor to follow up with vendors, host location coordination, design time for marketing products, booking bands, volunteer coordination, poster/flyer design, social media outreach & website, ticket sales, beverage sales, and various other tasks required to deliver the SDA events annually.*

## **Overview**

The 2023/24 year proved successful despite the many challenges the SDA has experienced. We invested in better financial strategies, management tools, and marketing solutions early in the year. The downtown is continually building towards a better community, with new opportunities to advocate for new businesses and host events.

We delivered sixteen Dining and Dancing on Murphy events, the Taste of the World Wine Stroll, seven Summer Music concerts, seven Jazz & Beyond concerts, the Annual Holiday Tree Lighting Celebration, and other partnering events. This year, our Dining and Dancing events have enhanced the dining experience, while new partnerships with other community events have expanded our downtown footprint.

The SDA continues to work with Cityline Sunnyvale and other developers, property managers, and the City of Sunnyvale to promote cohesion between the existing businesses in Sunnyvale and the expansion of downtown Sunnyvale.

We also want to thank all the downtown Sunnyvale businesses that make this possible with their continued participation and support. We appreciate the sacrifices our BID members have endured with the changes in our downtown's new developments. We are excited and optimistic about the future and its possibilities. Downtown Sunnyvale continues to expand with many new commercial and retail businesses, and entertainment destinations.

## **Future**

Keeping the BID fee assessment in conjunction with the city's contribution provides the foundational funding for our organization. The SDA's goal is to continue producing quality events and promoting downtown Sunnyvale as a great place to shop, dine, work, and live. In addition, these events attract new visitors to our vibrant and growing downtown with community pride.

This year the SDA will continue to focus on connecting more current and new businesses to our website to provide additional visibility with promotions, events, and job listings. We have also been reaching out to banking, financial planning, IT Services, social media experts, and other services based on business-specific requests. In addition, we offer a conference room and training room so our members can have an area to meet with clients and vendors and train their staff. The new construction is ongoing for the next few years; many new businesses are looking for direction and support in their new community; the SDA is here to assist them in navigating our city and downtown.

We appreciate the continued support of the SDA's BID, and we do not take the support for granted. The SDA continues to be good stewards of all funds, grants, and sponsorships we receive and considers this partnership with the common goals for a vibrant downtown.

*Michael Johnson*

Executive Director  
Sunnyvale Downtown Association

Tree	4500
Photo Booth	1500
DJ	500
Other exp	2500
Insurance	1000
Revenue	
Sales	0
City Contributions	6000
Net Cost	-4000
Asking	5000



**Community Events Grant Program Application  
Calendar Year 2025**

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Attn: Recreation Services Administration  
550 E. Remington Dr., Sunnyvale CA 94087

*Email:* [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov)

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**Event Name:** Summer Series Music and Market

**Date(s)/Time(s) of Event:** July 9, 16, 23, 30 Aug. 6, 13, 20 6-8:30pm

**Sponsoring Organization(s):** Sunnyvale Downtown Association

**Grant Amount Requesting from the City of Sunnyvale:** \$ 10,000

*(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**

**Name:** Kristina Kawczynski

**Title:** Director of Operations

**Organization:** Sunnyvale Downtown Association

**Email:** [REDACTED]

**Phone Number:** [REDACTED]

**Mailing Address:** [REDACTED]

## Event Details

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

The Summer Music Series Music and Market is a 7-week, Wednesday night, music concert series in Sunnyvale's Downtown District. Even with these events taking place on a Wednesday night, they have an amazing attendance of 700+ people attending each week. This lively summer event hosts top talents from around the Bay Area to play Top 40, Funk, Rock, and other fun dance music! Local vendors, sponsors, and businesses can pay for a vendor booth and set up to display their art, business, or informative information out to visitors. Past vendors include: Santa Clara County Registrar of Voters, The City of Sunnyvale, Sunnyvale DPS, local banks, local businesses, and artists. We also have beer and wine available for purchase by attendees at the beverage booth.

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

Yes, Summer Series Music and Market has been held on Historic Murphy Avenue for the past 25 years.

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?

See Attachment

This event brings the community together by hosting a live music show, as well as provide local vendors

## Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

We welcome everyone to the Summer Series and Market. While we target the Sunnyv



- 4a. How many people do you expect to attend your event, how did you arrive at this estimate?

We anticipate crowds of 600+ people every Wednesday, along with customers that ar



5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

There will be posters and entertainment line-up schedules distributed throughout Downt



## Organization Information

6. 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 (SDA) is a non-profit, membership based, orga

## Event Logistics and Budget

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

We have 3 security guards and up to 2 Department of Public Safety officers that patrol this eve

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

This event generates revenue from our beverage booth, in addition to sponsors, city funds, ar

9. 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 \$37.32, 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).

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

Summer Series Music and Market provides a beverage booth to generate revenue from non-a

## 2025 Community Event Application – Jazz and Beyond

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?

This event brings the community together by hosting a live music show, as well as provide local vendors, sponsors, and restaurants with a place to showcase their offerings to the community. It invites everyone in the community the chance to unite and celebrate Sunnyvale at this free outdoor event. Many people come yearly for reunions, date nights, and celebrate with people they have not seen since our previous year's event! Bands come from all over the Bay Area to perform in front of a diverse crowd.

### Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

We welcome everyone to the Summer Series and Market. While we target the Sunnyvale community, many from the surrounding cities and beyond come to enjoy the music!

4a. How many people do you expect to attend your event, how did you arrive at this estimate?

We anticipate crowds of 600+ people every Wednesday, along with customers that are already in downtown experiencing Sunnyvale. We base this number off the previous year's attendance.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

There will be posters and entertainment line-up schedules distributed throughout Downtown Sunnyvale prior to the 7-week series. Posters and postcards are distributed to city establishments and other city businesses. Our website, [www.sunnyvaledowntown.org](http://www.sunnyvaledowntown.org), will have updates and band schedules, along with various vendor information. We will amp up the promotions we do through social medias, as well as post with any updates and reminders on Facebook and Instagram. We also reach out to local apartment communities and apartment communities to spread the word.

### Organization Information

6. 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.

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## 2025 Community Event Application – Jazz and Beyond

### Event Logistics and Budget

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

We have 3 security guards and up to 2 Department of Public Safety officers that patrol this event weekly. All carry walk-talkies to keep in communication if an issue arises. We also use an event timeline and identify all job tasks that are needed to produce a safe and successful event. This event will require the same level of detailed planning and production that all of our events receive. Volunteers return each year because they enjoy the events themselves and want to continue to be a part of it. The SDA has demonstrated over 20 years of delivering fun community events. Our goal is to exceed expectations at every corner!

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

This event generates revenue from our beverage booth, in addition to sponsors, city funds, and community grants. The SDA has configured an event timeline, detailed budget, and a staff task grid that identifies all of the job tasks needed to produce a safe and successful event.

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

Summer Series Music and Market provides a beverage booth to generate revenue from non-alcoholic and alcohol sales in addition to city funding, BID fees, and community sponsorships. Each year as prices continue to go up for this event, we continue to work to secure new corporate, community or city support, as well as community grants. We also offer vendors the opportunity to purchase a vendor space to generate funds. Community and corporate sponsorships are never guaranteed. We work to ensure financially funded events each season.



## **State of the Downtown for 2023/2024 - 2024/2025**

### **What is a BID?**

A BID (Business Improvement District, authorized by State of California law) provides funding for promoting and improving a specific area. All business license holders inside the said district are self-assessed with an annual fee based on anticipated benefits they receive from the BID.

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### **The Mission of the Sunnyvale Downtown Association (SDA)**

SDA is a non-profit membership-based organization whose mission is to promote, advocate and enhance the vitality of downtown Sunnyvale. The SDA is funded by BID fees, city grants, sponsorships, and revenue-producing events.

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### **Budget**

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## **Overview**

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We delivered sixteen Dining and Dancing on Murphy events, the Taste of the World Wine Stroll, seven Summer Music concerts, seven Jazz & Beyond concerts, the Annual Holiday Tree Lighting Celebration, and other partnering events. This year, our Dining and Dancing events have enhanced the dining experience, while new partnerships with other community events have expanded our downtown footprint.

The SDA continues to work with Cityline Sunnyvale and other developers, property managers, and the City of Sunnyvale to promote cohesion between the existing businesses in Sunnyvale and the expansion of downtown Sunnyvale.

We also want to thank all the downtown Sunnyvale businesses that make this possible with their continued participation and support. We appreciate the sacrifices our BID members have endured with the changes in our downtown's new developments. We are excited and optimistic about the future and its possibilities. Downtown Sunnyvale continues to expand with many new commercial and retail businesses, and entertainment destinations.

## **Future**

Keeping the BID fee assessment in conjunction with the city's contribution provides the foundational funding for our organization. The SDA's goal is to continue producing quality events and promoting downtown Sunnyvale as a great place to shop, dine, work, and live. In addition, these events attract new visitors to our vibrant and growing downtown with community pride.

This year the SDA will continue to focus on connecting more current and new businesses to our website to provide additional visibility with promotions, events, and job listings. We have also been reaching out to banking, financial planning, IT Services, social media experts, and other services based on business-specific requests. In addition, we offer a conference room and training room so our members can have an area to meet with clients and vendors and train their staff. The new construction is ongoing for the next few years; many new businesses are looking for direction and support in their new community; the SDA is here to assist them in navigating our city and downtown.

We appreciate the continued support of the SDA's BID, and we do not take the support for granted. The SDA continues to be good stewards of all funds, grants, and sponsorships we receive and considers this partnership with the common goals for a vibrant downtown.

*Michael Johnson*

Executive Director  
Sunnyvale Downtown Association

Tree	4500
Photo Booth	1500
DJ	500
Other exp	2500
Insurance	1000
Revenue	
Sales	0
City Contributions	6000
Net Cost	-4000
Asking	5000



**Community Events Grant Program Application  
Calendar Year 2025**

**Application Deadline: Friday, October 18, 2024, by 5 p.m.**

Thank you for your interest in the Community Events Grant Program. Please thoroughly review 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.** The City will accept applications through Friday, October 18, 2024, by 5 p.m. Applicants will be notified of award decisions in Jan./Feb. 2025. For questions, email [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or call 408-730-7599.

**Completed applications may be submitted in the following ways:**

*Mail or Drop Off in Person:*

Sunnyvale Community Center (Recreation Center Front Desk)  
Attn: Recreation Services Administration  
550 E. Remington Dr., Sunnyvale CA 94087

*Email:* [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov)

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**Event Name:** Fall Festival

**Date(s)/Time(s) of Event:** Saturday, Oct 25, 2025 4:00-6:30

**Sponsoring Organization(s):** Sunnyvale Heritage Park Museum

**Grant Amount Requesting from the City of Sunnyvale:** \$2,400

*(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**

**Name:** Kim Thurgate

**Title:** Event Manager

**Organization:** Sunnyvale Heritage Park Museum

**Email:** [REDACTED]

**Phone Number:** [REDACTED]

**Mailing Address:** [REDACTED]

## Event Details

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

We would like to celebrate the Fall Season by offering a fun event for the whole family and for all ages and abilities. We plan to offer FREE admission and many free activities: Musical entertainment, games, etc. We will have an Enchanted stroll with mini vignettes with dressed up characters and fun stories to share. We have some additional ideas that we would like to pursue with a City representative. Our intent is to involve students from our local High School and outreach to other private schools as well. We hope to invite a few other museums and organization to participate by having a booth and offering a fun fall craft or activity. We hope to have a Fall scene set up with our museum for visitors to get their photos taken. This will help to promote the Museum and our city.

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

No, this will be the first Fall Festival for our Museum.

I have organized other Community Events for the museum that demonstrate that we put on enjoyable and successful events (Anniversary Event 2018 and Walk Through Time 2022). Our museum staff and volunteers come together to plan and implement wonderful community events.

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?

See Attachment

The Fall Festival will bring Sunnyvale neighbors together to celebrate the season, play together and h

## Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

The event will be advertised citywide. We hope to attract both Sunnyvale and neighbor



- 4a. How many people do you expect to attend your event, how did you arrive at this estimate?

Based on past events held by the museum, we hope to have close to 700 visitors duri



5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

We will advertise the Festival on our website, nextdoor, local calendar sites, and Facet



## Organization Information

6. 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.

See page 6

## Event Logistics and Budget

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

We have a Event Manager that will lead the planning and implementation of this event. She will

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

The event budget has been prepared and is based on past experience. The SHS has an exce

9. 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 \$37.32, 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).

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

We will research Grant opportunities, seek out sponsorship, and pursue In-Kind donations. A

2025 Community Event Application – Fall Festival

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 Fall Festival will bring Sunnyvale neighbors together to celebrate the season, play together and hopefully make new acquaintances. Community events that are held at the museum introduces everyone to the diverse and enriching events we have on a regular basis. The atmosphere will be festive, set on the beautiful museum grounds. The museum will be open for an evening tour where people can connect to the amazing history of Sunnyvale.,

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

The event will be advertised citywide. We hope to attract both Sunnyvale and neighboring cities.

4a. How many people do you expect to attend your event, how did you arrive at this estimate?

Based on past events held by the museum, we hope to have close to 700 visitors during the 2.5 hr event.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

We will advertise the Festival on our website, nextdoor, local calendar sites, and Facebook Events. We will post Fliers at the library, community center, chamber of commerce and any local Calendar posting sites we can find. Our museum newsletter will also have many advertisements and articles about the event during the months leading up to the event.

Organization Information

6. 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 Historical Society and Museum Associations Mission statement reads as follows

The Mission of the Society is to make known to the residents of Sunnyvale and neighboring communities of the heritage and history of Sunnyvale through the actions of Preservation, Promotion, Education and Coordination.

Our Preservation mission will be fulfilled through ongoing collecting, identifying and recording heritage resources.

Our Promotion mission will be fulfilled through the reaching of the greatest possible audience by supporting a quality historical museum with dynamic exhibits and educational programs.

Our Educational mission will be directed to all ages and will be fulfilled through providing research resources and supporting dynamic programs for public enrichment and publishing. Extensive hands-on history classes will be provided free of charge to all local school children.

## Question 6

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Our Educational mission will be directed to all ages and will be fulfilled through providing research resources and supporting dynamic programs for public enrichment and publishing. Extensive hands-on history classes will be provided free of charge to all local school children.

Our Coordination mission will be fulfilled through collaboration with interested individuals and organizations on heritage preservation concerns at the local, regional state and national levels.

This event will fulfill every one of those components and all of our residents who have made this city the wonderful one it has become will celebrate its achievements.

The SHS is a non-profit organization with full 501c3 status. It is also a 100% volunteer organization with over 600 members. The museum has opened its doors to over 28,000 visitors since opening in September of 2008. We also provide a 2.5 hour history class to over 1600 third grade students each school year. All programs, events, visitors, tours and classes are open to the public free of charge.

## 2025 Community Event Application – Fall Festival

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### Event Logistics and Budget

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

We have a Event Manager that will lead the planning and implementation of this event. She will help lead a team of other museum volunteers in the various elements of the event to ensure that every aspect of the event has been thought about and that the safety of our visitors is kept in utmost importance.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

The event budget has been prepared and is based on past experience. The SHS has an excellent record of financial management and has worked closely with the City with site development. We have previously hosted very successful and community enjoyed events. Our events involve detailed planning from conception to the final implementation of the event.. We do not receive any city, county or state funding.

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

We will research Grant opportunities, seek out sponsorship, and pursue In-Kind donations. A couple of the activities will have a minimal charge to help cover the cost of that activity.

## Community Event Grant Funding Budget Worksheet

Event: Fall Festival

Date: Saturday, Oct 25, 2025 Time: 4:00 – 6:30

Submitted by: Kim Thurgate - Event Manager for Sunnyvale Heritage Park Museum

<b>FOOD/HOSPITALITY</b>	<b>COST/ DOLLAR</b>	<b>Loan or Donated= (In-KIND)  ACTUAL COST</b>	<b>SEE NOTE 1</b>
Food at event	\$200		Hot Drinks and treat Cart/Vender
Fresh Popcorn	\$30		Popcorn, bags
Water Station for Visitors	\$30		Refill Station only 5 gal Igloo Ice
<b>Food Total</b>	\$260		
<b>EQUIPMENT</b>	<b>COST/ DOLLAR</b>	<b>IN-KIND/ ACTUAL</b>	
Pop-up Awnings \$55 x 10	\$550		
Tables/Chair Rental	\$900		
Event Item pickup and drop off – Truck use	\$100		
Hay bales	\$200		
Pumpkins	\$150		
<b>Equipment Total</b>	\$1900		
<b>EVENT AND BOOTH SUPPORT</b>	<b>COST/ DOLLAR</b>	<b>IN-KIND/ ACTUAL</b>	<b>SEE NOTE 2</b>
Craft Supplies	\$400		
Games and token awards	\$200		
Enchanted Forest Setup – Screens and props	\$200		
Kraft Paper - table protection at crafts	\$50		

Booth set up and educational displays Master Gardeners, Orchard Display Craft Booth Venders	\$100		
<b>Total</b>	\$950		
<b>ENTERTAINMENT AND SPECIAL ATTRACTIONS</b>	<b>COST/ DOLLAR</b>	<b>IN-KIND/ ACTUAL</b>	
MUSIC 4:00 – 5:00 and 5:20 -6:20	\$100		
Story Teller/Puppet Show 5:00 – 5:20			
Enchanted Stroll (walk a maze to mini vignettes of enchanted characters and scenes. No scary scenes... just fun and magical)	\$100		
Need to research:			
Hay Ride – neighborhood, parking area, orchard? Flat bed pulled by a truck or tractor	\$200		
<b>Entertainment Total</b>	\$400		
<b>PRINTING</b>	<b>COST/ DOLLAR</b>	<b>IN-KIND/ ACTUAL</b>	<b>NOTE 3</b>
Publicity: ‘Save the Date’ cards, Fliers, poster	\$100		
Street Sign TOPPERS 9 double-sided 9x20	\$280		
Event Informational signs	\$300		
Acknowledge/Thank you poster	\$70		

<b>Printing Total</b>	\$750		
<b>PROMOTION</b>			
	<b>COST/ DOLLAR</b>	<b>IN-KIND/ ACTUAL</b>	<b>NOTE 4</b>
Artist / Graphics designer fees	\$500		
"Save the Date" cards 500 3.5"x 5"	See Printing above		
Fliers 100	See Printing above		
Paid Advertisement	\$300		
Webmaster Fees	\$200		
Sponsor Outreach – email, phone	\$100		
<b>Promotional Total</b>	<b>\$1,100</b>		
<b>MISCELLANEOUS</b>			
	<b>COST/ DOLLAR</b>	<b>IN-KIND/ ACTUAL</b>	<b>NOTES</b>
Event Application Fee	\$175		
Refuse disposal and recycling	\$0		Will use our own trash cans during the event. Will pick up 3 recycling set-ups
Annex bathrooms would be available	—		
Public Safety	\$300		If needed for Hay Ride or other activities
Photographer	\$200		
Insurance	\$180		
Janitorial service	\$190		
Decorations	\$100		
Vehicle driver ... tractor, wagon etc	\$400		
<b>Miscellaneous Total</b>	<b>\$1370</b>		
<b>LABOR/VOLUNTEER HOURS</b>			
<b>COST per hour \$33.49</b>		<b>IN-KIND/ ACTUAL</b>	<b>Actual Hours will be provided in final report.</b>

Number of People engaged in planning this event: 15

10 months of planning meeting: 3 hrs a month plus 10hrs each the month of the event

Total Planning hours: approx. 600

Number of People needed to implement this event: 70

Total Hour to set up (4) + event (2.5) + clean up (4) = 735

Number of combined hours: 1,335

Value of Volunteer hours: \$44,709.15

<b>TOTAL EXPENSES</b>	<b>\$6,730</b>		
Sum of all expenses listed above			
<i>Note: Requested City community event grant funds cannot exceed 40% of this number)</i>			
<b>PROJECTED REVENUE</b>	<b>\$600</b>		Museum Sales during the event and small amount from the few activities with fees.
<i>List and quantify any projected revenue</i>			
<b>NET COST</b>	<b>\$6,130</b>		
Total Expenses less Projected Revenue			
<b>Funding Request from City</b>	<b>\$2400</b>		
<b>Community Event Grant Program</b>			
<b>40% of Net Cost</b>			

## **BUDGET AND EXPENSE NOTES**

### **NOTE 1 - Refreshments for guests**

We plan to hire a Bistro Vender. We will offer coffee, hot coco, tea and some type of fall treat, like waffles or donuts. We will also have popcorn to enjoy.

### **NOTE 2 - Event and Booth Support:**

We will invite other museums and organizations to run a craft booth or games at the event. This will help promote other museums and organizations while providing activities for visitors. The more our various Bay Area museums network together the better it is for our community. This also helps to enrich our museum.

We hope to attract: Sunnyvale Master Gardener, History San Jose, Community Services, Chamber of Commerce, Orchard Heritage Community, Waldorf School of the Peninsula, our local Boy Scout Troop, Sunnyvale High School students and more.

### **Note 3 & 4**

Signage Printing would be provided by Bay Print Solutions, San Jose with a non-profit organization discount. We will also use a Sunnyvale Printer for any fliers or handouts.

- Publicity: Save the Date cards, Flyers, Poster
- Street Sign Topper – Fit above our street signs to highlight the event. These signs have arrows to help direct visitors to the event
- Large sign with map and activities
- Thank you, board to acknowledge service and donations

## **Organization**

Financial Statement

**SEPTEMBER BALANCE SHEET HIGHLIGHTS**

- **Cash** ○
  - Cash is comprised of: (1) \$92K of operating cash used for general expenses; (2) \$102K of cash & CDs for restricted use towards the extension; and (3) \$306K of "rainy day" reserves invested in cash & CDs
  - \$15K of CDs at CEFCU matured in September and were deposited into Cash, Unrestricted (Reserved)
  - \$85K of CDs at Chase are scheduled to mature in October, and \$105K of CDs at CEFCU are scheduled to mature in December - Future cash flow strategy to be discussed at 10/22 Finance Committee meeting
- **Investments (Other Assets)**
  - \$1.9M of Other Assets is comprised of the endowment fund - \$87K increase from the beginning of the FY'25 is primarily due to change in market value of the portfolio

Statement of Financial Position  
As of September 30, 2024

	TOTAL	
	AS OF SEP 30, 2024	AS OF JUN 30, 2024 (PP)
<b>ASSETS</b>		
Current Assets		
Bank Accounts		
Cash, Restricted (Extension)	23,045.92	21,835.35
Cash, Unrestricted (Operating)	92,094.19	99,672.83
Cash, Unrestricted (Reserved)	16,298.52	894.73
Certificates of Deposit, Restricted	80,000.00	80,000.00
Certificates of Deposits, Unrestricted	289,230.73	302,786.40
<b>Total Bank Accounts</b>	<b>\$500,669.36</b>	<b>\$505,189.31</b>
Accounts Receivable	\$0.00	\$0.00
Other Current Assets	\$400.00	\$0.00
<b>Total Current Assets</b>	<b>\$501,069.36</b>	<b>\$505,189.31</b>
Fixed Assets		
Endowment Fund	\$1,911,475.72	\$1,911,475.72
	\$1,873,245.38	\$1,786,161.43
<b>TOTAL ASSETS</b>	<b>\$4,285,790.44</b>	<b>\$4,202,826.46</b>
<b>LIABILITIES AND EQUITY</b>		
Liabilities		
Equity	\$1,285.00	\$459.00
	\$4,284,505.44	\$4,202,367.46
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$4,285,790.44</b>	<b>\$4,202,826.46</b>

## SEPTEMBER INCOME STATEMENT HIGHLIGHTS

- **Revenue**
  - Sept revenue was higher than Aug primarily due to the \$1K of restricted donations for the extension; current year Q1 was lower than last year, but excluding restricted donations, total Q1 revenue was higher than last year
  - Current year Q1 actual revenue was higher than budget due to higher than anticipated brick sales in July ●
- **Expenditures**
  - Investment management fees category was moved down to Other Expenditures section - These are not true operating expenses and are more comparable to Interest Income, which is in the Other Revenue category
  - Year-over-year, current year Q1 expenses were higher than last year due to: \$1.1K in Gaylord Archival expense, \$1K increase in business insurance (higher premium rates in 2024), \$800 in power washing expense (approved by the Board), and \$800 in Class Consulting costs (also approved by the Board) ●
- **Other Expenditures**
  - Year-over-year, current Q1 Investment management fees were higher than last year due to larger asset base in 2024, contributing to higher fees; in addition, May & June 2024 fees were charged in July

Summary Comparative Profit and Loss (Fiscal Year Basis)  
September 2024

	TOTAL				
	SEP 2024	AUG 2024 (PPI)	SEP 2023 (PY)	JUL - SEP, 2024 (YTD)	JUL - SEP, 2023 (PY YTD)
<b>Revenue</b>					
Bricks and Tiles		200.00		8,475.00	1,375.00
Donations	351.00	100.00	1,681.00	1,784.52	2,287.00
Event Rental Income	410.00	1,035.00		2,145.00	1,010.00
Event Revenue	544.22	453.00	0.00	1,112.22	0.00
Membership Dues	205.75	290.00	170.00	833.08	508.31
Museum Store	821.09	674.56	983.34	2,349.48	2,982.86
Restricted - Extension Funding	1,100.00		1,187.37	1,100.00	12,833.12
Shipping & Handling Income			0.00		0.00
Shipping Income				0.00	
<b>Total Revenue</b>	<b>\$3,432.06</b>	<b>\$2,752.56</b>	<b>\$4,021.71</b>	<b>\$17,799.30</b>	<b>\$21,056.09</b>
Cost of Goods Sold	\$201.44	\$1,569.21	\$1,730.12	\$2,644.50	\$1,947.43
<b>GROSS PROFIT</b>	<b>\$3,230.62</b>	<b>\$1,183.35</b>	<b>\$2,291.59</b>	<b>\$15,154.80</b>	<b>\$19,108.66</b>
<b>Expenditures</b>					
Advertising & Marketing	33.36		22.52	66.72	67.56
Archives Team Expenses	286.90		119.99	1,116.35	119.89
Computer & Telecom Expense	1,582.84	892.58	175.00	2,687.72	2,260.92
Event Expense	129.57		178.25	129.57	321.03
Facilities Expense	681.30	2,519.68	673.30	3,735.79	2,777.70
General & Administrative	1,210.38	3,400.81	2,194.93	5,959.83	5,156.64
Gift Shop Store Supplies	74.41			74.41	
Labor Expense	2,042.40	2,895.47	2,325.27	8,141.34	7,384.20
Other Miscellaneous Service Cost			313.74		313.74
Travel Expense				20.00	
<b>Total Expenditures</b>	<b>\$6,051.16</b>	<b>\$9,708.55</b>	<b>\$5,903.00</b>	<b>\$21,931.73</b>	<b>\$18,401.87</b>
<b>NET OPERATING REVENUE</b>	<b>\$ -2,820.54</b>	<b>\$ -8,525.20</b>	<b>\$ -3,611.41</b>	<b>\$ -6,776.93</b>	<b>\$ 706.79</b>
<b>Other Revenue</b>					
Interest Income	627.23	621.04	1,023.87	1,848.49	2,694.11
Interest Income - Endowment	8,821.95	2,042.16	6,443.08	13,794.68	11,317.96
Interest Income - Extension	11.31		17.65	11.31	17.65
<b>Total Other Revenue</b>	<b>\$9,460.49</b>	<b>\$2,663.70</b>	<b>\$7,484.60</b>	<b>\$15,654.48</b>	<b>\$14,029.72</b>
Other Expenditures	\$2,489.91	\$1,445.78	\$1,305.47	\$8,165.29	\$3,960.87
<b>NET OTHER REVENUE</b>	<b>\$7,000.58</b>	<b>\$1,217.92</b>	<b>\$6,179.13</b>	<b>\$7,489.19</b>	<b>\$10,078.75</b>
<b>NET REVENUE</b>	<b>\$4,180.04</b>	<b>\$ -7,307.28</b>	<b>\$2,567.72</b>	<b>\$712.26</b>	<b>\$10,785.54</b>

## SEPTEMBER BUDGET VS. ACTUAL HIGHLIGHTS

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Revenue</b>				
Bricks and Tiles	8,475.00	600.00	7,875.00	1,412.50 %
Donations	1,784.52	2,202.00	-417.48	81.04 %
Event Rental Income	2,145.00	1,050.00	1,095.00	204.29 %
Event Revenue	1,112.22	0.00	1,112.22	
Membership Dues	833.08	1,299.00	-465.92	64.13 %
Museum Store	2,349.48	2,949.00	-599.52	79.67 %
Online Sales - Donated Items		126.00	-126.00	
Restricted - Extension Funding	1,100.00	2,499.00	-1,399.00	44.02 %
Shipping Income	0.00		0.00	
<b>Total Revenue</b>	<b>\$17,799.30</b>	<b>\$10,725.00</b>	<b>\$7,074.30</b>	<b>165.96 %</b>
Cost of Goods Sold	\$2,644.50	\$1,548.00	\$1,096.50	170.83 %
<b>GROSS PROFIT</b>	<b>\$15,154.80</b>	<b>\$9,177.00</b>	<b>\$5,977.80</b>	<b>165.14 %</b>
<b>Expenditures</b>				
Advertising & Marketing	66.72	75.00	-8.28	88.96 %
Archives Team Expenses	1,116.35	51.00	1,065.35	2,188.92 %
Artifact Maintenance Supplies		99.00	-99.00	
Computer & Telecom Expense	2,687.72	3,498.00	-810.28	76.84 %
Event Expense	129.57	201.00	-71.43	64.46 %
Exhibits Expense		24.00	-24.00	
Facilities Expense	3,735.79	2,925.00	810.79	127.72 %
General & Administrative	5,969.83	3,924.00	2,035.83	151.88 %
Gift Shop Store Supplies	74.41		74.41	
Labor Expense	6,141.34	7,002.00	-1,199.34	116.27 %
Other Miscellaneous Service Cost		99.00	-99.00	
School Program Expense		150.00	-150.00	
Travel Expense	20.00		20.00	
Uncategorized Expense		2,499.00	-2,499.00	
<b>Total Expenditures</b>	<b>\$21,931.73</b>	<b>\$20,547.00</b>	<b>\$1,384.73</b>	<b>106.74 %</b>
<b>NET OPERATING REVENUE</b>	<b>\$-6,776.93</b>	<b>\$-11,370.00</b>	<b>\$4,593.07</b>	<b>59.60 %</b>
<b>Other Revenue</b>				
Interest Income	1,848.49	1,725.00	123.49	107.16 %
Interest Income - Endowment	13,794.68	12,324.00	1,470.68	111.93 %
Interest Income - Extension	11.31		11.31	
<b>Total Other Revenue</b>	<b>\$15,654.48</b>	<b>\$14,049.00</b>	<b>\$1,605.48</b>	<b>111.43 %</b>
<b>Other Expenditures</b>				
Cash (Over)/short-Gift Shop	28.82	126.00	-97.18	22.87 %
Investment Management Fees	8,136.47	3,651.00	4,485.47	222.86 %
<b>Total Other Expenditures</b>	<b>\$8,165.29</b>	<b>\$3,777.00</b>	<b>\$4,388.29</b>	<b>216.18 %</b>
<b>NET OTHER REVENUE</b>	<b>\$7,489.19</b>	<b>\$10,272.00</b>	<b>\$-2,782.81</b>	<b>72.91 %</b>
<b>NET REVENUE</b>	<b>\$712.26</b>	<b>\$-1,098.00</b>	<b>\$1,810.26</b>	<b>-64.87 %</b>

## **Community Events Grant Program Application**

### **Calendar Year 2025**

### **Application Deadline: Friday, October 18, 2024, by 5 p.m.**

Thank you for your interest in the Community Events Grant Program. Please thoroughly review 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.** The City will accept applications through Friday, October 18, 2024, by 5 p.m. Applicants will be notified of award decisions in Jan./Feb. 2025. For questions, email [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or call 408-730-7599.

### **Completed applications may be submitted in the following ways:**

#### *Mail or Drop Off in Person:*

Sunnyvale Community Center (Recreation Center Front Desk)

Attn: Recreation Services Administration

550 E. Remington Dr., Sunnyvale CA 94087

*Email:* [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov)

**Event Name: SUNNYvale Community Welcome Home Party**

**Date(s)/Time(s) of Event: August 2025**

**Sponsoring Organization(s): Sunnyvale Swim Club**

**Grant Amount Requesting from the City of Sunnyvale: \$4000**

*(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**

**Name: Orion Phan and Bob Hill**

**Title: Orion Phan (SUNN Athlete Representative) and Bob Hill (Head Coach/Board Member)**

**Organization: Sunnyvale Swim Club**

**Email:** [REDACTED] and [REDACTED]

**Phone Number:** [REDACTED]

**Mailing Address: P.O. Box A, Sunnyvale, California, 94087**

## **Event Details**

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

SUNN Swim Club (SUNN) is a nonprofit organization (501c) that mainly serves the residents of Sunnyvale and the surrounding communities. We are a competitive swim club sanctioned by the USA Swimming Association and our members are all student athletes, ranging in age from 5 to 18 years, with some collegiate alumni.

SUNN plans to host a **community picnic that has a “county fair” like environment, featuring free food, games, and interactive information booths** for residents of the City of Sunnyvale, student athletes of the SUNN Swim Club, and participants of our Summer Splash Program.

The event will be held outdoors, at the Sunnyvale Community Center or a Sunnyvale City park, from 10 AM to 3 PM on a weekend day in August 2025. SUNN will provide food through catering services or provided by SUNN’s volunteers.

Informational and activity booths will be created and hosted by SUNN’s student athletes and volunteers. Student athletes will research the topic of interest and how the guests can benefit from the experiences and take advantage of the opportunities provided by the City of Sunnyvale to live healthy lives and be more productive and positive residents of Sunnyvale.

We will recruit a representative from the Red Cross, the City of Sunnyvale Aquatics,

our coaches, our high school athletes, our college athletes, and some of our parents that swim to talk about swimming for safety, sport and lifetime fitness. These representatives will be posted at educational booths (see below).

Additionally, we will offer other fun activities such as bounce house, face painting, and arts and crafts.

To encourage participation in these activities, we will have (free) raffle tickets that also serve as a meal ticket. The ticket will be given to all participants for free. The ticket will have a quiz printed on it that will test the participants on their knowledge gained from activities. Throughout the day, a number of tickets will be randomly chosen, the highest scores winning prizes.

The following are list of possible activity or educational booths:

Booth 1 Water Safety:

Educational in nature, we will have posters demonstrating the hazards of the waters, whether the pool or beach. We will inform the guest about the rate of drowning, the common scenario of drowning, the concept of dry drowning - the symptoms to watch for, and hazards of digging beach sandpits.

We will provide information to Sunnyvale's classes, private or public, that teach basic swim lessons to be water safe, such as Sunnyvale's SafeSplash classes held at Fremont Swim Complex or the British Swim School at the 24 Hrs Fitness in Sunnyvale. We will acquire permission from these entities prior to the event.

<https://www.safesplash.com/>

<https://britishswimschool.com/palo-alto/24-hour-fitness-sunnyvale/>

SUNN does not provide basic swim lessons, but this skill is very important to the community, and so we want to provide free advertisement for these programs.

### Booth 2. Aquatic Activities, Youth and Adults:

This booth will feature Sunnyvale's Aquatic offerings: swim lessons, recreation swim, water fitness, and lifeguard training. The booth will show how living active lives through swimming can be healthy.

**Living a healthy life through aquatic sports is not just through competition for the young, but rather a lifelong journey for all ages.** We will use the following Sunnyvale City website as our primary source.

<https://www.sunnyvale.ca.gov/recreation-and-community/classes-and-activities/aquatics>

### Booth 3: SUNN Swim Club and Summer Splash Achievements

SUNN swimmers achieve in the pool, as well as in the classroom. Our student athletes are top athletes, from being ranked in the community to state competitions. Our students are also academically successful, with multiple seniors swimmers admitted to top universities in the country. Our students also play active roles in the community by volunteering. **We plan to celebrate their achievements in this booth, showing our commitment to our mission of developing our student athletes to “become productive and successful people”.** We want to show to the community that the sport of swimming can bolster life skills that can lead to successful lives. SUNN also offers scholarships for academic achievement as a commitment to this mission.

### Booth 4: Neighbors and History of Sunnyvale

SUNN strives for diversity. Sunnyvale is a diverse community and our team reflects our residents. The sport of swimming requires a significant cost due to pool rentals fees. We understand that not all households can afford to participate. **SUNN offers scholarships based on financial need. We plan to celebrate our diversity by showing off the history of Sunnyvale and how it has changed in the last 45 years that SUNN has been a part of the community.** We plan to use Sunnyvale Demographic Data USA

to provide some demographic data.

<https://datausa.io/profile/geo/sunnyvale-ca/>

Booth 5: Food and Drinks Station:

Sunn intends to provide free food and drinks for the event. We plan to cater food from local stores, vendors, or through a volunteer barbecue. We will provide an appropriate number of water and ice stations to cool off during the summer heat.

Games:

**One goal of this picnic celebration is to bring the community together. Many of the guests will be non-SUNN members from the community. We plan several team oriented games to break the ice and create conversations between strangers.**

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

We have not held this event before as proposed, but we plan to hold a similar gathering on October 20, 2024 that will gear towards SUNN members. This event will feature some of the proposed ideas stated above.

**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 goals of the event are to celebrate the achievements of the student athletes, **fulfill SUNN's core value of being a "pillar of the local community" by bonding with non-member residents of Sunnyvale**, introducing them to the sports of swimming and how it can build a healthy lifestyle and the life skills to be productive and successful members of the community, which is our Mission Statement.

Guests of the picnic will be open to any residents of Sunnyvale, the athletes of SUNN Swim Club and the Summer Splash Program, and their families.

We will run ice-breaker or team building games to introduce our guests to each other, and hopefully start the process of building friendships and just to have fun! This is how you start learning about the identity of individuals in Sunnyvale, thus the City of Sunnyvale itself.

Guests will have an opportunity to visit our education booths. Our “Neighbors and History of Sunnyvale” booth will bring to light Sunnyvale’s cultural diversity. It will show the differences and similarity of our culture and demographics. Educated, we can then all celebrate each other's culture.

Our “Water Safety” booth’s audience is young kids and their families. The objective of the booth is to teach how to be safe around water, the first step towards supporting life or “vitality” in the community.

Our next audience will be school age children who may benefit from the sport of competitive swimming. Our booth, “SUNN Swim Club and Summer Splash Achievements”, will show our guests how participating in competitive sport such as swimming will not only increase over all health and vitality of our children, but also that of the parents, who participate by volunteering with SUNN and just from being outside in the outdoors as a spectator. We will also show that swimming teaches discipline, grit and other life skills that can lead to personal success.

Our last booth, “Aquatic Activities: Youth and Adults”, will introduce the idea of sport as a lifelong journey to maintain overall health for young adults to seniors. We will essentially advertise the opportunities offered by our own city of Sunnyvale so that our guests can take advantage of these opportunities.

SUNN Swim Club's goal is to create or bolster the identity of being an active, healthy person, from childhood to adulthood, as an identity for the Sunnyvale residents. Through learning about each other, and playing team oriented games, we hope to build a stronger sense of community amongst our neighbors.

Our raffle will encourage participants to learn from the booths. The raffle tickets

(quiz cards) will have questions related to these booths. A set of raffle tickets will be picked at random, and the highest scores from these chosen will win free prizes. **Of note, purchases are not required to obtain these tickets.**

## **Marketing & Promotion**

### **4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?**

Our target audience are school age children and their family and friends/neighbors. While SUNN's membership is diverse, we understand that belonging to a swim club requires a high level of financial access that is not available to many of our residents in Sunnyvale. Therefore, we hope to target our flyers to lower income communities in Sunnyvale, such as in churches or community centers. **Education about water safety, and the health benefits through aquatics should be available to the entire community, and we believe SUNN can be this vehicle. Of note, SUNN offers scholarships to students based on needs.**

### **4a. How many people do you expect to attend your event, how did you arrive at this estimate?**

SUNN's goal is to reach at least 550 guests for our event. With a membership of 400 active student athletes and an average of 75 participants for Summer Splash, a conservative goal from these groups is 50%, resulting in about 240 athletes. These athletes will be accompanied by at least one parent, resulting in about 480 participants.

Our main method of advertisement is to engage the non-member residents of Sunnyvale through our relationships with the community. We will ask every athlete to do their best to bring at least one friend or neighbor from the community as a personal guest. Assuming a 25% success rate, we should increase our number by 60 guests, resulting in a total of 540 participants

Through widespread advertisements through flyers and posters and community events, we hope to draw about 50 additional guests, which will bring the total participants to 590 guests.

**5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.**

Our main method of advertisement is to engage the non-member residents of Sunnyvale through our relationships with the community. We will ask every athlete to do their best to bring at least one friend or neighbor from the community as a personal guest. Assuming a 25% success rate, we should increase our number by 60 guests, resulting in a total of 540 participants.

Our other method of advertisement is through posters and flyers. We will target summer classes and public forums. We will target low-income communities in our advertising efforts to be inclusive. We will ask within the advertisement for the potential guest to register with SUNN through an email so we can have an accurate counting of the number of guests.

## **Organization Information**

**6. 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.**

Sunnyvale Swim Club (SUNN) is a nonprofit organization (501c) that mainly serves the residents of Sunnyvale, established in 1979. We are a competitive swim club sanctioned by the USA Swimming Association.

SUNN mission is to foster a safe and positive culture where athletes develop the essential life skills to be productive and successful people. Our core values are that we lead with integrity, encourage responsibility in our members, embody passion for our sport, and have a strong work ethic beyond the end result.

The final core value that we want to emphasize is that “SUNN is a fundamental pillar of the local community. Our team is united to provide an inclusive and positive environment for our athletes. The SUNN family not only provides a safe place to practice, but also creates a fun atmosphere where classmates, friends, and mentors all grow as people.” Nearly all of our student athletes are residents of the City of Sunnyvale. **Thus, engaging with our community to bring a positive effect to the residents of Sunnyvale is important for us. This event allows us to do just that.**

Our team hosts daily practices at pools in the City of Sunnyvale: Fremont Swim Complex, Sunnyvale Middle School, Columbia Middle School, and Washington Park Pool. Every year, we organize and host 3-4 swim meets that are sanctioned by the USA Swimming at Fremont Swim Complex. These events may have as many as 300 participants and 200 spectators. During these swim meets, we provide food, and a support environment to ensure a well run and safe event. Our total membership is currently over 400 student athletes.

Each year, SUNN hosts SUNN Summer Splash, a 10 weeks swim program aimed at novice swimmers to help improve their swim skills, their confidence in the water, and to meet new friends across the Sunnyvale community. The goal is to introduce the sport of competitive swimming to the participants and to improve their level of safety in the water. On average, we have about 75 participants for this program yearly.

Our organizational budget annual budget for 2023-2024 was \$1,196,000. For this year, we had a net loss due to rising pool costs and payroll related to a rapidly expanding club membership. We have resolved this loss with a recent vote to raise membership dues, which projects a positive net income for the 2024 fiscal year.

Please see attached, Sunnyvale Swim Club’s most recent financial and bank statements.

For more information regarding SUNN, please visit our webpage:

<https://www.gomotionapp.com/team/sunn/page/about-sunn>

## **Event Logistics and Budget**

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

SUNN Swim Club is used to organizing large events, running swim meets, graduation, and picnics safely. These events may have as many as 500 participants and spectators. To ensure the event runs well and safely, SUNN has two board members, the Meet Director and the Ways and Means Director, who supervises a team of parent volunteers to run these events. The team provides monitors to ensure appropriate safe behaviors on pool decks. We also have a designated person to direct traffic.

We will work with the City of Sunnyvale to find a venue for our event, ideally at a Sunnyvale park or outdoor sporting facility. We will follow any requirements related to special event permitting and code of conduct for these facilities.

For this picnic, we will provide a similar monitoring system to ensure safe behavior. The monitors wear a bright orange safety vest for easy identification.

We will identify several possible parking options for our guests at the venue and nearby.

Our Meet Director or their surrogates will have access to a loudspeaker system to communicate to the guests. Direction can be given to the guest through this system to guide them throughout the day or if there is an emergency.

To ensure food safety, we will provide ingredient information, including allergy warnings.

During the summer, the weather can be dangerously hot outdoors. We will provide multiple event tents for shade and multiple water stations. We will aim to set up most of our activity under the shades of trees.

Finally, will we provide a first aid station to provide basic care or triage.

**8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?**

SUNN Swim Club was established 45 years ago. Since then, we have been financially solvent and our membership has steadily grown over the years. The business side of SUNN is run by our Board of Directors, which is voted by the membership on an annual basis. Our Board of Directors includes our head coach, Bob Hill, a pillar in the Bay Area swim community, who has been in his position for 11 years. Our current Board of Directors is currently headed by individuals who are in management of local Fortune 500 companies, and have experience in accounting.

Our organization managerial strength was demonstrated by our response to COVID-19 in 2020. COVID-19 resulted in severe restrictions to many businesses, including our own. Operational costs skyrocketed, yet restrictions decreased participation and thus revenue. Many local swim clubs became bankrupt and folded. However, SUNN survived COVID through increasing membership dues, application for government grants, donations, as well as careful management of our cost. We were able to stay financially solvent through two years of restricted activities related to COVID-19. Despite these challenges, we were still able to offer safe swim activities and maintain full employment of our staff through the COVID years.

While many swim clubs in the Bay Area folded or reduced in size, SUNN not only survived COVID, **but expanded by 30% in the following few years.**

For this event, the cost to the SUNN will mostly be related to supplying food and beverages, and venue rental. Using a registration system for our guests, we will be able to approximate the turnout number, and thus, will not over purchase food. We will purchase food from local wholesalers, such as Costco, to keep costs down.

**9. Please attach a detailed budget for your event, including:**

**Proposed Budget**

Service/Item	Quantity	Pay Rate/Cost	Cost (\$)
Facility Rental	6 hours	\$100/hr	600
SUNN Staffing	10 Staff members x 5 hours	\$30 per staff per hour	1500
Food/Snacks	575 people	\$10/person	5750

Fun Activities Bounce House, Face Painting, Crafting	Bounce House  Face painter  Craft (2)	\$ 500  \$100/hr  \$25/hr	1300
Raffle Items	1st - 3rd Prize	\$175	200
Event Supplies		\$100	150
Balloons/ Decoration		\$200	200
Marketing		\$300	300
Canopies, Tables, Chair, BBQ equipment		Club Own: 0	0
Volunteers	10 x 6 hours	\$37.32	2240
<b>Total Cost</b>			<b>12,240</b>
<b>Net Cost (Total - Volunteer Cost)</b>			<b>10,000</b>
<b>Sunnyvale Grant</b>		<b>40% of Net Cost (minus volunteer cost)</b>	<b>4,000</b>

The summary is as below

- Total expenses : **\$12,240,**
- Anticipated revenue (if applicable): **None**
- Net cost (total expenses less anticipated revenue): **\$12,240**
- Volunteer assistance (1. List volunteer roles/tasks **and** the number of hours anticipated; 2. Multiply volunteer hours by \$37.32, the California volunteer rate per *IndependentSector.org*) **10 x 6 hours x 37.32: \$ 2,240**
- Any expenses you expect to be donated/in-kind (include an estimated dollar value of each donated/in-kind expense in your budget): **None**
- 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): **\$4000**

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

We will obtain the remaining funding for our event through SUNN's general fund.

We are requesting grant funding from the City because this event benefits the members of SUNN Swimming, who are vastly residents of Sunnyvale. In addition, we will be opening up this event to non-members of SUNN, who are all residents of Sunnyvale. Thus, we request the City to aid us in our endeavor to provide the residents of Sunnyvale this service and opportunity to experience and learn.



Sunnyvale

**Community Events Grant Program Application  
Calendar Year 2025**

**Application Deadline: Friday, October 18, 2024, by 5 p.m.**

Thank you for your interest in the Community Events Grant Program. Please thoroughly review 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.** The City will accept applications through Friday, October 18, 2024, by 5 p.m. Applicants will be notified of award decisions in Jan./Feb. 2025. For questions, email [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or call 408-730-7599.

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Sunnyvale Community Center (Recreation Center Front Desk)  
Attn: Recreation Services Administration  
550 E. Remington Dr., Sunnyvale CA 94087

*Email:* [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov)

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**Event Name:** Lunar New Year Celebration of 2025

**Date(s)/Time(s) of Event:** 3/1/2025

**Sponsoring Organization(s):** US China Chamber of Commerce Silicon Valley

**Grant Amount Requesting from the City of Sunnyvale:** \$ 8000.00

*(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**

**Name:** Marian Chaney

**Title:** President

**Organization:** USCCCSV

**Email:** [REDACTED]

**Phone Number:** [REDACTED]

**Mailing Address:** [REDACTED]

## Event Details

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

It's a community outreach celebration for Lunar New Year 2025. There will be culture performances, and vendor showcasing culture elements merchandise.

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

Yes, March 9, 2024

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?

Lunar new year is the biggest holiday among Chinese, Vietnamese and other Pacific Islander ethnic groups. From food to costume to culture performances, the event will bring many unique cultural elements from Asian community to the city of Sunnyvale.

From elderly to young children, everyone can find something fun to enjoy and to learn from other cultures

## Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

citywide, for all ages and culture background

- 4a. How many people do you expect to attend your event, how did you arrive at this estimate?

2000, based on last year's attendance

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

City banner, Chamber website, partner websites, social media

## Organization Information

6. 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.

To provide networking platform for Chinese Business owners in Silicon Valley; to be enhance communications among business owners from different communities.

## Event Logistics and Budget

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

We already started weekly planning meetings and have a workforce for carry out the plans.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

We have accounting to oversee event budget and expenses, with an approval procedure in place.

9. 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 \$37.32, 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).

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

from corporate sponsorship. grants will help us to provide more materials at the event and help us focus to prepare the programs rather than fundraising.



**Re: Event Grants Close TOMORROW!**

From Marian Chaney [REDACTED]  
Date Fri 10/18/2024 3:16 PM  
To Events AP <events@sunnyvale.ca.gov> [REDACTED]

2 attachments (2 MB)  
CEGPAApplication.pdf; Special Event Application 2025.pdf

**WARNING** - This email came from an **EXTERNAL** source. Confirm the sender and its contents are safe before responding, opening attachment or links.

Dear Carmen,

Please see attached application for Lunar New Year Celebration 2025, as well as the City Grant! I believe Lisa Li has submitted an application. USCCSV would like to consolidate two events as we plan to co-host.

I also attached our expenses for last year's event.

<b>Expense</b>	
County health permit	\$5,430.00
Toilet Rental	\$826.01
Tent Rental	\$5,645.12
Horseshide, jumping house rental	\$2,086.93
City Staffing	\$147.00
Liability Insurance	\$689.00
Audio Equipment	\$1,224.00
Stage Supplies	\$3,489.74
Supply Shipping	\$1,990.00
water	\$30.26
Credit card fee	\$26.28
<b>Total:</b>	<b>\$21,584.34</b>

Please contact either me or Lisa for any questions!

Thank you so much and we are excited to work with you again!

Sincerely,  
Marian Chaney [REDACTED]

On Thu, Oct 17, 2024 at 6:26 PM Events AP <events@sunnyvale.ca.gov> wrote:  
Good evening Event Organizers,

We have two grants available for events and they close TOMORROW, Oct. 18!

The City awards up to \$48,000 each year (\$24,000 per grant) for the Community Events and Neighborhood Grant program.

- **Grant purpose:** Events and projects taking place between Jan. 1 through Dec. 31, 2025
- **Grant status:** 2025 application cycle is open Sept. 9 to Oct. 18.

Head over the City website, [City Grants and Loans page](#), to review eligibility and complete your applications before the deadline.

Happy event planning!

**SPECIAL EVENTS PERMIT TEAM**

**Carmen Villegas and Isabela Zuniga**

Department of Library and Recreation Services

City of Sunnyvale

Phone: 408-730-7345



**Community Events Grant Program Application  
Calendar Year 2025**

**Application Deadline: Friday, October 18, 2024, by 5 p.m.**

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Sunnyvale Community Center (Recreation Center Front Desk)  
Attn: Recreation Services Administration  
550 E. Remington Dr., Sunnyvale CA 94087

*Email:* [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov)

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**Event Name:** Ellis Community International Festival

**Date(s)/Time(s) of Event:** May 16, 2024, 4:30-7:00PM

**Sponsoring Organization(s):** Ellis Elementary School PTA

**Grant Amount Requesting from the City of Sunnyvale:** \$ 1680

*(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**

**Name:** Emily Thimbleby

**Title:** PTA President

**Organization:** Ellis PTA

**Email:** [REDACTED]

**Phone Number:** [REDACTED]

**Mailing Address:** [REDACTED]

## Event Details

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

International Night is a celebration of the international heritage of the Sunnyvale community, as represented at Ellis Elementary School.

It consists of 3 main parts:

Country booths (10+):

Volunteers from the Sunnyvale Ellis community share elements of their heritage through informational posters and food samples on a dedicated country booth.

Community Performances (10+):

Parents and students put on short performances (3-6 min) reflecting their heritage, e.g. dances, fashion shows, singing.

Passports + Prizes:

Children are given passports to the event. As they visit the booths, they can earn passport stamps for answering questions about the countries represented at the event. Completing a passport entitles the child to an event-themed prize.

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

Yes, at Ellis Elementary School, May 3, 2024, on April 28, 2023, and for several years 2019 and prior. The hiatus was due to COVID.

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?

This event fosters community unity through a celebration of cultural diversity and shared values of inclusivity and respect for all cultures. Sunnyvale is known for its rich cultural diversity, and the Ellis community in particular is especially representative of the diversity of Sunnyvale. The Ellis International Festival wants to echo this. It provides a platform for students and families to showcase and share their cultural heritage with fellow school families and the surrounding community, creating an atmosphere of cultural exchange and understanding. Through cultural performances, exhibits, food and interactive activities, the festival highlights the mosaic of cultures that enrich our community.

## Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

The event is open to the Sunnyvale community. It is typically attended by surrounding families near Ellis and the Sunnyvale downtown.

4a. How many people do you expect to attend your event, how did you arrive at this estimate? The approximate attendance of the 2024 event was 800 - 1000, a significant growth from the 2023 event attendance of ~500. We expect the event to stay in the ~1000 attendee range as we plan to follow the same publicity used in last year's event. City funding allows us to support an event of this size, reaching a greater fraction of the Sunnyvale community.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

We advertise on school social media platforms including Facebook, Class Dojo (district teacher/parent tool, Peach Tree (Sunnyvale School district wide email platform) and on the new school marquee outside the school. We will also promote the event at local businesses (coffee shops, etc) and flyering in the school and neighborhood.

## Organization Information

6. 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 PTA's mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children. We currently have 130+ members at Ellis PTA representing 750 students and their families.

See attached budget PDF.

Website: <https://sites.google.com/ellispta.org/web/>  
Facebook: <https://www.facebook.com/EllisElementa>

## Event Logistics and Budget

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

The event has a senior project lead with experience running events hosting 800-1000 people, as well as teacher leads, parent country leads and dozens of volunteers who participate to make this event happen. Food Safety: Providing safe food handling supplies for the volunteers and food storage for country food sampling. Family Safety: The event is coordinated with the school staff to ensure school safety concerns and rules are followed, to prepare the grounds ahead of time, ensure there are ample bathroom access, waste-disposal options, clean up afterwards.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

The PTA board proposed a budget and release of funds to the PTA association which votes to approve these measures. Funds can only be reimbursed with the approval of the PTA president and secretary and their signatures. Checks need to be signed by the Treasurer and Financial Secretary. All previous events have been kept within budget.

9. 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 \$37.32, 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).

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

The ELLIS PTA will supply the required funds to ensure this event is hosted safely and represents the community of Sunnyvale. The additional grant will enable us to increase the subsidies provided to the families sharing their culture with the community through food and decorations. These funds will reduce the burden on the families who provide in-kind donations and the Ellis PTA, allowing the PTA to offer additional educational events.

<b>ELLIS PTA 2024-2025 Income and expenses.....</b>	<b>2</b>
<b>Event Budget and Volunteer Estimates.....</b>	<b>3</b>
<b>Volunteer assistance.....</b>	<b>3</b>

# ELLIS PTA 2024-2025 Income and expenses

ESTIMATED INCOME	2024-25
Interest	\$500.00
Membership Dues	\$750.00
Other Income	\$30.00
Other Income - Volunteers	\$1,200.00
A-thon fundraiser	\$47,000.00
Direct Appeal	\$25,000.00
Eat for Ellis	\$2,500.00
Events	\$500.00
Online Auction	\$1,500.00
Spirit Wear	\$500.00
Raffle	\$0.00
Grant Income	\$0.00
Funds Not Belonging:	\$0.00
<b>TOTAL INCOME</b>	<b>\$79,480.00</b>

ESTIMATED EXPENSES	2024-25
A/V or other equipment	\$2,000.00
Admin. Costs	\$500.00
Finance fees	\$750.00
Charity registration	\$50.00
Facility / Rent expenses - Facilitron	\$500.00
Hospitality (Appreciations, Meeting Snacks...)	\$2,500.00
Other Expense (Unallocated Reserve)	\$500.00
PTA Insurance	\$400.00
Spirit Supplies (banners, decorations, etc.) aka Misc	\$500.00
Supplies - Emergency Fund	\$500.00
Tax Preparation & Raffle Reg.	\$500.00
Worker's Compensation	\$200.00
A-thon fundraiser	\$21,350.00
Direct Appeal Fundraiser	\$800.00
Events (Concession Items)	\$1,500.00
Online / Staff auction	\$250.00
After School	\$10,000.00
Assemblies	\$12,000.00
Field Trips	\$25,000.00
PTA run Programs	\$13,850.00
Scholastic News & Science Spin / Enrichment Pubs	\$6,500.00
School Programs	\$2,750.00

# Event Budget and Volunteer Estimates

Total expenses - \$4,200

Anticipated revenue (if applicable) - none

Net cost (total expenses less anticipated revenue) : \$4,200

## Expense Budget:

### Food related:

Servingware (plates/napkins) for 1000 attendees:	\$200
Beverages for 1000 attendees:	\$300
Booth supplies (posters, tape, etc) for 10 countries:	\$400
Food/appetizers for 10 countries @\$150/ea:	\$1500

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\$2400

### Decorations/Prizes:

Decorations (tablecloths, flags, etc):	\$200
Passport printing 500ct:	\$200
Passport stamps 10ct:	\$100
Prizes (stickers, international treats) 300ct:	\$400

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\$900

### Infrastructure:

Tables (5):	\$300
10x10 tents (5):	\$600

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\$800

### Total Budget:

\$4200

## Volunteer assistance

### Volunteer Roles

- Event Lead: 40 hrs (2 hrs/wk for 10 weeks + 20 hrs in event lead-up)
- Planning volunteers: 50 hrs (5 helpers x 2 hrs/wk for 5 wks)
- Country Parent Leads: 200hrs (20 leads, 10 hrs/lead)
- Setup: 20 hrs (10 volunteers x 2 hrs)
- Tear down: 10 hrs (10 volunteers, 1 hr)
- Table volunteers: 180 hrs (20 tables x 3 volunteers/table x 3 hrs)
- Day-of coordinators: 15 hrs (3 people x 5 hrs)
- Performances : 100hrs (20 performances x 10 hrs prep/performance)

**Total volunteer hours: 615**

**Total volunteer value (\$37.32): \$22951.80**

**Funding amount being requested from City of Sunnyvale: \$1,680**



**Community Events Grant Program Application  
Calendar Year 2025**

**Application Deadline: Friday, October 18, 2024, by 5 p.m.**

Thank you for your interest in the Community Events Grant Program. Please thoroughly review 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.** The City will accept applications through Friday, October 18, 2024, by 5 p.m. Applicants will be notified of award decisions in Jan./Feb. 2025. For questions, email [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or call 408-730-7599.

**Completed applications may be submitted in the following ways:**

*Mail or Drop Off in Person:*

Sunnyvale Community Center (Recreation Center Front Desk)  
Attn: Recreation Services Administration  
550 E. Remington Dr., Sunnyvale CA 94087

Email: [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov)

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**Event Name:** Community Block Parties

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**Date(s)/Time(s) of Event:** June, Oct, Dec

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**Sponsoring Organization(s):** \_\_\_\_\_

**Grant Amount Requesting from the City of Sunnyvale:** \$ 3,000

*(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**

**Name:** Jennifer Delara

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**Title:** Chair

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**Organization:** Murphy District Association

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**Email:** [REDACTED]

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**Phone Number:** [REDACTED]

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**Mailing Address:** [REDACTED]

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## Event Details

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

Summer Block Party: A vibrant celebration to foster community spirit and provide family-friendly activities at Murphy Park.

Spookyvale Halloween Party: A festive event to promote safety and camaraderie within the neighborhood, featuring Halloween-themed games, crafts, and treats at the Murphy Park community building.

Holiday Neighborhood Party: A joyous gathering to celebrate the holiday season, featuring festive decorations, food, and activities at the Murphy Park community building.

These events aim to strengthen community bonds, promote local businesses, and provide enriching experiences for all residents.

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

Yes, this past July. Our First Summer Block party

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?

See Attachment

How Our Proposed Events Foster Community Community Celebration: Inclusive Events: Our propose

## Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

We would love to make it citywide, we would just need a bigger budget

- 4a. How many people do you expect to attend your event, how did you arrive at this estimate?

300-500

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

1. Social Media: Platforms: Facebook, Instagram, Nextdoor Content: Event details, pr



## Organization Information

6. 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.

We don't have a membership.

## Event Logistics and Budget

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

To ensure a well-planned and safe event, we will implement the following measures: Planning

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

Our organization has a proven track record of managing events efficiently and cost-effectively

9. 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 \$37.32, 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).

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

We would ask the community to pitch in and contribute.

2025 Community Event Application – Community Block Parties

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?

**How Our Proposed Events Foster Community Celebration:** Inclusive Events: Our proposed events, including the Summer Block Party, Spookyvale Halloween Party, and Holiday Neighborhood Party, are designed to be inclusive and welcoming to all residents. By offering a variety of activities and entertainment, we aim to create a sense of belonging and foster a shared sense of community. **Diverse Representation:** We will actively seek to incorporate elements that reflect the diverse cultural backgrounds and interests of our community. This might include featuring local musicians, offering multicultural cuisine, or organizing cultural performances. **Highlighting Sunnyvale's Unique Character:** Our events will celebrate the unique character of Sunnyvale by incorporating local landmarks, history, and traditions. For example, we could highlight Sunnyvale's aerospace heritage or its thriving arts scene. **Vitality and Identity: Community Building:** By providing opportunities for residents to interact, socialize, and participate in shared activities, our events contribute to a vibrant and dynamic community. They help to strengthen social connections and foster a sense of belonging. **Enhanced Quality of Life:** Our events offer a variety of benefits to the community, including improved mental health, increased physical activity, and a greater sense of well-being. By creating a positive and engaging atmosphere, we aim to enhance the overall quality of life for our residents. **Strengthened Community Identity:** By celebrating our shared experiences and values, our events help to reinforce a strong community identity. They provide opportunities for residents to come together and feel proud of their neighborhood.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience?

We would love to make it citywide, we would just need a bigger budget

4a. How many people do you expect to attend your event, how did you arrive at this estimate?

300-500

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Please attach additional sheets as needed to fully describe your marketing plan.

1. **Social Media:** Platforms: Facebook, Instagram, Nextdoor Content: Event details, promotional images, calls to action, and community engagement posts Strategies: Paid advertising, targeted groups, and organic reach through community engagement Example: Create a Facebook event for each event, inviting the community to RSVP and share with friends. 2. **Email Marketing:** List: Compile a list of email addresses from community surveys, website sign-ups, and social media followers. Content: Event announcements, reminders, and exclusive offers. Strategies: Personalized subject lines, attractive email templates, and clear calls to action. Example: Send out a pre-event email with event details, a map, and a link to RSVP. 3. **Community Newsletters:** Distribution: Partner with local community newsletters to promote the events. Content: Event highlights, registration information, and calls to action. Example: Submit an article to the Sunnyvale Community News highlighting the upcoming events. 4. **Flyers and Posters:** Distribution: Place flyers and posters in local businesses, community centers, and public spaces. Design: Eye-catching visuals, clear information, and a strong call to action. Example: Create flyers with event details, dates, times, and a QR code for easy registration. 5. **Partnerships: Local Businesses:**

## 2025 Community Event Application – Community Block Parties

Collaborate with local businesses for event sponsorships, promotions, and cross-marketing opportunities. Community Organizations: Partner with community organizations to reach a wider audience and share resources. Example: Partner with local restaurants for food vendors at the events or with a local sports team for a special appearance. 6. Word-of-Mouth: Encourage Sharing: Encourage attendees to share their experiences on social media and with friends and family. Community Ambassadors: Recruit community members to help spread the word about the events. Example: Create a hashtag for the events and encourage attendees to use it when sharing photos and videos.

### Organization Information

6. 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.

We don't have a membership.

### Event Logistics and Budget

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

To ensure a well-planned and safe event, we will implement the following measures: Planning and Organization Risk Assessment: Conduct a thorough risk assessment to identify potential hazards and develop mitigation strategies. Emergency Plan: Develop a detailed emergency plan, including procedures for evacuation, first aid, and communication. Permits and Approvals: Obtain necessary permits and approvals from local authorities. Volunteer Training: Provide volunteers with training on safety procedures, crowd control, and first aid. Safety Measures Security: Hire security personnel to monitor the event and address any potential safety concerns. First Aid: Have a designated first aid station with trained medical personnel on site. Crowd Control: Implement crowd control measures, such as barricades and signage, to manage the flow of people. Emergency Equipment: Ensure availability of emergency equipment, such as fire extinguishers, defibrillators, and first aid kits. Weather Preparedness: Develop a plan to address potential weather-related issues, such as rain or extreme heat.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

Our organization has a proven track record of managing events efficiently and cost-effectively. In the past, we have: Achieved Financial Goals: Consistently met or exceeded financial targets for our events. Optimized Resource Utilization: Efficiently allocated resources to maximize impact while minimizing costs. Implemented Cost-Saving Measures: Successfully implemented strategies to reduce expenses without compromising the quality of the events. Received Positive Feedback: Received positive feedback from attendees and stakeholders regarding the quality and value of our events. Event Management Planning and Organization: Develop a detailed event plan outlining all activities, timelines, and responsibilities. Resource Allocation: Efficiently allocate resources, including personnel, equipment, and supplies, to minimize costs. Risk Management: Implement risk management strategies to identify and mitigate potential financial risks. Evaluation and Improvement: Conduct post-event evaluations to assess the event's success, identify areas for improvement, and inform future planning.

2025 Community Event Application – Community Block Parties

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

We would ask the community to pitch in and contribute.