



City of Sunnyvale

Notice and Agenda

Community Event and Neighborhood Grant Distribution Subcommittee

Friday, December 8, 2023

2:00 PM

Online and Bay Conference Room (Room
145), City Hall, 456 W. Olive Ave.,
Sunnyvale, CA 94086

Meeting online link: <https://sunnyvale-ca-gov.zoom.us/j/97078359003>

Public Participation

- *Teleconference participation: You may provide audio public comment by connecting to the teleconference meeting online or by telephone. Use the Raise Hand feature to request to speak (*9 on a telephone):*

Meeting online link: <https://sunnyvale-ca-gov.zoom.us/j/97078359003>

*Meeting call-in telephone number: 833-548-0282 | Meeting ID: 970 7835 9003
(*9 to request to speak | *6 to unmute/mute)*

- *Watch the Community Events and Neighborhood Grant Distribution Subcommittee meeting at: <http://youtube.com/SunnyvaleMeetings>*
- *Submit written comments to the Community Events and Neighborhood Grant Distribution Subcommittee up to 4 hours prior to the meeting to ncs@sunnyvale.ca.gov or by mail to City Clerk, 456 W. Olive Ave, Sunnyvale, CA 94086.*
- *Review recordings of this meeting and past meetings at <https://sunnyvaleca.legistar.com/calendar.aspx> or <http://youtube.com/SunnyvaleMeetings>*

Accessibility/Americans with Disabilities Act (ADA) Notice

Pursuant to the Americans with Disabilities Act (ADA), if you need special assistance to provide public comment, or for other special assistance; please contact the City at least 48 hours prior to the meeting to enable the City to make reasonable arrangements to ensure accessibility to this meeting. ADA contact: Angela Chan may be reached at 408-730-7599 or ncs@sunnyvale.ca.gov (28 CFR 35.160 (b) (1)).

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT

This category provides an opportunity for members of the public to address the committee on items not listed on the agenda and is limited to 15 minutes (may be extended or continued after the public hearings/general business section of the agenda at the discretion of the Chair) with a maximum of up to three minutes per speaker. Please note the Brown Act (Open Meeting Law) does not allow committee members to take action on an item not listed on the agenda. If you wish to address the committee, please complete a speaker card and give it to the Recording Secretary. Individuals are limited to one appearance during this section.

CONSENT CALENDAR

All matters listed on the consent calendar are considered to be routine and will be acted upon by one motion. There will be no separate discussion of these items. If a member of the public would like a consent calendar item pulled and discussed separately, please refer to the notice at the beginning of this agenda.

Approve the Community Event and Neighborhood

[23-0722](#)

Approve the Community Event and Neighborhood Grant Distribution Subcommittee Meeting Minutes of August 18, 2023

Recommendation: Approve the Community Event and Neighborhood Grant Distribution Subcommittee Meeting Minutes of August 18, 2023 as submitted.

GENERAL BUSINESS

If you wish to speak to a public hearing/general business item, please refer to notice at the beginning of this agenda. Each speaker is limited to a maximum of three minutes.

[23-0723](#)

Review of Calendar Year 2023 Grants and Consideration of 2024 Community Events and Neighborhood Grant Program Applications

Recommendation: There are no staff recommendations for the 2024 CENGP cycle.

INFORMATION ONLY

ADJOURNMENT

Notice to the Public:

Any agenda related writings or documents distributed to members of this meeting body regarding any item on this agenda will be made available for public inspection in the originating department or can be accessed through the Office of the City Clerk located at 456 W. Olive Ave, during normal business hours and in the Council Chamber on the evening of the Community Events and Neighborhood Grant Distribution Subcommittee Meeting, pursuant to Government Code §54957.5.

Agenda information is available by contacting Ricky Le at 408-730-7906 or rle@sunnyvale.ca.gov. Agendas and associated reports are also available on the City's website at sunnyvale.ca.gov or at the One-Stop Desk, City Hall, 456 W. Olive Ave., Sunnyvale, CA, 72 hours before the Meeting.



City of Sunnyvale

Agenda Item

23-0722

Agenda Date: 12/8/2023

SUBJECT

Approve the Community Event and Neighborhood Grant Distribution Subcommittee Meeting Minutes of August 18, 2023

RECOMMENDATION

Approve the Community Event and Neighborhood Grant Distribution Subcommittee Meeting Minutes of August 18, 2023 as submitted.



City of Sunnyvale

Meeting Minutes - Draft Community Event and Neighborhood Grant Distribution Subcommittee

Friday, August 18, 2023

2:00 PM

Online and Bay Conference Room (Room
145), City Hall, 456 W. Olive Ave.,
Sunnyvale, CA 94086

CALL TO ORDER

Councilmember Cisneros called the meeting to order at 2:05 p.m.

ROLL CALL

Present: 2 - Member Alysa Cisneros
Member Murali Srinivasan
Absent: 1 - Member Linda Sell

PUBLIC COMMENT

None.

CONSENT CALENDAR

Councilmember Srinivasan moved and Councilmember Cisneros seconded the motion to Approve the Community Event and Neighborhood Grant Program Subcommittee Meeting Minutes of December 6, 2022 as submitted.

The motion carries by the following vote:

Yes: 2 - Member Cisneros
Member Srinivasan

No: 0

Absent: 1 - Member Sell

[23-0691](#) Approve the Community Event and Neighborhood Grant
Distribution Subcommittee Meeting Minutes of December 6,
2022

GENERAL BUSINESS

[23-0692](#) Selection of Chair

Councilmembers discussed and nominated Alysa Cisneros to serve as Chair for the Community Events and Neighborhood Grant Program. Staff conducted a roll call vote.

Councilmember Cisneros moved and Councilmember Srinivasan seconded the motion to approve the selection of Alysa Cisneros as Chair of the Community Events and Neighborhood Grant Program Subcommittee.

The motion carried by the following vote:

Yes: 2 - Member Cisneros
Member Srinivasan

No: 0

Absent: 1 - Member Sell

[23-0693](#) Review and Approve the Community Events and
Neighborhood Grant Program Materials for Calendar Year
2024 and Authorize Staff to Initiate the Application Process

Youth and Family Resources Manager, Angela Chan, provided a presentation on the Community Events and Neighborhood Grant process. Highlights included: 2023 calendar grant cycle, event status, 2024 proposed program, application timeline and future considerations.

Councilmembers inquired and staff responded:

What happens to funds that aren't used by groups? Currently the project budget does not carry over funds. Staff can reach out to Finance to explore rollover options.

What is the difference between a nonprofit and not for profit? Not for profit groups serve the community, but do not have a nonprofit tax designated title - 501(c)(3). Staff will include distinction on the application/guidelines.

In the neighborhood grant application/guidelines, there was a blurb about no political activities. Can staff add that information to the community events application/guideline? Yes.

Can the application add a question to ask how many participants each group expects to serve during their events? Yes.

Councilmember Cisneros opened for public comment.

Valerie S., Sunnyvale resident, was a proponent of the tiered funding option. She recommended that the subcommittee explore a 3rd tier for groups larger than 500 households. She also proposed the idea of distributing the funds that weren't used by grantees to the remaining community/neighborhood groups.

Councilmember Cisneros recommended that we gather a baseline before exploring a 3rd tier option.

Councilmember Cisneros closed public comment.

Staff will provide funding information on current program and tiered option at the December 6, 2023 meeting.

Councilmember Srinivasan moved and Councilmember Cisneros seconded the motion to Approve the Community Events and Neighborhood Grant Program Materials for Calendar Year 2024 and Authorize Staff to Initiate the Application Process.

The motion carried by the following vote:

Yes: 2 - Member Cisneros
Member Srinivasan

No: 0

Absent: 1 - Member Sell

INFORMATION ONLY

None.

ADJOURNMENT

Councilmember Cisneros adjourned the meeting at 2:53 p.m.



City of Sunnyvale

Agenda Item

23-0723

Agenda Date: 12/8/2023

REPORT TO SUBCOMMITTEE

SUBJECT

Review of Calendar Year 2023 Grants and Consideration of 2024 Community Events and Neighborhood Grant Program Applications

BACKGROUND

This fiscal year, City Council allocated \$34,000 to support community and neighborhood events through the Community Events and Neighborhood Grant Program (CENGP). Community Events receive \$21,000 and Neighborhood Grants receive \$13,000.

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

At the August 18, 2023 Subcommittee meeting, the following recommendation was presented and approved:

- 1) Approve 2023 Community Events and Neighborhood Grant Applications, Guidelines and Updates

The Subcommittee met to review and approve the grant application materials for Calendar Year 2024. Staff provided one virtual technical assistance and Q & A session for each program (Community Events and Neighborhood Grant) during the open application period, with one attendee in the Neighborhood Grant session.

The application period was open between September 6 and October 20, 2023. Outreach included contacting grantees and applicants for the last three years, local non-profits, neighborhood associations, and community partners. Additionally, multiple City communication channels shared CENGP application information, including the News Center on the City website, City Council announcement, Update Sunnyvale, and Recreation E-newsletter.

The purpose of this report is to review the grant applications received for the 2024 funding cycle and seek direction from the Subcommittee on the recommended funding for each. The Subcommittee is scheduled to present its recommendations to City Council in January 2024.

EXISTING POLICY

Council Policy 7.2.1, Community Engagement - Goals and Policies

Goal B: Achieve a community in which all community members can be actively involved in shaping

the quality of life and participate in local community and government activities.

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

Council Policy 7.2.18, Special Events

D. Community Event Program

The City may fund community events through this program.

ENVIRONMENTAL REVIEW

The action considered does not constitute a “project” with the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378(b)(4) in that it is a fiscal activity that does not involve any commitment to any specific project which may result in a potential significant impact on the environment.

DISCUSSION

2023 Grant Cycle Update

The 2023 grant cycle was from January 1 to December 31, 2023. The table below highlights the organizations that received funding and their estimated requested reimbursement.

Neighborhood Association	Grant Award	Reimbursement
Bidweller's Association	\$1,500	\$1,425.45
Charles Street Gardens	\$1,250	Pending
Cumberland South	\$600	\$600
Heritage District	\$1,500	Pending
Lakewood Village Neighborhood Association	\$1,500	Pending
Murphy District	\$1,250	Pending
Ortega Park	\$1,500	\$1,500
SunnyArts	\$1,500	\$1,500
Sunnyvale Neighborhood of Arbor Including La Linda (SNAIL)	\$1,500	\$1,500
Valley Forge Neighborhood Group	\$900	\$851.80
Neighborhood Grants Total	\$13,000	\$7,377.25
Community Event	Grant Award	Reimbursement
Duo Duo Animal Welfare Project	\$4,000	Pending
South Asian Cultural Association (SACA)	\$6,000	Pending
South Asian Cultural Association (SACA)	\$2,500	\$0
San Miguel PTA	\$1,000	\$1,000
Sunnyvale Downtown Association (SDA)	\$2,000	\$2,000
Sunnyvale Downtown Association (SDA)	\$2,000	\$2,000
Sunnyvale Downtown Association (SDA)	\$1,500	\$1,500
Sunnyvale Downtown Association (SDA)	\$2,000	Pending
Community Events Total	\$21,000	\$6,500

	Grant Award	Reimbursed	Pending
Neighborhood Grants	\$13,000	\$7,377.25	\$5,500
Community Events	\$21,000	\$6,500.00	\$12,000
CENGP TOTAL	\$34,000	\$14,877.25	\$17,500

2024 Grant Application Summary

For the 2024 grant cycle, 15 applications for neighborhood grants and 11 applications for community events were received.

Neighborhood Association (NA)	Project	Funding Requested
Bidwell Resident NA	Neighborhood Street Fair	\$1,500
Charles Street Garden	CA Native Showcase	\$1,500
Cherry Chase NA	Outreach & Community Engagement	\$1,500
Cherryhill NA	Ready, Set, Climate Action	\$1,500
Cumberland South NA	July 4 Parade & Potluck	\$1,225
Heritage District	The Heritage Arches	\$1,500
Lakewood Village NA	LVNA Events	\$1,500
Murphy District	Summer Block Party	\$1,500
Ortega Park NA	Neighborhood Programs & Social	\$1,500
Panama Park NA	Improve Outreach	\$998
San Miguel NA	National Night Out	\$600
SNAIL NA	National Night Out	\$1,500
SunnyArts NA	Community Building, Security & Giving Back	\$1,500
Valley Forge	Block Party	\$900
Wrightmont Corners	Little Library	\$717
TOTAL REQUESTED		\$19,440

Community Event	Event	Funding Requested
Cupertino Symphonic Band	Spring Concert 2024	\$936
Ellis PTA	International Festival	\$1,680
Hamara Family Charitable (HRFC)	Navaratri Garaba 2024 (Indian Folk)	\$3,000
San Miguel PTA	Multi-Cultural Night	\$1,000
South Asian Cultural Association (SACA)	Diwali 2024	\$10,000
South Asian Cultural Association (SACA)	Holi 2024	\$5,000
Sunnyvale Downtown Association (SDA)	Jazz & Beyond	\$3,500
Sunnyvale Downtown Association (SDA)	Dining & Dancing	\$2,000
Sunnyvale Downtown Association (SDA)	Holiday Tree Lighting	\$3,500
Sunnyvale Downtown Association (SDA)	Summer Series	\$3,500
Sunnyvale Downtown Association (SDA)	Wine Stroll	\$3,500
TOTAL REQUESTED		\$37,616

	Funding Requested
Neighborhood Grants Requested	\$19,440
Community Events Requested	\$37,616
TOTAL CENGP FUNDING	\$57,056

Staff has no funding recommendations. Instead, below are two options for the Subcommittee's consideration. The first option funds each application at a percentage based on available funding. The second option takes into consideration the details in the application and other factors such as new event or applicant, projected number of attendees, and number of households in each Neighborhood Association, etc.

Option #1 - Percentage-Based Funding Approach.

Option #1 funds most Community Events at 75% and Neighborhood Associations at 70%. The two Community Event applicants that require tickets as part of their events were not recommended for funding, as event ticket sales are not allowed under this grant's policies. Lastly, the Holi event is funded at 60%, not 75%. They were awarded a grant in 2023; however, SACAS was unable to host a 2023 Holi event.

Murphy District's Neighborhood Grant application is funded at 57%, not 70%. Their application did not include an event budget, which is required.

Community Event	Event	# of Attendees Expected	Request	Fund @ 75%
Cupertino Symphonic Band	Spring Concert 2024	150-300	\$936	\$702
Ellis PTA	International Festival	over 500	\$1,680	\$1,260
Hamara Family Charitable (HRFC)	Navaratri Garaba 2024 (Indian Folk)	Didn't provide	\$3,000	\$0
San Miguel PTA	Multicultural Night	200-250	\$1,000	\$750
South Asian Cultural Association of Sunnyvale (SACAS)	Diwali 2024	3,000+	\$10,000	\$7,500
South Asian Cultural Association of Sunnyvale (SACAS)	Holi 2024	800+	\$5,000	\$3,000
Sunnyvale Downtown Association (SDA)	Jazz & Beyond	200-300	\$3,500	\$2,625
Sunnyvale Downtown Association (SDA)	Dining & Dancing	Didn't provide	\$2,000	\$1,500
Sunnyvale Downtown Association (SDA)	Holiday Tree Lighting	300	\$3,500	\$2,625
Sunnyvale Downtown Association (SDA)	Summer Series	600-800/week	\$3,500	\$2,625
Sunnyvale Downtown Association (SDA)	Wine Stroll	600	\$3,500	\$0
		Total:	\$37,616	\$22,587

Neighborhood Association (NA)	District	# of Households	Event	# of Attendees Expected	Request	Fund @ 70%
Bidwell Resident NA	2	40	Neighborhood Street Fair	Didn't Provide	\$1,500	\$1,050
Charles Street Garden	2	97	CA Native Showcase	Didn't Provide	\$1,500	\$1,050
Cherry Chase NA	1	2500	Outreach & Community Engagement	200/event	\$1,500	\$1,050

Cherryhill NA	1	856	Ready, Set, Climate Action	Didn't Provide/800 items for households	\$1,500	\$1,050
Cumberland South NA	1	400	July 4 Parade & Potluck	250+	\$1,225	\$856
Heritage District	2	686	The Heritage Arches	240-580	\$1,500	\$1,050
Lakewood Village NA	6	1638	LVNA Events	newsletter to 1638 residents	\$1,500	\$1,050
Murphy District	5	250	Summer Block Party	Didn't Provide	\$1,500	\$857
Ortega Park NA	3	2586	Neighborhood Programs & Social	100+ families	\$1,500	\$1,050
Panama Park NA	3	1050	Improve Outreach	Didn't Provide	\$998	\$698
San Miguel NA	5	750	National Night Out	90+	\$600	\$420
SNAIL NA	5	1,600	National Night Out	Didn't Provide	\$1,500	\$1,050
SunnyArts NA	3	256	Community Building, Security & Giving Back	Didn't Provide	\$1,500	\$1,050
Valley Forge	1	48	Block Party	66	\$900	\$630
Wrightmont Corners	1	110	Little Library	Didn't Provide	\$717	\$502
				Total:	\$19,440	\$13,413

Option #2 - Application Factor(s) Funding Approach.

Option #2 takes into consideration the details of each application and other factors such as new events or applicants, projected attendees, and the number of households in neighborhood associations. Again, the two Community Event applicants that require tickets as part of their events were not recommended for funding, as event ticket sales are not allowed under this grant's policies.

Community Event	Event	# of Attendees Expected	Request	Based on Application Review
Cupertino Symphonic Band	Spring Concert 2024	150-300	\$936	\$700
Ellis PTA	International Festival	over 500	\$1,680	\$1,000
Hamara Family Charitable (HRFC)	Navaratri Garaba 2024 (Indian Folk)	Didn't provide	\$3,000	\$0
San Miguel PTA	Multicultural Night	200-250	\$1,000	\$900
South Asian Cultural Association of Sunnyvale (SACAS)	Diwali 2024	3,000+	\$10,000	\$8,150
South Asian Cultural Association of Sunnyvale (SACAS)	Holi 2024	800+	\$5,000	\$0
Sunnyvale Downtown Association (SDA)	Jazz & Beyond	200-300	\$3,500	\$3,000
Sunnyvale Downtown Association (SDA)	Dining & Dancing	Didn't provide	\$2,000	\$1,750
Sunnyvale Downtown Association (SDA)	Holiday Tree Lighting	300	\$3,500	\$3,500
Sunnyvale Downtown Association (SDA)	Summer Series	600-800/week	\$3,500	\$3,000
Sunnyvale Downtown Association (SDA)	Wine Stroll	600	\$3,500	\$0
		Total:	\$37,616	\$22,000

Neighborhood Association (NA)	District	# of Households	Event	# of Attendees Expected	Request	Based on Application Review & Size of NA
Bidwell Resident NA	2	40	Neighborhood Street Fair	Didn't Provide	\$1,500	\$500
Charles Street Garden	2	97	CA Native Showcase	Didn't Provide	\$1,500	\$1,200

Cherry Chase NA	1	2500	Outreach & Community Engagement	200/event	\$1,500	\$1,200
Cherryhill NA	1	856	Ready, Set, Climate Action	Didn't Provide/800 items for households	\$1,500	\$1,200
Cumberland South NA	1	400	July 4 Parade & Potluck	250+	\$1,225	\$1,000
Heritage District	2	686	The Heritage Arches	240-580	\$1,500	\$1,200
Lakewood Village NA	6	1638	LVNA Events	newsletter to 1638 residents	\$1,500	\$1,200
Murphy District	5	250	Summer Block Party	Didn't Provide	\$1,500	\$500
Ortega Park NA	3	2586	Neighborhood Programs & Social	100+ families	\$1,500	\$1,200
Panama Park NA	3	1050	Improve Outreach	Didn't Provide	\$998	\$800
San Miguel NA	5	750	National Night Out	90+	\$600	\$500
SNAIL NA	5	1,600	National Night Out	Didn't Provide	\$1,500	\$1,200
SunnyArts NA	3	256	Community Building, Security & Giving Back	Didn't Provide	\$1,500	\$1,200
Valley Forge	1	48	Block Party	66	\$900	\$500
Wrightmont Corners	1	110	Little Library	Didn't Provide	\$717	\$600
				Total:	\$19,440	\$14,000

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

The Subcommittee's recommendations for grant distribution are based on the \$36,000 allocated for CENGP within the FY 2024/25 General Fund financial plan in project 835490 - Community Events & Neighborhood Grants. For the 2024 CENGP cycle, there are no staff recommendations. The total grant distribution amount available is \$36,000.

FISCAL IMPACT

CENGP funding is included in project 835490 - Community Events & Neighborhood Grants with sufficient funding to cover the \$36,000 for 2024 grants recommended for funding. Funding is planned annually across the General Fund 20-year financial plan.

PUBLIC CONTACT

Public contact was made through posting of the Subcommittee agenda on the City's official notice bulletin board, on the City's website, and the availability of the agenda and report in the Office of the City Clerk.

ALTERNATIVES

1. Recommend funding levels as outlined in Option #1 above.
2. Recommend funding levels as outlined in Option #2 above.
3. Take other action as determined by the Subcommittee.

RECOMMENDATION

There are no staff recommendations for the 2024 CENGP cycle.

Prepared by: Angela Chan, Youth and Family Resources Manager

Reviewed by: Damon Sparacino, Superintendent of Recreation Services

Reviewed by: Michelle Perera, Director of Library and Recreation Services

Reviewed by: Jaqui Guzmán, Deputy City Manager

Approved by: Kent Steffens, City Manager

ATTACHMENTS

1. Reserved for Report to Council
2. 2023 Neighborhood Grantee Summary
3. 2023 Community Event Grantee Summary
4. 2024 Neighborhood Grant Applications Packet
5. 2024 Community Events Grant Applications Packet

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Neighborhood Grant Summary

Neighborhood Association (NA)	Project	Funding Requested
Bidwell Resident NA	Neighborhood Street Fair	\$1,500
Charles Street Garden	CA Native Showcase	\$1,500
Cherry Chase NA	Outreach & Community Engagement	\$1,500
Cherryhill NA	Ready, Set, Climate Action	\$1,500
Cumberland South NA	July 4 Parade & Potluck	\$1,225
Heritage District	The Heritage Arches	\$1,500
Lakewood Village NA	LVNA Events	\$1,500
Murphy District	Summer Block Party	\$1,500
Ortega Park NA	Neighborhood Programs & Social	\$1,500
Panama Park NA	Improve Outreach	\$998
San Miguel NA	National Night Out	\$600
SNAIL NA	National Night Out	\$1,500
SunnyArts NA	Community Building, Security & Giving Back	\$1,500
Valley Forge	Block Party	\$900
Wrightmont Corners	Little Library	\$717
TOTAL REQUESTED		\$19,440

Community Event Summary

Community Event	Event	Funding Requested
Cupertino Symphonic Band	Spring Concert 2024	\$936
Ellis PTA	International Festival	\$1,680
Hamara Family Charitable (HRFC)	Navaratri Garaba 2024 (Indian Folk)	\$3,000
San Miguel PTA	Multi-Cultural Night	\$1,000
South Asian Cultural Association (SACA)	Diwali 2024	\$10,000
South Asian Cultural Association (SACA)	Holi 2024	\$5,000
Sunnyvale Downtown Association (SDA)	Jazz & Beyond	\$3,500
Sunnyvale Downtown Association (SDA)	Dining & Dancing	\$2,000
Sunnyvale Downtown Association (SDA)	Holiday Tree Lighting	\$3,500
Sunnyvale Downtown Association (SDA)	Summer Series	\$3,500
Sunnyvale Downtown Association (SDA)	Wine Stroll	\$3,500
TOTAL REQUESTED		\$37,616



Neighborhood Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, by 5 p.m.

Thank you for your interest in the Neighborhood Grant Program. Please make sure you 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 20, 2023, by 5 p.m. Applicants will be notified of award decisions in January 2024. For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Complete 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

.....
Name of Neighborhood Group or Association: Bidwell Resident Association

Name of Individual Submitting Application: Daryoush Nafarzadegan

Individual's Email: [REDACTED] Phone: [REDACTED]

Name of Proposed Project: neighborhood street Fair

Grant Amount Requesting from the City of Sunnyvale (Maximum grant amount is \$1,500): \$ 1,500

Is your Neighborhood Group currently registered with City of Sunnyvale?

Yes ☐

No ☐

If no, will your Neighborhood Group register with the City of Sunnyvale by the time your proposed event/activity takes place?

Yes ☐

No ☐

Neighborhood Group/Association Background

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group, including which Council District? Approximately, how many households are included?

BIDWELL Resident association was formed in 2018, to promote resident involvement in neighborhood affairs and to build community relationship based on friendship and cooperation. We are approximately 40 households in District 2. Boundries are Bidwell avenue from Mary to Piedra Drive and Carson Drive,

Project Description

2. Describe your proposed project and/or event. Make sure to include the following:

- How will it benefit the residents in your neighborhood and/or your neighborhood association?
- How many people or households you are expecting to attend or benefit from the project or event?
- Describe the outreach you will do to generate awareness and support for the project/event.

Event to unite neighbors and promote multi cultural activities. Organize the block celebration events and other meetings to provide a platform for neighbors to meet each other and create harmony. Flyers are produced and neighbors are encouraged to call their nearest neighbors. also will advertise on the the neighborhood trees. which well promptly remove after the event.

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

- Increase communication among neighbors
- Build bridges between cultures
- Improve the physical condition of the neighborhood
- Enhance neighborhood pride and identity

We bring community and neighbors of Bidwell, Washinton ave, Mary ave subdivision together by organizing block events. People meet and greet each other. Close street so that Kids play together on the street during the event. We organize health seminars to discuss various ways to improve health and daily life. We ask Our neighbors to bring an ethnic food dish, and that have been the best subject of discussion and cultural interactions. We support neighbors for various other activities.

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

This will be our third event and every year we have improved on participation and friendship circle expansion, We had our beloved Mayor Larry Klein come on our last event which was a block party with ethnic delicacies. The Mayor mentioned the new downtown development with excinting features that everybody loved. By all major evaluations it was a very successful and joyful event which caused many new friendship we wittness now.

Project Plan

5. Use the chart below and list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity.

Activity	Person(s) Responsible	Completion Date (MO/YR)
<i>Example: Create flier/email for barbecue</i>	Jane Smith	08/23
1. creating Flyer and announcements	Raj	
2. Music and entertainment	Dar and Parthiv	
3. Food and table set ups	Noreen	
4. street closure permit and cones	Dar	
5. Kids games	Raj	
6.		
7.		
8.		
9.		
10.		
11.		
12.		

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 December 31, 2024.

Project Leader Name: Dar Nafarzadegan
Email: [REDACTED] **Phone Number:** [REDACTED]
Mailing Address: [REDACTED]
Signature: _____ **Date:** 10/2/2023

- 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: Parthive Rawal
Email: _____ **Phone Number:** _____
Mailing Address: _____
Signature: _____ **Date:** _____

- 3. Other Project Team Member** - 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: Raj
Email: [REDACTED] **Phone Number:** _____
Mailing Address: _____
Signature: _____ **Date:** _____



Neighborhood Grant Program Project Budget Form Calendar Year 2024

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 December 31, 2024.**

Project Expenses

Activity	Estimated Costs
1. food and drinks	\$ 500
2. entertainment equipment	\$ 600
3. paper plates and table cloth	\$ 200
4. kids games	\$ 300
5. permits	\$ 40
6. volunteering 30 hours at least	\$ 1050
7. Miscellaneous	\$ 200
8.	\$
9.	\$
10.	\$
Estimated Total Expenses	\$ 2950
Amount Requested from the City of Sunnyvale	\$1500



Neighborhood Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, by 5 p.m.

Thank you for your interest in the Neighborhood Grant Program. Please make sure you 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 20, 2023, by 5 p.m. Applicants will be notified of award decisions in January 2024. For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Complete 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

.....
Name of Neighborhood Group or Association: Charles Street Gardens

Name of Individual Submitting Application: Margherita Lai

Individual's Email: [REDACTED] Phone: [REDACTED]

Name of Proposed Project: California Natives Showcase @ CSG

Grant Amount Requesting from the City of Sunnyvale (Maximum grant amount is \$1,500): \$ 1500

Is your Neighborhood Group currently registered with City of Sunnyvale? Yes ☒ No ☐

If no, will your Neighborhood Group register with the City of Sunnyvale by the time your proposed event/activity takes place? Yes ☐ No ☐

Neighborhood Group/Association Background

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group, including which Council District? Approximately, how many households are included?

Charles Street Gardens (CSG) was formed in 2006 as a project of the non-profit organization Sustainable Community Gardens (SCG) to provide a space for the Sunnyvale and surrounding community to garden and enjoy nature.

CSG is located at 433 Charles Street in Sunnyvale, on City of Sunnyvale property. Our community garden members are all residents of Sunnyvale, representing all zip codes within Sunnyvale. We have 95 raised garden beds and currently have 97 households gardening at CSG. The garden is operated and maintained solely by volunteer efforts of our gardeners.

The garden is open to the public. The Perimeter Beds are accessible to visitors at all times; it is not necessary to go into the garden to view them. Free parking is nearby. Additionally, the UC Master Gardeners (MG) maintain teaching garden beds within the CSG space, and teach seminars throughout the year that are open to the public.

Project Description

2. Describe your proposed project and/or event. Make sure to include the following:

- How will it benefit the residents in your neighborhood and/or your neighborhood association?
- How many people or households you are expecting to attend or benefit from the project or event?
- Describe the outreach you will do to generate awareness and support for the project/event.

In 2022, CSG became a registered Monarch Waystation. For our project, we plan to expand our pollinator support by removing non-native flora from our exterior Perimeter Bed and interior Monarch Patch and replacing it with California native plants. We will be choosing plants that are beneficial to the ecosystem, providing habitat and food sources for birds, moths, butterflies, and other beneficial insects such as wasps, beetles, flies.

The benefits of this project extend to both CSG gardeners and the greater Sunnyvale community. Expanding pollinator habitat will allow visitors to encounter a wider variety of California wildlife in or around the garden. Garden members, public visitors and volunteers will have the opportunity to learn about California native flora by participating in planting and propagation activities. Through these experiences, we hope to inspire neighbors and visitors to enrich the environment with their own California native plantings, thereby supporting beneficial insects and reducing the use of water, insecticides and fertilizers. Our project may also make CSG more fruitful: larger populations of native bees and beneficial insects can help increase crops yields.

Public awareness will be generated through project updates and related educational information posted to our garden website and social media accounts. The Perimeter Bed where the majority of the native plants will be is on the exterior of CSG, accessible to visitors at all times. Garden docents can provide additional information to visitors about the Perimeter Native Garden and Monarch Patch. Temporary signage will be placed in the Perimeter Bed and Monarch Patch to indicate these areas are undergoing renovation.

We will also continue to make progress on rebuilding our aging raised garden beds.

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

- Increase communication among neighbors
- Build bridges between cultures
- Improve the physical condition of the neighborhood
- Enhance neighborhood pride and identity

Sunnyvale residents, and our gardeners, hail from a variety of countries and states. As a result, many community members may be unfamiliar with the plants and pollinators found in California's unique Mediterranean climate. Adding native plants to our garden will allow individuals to discover the diversity of California's flora and fauna in a readily-accessible space. It will also permit our enthusiastic garden stewards to more easily educate visitors about the environmental benefits of incorporating native plants into an urban environment.

Furthermore, completion of this project will help us correct damage and address maintenance deficits sustained to the Perimeter Bed during Phase 1 of the Civic Center renovation. Native plants will add visual interest to the area through a diversity of colors, textures and bloom times, as well as complement the California natural landscapes outlined in the Civic Center Master Plan.

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

Volunteer hours logged, community engagement with our social media posts and completion of plant installation by the end of 2024 will serve as the initial indicators of project success. Long – term success will be determined by plant survival rates and an observable increase in pollinator number and diversity within the garden. Increased use of California native plants by homeowners in landscape projects may also signal the success of this project.

Project Plan

5. Use the chart below and list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity.

Activity	Person(s) Responsible	Completion Date (MO/YR)
<i>Example: Create flier/email for barbecue</i>	Jane Smith	08/23
1. Finalize native plant selection	Janet Hamma, Jodi Marvet,	12/24
2. Refine landscape design	Janet Hamma, Jodi Marvet,	12/24
3. Purchase plants, seeds and propagation supplies	Margherita Lai, Janet Hamn	12/24
4. Coordinate volunteers for seed planting and seedling	Janet Hamma, Jodi Marvet,	12/24
5. Coordinate volunteers for plant installation into	Janet Hamma, Jodi Marvet,	12/24
6. Design signage and social media content	Fiona Walsh, Janet Hamma	12/24
7. Purchase materials and rebuild one raised bed	Margherita Lai	12/24
8.		
9.		
10.		
11.		
12.		

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 December 31, 2024.

Project Leader Name: Jessica Wittnam

Email: [REDACTED] Phone Number: [REDACTED]

Mailing Address: [REDACTED]

Signature: Jessica Wittnam Date: 10/20/23

- 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: Jodi Marvet

Email: [REDACTED] Phone Number: [REDACTED]

Mailing Address: [REDACTED]

Signature: Jodi Marvet Date: 10/20/23

- 3. Other Project Team Member** - 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: Margherita Lai

Email: [REDACTED] Phone Number: [REDACTED]

Mailing Address: [REDACTED]

Signature: Margherita Lai Date: 10/20/23



Neighborhood Grant Program Project Budget Form Calendar Year 2024

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 December 31, 2024.**

Project Expenses

Activity	Estimated Costs
1. Purchase of California native plants from nurseries	\$ 700
2. Purchase of plant propagation materials (soil, fertilizer, pots, trays, seeds)	\$ 250
3. Purchase of temporary signage supplies (sign stakes, corrugated plastic sign blanks)	\$ 50
4. Bed rebuild material (12 Oldcastle concrete blocks, rebar, lumber, brackets)	\$ 500
5.	\$
6.	\$
7.	\$
8.	\$
9.	\$
10.	\$
Estimated Total Expenses	\$ 1500
Amount Requested from the City of Sunnyvale	\$1500



Sunnyvale

Neighborhood Grant Program Application

Calendar Year 2024

Application Deadline: Friday, October 20, 2023, by 5 p.m.

Thank you for your interest in the Neighborhood Grant Program. Please make sure you 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 20, 2023, by 5 p.m. Applicants will be notified of award decisions in January 2024. For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Complete 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

Cherry Chase Neighborhood Association

Name of Neighborhood Group or Association: _____

Jayashree Desale

Name of Individual Submitting Application: _____

Individual's Email: _____

Phone: _____

Neighborhood outreach and community engagement

Name of Proposed Project: _____

1,500

Grant Amount Requesting from the City of Sunnyvale (Maximum grant amount is \$1,500): \$ _____

Is your Neighborhood Group currently registered with City of Sunnyvale?

Yes



No



If no, will your Neighborhood Group register with the City of Sunnyvale by the time your proposed event/activity takes place?

Yes



No



Neighborhood Group/Association Background

- When was your neighborhood group or association formed and why? What are the geographic boundaries of your group, including which Council District? Approximately, how many households are included?

The Cherry Chase Neighborhood Association (CCNA) began as the Cherry Chase Neighborhood Watch group in 2011 and was registered as an official neighborhood association with the City of Sunnyvale in 2012. We created the CCNA to provide opportunities for families in the Cherry Chase area to engage in community events, increase communication amongst the neighbors and adjoining neighborhoods, and have a unified civic voice on matters pertaining to beautifying and securing our neighborhood.

Our boundaries include Blair, Mary, Remington and W. Knickerbocker Avenues.

There are approximately 2,500 households within the CCNA boundary.

Project Description

2. Describe your proposed project and/or event. Make sure to include the following:

- How will it benefit the residents in your neighborhood and/or your neighborhood association?
- How many people or households you are expecting to attend or benefit from the project or event?
- Describe the outreach you will do to generate awareness and support for the project/event.

Our two largest annual events are the Annual Summer Block Party and the Diwali Festival of Lights. To garner interest and participation, we create flyers and we email them out to our database and also print to take around to neighbors' doors. We also promote the events on our Facebook page, website, and on Nextdoor. We also include one or two informational meetings, pertaining to safety, emergency preparedness, or community related issues throughout the year.

Our CCNA Summer Block Party was last held in July 2023 and around 200 people attended. We will plan to hold this again in summer of 2024. The Block party is a great way to bring our neighbors together to play on the Ramona Park playground, visit with one another, welcome new neighbors and help our elderly neighbors get out of the house. It is also well attended by city elected officers, city services and emergency department. It is great way for CCNA residents to interact with each other and with officers and voice their concerns.

The Diwali Festival of Lights is co-sponsored with the Cherry Chase PTA and our last celebration was in November 2022. This event was founded in 2012 and has been held annually by CCNA. Over 200 neighbors and children attend the event which is held in the Cherry Chase multipurpose room. We decorate, have a DJ, fashion show, crafts and more. Because our neighborhood is very diverse, this festival is a beautiful way to showcase Indian culture to all.

We would like to add a Freecycle Day in May of 2024. Similar to Cherry Hill. They are educating us on how the event works and we will duplicate it for our neighborhood. In addition, we would use the grant funds to purchase 4 more Neighborhood Watch signs from the City. We are trying to have these well placed throughout Cherry Chase to promote safety.

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

- Increase communication among neighbors
- Build bridges between cultures
- Improve the physical condition of the neighborhood
- Enhance neighborhood pride and identity

The primary purpose of our community activities is to support neighbors connecting, unity and safety. In addition, as explained above, our Diwali Festival is to build bridges in our community. The neighborhood watch signs help promote safety and pride in our neighborhood displaying that we all look out for one another. And the block party increases communication among neighbors.

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

Block Party - the number of participants - planning to be at least 75

Diwali - the number of participants - planning to be at least 100

Freecycle Day - planning to have a full dumpster

Signs - if the city helps us put them up

Project Plan

5. Use the chart below and list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity.

Activity	Person(s) Responsible	Completion Date (MO/YR)
<i>Example: Create flier/email for barbecue</i>	Jane Smith	08/23
1. Create Flyers for all 3 events and email out	Dawn Bussey	1-month prior to each event
2. Walk flyers around neighborhood	CCNA Ambassadors	1 month prior to each event
3. Order tables, chairs, decor, etc.	Sri Satyavarpur and Jaya Desale	1 month prior to each event
4. Set up and Clean up for each event	CCNA Ambassadors	Day of event
5. Take photos at each event	T. Mallie Brathwaite	Day of event
6. Post recap and photos on social media and in newsletter	Dawn Bussey	1 week after each event
7.		
8.		
9.		
10.		
11.		
12.		

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 December 31, 2024.

Sri Satyavarpu

Project Leader Name: _____

Email: _____ Phone Number: _____

Mailing Address: _____

Signature: _____ Date: 09/15/2023

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.*

Jayashree Desale

Treasurer Name: _____

Email: _____ Phone Number: _____

Mailing Address: _____

Signature: _____ Date: 09/15/2023

3. **Other Project Team Member** - 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.)

Dawn Bussey

Name: _____

Email: _____ Phone Number: _____

Mailing Address: _____

Signature: _____ Date: 09-15-2023

Neighborhood Grant Program

Project Budget Form Calendar Year 2024

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 December 31, 2024.**

Project Expenses

Activity	Estimated Costs
1. Block Party - tables, chairs, decorations, flyer printing, pizza for all	\$ 750.00
2. Diwali - decorations, DJ, flyer printing	\$ 500.00
3. Freecycle - dumpster, flyer printing, light refreshments	\$ 250.00
4. Neighborhood Watch signs	\$ 200.00
5.	\$
6.	\$
7.	\$
8.	\$
9.	\$
10.	\$
Estimated Total Expenses	\$ 1,700.00
Amount Requested from the City of Sunnyvale	\$1,500.00



Sunnyvale

Neighborhood Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, by 5 p.m.

Thank you for your interest in the Neighborhood Grant Program. Please make sure you 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 20, 2023, by 5 p.m. Applicants will be notified of award decisions in January 2024. For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Complete 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

Name of Neighborhood Group or Association: Cherryhill Neighborhood Association

Name of Individual Submitting Application: Kathryn H Besser

Individual's Email: [REDACTED] Phone: [REDACTED]

Name of Proposed Project: Ready, Set, (Climate) Action!

Grant Amount Requesting from the City of Sunnyvale (Maximum grant amount is \$1,500): \$ 1500.00

Is your Neighborhood Group currently registered with City of Sunnyvale? Yes ☒ No ☐

If no, will your Neighborhood Group register with the City of Sunnyvale by the time your proposed event/activity takes place? Yes ☐ No ☐

Neighborhood Group/Association Background

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group, including which Council District? Approximately, how many households are included?

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 856 households (including apartments) in our neighborhood association (>1000 people).

Project Description

2. Describe your proposed project and/or event. Make sure to include the following:

- How will it benefit the residents in your neighborhood and/or your neighborhood association?
- How many people or households you are expecting to attend or benefit from the project or event?
- Describe the outreach you will do to generate awareness and support for the project/event.

Our goal is to make all Cherryhill residents aware of Sunnyvale's Climate Action Plan (CAP) and suggest simple yet impactful steps we can take to help the city achieve its climate goals. Knowledge leads to action! Our project centers on awareness of 3 needs identified in the CAP: 1) drive less and walk/bike more, 2) be more resilient as a community in the event of an emergency and 3) adjust our eating habits to help reduce the amount of carbon generated by existing food systems. Our activities will focus on making residents aware of the CAP and encouraging readership so we can brainstorm best practices to imprint on our proposed Ready, Set, (Climate) Action! items: 1) a clear window cling for vehicles that promotes climate-friendly transportation (e.g., consolidate errands to drive less frequently); 2) emergency "Go" tote bags imprinted with a list of what items* should go inside; and 3) pressed paper coasters with tips for eating in a more sustainable manner (e.g., buying local, buying in bulk, reducing food waste). Once we have consensus on what tips to print, we will order 800 of each item and physically distribute to EACH Cherryhill household along with a flyer encouraging residents to implement as many of the recommendations as possible. We will support the project with information on our website as well as via our primary communication channels: Google Groups emails, NextDoor and Facebook posts. Hopefully, this will engage a number of residents up front; we believe all residents will become aware of Sunnyvale's climate action goals once they receive the Ready, Set, (Climate) Action! items on their doorsteps.

*Note that residents will be responsible for filling the "Go" bags

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

- Increase communication among neighbors
- Build bridges between cultures
- Improve the physical condition of the neighborhood
- Enhance neighborhood pride and identity

Our project increases communication among neighbors, which is a key factor in becoming more resilient as a community. By following up our digital communications with a physical delivery at each household, we believe we can make everyone aware of what Sunnyvale is doing to address climate change. We believe it will also enhance neighborhood pride as Cherryhill continues to broaden our view of what we as individuals can do to help our planet. We recently received the Environment Award at the 2023 State of the City event and feel the timing is right to continue to foster projects that focus on our evolving roles as change makers right where we live.

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

In our project flyer (to accompany the tote bag, window cling and coaster), we will ask residents to participate in an online survey to determine the following:

- a) their awareness of Sunnyvale's Climate Action Plan prior to the project
- b) their awareness of the CAP after delivery of the project items
- c) their satisfaction with the elements of the project
- d) any additional information they would like to provide about their future plans in support of the CAP

Project Plan

5. Use the chart below and list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity.

Activity	Person(s) Responsible	Completion Date (MO/YR)
<i>Example: Create flier/email for barbecue</i>	Jane Smith	08/23
1. Email/social media announcement of the project	Kathy Besser	02/24
2. Project page built (survey forms, etc.)	Kathy Besser	02/24
3. Request residents to read the CAP	Kathy Besser	02/24-03/24
4. Brainstorming sessions to collect tips/recommendations	Kyle Welch	04/24
5. Ranking/rating tips to arrive at top choices	Kathy Besser	04/24
6. Order printed materials	Kathy Besser	04/24
7. Distribute flyers/items to all neighbors	CNA Block Reps	05/24
8. Follow-up surveys	Kathy Besser	06/24
9.		
10.		
11.		
12.		

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 December 31, 2024.

Project Leader Name: Kathy Besser
Email: [REDACTED] **Phone Number:** [REDACTED]
Mailing Address: [REDACTED]
Signature: Kathryn H Besser Digitally signed by Kathryn H Besser
Date: 2023.10.15 19:30:41 -07'00' **Date:** 10/15/2023

- 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
Email: [REDACTED] **Phone Number:** [REDACTED]
Mailing Address: [REDACTED]
Signature: Jim Sturtevant Digitally signed by Jim Sturtevant
Date: 2023.10.20 07:29:14 -07'00' **Date:** 10/20/2023

- 3. Other Project Team Member** - 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
Email: [REDACTED] **Phone Number:** [REDACTED]
Mailing Address: [REDACTED]
Signature: Kyle Welch Digitally signed by Kyle Welch
Date: 2023.10.19 21:04:31 -07'00' **Date:** 10/19/2023



Neighborhood Grant Program Project Budget Form Calendar Year 2024

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 December 31, 2024.**

Project Expenses

Activity	Estimated Costs
1. 800 Emergency "Go" bags imprinted with list of what should go inside, 20x13 inches	\$ 1150
2. 800 pressed paper coasters with tips for eating more sustainably	\$ 315
3. 800 car window clings with tips for driving less, walking and biking more	\$ 315
4. 800 project flyers to accompany the project	\$ 150
5.	\$
6.	\$
7.	\$
8.	\$
9.	\$
10.	\$
Estimated Total Expenses	\$ 1930
Amount Requested from the City of Sunnyvale	\$ 1500



Sunnyvale

Neighborhood Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, by 5 p.m.

Thank you for your interest in the Neighborhood Grant Program. Please make sure you 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 20, 2023, by 5 p.m. Applicants will be notified of award decisions in January 2024. For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Complete 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

Name of Neighborhood Group or Association: Cumberland South Neighborhood Association

Name of Individual Submitting Application: Sarin Thomas

Individual's Email: [REDACTED] Phone: [REDACTED]

Name of Proposed Project: 16th Annual 4th of July Parade and Pot Luck

Grant Amount Requesting from the City of Sunnyvale (Maximum grant amount is \$1,500): \$ 1225

Is your Neighborhood Group currently registered with City of Sunnyvale? Yes ☒ No ☐

If no, will your Neighborhood Group register with the City of Sunnyvale by the time your proposed event/activity takes place? Yes ☐ No ☐

Neighborhood Group/Association Background

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group, including which Council District? Approximately, how many households are included?

We formed in 2005 due to a rash of burglaries in the neighborhood and the need to form a group to communicate. Our boundaries are Mary, Hollenbeck, Remington and recently we extended to Quetta on the North side. We have over 400 households in our association and we reach out via a Yahoo! Group and also flyers when we have an event.

Project Description

2. Describe your proposed project and/or event. Make sure to include the following:

- How will it benefit the residents in your neighborhood and/or your neighborhood association?
- How many people or households you are expecting to attend or benefit from the project or event?
- Describe the outreach you will do to generate awareness and support for the project/event.

We LOVE this event and our neighbors look forward to it every year. It is a BASH! It is really the only time we all see each other and enjoy the diversity of our neighborhood. This is the event that makes everyone feel neighborly as so much of the year we are all busy and barely have time to meet and greet. New neighbors and old neighbors alike love this event as they get to meet people and feel like a part of a caring community. Many who move away still come back to participate. We have events for the kids (bouncy house, tattoos, face painting, etc.), a parade of kids, pets, elderly people, etc. led by Public Safety, delicious food, music, patriotism and so much more! Every year we purchase 250 name tags and we always RUN OUT! So we know we have more than 250 attendees at our parade. See our past events photos here: <http://www.georgehamma.com/Holidays>

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

- Increase communication among neighbors
- Build bridges between cultures
- Improve the physical condition of the neighborhood
- Enhance neighborhood pride and identity




This event increases communication, bridges cultures, and enhances neighborhood pride and identity. It is the one time of year we all get out and meet each other, and it gives us an opportunity to have pride in our neighborhood and in our kids. People work together- everyone pitches in and neighbors help neighbors. It builds bridges between cultures because people bring ethnic food (we request it!) and then everyone gets excited about the food that is specific to all these different countries. It's amazing! The parade is touching as there is so much diversity in our neighborhood- with everyone celebrating America's diversity on this day! The work that goes into this event also brings people together and improves communication. Everyone wants to do their part- and they reach out to participate. It has really made our neighborhood special and it's exciting that even though the main organizers had to move, people are willing to pitch in and continue to make this event happen after 10 years running.

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

The turnout will determine if we were successful. Last year we had over 250 people so I'd definitely call that a SUCCESS! Everyone talks about how great this event is! We all look forward to it every year—the kids love to decorate their bikes and scooters and the adults love to see the kids. Dogs come and play- everyone eats and it's great. So if people show up, and have fun and have neighborly comradery – we are successful. See our past event pictures here: <http://www.georgehamma.com/Holidays>

Project Plan

5. Use the chart below and list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity.

Activity	Person(s) Responsible	Completion Date (MO/YR)
<i>Example: Create flier/email for barbecue</i>	Jane Smith	08/23
1. Project leader - Communications, Request for money 	Sarin Thomas	07/24
2. Flyers, Plates, Cups, Napkins filled, Fire Truck 	Reid Myers,Betsy Mitton	07/24
3. Permit/Cones for street closure	Sarin Thomas	07/24
4. Set up	Carlo Holquin,Todd Mitton	07/24
5. Decorations, Bouncy House coordination	Lorraine Noronha	07/24
6. Kids Activities	Tobi Elman,Sumy Koshy	07/24
7. Drinks, Sno Cone Mgmt	Adam Elman,Betsy Mitton	07/24
8. Clean up	Sandy Holquin,Todd Mitton	07/24
9. Name Tags/ Sign In	Reid Myers,Grace Anne We 	07/24
10. Music	Adam Elman	07/24
11. Photos	George Hamma	07/24
12. Decorations	Sumy Koshy	07/24

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 December 31, 2024.

Project Leader Name: Sarin Thomas

Email: [REDACTED] **Phone Number:** [REDACTED]

Mailing Address: [REDACTED]

Signature: _____ **Date:** 10/20/23

- 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: Betsy Mitton

Email: [REDACTED] **Phone Number:** [REDACTED]

Mailing Address: [REDACTED]

Signature: _____ **Date:** 10/20/23

- 3. Other Project Team Member** - 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: Tobi Elman

Email: [REDACTED] **Phone Number:** [REDACTED]

Mailing Address: [REDACTED]

Signature: _____ **Date:** 10/20/23

Neighborhood Grant Program Project Budget Form Calendar Year 2024

Sunnyvale

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 December 31, 2024.**

Project Expenses

Activity	Estimated Costs
1. Bouncy House - Entertainment	\$ 750
2. Sno Cone Machine, supplies - Entertainment	\$ 100
3. Plates, Napkins, Utensils (300 people)	\$ 100
4. Decoration, table cloths etc.	\$ 75
5. Supplies - face painting, kids entertainment	\$ 100
6. Misc - drinks, name tags, cones/barricades delivery etc.	\$ 100
7.	\$
8.	\$
9.	\$
10.	\$
Estimated Total Expenses	\$ 1225
Amount Requested from the City of Sunnyvale	\$



Neighborhood Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, by 5 p.m.

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Complete 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

.....
Name of Neighborhood Group or Association: Heritage District Association

Name of Individual Submitting Application: Tom Kuhn

Individual's Email: [REDACTED] Phone: [REDACTED]

Name of Proposed Project: The Heritage Arches

Grant Amount Requesting from the City of Sunnyvale (Maximum grant amount is \$1,500): \$ 1500

Is your Neighborhood Group currently registered with City of Sunnyvale? Yes ☒ No ☐

If no, will your Neighborhood Group register with the City of Sunnyvale by the time your proposed event/activity takes place? Yes ☐ No ☐

Neighborhood Group/Association Background

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group, including which Council District? Approximately, how many households are included?

The Heritage Association was formed in March 2022 to bring together the families of the Heritage District who wanted to participate in more neighborhood events including block parties, arch building events and kid friend gatherings.

This association borders Sunnyvale Rd to Fair Oaks, starting at Evelyn to Old San Francisco. This includes approximately 636 houses. Map: <https://www.google.com/maps/d/viewer?lang=en&mid=1lqzR4qknPQC-KWWiIQSVCgb8CkLBkJhq&ll=37.37227422726715%2C-122.0264438&z=16>

Project Description

2. Describe your proposed project and/or event. Make sure to include the following:

- How will it benefit the residents in your neighborhood and/or your neighborhood association?
- How many people or households you are expecting to attend or benefit from the project or event?
- Describe the outreach you will do to generate awareness and support for the project/event.

- Our proposed project, known as the Heritage Arches, encompasses a series of three community-building events dedicated to constructing lighted arches that will adorn the sidewalks of Heritage Neighborhood Association residents. This initiative not only serves the purpose of physically creating the arches but also fosters community connection. Families and neighbors will come together during these build events, fostering bonds while they work. The overarching goal is to unite our community, adding to the current 150 households participating by creating a warm and festive decorative atmosphere throughout our neighborhood.

- This project has benefited a significant portion of our community. Last year, with minimal advertising, we had 50 build participants over three events which illuminated an additional 75 households, up from 70 the previous year. For the upcoming project in November, we plan to host weekend community workshops to further strengthen neighborhood bonds. We anticipate engaging 50-100 additional households through these efforts.

- Our community feedback included households walking more as a family, bringing them joy and hope during a dark time, and connecting with more neighbors they had never met who have been so close to them. People felt a sense of community by doing this together while noticing higher evening foot traffic.

- This not only lights up our neighborhood, but it also makes it a destination to visit and brings people out and visit with each other. The families from our community were proud of participating and building this magical experience.

- We plan to post on Nextdoor, utility posts and door to door invites via block captains

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

- Increase communication among neighbors
- Build bridges between cultures
- Improve the physical condition of the neighborhood
- Enhance neighborhood pride and identity

- Increased communication: This project emphasizes increasing communication among our residents. Our building events provide opportunities for neighbors to meet and connect, fostering relationships while working together to create these lighted arches. As a result, more residents have been inspired to come out, walk together, and engage in meaningful conversations, enhancing communication within our neighborhood.

- Building bridges between cultures: This effort allows all cultures to participate and is not tied to any culture or religion.

- Improving the physical condition of the neighborhood: By adding lights and decorations to our community, the Heritage Arches project contributes to improving the physical condition of our neighborhood. This initiative encourages residents to take pride in their front landscapes and overall neighborhood appearance. The enhanced aesthetics of the arches inspire a sense of responsibility and care for our shared environment.

- Enhancing neighborhood pride and identity: The impact of the Heritage Arches project goes beyond the physical transformation of our neighborhood. By creating a warm and festive atmosphere, it instills a deep sense of pride and community identity among our residents. Many of our old and new neighbors have expressed how this project has rekindled a sense of pride and belonging they haven't felt in years, especially during challenging times.


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

The following measurements will be used to determine the success...

- 1) Household signups for arches (Goal 50 new, last year 75 new)
- 2) Volunteers participating in arch-building events (Goal 40, last year 50)
- 3) Arches build (Goal 150, last year 215)
- 4) Foot traffic during the evenings (anecdotal)

Project Plan


5. Use the chart below and list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity.

Activity	Person(s) Responsible	Completion Date (MO/YR)
<i>Example: Create flier/email for barbecue</i>	Jane Smith	08/23
1. Identify Volunteer leads 	Tom Kuhn	11/10
2. Volunteer kickoff meeting	Tom Kuhn, Alex Calders	11/15
3. Distribute Fliers	Entire volunteer team	11/15-12/1
4. Arch Building workshops	Tom, Alex, Vol leads	11/18, 12/2, 12/9
5. Install arches	Volunteers	11/19-12/20
6.		
7.		
8.		
9.		
10.		
11.		
12.		

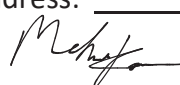
Project Team

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.**

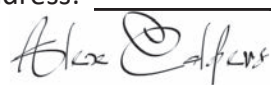
- 1. Project Leader** - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than December 31, 2024.

Project Leader Name: Tom Kuhn
Email: [REDACTED] **Phone Number:** [REDACTED]
Mailing Address: [REDACTED]
Signature:  **Date:** 10/19/2023

- 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: Melanie Kern
Email: [REDACTED] **Phone Number:** [REDACTED]
Mailing Address: [REDACTED]
Signature:  **Date:** 10/19/23

- 3. Other Project Team Member** - 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: Alex Calders
Email: [REDACTED] **Phone Number:** [REDACTED]
Mailing Address: [REDACTED]
Signature:  **Date:** 10/19/23

Neighborhood Grant Program Project Budget Form Calendar Year 2024

Sunnyvale

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 December 31, 2024.**

Project Expenses

Activity	Estimated Costs
1. Arches (~200)	\$ 3,200.00
2. Replacement parts to repair prior arches	\$ 100.00
3. Food (3 events)	\$ 250.00
4. Operations (fliers, decorations, misc supplies)	\$ 100.00
5.	\$
6.	\$
7.	\$
8.	\$
9.	\$
10.	\$
Estimated Total Expenses	\$ 3,650.00
Amount Requested from the City of Sunnyvale	\$ 1,500



Neighborhood Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, by 5 p.m.

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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

.....
Name of Neighborhood Group or Association: Lakewood Village Neighborhood Association

Name of Individual Submitting Application: Linh Ly

Individual's Email: [REDACTED] Phone: [REDACTED]

Name of Proposed Project: LVNA Events (monthly printed newsletter, dumpster day, neighborhood wat

Grant Amount Requesting from the City of Sunnyvale (Maximum grant amount is \$1,500): \$ 1500

Is your Neighborhood Group currently registered with City of Sunnyvale? Yes ☒ No ☐

If no, will your Neighborhood Group register with the City of Sunnyvale by the time your proposed event/activity takes place? Yes ☒ No ☐

Neighborhood Group/Association Background

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group, including which Council District? Approximately, how many households are included?

LVNA was formed in October of 1991. It was formed to educate and create awareness, to allow the community to come together and to give opportunities to get acquainted with each other. Owners on lot zoned boundaries of Highway 101 to the south, Calabazas Creek to the east, Tasman Drive to the north and Fair Oaks Avenue to the west. There are 1638 households that belong to LVNA.

Project Description

2. Describe your proposed project and/or event. Make sure to include the following:

- How will it benefit the residents in your neighborhood and/or your neighborhood association?
- How many people or households you are expecting to attend or benefit from the project or event?
- Describe the outreach you will do to generate awareness and support for the project/event.

In 2024, LVNA is focusing on printing monthly newsletters, The Villager, to be distributed to all 1638 residents in the neighborhood, so that information is accessible for all. Because our community is diverse, ethnically, socially and multi-generational, we want to ensure all residents are reached. In addition, we will initiate a pilot program of the Neighborhood Watch, educating our residents on what to look for potential crime prevention and how to partner with Sunnyvale police. This will cover 2 blocks (Prescott Ave and Pecos Way).

We will continue to hold annual Dumpster Day, scavenger hunts, block parties and holiday lighting contest for all to gather and build better connections, while beautifying our neighborhood. We hold quarterly neighborhood meetings (virtual and in person) and bring in city resources to educate residents and raise awareness on topics that affect our community. We go door to door passing out flyers and promoting these events, in addition to using social media to spread the word.

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

- Increase communication among neighbors
- Build bridges between cultures
- Improve the physical condition of the neighborhood
- Enhance neighborhood pride and identity

Our quarterly meetings are a forum for us to discuss topics pertaining to our neighborhood. We bring in guest speakers to bring awareness of resources that would benefit our residents. Festive events such as the picnic, holiday parade, scavenger hunts, block parties make it fun to live in the neighborhood as we build relationships, connect different cultures and generations. Events that celebrate the quality of life helps to build community spirit.

Dumpster Day encourages the whole neighborhood to clean their houses and properties. This popular event increases residential involvement in beautifying our neighborhood.

The Neighborhood Watch program, promotes being good neighbors who look out for each other. In facilitating a close-knit community, better communications and understanding of different cultures and backgrounds, we hope to decrease the crime in our neighborhood. Block parties are a great way to get neighbors connected to those living closest to them and build deeper relationships.

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

Successful outcomes will be increased participation in events and increased number of volunteers who are helping out. We also want to see the diversity of neighbors engaged in our community. Dumpster Day attracts the most turn out of residents, young adults, families with children, older adults, and people of all ages and backgrounds.

Another indicator of success is the deeper connections and relationships that result from these gatherings. We want to build a community that we're all proud to live in and belong to.

Project Plan

5. Use the chart below and list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity.

Activity	Person(s) Responsible	Completion Date (MO/YR)
<i>Example: Create flier/email for barbecue</i>	Jane Smith	08/23
1. Monthly printed newsletter, The Villager	Cortney Jansen	12/24
2. Event planning	LVNA Board	12/24
3. Recruit volunteers	Event Coordinator	12/24
4. Create, print, distribute event fliers	Event Coordinator & subcor	12/24
5. Promotions & spread the word	LVNA Board, Event coordinat	12/24
6. Buy supplies, food, drinks, decorations	Event Coordinator & volunte	12/24
7. Set up for events - day of	Event Coordinator & volunte	12/24
8. Facilitate participation at events	Event Coordinator & volunte	12/24
9. Clean up after events	Event Coordinator & volunte	12/24
10. Collect Feedback	Event Coordinantor	12/24
11.		
12.		

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 December 31, 2024.

Linh Ly

Project Leader Name: _____

Email: _____ Phone Number: _____

Mailing Address: _____

Signature: _____ Date: 10/16/2023 | 8:07 PM PDT

DocuSigned by:
Linh Ly
1580DC7EA48749C...

- 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.*

Linh Ly

Treasurer Name: _____

Email: _____ Phone Number: _____

Mailing Address: _____

Signature: _____ Date: 10/16/2023 | 8:07 PM PDT

DocuSigned by:
Linh Ly
1580DC7EA48749C...

- 3. Other Project Team Member** - 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.)

Cortney Jansen

Name: _____

Email: _____ Phone Number: _____

Mailing Address: _____

Signature: _____ Date: 10/16/2023 | 11:13 PM EDT

DocuSigned by:
Cortney Jansen
0C2FB29D3658422...



Sunnyvale

Neighborhood Grant Program

Project Budget Form Calendar Year 2024

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 December 31, 2024.**

Project Expenses

Activity	Estimated Costs
1. Printing of monthly newsletter, The Villager (12months)	\$ 4200
2. Dumpster Day	\$ 200
3. Neighborhood Watch	\$ 200
4. Block parties, scavenger hunt, holiday lighting	\$ 250
5. Web hosting fees	\$ 77
6.	\$
7.	\$
8.	\$
9.	\$
10.	\$
Estimated Total Expenses	\$ 4927
Amount Requested from the City of Sunnyvale	\$ 1500



Sunnyvale

Neighborhood Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, by 5 p.m.

Thank you for your interest in the Neighborhood Grant Program. Please make sure you 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 20, 2023, by 5 p.m. Applicants will be notified of award decisions in January 2024. For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Complete 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

Name of Neighborhood Group or Association: Murphy Disctrict Association

Name of Individual Submitting Application: _____

Individual's Email: _____

Phone: _____

Name of Proposed Project: Summer Block Party

Grant Amount Requesting from the City of Sunnyvale (Maximum grant amount is \$1,500): \$ 1,500

Is your Neighborhood Group currently registered with City of Sunnyvale?

Yes ☐

No ☐

If no, will your Neighborhood Group register with the City of Sunnyvale by the time your proposed event/activity takes place?

Yes ☐

No ☐

Neighborhood Group/Association Background

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group, including which Council District? Approximately, how many households are included?

Jen Delara, Winnie Lam, and Adam Herald are just three ordinary neighbors with a big heart for their community. Driven by a desire to connect with their fellow residents, spread joy, and foster a sense of belonging, they embarked on a mission to create lasting traditions in Sunnyvale.

For the past three years, they have tirelessly worked to bring people together through various events and initiatives. Their efforts have not gone unnoticed, as more and more neighbors have expressed interest in joining their cause.

With a growing number of neighbors we plan to include 250 house.鄰

Project Description

2. Describe your proposed project and/or event. Make sure to include the following:
- How will it benefit the residents in your neighborhood and/or your neighborhood association?
 - How many people or households you are expecting to attend or benefit from the project or event?
 - Describe the outreach you will do to generate awareness and support for the project/event.

During the holiday season, we are committed to fostering a sense of community by creating Instagrammable moments that neighbors and their loved ones can cherish. These festive displays have not only sparked increased communication among residents, but they have also contributed to a more joyful and vibrant atmosphere. As a result, we have witnessed more families strolling through the neighborhood and gathering under the twinkling lights, drawn together by the spirit of the season.

3. Describe how your project and/or event focuses on one or more of the following areas:
- Increase communication among neighbors
 - Build bridges between cultures
 - Improve the physical condition of the neighborhood
 - Enhance neighborhood pride and identity

In the midst of the isolating COVID-19 lockdown in 2020, we sought to spread a little joy by creating festive displays that could be enjoyed from afar. Now, three years later, we are eager to take our community engagement efforts to the next level with block parties and arches.







Our vision is to connect arches up and down the street, creating a visually stunning and unifying symbol of our shared resilience and determination to stay connected, even when we are physically apart. This project is a tangible representation of our commitment to coming together as a community, even in the face of adversity.

We are excited to launch this initiative on November 26th, and we hope to keep the arches on display until December 31st. We have been reaching out to our neighbors through door-to-door canvassing, Nextdoor postings, and flyers. We are also keeping track of interested participants using a spreadsheet.

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

Project Plan

5. Use the chart below and list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity.

Activity	Person(s) Responsible	Completion Date (MO/YR)
<i>Example: Create flier/email for barbecue</i>	Jane Smith	08/23
1. Create fliers/email/social post for neighbors	Jen Delara	10/23
2. Buy Stakes, PVC pipes, lights, extension cords, and 	Jen Delara and Adam Herald 	11/23
3. Lighting Block Party 	Jen Delara, Adam Herald, V 	12/23
4. Food	Jen Delara, Adam Herald, V 	12/23
5. Uninstalling and breaking down activation (12/29- 	Community	12/23
6.		
7.		
8.		
9.		
10.		
11.		
12.		

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 December 31, 2024.

Project Leader Name: Jennifer Delara

Email: [REDACTED] **Phone Number:** [REDACTED]

Mailing Address: [REDACTED]

Signature: _____ **Date:** _____

- 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: Adam Herald

Email: [REDACTED] **Phone Number:** [REDACTED]

Mailing Address: [REDACTED]

Signature: _____ **Date:** _____

- 3. Other Project Team Member** - 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: Winnie Lam

Email: [REDACTED] **Phone Number:** _____

Mailing Address: [REDACTED]

Signature: _____ **Date:** _____

Neighborhood Grant Program Project Budget Form Calendar Year 2024

Sunnyvale

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 December 31, 2024.**

Project Expenses

Activity	Estimated Costs
1.	\$
2.	\$
3.	\$
4.	\$
5.	\$
6.	\$
7.	\$
8.	\$
9.	\$
10.	\$
Estimated Total Expenses	\$
Amount Requested from the City of Sunnyvale	\$



Sunnyvale

Neighborhood Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, 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

Name of Neighborhood Group or Association: Ortega Park Neighborhood Application

Name of Individual Submitting Application: Prakash Giri

Individual's Email: [REDACTED] Phone: [REDACTED]

Name of Proposed Project: Neighborhood programs and socials

Grant Amount Requesting from the City of Sunnyvale (Maximum grant amount is \$1,500): \$ 1500

Is your Neighborhood Group currently registered with City of Sunnyvale? Yes ☒ No ☐

If no, will your Neighborhood Group register with the City of Sunnyvale by the time your proposed event/activity takes place? Yes ☒ No ☐

Neighborhood Group/Association Background

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group, including which Council District? Approximately, how many households are included?

OPNA was formed in January 2005 so that residents of Ortega Park could have a voice in decisions affecting our neighborhood, and to promote communication, values, education, development of Ortega Park and our neighborhood. OPNA's boundaries are Ortega Park proximity, approximated between Wolfe Road, Fremont Ave, Sunnyvale/Saratoga Road and Homestead Road including some overlap with Panama Park Neighborhood Association (PPNA). According to nextdoor, OPNA boundary includes 2586 neighbors and OPNA mailing list has approx. 600 members with up to 2 members per household.

Project Description

2. Describe your proposed project and/or event. Make sure to include the following:

- How will it benefit the residents in your neighborhood and/or your neighborhood association?
- How many people or households you are expecting to attend or benefit from the project or event?
- Describe the outreach you will do to generate awareness and support for the project/event.

In past years after National Night out events raised awareness of our neighborhood association, the Ortega Park Neighborhood Association was very active and had lots of members. Over the years with some of the members moving away, the group activity level has waned. We would like to see the neighbors become more involved with each other especially after post COVID by organizing potluck, celebrations, and youth programs. We hope with flyers and emails, we can bring many neighbors back out to Ortega Park, safely with social distancing if still needed and reinvigorate our neighborhood association to include even more households in the area. If previous years are any measure, we hope to see 100+ families or more in these social events.

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

- Increase communication among neighbors
- Build bridges between cultures
- Improve the physical condition of the neighborhood
- Enhance neighborhood pride and identity





The projects were chosen from suggestions submitted by members of OPNA. Email was sent out to all NA members requesting input. Many neighbors loved the idea of coming out together to meet and socialize with neighbors known and new over ice cream socials, potlucks, cultural celebrations and planting trees etc. From the positive responses we have heard, many feel this would be a great way to celebrate people/cultures and meet even more neighbors and establish relationships, including with public safety and city officials.

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

Even if 100 people in the neighborhood come for the event it would be considered successful

Project Plan

5. Use the chart below and list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity.

Activity	Person(s) Responsible	Completion Date (MO/YR)
<i>Example: Create flier/email for barbecue</i>	Jane Smith	08/23
1. Identify dates for NNO and events via polling by 	Ruchika Aggarwal	02/15
2. Reserve Park Room / Picnic tables for Desired 	Ruchika Aggarwal	03/15
3. Email out Flyers	Ruchika Aggarwal	03/30
4. Get headcount from members through a poll on 	Ruchika Aggarwal	03/30
5. Place Event in Neighborhood Association group 	Ruchika Aggarwal	03/30
6. Organize events	Neighborhood Volunteers	TBD
7.		
8.		
9.		
10.		
11.		
12.		

- 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 December 31, 2024.

Email: [REDACTED] Phone Number: [REDACTED]

Mailing Address:

Signature: _____ Date: _____

Email: [REDACTED] Phone Number: [REDACTED]

Mailing Address:

Signature: **Prakash Giri** Digitally signed by Prakash Giri
Date: 2023.10.19 00:47:17 -07'00' Date: **10/19/2023**

Name: _____

Email: _____ Phone Number: _____

Mailing Address:

Signature: _____ Date: _____



Neighborhood Grant Program Project Budget Form Calendar Year 2024

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 December 31, 2024.**

Project Expenses

Activity	Estimated Costs
1. Catered Refreshments & Beverage (including Coffee & Ice cream)	\$ 1500
2. Flyers, Banner and Decorations	\$ 500
3.	\$
4.	\$
5.	\$
6.	\$
7. Volunteer Hours (valued at \$37.32/hour, per IndependentSector.org)	\$ 3600
8. Donated Materials/Services (food, supplies, equipment)	\$ 1000
9. Other Funding Received (other grants, collected dues, donations)	\$ 0
10.	\$
Estimated Total Expenses	\$ 6600
Amount Requested from the City of Sunnyvale	\$ 1500



Sunnyvale

Neighborhood Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, by 5 p.m.

Thank you for your interest in the Neighborhood Grant Program. Please make sure you 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 20, 2023, by 5 p.m. Applicants will be notified of award decisions in January 2024. For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Complete 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

Name of Neighborhood Group or Association: Panama Park Neighborhood Association (PPNA)

Name of Individual Submitting Application: Mei-Ling Shek-Stefan

Individual's Email: [REDACTED] Phone: [REDACTED]

Name of Proposed Project: Improving PPNA Outreach

Grant Amount Requesting from the City of Sunnyvale (Maximum grant amount is \$1,500): \$997.50

Is your Neighborhood Group currently registered with City of Sunnyvale?

Yes ☒

No ☐

If no, will your Neighborhood Group register with the City of Sunnyvale by the time your proposed event/activity takes place?

Yes ☐

No ☐

Neighborhood Group/Association Background

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group, including which Council District? Approximately, how many households are included?

PPNA was founded in 2005. It was revitalized in 2021, with the following goals stated in our Bylaws:

To maintain and preserve a safe, clean and friendly neighborhood. PPNA supports the following goals:

1. To promote neighborhood involvement and participation by the members.

2. To establish and maintain communication between the City of Sunnyvale and the PPNA residents.
3. To provide a forum for the neighbors to communicate.

Approximately 1050 households currently exist within these boundaries.

PPNA is located in Council District 3 and is bounded by, and inclusive of, the South side of Fremont, the West side of Wolfe, the North side of Durshire-Dunholme, Falcon, and all of Dunnock. See map below.



ProjectDescription

2. Describe your proposed project and/or event. Make sure to include the following:

- How will it benefit the residents in your neighborhood and/or your neighborhood association?
- How many people or households you are expecting to attend or benefit from the project or event?
- Describe the outreach you will do to generate awareness and support for the project.

Improving PPNA Outreach

We expect that more residents will know about PPNA and participate in neighborhood communications and activities. The benefits will include a better sense of community, and residents will know about helpful events or resources.

(A) PPNA pamphlet distribution and signage for event announcements

We would like to distribute copies of a pamphlet that invites residents to join PPNA with their email addresses. The pamphlet will include descriptions of the association's organization & purpose, membership guidelines, and some of our past events. At present, only about 10% of the households have joined PPNA's email group. We wish to increase the number of residents who can receive communications about neighborhood and city events/happenings by email.

We also need improved signage – in the form of yard signs - to give out PPNA contact information and to announce events in the neighborhood. (It is difficult to secure flyers on street posts because of the wind. The use of strong adhesive tapes also risks damaging the coating on some posts.)

The first deployment of yard signs, to be designed as reusable, will be the announcement of our annual dumpster day. We hope that dumpster day may reduce the temptation for illegal dumping in our streets here. PPNA pamphlets will be distributed around dumpster day and other events, and at certain high foot-traffic locations.

(B) Sponsorship of block parties and “Map Your Neighborhood”

To our knowledge, there have been two block parties this fall, drawing a total of about 100 participants. Some residents feel more comfortable with smaller groups of neighbors who live nearby. (When emergencies arise, it is also one's immediate neighbors who can be most helpful.) If PPNA makes a better connection with block party organizers, who are connected to their immediate neighbors, then there can be better connectivity in the neighborhood.

The City currently charges \$ 34.50 for a block party. Street barriers and cones are brought to the organizer and retrieved after the event. We would like to promote more block parties in our area to foster more community involvement.

“Map Your Neighborhood” is an excellent program to prepare neighbors on the block for emergencies. In all the years past, there have only been two blocks that participated in the program. We wish to encourage more by offering to defray some of the expenses to the organizer (printing and refreshments during training sessions).

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

- Increase communication among neighbors
- Build bridges between cultures
- Improve the physical condition of the neighborhood
- Enhance neighborhood pride and identity

Increasing the membership of our email group will bring better and more efficient communication among neighbors. It will build bridges between cultures in the most comfortable and natural way - by fostering person-to-person direct interaction [around issues of local interest such as neighborhood security for example mail thefts or telephone scams,) traffic, safety, etc.) New families can also more easily find help from older neighbors' knowledge. Encouraging block parties and "Map Your Neighborhood" will bring neighbors closer together and prepare neighbors to help one another during emergencies.

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

Increase direct email group membership by 30-50% in 2024.
One block organized for "Map Your Neighborhood".

Project Plan

5. Use the chart below and list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity.

Activity	Person(s) Responsible	Completion Date (MO/YR)
<i>Example:</i> Create filter/email for barbecue	Jane Smith	08/23
1. Guidelines for administering funds for block activities	PPNA Board, led by George Clark	03/24
2. Create pamphlet and reviewed by PPNA board.	Catherine Wilson Mei-Ling Stefan	End of 03/24
3. Create design for yard signs and reviewed by PPNA board (sign should have a blank space to insert date and time of event.)	Catherine Wilson	End of 03/24
4. Order yard signs and printing pamphlets	Catherine Wilson Mei-Ling Stefan	Early 04/24
4. Dumpster Day announcements & finding neighbors to host yard signs	Mei-Ling Stefan	Mid 04/24
5. PPNA pamphlet distribution	Mei-Ling Stefan George Clark	Mid 04/24 to mid 10/24

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 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 December 31, 2024.

Project Leader Name: Mei-Ling Shek-Stefan _____

Email: _____ **Phone Number:** _____

Mailing Address: _____

Signature:  _____ **Date:** 10/18/2023 _____

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: Catherine Wilson _____

Email: _____ **Phone Number:** _____

Mailing Address: _____

Signature:  _____ **Date:** 10/18/2023 _____

3. **Other Project Team Member** - 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: George Clark (block activities guidelines, pamphlet review, distribution) _____

Email: _____ **Phone Number:** _____

Mailing Address: _____

Signature:  _____ **Date:** 10/18/2023 _____

Activity	Estimated Costs
1. Printing cost (pamphlets, event announcements)	\$ 500.00
2. 10 yard signs	\$ 275
3. Fees for up to 5 block parties (\$34.5 each) and \$50 to defray the expenses of a Map Your Neighborhood project	\$ 222.50
Estimated Total Expenses	\$997.50
Amount Requested from the City of Sunnyvale	\$997.50



Sunnyvale

**Neighborhood Grant Program Application
Calendar Year 2024****Application Deadline: Friday, October 20, 2023, by 5 p.m.**

Thank you for your interest in the Neighborhood Grant Program. Please make sure you 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 20, 2023, by 5 p.m. Applicants will be notified of award decisions in January 2024. For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Complete 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

Name of Neighborhood Group or Association: San Miguel Neighbors Association**Name of Individual Submitting Application:** Tara Martin-Milius**Individual's Email:** [REDACTED] **Phone:** [REDACTED]**Name of Proposed Project:** Ice Cream Social for National Nite Out, August**Grant Amount Requesting from the City of Sunnyvale (Maximum grant amount is \$1,500):** \$ 600.00**Is your Neighborhood Group currently registered with City of Sunnyvale?** Yes ☒ No ☐**If no, will your Neighborhood Group register with the City of Sunnyvale by the time your proposed event/activity takes place?** Yes ☐ No ☐**Neighborhood Group/Association Background**

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group, including which Council District? Approximately, how many households are included?

It was formed in 1994 to include a multi-generational, diverse, neighborhood of ~750 Single-family homes in our new District 5.

The neighborhood is bound (approximately) by Highway 101 on the North, Duane Ave. on the South, Fair Oaks Ave. on the West, and Lawrence Expressway on the East.

Project Description

2. Describe your proposed project and/or event. Make sure to include the following:

- How will it benefit the residents in your neighborhood and/or your neighborhood association?
- How many people or households you are expecting to attend or benefit from the project or event?
- Describe the outreach you will do to generate awareness and support for the project/event.

National Nite Out is a perfect time to bring people together to meet our DPS folks and City Council Members and others who serve the City. It provides for multiple purposes of City outreach, Neighborhood multi-generational engagement, and getting to know each other as neighbors. And it's fun!

We offer free Ice cream, ices, pop-sticks, sherbets, and light snacks, both vegan and non-vegan. While DPS is the star of the show, we also have space for other groups to table and offer services. For the 2023 NNO, we estimated about 60-70 people but over 90 showed up.

Our Library representative was also there and with all their toys and activities engaged children and adults alike. There were other groups represented as well, a successful event with about 15 to 30 connections for each of the groups tabling.

The outreach we do is through our website, email lists and posters in the local businesses, and a flyer delivered to every home. The local Parents Association for San Miguel School also sends out information.

In 2023, SMNA started up again after the COVID hiatus. So, we are still rebuilding systems of interaction and communication. This is one of the best events to bring folks together to meet our DPS and others, and to form connections that will encourage

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

- Increase communication among neighbors
- Build bridges between cultures
- Improve the physical condition of the neighborhood
- Enhance neighborhood pride and identity

NNO offers a structure and system for a gathering, drawing people together to see the fire trucks, police cars, and all the others who make the City run so well.

Within that framework, neighbors can connect over food, city services, and just enjoy getting outside with others. It engages whole families. We offer different varieties of types of treats from multiple cultures. That helps increase connectedness among our neighbors. Hopefully that will also "enhance neighborhood pride and identity."

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

We will be successful because the DPS is such a draw, neighbors love to come to meet and see the apparatus and people who make the city what it is. We can add to that by sharing different treats from different cultures and creating opportunities for people to meet, greet, and get to know each other.

We hope to draw an even larger crowd in 2024. That will be an even bigger success!

Project Plan

5. Use the chart below and list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity.

Activity	Person(s) Responsible	Completion Date (MO/YR)
<i>Example: Create flier/email for barbecue</i>	Jane Smith	08/23
1. Plan and organize the NNO event	Tara Martin-Milius +3	7/2024
2. Recruit team	Tara +	End of School to At
3. Design Flyers for walker/dropper folks	Judy Santiago	By July 15
4. Copy flyers and get them delivered by July 28 and	Nicole and team	by Aug3
5. Post info to SMNA Web	Anngiely Salvacion	July 1
6. Email list	Anngiely/Tara	July 15
7. Post in Local stores	TBD	July 15
8. Request DPS, Mayor, Richard Mehlinger , Sunnyvale	Tara +	July
9. Order food and plan for displays	Team+	July
10. Purchase food, treats and toys	Team+	Aug 1-6
11. Set up tables, service areas, waste baskets, water,	Team +	Aug 6
12. Clean up after	Team +	Aug 6

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 December 31, 2024.

Project Leader Name: Tara Martin-Milius

Email: [REDACTED] Phone Number: [REDACTED]

Mailing Address: [REDACTED]

Signature: _____ Date: October 9, 20

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: JUDY SANTIAGO

Email: [REDACTED] Phone Number: [REDACTED]

Mailing Address: [REDACTED]

Signature: Judy Santiago Date: 10-16-23

3. **Other Project Team Member** - 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: Elinor Sheldon

Email: [REDACTED] Phone Number: [REDACTED]

Mailing Address: [REDACTED]

Signature: Elinor Sheldon Date: 10-16-23

**Neighborhood Grant Program
Project Budget Form Calendar Year 2024**

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 December 31, 2024.**

Project Expenses

Activity	Estimated Costs
1. Copies of flyers and posters	\$ \$100
2. Purchase of Ice Cream and soft drinks, cups, napkins, and utensils, ice and dry ice,	\$ \$300
3. Purchase toys, balloons, banner, table covers	\$ \$200
4. Donated time and in-kind services not counted--but that's a lot!	\$
5.	\$
6.	\$
7.	\$
8.	\$
9.	\$
10.	\$
Estimated Total Expenses	\$ 600
Amount Requested from the City of Sunnyvale	\$ 600

Neighborhood Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, 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

.....

Name of Neighborhood Group or Association: SNAIL, (Sunnyvale Neighbors of Arbor Including La Linda)

Name of Individual Submitting Application: Valérie Suarès

Individual's Email:

Phone:

Name of Proposed Project:

National Night Out International Potluck

Grant Amount Requesting from the City of Sunnyvale \$ 1,500

Is your Neighborhood Group currently registered with City of Sunnyvale? Yes ☒ No

If not, will your Neighborhood Group register with the City of Sunnyvale by the time your proposed event/activity takes place?

Neighborhood Group/Association Background

1. When was your neighborhood group or association formed and why?

What are the geographic boundaries of your group, including which Council District?

Approximately, how many households are included?

The neighborhood was built in the early 1950's as a modest tract of mostly single-family homes. In 1995, a group of neighbors living between Borregas and Mathilda Avenues formed the Sunnyvale Neighbors of Arbor, Including La Linda (SNAIL) as a neighborhood association covering approximately 300 households.

SNAIL was initially formed to address the issues of neighborhood preservation/absentee landlord issues, Moffett Airfield usage and air traffic control.

SNAIL's boundaries are Fair Oaks, Mathilda, Maude, and Ahwanee Avenues.

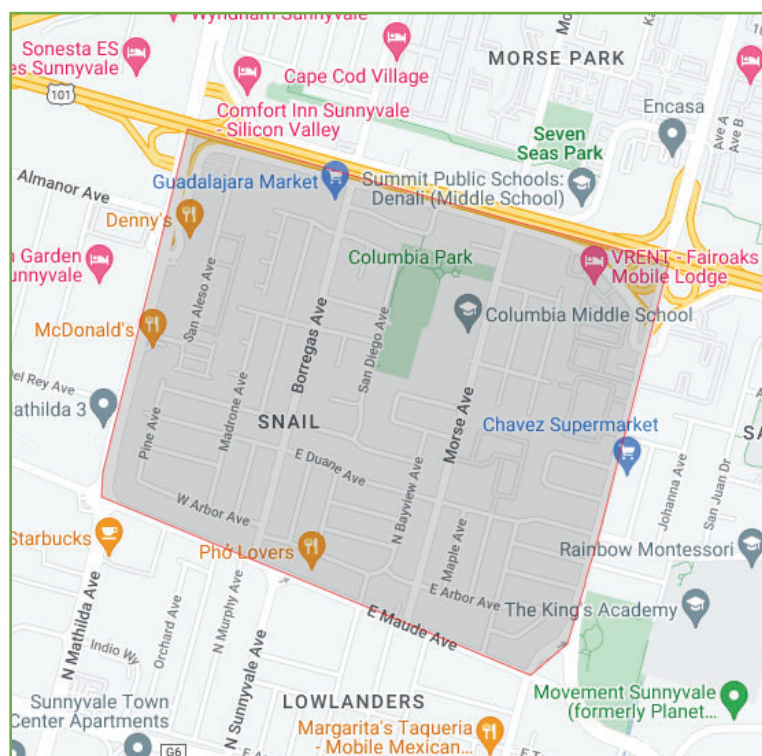
SNAIL is in the heart of District 5, with Columbia Middle School, Colombia Neighborhood Community Center, and Columbia Park.

The number of households has increased to include the new housing on San on San Aleso.

SNAIL now has over 1,600 households. Within our neighborhood boundaries.

The SNAIL neighborhood association continues to meet and now focuses on three specific areas:

- Promote neighborhood watch for public safety,
- Interact with City and community officials regarding neighborhood issues (i.e.: traffic control, utilities, sidewalks, and roads improvements), and
- Encourage social interaction between new and existing residents.



Project Description

2. Describe your proposed project and/or event. Make sure to include the following:

- How will it benefit the residents in your neighborhood and/or your neighborhood association?
- How many people or households you are expecting to attend or benefit from the project or event?
- Describe the outreach you will do to generate awareness and support for the project/event.

We chose National Night Out as our City funded event as it is the most successful activity of all our neighborhood events.

National Night Out is an annual event held on the first Tuesday in August to heighten awareness of the importance of neighborly collaboration with each other and Public Safety to report suspicious activity.

This activity has the largest participation of SNAIL residents, and we want to continue to increase the interest of the residents in our neighborhood association activities and city events.

SNAIL's National Night Out is known by neighboring communities, elected officials and city staff as being

"the largest and most successful neighborhood event".

"the most organized with the largest attendance"

Over the years, we hosted our NNO at the Columbia Park, but we found that location to be less optimum requiring many volunteers to prepare the park for a safe event, e.g. it takes us a full day of six volunteers to clean up the park and the BBQ area prior hosting our event, removing broken glass bottles, emptying the trash cans, pulling staples off the picnic tables, and bottle caps scattered all over the area.

Because of this, we decided to shift our event to a more optimal location: the 400 block of East Arbor. We know that registered attendees have come from as far as District 6, District 2 and District 4.

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

- a. Increase communication among neighbors**
- b. Build bridges between cultures**
- c. Improve the physical condition of the neighborhood**
- d. Enhance neighborhood pride and identity**

We feel that providing National Night Out to the community supports goals

- a. Increase communication among neighbors
- b. Build bridges between cultures
- c.
- d. Enhance neighborhood pride and identity

Our annual Earth Day Neighborhood clean up event focuses on **c: Improve the physical condition of the neighborhood**

National Night Out (NNO) activity provides an added opportunity for communication among the residents to promote familiarity with and concern for fellow SNAIL residents and with Public Safety in Sunnyvale. This community event has been instrumental in enhancing the foundation of a strong neighborhood association and community. The NNO event promotes neighborhood connection. It helps bring together neighbors from diverse cultures. It enhances neighborhood pride and identity. The SNAIL National Night Out event is known across the city as one of the best and we work hard to make it a momentous event that all of SNAIL can be proud of.

During this event and over the years, SNAIL has continued to support the diversity of our community.

Our neighborhood has changed dramatically in the past 30 years. In the early 1980's, many homes within SNAIL were bought for rental properties. This eventually deteriorated the appearance of the neighborhood because of the lack of pride of ownership of some tenants and absentee landlords. Many of the renters did not have an interest in neighborhood activities or civic responsibility. In turn, many of the longtime residents did not share a common interest and withdrew their social connections.

In the 1990's, our neighborhood went through another transition and many homes, which were bought as rentals, are now owner occupied. To maintain property values, there is now a new focus in neighborhood preservation. In the absence of a neighborhood association, old residents and new residents may not have had an opportunity to make a connection on common neighborhood interests and cultural support.

In the last ten years, our neighborhood has yet again drastically changed, due to the influx of high-tech companies moving into the proximity of SNAIL. Homes have become affordable only to the richest emigrants hired to fill high salary jobs. Because of the geographical proximity of these companies, SNAIL's population has seen an influx of young immigrant families with small children creating a generation gap within longtime aging residents in our community.

So, in our monthly newsletter, we encourage our neighbors to contribute articles that would educate our diverse community and stay connected on issues that affect our neighborhood. In our community activities we celebrate diversity by encouraging multicultural dishes at our potluck. Most importantly, both give us the opportunity to communicate with each other through local neighborhood meetings where we have City and County staff, elected officials, and community speakers address issues relevant to our neighborhood.

The residents of our neighborhood are of diverse ages and ethnicities. We know that events like NNO provide the opportunity for more neighbors to get to know each other, especially new residents of the neighborhood. Some SNAIL residents are the original owners of their homes and can share much of the neighborhood's history. New neighbors bring revitalization to the neighborhood, bringing pride of ownership and commitment. Our overall goal is to reach and communicate with all residents in the neighborhood and beyond. We expect that this activity will draw more attention to the purpose of our neighborhood association.

In creating a community event with an international potluck flavor, SNAIL values the culturally diverse community it has now become. By encouraging the mingling of international families, it helps dispel negative stereotypes and personal biases about diverse groups. It helps all of us recognize and respect "ways of being" that are not necessarily our own. So that by interacting with others of a different country and of a different language and sharing a dish from our country of origin, we can build bridges to trust, respect, and understanding across cultures.

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

The success of this project is demonstrated by the conversations, comments, quotes, and the smiling residents' pictures collected during the event. More importantly, by knowing that residents come for the ice creams and hotdogs for which SNAIL is famous.

Additionally, we know that this event continues to promote neighborhood watch for safety, minimize traffic speeding cars, and assist with crime prevention as more and more neighbors are reaching out for support by attending monthly meetings.

"Spreading the word" through our newsletters that SNAIL is the place to be and seeing the increased participation in the fun social activities and projects that volunteers continue to organize years after years.

As we see an increase of neighbors coming to volunteer for this extraordinary event, they demonstrate a unified commitment to the community at large and other Sunnyvale neighborhood associations are now emulating our efforts.

Comments received by City staff and Elected officials as they keep returning to SNAIL have increased our visibility with the community of Sunnyvale.

We believe that we can measure our success by the overall physical appearance of the neighborhood, the proven increased participation, and the steady growth in attendance from other districts in the City of Sunnyvale.

Project Plan**5. Use the chart below and list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity.**

A core committee of strong SNAIL volunteers organizes various attractive activities for our diverse residents. We support this festive event with a BBQ, a live band, face-painting for the children, to name just a few.

Families of all ages especially enjoy the festivities, and it keeps them involved with neighborhood issues, activities and helps them get to know their neighbors.

Activity	Person(s) Responsible	Completion Date (MO/YR)
<i>Example: Create flier/email for barbecue</i>	Jane Smith	08/23
Create Promotional Flyers for National Night Out in monthly Newsletter	Denise	2 months prior to event
Complete and secure Permit for Street Closure	Rafael	4 months prior to event
Line up vendors for children's events, send invitation	Valérie	4 months prior to event
Invite various City of Sunnyvale departments, county resources and community organizations to set up a table and connect with the residents	Valérie	3 months prior to event
Order Port-a-potty, wash station	Marco	4 months prior to event
Reserve and order tables and chairs	Marco	4 months prior to event
Secure extra trash receptacles	Barbara	1 month prior to event
Secure street "do not park" signs	Rafael	2 weeks prior to event
Request street sweeping for morning of event	Rafael	2 weeks prior to event
Purchase supplies	Dorit and Valerie	1 week prior event
Map locations of sponsors and city depts	Dorit and Valerie	3 days before event
Coordinate bar-b-que transportation	Thomas	1 day before event
Purchase food, drink and ice	Dorit and David	3 and 1 day before event
Coordinate clean up	Jesse	Immediately after the event
Tabulate attendance, collect anecdotes, photos and initiate the City's report	Valerie and Co.	30 days post event

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 handles 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 December 31, 2024.

Project Leader Name: Valérie Suarès

Email: [REDACTED]

Phone Number: 4 [REDACTED]

Mailing Address: [REDACTED]

Signature: Valérie Suarès

Date: 10/13/2023

- 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: Dorit Chapman

Email: [REDACTED]

Phone Number: [REDACTED]

Mailing Address: [REDACTED]

Signature: Dorit Chapman

Date: 10/13/2023

- 3. Other Project Team Member** – 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.)

Secretary Name: Denise Perez

Email: [REDACTED]

Phone Number:

Mailing Address: [REDACTED]

Signature: Denise Perez

Date: 10/13/2023

Vice Chair Name: Marco Vasquez

Email:

[REDACTED]

Phone Number:

[REDACTED]

Mailing Address:

[REDACTED]

Signature:



Date: 10/13/2023

Neighborhood Grant Program**Project Budget Form Calendar Year 2024**

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 December 31, 2024.**

Based on the actual number of volunteers (6), the clocked work hours (284), and the actual cost of the 2023 NNO event, we anticipate a 20% increase in attendance over 2023 resulting in the purchase of more food, water and ice creams.

Project Expenses

Activity	Estimated Costs
Street Closure Permit	\$35
Face painting (2 artists)	\$400
Ice cream truck	\$1,000
The Joint Chiefs Band	\$1,200
Outreach newsletters (2 months + advertising)	\$1,450
Port-a-potty and wash station	\$350
65 Rental tables	\$500
200 Rental chairs	\$280
Food, water	\$1,000
Ice, paper tablecloths	\$100
Estimated Total Expenses	\$6,315
Amount Requested from the City of Sunnyvale	\$1,500



Sunnyvale

Neighborhood Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, by 5 p.m.

Thank you for your interest in the Neighborhood Grant Program. Please make sure you 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 20, 2023, by 5 p.m. Applicants will be notified of award decisions in January 2024. For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Complete 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

Name of Neighborhood Group or Association: SunnyArts Neighborhood Association

Name of Individual Submitting Application: Namrata Patil

Individual's Email: [REDACTED]

Phone: 4 [REDACTED]

Name of Proposed Project: Community Building, Security, Community give back projects

Grant Amount Requesting from the City of Sunnyvale (Maximum grant amount is \$1,500): \$ 1500

Is your Neighborhood Group currently registered with City of Sunnyvale?

Yes ☒

No ☐

If no, will your Neighborhood Group register with the City of Sunnyvale by the time your proposed event/activity takes place?

Yes ☐

No ☐

Neighborhood Group/Association Background

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group, including which Council District? Approximately, how many households are included?

The association was formed in 2005, and is known as the Sunnyarts Neighborhood Association. The Sunnyarts Neighborhood Association is officially registered as a neighborhood Association with the city of Sunnyvale, California. Sunnyarts has 256 homes - streets and counts are: Rembrandt Drive: 50; Renoir Court: 10; Robbia Drive: 25; Robbia Court: 23; Chopin Drive: 29; Rousseau Drive: 24; Sargent Drive: 42; Verdi Drive: 11; Van Dyck Drive: 25; Van Dyck Court: 17

Project Description

2. Describe your proposed project and/or event. Make sure to include the following:

- How will it benefit the residents in your neighborhood and/or your neighborhood association?
- How many people or households you are expecting to attend or benefit from the project or event?
- Describe the outreach you will do to generate awareness and support for the project/event.

SunnyArts neighborhood activities are done on a volunteer basis. We source our monetary support through various activities throughout the year as options become available (city grants, manning booths, Donation drives etc). We rely entirely on volunteer support, including member households supplying goods, taking funds from their own pockets to support our activities, which are geared towards community building/ security and enhancing our neighborhood identity.

Our annual activities include a block party/ summer potluck which features prizes for the best sweet and savory dishes along with featuring a neighborhood live band performance, community goodwill drive, National Night Out ice cream social, a neighborhood wide charity drive for Sunnyvale Community Services, a Halloween get-together where we give prizes for the best pumpkin carving and costumes to our trick or treaters. We invite the Sunnyvale library and Emergency Preparedness services to our events where possible to educate our residents.

We have multiple community building events planned for SunnyArts for the next calendar year. We will have a Holi celebration in late Spring, a Goodwill donation drive in July, National Night Out in August, Summer Potluck late August, Halloween event in October. These events benefit our residents in multiple ways. We design our events to be accessible and fun for all ages. From bounce houses, chalk based street art, games for kids to live music, cooking prizes for potluck dishes and Tambola for our adult/ senior residents. We encourage the young ones to volunteer and get in the service hours. And are on the lookout for environmental clean-u+

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

- Increase communication among neighbors
- Build bridges between cultures
- Improve the physical condition of the neighborhood
- Enhance neighborhood pride and identity

We have found the more community-building events we offer, the better the attendance. These events foster a strong pride in the neighborhood: "This is why I love SunnyArts" to residents volunteering to help each other out with emergency rides, referrals or helping find lost pets. At the 2023 events, we had over 70+ people show up at the NNO and 140+ people at the Block party/ Summer Potluck event. Residents look forward to these events and we now have non-SunnyArts residents wanting to attend our events. While we welcome all attendees, it does put a strain on our supplies to make sure we cover all.

Our neighborhood events fostered a strong sense of community. We have found face to face activities best foster a sense of community within our neighborhood. We space these events out during the warm weather months to make sure all neighbors have the opportunity to attend. We take these opportunities to highlight various cultures. These may include Easter, Holi, Chinese New Year, Diwali, depending on the enthusiasm of the volunteers and funds available.

Our young resident participation is outstanding. We also encouraged young entrepreneurs by having them host lemonade and cookie stands. We have 15+ kids participate. We also did a book exchange drive that was highly successful, all the remaining books were donated to Goodwill. These events cultivate a strong sense of pride in the neighborhood- and the more we know each other the +









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

We rely on attendance to gauge event success. This year we developed our own brand NEW neighborhood website under the sunnyvale neighborhoods website banner and have seen a significant uptick in residents signing up for our google group email list. We plan to use this forum along with our google group to connect and build on for future projects/ events.

We are also very pleased with our philanthropic spirit and the success of our charitable drives. Considering how small our neighborhood is compared to many others in the city, we are a very active and generous community. At the Goodwill donation drive in July 2023, our Sunnyarts neighborhood brought in a total of 3,980 lbs of donations! In August 2023, we collected and donated 162 lbs of food that were given to the Sunnyvale Community Services.

Project Plan

5. Use the chart below and list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity.

Activity	Person(s) Responsible	Completion Date (MO/YR)
<i>Example: Create flier/email for barbecue</i>	Jane Smith	08/23
1. Holi	Namrata Patil, SunnyArts 	3/2024
2. Goodwill Donation Drive	Namrata Patil, SunnyArts 	06/2024
3. SunnyArts Summer Potluck	Namrata Patil, SunnyArts 	07/2024
4. National Night Out	Namrata Patil, SunnyArts 	08/2024
5. Halloween Celebration	Namrata Patil, SunnyArts 	10/2024
6. Thanksgiving	Namrata Patil, SunnyArts 	11/2024
7. Sunnyvale Community Service Donation Drive	Namrata Patil, SunnyArts 	08/2024
8. Environment Friendly Volunteer Project	Namrata Patil, SunnyArts 	TBD
9.		
10.		
11.		
12.		

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 December 31, 2024.

Project Leader Name: Namrata Patil

Email: [REDACTED]

Phone Number: [REDACTED]

Mailing Address: [REDACTED]

Signature: Namrata Patil

Digitally signed by Namrata Patil
Date: 2023.09.04 15:13:28 -07'00'

Date: 09/04/2023

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: N/A

Email: _____

Phone Number: _____

Mailing Address: _____

Signature: _____

Date: _____

3. **Other Project Team Member** - 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: Uma, Ruchika, Harita, Chris, Shruti, Falguni, Niyati

Email: _____

Phone Number: _____

Mailing Address: _____

Signature: _____

Date: _____



Sunnyvale

Neighborhood Grant Program Project Budget Form Calendar Year 2024

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 December 31, 2024.**

Project Expenses

Activity	Estimated Costs
1. Annual Block Party/ Summer Potluck Event	\$ 1000
2. National Night Out	\$ 300
3. Halloween Event	\$ 350
4.	\$
5.	\$
6.	\$
7.	\$
8.	\$
9.	\$
10.	\$
Estimated Total Expenses	\$ 1650
Amount Requested from the City of Sunnyvale	\$ 1500



Neighborhood Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, by 5 p.m.

Thank you for your interest in the Neighborhood Grant Program. Please make sure you 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 20, 2023, by 5 p.m. Applicants will be notified of award decisions in January 2024. For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Complete 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

Name of Neighborhood Group or Association: Valley Forge Neighborhood Group

Name of Individual Submitting Application: Patricia Grant

Individual's Email: [REDACTED]

Phone: [REDACTED]

Name of Proposed Project: Valley Forge Block Party

Grant Amount Requesting from the City of Sunnyvale (Maximum grant amount is \$1,500): \$ 900

Is your Neighborhood Group currently registered with City of Sunnyvale?

Yes ☒

No ☐

If no, will your Neighborhood Group register with the City of Sunnyvale by the time your proposed event/activity takes place?

Yes ☐

No ☐

Neighborhood Group/Association Background

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group, including which Council District? Approximately, how many households are included?

The Valley Forge Neighborhood Group was formed in 2005 to bring our community together, get to know your neighbors and make this neighborhood an inclusive and welcoming community.

The boundaries are: Valley Forge bordered by Lime and Yorktown. There are 48 households including Valley Forge Drive, Gooseberry Court and parts of Westchester Drive.

Project Description

2. Describe your proposed project and/or event. Make sure to include the following:

- How will it benefit the residents in your neighborhood and/or your neighborhood association?
- How many people or households you are expecting to attend or benefit from the project or event?
- Describe the outreach you will do to generate awareness and support for the project/event.

This event benefits all the neighbors by bringing everyone together for this event every year. Everyone pitches in to help in several ways. We also collect names and email addresses on a roster to ensure that we have neighbors on our email communications. We discuss and provide information about neighborhood safety from SNAP, which they setup a tent every year to educate and inform residents of up and coming training classes. For our community we ask for canned food donations for the Sunnyvale food bank.

Our neighborhood block party brings neighbors together and their children, along with welcoming new residents to the neighborhood. We had about 66 people in attendance in 2023. Our event offers food, music, games along with education and awareness of services available. This event makes is a popular event that all the neighbors look forward to. It was nice to get everyone together in person again in 2024.

We also invite the Sunnyvale Fire Department who come and show both the adults and children their truck and demonstrate the lights and equipment on the truck. We also have the firemen/fire-women join us for food as well. It is a great way to get to know them and all the services they provide.

We have a Ladies of Valley Forge group that gets together once a quarter and we talk about the up coming event, schedule and get 📅

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

- Increase communication among neighbors
- Build bridges between cultures
- Improve the physical condition of the neighborhood
- Enhance neighborhood pride and identity

Our annual block party is a great event for all neighbors to come together and reconnect with one another and meet some new neighbors. We have a lot of different cultures on our street and this event is a great way for everyone to come together as one community.

There is always conversations about our street and neighborhood condition, home renovations, landscaping and gardening, everyone is willing to share their experiences with one another making it easier for new comers to also make their own improvements.

This even is what makes this neighborhood so amazing and unique.

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

This is a popular event every year and if you just look at attendance alone, we have good participation which shows support for the event.

Also the opportunity to meet and greet new neighbors makes them feel welcomed.

Project Plan

5. Use the chart below and list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity.

Activity	Person(s) Responsible	Completion Date (MO/YR)
<i>Example: Create flier/email for barbecue</i>	Jane Smith	08/23
1. Planning Meeting	Patricia Grant	7/24
2. Send save the date email	Marcia Chron	7/24
3. Finalize games for kids	Patricia Grant	7/24
4. Finalize music for event	Kevin Lawrence	7/24
5. Solicit Flyers	Suchitra Kolipak	8/24
6. Order Barricades and cones	Linda Romano	8/24
7. Food Delivery	Marcia Chron	9/24
8. Block Party Event	All	9/24
9. Cleanup	All	9/24
10. Return Barricades and Cones	Linda Romano	9/24
11. Submit reimbursement	Marcia Chron	10/24
12.		

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 December 31, 2024.

Project Leader Name: Patricia Grant

Email: [REDACTED] Phone Number: [REDACTED]

Mailing Address: [REDACTED]

Signature: Patricia Grant Date: 10/17/23

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: Marcia Chron

Email: [REDACTED] Phone Number: [REDACTED]

Mailing Address: [REDACTED]

Signature: Marcia Chron Date: 10/17/2023

3. **Other Project Team Member** - 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: Terrence L. Strobaoh

Email: [REDACTED] Phone Number: [REDACTED]

Mailing Address: [REDACTED]

Signature: Terrence L. Strobaoh Date: 10/19/23

Neighborhood Grant Program
Project Budget Form Calendar Year 2024



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 December 31, 2024.**

Project Expenses

Activity	Estimated Costs
1. Food	\$ 725
2. Soda, water, juice	\$ 50
3. Games for kids	\$ 50
4. Ice Cream and Dessert Bar	\$ 75
5.	\$
6.	\$
7.	\$
8.	\$
9.	\$
10.	\$
Estimated Total Expenses	\$ 900
Amount Requested from the City of Sunnyvale	\$900



Sunnyvale

Neighborhood Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, by 5 p.m.

Thank you for your interest in the Neighborhood Grant Program. Please make sure you 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 20, 2023, by 5 p.m. Applicants will be notified of award decisions in January 2024. For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Complete 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

Name of Neighborhood Group or Association: Wrightmont Corners

Name of Individual Submitting Application: Donna Winslow

Individual's Email: [REDACTED] Phone: [REDACTED]

Name of Proposed Project: WC Little Library for books, games, puzzles

Grant Amount Requesting from the City of Sunnyvale (Maximum grant amount is \$1,500): \$ 717.00

Is your Neighborhood Group currently registered with City of Sunnyvale? Yes ☒ No ☐

If no, will your Neighborhood Group register with the City of Sunnyvale by the time your proposed event/activity takes place? Yes ☐ No ☐

Neighborhood Group/Association Background

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group, including which Council District? Approximately, how many households are included?

Wrightmont Corners was originally formed in the 1990's by Connie Portele in connection with SNAP. We are about 110 homes bounded by Fremont Ave, Mary Ave, Cascade and Wright Ave located in Sunnyvale District 1. Annually, we have a Neighborhood Social for National Night Out, and Halloween Street Fun. Using our own email group we try to keep neighbors informed about important things impacting our neighborhood (such as the Village Center Plan). In 2017 we went through the process for Neighborhood Watch. We are interested in maintaining a friendly, safe and prepared neighborhood.

Project Description

2. Describe your proposed project and/or event. Make sure to include the following:

- How will it benefit the residents in your neighborhood and/or your neighborhood association?
- How many people or households you are expecting to attend or benefit from the project or event?
- Describe the outreach you will do to generate awareness and support for the project/event.

We are proposing building a Little Library which would be located in the neighborhood to enable sharing of books, games and puzzles. This would benefit all the neighbors, young and old. It would provide an opportunity to interact with each other, share interests and ideas, and add to the sense of community. It would be available to all who walk by, both to borrow and to share.

Once completed, we will use our neighborhood email group, small signs and flyers to let everyone know it is ready for sharing. It will be centrally located (at the corner of Franchere and Bonneville, so many neighbors will see it as they drive by.

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

- Increase communication among neighbors
- Build bridges between cultures
- Improve the physical condition of the neighborhood
- Enhance neighborhood pride and identity

The Little Library will add to our sense of community in the neighborhood and provide more opportunities to interact. Additionally, the books and games shared should enable us to get to bridge cultures as we have a very diverse neighborhood.

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

The installation of the completed Little Library, and filling it with shared books, puzzles and games will be a key determiner that it was successful.

Project Plan

5. Use the chart below and list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity.

Activity	Person(s) Responsible	Completion Date (MO/YR)
<i>Example: Create flier/email for barbecue</i>	Jane Smith	08/23
1. Finalize the Location	Bushra	March 2024
2. Finalize design	Anat	March 2024
3. Acquire materials	Sagi (builder)	April 2024
4. Build	Sagi	May 2024
5. Install	Sagi	June 2024
6. Announce completion to neighbors	Donna	July 2024
7. Solicate filling the Little Library with books, games, 	Bushra	July 2024
8.		
9.		
10.		
11.		
12.		

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 December 31, 2024.

Project Leader Name: Donna Winslow

Email: [REDACTED] Phone Number: [REDACTED]

Mailing Address: [REDACTED]

Signature: [Signature] Date: 10/11/2023

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: Anat Limor

Email: [REDACTED] Phone Number: [REDACTED]

Mailing Address: [REDACTED]

Signature: [Signature] Date: 10/11/23

3. **Other Project Team Member** - 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: Bushra Pudiyaipura

Email: [REDACTED] Phone Number: 213-291-4122

Mailing Address: [REDACTED]

Signature: [Signature] Date: 10/11/2023



Neighborhood Grant Program Project Budget Form Calendar Year 2024

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 December 31, 2024.**

Project Expenses

Activity	Estimated Costs
1. Plywood 6ft (2 X \$65)	\$ 130
2. Framing wood 8ft lengths (6 x \$22)	\$ 132
3. Plexiglass 2ft x 6ft	\$ 200
4. Hardware - hinges, door handle, screws, etc	\$ 60
5. Primer and paint	\$ 50
6. Roofing materials	\$ 100
7. Cement	\$ 20
8. Flyers and signs	\$ 25
9.	\$
10.	\$
Estimated Total Expenses	\$ 717
Amount Requested from the City of Sunnyvale	\$ 717



Community Events Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, 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 20, 2023, by 5 p.m. Applicants will be notified of award decisions in January 2024. For questions, email 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

Event Name:	Spring Concert
Date(s)/Time(s) of Event:	May 19, 2024, 3PM
Sponsoring Organization(s):	Cupertino Symphonic Band

Grant Amount Requesting from the City of Sunnyvale:	\$ 936
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(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:	Robert Ponce
Title:	Board Member
Organization:	Cupertino Symphonic Band
Email:	[REDACTED]
Mailing Address:	[REDACTED]

Event Details

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

Annual Spring Concert performed by the Cupertino Symphonic Band. Scheduled/reserved for May 19, 2024, 3PM, Sunnyvale Community Center Ballroom.

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

Yes. May 21, 2023. Sunnyvale Community Center Ball Room.

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 Cupertino Symphonic Band (CSB) provides free concerts throughout the year in Cupertino, Sunnyvale, and other south bay area communities.

Our goals are to foster the musical talent and education of its members, encourage youth to learn and play musical instruments, and provide quality musical entertainment to the community.

CSB performances allow the entire community to listen and enjoy all types of live music. The concerts also allow the children in the community to see all the different wind and percussion instruments up close. This in turn may spark interests in youth to begin learning a musical instrument.

Everyone of all ages is invited to attend our concerts.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

This event is multi-county wide. CSB Concerts welcome everyone from the South Bay Area. Past concerts in Sunnyvale and Cupertino have had 150-300 attendees

5. 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.

CSB posts concert announcements on the major social media sites, all South Bay Area community newspapers run by the Bay Area News Group (San Jose Mercury News), i.e. the Sunnyvale Sun, Cupertino Courier, etc. Email announcements are sent to CSB email lists, band member's friends & family, etc. We would include KSUN if they offer free adds for non-profits.

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.

About the Cupertino Symphonic Band

- Originally founded by Cupertino High alumni in 1989. Open to all wind and percussion players, with members from many south bay cities.
 - 38 active members, from diverse backgrounds – teachers, engineers, designers, nurses, students, writers, and retirees.
 - All volunteer members, board, and elected officers. Conductor is a school performing arts teacher.
 - Free performances throughout the year in Cupertino and Sunnyvale including Cupertino Earth Day, Cupertino Summer Concert Series, Veteran's & Memorial Day services in Santa Clara, July 4th Parade in Morgan Hill, and more.
 - Non-profit, funded by member dues and donations.
 - Annual CSB budget is typically \$10K to \$15K. FY22-23 Financial budget attached.
- www.CupertinoSymphonicBand.org

Event Logistics and Budget

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

We have already reserved the SCC Ball Room for the May 19, 2024 concert. Our concert coordinator will arrange any final details a few weeks before the performance, such as seating arrangements, etc. with the Ball Room staff.

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?

CSB has been performing 4 or more concerts a year in Sunnyvale, Cupertino, San Jose, and other venues since 1989. CSB (a non-profit) has been mostly funded through donations, member dues, and occasional city grants.

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?

CSB has allocated funds for the remaining costs for the May concert from our 2023-2024 annual budget. Like most non-profits, our donations were severely reduced during 2020 to 2022. The Sunnyvale Grant request will help defray some of the May 2024 SCC Ball Room concert costs.



Community Events Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, by 5 p.m.

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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

Event Name:	Ellis Community International Festival
Date(s)/Time(s) of Event:	May 3, 2024, 4-6PM
Sponsoring Organization(s):	Ellis Elementary School PTA

Grant Amount Requesting from the City of Sunnyvale:	\$ 1680
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(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]
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, on April 28, 2023, at Ellis Elementary School 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? How many people do you expect to attend your event, how did you arrive at this estimate?

The event is open to the Sunnyvale community. It is typically attended by surrounding families near Ellis. The approximate attendance of the 2023 event was over 500, and we expect the event to increase based on our event attendance growth (25-50%+), publicity from last year's event, and increased advertising to pull in a greater number. City funding will allow us to support a larger event, 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. 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.

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/EllisElementary/>

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: Bringing in established food vendors, verified for up to date licenses and insurance, providing safe food handling supplies for the volunteers, and dedicated tents (request for funds) 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 proposes 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 provide us access to better infrastructure and equipment for safely hosting the event outdoors while meeting the growth in attendance, supplies that will be reusable, and increased awareness & marketing for the event. 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.



Sunnyvale

Community Events Grant Program Application Calendar Year 2024

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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

Event Name:	Navaratri Garaba 2024, Indian Folk
Date(s)/Time(s) of Event:	4th & 11th October 2024
Sponsoring Organization(s):	HRFC

Grant Amount Requesting from the City of Sunnyvale:	\$ 3000
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(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:	Mona Rawal
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Title:	President
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Organization:	HRFC
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Email:	
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Mailing Address:	
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Event Details

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

In India Navaratri is a festival celebrating victory of good over evil. It celebrates women and it's power in the form of Maa Durga (Mother Durga), who fought against the evil and destroyed the evil from the world. This is a nine days long celebration in the month of October. On the tenth day it is celebrated as a victory day call Dasera/Vijaya Dasami.

At HRFC we celebrate navaratri dancing festival to support the women spirit and her kindness and bravery. HRFC is a non profit organization that helps kid with a special needs.

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

Yes, We hold this event every year at Columbia Neighborhood Center, Sunnyvale. Past event in 2022, 2023.

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?

Navaratri is festival that celebrates Women power and bravery in South Asian (Indian) Culture across the country. This festival propagates kindness across the Indian community and brings them together to be a cohesive community. Event is open for all everyone to celebrate equality and diversity.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

This event is open for anyone to attend. This is a south asian form of a folk dance.

5. 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.

We market through facebook and Sulekha for this event. We would love to publish our event through City's local access channel.

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.

HRFC - Supports dignity of a special needs kids. Train/teach them life learning skills and helps them learn vocational skills.

Here is the last financial statement as file with State & Federal. CT-TR1-2022 Attached.

Event Logistics and Budget

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

This is a safe family event with kids and adults. We hire professional security guards and a cleaning crew to help during the event, to make sure we have a safe and clean event. This is religious event and we do not serve any alcohol at the 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?

we have a highly skilled people to execute the event and plan for the budget and spending.

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?

Remaining funding will come from the revenue generated from the tickets sale. Requesting grant from the city to keep our event entry cost to minimum for more people to participate and get benefited.

Community Events Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, by 5 p.m.

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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

Event Name:	Multicultural Night
Date(s)/Time(s) of Event:	April 26, 2024 (5:30-7:30pm)
Sponsoring Organization(s):	San Miguel Elementary PTA

Grant Amount Requesting from the City of Sunnyvale:	\$ 1000
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(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:	VP Fundraising
Organization:	San Miguel Elementary PTA
Email:	
Mailing Address:	

Event Details

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

Multicultural Night is an annual event, where our school community comes together to share and celebrate the vibrant and diverse cultures of our school community. For many people, this night is a celebration of their country of origin, but culture can also include family cultures, cultures of different regions of the country, and cultures of different identity groups. Volunteer parents or staff host tables for their cultures, sharing samples of food, displaying items representative of their cultures, and wearing clothing representing their cultures. The San Miguel Elementary PTA is responsible for getting families to sign up to host tables, providing supplies for making posters, and providing paper plates/utensils for serving food. The PTA offers to reimburse a certain amount per table to cover the expense of food and supplies to minimize barriers to access for participants. In past years, we have had tables representing Mexico, Colombia, Guatemala, Argentina, China, Korea, Azerbaijan, Ireland, Peru, India, Philippines, and more (e.g., cultures of gender).

In addition to the tables, we play music that is representative of the variety of cultures represented, and the event includes performances and/or demonstrations. Past demonstrations have included Cumbia Colombiana, Brazilian jiu jitsu, Odissi traditional Indian dance, and community wide Mexican line dancing to Caballo Dorado song

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). We held another one in 2022, and the last one

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 believe that everyone has culture, not just specific to a country of origin but can also include identity group cultures and regional cultures. Our event celebrates the diversity of our San Miguel school community, and it's a chance for everyone to experience culture via taste, touch, smell, sight, and hearing. This allows students and families to better understand each other, our different backgrounds, and how we are all greater than the sum of our parts. Parents can share their cultural pride with their children and friends, and the students learn more about their own heritage and how to value the diversity within our community and the planet.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

This is a citywide event, although most of our attendees come from the San Miguel Elementary school community. Our school is a majority-Hispanic, Title 1 school. About half of our students are ELL (English Language Learners). Our families are a mix of native English, native Spanish, and bilingual speakers, and we would expect all groups to attend Multicultural Night. We also bring in elected members of the community - last year, Mayor Klein and members of both the SSD (Sunnyvale School District) and FUHSD (Fremont Union High School District) board attended. We also partner with students at Columbia Middle School, who provide additional volunteer support.

We expect 200-250 people to attend. This estimate is based on past years' attendance (around 200-250 people)



5. 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.

Multicultural Night is an annual tradition, and families look forward to it each year. Our advertising will include (1) including information in the school's weekly Parent Bulletin, which is emailed to all families; (2) posting on our San Miguel Elementary PTA Facebook page and PTA webpage; (3) posting flyers around the school; and (4) 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; post sign up sheets to host a table; and have meetings to coordinate the event. At this time, we do not need to incorporate the City's local access channel (KSUN 15) into our advertising.

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 mission of the San Miguel Elementary PTA 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. The PTA hosts several fundraisers during the year (e.g., fall catalog sales, family photoshoot, partnering with local restaurants for Dine Out Nights, a silent holiday, walkathon). Money that is raised from these fundraisers, from parent donations, and grants goes to support school assemblies, Project Cornerstone (a YMCA initiative focused on helping students build positive friendships, peaceful conflict resolution, and other skills), 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 123 PTA members at the moment (very close to our target of 125 members). We expect to raise about \$95,000 this year (primarily through fundraising, donations, and grants). Our PTA supports the entire San Miguel Elementary school, with ~400 students total (grades TK-5).



Event Logistics and Budget

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

This event will be held outdoors. We will ensure adequate lights to keep the playground safe as it gets dark in the evening. We will also have volunteers and school staff present throughout the event. Additionally, San Miguel has a code of conduct that all students know to follow. The PTA has a first aid kit for 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?

We have an event coordinator who will lead the planning and logistics for the event. That event coordinator will have a set budget for the event, with close coordination with members of the PTA board to ensure that the event stays within budget. Families will have to sign up for tables, so we can make sure we have a reasonable number of tables. Families will also be told upfront how much reimbursement is available, so they can manage their individual table budgets accordingly.


Our PTA rules require that we submit all expenses with receipts and proper documentation for reimbursement. Events have to fall 

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 \$1000 from the City for this grant. The remaining budget (\$1560) will come from the PTA budget (\$500 under Multicultural Potluck; \$310 under Bilingual Programs), in-kind donations from San Miguel families and friends, and monetary donations. There is no revenue, since this event is free for everyone.

We are asking for grant funding from the City to help support more tables and increase the amount of funding per table. Typically, we offer a \$50 reimbursement to families for their tables, but for last year's Multicultural Night, we received feedback that \$50 did not cover expenses, and even with the reimbursement, it's hard for low-income families to host a table. This is especially true now that food prices have increased so much. Funding from the City will allow us to host additional tables, increase the amount of funding per table, and ensure equitable participation by our families. As a Title 1 school, funds from this grant will really help us support our community better - and allow us to host an amazing Multicultural Night - without affecting funds raised for much needed activities like field trips, classroom supplies, and scholarships that provide equitable access to 

Community Events Grant Program Application Calendar Year 2024

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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

Event Name: 2024 Sunnyvale Diwali Festival

Date(s)/Time(s) of Event: Oct 26 2024

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

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: Prakash Giri

Title: President

Organization: South Asian Cultural Association Of Sunnyvale

Email: [REDACTED]

Mailing Address: [REDACTED]

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 October 30 2021, October 15 2022, October 21 2023

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

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 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. 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.

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.

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.

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 2024 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.

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 event. The rest of the funding will come from corporate and other sponsorships, as was the case for past events.



Community Events Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, by 5 p.m.

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

Email: ncs@sunnyvale.ca.gov

Event Name: 2024 Sunnyvale Holi Festival

Date(s)/Time(s) of Event: Mar 23 2024

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

Grant Amount Requesting from the City of Sunnyvale: \$ 5,000

(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: Prakash Giri

Title: President

Organization: South Asian Cultural Association Of Sunnyvale

Email: [REDACTED]

Mailing Address: [REDACTED]

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?

This is the first time the festival will be held.

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

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 800+ 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. 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.

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.

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.

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 2024 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.

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 event. The rest of the funding will come from corporate and other sponsorships, as was the case for past events.



Community Events Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, 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 20, 2023, by 5 p.m. Applicants will be notified of award decisions in January 2024. For questions, email 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

Event Name:	15th Annual Jazz & Beyond
Date(s)/Time(s) of Event:	July 6th, 13th, 20th, 27th, August 3rd, 10th, 17th, 24th, 2024 / 6:00 pm - 8:30 pm
Sponsoring Organization(s):	Sunnyvale Downtown Association
Grant Amount Requesting from the City of Sunnyvale:	\$3,500

(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]
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 8 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 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?

For over a decade, 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? How many people do you expect to attend your event, how did you arrive at this estimate?

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. 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. 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.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 2023.

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 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.

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, 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.

Community Events Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, 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 20, 2023, by 5 p.m. Applicants will be notified of award decisions in January 2024. For questions, email 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

Event Name: Dining & Dancing Nights

Date(s)/Time(s) of Event: May 8, 9, 15, 16, 22, 23, 29, 30 June 5, 6, 12, 13, 19, 20, 26, 27, 2024 / 6pm - 8:30pm

Sponsoring Organization(s): Sunnyvale Downtown Association

Grant Amount Requesting from the City of Sunnyvale: \$2,000

(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]

Mailing Address: [REDACTED]

Event Details

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

Dining & Dancing is designed to bring DJ's downtown on Historic Murphy Ave to play a mixture of types of music: country, rock, 70's, 80's, pop, and other music genres over a two month span every Wednesday and Thursday evening from 6pm - 8:30pm. These events are designed to help the downtown businesses by adding to the ambience of the downtown area and opening up a space to dance to music. We will also have themed nights throughout the series!

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

Originally "Music & Dining" was created during covid to help businesses keep their door open and protect their staff. Over the last three

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?

Dining & Dancing Nights celebrates the downtown with universally loved music and brings people to support our retailers and restaurants. The music provides a welcoming and fun atmosphere to Historic Murphy Avenue. These events enhance the quality of the downtown and provides a unique Sunnyvale experience. Dining & Dancing nights will help extend our summer event season with businesses being able to keep local consumers in our downtown.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

Our events invites all to Downtown Sunnyvale and brings a fun and welcoming atmosphere to the downtown for regular patrons. This event focuses on adding to the ambiance of Murphy Ave, so we can expect a regular attendance for businesses on Wednesday and Thursday nights.

5. 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 distributed throughout the city of Sunnyvale at high foot traffic locations. Our website www.sunnyvaledowntown.org will have updates and reminders on our events page.

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 our most recent financial statements, please see BID RENEWAL REQUEST 2023.

Event Logistics and Budget

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

We make sure our DJ has the necessary power which is approved by The City of Sunnyvale and a tent for his space. We ensure the DJ area is in compliance with the ADA code and fire department. We will also designate a safe and spacious dance area.

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 limited expenses for this event. We require only one staff for set up and tear down, and a DJ. The only promotion needed is printing and distributing the marketing materials. We have held similar events with no issue.

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?

This event encourages downtown engagement and togetherness but generates no revenue. Community sponsorships are never guaranteed and we work to ensure financially funded events each season.

Community Events Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, by 5 p.m.

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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

Event Name:	Holiday Tree Lighting
Date(s)/Time(s) of Event:	December 7th, 2024 / 5:00PM - 7:30PM
Sponsoring Organization(s):	Sunnyvale Downtown Association
Grant Amount Requesting from the City of Sunnyvale:	\$3,500

(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:	
Mailing Address:	

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 24 years. It takes place the first Saturday of December in Sunnyvale Downtown on Historic M

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 and a small ice rink. We also encourage participation from our community by hosting choirs and bands 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? How many people do you expect to attend your event, how did you arrive at this estimate?

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. We expect around 300 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. 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.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.

Please see Bid Renewal Request for most recent financial statements.

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. 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.

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 community sponsorships. We are able to maintain the overall operational costs for these events. However, community sponsorships are never guaranteed. We work to ensure a financially funded events each season.



Sunnyvale

Community Events Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, by 5 p.m.

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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

Event Name:	25th Annual Sunnyvale SUMMER SERIES Music & Market
Date(s)/Time(s) of Event:	July 10th, 17th, 24th, 31st, August 7th, 14th, 21st, 28th, 2024 / 6:00 pm - 8:30 pm
Sponsoring Organization(s):	Sunnyvale Downtown Association
Grant Amount Requesting from the City of Sunnyvale:	\$3,500

(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:	
Mailing Address:	

Event Details

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

The Summer Series Music + Market is a 8-week, Wednesday night, music concert series in Sunnyvale Downtown. Although these events take place on Wednesday evenings, they have amazing attendance with 600 - 800 people attending each week. This lively summer event hosts top talents from 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 have included: Santa Clara Voters Registration, The City of Sunnyvale, local banks, local businesses, and credit unions. We also have draft beer and wine available for guests to purchase at a beverage booth.

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

Summer Series has been held for the past 24 years and it is held 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?

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 and celebrate with people they have not seen since our last events the previous year. 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? How many people do you expect to attend your event, how did you arrive at this estimate?

We welcome everyone to the Summer Series. However, we target the entire city of Sunnyvale, though many people come from the nearby cities. We anticipate 600 - 800 people every week along with the customers that are already here experiencing downtown Sunnyvale. We base this number off the previous years of events.

5. 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 entertainment line-up schedules distributed throughout downtown Sunnyvale for the 8 weeks of the event. Posters and fliers are distributed to city establishments and other city businesses. Our website www.sunnyvaledowntown.org will have updates and band schedules along with the various vendor information. We will amp up the amount of promotion we do through social media with a calendar event page on Facebook, as well as posts with updates and reminders on Instagram and Twitter. We also like to reach out to hotels for guests who are visiting our city.

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.

Please find the SDA's most recent financial statements in the BID Renewal 2023.

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 public safety officers that patrol this event weekly. All carry walkie-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 time-line, detailed budget, and a staff task grid that identifies all of the job tasks needed to produce a safe and successful event.

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 provides a beverage booth to generate revenue from non-alcoholic and alcohol sales in addition to city funding, Business Improvement Districts 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 sponsorships are never guaranteed. We work to ensure financially funded events each season.



Community Events Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, by 5 p.m.

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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

Event Name:	Taste of the World & Wine Stroll
Date(s)/Time(s) of Event:	Saturday, May 11th, 2024 / 2:30pm - 5:30pm
Sponsoring Organization(s):	Sunnyvale Downtown Association
Grant Amount Requesting from the City of Sunnyvale:	\$3,500

(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:	
Mailing Address:	

Event Details

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

A Taste of the World & Wine Stroll promotes and celebrates the diversity, character, and community of Sunnyvale by spotlighting the large selection of international restaurants and bringing them together with a love for wine. Attendees will stroll about the downtown district of Sunnyvale, visiting the 20+ participating businesses, while enjoying local cuisine and paired wines. This allows families to attend and try different food options they may not have otherwise tried, while adults can try different wines. We also take this opportunity to introduce visitors and residents to businesses that have either been here for years or could be one of our many new retail locations. This event will be exemplary to the heart, vitality, and identity of the Sunnyvale community.

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

Yes, once before in 2023 within the Sunnyvale Downtown district, along Sunnyvale Ave, McKinley Ave, Murphy Ave, and Washington Ave.

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?

Taste of the World & Wine Stroll spotlights local restaurants, retail shops, and many other types of businesses, by pairing them with local vineyards. This event draws a diverse crowd to our community and brings awareness to what our downtown has to offer. Attendees are able to try a diverse selection of food and wine while exploring the downtown area! It brings life and opportunity to the Downtown as people enjoy a unique Sunnyvale experience.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

Taste of the World & Wine Stroll is open to all of the community and brings in people from all over the bay area to Sunnyvale Downtown. We can expect around 600 people to attend this event based on previous years.

5. 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 fliers distributed throughout the city of Sunnyvale at high foot traffic locations. Our website www.sunnyvaledowntown.org will have updates and reminders on our events page. There will be a heavy social media presence and tickets will be available on 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 recent financial statements, please see BID RENEWAL.

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. We work closely with Sunnyvale DPS and the City of Sunnyvale to assure a well-planned and safe event. 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 ticket sales 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.

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?

Every year as prices continue to go up for this event we continue to work to secure new corporate, community, city support, as well as community grants.

Community sponsorships are never guaranteed. We work to ensure financially funded events each season.