



**City of Sunnyvale
Neighborhood Grant Program
Application
Fiscal Year 2017/18**

Office Use Only
Date Received: _____
Application Completed: _____

Application Deadline: Friday April 7, 2017 by 5 p.m.

Thank you for your interest in the Neighborhood Grant Program. Please make sure you thoroughly reviewed the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Funding requests will be considered as part of an annual competitive application process. Neighborhood Grant Program funding will be determined by City Council during the adoption of the FY 2017/18 Budget. If Council approves the funding, each neighborhood group is eligible to apply for and receive a grant of up to \$1,000. Applicants will be notified of award decisions in July 2017.

Complete applications may be submitted in the following ways:

Mail or Drop-Off in Person:

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

Email: ncs@sunnyvale.ca.gov or *Fax:* 408-730-7754.

For questions, contact Alisha Rodrigues at ncs@sunnyvale.ca.gov or 408-730-7599.

Name of Neighborhood Group or Association: Cherryhill Neighborhood Association

Name of Individual Submitting Application: Kyle Welch

Individual's Email: kyle_welch@comcast.net Phone: 408-491-9700

Name of Proposed Project: Cherryhill Heritage

Grant Amount Requesting from the City of Sunnyvale: \$ 1,000
(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background:

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?

The Cherryhill Neighborhood Association was unofficially started in early 2008 with the formation of a Neighborhood Watch program. We filed neighborhood association papers with the city in June 2008. The key goals of the association are to 1) promote community involvement and participation; 2) establish and maintain a line of communication between the City of Sunnyvale and the residents of the community; 3) provide a community voice to city staff, school personnel, and the rest of the community concerning the implementation of services, community needs, and events; 4) recruit volunteers and sponsors to aid in service to the community; and 5) enhance the quality of life within the area.

The neighborhood association is bounded by West Remington, South Mary Avenue, West Fremont Ave and HWY 85. There are approximately 550 households in our neighborhood association (>1000 people).

2. Describe your neighborhood group's activities and the resources that support those activities.
If yours is a formal association, what is the annual budget? How do you raise funds?

Since coming together as an association a little over nine years ago, the association has held regular association meetings, social events and gatherings such as Dumpster/Freecycle Days, block parties, Holiday Walkabouts, Harvest Shares, Garden Tours, National Night Out in De Anza Park, PEP classes, mixers and several neighborhood watch meetings. Up until the receipt of our first neighborhood grant in 2009, all events were self-funded by association members. We are an official Sunnyvale Neighborhood Association with established bylaws and officers. Our annual expenses are roughly \$900.

Fundraising is primarily achieved through member contributions and donations. During our first year, the primary focus was to establish the association in the neighborhood and generate interest and support without charging dues. During 2009-2012 we began to coordinate more fund raising activities such as newsletter advertising for local merchants and individuals, block party contributions, and selling advertising space on Cherryhill reusable "welcome" bags. We have also produced neighborhood "No Soliciting" signs which we sell for a modest amount to raise money for the association. We do some fundraising activities at our block party and mixers, and neighbors often make ad hoc donations to help cover expenses.

Project Description:

3. Describe your proposed project and/or event:

The Cherryhill Heritage project aims to collect the oral and written history of the neighborhood through interviews, written submissions and physical documents (photos, maps, brochures, etc.). We will reach out to long-time and original residents to capture as much historical and anecdotal information as possible. One aspect of the project is to professionally capture, edit and distribute a 5-10 minute video that tells the Cherryhill Neighborhood story. This video will be available to anyone via YouTube™ and Vimeo. In addition, we will publish a PDF document on our association's website that focuses on written recollections, stories, photographs and other memorabilia related to the history of Cherryhill.

The project will benefit existing and new residents by highlighting the unique character of our neighborhood and serving as a time capsule for Sunnyvale at large. Many new residents are unaware of Cherryhill's previous incarnation as a fruit orchard and how the neighborhood has changed over the years. Cherryhill is uniquely positioned to illustrate the shift from agricultural emphasis to high tech emphasis, which models the larger story of Silicon Valley. We believe this knowledge will increase residents' satisfaction in being part of the neighborhood and strengthen the bonds of our community.

Many of our older residents rarely participate in neighborhood events; we believe the fact that they are essential to capturing the Cherryhill story will help draw them in and encourage them to engage more fully. In addition, knowing the story of many of our older residents will help others appreciate them all the more. In theory, every household in the neighborhood will benefit from the project

because all captured information will be available freely on the Internet. In addition, we believe the project merits hiring a professional videographer for two reasons:

1. Our subjects are most likely not used to being on camera – a professional will help them feel more at ease and will be able to subtly coach them to clearly communicate their stories so that they will be understood by the audience
2. A professional will be able to professionally light the interviews as well as capture clean audio file, eliminating the need for re-shoots due to our own inexperience/amateur abilities.
4. How did you choose this project and/or event? Describe the outreach you have done to generate awareness and support in your neighborhood around the project and/or event. How many neighbors are in support and how did you determine that number?

We chose the project based upon surveys of neighborhood residents via our Yahoo Group and Next Door group. In 2016, the top selection was the Urban Garden project. With that completed, we are moving on to one of the other two most popular ideas among Cherryhill residents: the Cherryhill Heritage Project – it was on par with a health and wellness initiative, both receiving about 28% of the amalgamated results.

We initially discussed working on the heritage project at our Fall 2016 Mixer. A number of neighbors began spreading the word about the proposed project; the discussion prompted one long-time resident to share an exciting document with neighbors at our December 2016 Holiday Walkabout (“Cherryhill West: A New Community of American Heritage Homes”). The original brochure described the available Brown & Kauffmann home models and lots sizes. Neighbors were excited to learn about the original names and options of their home models.

Project Plan:

5. Using the chart below, list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity. (All projects must be completed by June 1, 2018).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising the BBQ	Jane Smith	08/17
1. Announce the project to residents	Kathy Besser	06/17
2. Solicit interested participants for video and written recollections.	Kyle Welch	07/17
3. Schedule video shoot(s) for participants.	Kathy Besser	08/17
4. Edit video, add titles, music and scanned documents	Kathy Besser	10/17
5. Create PDF of scanned and written materials.	Kyle Welch / Jim Sturtevant	10/17
6. Publish the Heritage Project on CAN website, YouTube and Vimeo	Kathy Besser, Kyle Welch, Wayne Amacher	12/17
7. Share the project with Cherryhill residents and the Sunnyvale Heritage Museum	Kathy Besser, Kyle Welch	12/17

6. Describe how your project and/or event focuses on one or more of the following areas:

- Increasing communication among neighbors
- Building bridges between cultures
- Improving the physical condition of the neighborhood
- Enhancing neighborhood pride and identity

The Cherryhill Heritage project focuses on enhancing neighborhood pride and identity and will also increase communication among neighbors, particularly from underserved constituents (i.e., elderly residents). It is our hope that this will bridge both generational and culture gaps among the Cherryhill population.

7. How will you determine the completed project and/or event has been successful?

We will monitor communication about the project at our events held throughout the year, survey residents, and observe the number of hits/views/downloads the project deliverables generate.

8. What resources will your neighborhood group contribute to support the project and/or event (i.e. number of volunteer hours, donated materials if any, etc.)?

Our neighborhood will provide all the stories, materials and coordination of the effort. We cannot produce a professional video and thus will engage an experienced videographer to capture and edit the interviews and stories.

9. Please explain how your organization intends to operate this project and/or event in future years without grant assistance from the City. Your explanation should include a goal of sustainability and independence from grant funds within four years or less. Attach additional sheets if needed.

This is a standalone project with an initial set of fixed costs. Once the deliverables are produced and uploaded, there will be no further need for funding. We believe the idea is inherently sustainable because it will be available not only to Cherryhill residents but the surrounding community and groups across the globe.

Project Team:

While you may have many community members working on this project and/or event, project team leads will be critical to the project's success. **Please note that each member of the project team will need to sign the application acknowledging their commitment to this project.**

1. Project Leader - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2018.

Project Leader Name: Kathy Besser

E-mail: khb@graystar.com Phone Number: (408) 757-7766

Address: 1087 Yorktown Drive, Sunnyvale, CA 94087

Signature: Electronic Date: 4/6/17

2. Treasurer - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. The Project Leader may also serve as the Project Treasurer.

Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name: Jim Sturtevant

E-mail: jim@thesturtevants.com Phone Number: (408)738-3831

Address: 1078 Ticonderoga Drive, Sunnyvale, CA 94087

Signature: Electronic Date: 4/6/17

3. Other Project Team Members - List additional neighborhood residents who will work on this project and what their responsibilities will be? (i.e. coordinating volunteers, outreach to residents, creation of marketing materials, etc.)

Name: Kyle Welch

E-mail: kyle_welch@comcast.net Phone Number: (408)481-9700

Address: 1090 Syracuse Drive, Sunnyvale, CA 94087

Responsibilities: Neighborhood outreach, document solicitation, scanning, story editing

Signature: _____ Date: _____

Name: Joann Rieke

E-mail: clsjer@hotmail.com Phone Number: (408)245-0656

Address: 1003 Yorktown Drive, Sunnyvale, CA 94087

Responsibilities: Neighborhood outreach, document solicitation, scanning, story editing

Signature: Electronic Date: 4/6/17

**City of Sunnyvale
Neighborhood Grant Program
2017/18 Project Budget Form**

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. **Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2018.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1. Videographer (capture, edit, secure music rights, publish)	\$750	\$
2. Printing and publishing costs	\$250	\$
3. Local publicity (flyers, etc.)	\$100	\$
4.	\$	\$
5.	\$	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$1100	\$
Amount Requested from the City of Sunnyvale	\$1100	

Other Sources of Support

Volunteer Hours (valued at \$27.59/hour, per <i>independentsector.org</i>)	\$1655.40
Donated Materials/Services (food, supplies, equipment)	\$100
Other Funding Received (other grants, collected dues, donations)	\$
Other:	\$
Other:	\$
Total Neighborhood Association Contribution	\$1755.40

Thank you for completing your application for the Neighborhood Grant Program!