



Sunnyvale

Community Events Grant Program Application

Fiscal Year 2019/20

Application Deadline: April 19, 2019, by 5 p.m.

Thank you for your interest in the Community Events Grant Program. Please make sure you thoroughly reviewed 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.** While the City will accept applications through April 19, 2019, by 5 p.m., the exact amount of grant funding available will be determined by City Council when the FY 2019/20 budget is adopted in June 2019. Applicants will be notified of award decisions in July 2019.

Completed applications may be submitted in the following ways:

Mail or Drop Off in Person:

Sunnyvale Public Library (Library Administration, Second Floor)

Attn: Jennifer Acuña

665 W. Olive Avenue, Sunnyvale, CA 94086

Email: ncs@sunnyvale.ca.gov or *Fax:* 408-735-8767

For questions or more information, contact Jennifer Acuña at ncs@sunnyvale.ca.gov or 408-730-7599.

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Event Name: Holiday Tree Lighting

Date(s)/Time(s) of Event: December 7, 2019

Sponsoring Organization(s): Sunnyvale Downtown Association

Grant Amount Requesting from the City of Sunnyvale: \$ 4500

(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: Michael Johnson

Title: Executive Director

Organization: Sunnyvale Downtown Association

Email: _____

Mailing Address: _____

Event Details

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

This will be the 20th year of the Holiday Tree Lighting celebration. The Holiday Tree Lighting Celebration brings together the residents of Sunnyvale regardless of religious affiliation to commence the holiday festivities, starting with the lighting of the Holiday Tree by the city's Mayor. After the tree has been lit, Santa Clause makes his entrance to sirens and lights aboard a Firetruck, to the delight of children of all ages. He then take pictures with the city's children underneath the freshly lit tree. The event will take place on South Murphy Avenue. Other Event Components Include:

1. Official lighting of the Holiday Tree
2. Santa's arrival
3. Live music and carolers from various local high schools

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

We have held this event for the past 20 years. It takes place the first Saturday of December on South 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?

We encourage participation from our community by hosting the choirs and bands from various local schools such as, Columbia Middle School, Fremont and Homestead high schools. These organization bring their own entourage of faculty and family for a festive family event. We also have volunteer groups that perform, include the Sunnyvale Girl Scouts, and local dance company, DANCE ATTACK! 100% of performance groups donate/volunteer their time to our celebration. With the additional perk of pictures with Santa under the tree we welcome our community to come celebrate with us.

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

Although we never take an event for granted, 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. Volunteers return each year because they enjoy the events themselves and want to continue to be part of the magic. Fortunately between our staff and our volunteers we have demonstrated over 25 years of experience in delivering fun community events. Our goal is to exceed expectations at every corner!

Marketing & Promotion

5. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, to whom?

This event invites the entire community to Downtown Sunnyvale. The events is meant for all religious denomination, anyone wishing to "ring in" the holiday season in a fun, community friendly way. It is an opportunity for some folks who have not been exposed to some of our American traditions to join there new friends and neighbors in a non-threatening environment.

6. How many people do you expect to attend your event? How did you arrive at this estimate?

We expect to have 800+ people attend this event if weather permits. Because it is an outdoor event the attendance can be affected by rain or stormy conditions.

7. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Also, indicate if you wish to incorporate the City's local access channel, KSUN 15 in your advertising. 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.com will have updates and reminders as well as other social media

Organization Information

8. 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 for downtown by advocating for policies, programs, and events that support the economic growth of the Downtown core. SDA performs as the marketing arm and ambassador for the Downtown Sunnyvale area by producing broad-appeal events that supplement the individual marketing efforts of it's membership; events that the members would likely not be able to produce on their own. This cooperation brings vital attention and community engagement to the SDA membership.

Event Budget

9. Please describe what kind of controls you have in place to ensure that your event will be planned cost-effectively, with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

The SDA staff has years of experience in both event production and small business ownership. The staff has created an event matrix that we now use for all our events. The matrix is made up of three components: an event time-line, a detailed budget, and a staff task grid that identifies all of the job tasks needed to produce a safe and successful event. To ensure future success we reconvene key event personnel for a post event analysis and discussion of ways to improve the event for the following year's success.

10. 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 \$28.46, 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).

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

This event provides a lot of entertainment but generates no revenue. It relies on city of Sunnyvale grants, city funds, and community sponsorships. This is one of two events that the SDA does as a give-back to the community. We encourage the city to continue to support these type of event that do not generate revenue.

12. Please explain how your organization intends to operate this 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.

Our goal is to provide such a successful event that corporate sponsors will be more than willing to take on the financial support the events require. It is our hope that even if the current sponsor should withdraw their support others will see the value and benefits of "truly free" community events and being part of them in the future.

Holiday Tree

Holiday Tree Lighting 2018/2019

		Notes & Comments
EXPENSES		
City Services		
Banners		
El Camino & Wolfe Roads	\$ 400.00	
Permits	\$ 250.00	
Subtotal - City Services	\$ 650.00	
Equipment Rentals & Purchases		
Tree	\$ 4,500.00	
Subtotal - Equipment Rentals	\$ 4,500.00	
Marketing & Advertising		
Banner	\$ 2,200.00	
Subtotal - Marketing & Advertising	\$ 2,200.00	
Subcontractors		
Dumpsters/Recycling	\$ 100.00	
Event Coordinator	\$ 700.00	
Volunteer Coordinators	\$ 100.00	
Set up & clean up	\$ 300.00	
Stage set up	\$ 350.00	
Subtotal - Subcontractors	\$ 1,550.00	
Insurance	\$ 400.00	
Subtotal - Other	\$ 400.00	
TOTAL EXPENSES	\$ 9,300.00	
REVENUE		
CONTRIBUTED INCOME		
Grants		
City/Government		
Subtotal - Grants		
Space Rentals - Host Locations/Vendors (20)		
Subtotal - Space Rentals		
Sponsorships		
Sponsors	\$ 12,000.00	
Subtotal - Sponsorships	\$ 12,000.00	
TOTAL REVENUE	\$ 12,000.00	
NET PROFIT / LOSS	\$ 2,700.00	