

### **Notice and Agenda**

### Community Event and Neighborhood Grant Distribution Subcommittee

Friday, June 5, 2015	3:00 PM	Council Conference Room, 456 W. Olive Ave., Sunnyvale, CA 94086
	Special Meeting	

#### CALL TO ORDER

ROLL CALL

#### **CONSENT CALENDAR**

115-0611Approval of Community Event and Neighborhood Grant<br/>Distribution Subcommittee Meeting Minutes of February 25,<br/>2015

#### PUBLIC COMMENT

This category 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 three minutes per speaker. If your subject is not on this agenda you will be recognized at this time; however, the Brown Act (Open Meeting Law) does not allow action by members. If you wish to address the subcommittee, please complete a speaker card and give it to the staff liaison. Individuals are limited to one appearance during this section.

#### PUBLIC HEARING/GENERAL BUSINESS

If you wish to speak to a public hearings/general business item, please fill out a speaker card and give it to the City Clerk. You will be recognized at the time the item is being considered by Council. Each speaker is limited to a maximum of three minutes.

- 2 <u>15-0609</u> Review of Applications and Make Recommendation to City Council for FY 2015/16 Community Event Grant Funding
- 3 <u>15-0610</u> Review of Applications and Make Recommendation to City Council for FY 2015/16 Neighborhood Grant Funding

#### 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 Office of the City Clerk located at 603 All America Way, Sunnyvale, California during normal business hours and in the Council Conference Room on the day of the meeting, pursuant to Government Code §54957.5.

Pursuant to the Americans with Disabilities Act, if you need special assistance in this meeting, please contact the Office of the City Clerk at (408) 730-7483. Notification of 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (29 CFR 35.106 ADA Title II)



# City of Sunnyvale

### Agenda Item

### 15-0611

Agenda Date: 6/5/2015

Approval of Community Event and Neighborhood Grant Distribution Subcommittee Meeting Minutes of February 25, 2015

### Meeting Minutes - Draft Community Event and Neighborhood Grant Distribution Subcommittee

**Special Meeting** 

#### CALL TO ORDER IN THE CITY COUNCIL CONFERENCE ROOM

Subcommittee Chair Martin-Milius called the meeting to order at 3 p.m. in the Council Conference Room.

#### ROLL CALL

Present: 3 -	Chair Tara Martin-Milius
	Member Jim Davis
	Member Glenn Hendricks

#### PUBLIC COMMENT

None.

#### **GENERAL BUSINESS**

1 <u>15-0233</u> Approval of Draft Minutes of the Community Event and Neighborhood Grant Distribution Subcommittee Meeting of June 5, 2014

MOTION: Subcommittee Member Davis moved and Subcommittee Member Hendricks seconded the motion to approve the minutes of June 5, 2014. The motion carried by the following vote:

> Yes: 3 - Chair Martin-Milius Member Davis Member Hendricks

**No:** 0

2 <u>15-0234</u> Selection of Subcommittee Chair

MOTION: Subcommittee Member Davis nominated current Subcommittee Chair Martin-Milius to continue to serve as Subcommittee Chair. Subcommittee Member Hendricks seconded the nomination. The motion carried by the following vote:

- Yes: 3 Chair Martin-Milius Member Davis Member Hendricks
  - **No:** 0
- 3 <u>15-0235</u> Discussion and Possible Direction on the Community Event and Neighborhood Grant Distribution Process

MOTION: Subcommittee Member Hendricks moved and Subcommittee Member Davis seconded the motion to accept the grant procedure and process, including: eligibility, evaluation criteria, applications and time line, as outlined in the Memorandum to the Community Events Grant Distribution Subcommittee dated February 18, 2015. The motion carried by the following vote:

- Yes: 3 Chair Martin-Milius Member Davis Member Hendricks
  - **No:** 0

#### **ADJOURNMENT**

Subcommittee Chair Martin-Milius adjourned the meeting at 3:15 p.m.



### Agenda Item

### 15-0609

Agenda Date: 6/5/2015

Review of Applications and Make Recommendation to City Council for FY 2015/16 Community Event Grant Funding

## **Community Event Grant Program**

Fiscal Year 2015/16 Application Review Packet

	Organization	Event	Request	Page #
1	Pakistani/Amer Culture Ctr	Basant Kit Flying*	\$ 2,115	6
2	SV Downtown Association	Holiday Tree Lighting*	\$ 4,000	11
3	SV Downtown Association	Jazz & Beyond*	\$ 4,000	25
4	SV Downtown Association	Magic of Sunnyvale	\$ 4,000	39
5	SV Downtown Association	Summer Series*	\$ 5,000	51
6	SV Historical Society	Antique Appraisal Faire*	\$ 1,940	63
	6 Applications Received	Total Requested	\$ 21,055	
		Amount Budgeted	\$ 10,000	

\* Event was funded last year. A copy of the final report / event budget for each previously funded event, if available, is attached immediately behind the current year's application.

Documents included behind this page:

- A. Community Event Grant Program Guidelines
- B. Grant Funding Worksheet
- C. Grant Applications

# Community Events Grant Funding Guidelines City of Sunnyvale



# Fiscal Year 2015/16

# Application Deadline: Friday, May 22, 2015 by 5 p.m.

Important Note: Applications are being accepted - funding is dependent upon Council's budgetary approval.

The City of Sunnyvale encourages groups to build community and celebrate our unique culture by holding community events in Sunnyvale. Please review the following eligibility criteria to determine if your group qualifies. Funding requests will be considered as part of an annual competitive application process. To apply for grant funding, complete a Community Event Grant Application. If you have questions, call the Community Services Division at (408) 730-7599, send e-mail to *ncs@sunnyvale.ca.gov* or visit the web at *EventGrants.inSunnyvale.com*. While the City will accept applications through Friday, May 22, 2015, the exact amount of grant funding available will be determined by Council when the FY 2015/16 Budget is adopted.

Organizations applying for grant funds must also complete and submit a Special Event Permit Application at least 60 days before their event or with this funding application, whichever comes first. The Special Event Permit Application is available at *EventApplication.inSunnyvale.com*.

#### **Eligibility Criteria for Community Event Grant**

If you are interested in exploring the possibility of grant funding to help cover some of the costs for your community event, please review the following eligibility requirements, listed below.

- Your organization must submit an accurate and complete community events grant funding application by the deadline.
- Admission to your event must be free and open to the public.
- The event must be held within Sunnyvale City limits.
- Grant recipients must attempt to expend all grant funding within City limits.
- Grants will not be awarded to organizations owing a debt to the City.
- Grants will not be awarded to individuals.
- Applicants must submit an event budget, including an estimate of City services required.

- Applicants must identify whether or not the event is a fundraiser. Fundraiser events are not eligible for grant funding. A "fundraiser" is defined as any event that solicits funds from attendees either through direct ticket sales or asking for a donation. Furthermore, any subcommittee or sub-organization of the sponsoring organization is barred from asking for funds in the form of raffle tickets, silent auction bids or items of similar intent.
- The sponsoring organizations must be non-profit or not-for-profit.
- Grant funds must be used only for the event, but may used for any costs, including costs payable to the City. The City will not waive any fees for services associated with the event.
- Applicants must submit an evaluation form after the event.
- Applicants must attach a copy of non-profit documentation if the organization has such documentation.
- Applicants must obtain required permits, clearances, insurance, and event authorization and pay any relevant fees in a timely manner.
- All applicants must submit a Special Event Permit Application at least 60 days in advance of their event date.
- Organizations receiving grant funding should acknowledge the support of the City of Sunnyvale where appropriate (e.g. event marketing materials, etc.).
- Applicants must identify other co-sponsors of the event in their grant applications. All cosponsors must be approved by the City.
- Funds will not be granted for a religious purpose, including for the promotion of any sect, church, creed, or sectarian organization, nor to conduct any religious service or ceremony. Funds may be granted to religious organizations as long as the funds are not used for a religious purpose. This eligibility criterion is an attempt to preserve separation of church and state while still allowing religious organizations to be eligible for grant funds.
- Organizations that are collaborating with the City in co-sponsoring an event are eligible to apply for grant funding. However, grant funds can only be used to defray expenses incurred by the co-sponsoring organization(s) rather than the City.

#### **Evaluation Criteria**

Applications will be evaluated for funding based on the following criteria:

The event encourages celebrations of community which focus on the character, diversity and quality of Sunnyvale and provide vitality and identity to the community.

The event is of a citywide nature and demonstrates an ability to draw a crowd of at least 500.

The sponsoring organization must demonstrate the ability to produce a well-planned, safe event.

The sponsoring organization demonstrates strong financial management and effective management controls, including cost-effectiveness.

The review team will consider the financial and budgetary capabilities of the sponsoring organization, the extent to which City funds will be leveraged with other funding sources, and the need for City funding. Community event grant funding from the City will represent no more than 40 percent of the total event budget, including the value of in-kind goods and services but excluding the value of volunteer time.

Higher priority will be given to encouraging new events as well as supporting existing events that have been highly successful in the past, subject to other grant criteria.

Grant funding is not intended to be an ongoing funding source for your event. Funding in one year is not a guarantee of future funding. All applications are subject to a fresh review vis-à-vis competing applications each year. <u>Both grant application forms and post-event evaluation forms must include a four-year event sustainability plan</u>.

#### **Other Things to Note**

The grant review sub-committee may request an interview with any applicant.

*Timeline:* Grant applicants will be notified, in writing, of final funding decisions in <u>July 2015</u>, following both the application review as well as the City Council's adoption of the FY 2015/16 City Budget. Grant funds must be expended within 90 days after the event or within two years after the organization has been notified of the award, whichever comes first.

*Reimbursements:* Grant recipients may be reimbursed in partial payments for ongoing event expenses, rather than in a single lump-sum at the conclusion of the event. Decision to reimbursement in multiple payments will require approval from the City of Sunnyvale and may be justified if recipient incurs significant expenses prior to the event. If that is the case, grant recipients must invoice the City on an ongoing basis for reimbursement of expenses incurred, up to the grant amount. All original receipts must be submitted with invoices, along with an itemized brief description of each expense.

*City Co-sponsorship:* Grant recipients (and their sponsors, if applicable) are entirely responsible for planning, promoting, and staffing their event. Grant approval does not equate to co-sponsorship from City of Sunnyvale. The City will not be involved in planning, promoting, or staffing the event, and is not considered a co-sponsor of the event. If City staff time is requested (such as public safety officers, etc.), please contact the relevant department to obtain a cost estimate, and include the cost estimate in your proposed budget. Staff participation is contingent upon their consent to participate, regardless of whether or not funds are granted.

*Use of City Facilities:* If you are proposing to use a City facility, you must contact that facility, submit a request in accordance with standard procedures, and receive approval. If you are awarded community event grant funding, your reservation of City facilities must be done through the completion of a Special Event Permit Application (separate from the grant application and due to the City at least 60 days prior to the event).

### **Community Event Grant Applications 2015/16—Funding Worksheet:**

	Organization	2013/14	2014/15	2015/16	Tentative	Meets	<b>Request Additional</b>	Notes	Final
	Event Name	Requested	Requested	Request	Funding	Criteria?	Info from Applicant		Recommendation
		Granted	Granted		2015/16				
1.	Pakistani Culture Ctr	2,000	2,000	2,115					
	Basant Kite Festival	1,500	1,000						
2.	SV Downtown Assoc	4,000	4,000	4000					
	Holiday Tree Lighting	500	1,300						
3.	SV Downtown Assoc	4,000	4,000	4,000					
	Jazz and Beyond	2,000	2,300						
4.	SV Downtown Assoc	4,000	N/A	4,000					
	Magic of Sunnyvale	0							
5.	SV Downtown Assoc	5,000	5,000	5,000					
	Summer Series	3,000	3,000						
6.	SV Historical Society	652	1,400	1,940					
	Antique Appraisal Faire	652	1,400						
		Author's	Antique						
		Day	Appraisal						
			Faire						
	Total			21,055	10,000				

## **Community Events Grant Funding Application City of Sunnyvale**



### Fiscal Year 2015/16 Application Deadline: Friday, May 22, 2015

Important note: applications are being accepted, pending Council's budgetary approval.

**Directions:** You may either 1) Print this application and complete the hard copy, or 2) Type your responses electronically and print for submission. Please answer all questions completely, including as much detail as possible. 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. Applicants will be notified of award decisions in July 2015.

Applications may be submitted by mail, email, fax or in person. Mail or drop-off to: Community Services Division, located at the Sunnyvale Senior Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Fax (408) 737-4965 or Email: *ncs@sunnyvale.ca.gov*. For more information, call (408) 730-7599, TDD (408) 730-7501, or visit us online at *EventGrants.inSunnyvale.com*.

Event Name: \_\_\_Basant Kite Flying Festival \_\_\_\_\_

Date(s)/Time(s) of Event: \_\_\_\_May 15, 2016\_12-5PM in Baylands Park Sunnyvale\_\_\_\_\_

Sponsoring Organization(s): \_\_\_\_ Pakistani American Culture Center \_\_\_\_\_\_

#### Authorized Representative Information:

Name:	Rabia Adil	
Title:	President Elect	
Organization:	Pakistani American Culture Center	
Phone(wk/cell):	650-283-0858	
Email:	_rabiadil@gmail.com	
Mailing Address:	1639A, S. Main St. Milpitas, CA, 95035	

#### **Event Details:**

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

This is a South Asian festival on arrival of spring and is celebrated throughout the region. The main parts of the event are ethnic food, games, music and kite flying. It is a family oriented event lasting most of the afternoon

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

Yes, we held it every year since 2008 in Baylands park in Sunnyvale

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?

There are thousands of South Asian people in Sunnyvale and Santa Clara county and surrounding areas. This will be open to public and all will expose the culture and diversity of the area. It will also show that Sunnyvale's parks are excellent venue for this type of activities.

4. Is your event a fundraiser? Please note: Fundraiser events are not eligible for grant funding. A "fundraiser" is defined as any event that solicits funds from attendees either through direct ticket sales or asking for a donation. Furthermore, any subcommittee or sub-organization of the sponsoring organization is barred from asking for funds in the form of raffle tickets, silent auction bids or items of similar intent.

No

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

Our organization with many volunteers started planning for the event 3 months before the date. We get event permit and abide by all the rules and regulations of fire and health department. We have security guards and tens of volunteer to make sure that the event is successful and secure. We have now experience in managing this type of events in the past

#### Marketing & Promotion:

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

It is a city wide event open to all demographics and free to all, except the parking fees paid to the park. We encourage all cultures to join in our events.

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

We expect about 400 people for the event. This is estimated based on our previous events.

8. 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 will have flyers distributed at businesses all through the city and surrounding. We advertise thru the email and our website. Close to the event, we plan to advertise in local newspapers like and ethnic newspapers and radio station like KLOK along with social media like Facebook and other event sites.

#### **Organization Information:**

9. 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.

PACC is a 501c(3) non-profit organization. The mission of PACC is "To educate and promote Pakistani languages, literature, history, and culture to all Americans irrespective of country of origin, with a specific emphasis to Americans of Pakistani descent".

We have more than 1,800 people on email list. We collaborate with other non-profits who have about similar number of people on their mailing list.

We hold language classes, cultural program at our center and organize major cultural events in many different outside venues. Our budget last year was more than \$35,000 and this year it will be similar budget. Attached are financial statements as of December 31, 2013.

#### **Event Budget:**

10. Please describe what kind of controls you have in place to ensure that your event will be planned cost-effectively, with strong financial management and effective overall event

management? How has your organization demonstrated these qualities in the past?

We have held same event every year for last four years. We have managed many other cultural events in the past. All of the events were successful with attaining expected attendance. Annual budget is reviewed and approved by an independent board of trustees with actual financial statements reviewed once a quarter. We have a treasurer who has put effective controls and policies. For example, no reimbursement of any expense above \$25 is made without a receipt. Checks above \$1,000 need to be signed by two officers. Books are kept in accordance with generally acceptable accounting principles. We get the best prices for the products and services we obtained. In past, budget for each event was met within +/- 5%

- Please attach a detailed budget for your event including:
   12. Worksheet attached.
- 13. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

Remaining funding will be generated by donations from individuals from the community and/or from PACC general account. The grant funding from city will ensure that we can have an event with more participation from Sunnyvale community and will have quality event with adequate staffing and control.

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

We had much bigger event in 2015. We had fewer sponsors then we expected. This put us in financial bind. In 2017 and beyond, we will try to get more sponsors and donations from the community...

Thank you for your interest in the Community Events Grant!

# Basant 2016 Budget

# EXPENSES

n **v v** 

Actual \$

Venue		
	Park Rental	\$1,500.00
	Event permit	\$109.00
	Kids Jumping Jack	\$392.00
	Other city fees	\$500.00
	Stewart Rental: Tables 8'x2.5'	\$50.00
	Chair	\$50.00
	Stewart Rental: Popcorn Machine	\$75.00
	Decoration	\$160.00
	Audio System / DJ - Requires outlets	\$400.00
	Advertising: Pak Times/week	\$125.00
	Sommer Printing: Flyers 8.5x11	\$59.00
	Sommer Printing: Flyers 11x17	\$80.00
purchase	Portable toilets	\$545.00
	snacks/decoration etc.	\$369.12
	Manjha	\$52.62
Misc		\$300.00
	Hired Help (4 x 7 hrs)	\$300.00
	food trucks	\$220.00
	_ Expense	\$5,286.74
INCOM	<u>L</u>	
	Gold sponsor	\$1,000.00
	Silver sponsor	\$500.00
	Snacks income	\$150.00
	vendors fee, misc income	\$500.00
	Kite booth	\$350.00
	Income	\$2,500.00
	Net loss	-\$2,786.74

## Community Events Grant Funding Application City of Sunnyvale



Fiscal Year 2015 – 2016

### HOLIDAY & CHRISTMAS TREE LIGHTING

### **GRANT AMOUNT REQUESTED**

# \$4,000.00

**Contents/Support Materials:** 

City of Sunnyvale Application Event Expense & Revenue Report Organization Expense & Revenue Report Volunteer/Task Grid Past Marketing Materials

# Community Events Grant Funding Application City of Sunnyvale



### Fiscal Year 2015/16 Application Deadline: Friday, May 22, 2015.

**<u>Directions</u>**: You may either 1) Print this application and complete the hard copy, or 2) Type your responses electronically and print for submission. Please answer all questions completely, including as much detail as possible. 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. Applicants will be notified of award decisions no later than July 2015.

Applications may be submitted by mail, email, fax or in-person. Mail or drop-off to: Community Resources Division, located at the Sunnyvale Senior Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Fax (408) 737-4965 or Email <u>ncs@sunnyvale.ca.gov.</u> For more information, call (408) 730-7599, TDD (408) 730-7501, or visit us online at EventGrants.inSunnyvale.com.

#### **Event Name: 2015 Holiday Tree Lighting**

Date(s)/Time(s) of Event: Saturday December 5, 2015 (4:30pm - 8:30pm)

Sponsoring Organization(s): Sunnyvale Downtown Association\_\_\_\_\_

#### **Authorized Representative Information:**

Name:	Joel Wyrick
Title:	Executive Director
Organization:	Sunnyvale Downtown Association
Phone(wk/cell):	408 516-7217
Email:	sda94086@yahoo.com
Mailing Address:	PO Box 70785
-	Sunnyvale, CA 94086

#### **Event Details:**

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

The Sunnyvale Holiday Tree Lighting celebration is now in its 16<sup>th</sup> year. This Holiday Tree Lighting celebration brings together the City of Sunnyvale community for a ceremonial Holiday season kick-off that features the official lighting of the City Christmas Tree by the honorable Mayor. Directly following the ceremonial lighting is the entrance of Santa Clause as he sits in front of the newly lit tree as hundreds of kids wait in line to pay him a visit.

This year The Holiday & Christmas Tree Lighting celebration will take place on Murphy Avenue.

Event components include:

- Lighting of The Christmas Tree
- Live Music & Carolers
- Children's Arts & Crafts Booth
- Visit from Santa Clause High & Jr. High School Performances
- 2. Have you held this event before? If so, when and where?

Yes, we have held this event on the first Saturday in December for the past 15 years on 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?

The City of Sunnyvale and the downtown merchants created the Sunnyvale Downtown Association as a means to provide vitality and identity to our downtown. One of our goals is to solicit and encourage participation from our community. The Holiday & Christmas Tree Lighting celebration arguably features more local performing and volunteer groups than any other downtown Sunnyvale event. Local Sunnyvale based groups include: The Sunnyvale Girl Scouts, Fremont & Homestead High School choirs and bands, local dance company Dance Attack!, Columbia Middle School and more. 95% of our performance groups donate their time for this holiday giving tradition.

4. Is your event a fundraiser? Please note: Fundraiser events are not eligible for grant funding. A "fundraiser" is defined as any event that solicits funds from attendees either through direct ticket sales or asking for a donation. Furthermore, any subcommittee or sub-organization of the sponsoring organization is barred from asking for funds in the form of raffle tickets, silent auction bids or items of similar intent. NO.

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

The first step we took to ensure a well-planned, safe event was to hire staff within the SDA with extensive experience in event production. This includes but not limited to: timeline scheduling, staffing matrix design, event layout, city permits, security, food & vendor setup, booth & staging rentals and entertainment procurement. Over the past decade our organization and staff have demonstrated the ability to manage traffic, parking, crowds, facilities and clean up. We will continue to draw on our staff and event experience to ensure a well-planned safe event.

#### Marketing & Promotion:

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

The event is targeted to the entire city who wish to "ring in" the holiday season.

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

We expect to have 1,000+ people attend this year, however weather can play a factor being that this is a winter event.

8. 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.

Our promotional outreach for this event includes: posters (200ct.) and flyers (5,000ct.) distributed throughout the City of Sunnyvale at high foot traffic locations and schools. In the past print ads will be purchased in both the Sunnyvale Sun & Pennysaver. Our website <u>www.SunnyvaleDowntown.com</u> as well as social media mechanisms (facebook, twitter and our email list) make up our marketing matrix. Through this promotional outreach we feel we garner the public awareness needed for a well-attended event.

#### **Organization Information:**

9. 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 SDA is funded in part by the business improvement district (BID) fees, city funds, sponsorships and revenue producing events.

The Sunnyvale Downtown Association (SDA) serves as the voice of downtown Sunnyvale by:

- Advocating for policies, programs and events that support the economic growth of the downtown core
- Acting as the downtown marketing arm and ambassador for the City of Sunnyvale
- Producing attractive events for the community
- Promoting downtown as a premier venue for other groups to produce events
- Working with other Community Based Organization's that share in the growth, beautification, and continual vitality of downtown Sunnyvale
- Serving as the primary information portal to all events, attractions and programs stemming from the downtown core

#### **Event Budget:**

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

For all of our events we put several controls in place in order to be fiscally sound. The SDA staff has years of experience in both event production and small business ownership. Staff has created an event matrix that we now use for all of our events. The matrix is made up of three components: an event timeline, a detailed event budget and a staff/task grid that identifies all of the jobs/tasks needed to produce a safe and successful event. To ensure future success we reconvene key event personnel for a post event analysis and discuss ways we may improve the event for the following year. This event matrix system has proven to ensure financial, personnel management and logistic success.

- 11. 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 \$24.75, 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% of Total Expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

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

As you can see in our Holiday Tree Lighting budget we receive a large amount of in-kind and volunteer help for this event. This is certainly needed as this event provides a lot of entertainment with very little means of generating significant revenue. A grant by the City of Sunnyvale not only helps us financially offset the cost of the event, but by naming the city as a supporter, it lends credibility and leverage to the event.

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

The Holiday Tree Lighting celebration has been sustainable for the past few years now because of community minded corporations such as Yahoo! and BRE. Although this money is never guaranteed, for the past four years a corporation has stepped up and supported this truly Sunnyvale community focused event by giving us the money to put up the tree, flick the switch and call it a day. This grant and other sponsorship money allows us to enhance the event by adding activities like: bringing in Santa, purchasing arts and crafts for Christmas bulb decorating, rental of a stage for the school choirs, outdoor movie theater and sound system and/or subcontracting for additional street decor etc.

We are a non-profit org with truly a non-profit mentality; whatever revenue is generated from the event is spent on the event. In other words, if we receive a 20k sponsorship for a particular event, we spend it on that said event, for that year. If we don't receive the 20k the following year, we simply scale it down to conform to the current budget. Although that may sound too good to be true, it is indeed that easy. Our organization, as it currently stands, has no employees (everyone is a sub-contractor and/or volunteer and at-will) no benefits, no unions and no office space. Simply put, we relatively have little to no overhead but still have an on-going base income through the BID. This makes it is very simple to be sustainable and balance the budget no matter how big or small it is. Because of our unique flexibility, If we have a poor year in fund development, we can downsize at the 'drop of a hat' without conflict and if it goes well increase production equally as fast."

#### Thank you for your interest in the Community Events Grant!

015	SD.	A HOLIDAY BUDGE	Т		CECPacket Page 1
				rojected	
XPE	INS	ES			
City	y Se	rvices			
	Per	mits			
		Banners	\$	400.00	
		Street Closure	\$	-	carry over from farmer's mkt
		Health Permit	\$	-	
		Electricity			
		Fire Inspection			
	Poli	ice	\$	-	
	Sub	ototal - City Services	\$	400.00	
Co		Services			
	Per	mits	\$	115.00	
		ABC	\$	-	non-alcohol event
	-	Health	\$	-	no food booths
	Sub	ototal - County Services	\$	115.00	
Ent	1	inment		170.00	
	-	s & Crafts	\$	176.00	materials cost only/personnel donated by girl scouts
_	Bar				
	Stre	eet Performers			
		Balloon Artist	\$	-	
		Face Painter			
		Dance Attack	\$	-	in-kind
		Fremont HS Pep Band	\$	-	in-kind
		Fremont HS Choir	\$	-	in-kind
		Movie Rental	\$	-	pending due weather and sponsorship
		Santa Claus	\$	-	in-kind Sunnyvale Public Safety
		The Gryphon Carolers	\$	-	in-kind
		The Closing Crew (carole	rs) \$	-	in-kind
	Suk	ototal - Entertainment	\$	176.00	
	Jur		Ψ	170.00	
Fa	uinm	nent Rentals & Purchases	\$	-	
- 4	1 .	istmas Tree	\$		interior plant design - kristy 408 286-1367 done
	-	nerators	•	2,011.00	not needed
	-	vie Theater Rental	\$		canceled due to poor forecast of rain
		und System& Lighting	•		donated by joel w.
		ta Potties			not needed
	-	e base	\$	350.00	Joe Capps
	-	ging, Booths, Tables & Ch		250.00	····
			- · · · · ·		
	Rac	dios			sda owned
	-	ototal - Equipment Renta	ls \$	3,541.03	
				-,	
Ма	rketi	ing & Advertising			
		vertising (print)			
		work & Design	\$	500.00	
		nner(s)	\$	-	changed the date from last year's banner
	Pos	sters (200)	\$	229.00	
	Flye	ers (5k)	\$	325.00	
		eet Marketing	\$	600.00	
		ototal - Marketing & Adve	ertising \$	1,654.00	
Sul	bcon	ntractors			
	1	mpsters			
	Fen	ncing			

Staff/Production Crew			CEG Packet Page 18
Event Coordinator	\$	800.00	CLO FACKEL FAGE IC
Set up & clean up	\$	250.00	
Steam Cleaning/Power Washing			not needed
Subtotal - subcontractors	\$	1,050.00	
Other			
Electrical			steve molscan
Photographer	\$	-	gone digital and we did it ourselves
Misc (tape, chalk, rope etc.)	•		
Subtotal - Other	\$	-	
TOTAL EXPENSES	\$	6,936.03	
	Ψ	0,350.05	
REVENUE			
CONTRIBUTED INCOME			
Grants			
City/Government			
Community Group Grant	\$	1 300 00	projected
Redevelopment Agency	\$	-	
	Ŷ		
Subtotal - Grants	\$	1,300.00	
Space Rentals			
Food	\$	-	hot chocolate & coffee cart
Arts & Crafts/Other	\$	-	6 arts & crafts at \$ 35 ea.
Subtotal - Space Rentals	\$	-	
Sponsorships			
Presenting Sponsor	\$	5,000.00	
Community Sponsor	\$	1,000.00	
Art Institute of California			in-kind
Subtotal - Sponsorships	\$	6,000.00	
Additional Income			
	-		
Subtotal - Additional Income	\$	-	
	•	7 000 00	
	\$	7,300.00	
	•	0 000 00	
TOTAL EXPENSES	\$	6,936.03	
Contingency	\$	346.80	
		200.0-	
NET PROFIT / LOSS	\$	363.97	

SDA	ORGANIZATION EXPENSE & REVENUE F		2014-15		2015-16 C	EG Packet Page 19
EYP	ENSES					
1	dvertising, Promotion & Marketing	\$	-	\$	5,000.00	
	ommissions & Fees (memberships, etc.)	\$	-	Ψ	0,000.00	
	onferences, meetings & seminars (attended)	\$	-	\$	-	
	ontract Labor	\$	39,600.00	\$	39,600.00	
Du	ues/Subscriptions/Contributions	\$	-	\$	-	
Er	nployee Health Benefits	\$	-	\$	-	
E١	vents (costs directly associated with the event)					
	Summer Series Music + Market	\$	45,537.92	\$	40,537.92	
	Jazz & Beyond	\$	27,342.57	\$	24,342.57	
	Holiday Christmas Tree Lighting	\$	6,944.69	\$	6,936.00	
	Magic of Sunnyvale Wine & Food Stroll	\$	25,093.00	\$	25,093.00	
	Game Day					
	St Patty's	<u>^</u>		<u>^</u>		
	Carnival	\$	-	\$	-	
	nance Services Charges			\$	-	
In		¢	4 040 00	¢	4 040 00	
	General Directors & Officers	\$ \$	4,618.00	\$ \$	4,618.00	
	Workman's Compensation	э \$	-	ծ \$	-	
	nitorial & Cleaning	э \$	-	ֆ \$	-	
	egal & Accounting	Գ \$	496.00	φ \$	496.00	
	Audit	↓ \$	430.00	\$ \$		
	Legal	\$	-	\$	-	
M	aintenance, Beautification & Repair (incl murphy lights)	-	-	Ψ		
	fice Supplies	\$	100.00	\$	100.00	
	ayroll Taxes	\$	-	\$	-	
	ostage	\$	-	\$	-	
	inting & Reproduction	\$	-	\$	-	
	urchases	\$	-	\$	-	
Re	ent l	\$	2,421.43	\$	2,421.43	
St	aff Salaries			\$	-	
Su	upplies (non office)	\$	-	\$	-	
Ta	axes, Licenses & permits)	\$	781.00	\$	781.00	
Τe	elephone/ Internet/Website	\$	1,260.00	\$	1,260.00	
Tr	avel & Entertainment	\$	580.00	\$	580.00	
Ut	ilities	\$	-	\$	-	
	sitor's Guide	\$	-	\$	5,000.00	
Co	ontingency 5%	\$	7,738.73	\$	7,838.30	
тот	AL EXPENSES	<b>\$</b> 1	154,774.61	\$	156,765.92	
	ENUE					
C	ONTRIBUTED & SPONSORSHIP INCOME					
Gi						
	City/Government	<b>^</b>	0.500.00	<b>^</b>	0.500.00	
	Community Events Grant	\$ \$	3,500.00	\$ \$	3,500.00	
	Matching BID or Sponsorship Corporate/Foundations	Þ	30,000.00	Þ	30,000.00	
		\$		\$		
	Mitigation Other	φ	-	φ	-	
<b>C</b> 1		¢	33 500 00	\$	33 500 00	
	JBTOTAL - GRANTS	\$	33,500.00	Þ	33,500.00	
Pr	ojects & Events Sales (incl. vendors)					
	Summer Series Music + Market	\$	46,881.00	\$	52,299.00	
	Jazz & Beyond	\$	25,080.00	\$	25,080.00	J

	Holida	ay Tree Lighting Celebration	\$	7,500.00	\$ 7,300.00	EG Packet	Page 20
	Magic	of Sunnyvale Wine Stroll	\$	16,000.00	\$ 16,000.00		r uge ze
	Game	e Day	\$	-	\$ -		
	Carni	Gras					
SU	втот	AL - PROJECTS & EVENTS	\$	95,461.00	\$ 100,679.00		
SD	A Mem	hberships					
	BID F	ees	\$	30,253.00	\$ 30,253.00		
SU	втот	AL - SDA MEMBERSHIPS	\$	30,253.00	\$ 30,253.00		
τοτ	AL RE		\$ 1	59,214.00	\$ 164,432.00		
NET	PROF	FIT/LOSS	\$	4,439.39	\$ 7,666.08		

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VA	LUE
Holiday Tree Lighting Committee				1		
Johnny Sevey	Joe Antuzzi					
Donna Lang	Leigh Odum					
Gary Gold	Joel Wyrick			30	\$ 7	90.20
Holiday Administration						
Event Director	SDA- Adam Andrew	2:00pm - 9:00pm	1	7	\$ 1	84.38
Assistant Director	Kevin Fontaine	2:00pm - 9:00pm	1		\$	-
Marketing	Cheri Gross	<u> </u>		7	\$ 1	84.38
Entertainment	Cheri Gross/Joel				\$	-
Holiday Staffing						
Movie Coordinator	Chris E.	4:00pm - 9:00pm	sub-contracted incl. Help		\$	-
Vendor Coordinator	Cassandra Nash	8:00am - close			\$	-
Stage Manager	Cheri Gross	8:00am - close			\$	-
Santa		6:00pm - 8:30pm		2.5	\$	65.85
Stage MC						
Clean-Up Coordinator	Omar Montes					
Miscellaneous						
Photographer	Stephanie Taylor	5:30am - 8:00pm		2.5	\$	65.85
assistant		5:30am - 8:00pm		2.5		65.85
assistant		5:30am - 8:00pm	l	2.5	\$	65.85
		5:30am - 8:00pm		0		-
Holiday Volunteers		1				
Arts & Crafts Booth Coordinator	Lisa Glaser	4:30pm - close		4	\$ 1	05.36
Arts & Crafts Helper		4:30pm - 6:30pm	see lisa	2		52.68
Arts & Crafts Helper		4:30pm - 6:30pm		2	\$	52.68
Dance Attack!			50 dancers at .5 hours each	25		58.50
Spirit of Sunnyvale Band			10 members at .5 hours each	5		31.70
Columbia Middle School			warren scott/40 students at .5 hours each	20		26.80
Homestead HS			jeff morton/40 students at .5 hours each	20		26.80
Fremont HS Choir			30 students at .5 hours each	15		95.10
				2		52.68
				2		52.68
				2		52.68
				2		52.68
	1	1			Ψ	00
			TOTAL VOLUNTEER HOURS	155	\$ 4,0	82.70
		1			÷ 1,0	

## **Community Event Grant Evaluation**

We hope your community event was a great success. If your organization is receiving a Community Event Grant, please submit this evaluation form to the City within 30 days after the event was held. If your event occurred prior to receiving this grant approval packet, please submit this form within 30 days of packet receipt.

Please complete this form and return it with original receipts to City of Sunnyvale, Office of the City Manager, Attn: Community Resources Division, P.O. Box 3707, Sunnyvale, CA 94088-3707. For questions, please call (408) 730-7599. You may also request an electronic version of this form by e-mailing *ncs@ci.sunnyvale.ca.us*.

Event Name:	_Holiday & Tree Lighting				
Organization:	_Sunnyvale Downtown Association				
Date(s) of Event:	_Saturday 12/7				

1. Please describe the overall success of your event and describe any problems or areas for improvement. Be as specific as possible. Attach additional sheets if necessary.

The weather was gorgeous! Good weather brings larger crowds; this was by far the largest in 5 years. Performances included: Columbia Middle School, Homestead H.S., Fremont H.S., Dance Attack! and former Councilmember Moylan Carolers. Vice Mayor Jim Davis played the role of Santa and the poor guy sat and took pictures with kids for at least 3 hours! Once again we took digital pics and posted them on the SunnyvaleDowntown.com site for families to download for free. This was the first time Sunnyvale Rotary got involved as they set up a booth, paid for art materials and supervision to help people create/decorate tree holiday bulbs to take home for their trees. All performers as well as Rotary said they plan to return.

2. How many people attended your event? (estimate, if necessary) Please list total attendance and attendance per day if held over multiple days.

We estimated that 500 people attended.

3. Please attach a sheet listing all actual expenditures and the total cost of holding the event.

014	SD	ΑH	OLIDAY BUDGET			CeePacket Page 2
				F	Projected	
XPE	INS	ES				
City	·	rvice	s			
	Per	mits				
		Ban	ners	\$	400.00	
		Stre	et Closure	\$	-	carry over from farmer's mkt
		Hea	Ith Permit	\$	-	
		Elec	stricity			
		Fire	Inspection			
	Pol			\$	-	
_	Sul	otota	I - City Services	\$	400.00	
_						
Co		Serv	vices			
_	Per	mits		\$	109.00	
_		ABC		\$	-	non-alcohol event
_		Hea		\$	-	no food booths
_	Sul	otota	I - County Services	\$	109.00	
_						
Ent	1	inme				
	-	s & C	rafts	\$	176.00	materials cost only/personnel donated by girl scouts
_	Bar					
	Stre		erformers			
_			oon Artist	\$	-	
_			e Painter			
_		-	ce Attack	\$	-	in-kind
_			mont HS Pep Band	\$	-	in-kind
_		-	nont HS Choir	\$	-	in-kind
_		-	ie Rental	\$	-	pending due weather and sponsorship
			ta Claus	\$	-	in-kind Sunnyvale Public Safety
			Gryphon Carolers	\$	-	in-kind
		The	Closing Crew (carolers)	\$	-	in-kind
_	0.1				470.00	
_	Sui	otota	I - Entertainment	\$	176.00	
			Contolo & Durohoooo	¢		
Equ	<u> </u>		Rentals & Purchases	\$ \$	-	interior plant design (vist) 408 206 4267 dans
_	-			\$	2,941.03	interior plant design - kristy 408 286-1367 done not needed
_		nerat	heater Rental	¢		
_				\$	-	canceled due to poor forecast of rain donated by joel w.
-			System& Lighting			not needed
-	-		otties	¢	400.00	
+	-	e bas		\$ \$	400.00	Joe Capps
-	Sia	ying,	Booths, Tables & Chairs	Φ	-	
_	Por	dios				sda owned
_			I - Equipment Rentals	¢	3 2/1 02	
	Jour		- Equipment Nentais	\$	3,341.03	
Mo	rketi	ing 8	Advertising			
ivia	1		ing (print)			
			& Design	\$	500.00	
-		nner(		\$	-	changed the date from last year's banner
+			(200)	\$	229.00	
+		ers (5		\$	325.00	
			larketing	\$	- 525.00	
			I - Marketing & Advertising	\$	1,054.00	
+	Jul		a marketing a Auvertising	Ψ	1,034.00	
C''I	 hcor	ntract	ors			
Sul	1	npste				
	Jun	-				
-	Fer	ncina				

Staff/Production Crew			CEG Packet Page 24
Event Coordinator	\$	250.00	CEG Facket Page 24
Set up & clean up	\$	250.00	
Steam Cleaning/Power Washing			not needed
Subtotal - subcontractors	\$	500.00	
Other			
Electrical			steve molscan
Insurance			
Ice			
Photographer	\$	-	gone digital and we did it ourselves
Misc (tape, chalk, rope etc.)			
Subtotal - Other	\$	-	
	_		
TOTAL EXPENSES	\$	5,580.03	
	_		
REVENUE			
CONTRIBUTED INCOME			
Grants			
City/Government			
Community Group Grant	\$	1,300.00	projected
Redevelopment Agency	\$	-	
Subtotal - Grants	\$	1,300.00	
Space Rentals			
Food	\$	-	hot chocolate & coffee cart
Arts & Crafts/Other	\$	-	6 arts & crafts at \$ 35 ea.
Subtotal - Space Rentals	\$	-	
Sponsorships			
Presenting Sponsor	\$	5,000.00	
Community Sponsor			
Art Institute of California			in-kind
Subtotal - Sponsorships	\$	5,000.00	
Additional Income			
Subtotal - Additional Income	\$	-	
TOTAL REVENUE	\$	6,300.00	
	\$		
TOTAL EXPENSES		5,580.03	
Contingency		279.00	
NET PROFIT / LOSS	\$	719.97	1

## Community Events Grant Funding Application City of Sunnyvale



Fiscal Year 2015 – 2016

### SUNNYVALE JAZZ & BEYOND SERIES

### **GRANT AMOUNT REQUESTED**

# \$4,000.00

**Contents/Support Materials:** 

City of Sunnyvale Application Event Expense & Revenue Report Organization Expense & Revenue Report Volunteer/Task Grid Past Marketing Materials

## Community Events Grant Funding Application City of Sunnyvale



### Fiscal Year 2015/16 Application Deadline: Friday, May 22, 2015.

**<u>Directions</u>**: You may either 1) Print this application and complete the hard copy, or 2) Type your responses electronically and print for submission. Please answer all questions completely, including as much detail as possible. 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. Applicants will be notified of award decisions no later than July 2015.

Applications may be submitted by mail, email, fax or in-person. Mail or drop-off to: Community Resources Division, located at the Sunnyvale Senior Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Fax (408) 737-4965 or Email <u>ncs@sunnyvale.ca.gov</u>. For more information, call (408) 730-7599, TDD (408) 730-7501, or visit us online at EventGrants.inSunnyvale.com.

Event Name: 2015 Sunnyvale Jazz & Beyond Series

Date(s)/Time(s) of Event: Every Saturday from July 11 – Aug. 29, 2015 (5:30pm - 8:30pm)

Sponsoring Organization(s): Sunnyvale Downtown Association\_\_\_\_\_

**Authorized Representative Information:** 

Name:	Joel Wyrick
Title:	Executive Director
Organization:	Sunnyvale Downtown Association
Phone(wk/cell):	408 516-7217
Email:	sda94086@yahoo.com
Mailing Address:	PO Box 70785
	Sunnyvale, CA 94086

#### **Event Details:**

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

The Jazz & Beyond (J&B) series is what we call a "musical dining experience". Simply put, there is nothing like it in the entire bay area. J&B takes place on the 100 block of South Murphy Avenue. This 300 ft long block contains over 20 restaurants! Because of this high concentration of restaurants coupled with a street that can easily be closed without any major traffic issues we are able to create an outdoor cafe' style ambience much like what you would see in Europe.

Tables with linens are set up in the middle of the street as patrons sit down and are presented with a master dining menu that features over 20 restaurants on Murphy and a beverage list. Diners look over the menu and simply call in their order and their food is brought to their table.

What makes this so unique is that you can have family at a table and everyone can order from a different restaurant alleviating that dreaded dilemma of a group of people trying to decide on what type of food and where do they want to eat. Diners can order an appetizer from one restaurant, entree from another restaurant and dessert from even another... Sunnyvale's J&B is the ultimate dining experience!

The music featured will not be the Top 40 bands normally present during the Summer Series but a more subdued genre of music (i.e.: Jazz, Blues, Reggae and other traditional non-dance oriented bands) will be featured on Saturday eves. Although we expect plenty of local support, the emphasis will be on bringing new customers and possibly future residents to our mixed-use downtown. Jazz music has an inherent loyal patronage these "music lovers" will travel miles just hear good music. Because the focus of the Jazz & beyond series is to feature Downtown Sunnyvale and its' businesses on Murphy Avenue we will not have any outside food or arts and crafts vendor booths during this event.

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

Yes. We have held this event for several years now. It has been held on the 100 block of South Murphy 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?

The Jazz & Beyond series is more of an acknowledgment and introduction to Downtown Sunnyvale. The primary focus of this series is to market Downtown Sunnyvale and the many amenities our downtown has to offer. We feel our local residents and nearby business employees know this about our downtown. However, due to the fact that evenings in Downtown Sunnyvale lack vitality, the Jazz & Beyond Series is an effort to create downtown Sunnyvale an evening destination point.

4. Is your event a fundraiser? Please note: Fundraiser events are not eligible for grant funding. A "fundraiser" is defined as any event that solicits funds from attendees either through direct ticket sales or asking for a donation. Furthermore, any subcommittee or sub-organization of the sponsoring organization is barred from asking for funds in the form of raffle tickets, silent auction bids or items of similar intent.

NO.

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

Although we never take an event for granted, our staff has demonstrated for over 15 years the ability to manage and produce a fun community event. We will continue to draw on our staff and event experience to ensure a well-planned safe event.

#### **Marketing & Promotion:**

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

As mentioned earlier we expect plenty of city support but our marketing efforts will be concentrated on those living outside of Sunnyvale. With "Solstice" and "Loft House" complete this event plays an even more important role in marketing Downtown Sunnyvale. Our goal is to re-introduce customers (and our new residents) to our incredible (and "so many choices") of dining establishments in downtown. We will publish up to 5,000 dining menu/brochures that feature the many restaurants we currently have.

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

We expect to have 500-1000 people per week for all 8 weeks.

8. 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.

Our promotional outreach for this event includes: posters (250ct.) and Menu/Brochures and entertainment lineup (5,000ct.) distributed throughout the City of Sunnyvale, during the Summer series, and throughout high foot traffic locations throughout the south bay.

Advertising in the Metro/Eye, our website <u>www.SunnyvaleDowntown.com</u> as well as social media mechanisms (facebook, twitter and our email list) make up our marketing matrix. By using south bay publications for our promotional outreach we feel we can garner a new customer base for downtown Sunnyvale.

#### **Organization Information:**

9. 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 SDA is funded in part by the business improvement district (BID) fees, city funds, sponsorships and revenue producing events.

The Sunnyvale Downtown Association (SDA) serves as the voice of downtown Sunnyvale by:

- Advocating for policies, programs and events that support the economic growth of the downtown core
- Acting as the downtown marketing arm and ambassador for the City of Sunnyvale
- Producing attractive events for the community
- Promoting downtown as a premier venue for other groups to produce events
- Working with other Community Based Organization's that share in the growth, beautification, and continual vitality of downtown Sunnyvale
- Serving as the primary information portal to all events, attractions and programs stemming from the downtown core

#### **Event Budget:**

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

For all of our events we put several controls in place in order to be fiscally sound. The SDA staff has years of experience in both event production and small business ownership. Staff has created an event matrix that we now use for all of our events. The matrix is made up of three components: an event timeline, a detailed event budget and a staff/task grid that identifies all of the jobs/tasks needed to produce a safe and successful event. To ensure future success we reconvene key event personnel for a post event analysis and discuss ways we may improve the event for the following year. This event matrix system has proven to ensure financial, personnel management and logistic success.

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 \$24.75, the California volunteer rate per Independent.Sector.org)
- Any expenses you expect to be donated / in-kind (include an estimated dollar value of each donated / in-kind expense in your budget)
- Funding amount being requested from City of Sunnyvale (cannot exceed 40% of Total Expenses, including the value of in-kind/donated services but excluding the value of volunteer time).
- 11. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

Our goal is to always attempt to raise enough money to pay for the event through sponsorships, grants and vendor space rentals. A grant by the City of Sunnyvale not only helps us financially offset the cost of the event, but by naming the city as a supporter, it lends credibility and leverage to the event.

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

Of all of our events we produce, this event is the most inefficient. We will monitor this event carefully and if things don't turn around in the next few years we may remove it from our schedule. Our hope is for "sponsorships" to increase as the economy starts to turnaround.

We are a non-profit org with truly a non-profit mentality; whatever revenue is generated from the event is spent on the event. In other words, if we receive a 20k sponsorship for a particular event, we spend it on that said event, for that year. If we don't receive the 20k the following year, we simply scale it down to conform to the current budget. Although that may sound too good to be true, it is indeed that easy. Our organization, as it currently stands, has no employees (everyone is a sub-contractor , volunteer and/or in-kind and at-will) no benefits and no unions. We are sincerely focused on pouring all dollars back into our city as we are the <u>only</u> downtown association in the entire south bay that does not rent office space; we would rather use this "saved" expense to re-invest into our city. Simply put, we relatively have little to no overhead but still have an on-going base income through the BID. This makes it is very simple to be sustainable and balance the budget no matter how big or small it is. Because of our unique flexibility, If we have a poor year in fund development, we can downsize at the 'drop of a hat' without conflict and if it goes well increase production equally as fast".

#### Thank you for your interest in the Community Events Grant!

AZZ	&	BEY	OND			Notes & Commentpacket Page
				F	rojected	CEG Packet Page
					-	This is for 8 weeks
XPE	INS	SES				
City	ŕ	ervice				
	Bar	nners				
_			amino & Wolfe Roads			
	Per	rmits	llication Permit	\$	115.00	
			bage	э \$	753.50	
			et Closure	\$	-	continue from farmer's mkt
		-	a del Sol Closure	Ψ		
_			ding & Electrical	\$	_	
			Inspection	\$	208.00	
	Pol					
	Sul	btota	I - City Services	\$	1,076.50	
Co	unty	Serv	vices			
	Per	rmits				
		ABC		\$	650.00	
	<u> </u>	Hea		\$	-	
	Sul	otota	I - County Services	\$	650.00	
	<u> </u>	Ļ				ļ
Ent	1		nt & Hospitality	•	4 0 0 0 0 0	
			Entertainment	\$	4,000.00	
			Company Goods Sold (beverages)			
		Bee		\$	944.00	
_		-	s for Beer & Wine	\$	1,044.00	
		Win		\$	3,237.00	
			er & Soft Drinks	\$	204.40	
				+		
	Stre	eet P	erformers			
		Ball	oon Artist			
		Fac	e Painter			
	VIP	'/Hos	pitality Suite (catered food)			
	Sul	btota	I - Entertainment	\$	9,429.40	
Equ	1		Rentals & Purchases	\$	-	
		oths		\$	1,320.00	
			& Chairs	\$	2,977.00	
	-		ors &/or Electrical Boxes	-	400.00	<u> </u>
		ens	Watom & Lighting	\$	400.00	
			System & Lighting			
		rta Po dios	ארשייר			
-			& Lights	\$	4,672.00	<u> </u>
		<u>ən iy</u>		Ψ	7,072.00	
	Sul	btota	I - Equipment Rentals	\$	9,369.00	
					-,	
Ма	rket	ing &	Advertising			1
			& Design	\$	500.00	
		nners		\$	920.00	
	Pos	sters	(18 x 24) @ 200	\$	300.00	inc. frieght
			2000)	\$	423.00	
	Fly	ers (t	ousiness card size) @ 10k	\$	256.26	
	-		vertising	\$	-	s'vale sun & santa clara weekly
			(additional)	\$	-	no parking tow away signs
			larketing	\$	-	
	Sul	otota	I - Marketing & Advertising	\$	2,399.26	

Su	bcor	ntract	ors			CEG Packet Page 3
1	1		ers & Recycling	\$	-	
1	-	ncing	· · ·			
	Sec	curity				
	Sta	ff/Pro	oduction Crew			
		Eve	nt Coordinator			
		Bev	erage Coordinator	\$	-	
+		-	dor Cordinator			
1			Inteer Coordinator			
-		-	up & clean up	\$	2,250.00	
+	Po		Vashing	· ·	_,	
+	-		I - Subcontractors	\$	2,250.00	
-					,	
Oth	her					
		rbage	Bags	\$	68.54	
+		uranc		\$	800.00	
	Ice	1 1		\$	-	
+		ļļ	ps, tape, chalk, rope etc.)	\$	1 200 00	plates, cups etc.
+			I - Other	پ \$	2,068.54	
+	Ju			φ	2,000.04	<u> </u>
ОТ/	Δι	FYE	PENSES	\$	27,242.70	
				φ	21,242.10	
			TED INCOME			
Gra	ants	1 1				
			vernment	\$		based on last year's grant request
Su	btot	al - G	Grants	\$	2,000.00	
Spa	-		als - Vendors			
_	-		beverage			
—	Arts	s & C	rafts			
_						
Su	btot	al - S	Space Rentals	\$	-	
Sp	1	orship				
$\perp$	-		ng Sponsor	\$	10,000.00	
			ponsor			
			nity Sponsors	\$	1,000.00	
			of Sponsors			
Su	btot	al - S	Sponsorships	\$	11,000.00	
	1					
			verage Sales			
	ket a	& Bev				
	ket o Drii			\$	12,026.00	
Tic	Drii	nks	icket & Beverage Sales	\$ <b>\$</b>	12,026.00 <b>12,026.00</b>	
Tic	Drii	nks				
Tic	Drii Ibtot	nks <b>al - T</b>				
Tic	Drii Ibtot	nks <b>al - T</b>	icket & Beverage Sales			
Tic	Drii Ibtot	nks <b>al - T</b> nal Ir	<b>Ficket &amp; Beverage Sales</b>	\$		
Tic	Drii Ibtot	nks <b>al - T</b> nal Ir	icket & Beverage Sales		12,026.00	
Tic Sul	Drii Ibtot Iditio	nks al - T nal Ir otota	Ticket & Beverage Sales	\$	12,026.00	
Tic Sul	Drii Ibtot Iditio	nks al - T nal Ir otota	<b>Ficket &amp; Beverage Sales</b>	\$	12,026.00	
Tic Sul Ada	Drii Ibtot Iditio	nks al - T nal Ir otota REV	Ticket & Beverage Sales	\$	12,026.00	

SDA ORGANIZATION EXPENSE & REVENUE I		2014-15		<b>2015-16</b> C	EG Packet Page 33
	-			projected	
EXPENSES					
Advertising, Promotion & Marketing	\$	-	\$	5,000.00	
Commissions & Fees (memberships, etc.)	\$	-			
Conferences, meetings & seminars (attended)	\$	-	\$	-	
Contract Labor	\$	39,600.00	\$	39,600.00	
Dues/Subscriptions/Contributions	\$	-	\$	-	
Employee Health Benefits Events (costs directly associated with the event)	\$	-	\$	-	
Summer Series Music + Market	\$	45,537.92	\$	40,537.92	
Jazz & Beyond	\$	27,342.57	φ \$	24,342.57	
Holiday Christmas Tree Lighting	\$	6,944.69	· ·	6,936.00	
Magic of Sunnyvale Wine & Food Stroll	\$	25,093.00	\$	25,093.00	
Game Day	Ť	20,000.00	Ť	20,000100	
St Patty's					
Carnival	\$	-	\$	-	
Finance Services Charges			\$	-	
Insurance	1				
General	\$	4,618.00	\$	4,618.00	
Directors & Officers	\$	-	\$	-	
Workman's Compensation	\$	-	\$	-	
Janitorial & Cleaning	\$	-	\$	-	
Legal & Accounting	\$	496.00	\$	496.00	
Audit	\$	-	\$	-	
Legal	\$	-	\$	-	
Maintenance, Beautification & Repair (incl murphy lights)	-	-			
Office Supplies	\$	100.00	\$	100.00	
Payroll Taxes	\$	-	\$	-	
Postage District 2 Described	\$	-	\$	-	
Printing & Reproduction Purchases	\$ \$	-	\$ \$	-	
Rent	φ \$	2,421.43	φ \$	2,421.43	
Staff Salaries	Ψ	2,421.45	φ \$	2,421.45	
Supplies (non office)	\$	-	\$	-	
Taxes, Licenses & permits)	\$	781.00	\$	781.00	
Telephone/ Internet/Website	\$	1,260.00	\$	1,260.00	
Travel & Entertainment	\$	580.00	\$	580.00	
Utilities	\$	-	\$	-	
Visitor's Guide	\$	-	\$	5,000.00	
Contingency 5%	\$	7,738.73	\$	7,838.30	
TOTAL EXPENSES	\$ 1	154,774.61	\$	156,765.92	
REVENUE					
CONTRIBUTED & SPONSORSHIP INCOME					
Grants					
City/Government	<u> </u>		<b>^</b>		
Community Events Grant	\$	3,500.00	\$	3,500.00	
Matching BID or Sponsorship Corporate/Foundations	\$	30,000.00	\$	30,000.00	
	\$		\$		
Mitigation           Other	Ψ	-	Ŷ	-	
	┣──				
	<b> </b>	22 500 00	\$	22 500 00	
	e e				
SUBTOTAL - GRANTS	\$	33,500.00	Ψ	33,500.00	
	\$	33,500.00	¥	33,500.00	
SUBTOTAL - GRANTS         Projects & Events Sales (incl. vendors)         Summer Series Music + Market	\$ \$	46,881.00		52,299.00	

Holiday Tree Lighting Celebration	\$	7,500.00	\$	7,300.0 <b>0</b> ~	EG Packet Page 34
Magic of Sunnyvale Wine Stroll	\$	16,000.00	\$	16,000.00	EG i deket i dge 5-
Game Day	\$	-	\$	-	
Carni Gras					
JBTOTAL - PROJECTS & EVENTS	\$	95,461.00	\$	100,679.00	
A Memberships					
BID Fees	\$	30,253.00	\$	30,253.00	
JBTOTAL - SDA MEMBERSHIPS	\$	30,253.00	\$	30,253.00	
	\$ 1	59,214.00	\$	164,432.00	
PROFIT/LOSS	\$	4,439.39	\$	7,666.08	
	Magic of Sunnyvale Wine Stroll Game Day Carni Gras JBTOTAL - PROJECTS & EVENTS JBTOTAL - PROJECTS & EVENTS JBTOTAL - SDA MEMBERSHIPS AL REVENUE	Magic of Sunnyvale Wine Stroll       \$         Game Day       \$         Carni Gras       \$         JBTOTAL - PROJECTS & EVENTS       \$         JBTOTAL - PROJECTS & EVENTS       \$         DA Memberships       \$         BID Fees       \$         JBTOTAL - SDA MEMBERSHIPS       \$         AL REVENUE       \$ 1	Magic of Sunnyvale Wine Stroll       \$ 16,000.00         Game Day       \$ -         Carni Gras       -         JBTOTAL - PROJECTS & EVENTS       \$ 95,461.00         DA Memberships       -         BID Fees       \$ 30,253.00         JBTOTAL - SDA MEMBERSHIPS       \$ 30,253.00         AL REVENUE       \$ 159,214.00	Magic of Sunnyvale Wine Stroll       \$ 16,000.00       \$         Game Day       \$ -       \$         Carni Gras       -       \$         JBTOTAL - PROJECTS & EVENTS       \$ 95,461.00       \$         JBTOTAL - PROJECTS & EVENTS       \$ 95,461.00       \$         DA Memberships       -       -         BID Fees       \$ 30,253.00       \$         JBTOTAL - SDA MEMBERSHIPS       \$ 30,253.00       \$         AL REVENUE       \$ 159,214.00       \$ 159,214.00	Magic of Sunnyvale Wine Stroll       \$ 16,000.00       \$ 16,000.00         Game Day       \$ -       \$ -         Carni Gras       -       -         JBTOTAL - PROJECTS & EVENTS       \$ 95,461.00       \$ 100,679.00         JBTOTAL - PROJECTS & EVENTS       \$ 30,253.00       \$ 30,253.00         DA Memberships       -       -         DI Fees       \$ 30,253.00       \$ 30,253.00         JBTOTAL - SDA MEMBERSHIPS       \$ 30,253.00       \$ 30,253.00         AL REVENUE       \$ 159,214.00       \$ 164,432.00

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	٦	VALUE
Jazz & Beyond Committee						
Joe Antuzzi	Johnny Sevey		meet once a month (starting Jan)			
Donna Lang	Gary Gold					
Leigh Odom	Kathy Johnson			42	\$	1,106.28
Event Administration						
Event Coordinator	SDA - Joel W.	2:00pm - 10:00pm	1			
Assistant Coordinator	Adam Andrews	2:00pm - 10:00pm	1			
Beverage Cordinator	Veronica Garcia	4:00pm - 10:00pm	1			
Entertainment	Cheri G./Joel	4:00pm - 10:00pm	1			
Beer Booth						
Beverage Coordinator	Adam Andrews	4:00pm - 10:00pm	Responsible for overseeing the volunteers		\$	-
Beer Booth Volunteer		5:00pm - 8:30pm	· · · · ·	3.5	\$	92.19
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$	92.19
Beer Booth Volunteer		5:00pm - 8:30pm	Sell beverages	3.5	\$	92.19
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$	92.19
Wine Booth						
Beverage Coordinator	Board Member			3.5	\$	92.19
Wine & Soft Drinks Volunteer			Sell Beverages	3.5	\$	92.19
Wine & Soft Drinks Volunteer				3.5	\$	92.19
Wine & Soft Drinks Volunteer				3.5	\$	92.19
Jazz & Beyond Staff						
Set Up & Break Down	Omar	3:00pm - close				
Vendor Coordinator		2:00pm - close				
Asst. Vendor Coordinator					\$	-
Stage Manager	Cheri Gross	4:00pm - close				
Asst. Stage Manager	Marc Dydo	4:00pm - close			\$	-
Stage MC	Joel	5:30pm - 8:30pm				
		· · · ·				
Miscellaneous						
MC/Photographer	Joel	5:30pm - 8:30pm				
			Note: Total is based on 8 weeks. Hrs &			
			Value listed are those who are			
			volunteers. Tasks that are blank are paid			
			staff.			
			TOTAL IN-KIND VOLUNTEER ASSIST	ANCE	\$ 1	4,750.40

## **Community Event Grant Evaluation**

We hope your community event was a great success. If your organization is receiving a Community Event Grant, please submit this evaluation form to the City within 30 days after the event was held. If your event occurred prior to receiving this grant approval packet, please submit this form within 30 days of packet receipt.

Please complete this form and return it with <u>original receipts</u> to City of Sunnyvale, Dept. of Library and Community Services, Attn: Community Services Division, P.O. Box 3707, Sunnyvale, CA 94088-3707. For questions, please call (408) 730-7599. You may also request an electronic version of this form by e-mailing *events@sunnyvale.ca.gov*.

Event Name:	Jazz & Beyond Series					
Organization:	Sunnyvale Downtown Association					
Date(s) of Event:	<u>Every Saturday from July 5 – August 23</u>					

1. Please describe the overall success of your event and describe any problems or areas for improvement. Be as specific as possible. Attach additional sheets if necessary.

Still, no changes in format whatsoever...flawless. Our "sit down" dining (200pp) will not increase next year (due to lack of table and chair storage in our POD) We hoped for an increase in attendance from last year but the numbers were identical to last year with a 5% +/- differential. As usual music line up was both cultural and entertaining.

2. How many people attended your event? (estimate, if necessary) Please list total attendance and attendance per day if held over multiple days.

We estimated that 350 people per event (8) attended which would bring the total to 2,800 attendees.

3. Please attach a sheet listing all actual expenditures and the total cost of holding the event.

JAZZ	Z & BEYOND		CEG Packet Page Notes & Comments
		Projected	
			This is for 8 weeks
XPE	ENSES		
Cit	ty Services		
	Banners		
	El Camino & Wolfe Roads		
	Permits		
	Appllication Permit	\$ 109.0	
	Garbage	\$ 753.5	
-	Street Closure	\$	continue from farmer's mkt
	Plaza del Sol Closure		
_	Building & Electrical	\$ -	
	Fire Inspection	\$ 208.0	0
	Police		
	Subtotal - City Services	\$ 1,070.5	0
-			
Col	unty Services		
	Permits		
<u> </u>	ABC	\$ 650.00	
	Health	\$	
-	Subtotal - County Services	\$ 650.00	
-	tertainment & Hospitality		
+ +	Bands & Entertainment	\$ 4,000.00	
+ +	Sound Company		
	Costs of Goods Sold (beverage	· · · · · · · · · · · · · · · · · · ·	
	Beer	\$ 944.00	
	Cups for Beer & Wine	\$ 1,044.00	
	Wine	\$ 3,237.00	
	Water & Soft Drinks	\$ 204.40	)
	ll		
	Street Performers		
	Balloon Artist		
	Face Painter		
	VIP/Hospitality Suite (catered f		
	Subtotal - Entertainment	\$ 9,429.40	)
· · · ·	uipment Rentals & Purchases	\$ -	
+ +	Booths	\$ 1,320.00	
++	Tables & Chairs	\$ 2,977.00	)
	Generators &/or Electrical Box		
+	Linens	\$ 400.00	
1 1	Sound System & Lighting		
+ +	Porta Potties		
	Radios		
<u> </u>	Staging & Lights	\$ 4,672.00	)
	Subtotal - Equipment Rentals	\$ 9,369.00	
	rketing & Advertising		
	Artwork & Design	\$ 500.00	
	Banners	\$ 920.00	
	Posters (18 x 24) @ 200		) inc. frieght
	Menus (2000)	\$ 423.00	
	Flyers (business card size) @	0k \$ 256.26	3
	Print Advertising	\$ -	s'vale sun & santa clara weekly
	Signage (additional)	\$ -	no parking tow away signs
	Street Marketing	\$ -	
	Subtotal - Marketing & Adver	ising \$ 2,399.26	3
1			

CEG Packet Page 37

Subcontractors			
Dumpsters & Recycling	\$	-	
Fencing			
Security			
Staff/Production Crew			
Event Coordinator			
Beverage Coordinator	\$		
Vendor Cordinator	Ŷ		
Volunteer Coordinator			
		0.050.00	
Set up & clean up	\$	2,250.00	
Power Washing			
Subtotal - Subcontractors	\$	2,250.00	
Other			
Garbage Bags	\$	68.54	
	\$	800.00	
		-	
	\$		
Misc (cups, tape, chalk, rope etc.)	\$		plates, cups etc.
Subtotal - Other	\$	2,068.54	
OTAL EXPENSES	\$	27,236,70	
EVENUE			
	eren indiana eren indiana		
Grants			
	\$	2,000.00	based on last year's grant request
Grants	\$ \$	2,000.00 <b>2,000.00</b>	based on last year's grant request
Grants City/Government Subtotal - Grants			based on last year's grant request
Grants Grants City/Government Subtotal - Grants Space Rentals - Vendors			based on last year's grant request
Grants Grants City/Government Subtotal - Grants Space Rentals - Vendors Food & beverage			based on last year's grant request
Grants Grants City/Government Subtotal - Grants Space Rentals - Vendors			based on last year's grant request
Grants Grants City/Government Subtotal - Grants Space Rentals - Vendors Food & beverage Arts & Crafts			based on last year's grant request
Grants Grants City/Government Subtotal - Grants Space Rentals - Vendors Food & beverage			based on last year's grant request
Grants Grants City/Government Subtotal - Grants Space Rentals - Vendors Food & beverage Arts & Crafts	\$		based on last year's grant request
Grants       City/Government         Subtotal - Grants       Subtotal - Grants         Space Rentals - Vendors       Food & beverage         Arts & Crafts       Subtotal - Space Rentals         Subtotal - Space Rentals       Sponsorships	\$		based on last year's grant request
Grants City/Government Subtotal - Grants Space Rentals - Vendors Food & beverage Arts & Crafts Subtotal - Space Rentals	\$		based on last year's grant request
Grants       City/Government         Subtotal - Grants       Subtotal - Grants         Space Rentals - Vendors       Food & beverage         Arts & Crafts       Subtotal - Space Rentals         Subtotal - Space Rentals       Sponsorships	\$	2,000.00	based on last year's grant request
Grants       City/Government         Subtotal - Grants       Subtotal - Grants         Space Rentals - Vendors       Food & beverage         Arts & Crafts       Subtotal - Space Rentals         Subtotal - Space Rentals       Presenting Sponsor	\$ 	<b>2,000.00</b>	based on last year's grant request
Grants Grants City/Government Subtotal - Grants Space Rentals - Vendors Food & beverage Arts & Crafts Subtotal - Space Rentals Subtotal - Space Rentals Sponsorships Presenting Sponsor Stage Sponsor Community Sponsors	\$	2,000.00	based on last year's grant request
Grants       City/Government         Subtotal - Grants       Subtotal - Grants         Space Rentals - Vendors       Food & beverage         Arts & Crafts       Subtotal - Space Rentals         Subtotal - Space Rentals       Stage Sponsor	\$ 	<b>2,000.00</b>	based on last year's grant request
Grants City/Government Subtotal - Grants Space Rentals - Vendors Food & beverage Arts & Crafts Subtotal - Space Rentals Sponsorships Presenting Sponsor Stage Sponsor Community Sponsors Friends of Sponsors Subtotal - Sponsorships	\$ \$ \$ \$ \$	<b>2,000.00</b> - 10,000.00 1,000.00	based on last year's grant request
Grants       City/Government         Subtotal - Grants       Subtotal - Grants         Space Rentals - Vendors       Food & beverage         Arts & Crafts       Arts & Crafts         Subtotal - Space Rentals       Subtotal - Space Rentals         Subtotal - Space Rentals       Subtotal - Space Rentals         Sponsorships       Presenting Sponsor         Stage Sponsor       Community Sponsors         Friends of Sponsors       Subtotal - Sponsorships         Ticket & Beverage Sales       Ticket & Beverage Sales	\$ \$ \$ \$ \$ \$ \$ \$	<b>2,000.00</b> 10,000.00 1,000.00 <b>11,000.00</b>	based on last year's grant request
Grants       City/Government         Subtotal - Grants       Space Rentals - Vendors         Food & beverage       Arts & Crafts         Subtotal - Space Rentals       Subtotal - Space Rentals         Subtotal - Sponsors       Stage Sponsor         Community Sponsors       Friends of Sponsors         Subtotal - Sponsorships       Subtotal - Sponsorships         Ticket & Beverage Sales       Drinks	\$ \$ \$ \$ \$	<b>2,000.00</b> 10,000.00 1,000.00 11,000.00 11,000.00 11,000.00	based on last year's grant request
Grants       City/Government         Subtotal - Grants       Subtotal - Grants         Space Rentals - Vendors       Food & beverage         Arts & Crafts       Arts & Crafts         Subtotal - Space Rentals       Subtotal - Space Rentals         Subtotal - Space Rentals       Subtotal - Space Rentals         Sponsorships       Presenting Sponsor         Stage Sponsor       Community Sponsors         Friends of Sponsors       Subtotal - Sponsorships         Ticket & Beverage Sales       Ticket & Beverage Sales	\$ \$ \$ \$ \$ \$ \$ \$	<b>2,000.00</b> 10,000.00 1,000.00 <b>11,000.00</b>	based on last year's grant request
Grants       City/Government         Subtotal - Grants       Subtotal - Grants         Space Rentals - Vendors       Food & beverage         Arts & Crafts       Arts & Crafts         Subtotal - Space Rentals       Subtotal - Space Rentals         Subtotal - Sponsors       Stage Sponsor         Community Sponsors       Friends of Sponsors         Subtotal - Sponsorships       Subtotal - Sponsorships         Ticket & Beverage Sales       Drinks         Subtotal - Ticket & Beverage Sales       Subtotal - Ticket & Beverage Sales	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	<b>2,000.00</b> 10,000.00 1,000.00 11,000.00 11,000.00 11,000.00	based on last year's grant request
Grants       City/Government         Subtotal - Grants       Space Rentals - Vendors         Food & beverage       Arts & Crafts         Subtotal - Space Rentals       Subtotal - Space Rentals         Subtotal - Sponsors       Stage Sponsor         Community Sponsors       Friends of Sponsors         Subtotal - Sponsorships       Subtotal - Sponsorships         Ticket & Beverage Sales       Drinks	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	<b>2,000.00</b> 10,000.00 1,000.00 11,000.00 11,000.00 11,000.00	based on last year's grant request
Grants       City/Government         Subtotal - Grants       Subtotal - Grants         Space Rentals - Vendors       Food & beverage         Arts & Crafts       Arts & Crafts         Subtotal - Space Rentals       Subtotal - Space Rentals         Subtotal - Sponsors       Stage Sponsor         Community Sponsors       Friends of Sponsors         Subtotal - Sponsorships       Subtotal - Sponsorships         Ticket & Beverage Sales       Drinks         Subtotal - Ticket & Beverage Sales       Subtotal - Ticket & Beverage Sales	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	<b>2,000.00</b> 10,000.00 1,000.00 11,000.00 11,000.00 11,000.00	based on last year's grant request
Grants       City/Government         Subtotal - Grants       Subtotal - Grants         Space Rentals - Vendors       Food & beverage         Arts & Crafts       Subtotal - Space Rentals         Subtotal - Space Rentals       Subtotal - Space Rentals         Sponsorships       Presenting Sponsor         Stage Sponsor       Community Sponsors         Friends of Sponsors       Subtotal - Sponsorships         Ticket & Beverage Sales       Drinks         Additional Income       Additional Income	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	2,000.00 - - 10,000.00 1,000.00 11,000.00 12,026.00 12,026.00	based on last year's grant request
Grants       City/Government         Subtotal - Grants       Space Rentals - Vendors         Food & beverage       Arts & Crafts         Subtotal - Space Rentals       Subtotal - Space Rentals         Subtotal - Space Rentals       Subtotal - Space Rentals         Sponsorships       Presenting Sponsor         Stage Sponsor       Community Sponsors         Friends of Sponsors       Subtotal - Sponsorships         Ticket & Beverage Sales       Drinks         Subtotal - Ticket & Beverage Sales       Additional Income         Additional Income       Subtotal - Additional Income	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	2,000.00 - - 10,000.00 1,000.00 11,000.00 12,026.00 12,026.00	based on last year's grant request



Fiscal Year 2015 – 2016

### MAGIC OF SUNNYVALE

**GRANT AMOUNT REQUESTED** 

# \$4,000.00

**Contents/Support Materials:** 

City of Sunnyvale Application Event Expense & Revenue Report Organization Expense & Revenue Report Volunteer/Task Grid Past Marketing Materials



#### Fiscal Year 2015 – 2016 Application Deadline: Friday, May 22, 2015.

**<u>Directions</u>**: You may either 1) Print this application and complete the hard copy, or 2) Type your responses electronically and print for submission. Please answer all questions completely, including as much detail as possible. 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. Applicants will be notified of award decisions no later than July 2015.

Applications may be submitted by mail, email, fax or in-person. Mail or drop-off to: Community Resources Division, located at the Sunnyvale Senior Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Fax (408) 737-4965 or Email <u>ncs@sunnyvale.ca.gov</u>. For more information, call (408) 730-7599, TDD (408) 730-7501, or visit us online at EventGrants.inSunnyvale.com.

#### **Event Name: 2016 Magic of Sunnyvale**

Date(s)/Time(s) of Event: Saturday May 7, 2016 (2:30pm - 5:30pm)

Sponsoring Organization(s): Sunnyvale Downtown Association\_\_\_\_\_

#### **Authorized Representative Information:**

Name:	Joel Wyrick
Title:	Executive Director
Organization:	Sunnyvale Downtown Association
Phone(wk/cell):	408 516-7217
Email:	sda94086@yahoo.com
Mailing Address:	PO Box 70785
-	Sunnyvale, CA 94086

#### **Event Details:**

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

The Magic of Sunnyvale (MOS) will now be in its 5th year. The Magic of Sunnyvale is arguably the largest outdoor assembly of magicians in northern California! There are two events happening simultaneously, One, the Magic of Sunnyvale and two, the wine stroll. The magic side is free, attended by many families and open to the public. Families may come to downtown Sunnyvale and enjoy up to 20 magicians performing, close-up and stage shows for everyone's enjoyment. Many magicians are placed in a fixed location (with their table, bag, etc.) throughout our higher foot traffic downtown areas. Other magicians are incognito/undercover walking as though they are just shopping, strolling, etc. Since these special magicians are not so easily identifiable to the downtown patron, magic will seem to appear from unsuspecting situations and places adding to the fun and laughter of this very unique event! For the first time since its inception the attendees of the 2015 Magic of Sunnyvale surpassed the attendance of the Wine Stroll! We had expected this to happen eventually as the "magic" piece caught on and that you didn't have to buy a ticket in order to attend. We expect the 2016 Magic of Sunnyvale to double the attendance of the Wine Stroll.

The "stroll" component is for those who wish to take part in the sampling of wines from up to 20 wineries as well as food tastings from our Sunnyvale restaurants. There is a fee and 21 and older policy is strictly enforced! The stroll is not part of this grant request.

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

Yes, The Magic of Sunnyvale is throughout downtown Sunnyvale.

3. How does your event encourage a celebration of community, including the character, diversity and quality of Sunnyvale? How does it provide vitality and identity to the community?

Everyone loves magic. Magic is just one of those things that appeals to all walks of life. This was a primary reason this event was created. You can argue the Holiday Tree lighting has religious connotations and will turn some away, or that the Art & Wine or Summer Series features a certain kind of music that some people don't enjoy. However, close-up magic has a universal appeal that celebrates our city's diversity without offending anyone like no other event. The strategic placement of the magicians is also key in showcasing our downtown. By doing this, it forces people to move from point A to point B this "to and from" walking is designed for people to see stores, restaurants, shops they may have not seen or experienced before. The Magic of Sunnyvale Wine Stroll was also created to have an event that could easily include the former Town Center and Town and Country sites. The magicians are placed on sidewalks, street corners, in front of businesses etc. making it easy to include the former Town & Country sites. In 2015, we added a "stage" to feature three hourly stage performances for families that wanted to stay in one place and enjoy a larger

stage production magic show. As with all of the Sunnyvale Downtown Association events, our goal to provide vitality and identity to our downtown.

4. Is your event a fundraiser? Please note: Fundraiser events are not eligible for grant funding. A "fundraiser" is defined as any event that solicits funds from attendees either through direct ticket sales or asking for a donation. Furthermore, any subcommittee or sub-organization of the sponsoring organization is barred from asking for funds in the form of raffle tickets, silent auction bids or items of similar intent.

NO. This grant request is for the Magic of Sunnyvale NOT the wine stroll.

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

The first step we took to ensure a well-planned, safe event was to hire staff within the SDA with extensive experience in event production. This includes but not limited to: timeline scheduling, staffing matrix design, event layout, city permits, security, food & vendor setup, booth & staging rentals and entertainment procurement. Over the past decade our organization and staff have demonstrated the ability to manage traffic, parking, crowds, facilities and clean up. We will continue to draw on our staff and event experience to ensure a well-planned safe event.

#### **Marketing & Promotion:**

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

It is a family oriented event. The event is targeted to local residents and beyond.

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

Because the Magic of Sunnyvale (MOS) is free it's hard to determine actual attendance but based on our event experience we determine about 600 - 700 people. This was the first time the Magic of Sunnyvale attendees outnumbered the wine strollers! (this is easy to determine because all wine strollers are carrying a souvenir wine glass and tote bag) We expect the MOS event to grow to over 1,000 in total attendance next year as the popularity is growing at a fast pace! We believe the MOS will surpass a Summer Series attendance by 2017.

8. 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.

Our promotional outreach for this event includes: posters (200ct.) and flyers (5,000ct.) distributed throughout the City of Sunnyvale at high foot traffic locations and schools. We will purchase City banner space located at El Camino and Wolfe Roads. Print ads will be purchased in both the Sunnyvale Sun, Santa Clara Weekly as well as social media outlets.

Our website <u>www.SunnyvaleDowntown.com</u> will complete our marketing matrix. This year we videotaped the event and are in the process of producing a promotional videos for our website, facebook and you tube. It has taken literally 5 years for this concept to catch on but once you see it a video clip... you get it. We are also creating :30 and :60 second spots to possibly be aired on Comcast and KSUN for next years' event.

#### **Organization Information:**

9. 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 SDA is funded in part by the business improvement district (BID) fees, city funds, sponsorships and revenue producing events.

The Sunnyvale Downtown Association (SDA) serves as the voice of downtown Sunnyvale by:

- Advocating for policies, programs and events that support the economic growth of the downtown core
- Acting as the downtown marketing arm and ambassador for the City of Sunnyvale
- Producing attractive events for the community
- Promoting downtown as a premier venue for other groups to produce events
- Working with other Community Based Organization's that share in the growth, beautification, and continual vitality of downtown Sunnyvale
- Serving as the primary information portal to all events, attractions and programs stemming from the downtown core

#### **Event Budget:**

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

For all of our events we put several controls in place in order to be fiscally sound. The SDA staff has years of experience in both event production and small business ownership. Staff has created an event matrix that we now use for all of our events. The matrix is made up of three components: an event timeline, a detailed event budget and a staff/task grid that identifies all of the jobs/tasks needed to produce a safe and successful event. To ensure future success we reconvene key event personnel for a post event analysis and discuss ways we may improve the event for the following year. This event matrix system has proven to ensure financial, personnel management and logistic success.

- 11. 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 \$24.18, the universal volunteer rate)
  - 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% of Total Expenses, including the value of in-kind/donated services but excluding the value of volunteer time).
- 12. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

The positive response to the Magic of Sunnyvale has been overwhelming for those in attendance as we already have a verbal commitment from last years' presenting sponsor. A grant by the City of Sunnyvale not only helps us financially offset the cost of the event, but by naming the city as a supporter, it lends credibility and leverage to the event.

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

Continued aggressiveness for corporate sponsorship will remain constant. Sponsorship and grants will affect the quality and quantity of the magicians we hire. This grant and other sponsorship money allow us to enhance the event by attracting regional/nationally recognized magicians.

We are a non-profit org with truly a non-profit mentality; whatever revenue is generated from the event is spent on the event. In other words, if we receive a 20k sponsorship for a particular event, we spend it on that said event, for that year. If we don't receive the 20k the following year, we simply scale it down to conform to the current budget. Although that may sound too good to be true, it is indeed that easy. Our organization, as it currently stands, has no employees (everyone is a sub-contractor and/or volunteer and at-will) no benefits, no unions and no office space. Simply put, we relatively have little to no overhead but still have an on-going base income through the BID. This makes it is very simple to be sustainable and balance the budget no matter how big or small it is. Because of our unique flexibility, If we have a poor year in fund development, we can downsize at the 'drop of a hat' without conflict and if it goes well increase production equally as fast."

#### Thank you for your interest in the Community Events Grant!

AG		SUNNYVALE & WINE STROL		2015 Actual	Notes & CommentPacket	Page 4
	INSES					
Cit	y Service					
	Banners		•	100.00		
		Camino & Wolfe Roads	\$	400.00		
	Permits		\$	-		
		eet Closure			already closed	
		za del Sol Closure	\$	-		
		lding & Electrical	\$	-		
		Inspection	\$	129.00		
	Police		\$	-		
	Subtota	al - City Services	\$	529.00		
Co	unty Ser					
	Permits					
	ABO	C	\$	375.00	\$25 per location @ 15 locations	
	Hea	alth				
	Subtota	al - County Services	\$	375.00		
En	tertainme	ent & Hospitality				
	Bands &	& Entertainment				
	Ball	loon Artist	\$	-		
	Mag	gicians	\$	1,500.00		
		f Goods Sold (beverages)	\$	5,440.00	17 vintners w/4 cases ea. at \$80 per case	
		e Bags (1000)	\$	1,900.00		
		ne Glasses (1000)	\$		\$2.30 per glass	
		spitality Suite (catered food)		,	n/a	
		al - Entertainment	\$	12,040.00		
				,		
Ea	uipment	Rentals & Purchases	\$	-		
- ·	r	Tables & Chairs	\$	-		
		System & Lighting (parade)			in-kind joel w or will c	
	Radios				bought them last year/used sares	
		& Lights				
	Subtots	al - Equipment Rentals	\$	-		
	Subiola		Ψ			
Mo	rkoting 8	Advertising				
IVIA		-	¢	800.00		
		& Design (poster, ticket, flyer)	\$	800.00	nvinting and	
		4x6) @ 10k	\$		printing cost	
		(12.25 x 17.25) @ 250	\$		printing cost	
		(numbered)	\$		printing cost	
-		s (el camino & wolfe)	\$		recycled with date change	
_		(250 tickets)	\$		17 host locations, volunteers, magicians, etc.	
	Passpo		\$	100.00	location hole punch passport	
_		lvertising	\$	-	sun & santa clara weekly facebook	
		e (additional)	_			
_	Stage B		\$	1,245.00	will re-use every year	
		/larketing	\$	350.00		
	Video		\$	300.00	production & talent	
	Subtota	al - Marketing & Advertising	\$	10,125.00		
Su	bcontrac	tors	1			
	Dumpst		\$	-	in-kind donated by specialty \$700 value	
1			Ť			
	<u>↓                                      </u>	1	+			
	Fencino		-			
	Fencing	1			many 2011 expenses are still outstanding	
	Security	/ oduction Crew			many 2011 expenses are still outstanding	

Asst. Event Coordinator			CEG Packet Page 46
Volunteer Coordinator			
Set up & clean up	\$	250.00	
Stage set up	\$	250.00	
Subtotal - Subcontractors	\$	1,300.00	
	_		
Other			
	\$	600.00	
	<b>_</b>		
Misc (balloons, tape, chalk, rope etc.)	\$		balloons
Subtotal - Other	\$	724.00	
TOTAL EXPENSES	\$	25,093.00	
Grants	•		
City/Government	\$	-	
Subtotal - Grants	\$	-	
Crease Dentale , Uset Leasting (//orders (20)	*	E 050 00	47 @ 250 anal
Space Rentals - Host Locations/Vendors (20)	\$	5,950.00	17 @ 350 each
Food & beverage	\$	-	
Subtotal - Space Rentals	\$	5,950.00	
Sponsorships	¢	40.000.00	
Presenting Sponsor	\$	10,000.00	comes from city sponsorship
Community Sponsors	¢		
Friends of Sponsor	\$		
Subtotal - Sponsorships	\$	10,000.00	
Ticket & Beverage Sales Drinks	\$	10 625 00	425 tickets were sold at \$25 ea.
Subtotal - Sponsorships	э \$	10,625.00	
	Þ	10,025.00	
Additional Income	-		
			<u> </u> ]
Subtotal - Additional Income	\$	-	
	•	-	
	\$	26,575.00	
	φ	20,375.00	
NET PROFIT / LOSS	\$	1 / 92 00	
	4	1,482.00	]
			<u> </u>

SDA	ORGANIZATION EXPENSE & REVENUE	2	2014-15		2015-16 C	EG Packet Page 47
FYP	ENSES					
- 1	vertising, Promotion & Marketing	\$	-	\$	5,000.00	
	mmissions & Fees (memberships, etc.)	\$	_	Ψ	0,000.00	
	nferences, meetings & seminars (attended)	\$	-	\$	-	
	ntract Labor	\$	39,600.00	\$	39,600.00	
	es/Subscriptions/Contributions	\$	-	\$	-	
Em	nployee Health Benefits	\$	-	\$	-	
Ev	ents (costs directly associated with the event)					
	Summer Series Music + Market	\$	45,537.92	\$	40,537.92	
	Jazz & Beyond	\$	27,342.57	\$	24,342.57	
	Holiday Christmas Tree Lighting	\$	6,944.69	\$	6,936.00	
	Magic of Sunnyvale Wine & Food Stroll	\$	25,093.00	\$	25,093.00	
	Game Day					
	St Patty's					
	Carnival	\$	-	\$	-	
	nance Services Charges			\$	-	
Ins		•		<b>^</b>		
	General	\$	4,618.00	\$	4,618.00	
	Directors & Officers	\$	-	\$	-	
	Workman's Compensation	\$ \$	-	\$ \$	-	
	nitorial & Cleaning gal & Accounting	э \$	496.00	э \$	496.00	
Leé	Audit	э \$	490.00	э \$	490.00	
	Legal	\$		э \$		
Ma	intenance, Beautification & Repair (incl murphy lights)	\$		φ	-	
	fice Supplies	\$	100.00	\$	100.00	
	yroll Taxes	\$	-	\$	-	
	stage	\$	-	\$		
	nting & Reproduction	\$	-	\$		
	rchases	\$	-	\$	-	
Re	nt	\$	2,421.43	\$	2,421.43	
Sta	aff Salaries			\$	-	
Su	pplies (non office)	\$	-	\$	-	
	xes, Licenses & permits)	\$	781.00	\$	781.00	
Te	lephone/ Internet/Website	\$	1,260.00	\$	1,260.00	
Tra	avel & Entertainment	\$	580.00	\$	580.00	
Uti	lities	\$	-	\$	-	
Vis	sitor's Guide	\$	-	\$	5,000.00	
Co	ntingency 5%	\$	7,738.73	\$	7,838.30	
τοτ	AL EXPENSES	\$ 1	54,774.61	\$	156,765.92	
		•	,	•		
	ENUE INTRIBUTED & SPONSORSHIP INCOME					
Gra	ants					
	City/Government					
	Community Events Grant	\$	3,500.00	\$	3,500.00	
	Matching BID or Sponsorship	\$	30,000.00	\$	30,000.00	
	Corporate/Foundations					
	Mitigation	\$	-	\$	-	1
	Other					
SU	IBTOTAL - GRANTS	\$	33,500.00	\$	33,500.00	
	bjects & Events Sales (incl. vendors)					
	pjects & Events Sales (incl. vendors)	\$	46,881.00	\$	52,299.00	-

I I I I TOTAL REVENUE			ENUE	\$ 1	159,214.00	\$	164,432.00		
SL	ЈВТО	TAL	- SDA MEMBERSHIPS	\$	30,253.00	\$	30,253.00		
			-	¥					
	BID	Fee	s	\$	30,253.00	\$	30,253.00		
SE		embe	erships						
รเ	JBTO	TAL	- PROJECTS & EVENTS	\$	95,461.00	\$	100,679.00		
	Magic of Sunnyvale Wine Stroll Game Day Carni Gras			Ψ		Ψ			
_				\$	-	φ \$	-		
			Tree Lighting Celebration	\$	7,500.00	\$ \$	16,000.00	EG Packet	Page 4

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
Magic of Sunnyvale Wine Str	oll Committee				
Johnny Sevey	Joe Antuzzi				
Gary Gold	Leigh Odum				
Kathy Johnson	Joel Wyrick			24	\$ 632.16
Donna Lang					
Magic Administration					
Event Coordinator	Adam Andrews	12:00pm - 8:00pm	paid sub-contractor	0	\$ -
Volunteers	6 people	12:00pm - 8:00pm	1	48	\$ 1,264.32
Entertainment	Will Chandler			4	\$ 105.36
Magic Staffing					
Magic Coordinator	Will Chandler	12:00pm - 6:00pm	sub-contracted incl. Help	6	\$ 158.04
Stage MC	Will Chandler	2:30pm - 6:00pm	(see above)		
Magician Assistants (4)	Eight of them	12:00pm-6:00pm	(see will)	24	\$ 632.16
Clean-Up Coordinator	Omar Montes	5:30pm - 7:30pm	paid sub-contractor		
		Will Chandler			
Miscellaneous					
Photographer	Stephanie Taylor	2:30pm - 5:30pm		3	\$ 79.02
	· ·			0	\$ -
			TOTAL VOLUNTEER HOURS	109	\$ 2,126.59





Fiscal Year 2015 – 2016

### SUNNYVALE SUMMER SERIES MUSIC + MARKET

## **GRANT AMOUNT REQUESTED**

# \$5,000.00

**Contents/Support Materials:** 

City of Sunnyvale Application Event Expense & Revenue Report Organization Expense & Revenue Report Volunteer/Task Grid Past Marketing Materials



#### Fiscal Year 2015/16 Application Deadline: Friday, May 22, 2015

**<u>Directions</u>**: You may either 1) Print this application and complete the hard copy, or 2) Type your responses electronically and print for submission. Please answer all questions completely, including as much detail as possible. 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. Applicants will be notified of award decisions no later than July 2014.

Applications may be submitted by mail, email, fax or in-person. Mail or drop-off to: Community Resources Division, located at the Sunnyvale Senior Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Fax (408) 737-4965 or Email <u>ncs@sunnyvale.ca.gov</u>. For more information, call (408) 730-7599, TDD (408) 730-7501, or visit us online at EventGrants.inSunnyvale.com.

#### Event Name: 2015 Summer Series Music + Market

Date(s)/Time(s) of Event: Every Wednesday from June 17 – August 26, 2015 (5:30pm - 8:30pm)

Sponsoring Organization(s): Sunnyvale Downtown Association\_\_\_\_\_

#### **Authorized Representative Information:**

Name:	Joel Wyrick
Title:	Executive Director
Organization:	Sunnyvale Downtown Association
Phone(wk/cell):	408 516-7217
Email:	sda94086@yahoo.com
Mailing Address:	PO Box 70785
-	Sunnyvale, CA 94086

#### **Event Details:**

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

The Sunnyvale Summer Series Music + Market is a community tradition. The event appeals to music and arts and craft lovers in Sunnyvale & beyond. Arguably Sunnyvale's most popular event; this event brings together the Sunnyvale community much like a reunion where friends and families get together on a Wednesday afternoon/evening and enjoy music, dancing, shopping, food and conversation.

Series highlights include:

Live Music	Car Show Exhibits
Local Business Booths	Arts & Crafts Booths
Fruit & Vegetable Produce Booths	Food Booths
Balloon Twisters	& More

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

Yes, We have been doing this event for over 15 years on Washington & Murphy Avenues.

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 Summer Series is our community event where many of the local workforce get together after work and have some fun and conversation. The Summer Series is the choice for many of our residents to reconnect with one another... a reunion of sorts. This event is our best opportunity to showcase Downtown Sunnyvale and what the heart of Sunnyvale has to offer.

4. Is your event a fundraiser? Please note: Fundraiser events are not eligible for grant funding. A "fundraiser" is defined as any event that solicits funds from attendees either through direct ticket sales or asking for a donation. Furthermore, any subcommittee or sub-organization of the sponsoring organization is barred from asking for funds in the form of raffle tickets, silent auction bids or items of similar intent.

NO.

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

Although we never take an event for granted, our staff has demonstrated for over 15 years the ability to manage and produce a fun community event. We will continue to draw on our staff and event experience to ensure a well-planned safe event.

#### Marketing & Promotion:

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

The event is targeted to the entire city. We purposely target the local community due to the size limitation of the street and the local "community feel" of the series.

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

We expect to have 2,000 people per week for all 11 weeks. This is based on last year's attendance.

8. 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.

Our promotional outreach for this event includes: posters (250ct.) and Entertainment Line Up schedules (10,000ct.) distributed throughout the City of Sunnyvale at high foot traffic locations. Placing a banner at El Camino and Wolf, advertising in the Sunnyvale Sun and our website <u>www.SunnyvaleDowntown.com</u> make up our marketing matrix. Through this promotional outreach we feel we garner the proper local public awareness for this series.

#### **Organization Information:**

9. 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 SDA is funded in part by the business improvement district (BID) fees, city funds, sponsorships and revenue producing events.

The Sunnyvale Downtown Association (SDA) serves as the voice of downtown Sunnyvale by:

- Advocating for policies, programs and events that support the economic growth of the downtown core
- Acting as the downtown marketing arm and ambassador for the City of Sunnyvale
- Producing attractive events for the community

- Promoting downtown as a premier venue for other groups to produce events
- Working with other Community Based Organization's that share in the growth, beautification, and continual vitality of downtown Sunnyvale
- Serving as the primary information portal to all events, attractions and programs stemming from the downtown core

#### **Event Budget:**

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

For all of our events we put several controls in place in order to be fiscally sound. The SDA staff has years of experience in both event production and small business ownership. Staff has created an event matrix that we now use for all of our events. The matrix is made up of three components: an event timeline, a detailed event budget and a staff/task grid that identifies all of the jobs/tasks needed to produce a safe and successful event. To ensure future success we reconvene key event personnel for a post event analysis and discuss ways we may improve the event for the following year. This event matrix system has proven to ensure financial, personnel management and logistic success.

- 11. 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 \$24.18, 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% of Total Expenses, including the value of in-kind/donated services but excluding the value of volunteer time).
- 12. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

Our goal is to always attempt to raise enough money to pay for the event through sponsorships, grants and vendor space rentals. A grant by the City of Sunnyvale not only helps us financially offset the cost of the event, but by naming the city as a supporter, it lends credibility and leverage to the event.

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

Sponsorships and beverage sales have traditionally been strong for this event. The projected budget will affect the amount of weeks we produce for the event. We are a non-profit org with truly a non-profit mentality; whatever revenue is generated from the event is spent on the event. In other words, if we receive a 20k sponsorship for a particular event, we spend it on that said event, for that year. If we don't receive the 20k the following year, we simply scale it down to conform to the current budget. Although that may sound too good to be true, it is indeed that easy. Our organization, as it currently stands, has no employees (everyone is a sub-contractor , volunteer and/or in-kind and at-will) no benefits and no unions. We are sincerely focused on pouring all dollars back into our city as we are the <u>only</u> downtown association in the entire south bay that does not rent office space; we would rather use this "saved" expense to re-invest into our city. Simply put, we relatively have little to no overhead but still have an on-going base income through the BID. This makes it is very simple to be sustainable and balance the budget no matter how big or small it is. Because of our unique flexibility, If we have a poor year in fund development, we can downsize at the 'drop of a hat' without conflict and if it goes well increase production equally as fast".

#### Thank you for your interest in the Community Events Grant!

ЈММ	IER	SERIES 2015			Notes & CommentPacket
				Projected	based on eleven weeks projected
					based on eleven weeks
(PE	NSI	ES			
City	Ser	vices			
E	Banr				
		El Camino & Wolfe Roads			
F	Pern				
		Application Permit	\$	109.00	
	-	Street Closure	\$	546.00	city lets us do it ourselves
		Plaza del Sol Closure	_		
		Building & Electrical	\$	-	
		Fire Inspection	\$	416.50	
	Polic		\$	14,608.00	
	Sub	total - City Services	\$	15,679.50	
Cour	ntv 9	Services			
	Pern				
		ABC	\$	550.00	
+		Health	۶ ۶	767.50	
		total - County Services	э \$	1,317.50	
	540		Ψ	1,017.00	
Ento	rtair	ment & Hospitality			
		ds & Entertainment	\$	7,500.00	
		nd Company	\$	7,500.00	
		s of Goods Sold (beverages)	Ψ		
		Beer	\$	6,128.00	
		Cups for Beer & Wine	\$	3,930.00	
		Wine	\$	1,226.00	
		Water & Soft Drinks	\$	340.64	
			Ψ	540.04	
	Stro	et Performers			
		Balloon Artist			
		Face Painter			
		Hospitality Suite (catered food)			
		total - Entertainment	\$	19,124.64	
			<b>•</b>		
Faui	ipme	ent Rentals & Purchases	\$	-	
		hs, Tables & Chairs	\$	-	
		erators &/or Electrical Boxes	\$	_	
		age	\$	-	A-frames (no alcohol, coolers, glass)
		nd System & Lighting			
		a Potties			
	Radi				
		ing & Lights	\$	3,300.00	
	Ĭ				
5	Sub	total - Equipment Rentals	\$	3,300.00	
Mark	ketin	g & Advertising			
		ork & Design	\$	950.00	
	Banr		\$	676.00	
F	Post	ers (18 x 24) @ 200	\$	337.00	
		rs (business card size) @ 10k	\$	250.00	
		Advertising	\$	-	
		age (additional)			
		et Marketing	\$	600.00	
		total - Marketing & Advertising	\$	2,813.00	
				,	
Subo	cont	ractors			
-		missions			
		psters & Recycling	\$	150.00	

F	enc	cing		\$	-	CEG Packet Page 58
	Secu			\$	1,000.00	
			oduction Crew			
	I	Eve	nt Coordinator			
	I	Bev	erage Coordinator			
	١	Ven	dor Cordinator			
	١	Volu	Inteer Coordinator			
		Set	up & clean up	\$	2,750.00	
F	Pow	er V	Vashing			
S	Sub	tota	I - Subcontractors	\$	3,900.00	
Othe	er					
	nsu	ranc	2e			
	се			\$	800.00	
			e Bags	\$	753.50	
			pe, chalk, rope etc.)	\$		beer & wine cups
5	Sub	tota	I - Other	\$	1,923.50	
ΓΟΤΑΙ	LE	EXF	PENSES	\$	48,058.14	
REVE						
CON	ITRI	BU.	TED INCOME			
Gran						
	City/	Gov	vernment	\$	2,000.00	
Sub	tota	I - G	Grants	\$	2,000.00	
		lont	als - Vendors			
			beverage	\$	2,000.00	
			rafts	\$	4,173.00	
	115		idits	φ	4,175.00	
Subi	tota	1 - 9	Space Rentals	\$	6,173.00	
		- C		Ψ	0,170.00	
Spor	nsor	shir	05			
			ng Sponsor			
			ponsor	\$	5,000.00	
			nity Sponsors	\$	2,000.00	
			of Sponsors	\$	2,000.00	
			Sponsorships	\$	9,000.00	
					0,000100	
Ticke	et &	Bev	verage Sales			
	Drink			\$	35,237.00	
			Sponsorships	\$	35,237.00	
		Ī	P	Ť		
Addi	ition	al Ir	ncome			
			··· •			
5	Sub	tota	I - Additional Income	\$	-	
				· · · ·		
ΤΟΤΑΙ	LR	EV	ENUE	\$	52,410.00	
				v v	52, 110100	
	RO	FI	ſ/LOSS	\$	4,351.86	
				Ÿ	.,	4

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	V	/ALUE
Summer Series Committee						
Joe Antuzzi	Leigh Odom		meet once a month (starting Jan)			
Donna Lang	Gary Gold					
Johnny Sevey	Kathy Johnson			36	\$	948.24
Event Administration						
Event Coordinator	SDA - Joel W.	2:00pm - 10:00pm	l			
Assistant Coordinator	Cassandra N.	2:00pm - 10:00pm	l			
Beverage Cordinator	Adam Andrews	4:00pm - 10:00pm	l			
Entertainment	Cheri G./Joel	4:00pm - 10:00pm	l			
Beer Booth						
	Adam Andrews		Responsible for overseeing the volunteers		\$	-
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$	92.19
Beer Booth Volunteer		5:00pm - 8:30pm		3.5		92.19
Beer Booth Volunteer		5:00pm - 8:30pm	Sell beverages	3.5	\$	92.19
Beer Booth Volunteer		5:00pm - 8:30pm	Sell beverages	3.5	\$	92.19
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$	92.19
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$	92.19
Wine Booth						
Beverage Coordinator	Brandt Carson			3.5	\$	92.19
Wine & Soft Drinks Volunteer			Sell Beverages	3.5	\$	92.19
Wine & Soft Drinks Volunteer				3.5	\$	92.19
Wine & Soft Drinks Volunteer				3.5	\$	92.19
Wine & Soft Drinks Volunteer				3.5	\$	92.19
Summer Series Staff						
Set Up & Break Down	Omar	3:00pm - close				
Vendor Coordinator	Donna Lang	2:00pm - close				
Asst. Vendor Coordinator	Adam Andrews	2:00pm - close			\$	-
Stage Manager		4:00pm - close				
Asst. Stage Manager		4:00pm - close		0	\$	-
Stage MC		5:30pm - 8:30pm		1		
Miscellaneous						
Photographer	Joel	5:30pm - 8:30pm		1		
÷			Note: Total is based on 11 weeks. Hrs &	1		
			Value listed are those who are			
			volunteers. Tasks that are blank are paid			
			staff.			
			TOTAL IN-KIND VOLUNTEER ASSIST	ANCE	\$2	1.585.63

### **Community Event Grant Evaluation**

We hope your community event was a great success. If your organization is receiving a Community Event Grant, please submit this evaluation form to the City within 30 days after the event was held. If your event occurred prior to receiving this grant approval packet, please submit this form within 30 days of packet receipt.

Please complete this form and return it with <u>original receipts</u> to City of Sunnyvale, Dept. of Library and Community Services, Attn: Community Services Division, P.O. Box 3707, Sunnyvale, CA 94088-3707. For questions, please call (408) 730-7599. You may also request an electronic version of this form by e-mailing *events@sunnyvale.ca.gov*.

Event Name:	<u>Summer Series Music + Market</u>					
Organization:	Sunnyvale Downtown Association					
Date(s) of Event:	Every Wednesday from June 18 – August 27					

1. Please describe the overall success of your event and describe any problems or areas for improvement. Be as specific as possible. Attach additional sheets if necessary.

Another safe and well attended music series... We started the series on the north end of Murphy this year to take advantage of the shading trees due to the hot month of July and close the series on Washington as it gets cooler approaching the month of September. Vendor attendance was down once again from last year mostly due to the loss of food truck participation. Everything thing else was "status quo" after 15 years of experience behind this music series.

2. How many people attended your event? (estimate, if necessary) Please list total attendance and attendance per day if held over multiple days.

We estimated that 2000 people per event (11) attended which would bring the total to 22,000 attendees.

3. Please attach a sheet listing all actual expenditures and the total cost of holding the event.

<u>ÇEG Packet Page</u> 61

UMMER SERIES 2014			CEG Packet F Notes & Comments
		Actual	based on eleven weeks projected
			based on eleven weeks
XPENSES			
City Services			n en
Banners			
El Camino & Wolfe Roads			
Permits			
Application Permit	\$	109.00	
Street Closure	\$		city lets us do it ourselves
Plaza del Sol Closure	Ψ		
Building & Electrical	\$	-	
Fire Inspection	\$	416.50	
Police	\$	14,608.00	
Subtotal - City Services	\$	15,679.50	
County Services			
Permits			
ABC	\$	550.00	
Health	\$	767.50	· · · · · · · · · · · · · · · · · · ·
Subtotal - County Services	\$	1,317.50	
		.,017.00	
Entertainment & Hospitality			
		<b>F</b> 000 00	
Bands & Entertainment	\$	5,800.00	
Sound Company	\$	-	
Costs of Goods Sold (beverages)			
Beer	\$	6,128.00	
Cups for Beer & Wine	\$	3,930.00	
Wine	\$	1,226.00	
Water & Soft Drinks	\$	340.64	
· · · · · · · · · · · · · · · · · · ·			
Street Performers			
Balloon Artist			
Face Painter			
VIP/Hospitality Suite (catered food)			
Subtotal - Entertainment	\$	17,424.64	
Equipment Rentals & Purchases	\$	-	
Booths, Tables & Chairs	\$	3,520.00	
Generators &/or Electrical Boxes	\$	-	
Signage	\$	_	A-frames (no alcohol, coolers, glass)
Sound System & Lighting			, , , , , , , , , , , , , , , , , , , ,
Porta Potties			
Radios			
	, c	10.001.00	
Staging & Lights	\$	10,661.00	
Subtotal - Equipment Rentals	\$	14,181.00	
Marketing & Advertising			
Artwork & Design	\$	950.00	
Banners	\$	676.00	
Posters (18 x 24) @ 200	\$	337.00	
Flyers (business card size) @ 10k	\$	-	
Print Advertising	\$		
Signage (additional)			
Street Marketing	\$	200.00	
		300.00	
Subtotal - Marketing & Advertising	\$	2,263.00	
Subcontractors			
Commissions	1		

## CEG Packet Page 62

	<del></del>		
Fencing	\$	······································	
Security	\$	1,000.00	
Staff/Production Crew			
Event Coordinator			
Beverage Coordinator			
Vendor Cordinator		_	
Volunteer Coordinator			
Set up & clean up	\$	2,750.00	
Power Washing			
Subtotal - Subcontractors	\$	3,900.00	
Other			
Insurance			- 11
Ice	\$	800.00	
Garbage Bags	\$	753.50	
Misc (tape, chalk, rope etc.)	\$	· · · · · · · · · · · · · · · · · · ·	beer & wine cups
Subtotal - Other	\$	1,923.50	
		1,323.30	
OTAL EXPENSES	\$	FC COO 44	
		56,689,14	
EVENUE			
CONTRIBUTED INCOME			
Grants			
City/Government	\$	3,000.00	
Subtotal - Grants	\$	3,000.00	
Space Rentals - Vendors		·	
Food & beverage	\$	4,172.00	
Arts & Crafts	\$	4,173.00	
<u> </u>			
Subtotal - Space Rentals	\$	8,345.00	
Sponsorships			
Presenting Sponsor			
Stage Sponsor	\$	5,000.00	
Community Sponsors	\$	2,500.00	
Friends of Sponsors	\$	2,000.00	
Subtotal - Sponsorships	\$	9,500.00	
	Ψ	-,	
Ticket & Beverage Sales			
Ticket & Beverage Sales	¢	35 237 00	
Drinks		35,237.00	
		35,237.00 <b>35,237.00</b>	
Drinks Subtotal - Sponsorships		-	
Drinks		-	
Drinks Subtotal - Sponsorships Additional Income	\$	35,237.00	
Drinks Subtotal - Sponsorships		-	
Drinks Subtotal - Sponsorships Additional Income Subtotal - Additional Income	\$	35,237.00 -	
Drinks Subtotal - Sponsorships Additional Income	\$	35,237.00	
Drinks Subtotal - Sponsorships Additional Income Subtotal - Additional Income	\$	35,237.00 -	



Fiscal Year 2015/6 Application Deadline:

Important note: applications are being accepted, pending Council's budgetary approval.

**Directions:** You may either 1) Print this application and complete the hard copy, or 2) Type your responses electronically and print for submission. Please answer all questions completely, including as much detail as possible. Grant recommendations will be decided based upon a competitive review process; this application and any attachments are intended to be the primary subject of evaluating your grant proposal. Applicants will be notified of award decisions no later than July 2010.

Applications may be submitted in-person or by mail to: City of Sunnyvale, Attn: Community Resources Division, 603 All America Way, P.O. Box 3707, Sunnyvale, CA 94088-3707. If you have questions or for more information, call (408) 730-7599, TDD (408) 730-7501, or e-mail *ncs@ci.sunnyvale.ca.us*. You may also visit us online at *EventGrants.inSunnyvale.com*.

Event Name: \_Antique Appraisal Faire

Date(s)/Time(s) of Event: August 29 and 30

Sponsoring Organization(s): Sunnyvale Historical Society & Museum Association

#### Authorized Representative Information:

Name:	Laura Babcock
Title:	Director
Organization:	Sunnyvale Historical Society & Museum Association
Phone(wk/cell):	408-472-1627
Email:	L babcock@earthlink.net
Mailing Address:	1513 Norland Drive, Sunnyvale, CA 94087
<b>Event Details:</b>	

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

A two-day event is planned to host the second Antique Appraisal Faire in Sunnyvale. The Society has arranged to have professional antique appraisers come from the Michaan Auction House in San Francisco to give verbal appraisals to individuals wishing such. (a mini-Antique Roadshow) Admission is free however there will be a fee to have your personal items appraised. The event will take place in the large courtyard of Heritage Park and the museum.

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

Yes, we held a one-day event last year and it was wildly successful selling out on appraisals well in advance

# 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 event will showcase the many antiques and archives of the Society as well as being able to get your own personal items appraised. Each year, the Society host an all-community event to showcase and intrigue another set of our diverse population. Our previous events have included: Sunnyvale Author's Day, City Centennial Celebration, Cannery Workers Day, All SV Schools Reunion day, Lockheed Day, and many others. This one is for antique lovers.

#### 4. Is your event a fundraiser? If so, for what purpose will the funds be used?

The event is open to the public free of charge. Any monies raised will be used for routine maintenance and operations of the museum building

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

Many, many volunteers will be used to monitor all aspects of the event. We are and will continue to, work closely with all divisions of the City to ensure safety for all attendees. A full community event application has been submitted and approved.

#### **Marketing & Promotion:**

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

This event is city-wide and will be advertised to ALL residents

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

We anticipate an attendance of 400 to 600 over a four-hour period of time each day. Tickets for individual appraisals will be on a timed basis so people will come and go throughout the afternoon.

#### **8.** Please describe your promotional plan to notify the public of your event. We plan to post flyers and posters city-wide. It will also be advertised on KSUN, the Sunnyvale Sun newspaper, Society, &Chamber web sites, organizational newsletters, neighborhood associations, service clubs, schools, and the like.

#### **Organization Information:**

9. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

The Sunnyvale Historical Society and Museum Associations Mission statement reads as follows:

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

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

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

Our Educational mission will be directed to all ages and will be fulfilled through providing research resources and supporting dynamic programs for public enrichment and publishing. Extensive hands-on history classes will be provided free of charge to all local school children. Our Coordination mission will be fulfilled through collaboration with interested individuals and organizations on heritage preservation concerns at the local, regional, state and national levels.

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

The SHS is a non-profit organization with full 501c3 status. It is also a 100% volunteer organization with over 680 members. The museum has opened its doors to over 26,000 visitors since opening in September of 2008. We also provide a 2.5 hour history class to over 1600 third grade students per school year. All programs, events, visits, tours, and classes are open to the public free of charge!

#### Event Budget:

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

An event budget has been drafted and will be followed.

The SHS has a 58-year record of excellent financial management, including the success of raising required funds to build both the OHPIE exhibit and the new Heritage Park Museum. We have previously hosted the City Centennial Celebration and the successful Author's Day with sound planning. We do not receive any city, county, or state funding. We currently operate the museum and all of its classes and activities and remain fiscally sound.

#### 11. Please attach a detailed budget for your event including: Attached

- 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 \$19.51, the universal volunteer rate)
- 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% of Total Expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

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

The remaining funds will be sought through corporate donation requests, request in the business community, in-kind services, and general public donations.

Thank you for your kind consideration of this request.

#### Thank you for your interest in the Community Events Grant!

Applications may be submitted in-person or by mail to: City of Sunnyvale, Attn: Community Resources Division, 603 All America Way, P.O. Box 3707, Sunnyvale, CA 94088-3707. If you have questions or for more information, call (408) 730-7599, TDD (408) 730-7501, or e-mail *ncs@ci.sunnyvale.ca.us*. You may also visit us online at *EventGrants.inSunnyvale.com*.



Nathan Truitt <ntruitt@sunnyvale.ca.gov>

## **Community Event Grant Application - Request Additional Information**

2 messages

Nathan Truitt <NTruitt@sunnyvale.ca.gov> To: "Babcock, Laura" <I\_babcock@earthlink.net>

Tue, May 19, 2015 at 9:59 AM

Hello Laura:

Thank you for submitting your grant application for the Antique Appraisal Faire. The application you submitted was an older version and was missing one question. To complete your application, please respond to the following question:

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

Have a great day!

Nathan Truitt Program Coordinator Library and Community Services Dept. City of Sunnyvale 550 E. Remington Drive Sunnyvale, CA 94086 408-730-7472 http://sunnyvale.ca.gov/

Laura Babcock <l\_babcock@earthlink.net> To: Nathan Truitt <NTruitt@sunnyvale.ca.gov>

Tue, May 19, 2015 at 10:09 AM

I'm sorry Nathan, must have missed the date on the file I used.

Answer - This event may or may not be repeated in the immediate future. The Society strives to hold an event each year that is of interest to ALL community residents therefore we choose a different topic in the community to honor each summer. In the past, we have done the Centennial Celebration, Author's Day, Orchards Day, and others. We hope to also include events in the future such as Multi-Cultural History of SV, Artist and Art Day, and the like. We also strive to operate all of our events without assistance from the city but instead make requests to the general business community.

I hope this suffices, if not just let me know. thanks,Laura [Quoted text hidden]

# **Estimated Antique Appraisal Faire Expenditures** 2015

(see attached worksheet for details)

Michaan's Auction Expert Appraisers Reservation - \$700 (\$350 per day) Pine Press printing - \$250 MHP Advertising Contract - \$1,284.00 Community Newspaper Advertising Contract - \$1,477.50 Stuart Rentals (tables & chairs) - \$289 Pine Press flyer printing - \$60 (x2) \$120 Sunnyvale Blue Grass Jam (music) - \$400 (\$200 per day) Water and water station - \$40 Poster, Signs, mountings- \$400 Museum cleaning service - \$150 Miscellaneous appraiser supplies (appraiser notepads, pens, wi-fi cables, copying, etc.) - \$150 In-Kind designs of ads - \$350 Box 2 technologies web reservations - \$1,057.00

Sub total: \$9277

Volunteer hours - 680 hours at \$24.12 = \$16442.40

## Community Event Grant Funding Budget Worksheet

#### EVENT BUDGET

Consider the following cost items in developing your event budget. You may use this form or create your own. Be sure to include all relevant cost items listed below, whether provided in cash or through donations. (If you already have a detailed event budget that includes these cost items but itemizes or aggregates them differently, it is OK to submit your existing budget.) Indicate any expenses you expect to be donated / in-kind, and include an estimated dollar value of each donated / in-kind expense in your budget.

Promotion	<u>Cost / Dollar Value</u>
flyers	B 120, -
invitations	
envelopes	10, -
postage	
posters	200
paid advertisements (describe) 5V 54N, Mohilo Home Ad	2861,50
web announcements in Kind	
artist / graphic designer fees in Find	300, -
printing / copying	400
webmaster fees Box 2 Technologies	1.057.
banners <sup>1</sup> <i>O</i>	
program	
resident notification <sup>2</sup>	
other (explain)	

#### Equipment

stage	
portable toilets	
hand-washing stations	
tables	127.50
chairs	//2.50
booths delivery chas	40
canopies in-kind, doxiz	240,-
podium / microphones in-kind	100
sound system inthe	200

<sup>&</sup>lt;sup>1</sup> If you would like to request use of the City's banner space, please contact the City's Marketing and Special Events Coordinator at (408) 730-7338. Please note there is a fee for hanging and taking down the banners, which should be included in your budget.

<sup>&</sup>lt;sup>2</sup> Depending on the nature and location of your event, you may need to mail a notification letter to nearby residents notifying them in advance of the event. For more information, contact the City's Community Services Division at (408) 730-7599 or email *ncs@sunnyvale.ca.gov*.

#### other (explain)

\*

Food	<u>Cost / Dollar Value</u>			
food (describe) Appraisans refreshments enly	\$ 40			
drinks (describe) water station only	40,-			
utensils, plates, cups, serveware, napkins	30,-			
tablecloths 22×5	110. —			
barbecue				
ice	40			
chafing dishes				
catering fees				
other (explain)				

#### **Entertainment**

music 2 days, 5 musicing	400.
rides	
games and prizes	
costumes	
entertainers	<u> </u>
other (explain)	

#### Labor (excluding volunteers)

organizing / planning staff (list/describe) volunteers only	
day-of-event staff (list/describe) volunteers only	
requested City staff / assistance (list/describe) Nove	****
other (explain) export Appraisons Feas	700

#### **Miscellaneous**

refuse disposal and recycling					
miscellaneous supplies (name tags, pens, tape, scissors, etc.)	150.				
photography / videography					
security					
insurance					
permits					
facility / park rental					
janitorial services	150				
decorations: balloons, flowers, etc.					
giveaways (explain)					
signage	200				
other (explain)					

#### **Total Expenses**

sum of all expenses listed above \$<u>7550.50</u> (note: requested City community event grant funds cannot exceed 40% of this number)

.

Projected Revenue
Projected Revenue list and quantify any projected revenue 5 experts per hour for 9 hours. If 80% sold per estimates, rotal is \$2696
80% sold per estimates, total is 2696
Net Cost
Total Expenses less Projected Revenue S 4854
54854
Funding Requested from City Community Event Grant Program:
<u>s 1940.</u>

с , ,

**<u>VOLUNTEERS</u>** Please list any expected volunteer assistance.

Volunteer role / task	Est. Hours	
· organizing	200	
· day of event Staff	360	
• 5 st-up is talk - down	40	
· demonstration exputs	80	
•		

Sum of all volunteer hours:	680			
Multiply by hourly volunteer rate <sup>3</sup>	x <u>\$ 24.18</u>			
Equals estimated value of volunteer time:	\$ 16,442,40			

<sup>&</sup>lt;sup>3</sup> The hourly volunteer rate is a universal volunteer rate, updated annually.

				CEG F	acket Pag	ge 73
SUNNYVALE HISTORICAL SOCIETY Antique Sale and Appraisal Faire	The Sunnyvale Heritage Park Museum is hosting a <i>TWO DAY</i> Antique Faire on Saturday, August 29th and Sunday, August 30th. We will have on-site appraisers from <i>Michaan's Auctions</i> with expertise in <i>Fine Art, Stamps &amp; Coins, Asian Art, Jewelry, Furniture and Decorative Arts.</i> For a minimal fee you can have items appraised—reserve your spot now online!	<i>Entrance is FREE</i> ! Enjoy live music by the <i>Drop-In Jazz and Blues Band</i> , demonstrations, and FREE museum tours both days. njoy our Antique Sale as we liquidate some treasures from our inventory.	For information and/or reservations, call <b>408-749-0220</b> or e-mail info@heritageparkmuseum.org or reserve on-line at www.HeritageParkMuseum.ORG me & Location: Saturday, August 29 <sup>th</sup> 11am-4pm	© Sunnyvale Heritage Park Museum	The second se	e Heritage Park Museu
SUNNYVALE HIST ANTIQUE SALE ANI	MICHAAN'S AUCTIONS AUCTIONS AUCTIONS Autique Faire on Saturda We will have on-site appraise Fine Art, Stamps & Coins, Asia For a minimal fee you can have	Entrance is FREE! Enjoy live demonstrations, an Enjoy our Antique Sale as we	For information and/ or e-mail info or reserve on-line at Time & Location:	@ Sunnyval	Location: Sunnyvale Heritage Park Museum 570 E Remington Drive, Sunnyvale [Southeast parking lot of Sunnyvale Community Center]	Visit our website for more Information: www.HeritageParkMuseum.ORG Like us on Facebook: www.facebook.com/SunnyvaleMuseum

## Community Event Grant Evaluation FY 2014-15

City of Sunnyvale Dept. of Library & Community Services Atten: Community Services Division P.O.Box 3707 Sunnyvale, CA 94088-3707

Event Name: SV Historical Society Antique Appraisal Faire

**Organization:** Sunnyvale Historical Society and Museum Association

Date of Event: Sunday, August 24, 2014

- Please describe the overall success of your event and describe any problems or areas for improvement. SHSMA very first Antique Appraisal Faire was wildly successful. We pre-booked every single time slot for appraisals before the event and ended up turning down over 100 additional requests. All stations went very smoothly with very happy recipients. To improve on the next one, we shall make it a two-day event to accommodate the many requests and/or add additional expert appraisers if possible.
- **2. How many people attended your event?** Estimated attendance was 450 to 550 people over a five-hour time.
- 3. Please attach a sheet listing all actual expenditures and the total cost for holding the event.

# **Antique Appraisal Faire Expenditures 2014**

Michaan's Auction Expert Appraisers Reservation - \$300 Pine Press poster signs printing - \$224 MHP Advertising Contract - \$1107 Community Newspaper Advertising Contract - 1459 Stuart Rentals (tables & chairs) - \$342.75 Pine Press flyer printing - \$60 (x2) \$120 Sunnyvale Blue Grass Jam (music) - \$200 Water and water station - \$40 Poster, Signs, & Ad design - \$300 Museum cleaning service - \$150 Miscellaneous office supplies (appraiser notepads, pens, wi-fi cables, copying, etc.) - \$150

Sub total: \$4242.75

Not counting the hundreds of volunteer hours



## Agenda Item

### 15-0610

Agenda Date: 6/5/2015

Review of Applications and Make Recommendation to City Council for FY 2015/16 Neighborhood Grant Funding

## **Neighborhood Grant Program**

## Fiscal Year 2015/16 Application Review Packet

	Organization	Event or Project	Request	Page #
1	Cherryhill NA	Water Conservation Works	\$ 1,000	5
2	Cherry Chase NA	Cultural/Social Enrichment	\$ 1,000	13
3	Cumberland South NA	4 <sup>th</sup> of July Parade & Party	\$ 750	21
4	Nimitz NA	Big Blowout Block Party	\$ 1,000	27
5	Ortega Park NA	National Night Out	\$ 800	34
6	SNAIL NA	National Night Out	\$ 1,000	40
7	SunnyArts NA	Community Building/Pride	\$ 1,000	48
8	Valley Forge Group*	Block Party	\$ 930	54
	8 Applications	Total Requested	\$ 7,480	
		Amount Budgeted	\$ 6,125	

\*Not a registered neighborhood association or mobile home park resident association.

Documents included behind this page:

A. Neighborhood Grant Program Guidelines

- B. Grant Funding Worksheet
- C. Grant Applications



### City of Sunnyvale Neighborhood Grant Program

### **Grant Guidelines & Eligibility Requirements**

Thank you for your interest in the Neighborhood Grant Program. Applications for Fiscal Year 2015/16 Neighborhood Grants are due by **Friday**, **May 22**, **2015**.

# Important note: applications are being accepted, pending Council's budgetary approval.

#### Mission of the Neighborhood Grant Program

Grant funds are the City's investment in strengthening neighborhood groups, improving the quality of life in local communities, and encouraging neighborhood groups or associations to become increasingly self-reliant. The mission of the Neighborhood Grant Program is to:

- Build community engagement in Sunnyvale;
- Help residents develop a sense of pride and ownership in their neighborhoods; and
- Continue to develop collaborative partnerships between Sunnyvale's neighborhoods and City Hall.

Neighborhood Grant Program funding, if any, will be determined by City Council during the adoption of the FY 2015/16 Budget. If Council approves the funding, each neighborhood group is eligible to apply for and receive a grant of up to \$1,000.

#### **Project Eligibility**

To be eligible to be considered for a Neighborhood Grant, the following criteria must be met:

- Applicants must be representatives of a neighborhood group. Preference is given to neighborhood associations, mobile home associations, and neighborhood groups that are interested in becoming a neighborhood association and joining the City's Neighborhood Registry.
- Projects must be neighborhood-focused, initiated and supported by residents living in the neighborhood. Projects must benefit the neighborhood.
- Projects must focus on one or more of the following areas:
  - a. Increasing communication among neighbors;
  - b. Building bridges between cultural groups (including: ethnicity, age, socioeconomic, etc.);
  - c. Improving the physical condition of the neighborhood; or
  - d. Enhancing neighborhood pride and identity.
- Projects must not be political in nature, including, but not limited to the support of a proposed initiative, ballot measure or candidate.
- Projects must begin after grant approval notification in July 2015 and be completed no later June 1, 2016.
- Applicants must submit a completed and signed Neighborhood Grant Application by the posted application deadline.

#### <u>Criteria</u>

Grant applications will be evaluated on the criteria listed below:

- Is the project realistic within the given timeframe?
- Does the project focus on one or more of the following four areas?
  - Increasing communication among neighbors
  - Building bridges between different cultural groups
  - Improving the physical condition of the neighborhood
  - Enhancing neighborhood pride and identity
- Is the project well developed (clear project description, detailed project plan, adequate resources allocated, community need addressed)?
- Is the project an appropriate use of City funds?
- Will the project strengthen the neighborhood group and foster self-reliance?
- How many residents will benefit from the project?
- Will the completed project have any negative impact on residents, businesses, the City, or bordering neighborhoods?
- Is there adequate neighborhood support (resident participation, volunteer time, resources, etc.) for this project?

#### **Application Process**

To apply for a grant, complete the attached application and submit to the following address by **Friday**, **May 22**, **2015**:

Attention: Community Services Division City of Sunnyvale 550 E. Remington Drive Sunnyvale, CA 94087

Or Email: ncs@sunnyvale.ca.gov

Or Fax: (408) 737-4965

Creative ideas for neighborhood projects are encouraged! Projects that have worked well in other cities include (but are not limited to): youth programs, volunteer projects, seed money for neighborhood special events that encourage neighbors to get to know each other, or neighborhood association fund raising activities/events.

A Council subcommittee will read and review each application. Final funding decisions will be made in July 2015 by a vote of the full City Council. Each applicant will be notified of the result of the evaluation of their proposal. The Council subcommittee may choose to contact the applicant for more information or clarification regarding the details of the application.

The Neighborhood Grant is reimbursable; meaning that any approved funds must first be spent by the grantee and receipts/invoices showing payment submitted to the City of Sunnyvale within 30 days of the project/event conclusion, or June 15, 2016, whichever comes first. Upon review of eligible receipts/invoices, the City will send a reimbursement to the grantee.

Neighborhood groups must complete their projects/events by June 1, 2016. A final report describing the project and use of funds is due to the City within 30 days of the project/event conclusion and no later than June 15, 2016.

For more information, please contact the Program Coordinator at (408) 730-7599 or visit *Neighborhoods.inSunnyvale.com.* 

## Neighborhood Grant Applications 2015/16—Funding Worksheet:

	Organization Event Name	2013/14 Request Granted	2014/15 Request Granted	2015/16 Request	Tentative Funding 2015/16	Meets Criteria?	Requesting Additional Info from Applicant	Notes	Final Recommendation
1.	Cherryhill NA Water Conservation Works	n/a	1,000 <b>1,000</b>	1,000					
2.	Cherry Chase NA Cultural & Social Enrichment	1,000 <b>1,000</b>	1,000 <b>1,000</b>	1,000					
3.	Cumberland South NA 4 <sup>th</sup> of July Parade	n/a	600 <b>600</b>	750					
4.	Nimitz Neighborhood Big Blowout Block Party	n/a	600 <b>500</b>	1,000					
5.	Ortega Park NA National Night Out	n/a	500 <b>500</b>	800					
6.	SNAIL National Night Out	1,000 <b>1,000</b>	1,000 <b>1,000</b>	1,000					
7.	SunnyvArts NA Community Building & Neighborhood Pride	n/a	1,000 <b>500</b>	1,000					
8.	Valley Forge Group Block Party	1,000 <b>1,000</b>	905 <b>400</b>	930					
	Total			7,480	6,125				



# City of Sunnyvale Neighborhood Grant Program

Office Use	e Only

Date Received:	
Application	
Completed:	

## Application for FY 2015/16

(Please print or type)

#### Deadline for Applications: Friday, May 22, 2015

Important note: applications are being accepted, pending Council's budgetary approval.

Applications may be submitted by mail, email, and fax or in person. Submit completed application (including all project team signatures) to: Community Services Division, located at the Sunnyvale Senior Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: <a href="https://ncs@sunnyvale.ca.gov">ncs@sunnyvale.ca.gov</a> or FAX (408) 737-4965. For questions, please call (408) 730-7599.

Date: \_\_8 May, 2015\_\_\_\_\_

Name of Neighborhood Group or Association: \_Cherryhill Neighborhood Association\_\_\_\_\_

Name of Proposed Project: \_\_\_\_\_"Water Conservation Works!"\_\_\_\_\_\_

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

#### Neighborhood Group/Association Background:

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

The Cherryhill Neighborhood Association was unofficially started in early 2008 with the formation of a Neighborhood Watch program. We filed neighborhood association papers with the city in June 2008. The key goals of the association are to 1) promote community involvement and participation; 2) establish and maintain a line of communication between the City of Sunnyvale and the residents of the community; 3) provide a community voice to city staff, school personnel, and the rest of the community concerning the implementation of services, community needs, and events; 4) recruit volunteers and sponsors to aid in service to the community; and 5) enhance the quality of life within the area. The neighborhood association is bounded by West Remington, South Mary Avenue, West Fremont Ave and HWY 85. There are approximately 550 households in our neighborhood association (>1000 people).

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

Since coming together as an association a little over seven years ago, the association has held regular association meetings, social events and gatherings such as Dumpster/Freecycle Days, block parties, Holiday Walkabouts, Harvest Shares, Garden Tours, National Night Out get togethers in De Anza Park, PEP classes, mixers and several neighborhood watch meetings. Up until the receipt of our first neighborhood grant in 2009, all events were self-funded by association members. We are an official Sunnyvale Neighborhood Association with established bylaws and officers. Our annual expenses are roughly \$900. Fund raising is primarily achieved through member contributions and donations. During our first year the primary focus was to establish the association in the neighborhood and generate interest and support without charging dues. During 2009-2012 we began to coordinate more fund raising activities such as newsletter advertising for local merchants and individuals, block party contributions, and selling advertising space on Cherryhill reusable bags. Since then we have produced neighborhood No Soliciting signs which we sell for a modest amount to raise money for the association. We do some fundraising activities at our block party and mixers, and neighbors often make donations to help us cover expenses.

#### Project Description:

3. Briefly describe your proposed project. How will it benefit the residents in your neighborhood and/or your neighborhood association? What will the project "look like" when it is completed?

The Cherryhill Neighborhood Association "Water Conservation Works!" project focuses on the critically important topic of water conservation and education/outreach around water conservation.

As part of the project we would like to pilot 3-4 water conservation projects in the neighborhood and hold these projects up as examples of smart water conservation ideas that can readily be implemented by others within the Cherryhill Neighborhood Association and also within other Sunnyvale neighborhoods. We would like to create professional-quality signage to be placed at project sites describing the projects and anticipated cost savings. Our goal will be to have neighbors adopt at least one of the selected ideas. Using a portion of the grant money we would like to provide a small stipend (\$100-\$125) to seed selected pilot projects. The pilot projects will serve as a physical presence in the neighborhood for neighbors and other groups to see and learn from. We will solicit proposals/ideas for water conservation projects (ideally sub-\$1000 range) and then select 3-4 to implement.

We also want to increase the awareness and visibility of financial rebates and incentives from the City and State governments and have a ready source of information relevant to our Sunnyvale neighborhood. Finally, we want to coordinate with the Sunnyvale Water Conservation Coordinator (currently Eria Garnica) on current Sunnyvale initiatives and how our neighborhood projects support the Sunnyvale Water Conservation objectives.

We know we need to do more to increase awareness for water conservation and to identify a range of projects (from very simple to more complex) that can be implemented in typical homes. This grant will help us to achieve these goals within our neighborhood and will help the City of Sunnyvale achieve its own water conservation goals.

To make the project more inclusive, we will solicit water conservation tips from neighbors and publish/distribute throughout the neighborhood.

4. How did you choose this project? Describe the outreach you have done to generate awareness in your neighborhood and support for this project. How many neighbors support this project, and how did you determine that number?

We conducted a poll on our "Cherryhill Neighbors" Yahoo Group asking neighbors what areas they felt needed more focus or improvement within the neighborhood. Given that we are in a severe drought, the overwhelming response from the survey indicated neighbors would like more focus on water conservations. The Cherryhill Neighborhood Association "Water Conservation Works!" project was selected based on the feedback from this survey and discussions with neighbors and Cherryhill Board members. We absolutely need to be doing more as an Association to further promote water conservation.

There are many projects we would like to undertake as an Association. A sampling of projects includes; a "safety day" at our local firehouse, traffic calming signs in the neighborhood (especially near Stratford School), neighborhood coffee/tea gatherings (perhaps held at our local Starbuck's or at the new Zanotto's market cafe), neighborhood gatherings in De Anza Park to celebrate the diversity of the neighborhood, and walking tours highlighting the history and heritage of Sunnyvale with a post-walk social.

We feel the "Water Conservation Works!" project must take priority over other projects on the list. The neighborhood grant will help to defray expenses outlined in Section 3, which are expected to be higher than the grant itself.

#### **Project Plan:**

5. Using the chart below, list the specific activities needed to carry out your project, including an estimated date of completion for each activity. (All projects must be completed by June 1, 2016).

Activity	Person(s) Responsible	Completion Date (mo/yr)
Example:	Jane Smith	08/14
Create flyers/email for advertising National Night		
Out Celebration		
	Active Board	7/20/15-8/3/15
1. Communication, outreach and promotion of the		
"Water Conservation Works!" project plans (via		
official website, Facebook page, information at our		
block party & National Night Out events, Yahoo Group, etc)		
Gloup, etc)		
	Active Board	5/30/15-6/16
2 Schoduling organizing and running	Active board	5/50/15-0/10
2. Scheduling, organizing and running neighborhood meetings and events		

3. Research & design of professional looking outdoor-friendly signage to be posted at 3-4 houses in the neighborhood describing selected water-wise projects and anticipated savings.	K. Besser	7/1-7/31/15
4. Solicit water-wise <b>projects</b> from neighbors	K. Welch, K. Besser and Active Board	7/1-8/1/15
5. Board selects top 3-4 projects to implement from the submissions	K. Welch, K. Besser, K. Parnell	9/1/15
6. Solicit input from neighbors on <b>water</b> <b>conservation tips</b> and collate information into a document that can be printed and distributed.	K. Besser, K. Welch	7/1-7/15
7. Website content and on-going development	W. Amacher with input from Board	On-going
8. Distribute water saving tips to neighbors at our National Night Out event, Winter social and provide copies to our Block Reps	Active Board	8/5/15
9. Design and purchase of outdoor-friendly signage to be posted at 3-4 houses in the neighborhood describing selected water-wise projects and anticipated savings.	K. Besser	9/21/15
10. Communicate the Cherryhill water conservation projects to other neighborhood associations, the City, other groups with an invitation to come see / discuss them to share what we have done.	Active Board	Upon completion

- 6. Describe how your project focuses on one or more of the following areas:
  - Increasing communication among neighbors
  - Building bridges between cultures
  - Improving the physical condition of the neighborhood
  - Enhancing neighborhood pride and identity

In the current drought situation water conservation is of paramount importance to neighbors. By implementing water conservation projects throughout the neighborhood and developing a water conservation tips document based on input from neighbors, we will engage many neighbors in the process and increase communication between and among neighbors. Once the water

conservation projects are implemented, we will invite neighbors to come see them in addition to sharing the ideas with other associations and interested parties.

As we continue to develop the foundation of our neighborhood association, we are able to build bridges to more neighbors and include them in our meetings and activities. With the additional support from the grant, we expect to have the means to host more events per year. Members are encouraged to join in the lively discussions that take place at our association meetings, block parties, walkabouts, get-togethers and activities. We also encourage neighbors to join our on-line Cherryhill Neighbors Yahoo Group and share useful information. We continue to use social networking tools, like Nextdoor, Facebook and Twitter, to promote communication between neighbors. More frequent updates will be published via our more feature-rich web page (www.CherryhillNA.org) and distributed hardcopy to those without internet access. We live in a very culturally diverse neighborhood. By reaching out to all neighbors and including them in the association meetings, social events, on-line communication channels, etc we are forging more frequent interaction amongst our diverse population. As we build up this association, we will have more opportunity to celebrate the cultural diversity of our neighbors through our social events and activities.

Our neighborhood has a rich history. We want to share that information with members and create our unique Cherryhill Neighborhood Association identity!

7. How will you determine the completed project has been successful?

Project success will be determined in part through the following indicators;

Feedback and participation in our neighborhood association meetings and events versus what we are experiencing today. Feedback on our social media platforms such as Nextdoor and Facebook, and on our Yahoo Group. Solicited and unsolicited feedback via on-line surveys and person to person exchanges, etc. Growth in the participation in neighborhood events will be monitored. Increased visits to our web page will be tracked.

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

Resources that will be contributed by neighbors to support the projects included in this grant application include; implementing selected water-wise projects with own funds, developing content and announcements for the website and newsletters (12 hrs), collection, development and distribution of water conservation tips document (10 hrs), association meeting set-up and clean-up throughout the year (6 hrs), pot luck food shared at walkabouts, block parties and events in De Anza Park, securing speakers for our meetings, organizing and planning the events (10 hrs), picking up needed supplies and materials (8-15 hrs), dropping off donated/borrowed items (5-8 hrs), and volunteering time to promote events with local merchants (4 hrs).

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

Our Water Conservation Works! program is meant to educate, share ideas and stimulate dialogue on what we all can do to save water during the current drought crisis. Implementation of ideas becomes the responsibility of the homeowner and does not rely on grant funding once the project is completed.

#### **Project Team:**

While you may have many community members working on this project, 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 the success of this project.

**Project Leader** - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2016.

Project Leader Name:Kyle Welch		
Address:	1090 Syracuse Drive	, Sunnyvale, CA 94087
Phone Numbe	r:(408)481-9700	E-Mail:kyle_welch@comcast.net
Signature:	electronic	Date5/22/15

#### Co-Project Leader Name:\_\_Kim Parnell, PhD, PE\_\_\_\_\_

Address: \_\_\_\_\_1150 Kelsey Drive, Sunnyvale, CA 94087\_\_\_\_\_\_

Phone Number: (408) 203-9443\_\_\_\_\_ E-Mail:\_\_kim.parnell@stanfordalumni.org \_\_\_\_\_

Signature: \_\_\_\_\_electronic\_\_\_\_\_\_Date\_\_\_5/22/15\_\_\_\_\_

Responsibilities: Mechanical Engineering Consultant and Licensed Professional Engineer; calculations, component sizing, technical challenges, tradeoffs, and priorities

*Treasurer* - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name:Jim Sturtevant	
Address:1078 Ticonderoga Drive, Sur	nnyvale, CA 94087
Phone Number: ( 408 ) 738-3831	_E-Mail:jim@thesturtevants.com
Signature:electronic	Date5/22/15

etc

**Other Project Team Members** -- List additional neighborhood residents who will work on this project. What will their responsibilities be? (Examples of responsibilities might include; coordinating volunteers, outreach to residents, etc.)

Name:	Kathy Besser		· · · · · · · · · · · · · · · · · · ·
Address:	_1087 Yorktown Drive, Sunnyvale, (	CA 94087	
Phone Number	:: ( 408 ) 733-8323E-M	1ail:khb@gra	ystar.com
Responsibilities	s: Program coordinator, graphic des	sign, planning & id	ea generation
Signature:	_electronic	Date	_5/22/15
Name:	_Doris Tan		
Address:	_1062 Ticonderoga Drive, Sunnyval	e, CA 94087	
Phone Number	:: ( 408 ) 245-0656 E-Ma	il:tantwins200	0@yahoo.com
Responsibilities	s: Newsletter content, meeting supp	olies, NNO/Block F	Party coordination, supplies,
Signature:	_electronic	Date	5/22/15

## City of Sunnyvale Neighborhood Grant Program 2015/16 Project Budget Form

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2016.

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Activity	Estimated Costs	Actual Costs
1. Printing costs for Cherryhill Neighborhood water conservation tips	\$ 250	\$
2. Creation / production of professional looking outdoor-friendly signage to be posted at 3-4 houses in the neighborhood describing selected water-wise projects and anticipated savings	\$ 400	\$
3. Small stipend to selected project to help fund pilot programs	\$ 500	\$
4. Printing and copying expenses throughout the year	\$ 200	\$
5.	\$	\$
6.	\$	\$
7.		\$
8.		\$
9		\$
Total Expenses	\$ 1350	\$
Amount Requested from the City of Sunnyvale	\$ 1000	
Other Sources of Support		
Volunteer Hours (valued at \$26.34/hour, per independentsector.org)	\$ 1700	
Donated Materials/Services (food, supplies, equipment)	\$ 400	
Other Funding Received (other grants, collected dues, donations)	\$ 350	1
Other	\$	
Other	\$	4
Total Neighborhood Association Contribution	\$ 2450	



# City of Sunnyvale Neighborhood Grant Program

Office	Hao	Only
Office	Use	On

Date Received:	
Application	
Completed:	

## Application for FY 2015/16

(Please print or type)

### Deadline for Applications: Friday, May 22, 2015

Important note: applications are being accepted, pending Council's budgetary approval.

Applications may be submitted by mail, email, fax or in person. Submit completed application (including all project team signatures) to: Community Services Division, located at the Sunnyvale Senior Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: *ncs@sunnyvale.ca.gov* or Fax (408) 737-4965. For questions, please call (408) 730-7599.

Date: May 20 2015

Name of Neighborhood Group or Association: Cherry Chase Neighborhood Association

Name of Proposed Project: Neighborhood Cultural and Social Enrichment

Grant Amount Requested from the City of Sunnyvale: \$ 1000 (Maximum grant amount is \$1,000)

#### Neighborhood Group/Association Background:

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

The Cherry Chase Neighborhood Association (CCNA) began as the Cherry Chase Neighborhood Watch group in 2011 and evolved into an official neighborhood association 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 Bernardo Avenues. There are approximately 750 households within the CCNA boundary.

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

The CCNA is an official NA registered with the City of Sunnyvale. We have a tax ID number and an annual budget of \$1300, which we use to host social events throughout the year. We also

include one or two informational meetings, pertaining to safety, emergency preparedness, or community related issues. In the last year, the CCNA hosted the following social activities:

- 1. National Night Out Ice Cream Social (Aug 2014)
- 2. Neighborhood Harvest Share (September, November 2014)
- 3. Diwali Festival of Lights (co-hosted with the Cherry Chase PTA, Nov 2014)
- 4. Holiday Hot Chocolate Neighborhood Stroll (Dec 2014)
- 5. Dona Avenue CCNA "Little Free Library" (March 2015)
- 6. Easter Egg Hunt for kids 7 and younger (April 2015)

We have been fortunate to have financial support from various local businesses, which help offset our costs. The 2014 Sunnyvale City grant was also crucial in covering the funds for our biggest event, Neighborhood Night Out. We will continue to engage with the local businesses, which have been a strong supporter of the CCNA in earlier years (e.g., Diyar Essaid from Coldwell Banker; Union Bank of California; Lozano Car Wash, CJ Olson Cherries; Intuit, to name just a few). We have also formed relationships with other local business to provide coffee and baked goods for smaller neighborhood meetings (Safeway; Nothing Bundt Cakes; Starbucks, Peets Coffee and Tea).

#### Project Description:

3. Briefly describe your proposed project. How will it benefit the residents in your neighborhood and/or your neighborhood association? What will the project "look like" when it is completed?

The CCNA is focused on promoting CCNA neighborhood unity and safety. As such, the primary purpose of this grant request is to use the grant money to support our CCNA social events, CCNA neighborhood watch visual identity and CCNA reading outreach:

- 1. <u>Social / Cultural Events</u>: Coordinating neighborhood social events are important to the CCNA. We have several planned for 2015, including
  - Neighborhood Night Out: We had excellent success with this event in the last 3 years, and it continues to grow each year. The CCNA will host an Ice Cream Social, and include a fundraising raffle. We will continue our tradition by honoring a CCNA "Neighbor of the Year". The grant money would be used to purchase ice cream (\$250) and miscellaneous sundries. We anticipate this amount will be matched or exceeded by local businesses, which will provide items for the raffle and silent auction.
  - *Diwali "Festival of Lights":* Last year we co-hosted this event with the Cherry Chase PTA. It was a huge success with nearly 300 attending. This marks the 4<sup>th</sup> festival and our 2<sup>nd</sup> partnering with the Cherry Chase PTA. Our portion of the grant money (**\$200**) will help offset the cost of food to be prepared and served to the attendees.
  - *Neighborhood Seasonal Socials:* In addition to large events such as NNO and Diwali, we also support smaller scale neighbor interactions. Throughout the

year, we like to host "coffee in the park", "neighborhood harvest share" and the "holiday hot chocolate walkabout". Though we sometimes can count on contributions from local businesses to supply us with coffee, tea and snacks, we need to include cups, napkins, decorations, and other food/drink items to make these events a success. We propose using a portion of the grant money (**\$50**) to purchase these sundries so that our evens can be a success.

- 2. <u>CCNA car decals</u>: We would like to purchase car decals (**estimated cost \$300**) with the CCNA logo that will be used to create a positive visual identity for the neighborhood association and the Cherry Chase Neighborhood Watch. We hope to use \$300 of the grant to fund this initiative and ask local car dealers to underwrite the rest, estimated at a cost of \$1000. The stickers would be given out free to residents within the CCNA boundaries.
- 3. <u>Cherry Chase Little Free Library</u>: The CCNA currently hosts one Little Free Library within its boundaries (see <a href="http://littlefreelibrary.org/">http://littlefreelibrary.org/</a> and find us on Instagram, #ccnabooks). The mission of this national program is to provide opportunities for neighbors to share their love of reading by exchanging books ("take a book, leave a book"). Since our library focuses primarily on books for adults, we propose installing a second library specifically to house children's books. The grant money will be used to purchase a kit (**Approximate Cost: \$200**) and members of the CCNA will put it together and install it in a location that would be easily accessible to the children in the neighborhood.
- 4. How did you choose this project? Describe the outreach you have done to generate awareness in your neighborhood and support for this project. How many neighbors support this project, and how did you determine that number?

The CCNA Board members has received positive neighbor feedback on our 2014 social events and we feel that it is important to continue building on neighborhood unity. These socials engage a wide variety of neighbors and build our community spirit.

Outreach for each event will include flyers, emails, Facebook and Cherry Chase NextDoor (currently at 632 neighbors) and Twitter (@CherryChaseNA). These are the methods that we've used in the past and we have had excellent success reaching our targeted numbers for each planned event. The proposed CCNA car decal idea was discussed at one of the Neighborhood public safety meetings. The neighbors all agreed that increasing the visual identity of the CCNA by using these decals would project the spirit of a unified community. It would also benefit the Cherry Chase Neighborhood Watch effort by projecting an image of residents having a vested interest in keeping the neighborhood safe. And based on the tremendous success of the Dona Ave Little Free Library, it was determined that a second library, geared specifically for children, would also be well received. There has been a lot of neighbor-to-neighbor interaction around the first library – our vision is that this can be duplicated for the neighborhood children.

#### Project Plan:

5. Using the chart below, list the specific activities needed to carry out your project, including an estimated date of completion for each activity. (All projects must be completed by June 1, 2016).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising National Night Out Celebration	Jane Smith	08/15
1. NNO planning meeting; permits and PSO visit requests	M. Hornberger	May 2015
2. NNO: confirm sponsors and commitments	M. Hornberger/ K.C. Tyler	July 2015
3. Order and install CCNA "little free library"	K.C. Tyler	July 2015
4.Order CCNA Auto Decals	K.C. Tyler	July 2015
5. Seasonal Harvest Share	CCNA street ambassadors (rotate)	June-Oct 2015
6. NNO: Ice cream purchase and distribution	Kiyar Essaid	August 2015
7. Diwali: Planning	Sri Sriamdas	July 2015
8. Diwali: Purchase decorations, flowers, food	Sri Sriamdas	July 2015
9. Holiday walk-a-bout planning	M. Hornberger	November 2015
10. Holiday walk-a-bout: purchase hot chocolate and treats	M. Hornberger	December 2015

- 6. Describe how your project focuses on one or more of the following areas:
  - Increasing communication among neighbors
  - Building bridges between cultures
  - Improving the physical condition of the neighborhood

- Enhancing neighborhood pride and identity
- These events are family oriented, bringing together people from different backgrounds together to celebrate our neighborhood. We have many new neighbors that have recently moved into Cherry Chase. These events and neighborhood projects are an excellent way to get the newcomers involved in the CCNA.
- The CCNA is a culturally diverse community, events like Diwali allow for residents to share in common interests while celebrating their cultural differences. We are excited to continue the partnership with the Cherry Chase PTA and make this a joint effort.
- The events sponsored by the CCNA in 2014 revealed the positive impact that a simple social gathering can have at such a small local scale. Many residents shared great appreciation for the efforts of their association and the ability to create a more-tight knit network of neighbors in a large suburban area.
- 7. How will you determine the completed project has been successful?
  - Attendance and the breadth of demographics
  - Collected donations and proceeds
  - Increase in the number of residents who sign up to be included in association communications and events
  - Increase in the number of residents who will volunteer at association events
- 8. What resources will your neighborhood group contribute to support the project (i.e. number of volunteer hours, donated materials if any, etc.)?

The CCNA Board is fully committed to having successful 2015 social events and will provide the following:

- Mobilize volunteers to organize, promote, and help run each event.
- Contribution of our own budgeted funds to help offset costs incurred for each event.
- Outreach and coordination efforts to local business for their participation and sponsorship of the events.
- Basic equipment for event logistics, such as tables, garbage bags and cans, generators for power, speakers for music/announcements.
- Organize volunteers for post-event cleanups
- Assemble and install the Little Free Library. Become a neighborhood steward for children's books.
- 9. Please explain how your organization intends to operate this event in future years without grant assistance from the city. Your explanation should include a goal of sustainability and independence from grant funds within four years or less. Attach additional sheets if needed.

CCNA leadership recognizes that donations and volunteerism are key components to financial independence. To that end, the 2015 events will be structured with the following in mind:

- **Fundraising**: We will continue to raise funds through raffle tickets (with donated raffle items from local businesses) and donations.
- <u>Volunteerism drive</u>: CCNAs success depends on people who are engaged and will participate as volunteers. The CCNA Board will continue to organize volunteers for specific to each social event.
- **Participation**: A key element to any of our activities is to create a safe, familyfriendly environment that encourages participation, dialogue, and tradition. Financial independence begins with winning the minds and hearts of the community, and this is a lasting tenet to how the CCNA leadership views its role in building a stronger, independent association.

#### **Project Team:**

While you may have many community members working on this project, 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 the success of this project.

**Project Leader** - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2016.

Project Leader Name: Michelle Hornberger

Address: 793 Dona Ave

Phone Number: 408-245-8826 E-Mail: michelle.homberger@gmail.com 5-20-15 Date Signature:

*Treasurer* - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name: Berny Chen

Address: 799 Dona Avenue

Phone Number: 415-517-0843 E-Mail: bernychen@gmail.com 5/20/2015 Date Signature:

Other Project Team Members -- List additional neighborhood residents who will work on this project. What will their responsibilities be? (Examples of responsibilities might include; coordinating volunteers, outreach to residents, etc.)

Name: KimChi Tyler

Address: 799 Dona Avenue

Phone Number: 415-517-0300 E-Mail:kimchityler@gmail.com

Responsibilities: CCNA Little Free Library (steward)

Signature: \_\_\_\_

Date 05/20/2015

### City of Sunnyvale Neighborhood Grant Program 2015/16 Project Budget Form

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2016.

Activity	Estimated Costs	Actual Costs
1.Neighborhood Night Out (Ice cream, water, etc)	\$ 250.00	\$
2. Diwali (Flowers, decorations, food)	\$ 200.00	\$
3. Seasonal Socials (Coffee, snacks, sundries)	\$ 50.00	\$
4. CCNA Car Decals	\$ 300.00	\$
5. CCNA Little Free Library Kit	\$ 200.00	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$ \$ 1000.00	\$
Amount Requested from the City of Sunnyvale		
Other Sources of Support		
Volunteer Hours (valued at \$26.34/hour, per <i>independentsector.org</i> )	\$ 1317	
Donated Materials/Services (food, supplies, equipment)	\$ 500	
Other Funding Received (other grants, collected dues, donations)	\$ 250	
Other (Cherry Chase PTA contribution towards Diwali)	\$ 1000	
Other	\$	
Total Neighborhood Association Contribution	ו \$ 3067	



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



# City of Sunnyvale Neighborhood Grant Program

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Date Received: \_\_\_\_\_ Application Completed: \_\_\_\_\_

# Application for FY 2015/16

(Please print or type)

#### Deadline for Applications: Friday, May 22, 2015

Important note: applications are being accepted, pending Council's budgetary approval.

Applications may be submitted by mail, email, fax or in person. Submit completed application (including all project team signatures) to: Community Services Division, located at the Sunnyvale Senior Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: *ncs@sunnyvale.ca.gov* or Fax (408) 737-4965. For questions, please call (408) 730-7599.

Date: 5-5-2015

Name of Neighborhood Group or Association: \_\_\_\_\_ Cumberland South

Name of Proposed Project: \_\_\_\_\_ Cumberland South 10th annual 4th of July Parade

Grant Amount Requested from the City of Sunnyvale: \$ \_\_\_\_\_\$750.00 (Maximum grant amount is \$1,000)

#### Neighborhood Group/Association Background:

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

Association wa ded 10 years ago. Boundaries are Mary Ave, Remington Ave, Hollenbeck Rd and Harvard, includes about 400 homes. We get 150 to 200 people showing up for the parade.

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

Our neighborhood meets at least twice a year to promote community and neighborhood camaraderie. Our goal is to ensure our neighbors know each other and look out for one another. We also take pride in our incredibly diverse neighborhood and we use our events to share our culture with one another.

#### **Project Description:**

3. Briefly describe your proposed project. How will it benefit the residents in your neighborhood and/or your neighborhood association? What will the project "look like" when it is completed?

We have two standing events which we promote annually (and people expect them) and occasionally people are inspired to lead other events in the neighborhood. We choose events that can include everyone during holidays when family and friends are a priority. We use our email Yahoo! group and fliers to ensure we reach the entire neighborhood- even those who may not be on-line.

We have leads on each of our streets and we ask those people to ensure their street is covered for communications. Curtis Chan; Diane Guerin; Mary Ann Jankord; Leslie Labbe; Shelley McElheny; Connie Chun; Jeni Shortes; Evelyn Breakstone; Jem Van Riet; Bryn Fenton; Robin Florentine; Jeanette Krogstad, Krshna; Nikki Miner; Carolee Prince; Emma Mitchell; Gerri Tieman; Caroline Jones; Susan Stevenson, Betsey Mitton, Davis and Yale, .

4. How did you choose this project? Describe the outreach you have done to generate awareness in your neighborhood and support for this project. How many neighbors support this project, and how did you determine that number?

It was a tradition in my Sunnyvale Neighborhood as a child in Sunnyvale. Currently word of mouth and associatin emails. About 20 to 25 volenteers help.

#### **Project Plan:**

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-

5. Using the chart below, list the specific activities needed to carry out your project, including an estimated date of completion for each activity. (All projects must be completed by June 1, 2016).

Activity Example: Create flyers/email for advertising National Night Out Celebration		Person(s) Responsible	Completion Date (mo/yr)
		Jane Smith	08/15
1.	Sign up for Grant	Jeni Shortes	5-15-15
2.	Apply for Street Closure permit	Penn Shortes	6-1-15
3.	Create fliers	Reed Myers	6-15-15
4.	Order Jumpy and other party rentals	Jeni Shortes	6-1-15
5.	Email Fliers	Reed Myers	6-1-15
6.	Hand Deliver Fliers/Street Closure	Committee	6-28-15
7.	Purchase supplies	Jení Shortes	6-29-15
8.	Pick up barricades and close street	Penn shortes	7-3-2015 7-4-2015
9.	Organize Trash/Canopies/Table drop-off	Jeni Shortes	7-1-2015
10.	Set up and tear down	Penn Shortes and committee	7-4-2015
11.	Return Canopies/Tables		7-5-2015
12.	Return Barricades	Penn Shortes	7-7-2015

- 6. Describe how your project focuses on one or more of the following areas:
  - Increasing communication among neighbors
  - Building bridges between cultures
  - Improving the physical condition of the neighborhood
  - Enhancing neighborhood pride and identity

Cumberland South commences in the largest group this one time per year, allowing everyone to communicate at the half day event. The neighborhood is diverse, which is part of the potluck sharing. Everyone brings culture to the table.

7. How will you determine the completed project has been successful?

By the feedback the Cumberland South members give us through email: Pictures, comments, etc.

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

Many hours are given before the event: fliers; rental reservations; supplies; set-up and take down planning. Donations of supplies and re-used items from year to year. Volunteer hours are about 20-25 hours includes flier pass-out and the day of event.

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

In the future, we may need to ask for donation \$ at event in regard to cost of entertainment and supplies.

#### **Project Team:**

While you may have many community members working on this project, 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 the success of this project.

**Project Leader** - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 12, 2015.

Project Leader Name:	Jeni Shortes				
Address:	761 W. Knickerbocker Dr. Sunnyvale CA, 94087				
Phone Number: (	408-733-2759 E-Mail: jeni.shortes@yahoo.com				
Signature:	<u>ull MlDate_5-15-2014</u>				
<b>Treasurer</b> - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. Note: The City of Sunnyvale reserves the right to audit grant award funds.					
Treasurer Name: Diane Guerin is our Treasurer.					
Address: <u>888 Har</u>	vard Ave, Sunnyvale, CA 94087				
Phone Number: ( )	E-Mail: dn Guerin@yahoo.com				

.

Signature: \_\_\_\_\_\_Date\_\_\_\_\_\_Date\_\_\_\_\_\_Date\_\_\_\_\_\_

**Other Project Team Members** -- List additional neighborhood residents who will work on this project. What will their responsibilities be? (Examples of responsibilities might include; coordinating volunteers, outreach to residents, etc.)

Name: Penn Shortes				
Address: 761 W. Knickerbocker Dr,				
Phone Number: ( ) <sub>408-691-0401</sub> E-Mail: penr	n.shortes@gcinc.com			
Responsibilities: Worker and Street Closer.				
Signature:	_Date5-17-15			
Name:				
Address:				
Phone Number: ( ) E-Mail:				
Responsibilities:				
Signature:	_Date			

## City of Sunnyvale Neighborhood Grant Program 2015/16 Project Budget Form

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2016.

#### Project Expenses

Activity	Estimated Costs	Actual Costs
1. Paper Gouds	\$ 75	\$
2. The proceeding the thest	\$ 75	\$
3. 4	\$	\$
4. Jemortaple, i Soda; Water	\$ 60	\$
5. Sho Cone Jure	\$ 20	\$
6. Sports Adventure Kental (Bunce, Sno-Cone,	\$ 535	\$
7. Obstacle Canse	\$	\$
8. Decention 5	\$ 75	\$
9.	\$	\$
Total Expenses	\$840 90	\$
Amount Requested from the City of Sunnyvale	\$750	
Other Sources of Support	- 711	_
Volunteer Hours (valued at \$26.34/hour, per independentsector.org)	\$5\X24.34=134B=	
Donated Materials/Services (food, supplies, equipment)	\$ 25	
Other Funding Received (other grants, collected dues, donations)	\$ 300	1 1
Other	\$	1
Other	\$	- n &
Total Neighborhood Association Contribution	\$ 767.34-	1

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



## City of Sunnyvale Neighborhood Grant Program

Office Use Only	
Date Received: Application Completed:	

## Application for FY 2015/16

(Please print or type)

### Deadline for Applications: Friday, May 22, 2015

Important note: applications are being accepted, pending Council's budgetary approval.

Applications may be submitted by mail, email, fax or in person. Submit completed application (including all project team signatures) to: Community Services Division, located at the Sunnyvale Senior Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: *ncs@sunnyvale.ca.gov* or Fax (408) 737-4965. For questions, please call (408) 730-7599.

Date: 5/20/2015

Name of Neighborhood Group or Association: <u>NIMITE NEIGHBORHOOD ASSOCIATION</u> (NNA)

Name of Proposed Project: 4TH ANNUAL BIG BLOWOUT BLOCK PARTY - SEPT 26TH, 2015

### Neighborhood Group/Association Background:

- 1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?
  - a. NNA was formed in January 2014 and it was registered as a neighborhood association (NA) with the City of Sunnyvale on April 14<sup>th</sup>, 2014.
  - b. The NA was formed to provide a venue for the expression of the desires of people residing or owning property within NNA boundaries. The NA is intended to maintain a line of communication from/to the City, to recruit volunteers to aid in service to the community, and to enhance the quality of life within the area.
  - c. The NA boundaries are **West Fremont Ave** to the north, **Alberta Ave** to the south, **Sunnyvale Saratoga Rd** to the east, and **Hollenbeck Ave** to the west. There are 934 households in total.
- 2. Describe your neighborhood group's activities and the resources that support those activities. If yours is a formal association, what is the annual budget? How do you raise funds?

The NA is only in its second year, and its online forum, Nextdoor Nimitz, already reaches 44% of all households; thanks in large part to the annual neighborhood block party member recruitment drives over the past 3 years. The previous block parties were underwritten by the planning committee members, Nextdoor.com, and the City of Sunnyvale. This year we will start actively soliciting voluntary donations of \$10 per family at the block party. We absolutely need more active NA members to staff future community projects such as SNAP-2 and to provide sustainable annual operating funds.

### Project Description:

3. Briefly describe your proposed project. How will it benefit the residents in your neighborhood and/or your neighborhood association? What will the project "look like" when it is completed?

Official recognition from the City through its grant program will help to entrench the new NA's identity, and in turn, give a big boost to NNA's member recruitment as well as fundraising efforts.

We expect that 300 residents will attend this year's multi-generational celebration of our culturally diverse community. Registration, the raffle, icebreaker, and potluck will be staffed by neighborhood volunteers. Fremont High School volunteers will be recruited for games and other children's activities. We will endeavor to have Sunnyvale Alliance soccer coaches on the field working with the children. Prizes will be provided by local business sponsors. A SNAP information table staffed with SNAP graduates will promote the available City-provided training. Time will also be set aside for NA announcements and to introduce NA board candidates.

The theme will be "Building Community". An icebreaker will be devised to allow neighbors to introduce themselves to one another in small groups. Post-potluck ice cream bars will be handed out to attendees who will be each be asked to name a few neighbors that they met for the first time at the party. At the end of the day, neighbors should not only *feel safer* as part of a vibrant and caring community, but they should in fact *be safer* as more avenues of formal and informal communication are established by actively recruiting them into the NNA during the event.

4. How did you choose this project? Describe the outreach you have done to generate awareness in your neighborhood and support for this project. How many neighbors support this project, and how did you determine that number?

Leveraging the hugely successful annual neighborhood block party to promote the NNA makes the most of our limited leadership capital and existing volunteer base. In past years, the block party has been proven effective in:

- a. Growing online discussion forum membership;
  - i. 50% year over year increase in 2014
  - ii. 10% YOY growth in 2015
- b. Converting online familiarity into positive in-person neighborly relations;
- c. Developing neighborhood pride and the "Nimitz" identity;
- d. Celebrating the diversity of our neighbors via the food served and the languages spoken; and,
- e. Allowing neighbors the opportunity to work together and experience success as a community. We typically have 30+ volunteers involved in planning, outreach, and "day of" operations.

		and ruggle detect distribution.
2012	200+ attendees	Door hanger distribution; Yahoo Group and Nextdoor announcements.
2013	250+; 25% YOY increase with about 50% first-time attendees	Nextdoor announcements and word-of-mouth.
2014	300; 20% YOY <b>83 NA members</b>	Nextdoor, postcard mailing and "sandwich" boards at main junctions within neighborhood. NA recruitment during party.
2015	25% growth in NNA members as target	Nextdoor, door hangers, "sandwich" boards, and NA recruitment during party. Plus Nimitz Elementary and Fremont High outreach

#### Attendance figures as per RSVPs and raffle ticket distribution:

### **Project Plan:**

5. Using the chart below, list the specific activities needed to carry out your project, including an estimated date of completion for each activity. (All projects must be completed by June 1, 2016).

Activity	Y	Person(s) Responsible	Completion Date (mo/yr)
1.	Outreach to Sunnyvale Alliance, Nimitz Elementary, Fremont High, and Sunnyvale DPS.	Lisa Lloyd	08/15
2.	Post Save-The-Date notices to Nextdoor Nimitz and Nimitz_Neighbors Yahoo Group.	John Patton	08/15
3.	Solicit business donations and collect SNAP handouts.	Lisa Lloyd Julie Treichler	09/15
4.	Recruit NNA Board candidates on Nextdoor Nimitz and Nimitz_Neighbors Yahoo Group.	John Patton	09/15
5.	Recruit Fremont High School volunteers.	Lisa Lloyd	09/15
6.	Recruit day-of block party volunteers and post online invitation to Nextdoor Nimitz and Nimitz_Neighbors Yahoo Group.	John Patton	09/15
7.	Design, order, and distribute door hangers.	Craig Salling	09/15
8.	Shop for disposables and beverages.	Chuck Savadelis	09/15
9.	Update and print NNA fact sheet.	John Patton	09/15
10.	Microphone and amplifier testing.	Julie Treichler	09/15
11.	Day-of block party operations coordination.	Gordon Shattock	09/15
12.	Day-of NNA member registration.	Evelyne Michaud	09/15
13.	Submit final report and original receipts.	John Patton	10/15

- 6. Describe how your project focuses on one or more of the following areas:
  - Increasing communication among neighbors
  - Building bridges between cultures
  - Improving the physical condition of the neighborhood
  - Enhancing neighborhood pride and identity
    - a. Increase communication among neighbors by growing NNA membership and encouraging online neighbors to meet in person
    - b. **Build bridges between cultures** by providing neighbors a venue to comfortably share culturallydiverse foods, global languages, and traditional dress.
    - c. **Improve the physical condition of the neighborhood** by recruiting new NNA members to help staff proposed efforts (e.g. added walkway lighting, traffic calming).
    - d. **Enhance neighborhood pride and identity** by reinforcing the neighborhood name "Nimitz" through this annual opportunity for neighbors within NNA boundaries to play/work together.
- 7. How will you determine the completed project has been successful?

The neighborhood block party and NNA annual general meeting will be successful if it meets or approaches its objective goals of a 25% YOY increase in NA registration. Subjectively, a successful event will boost neighborhood online forum activity in terms of assistance requested and given, result in more cheerful and friendly chance encounters on neighborhood streets, greater use of the "Nimitz" neighborhood identity within SNAP and other City programs, lower the perceived and real incidence of crime in the community, launch new neighborhood projects, and yield overwhelming calls to do it again in 2016.

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

The neighborhood will donate \$6462 in terms of volunteer hours (95 hours or \$2502), potluck food (serving 300 attendees or \$3000), in-kind donations from local businesses (\$550), audio equipment and furnishings etc. (\$280), and unsolicited donations from last year's block party (\$130). This represents 86.6% of the cost of the event.

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

NNA will begin actively soliciting donations this year and tracking referral sources. Local business sponsorship may be considered in the future. As this is the first year of active collections, we do not have enough data to project the actual % of costs that would be covered by City grants for this event within the next 3 years. A more aggressive recruitment strategy accounts for a substantial portion of this year's grant proposal. Meeting target event attendance and NA recruitment numbers will ensure a sustainable significant source of revenue for future years' events.

### **Project Team:**

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While you may have many community members working on this project, 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 the success of this project.

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Project Leader - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2016.

Project Leader Name: VOIHN PATTON
Address: 501 CRATER LAKE CT
Phone Number: #3) 732 4297 E-Mail: PATTONMIL CATTINET
Signature: Date 5-12-2015
<i>Treasurer</i> - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. Note: The City of Sunnyvale reserves the right to audit grant award funds.
Treasurer Name: Craj 5 )
Address: 1456 575 Katelywyn Dr.
Phone Number: Hos 390-1762 E-Mail: craige cray Salling. Um
Signature: Signature: 5/12/15

Other Project Team Members -- List additional neighborhood residents who will work on this project. What will their responsibilities be? (Examples of responsibilities might include; coordinating volunteers, outreach to residents, etc.)

outreach t Isason	Name: <u>Lisa</u> <u>Lloyd</u> Address: <u>1511</u> <u>Yukon</u> <u>Drive</u> , <u>Sunnyvale</u> , <u>CA.94087</u> Phone Number: (659 <u>387-7520</u> E-Mail: <u>Lisac Lloydagnail.com</u> Responsibilities: <u>Business</u> and <u>City Liaison</u> , <u>Community Outreach</u> Signature: <u>Lisa Lloyd</u> <u>Date</u> <u>5/12/15</u>
advisor græðir	Name:

### City of Sunnyvale Neighborhood Grant Program 2015/16 Project Budget Form

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2016.

Activity	Estimated Costs	Actual Costs
1. EVENT PROMOTION TO 1000 HOUSEHOLDS	\$ 879	\$
2. BUSINESS SOLICITATION	\$ 425	\$
3. FOOD SERVICE	\$ 4010	\$
4. GAMES	\$ 928	\$
5. NA & SNAP RECRUITMENT	\$ 1220	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$ 7462	\$
Amount Requested from the City of Sunnyvale	)	
Other Sources of Support		
Volunteer Hours (valued at \$26.34/hour, per independentsector.org)	\$ 2502	
Donated Materials/Services (food, supplies, equipment)	\$ 3280	
Other Funding Received (other grants, collected dues, donations)	\$ 130	1
Other BUSINESS IN-KIND DONATIONS	\$ 250	
Other PORTA-PUTTY FRUM SUNNYVALE ALLIANCE	\$ 300	
Total Neighborhood Association Contribution	\$ 6462	



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

see attached for budget breakdown.

## NGP PACKET Page 33 of 59

		estimated cost	volunteer hours	donated amount
Event promoti	on to 1000 households			
	door hanger printing	\$200		
	planning & design	\$132	5	\$132
	distribution	\$527	20	\$527
	helium balloons for sandwich boards	\$20		
		\$879	25	\$659
Business solici	tation			
	sponsor banner	\$30		
	planning & ask letter design	\$132	5	\$132
	meetings with business owners	\$263	10	\$263
		\$425	15	\$395
Food service				
	food for 300 attendees	\$3,000		\$3,000
	disposables (cutlery, covers, ice, water, garbage bags etc	c.) \$200		
	planning	\$132	5	\$132
	setup & tear down	\$369	14	\$369
	name tags	\$10		
	porta potty weekend rental	\$300	×	\$300
		\$4,010	19	\$3,800
Games				
	supplies (face paints, crafting, games, printing costs etc.)			
	prizes	\$250		\$250
	PA system	\$100		\$100
	planning & coordination	\$316	12	\$316
	activity supervisors	\$132	5	\$132
	raffle supplies	\$10		\$10
		\$928	17	\$808
Neighborhood	Association and SNAP recruitment			
	furnishings (tables and chairs)	\$45		\$45
	table banners	\$90		\$90
	donation box	\$35		\$35
	ice cream + dry ice + ice box cart	\$550		
	planning & coordination	\$316	12	\$316
	greeters, registration, and booth supervisors	\$184	7	\$184
		\$1,220	19	\$670
Cash donation	proceeds from 2014			\$130
		TOTALS \$7,462	95	\$6,462

AMOUNT REQUESTED FROM THE CITY OF SUNNYVALE

\$1,000



# City of Sunnyvale Neighborhood Grant Program

Office	Use	Only
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Date Received:	
Application	
Completed:	

## Application for FY 2015/16

(Please print or type)

### Deadline for Applications: Friday, May 22, 2015

Important note: applications are being accepted, pending Council's budgetary approval.

Applications may be submitted by mail, email, fax or in person. Submit completed application (including all project team signatures) to: Community Services Division, located at the Sunnyvale Senior Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: *ncs@sunnyvale.ca.gov* or Fax (408) 737-4965. For questions, please call (408) 730-7599.

Date: May 15th 2015

Name of Neighborhood Group or Association: Ortega Park Neighbourhood Association (OPNA)

Name of Proposed Project: OPNA National Night Out - NNO Aug 2015

Grant Amount Requested from the City of Sunnyvale: \$ 800 (Maximum grant amount is \$1,000)

### Neighborhood Group/Association Background:

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

OPNA was formed in 2000. OPNA Boundaries are Wolfe to Sunnyvale-Saratoga and Fremont to Homestead About 300 households

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

Our neighbour typically meets at this National Night Out Event, and last year budget was about \$800. Part of this budget came from city (\$500) and rest was raised from local business and neighbourhood funds

### Project Description:

3. Briefly describe your proposed project. How will it benefit the residents in your neighborhood and/or your neighborhood association? What will the project "look like" when it is completed?

This is for a Neighbourhood Get Together and as a part of the National Night Out. It is held to get to know your neighbors and build out a feel of security with the neighbours and local police departments.

Benefits to residents clearly include getting to know the neighbours.

Typically every neighbour meets 2-3 of the new neighbours int he community and gets a better feel for our Neighbourhood

4. How did you choose this project? Describe the outreach you have done to generate awareness in your neighborhood and support for this project. How many neighbors support this project, and how did you determine that number?

This is the annual project and works best for a larger neighbourhood to come to gether as a part of the National Night Out Celebrations happening across the country on the same night

### **Project Plan:**

5. Using the chart below, list the specific activities needed to carry out your project, including an estimated date of completion for each activity. (All projects must be completed by June 1, 2016).

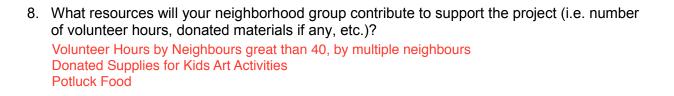
Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising National Night Out Celebration	Jane Smith	08/15
1. Flyers/Emails	Paula Patel Rani Parikh	07/15
2. Food Planning and Orderings/Picking	Paula Patel Sridevi Godith Rachana Shah	08/15
3. Wine Tasting	Ruchika Agrawal	08/15
4. Kids Jumpers	Meenakshi Jain Paula Patel	08/15
5. Other Kids Activities including Face Painting	Sridevi Godith Rani Parikh	08/15
6. Actual Event: Tuesday Aug 4th 2015	Paula, Rani, Ruchika, Rachana, Sridevi, Meenakshi	08/15
7.		
8.		
9.		
10.		
11.		
12.		

- 6. Describe how your project focuses on one or more of the following areas:
  - Increasing communication among neighbors
  - Building bridges between cultures
  - Improving the physical condition of the neighborhood
  - Enhancing neighborhood pride and identity

This is a neighbourhood get together will focus on increasing communication among neighbors and enhancing neighborhood pride and identity

7. How will you determine the completed project has been successful?

Number of Attendees more than 100 Local Police Attendance Neighbourhood Mingling



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

If we dont get the grant, we will look at more food pot luck options and cutting down some of the kids activities Other options include, local neighbourhood funds or approaching local businesses.

### **Project Team:**

While you may have many community members working on this project, 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 the success of this project.

**Project Leader** - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2016.

Project Leader Name: Paula Patel	
Address:1379 Bobolink Cir Sunnyv	ale CA 94087
Phone Number: ( ) <u>4088259363</u>	E-Mail:pp1988@yahoo.com
Signature:	Date 05/15/2015

*Treasurer* - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name:_	Paula Patel	
Address:	1379 Bobolink Cir	Sunnyvale CA 94087
Phone Number: (	) <u>4088259363</u>	E-Mail:pp1988@yahoo.com
Signature:	<u>on</u>	Date <u>05/15/2015</u>

**Other Project Team Members** -- List additional neighborhood residents who will work on this project. What will their responsibilities be? (Examples of responsibilities might include; coordinating volunteers, outreach to residents, etc.)

Name: Raci	hana Shah	
Address: 560 Belf	ast Ct, Sunnyvale, CA 940	87
Phone Number: (	) 4082308028	E-Mail: <u>rachana_shah@yahoo.com</u>
Responsibilities:	$\cap$	
Signature:	Kacher	Date <u>05/15/2015</u>
Name: Rar	ni Parikh	
Address: 1360 Bo	obolink Cir	
Phone Number: (	) 4082414594	E-Mail: <u>rani_sachin@yahoo.com</u>
Responsibilities:		
Signature:	Kand	Date 05/15/2015
	V -	

## City of Sunnyvale Neighborhood Grant Program 2015/16 Project Budget Form

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2016.

Activity	Estimated Costs	Actual Costs
1. Little Caesars Pizza	\$250	\$
2. Kids Jumper	\$ <mark>200</mark>	\$
3. Neighbour flyers	\$ <u>100</u>	\$
4. Snacks and Drinks	\$ <mark>200</mark>	\$
5. Misc- table Clothes, paper products Face Paintaing Supplies	\$ <sub>50</sub>	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$ <sub>800</sub>	\$
Amount Requested from the City of Sunnyvale		
Other Sources of Support		
Volunteer Hours (valued at \$26.34/hour, per <i>independentsector.org</i> )	\$	
Donated Materials/Services (food, supplies, equipment)	\$ <sub>400</sub>	
Other Funding Received (other grants, collected dues, donations)	\$ <sub>100</sub>	
Other	\$	
Other	\$	
Total Neighborhood Association Contribution	\$ <u>500</u>	



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



NGP PACKET Page 40 of 59

S.N.A.I.L.

Sunnyvale Neighbors of Arbor, Including LaLinda PO Box 62072 Sunnyvale, CA 94088 www.snail.org

Representing over 1,300 households Established in 1995

May 20, 2015

Nathan Truitt, Community Outreach Coordinator Community Services Division City of Sunnyvale 550 E. Remington Drive Sunnyvale, CA 94087

Dear Mr. Truitt,

Enclosed is the 2015 grant application for the Sunnyvale Neighbors of Arbor, Including LaLinda (SNAIL). SNAIL is currently in its 20<sup>th</sup> year of promoting community-based activities in the northern area of Sunnyvale. SNAIL continues to work closely with the City of Sunnyvale and the families in our neighborhood. We are proud of our accomplishments and appreciate the support from the City of Sunnyvale.

We are requesting a \$1,000 grant for supporting the National Night Out program. We believe that National Night Out is one of our biggest and most successful activities which promotes visibility to our neighborhood association. We look forward to working with you and appreciate the opportunity that the City of Sunnyvale has given us.

Attached are the grant application and supplemental documentation. Any additional information will be provided at your request. I can be reached at home at 408/749-1846.

Thank you for your consideration.

Sincerely,

Elin foresa

Elaine Rowan SNAIL, Vice Chairperson 690 West Fernwood Circle Sunnyvale, CA 94085

Attachments

## Sunnyvale Neighbors of Arbor Including LaLinda (SNAIL)

### Grant Application - 2015

# PROJECT: National Night Out Celebration Event - August 4, 2015

## Neighborhood Group/Association Background:

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

In 1995, a group of neighbors living between Borregas and Mathilda Avenues formed the Sunnyvale Neighbors of Arbor, Including LaLinda (SNAIL) as a neighborhood association covering approximately 300 households. Currently, SNAIL's boundaries are Fair Oaks, Mathilda, Maude, and Ahwanee Avenues and it has over 1,300 households within its boundaries. The neighborhood was built in the early 1950's as a modest tract of mostly single-family homes. The Columbia Middle School, Community Center and Park are located within our neighborhood boundaries.

SNAIL was initially formed to address the issues of neighborhood preservation/absentee landlord issues, Moffett Air Field usage and air traffic control. 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 improvements), and encourage social interaction between new and old residents.

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

SNAIL has many volunteers committed to making our neighborhood a success. We have no paid staff or services. Approximately 50 volunteer Block Representatives hand deliver our monthly newsletters. We elect our four Executive Board members annually from our volunteers

All of our activities are focused on bringing together the residents of the neighborhood, and promoting pride in our neighborhood and city. We have a variety of activities for adults, children, families, and seniors. We encourage socializing through activities such as Summer BBQ's, Chinese New Year Dinner, holiday parties, our annual neighborhood wide garage sale, and National Neighborhood Night Out. All events are well attended by a variety of ages and cultural ethnicities.

Our annual budget is approximately \$5,000.

We sell advertising space in our monthly newsletter and have an annual neighborhood garage sale to insure that we have adequate funding.

### Project Description:

3. Briefly describe your proposed project. How will it benefit the residents in your neighborhood and/or your neighborhood association? What will the project "look like" when it is completed?

Our proposed project is to continue SNAIL's participation in National Night Out awareness event. 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. The intent of this activity is to highlight neighborhood awareness through a gathering of neighbors promote crime prevention. Families of all ages especially enjoy the festivities and it keeps them involved with neighborhood issues, activities and their neighbors. This is especially important for many of our seniors who have lost their connections - their children have grown and moved away, they are on fixed incomes and/or they have physical impairments that limit their mobility.

. The idea of having a neighborhood association is to increase networking and promote an awareness of issues that effect on our community. With many families having busy lives, there is limited time for social interaction with neighbors. Our participation National Night Out increases communication between our residents to support the City's efforts for community outreach on neighborhood watch.

There are no other organizations that provide this type of service within our neighborhood boundaries.

4. How did you choose this project? Describe the outreach you have done to generate awareness in your neighborhood and support for this project. How many neighbors support this project, and how did you determine that number?

We chose to National Night Out as our project as it is the most successful activity of all of our neighborhood events. 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. Currently we have 50 volunteer Block Representatives who are responsible for distributing the monthly newsletter on their street. On occasion, we do outreach in the neighborhood by hand delivering our newsletters to the unrepresented streets in our neighborhood. This proposed project is an on-going one that is frequently discussed at our monthly meetings. The residents who attend the monthly meeting agreed it is important to continue to reach out to unrepresented streets.

Over 200 residents have attended our recent National Night Out events. We make this activity very attractive to residents: 'festival style' with a BBQ, a live band and activities for children. Attendance rosters are collected at this activity to validate the support of the neighborhood.

SNAIL is an active civic group that partners with the City of Sunnyvale to maintain the esthetics of the neighborhood, promote safety, and reduce crime.

We would like to continue our efforts in maintaining our neighborhood. Our success is predicated on our activities and our visibility with the community of Sunnyvale. Our neighborhood volunteers are an asset to the community at large and other Sunnyvale neighborhoods are now emulating our efforts.

Our request for grant money from the City of Sunnyvale is to assist us with promoting National Night Out in our neighborhood. We believe that we will have growth in participation in National Night Out this year. Visibility for National Night Out has increased through word of mouth and though its promotion in our monthly newsletters. Without additional funding, we may not be able to sustain our ability to promote this neighborly and fun activity with our neighbors.

The residents of our neighborhood are of diverse ages and ethnicities. We hope that events like NNO because 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 communication with *all* residents in the neighborhood. We anticipate that this activity will draw more attention to the purpose of our neighborhood association.

We are anticipating that once our project is complete, we will strengthen the SNAIL Neighborhood Association by our connectivity. Communicating with our neighbors will encourage safety and security in our neighborhood boundaries and promote common interests such as safety and security, neighborhood preservation and code compliance.

### **Project Plan:**

5. Using the chart below, list the specific activities needed to carry out your project, including an estimated date of completion for each activity.

Activity	Person(s)	<b>Completion Date</b>	
	Responsible		
Promotional Flyers for NNO/Newsletter	Griselda		
coordination for July/August Newsletter	Morales/Denise		
distribution	Perez	June 20, 2015	
Coordinate activity-	SNAIL Board		
SNAIL's July General Meeting	Sharon McKnight	July 2, 2015	
Invite Public Safety, City Council,			
Neighborhood Preservation	John Cordes	July 15, 2015	
Invite SNAP to set up a table	John Cordes	July 15, 2015	
Permit for Street Closure	Sharon McKnight	July 24, 2015	
Order Jump-house	Sharon McKnight/		
Order sump nouse	NNO Team	July 30, 2015	
Order Port-a-potty	Sharon McKnight/		
Order i ore a porty	NNO Team	July 30, 2015	
Order Tables and Chairs	Sharon McKnight/		
Order Tables and Orders	NNO Team	July 30, 2015	
Coordinate Food/Supplies Pick-up	Sharon McKnight/		
	NNO Team	July 30, 2015	
Wrap-Up/Evaluation			
SNAIL's September and October General	SNAIL Board		
Meetings	Jim Quaderer	October 15, 2015	

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

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

Our neighborhood has changed dramatically in the past 30 years. In the early 1980's, many homes within SNAIL were converted to rental properties. This 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, neighborhood went 'hrough another transition and many homes, which were purchased 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.

Our objective for this grant is to continue to provide a popular crime-prevention activity for the neighborhood association and for the new residents within the SNAIL boundaries. Communication with all residents is imperative as a foundation to a strong neighborhood association. Communication is essential to inform neighborhood residents of the current issues in Sunnyvale's community, safety tips, code compliance, and telephone numbers to call when there are questions and social activities. Our monthly newsletter and activities promotes the ability to stay connected on issues that affect our neighborhood. Most importantly, our newsletters and activities give us the opportunity to communicate with each other through local neighborhood meetings where we have City and community speakers that address issues relevant to our neighborhood. Our meetings provide a smaller venue to share questions and answers on issues specific to our neighborhood and the City of Sunnyvale, as a whole.

## 7. How will you determine the completed project has been successful?

The success of this project would be demonstrated by the continued commitment in maintaining the integrity of our neighborhood and through attendance at our neighborhood meetings and activities. Additionally, we hope that this activity will continue to promote neighborhood watch for safety and crime prevention. "Spreading the word" through our newsletters, social activities and volunteer projects increase our visibility with the community of Sunnyvale. Our neighborhood volunteers are an asset to the community at large and other Sunnyvale neighborhood associations are now emulating our efforts.

We believe that we can measure our success by the overall physical appearance of the neighborhood, increased participation in neighborhood activities, reduction in crime, and linked support for the city of Sunnyvale civic activities.

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

Approximately 25 volunteers will be primary participants to make National Night Out a positive and successful activity. We estimate other neighborhood volunteers will assist us by the distribution of newsletters and flyers and be providing potluck food dishes at the event. We estimate 80 hours of volunteer time will be used.

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

If the City of Sunnyvale is unable to provide grant assistance, SNAIL will continue to participate in National Night Out, but downsize the activity.

### BUDGET FORM

Project Expenses		timated Costs	Actual Costs
1,400 Promotional Flyers	\$	140.	
27 Tables and 210 Chairs	\$	345.	
Entertainment for children (ex: jump house, clown, balloon artist,	\$	700.	
etc.) Port-A-Potty & wash station	\$	175.	
City Permit	\$	25.	
Food	\$	400.	
Paper plates, flatware, napkins, serving dishes, water cups	\$	100.	
Balloons/promotional items/paper supplies (tape, markers)	\$	150.	
Total estimated expenses	\$	2,035.	
Amount requested from the City of Sunnyvale	\$	1,000.	

### SNAIL 2015 National Night Out

Volunteer hours (\$24.75/hour * 80 hours)	\$	1,980.
Donated materials/supplies from SNAIL members (food, supplies)	\$	300.
Live Band	5	/50.
Total Neighborhood Contribution		\$ 3,030.

 $t_i$ 

### **Project Team:**

While you may have many community members working on this project, 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 the success of this project.

**Project Leader** - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2016.

**Project Leader Name:** f@ com cast . Net Address: VON 408 a E-Mail: Phone Number: Date  $\boldsymbol{\alpha}$ .00 Signature Treasurer - The treasurer tracks expenses, files receipts, oversees the budget and submits a final

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

Freeman 1/15 **Treasurer Name:** Address: 382 Duar East E-Mail: SMA/1\_ treasurer Phone Number: (4/8) Date Signature: Skyllis Freeman fo

**Other Project Team Members** -- List additional neighborhood residents who will work on this project. What will their responsibilities be? (Examples of responsibilities might include; coordinating volunteers, outreach to residents, etc.)

Sel Name: P Address: om minina Phone Number: (50) 387 E-Mail: Responsibilities: Signature: Date e) ( 1)A Name: ivele Address E-Mail: elaure -Phone Number: ( parater Responsibilities; 636/ Date Signature: 4



# City of Sunnyvale Neighborhood Grant Program

Office	Use	Onl	ŀ
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Date Received:	
Application	
Completed:	

## Application for FY 2015/16

(Please print or type)

### Deadline for Applications: Friday, May 22, 2015

Important note: applications are being accepted, pending Council's budgetary approval.

Applications may be submitted by mail, email, fax or in person. Submit completed application (including all project team signatures) to: Community Services Division, located at the Sunnyvale Senior Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: *ncs*@*sunnyvale.ca.gov* or Fax (408) 737-4965. For questions, please call (408) 730-7599.

Date: May 18, 2015

Name of Neighborhood Group or Association: <u>Sunnyarts Neighborhood Association</u>

Name of Proposed Project: Community Building & Enhancing Neighborhood Pride and Identity

### Neighborhood Group/Association Background:

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

The Sunnyarts Neighborhood Association was estalished in 2005 in response to burglary incidents within the area to facilitate information dissemination and community spirit building.

There are 256 homes within the Sunnyarts Neighborhood Association. The following streets and home counts comprise our community: Rembrandt Dr (50), Crescent Ave (east of the canal) (0), Robbia Dr and Robbia Ct (48), Rousseau Dr (24), Schubert Dr (0), Renoir Ct (10), Chopin Dr (29), Sargent Dr (42), Van Dyck Dr (25), Van Dyck Ct (17), Verdi Dr (11)

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

All of our neighborhood activities are done on a volunteer basis. We have generally sourced our funding through various activities throughout the year (manning booths during street fairs, Goodwill drives, etc.) Many times our members end up taking funds from their own pockets to support our activities, which are geared toward community building and enhancing our neighborhood identity. Our annual activities include a summer potluck, community Goodwill drive, National Night Out Ice Cream Social, neighborhood charitable collection drive, and Halloween activities. We also produce various handouts for our members during the year with tips on safety & security, preparedness, and event calendars. This year we will be increasing our activities to include speakers on various topics that concern the neighborhood, along with a get together to celebrate the various wonderfully diverse cultures found in Sunnyarts.

### **Project Description:**

### 3. Briefly describe your proposed project. How will it benefit the residents in your neighborhood and/or your neighborhood association? What will the project "look like" when it is completed?

We have multiple community-building events planned this year, including our neighborhood potluck in June, Goodwill drive in July, National Night Out ice-cream social in August, our neighborhood charitable donation drive in September, and our Halloween festitivities (focused on our neighborhood youth). We try to include activities for all ages in all of our events, to make them accessible to everyone in the neighborhood. For example, during our social events, we have tables for kids activities, and always try to man them with volunteer students looking to get service hours (ie: Boy Scouts, Girl Scouts, Key Club, etc.). Our adults man the refreshment tables, and we like to host informational tables that include information of interest to our community (eg: the Sunnyvale Urban Forest Advisory group will have information available at our annual Potluck this year, as one of our members is a committee member, and SUFA provides useful information for our residents.

We'll also be working on hosting speaker events this year, to take advantage of city speakers and topics of interest in our community. We provide refreshment and venues for these activities.

In addition, we're working with the Sunnyvale Department of Public Safety to bring PEP training to our neighborhood to better ensure that all of our neighbors are prepared in case of a disaster in Sunnyvale.

4. How did you choose this project? Describe the outreach you have done to generate awareness in your neighborhood and support for this project. How many neighbors support this project, and how did you determine that number?

We've found that the more community-building events we offer, the greater participation is with each subsequent event. One of the frequently-mentioned pieces of feedback we've been getting is that our Sunnyarts community members really like the opportunity to get to know their neighbors in these more structured events, as it gives them a higher sense of security in general. Sunnyarts has experienced an increase in burglaries over the last five years, as all communities have, and we've found that we are more aware of unusual events or potential problems as a whole if we know our neighbors better and recognize their faces and usual activities. This has given everyone a boost in feeling more secure in the neighborhood. In addition, the silicon valley is populated by a wonderfully diverse and BUSY population. Sometimes the only way neighbors get to know and visit with each other all year is during the association events.

To that end, we're going to be making an effort to increase these events, and focus even more on opportunities for getting information to our community, such as hosting speakers, disaster training, etc.

Our outreach is multifold - we post to our private Yahoo group, and we also distribute paper flyers several times a year. We recognize that not all of our neighbors utilize the internet, and we want to make sure everyone is aware of neighborhood-sponsored activities. We also post signs during events as reminders.

We have a very large support base for our activities, and a large percentage of our community members take part in one or more activities throughout the year.

### **Project Plan:**

5. Using the chart below, list the specific activities needed to carry out your project, including an estimated date of completion for each activity. (All projects must be completed by June 1, 2016).

Activity	Person(s) Responsible	Completion Date (mo/yr)
Example: Create flyers/email for advertising National Night Out Celebration	Jane Smith	08/15
1. DPS Speaker Event	Jennifer Wong DPS speaker	7/15
2. Annual Summer Informational Flyer	Jennifer Wong	7/15/15
3. Goodwill Donation Drive	Jennifer Wong, neighborhood scout volunteers	7/15
4. National Night Out Ice Cream Social	Jennifer Wong Hinkmond Wong	8/15
5. Fall Charitable Donation Drive	Jennifer Wong, Sunnyarts neighbors	9/15
6. Citywide Garage Sale	Jennifer Wong, Sunnyarts neighbors	9/15
7. Halloween Get-Together	Jennifer Wong Hinkmond Wong	10/15
8. Disaster Preparedness	Jennifer Wong Hinkmond Wong	Ongoing 2015 & 2016
9. Spring Speaker Event/Get Together	Jennifer Wong, city speaker	5/16
10. Summer Block Party	Namrata Patil, Jennifer Wong, Mohana Koteeswaran, etc.	5/16
11.		
12.		

- 6. Describe how your project focuses on one or more of the following areas:
  - Increasing communication among neighbors
  - Building bridges between cultures
  - Improving the physical condition of the neighborhood
  - Enhancing neighborhood pride and identity

Our neighborhood social get-togethers focus on all of the areas listed above. We have found that face-to-face activities best-foster the sense of community within our neighborhood, so we are increasing these events to try and make sure everyone has the opportunity to attend at least some of them during the year to get to know their neighbors.

During our events, we also make efforts to highlight various cultures that are represented within Sunnyarts. For instance, we will be highligting Indian beverages during our Potluck this year. We also occasionally host cultural get-togethers around holidays such as Holi and Chinese New Year, etc., depending upon funds available to us.

We always make the effort to include all ages in our events, and try to encourage participation by our youth, too, with outstanding results last year. The better we know each other, the stronger our ties are as a neighborhood unit. We're very proud of our neighborhood here in Sunnyarts, and it shows in our participation rates.

7. How will you determine the completed project has been successful?

We rely on personal feedback to gauge our event success, along with attendance figures. Last year we increased our participation in our events significantly, along with membership in our Yahoo Group. Feedback has been great regarding our community-building efforts. Also, as mentioned earlier, we've made a real push to get our youth included in our events over the last year, with great response on that. We not only support our adults, but offering ways for our young scouts and involved youth to get service hours, etc., is a great way to increase community involvement.

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

All of our events are volunteer-driven, and each event sees time contributions from many neighbors, depending upon the event type. We have very good participation in hosting our events. During events, neighbors contribute refreshments, extensive man-hours, flyer preparation, printer supplies, distribution efforts, outside training to bring services to our neighbors (SUFA, PEP, etc.) Last year, significant monetary contributions were also made out-of-pocket to help host our events, as we did not initially have funds available to us.

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

We hosted our first ever Goodwill collection event in Sunnyarts last year that helped us make some funds to host our events. We will do this going forward as well, as we had great participation rates and feedback regarding the program. We try to keep our events as cost-efficient as possible to mitigate the need for individuals to take money out-of pocket. Assistance from the city greatly aids us in hosting these events, which we find critical in continunig our efforts to build our community identity. We've also found that we get higher participation rates when we get and can advertise city support for these events, as it makes our community feel as if the city really cares about our community.

Additionally, we've been making the effort to purchase reusable supplies for our events (ie: cloth tablecloths, etc). This will help us to keep costs down in future years with reuse, along with being friendlier to the environment, which is an important part of our neighborhood culture.

### **Project Team:**

While you may have many community members working on this project, 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 the success of this project.

**Project Leader** - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2016.

Project Leader Name: Jennifer Wong, Chairman, Sunnyarts Neighborhood Association

Address: <u>1083 Robbia Drive</u>		
Phone Number; (*108) 739-9022	E-Mail:	sunnyartschair@yahoo.com
Signature:		Date 5.20.15

*Treasurer* - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name:\_\_\_Uma Sriram, Treasurer, Sunnyarts Neighborhood Association

Address: 1261 Rembrandt Drive	
Phone Number: (214) 726-6323	E-Mail: <u>sriramuma@gmail.com</u>
Signature:	Date 5. 19. 15

**Other Project Team Members** -- List additional neighborhood residents who will work on this project. What will their responsibilities be? (Examples of responsibilities might include; coordinating volunteers, outreach to residents, etc.)

Name:		
Address:		
Phone Number: ( )	E-Mail:	
Responsibilities:		
Signature:	Date	
Name:		
Address:		
	E-Mail:	
Responsibilities:		
Signature:	Date	

## City of Sunnyvale Neighborhood Grant Program 2015/16 Project Budget Form

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2016.

Activity	Estimated Costs	Actual Costs
1. DPS Speaker Event	\$ 125	\$
2. Summer Informational Flyer	\$ 115	\$
3. Goodwill Drive Event	\$ 180	\$
4. National Night Out Ice Cream Social	\$ 500	\$
5. Fall Charitable Donation Drive	\$ 80	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	<b>\$</b> 1000	\$
Amount Requested from the City of Sunnyvale	<b>\$</b> 1000	
Other Sources of Support		
Volunteer Hours (valued at \$26.34/hour, per independentsector.org)	\$ 3160.80	
Donated Materials/Services (food, supplies, equipment)	\$ 1500	
Other Funding Received (other grants, collected dues, donations)	\$ 800	
Other	\$	
Other	\$	
Total Neighborhood Association Contribution	<b>\$</b> 5460.8 0	



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



## City of Sunnyvale Neighborhood Grant Program

Office	Use	Only	

Date Received: \_\_\_\_\_ Application Completed: \_\_\_\_\_

## Application for FY 2015/16

(Please print or type)

### Deadline for Applications: Friday, May 22, 2015

*Important note: applications are being accepted, pending Council's budgetary approval.* 

Applications may be submitted by mail, email, fax or in person. Submit completed application (including all project team signatures) to: Community Services Division, located at the Sunnyvale Senior Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: *ncs@sunnyvale.ca.gov* or Fax (408) 737-4965. For questions, please call (408) 730-7599.

Date: April 24, 2015

Name of Neighborhood Group or Association: Valley Forge Neighborhood Group

Name of Proposed Project: Valley Forge Block Party

Grant Amount Requested from the City of Sunnyvale: \$ <u>930</u> (Maximum grant amount is \$1,000)

### Neighborhood Group/Association Background:

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

The Valley Forge Neighborhood Group was formed in 2000 to bring about a better sense of community.

The boundaries are: Valley Forge bordered by Lime and Yorktown.

There are 50 households including Valley Forge Drive, Gooseberry Court, and parts of Westchester Dr.

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

Our neighborhood block party brings all the neighbors together and is an opportunity for everyone to meet new neighbors. We setup a SNAP table to talk about emergency readiness for our community. This grant is our only funding.

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### **Project Description:**

3. Briefly describe your proposed project. How will it benefit the residents in your neighborhood and/or your neighborhood association? What will the project "look like" when it is completed?

Our neighborhood block party brings neighbors together and their children along with welcoming new residents to the neighborhood. Our event will offer food, music, games and the firemen in the neighborhood bring their fire truck. We get barricades and cones to block the street for safety. We also collect names and email addresses on a roster to ensure that we have neighbors on our email communications. Finally we discuss and provide information about neighborhood safety from SNAP.

For our community we ask for canned food donations for the Sunnyvale food bank. We had a really good donation from the community in 2014. Included both canned goods and checks.

4. How did you choose this project? Describe the outreach you have done to generate awareness in your neighborhood and support for this project. How many neighbors support this project, and how did you determine that number?

This is neighborhood tradition that has been going on for over 10 years.

Kick-off for the annual event beings with our Ladies of Valley Forge Group that gets together every other month. We discuss dates for the event and get everyone involved in making this event a success. We create fliers and distribute in mailboxes along with communicating in our email group.

Last year we had about 80 people including children in attendance. This was in increase from the previous year.

### **Project Plan:**

5. Using the chart below, list the specific activities needed to carry out your project, including an estimated date of completion for each activity. (All projects must be completed by June 1, 2016).

Activity	Person(s) Responsible	Completion Date (mo/yr)	
<i>Example:</i> Create flyers/email for advertising National Night Out Celebration	Jane Smith	08/15	
1. Communicate a Save-The-Date email	Patricia Grant	06/15	
2. Call firehouse to order fire truck	Solette Westerburg	07/15	
3. Finalize games for kids	Patricia Perez	08/15	
4. Order Food	Patricia Grant	08/15	
5. Finalize music for event	Kevin Lawrence	08/15	
6. Order barricades and cones	Linda Romano	08/15	
7. Solicit Flyers	Suchitra Kolipak	08/15	
8. Pick-up food	Paul Grant	09/15	
9. Block Party Event	All	09/15	
10. Clean up	All	09/15	
11. Return barricades and cones	Linda Romano	09/15	
12. Deliver canned goods	Pat Gfrorer	09/15	

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- 6. Describe how your project focuses on one or more of the following areas:
  - Increasing communication among neighbors
  - Building bridges between cultures
  - Improving the physical condition of the neighborhood
  - Enhancing neighborhood pride and identity

Our annual block party is a great time for all neighbors to come together to get reacquainted with one another and to meet new neighbors and seeing all the different cultures that make up our neighborhood.

The event also promotes open discussions on neighborhood safety and "SNAP". It also promotes a sense of family and community and adds to the pride of our neighborhood.

- How will you determine the completed project has been successful? Everyone comes back every year to participate and all the neighbors contribute to its success. We continue to promote the SNAP program during the other months to keep the community communications going as well. Our annual block party is the reminder for everyone for such important programs.
- 8. What resources will your neighborhood group contribute to support the project (i.e. number of volunteer hours, donated materials if any, etc.)? We typically have about 10-20 volunteers all of which freely give their time to make this event a success. During the event everyone helps in any way they can. Donations include: canned food, prizes for kids, flyers People donate plates, napkins, bring out their tables and chairs to share with others. For those items not fulfilled by the grant, we rely on neighborhood support.
- 9. Please explain how your organization intends to operate this event in future years without grant assistance from the city. Your explanation should include a goal of sustainability and independence from grant funds within four years or less. Attach additional sheets if needed. We truly believe the grant/funding heps pull the community together and makes it a safer neighborhood. If we do not have a grant for this event, we will try a potluck or ask for money from neighbors to support the event.

### **Project Team:**

While you may have many community members working on this project, 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 the success of this project.

*Project Leader* - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2016.

Project Leader Name: Patricia Grant	
Address: 1082 Valley Forge Drive	•
Phone Number: ( ) <u>650-862-9781</u>	E-Mail: cascubagirl@gmail.com
Signature:	Date

*Treasurer* - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name: Patricia Grant
Address: <u>1082 Valley Forge Drive</u>
Phone Number/
Signature: Palacee Hoer Date 5/11/15
<b>Other Project Team Members</b> List additional neighborhood residents who will work on this project. What will their responsibilities be? (Examples of responsibilities might include; coordinating volunteers, outreach to residents, etc.)
Name: Pat Gfrorer + Dongld Gtrover
Address: <u>1080 Valley Forge Drive</u>
Phone Number: (4) 3 - 73 6 - 7.7 51 E-Mail: patgofer@comcast.net
Responsibilities: Canned food drive and drop off Signature:
Name: Tricia & Kevin Lawrence
Address: 1081 Valley Forge Drive
Phone Number: ( ) E-Mail: tricial400@gmail.com
Responsibilities: Mysic, tables, chairs, tent
Signature:DateDateDate

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### City of Sunnyvale Neighborhood Grant Program 2015/16 Project Budget Form

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2016.

Project Expenses Activity	Estimated Costs	Actual Costs
1. Food	\$ 750	\$
<sup>2.</sup> Soda and water	\$ 100	\$
3. Ice	\$ 40	\$
4. Pinata and candy for kids	\$ 40	\$
5.	\$	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$ 930	\$
Amount Requested from the		
City of Sunnyvale	\$ 930	
Other Sources of Support		
Volunteer Hours (valued at \$26.34/hour, per independentsector.org)	\$ 526.80	
Donated Materials/Services (food, supplies, equipment)	\$ 700.00	
Other Funding Received (other grants, collected dues, donations)	\$	
Other	\$	PA
Other	\$	&(
Total Neighborhood Association Contribution	\$1,226.80	

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