



City of Sunnyvale

Notice and Agenda

Community Event and Neighborhood Grant Distribution Subcommittee

Friday, June 10, 2016

10:00 AM

Council Conference Room, 456 W. Olive
Ave., Sunnyvale, CA 94086

Special Meeting

CALL TO ORDER

CONSENT CALENDAR

- 1 A [16-0533](#) Approve the Minutes of the February 24, 2016 Community Event and Neighborhood Grant Distribution Meeting

Recommendation: Approve the minutes of the February 24, 2016 Community Event and Neighborhood Grant Distribution meeting as submitted.

Attachments: [Meeting Minutes of 2/24/2016](#)

ORAL COMMUNICATIONS

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

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 [16-0534](#) Consideration of FY 2016/17 Community Event and
Neighborhood Grant Applications

Recommendation: Accept the staff report and provide direction regarding
proposed grant awards for FY 2016/17.

Attachments: [Grant Funding Worksheet](#)
[CEG - Crosswalk Church-The Hunt](#)
[CEG - Pakistanti Cultural Ctr-Basant Kite Festival](#)
[CEG - SV Downtown Assoc-Holiday Tree Lighting](#)
[CEG - SV Downtown Assoc-Jazz and Beyond](#)
[CEG - SV Downtown Assoc-Magic of Sunnyvale](#)
[CEG - SV Downtown Assoc-Summer Series](#)
[CEG - SV Historical Society-Antique Appraisal Faire](#)
[NGP - Cherry Chase NA-Cultural and Social Improvement](#)
[NGP - Cherryhill NA-Grow Together](#)
[NGP - Cumberland South NA-July 4 Parade and Potluck](#)
[NGP - Cumberland West NA-Block Parties](#)
[NGP - Evelyn Glen Owners Assoc-Drought Tolerant Lands](#)
[NGP - Hazelheads Group-Block Party/Formalize Assoc](#)
[NGP - Ortega Park NA-National Night Out](#)
[NGP - SNAIL NA-National Night Out](#)
[NGP - Stratford Gardens NA-Emergency Response Projec](#)
[NGP - Sunnyarts NA-Community Bldg/Neigh Pride](#)
[NGP - Valley Forge Group-Block Party](#)

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

16-0533

Agenda Date: 6/10/2016

SUBJECT

Approve the Minutes of the February 24, 2016 Community Event and Neighborhood Grant Distribution Meeting

RECOMMENDATION

Approve the minutes of the February 24, 2016 Community Event and Neighborhood Grant Distribution meeting as submitted.



City of Sunnyvale

Meeting Minutes - Draft Community Event and Neighborhood Grant Distribution Subcommittee

Wednesday, February 24, 2016

9:00 AM

Council Conference Room, 456 W. Olive
Ave., Sunnyvale, CA 94086

CALL TO ORDER

Subcommittee Chair Martin-Milius called the meeting to order at 9:04 a.m. in the Council Conference Room.

ROLL CALL

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

Late arrival: Subcommittee Member Davis arrived at 9:12 a.m.

ORAL COMMUNICATIONS

None.

PUBLIC HEARING/GENERAL BUSINESS

- 1 [16-0223](#) Approval of Draft Minutes of the Community Event and
Neighborhood Grant Distribution Subcommittee Meeting of
June 5, 2015

MOTION: Subcommittee Member Hendricks moved and Subcommittee Chair Martin-Milius seconded the motion to approve the minutes of June 5, 2015. The motion carried by the following vote:

Yes: 2 - Hendricks
Martin-Milius

No: 0

Absent: 1 - Davis

2 [16-0224](#) Selection of Subcommittee Chair

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

Yes: 3 - Hendricks
 Martin-Milius
 Davis

No: 0

3 [16-0222](#) Approval of 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, application and time line, as outlined in the Memorandum to the Community Events Grant Distribution Subcommittee dated February 9, 2016, including the Subcommittee presenting their final grant distribution recommendations to the City Council during the June 28, 2016 City Council meeting, following the adoption of the Fiscal Year 2016-17 Budget.

Yes: 3 - Hendricks
 Martin-Milius
 Davis

No: 0

ADJOURNMENT

Subcommittee Chair Martin-Milius adjourned the meeting at 9:24 a.m.



City of Sunnyvale

Agenda Item

16-0534

Agenda Date: 6/10/2016

REPORT TO SUBCOMMITTEE

SUBJECT

Consideration of FY 2016/17 Community Event and Neighborhood Grant Applications

BACKGROUND

Each year, the City of Sunnyvale allocates funding to support community events and neighborhood grants. The Community Event Grant Distribution Subcommittee (Subcommittee), made up of three Councilmembers, is charged with the review of the annual allocations process and for developing grant award recommendations.

The Subcommittee generally meets twice a year - once in February to confirm and/or amend the awards process and again in June to review the applications. Based on this review, the Subcommittee develops funding recommendations that are subsequently forwarded to the full City Council for their consideration.

The amount included in the FY 2016/17 Recommended Budget for distribution through the grants process is \$10,200 for community events and \$6,248 for neighborhood grants. However, the Subcommittee does have the discretion to propose an increase in funding as part of the annual budget process. For this reason, grant awards typically follow the approval of the proposed budget.

The purpose of this report is to provide the Subcommittee with a summary of the grant applications that have been received for FY2016/17 and to seek direction from the Subcommittee with respect to specific grant awards to be forwarded to the full City Council.

The Council is scheduled to review this item on June 28, 2016.

EXISTING POLICY

Council Policy 7.2.1, Community Engagement- Goals and Policies

Council Policy 7.2.18, Special Events

ENVIRONMENTAL REVIEW

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

DISCUSSION

The deadline to submit grant applications for the FY2016/17 funding period was May 20, 2016. As of the deadline, seven Community Event Grant applications were received for a combined funding request of \$22,025 as follows:

Community Event Grant Applications

<u>Organization</u>	<u>Event</u>	<u>Amount Requested</u>
Crosswalk Church	The Hunt	\$2,000
Pakistani Cultural Ctr	Basant Kite Festival	\$2,500
SV Downtown Assoc	Holiday Tree Lighting	\$4,000
SV Downtown Assoc	Jazz and Beyond	\$4,000
SV Downtown Assoc	Magic of Sunnyvale	\$4,000
SV Downtown Assoc	Summer Series	\$5,000
SV Historical Society	Antique Appraisal Faire	\$ 525

Total of Community Event grants requested **\$22,025**

Eleven Neighborhood Grant requests were received for a combined funding request of \$9,355 as follows:

Neighborhood Grant Program Applications

<u>Neighborhood</u>	<u>Event/Project</u>	<u>Amount Requested</u>
Cherry Chase NA	Cultural and Social Improvement	\$1,000
Cherryhill NA	Grow Together	\$1,000
Cumberland South NA	July 4 Parade and Potluck	\$ 850
Cumberland West NA	Block Parties	\$ 500
Evelyn Glen Owners Assoc	Drought Tolerant Landscaping	\$1,000
Hazelheads Group	Block Party/Formalize Assoc	\$ 800
Ortega Park NA	National Night Out	\$ 900
SNAIL NA	National Night Out	\$1,000
Stratford Gardens NA	Emergency Response Project	\$ 700
Sunnyarts NA	Community Bldg/Neigh Pride	\$1,000
Valley Forge Group	Block Party	\$ 605

Total of Neighborhood grants requested **\$9,355**

In both instances, the total amount requested exceeds the funding included in the FY 2016/17 Recommended Budget. The Subcommittee, at its discretion, may choose to:

- 1) Allocate the available funding proportionally to all applicants;
- 2) Consider each grant application individually and establish a recommended award; or
- 3) Recommend that additional funding be allocated as part of the FY2016/17 budget process in order to fully fund all applications.

To assist the Subcommittee in its deliberations, staff has prepared a summary of the applications with historical data on past allocations (Attachment 1). Copies of the individuals grant applications are also provided as Attachments 2-8 (Community Event Grants) and Attachments 9-19 (Neighborhood Grant Program).

FISCAL IMPACT

If the Subcommittee chooses to make recommendations in excess of the allocated budget amounts, and the Council subsequently approves that recommendation, the Council must identify the additional required funds and approve their use for this purpose as part of the FY2016/17 budget process.

PUBLIC CONTACT

The meetings of the Subcommittee are public meetings and were properly noticed on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, the Community Center and at the Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's website.

STAFF RECOMMENDATION

Accept the staff report and provide direction regarding proposed grant awards for FY 2016/17.

Submitted by: Daniel Wax, Superintendent of Community Services

Reviewed by: Cynthia E. Bojorquez, Director of Library and Community Services

Reviewed by: Walter Rossmann, Assistant City Manager

Reviewed by: Deanna J. Santana, City Manager

ATTACHMENTS

1. Grant Funding Worksheet
2. CEG - Crosswalk Church-The Hunt
3. CEG - Pakistanti Cultural Ctr-Basant Kite Festival
4. CEG - SV Downtown Assoc-Holiday Tree Lighting
5. CEG - SV Downtown Assoc-Jazz and Beyond
6. CEG - SV Downtown Assoc-Magic of Sunnyvale
7. CEG - SV Downtown Assoc-Summer Series
8. CEG - SV Historical Society-Antique Appraisal Faire
9. NGP - Cherry Chase NA-Cultural and Social Improvement
10. NGP - Cherryhill NA-Grow Together
11. NGP - Cumberland South NA-July 4 Parade and Potluck
12. NGP - Cumberland West NA-Block Parties
13. NGP - Evelyn Glen Owners Assoc-Drought Tolerant Landscaping
14. NGP - Hazelheads Group-Block Party/Formalize Assoc
15. NGP - Ortega Park NA-National Night Out
16. NGP - SNAIL NA-National Night Out
17. NGP - Stratford Gardens NA-Emergency Response Project
18. NGP - Sunnyarts NA-Community Bldg/Neigh Pride
19. NGP - Valley Forge Group-Block Party

Community Event Grant Applications 2016/17—Funding Worksheet:

Organization <i>Event Name</i>	2014/15 Requested Granted	2015/16 Requested Granted	2016/17 Request	Tentative Funding 2016/17	Meets Criteria?	Request Additional Info from Applicant	Notes	Final Recommendation
1. Crosswalk Church <i>The Hunt</i>	1,000 500	N/A N/A	2,000		Yes			
2. Pakistani Culture Ctr <i>Basant Kite Festival</i>	2,000 1,000	2,115 1,500	2,500		Yes			
3. SV Downtown Assoc <i>Holiday Tree Lighting</i>	4,000 1,300	4,000 2,775	4000		Yes			
4. SV Downtown Assoc <i>Jazz and Beyond</i>	4,000 2,300	4,000 3,785	4,000		Yes			
5. SV Downtown Assoc <i>Magic of Sunnyvale</i>	N/A N/A	4,000 0	4,000		Yes			
6. SV Downtown Assoc <i>Summer Series</i>	5,000 3,000	5,000 0	5,000		Yes			
7. SV Historical Society <i>Antique Appraisal Faire</i>	1,400 1,400	1,940 1,940	525		Yes			
Total			22,025	10,200				

Neighborhood Grant Applications 2016/17—Funding Worksheet:

Organization <i>Event Name</i>	2014/15 Request Granted	2015/16 Request Granted	2016/17 Request	Tentative Funding 2016/17	Meets Criteria?	Request Additional Info from Applicant	Notes	Final Recommendation
1. Cherry Chase NA <i>Cultural and Social Improvement</i>	1,000 1,000	1,000 1,000	1,000		Yes			
2. Cherryhill NA <i>Grow Together</i>	1,000 1,000	1,000 1,000	1,000		Yes			
3. Cumberland South NA <i>July 4 Parade and Potluck</i>	600 600	750 750	850		Yes			
4. Cumberland West NA <i>Block Parties</i>	N/A N/A	N/A N/A	500		Yes			
5. Evelyn Glen Owners Assoc <i>Drought Tolerant Landscaping</i>	1,000 500	N/A N/A	1,000		Yes			
6. Hazelheads Group <i>Block Party / Formalize Assoc</i>	N/A N/A	N/A N/A	800		Yes			
7. Ortega Park NA <i>National Night Out</i>	500 500	800 500	900		Yes			
8. SNAIL NA <i>National Night Out</i>	1,000 1,000	1,000 1,000	1,000		Yes			
9. Stratford Gardens NA <i>Emergency Response Project</i>	N/A N/A	N/A N/A	700		Yes			
10. Sunnyarts NA <i>Community Bldg / Neigh Pride</i>	1,000 500	1,000 575	1,000		Yes			
11. Valley Forge Group <i>Block Party</i>	905 400	930 400	605		Yes			
Total			9,355	6,248				

Community Events Grant Funding Application City of Sunnyvale



Fiscal Year 2016/17

Application Deadline: Friday, May 20, 2016 by 5 p.m.

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 2016.

Applications may be submitted by mail, email, fax or in person. Mail or drop-off to: Community Services Division, located at the Sunnyvale Community Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Fax (408) 730-7754 or Email: ncs@sunnyvale.ca.gov. For more information, call (408) 730-7599, TDD (408) 730-7501, or visit us online at Events.inSunnyvale.com.

Event Name: The Hunt

Date(s)/Time(s) of Event: Saturday, March 26 2016

Sponsoring Organization(s): Crosswalk Community Church

Authorized Representative Information:

Name:	Gabriel Tseng
Title:	Pastor of Outreach
Organization:	Crosswalk Community Church
Phone:	(408) 480 9010
Email:	gtseng@crosswalkchurch.com
Mailing Address:	445 S. Mary Avenue Sunnyvale, CA 94086

Event Details:

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

We hosted an open door community egg hunt for both elementary and pre-school children. Volunteers filled thousands of plastic eggs with candy and treats to hide for the children. Aside from the hunt itself, we had other fun activities such as bounce houses, balloon artists, arts and crafts, bubble soccer, and a free barbeque. Everything was free for the guests.

In addition to the festivities mentioned above, we also invited local community organizations dedicated to serving the underprivileged through programs such as homeless showers, free medical care, and food kitchens to spread awareness for their causes. Each group had a table with information and representatives available to explain their purposes.

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

Yes, we have held this event every year at Washington Park in Sunnyvale, California. This happens at the

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?

Located in the heart of the Silicon Valley, Sunnyvale is one of the most diverse cities in terms of background and walks of life. Our event is intended to bridge differences and provide platforms for interactions between people in various job sectors and life experiences; both with those within the church and those outside of it. We believe that these events are keys to building social capital- networks of relationships within a community, because strangers are given chances to engage in conversation with one another. Sometimes, gathering in person promotes more opportunities to interact. These interactions are important because they allow for the community to mobilize and get involved in creating a world it wants to see.

Additionally, we hope for the event to promote awareness of the resources available to those in need. Not just to feed people for one meal or give them one physical exam, but to point them to places to go for long-term assistance. Aside from the local organizations, our vision is to provide an opportunity for people to solve their needs within the community. These events serve as catalysts for people to broaden perspectives about helping others and getting involved in the community, which can often seem distant. For families to see the community not as an abstract vision, but as individuals with names and stories promotes a desire to get involved.

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, we are not charging any money for anything, nor are we asking for a donation at this event.

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

We spoke with the city officials and multiple meetings with volunteer committees along with our local organizations to provide volunteers along with direction in terms of safety and consultation. We have volunteers who are licensed medical professional who have volunteered their time and certified with first aid and CPR to monitor the event. We also have many who are licensed and fingerprinted by the state and the county to adequately monitor and interact with the community who come to the 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 city wide. We do not target any specific group or place but advertised through flyers in local organizations and restaurants/cafes and by word of mouth to the whole city.

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

200-300, Based on the past few years of growth, our event has begun to attract more interest in local groups who have offered their help and resources. This year there were at least 350 people. Additionally, the repeat attendees likely spread the word to their friends about the event being yearly and having an established place in the community. If the event continues to grow and attract more interest, there will likely be many more coming next year.

We arrived at this estimate by the continued growth of Sunnyvale along with the visibility of the event. This has been a tradition of the city of Sunnyvale and Crosswalk Community Church to have this event during Easter Weekend. It has been a successful and enjoyable event and has garnered interest and anticipation as an event for the city of Sunnyvale.

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 marketing plan includes flyers passed out through our members and to invite friends to the event. We have used small posters along with a banner along the side of our church campus in order to advertise to those who pass by.

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.

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?

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 \$26.87, 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?

We will obtain the remaining funding by our members support for the vent. The remaining funding will also come from possible corporate sponsorships of the event for next year. Possibilities are companies locally who are willing to donate to the event in funds and in resources (ie. Food and material).

We are requesting grant support because our event does a couple things-

1. Support local organizations in the surrounding community
2. Seeks to partner with city organization for the common benefit of all in the community
3. We provide a free service for the community and publicity for the city.

We are requesting funds because of the sump cost of the event permit, the jump house permit, the reservation permit, as well as the sanitation and port-a-potty cost for the entire event. We would like to request funds because we are seeking a deeper partnership with the city beyond just an event, but to support to local organizations and social services we are already in partnership with.

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.

This event has been sustained by the members of the church for the express purpose of publicizing the goodwill of faith based organizations, in particular Crosswalk Community Church. We set aside a budget annually but hope to become self sustaining in other ways. Our goal instead of primarily being funded by members of our church community is to find funding through the city, but also to be sustained through local organizations and sponsors from the community. The event is for all who wish to attend as a free event, but hope to seek to be a connecting point between the city and its constituents. In doing so, the next step would be solicit donors and sponsors that would be willing to sustain an annual city event in which all who are involved collectively benefit from. We hope

that the total amount of dollars raised for this event will be able to cover \$3700, the total cost of the event, whether in exemptions from the city, volunteer hours, or corporate sponsorship of the event.

Thank you for your interest in the Community Events Grant!

Fund Activity Detail

Transaction Date Jan 1 2016 to Oct 6 2016
(3000) General Fund

Beginning Balance-Jan 1 2016

32,800.06

<u>Expenditures</u>	<u>Date</u>	<u>Chk#</u>	<u>Description</u>	<u>Ref #</u>	<u>Amount</u>
Ministries					
5376	Easter Egg Hunt				
	Mar 16 2016	20074	PS Print 2016-02-29: Easter Invite Cards x1,000	11199	99.72
	Mar 16 2016	20074	Creative Market 2016-02-11: Easter Egg Hunt Fly...	11199	6.00
	Apr 6 2016	20112	eggs & supplies: Walmart 2016-02-27	11258	39.47
	Apr 6 2016	20112	eggs & supplies: Walmart 2016-03-04	11258	276.72
	Apr 6 2016	20112	eggs & supplies: Walmart 2016-03-11	11258	217.07
	Apr 6 2016	20112	Silicon Valley Bubble Soccer rental inv#001931 2...	11258	350.00
	Apr 6 2016	20112	eggs & supplies: Walmart 2016-02-27	11258	13.96
	Apr 6 2016	20112	lunch: The Old Siam 2016-03-03	11258	19.47
	Apr 6 2016	20112	Bambu Desserts & Drinks 2016-03-27	11258	15.50
	Apr 6 2016	20112	leaders lunch: Smashburger 2016-03-27	11258	28.64
	Apr 6 2016	20112	leaders lunch: Smashburger 2016-03-27	11258	31.67
	Apr 6 2016	20112	leaders lunch: Pho Nam 2016-03-26	11258	39.75
	Apr 6 2016	20112	Philz Coffee 2016-03-25	11258	9.50
	Apr 6 2016	20112	Astro Jump inv#J-801: 2016-03-26 Washington P...	11258	460.00
	Apr 6 2016	20112	snacks: Verde Tea Cafe 2016-03-30	11258	12.29
	Apr 6 2016	20112	snacks: Pho To Chau	11258	19.14
	Apr 6 2016	20112	groceries: Smart & Final 2016-03-25	11258	352.68
	Apr 6 2016	20112	Starbucks coffee traveler \$14.95 x5 + drinks	11258	85.85
	Apr 6 2016	20116	balloon arches x2 + delivery/setup: Flowers & Ball...	11262	346.25
	Apr 6 2016	20116	Caution tapes x3: Orchard Supply Hardware 2016...	11262	32.59
	Apr 6 2016	20116	bunny suit: Party City 2016-03-24	11262	109.49
	Apr 6 2016	20116	balloon twisting by Easter Faerie & Springtime Cir...	11262	340.00
	Apr 13 2016	20120	Easter Egg Hunt, Communion, supplies: Safeway...	11268	37.09
	Apr 13 2016	20120	meeting with Ester: Fantasia Tea Cafe 2016-03-31	11268	6.53
	May 11 2016	20197	Philz gift cards \$5 x 30 for Egg Hunt volunteers a...	11365	159.00
	May 18 2016	20216	megaphones x2 & batteries for Egg Hunt: Big 5 S...	11386	32.59
5376	Easter Egg Hunt				3,140.97
Ministries Total					3,140.97
Total Expenditures					3,140.97
Ending Balance-Oct 6 2016					29,659.09
Over/Under					(3,140.97)

Budget for Egg Hunt-

Port-a-Potties- \$900

Jump Houses- \$600

Animal Balloon Makers- \$700

City event permits- \$400

City Jump house Permits- \$50

City Reservations Permits- \$110

Hot dogs, chips, and drinks and misc.- \$500

Publicity flyers- \$200

60 volunteer hours x \$26.87= \$1,612

No revenue- \$0

Total Expenses- \$5,072

Total Funding amount requested from the city of Sunnyvale- \$2,000

Job Overviews and Descriptions for THE HUNT!!

Egg Hiders- Egg hiders are the heartbeat of the hunt. We need you to scatter the eggs in a timely and creative manner. Show up at 9am to hide eggs and interact with kids and families

Set-up- Helping to load the van and transport begins at 815am. You will be early, but needed as we need to set up the park areas. We would not be able to do that without you. Show up at church at 8:15am or at Washington Park at 8:45am.

Tear Down- Taking canopies, tables, trash all back to the church and into proper areas. Leaving the park spotless as well as in proper areas at church. Tear down begins at 1:30pm and will load the van to return props and materials back into proper areas.

Jump Houses- Jump houses will be delivered to Washington Park. That is the easy part. You will be part of a team that regulates the use of the jump house by kids of all sizes and ages. Jump houses will open immediately after the egg hunt and run through lunch. You will be roaming and watching 2 different jump house setups.

Vendor Liaison- Community Relations! Be a good ambassador toward these local organizations and make a good impression from Crosswalk Community Church. You will talk with the, and help position them to have good publicity to interact with the community and to funnel the participants in the egg hunt towards these organizations.

Bible Candy- Direct evangelism. Awesome craft for dealing directly with families and children. Will be stationed at tables in which the good news can be shared through craft and candy.

Food- This aspect of loading the food from church refrigerator to the park as well as cooking and plating the food for the community to eat and stick around. Hot dogs, chips, and water will be the meal and will be picnic food in which the process of receiving food, hospitality, and spending time with the community is an invaluable opportunity to interact and build relationships with the community. Cooking begins at 10am. Clean up will happen at 1:30pm the latest.

Bubble Soccer: The game will be provided by the company. The opportunity to interact with spectators and players could be the greatest community interaction between the community and the church. You will manage relations and make sure the game is safe. A sticky area that will attract a lot of attention and involve a lot of people. A Perfect area to interact with the community and to funnel traffic towards local community partners. Show up in the area at 11am and stay through lunchtime.

Rundown-

Friday- load up van- 1-4pm

Saturday

8am- Coffee and reservation of Park facilities

830- Setup & Hide eggs

9am- Hope to be ready to go

930am- pray

10am- Hunt begin preschool

1020am- Elementary School Start

1045am- Open community partner Lane

1045am- Bubble soccer and Games Begin

1130am- Begin Hot Dog lunch

2pm- Shutdown and Clean up

Community Events Grant Funding Application

City of Sunnyvale



Fiscal Year 2016/17
Application Deadline: Friday, May 20, 2016

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 21, 2017_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%

11. 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 were asked to pay for Park personnel, waste management and a dumpster which was not the case previous to 2015. This put us in financial bind. We have to get more vendors and sponsors.

Thank you for your interest in the Community Events Grant!

Basant 2017 Budget

EXPENSES

<u>ITEMS</u>	<u>Actual \$</u>
Venue	
Park Rental	\$1,600.00
Event permit	\$117.00
Kids Jumping Jack/slide	\$900.00
Other city fees	\$500.00
waste management	\$1,000.00
dumpster	\$500.00
Health permit	\$550.00
Stewart Rental: Tables 8'x2.5'	\$100.00
Chair	\$150.00
Stewart Rental: Popcorn Machine	\$50.00
Decoration	\$400.00
Audio System / DJ - Requires outlets	\$400.00
Advertising:FB	\$25.00
purchase Portable toilets	\$600.00
Kites and strings	\$250.00
Misc Drummer	\$300.00
Hired Help (4 x 7 hrs)	\$300.00
food trucks tents	\$220.00
Expense	\$7,962.00

INCOME

Gold sponsor	\$1,000.00
Silver sponsor	\$500.00
vendors fee, misc income	\$2,000.00
Kite booth	\$500.00
Income	\$4,000.00
Net loss	-\$3,962.00

Community Events Grant Funding Application City of Sunnyvale



Fiscal Year 2016 – 2017

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 2016/17
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Event Name: 2016 Holiday Tree Lighting

Date(s)/Time(s) of Event: Saturday December 5, 2016 (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 17th 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 16 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 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 750+ 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 www.SunnyvaleDowntown.com 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 Solstice & Yahoo! 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 sub-contracting 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!

2016 SDA HOLIDAY BUDGET				Actual	Notes
EXPENSES					
City Services					
	Permits				
	Banners		\$ 400.00		banner at wolfe & el camino
	Street Closure		\$ -		carry over from farmer's mkt
	Health Permit		\$ -		
	Electricity				
	Fire Inspection				
	Police		\$ -		
	Subtotal - City Services		\$ 400.00		
County Services					
	Permits		\$ 115.00		event permit
	ABC		\$ -		non-alcohol event
	Health		\$ -		no food booths
	Subtotal - County Services		\$ 115.00		
Entertainment					
	Arts & Crafts		\$ 176.00		materials cost only/personnel donated by girl scouts
	Bands		\$ 200.00		pizza for columbia, fremont and homstead schools
	Street 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 (carolers)		\$ -		in-kind
	Subtotal - Entertainment		\$ 376.00		
Equipment Rentals & Purchases				\$ -	
	Christmas Tree		\$ 3,000.00		because of drought no 15ft trees avail last years tree
	Generators				was \$2,941.03
	Sound System& Lighting				donated by joel w.
	Porta Potties				not needed
	Tree base		\$ -		Joe Capps
	Staging, Booths, Tables & Chairs		\$ 250.00		
	Radios				not needed
	Subtotal - Equipment Rentals		\$ 3,250.00		
Marketing & Advertising					
	Advertising (print)				
	Artwork & Design		\$ 400.00		
	Banner(s)		\$ -		changed the date from last year's banner
	Posters (200)		\$ 229.00		
	Flyers (5k)		\$ 325.00		
	Street Marketing		\$ 600.00		
	Subtotal - Marketing & Advertising		\$ 1,554.00		
Subcontractors					
	Dumpsters				
	Fencing				
	Security				
	Staff/Production Crew				

		Event Coordinator	\$	800.00	
		Set up & clean up	\$	250.00	
		Steam Cleaning/Power Washing			not needed
		Subtotal - subcontractors	\$	1,050.00	
		Other			
		Electrical			steve molscan
		Insurance			
		Ice			
		Photographer	\$	-	gone digital and we did it ourselves
		Misc (tape, chalk, rope etc.)			
		Subtotal - Other	\$	-	
		TOTAL EXPENSES	\$	6,745.00	
		REVENUE			
		CONTRIBUTED INCOME			
		Grants			
		City/Government			
		Community Group Grant	\$	2,775.00	
		Redevelopment Agency	\$	-	
		Subtotal - Grants	\$	2,775.00	
		Space Rentals			
		Food	\$	-	hot chocolate & coffee cart
		Arts & Crafts/Other	\$	-	6 arts & crafts at \$ 35 ea.
		Subtotal - Space Rentals	\$	-	
		Sponsorships			
		Presenting Sponsor	\$	-	Essex could not do it this year
		Community Sponsor	\$	1,000.00	
		Art Institute of California			in-kind
		Subtotal - Sponsorships	\$	1,000.00	
		Additional Income			
		Subtotal - Additional Income	\$	-	
		TOTAL REVENUE	\$	3,775.00	
		TOTAL EXPENSES	\$	6,745.00	
		Contingency	\$	337.25	
		NET PROFIT / LOSS	\$	(2,970.00)	

Task Volunteer Grid -Christmas Tree Lighting

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
Holiday Tree Lighting Committee					
Johnny Sevey	Joe Antuzzi				
Espenesa	Leigh Odum				
Gary Gold	Joel Wyrick			30	\$ 806.10
Holiday Administration					
Event Director	SDA- Adam Andrew	2:00pm - 9:00pm		0	\$ -
Assistant Director	Kevin Fontaine	2:00pm - 9:00pm			\$ -
Marketing	Cheri Gross			0	\$ -
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	\$ 67.18
Stage MC					
Clean-Up Coordinator	Omar Montes				
Miscellaneous					
Photographer	Stephanie Taylor	5:30am - 8:00pm		2.5	\$ 67.18
assistant		5:30am - 8:00pm		2.5	\$ 67.18
assistant		5:30am - 8:00pm		2.5	\$ 67.18
		5:30am - 8:00pm		0	\$ -
Holiday Volunteers					
Arts & Crafts Booth Coordinator	Lisa Glaser	4:30pm - close		4	\$ 107.48
Arts & Crafts Helper		4:30pm - 6:30pm	see lisa	2	\$ 53.74
Arts & Crafts Helper		4:30pm - 6:30pm	see lisa	2	\$ 52.68
Dance Attack!		5:00pm - 5:30pm	50 dancers at .5 hours each	25	\$ 671.75
Chris Moylan's Carolers		5:30pm - 6:00pm	10 members at .5 hours each	5	\$ 134.35
Columbia Middle School		6:00pm - 6:30pm	warren scott/40 students at .5 hours each	20	\$ 537.40
Homestead HS		6:30pm - 7:00pm	jeff morton/40 students at .5 hours each	20	\$ 537.40
Fremont HS Choir		7:00pm - 7:30pm	30 students at .5 hours each	15	\$ 403.05
				0	\$ -
				0	\$ -
				0	\$ -
				0	\$ -
TOTAL VOLUNTEER HOURS				133	\$ 3,573.71

SDA ORGANIZATION EXPENSE & REVENUE REPORT					2015-16	Notes & Comments
					actual	
EXPENSES						
	Advertising, Promotion & Marketing				\$ 170.00	hotel book and Jo Ho Marketing
	City Fees				\$ 800.00	BID
	Commissions & Fees (memberships, etc.)				\$ 3,720.00	
	Conferences, meetings & seminars (attended)				\$ -	
	Contract Labor				\$ 38,275.00	all event and SDA staff is sub-contracted
	Dues/Subscriptions/Contributions				\$ -	
	Events (costs directly associated with the event)					
		Summer Series Music + Market			\$ 40,173.00	
		Jazz & Beyond			\$ 26,810.00	
		Holiday Christmas Tree Lighting			\$ 4,027.00	
		Magic of Sunnyvale			\$ 18,402.00	
		Game Day			\$ 11,064.00	yes for 2016 pending 2017 (no big screen)
		St Patty's				
		Carnival			\$ -	"game day" or pending 2017
			Sub Total Events		\$ 100,476.00	
	Finance Services Charges					
	Insurance					
		General			\$ 5,274.00	
		Directors & Officers			\$ -	
	Legal & Accounting				\$ 540.00	
		Audit			\$ -	
		Legal			\$ -	
	Maintenance, Beautification & Repair (incl murphy lights)				\$ -	
	Office Supplies				\$ 17.00	
	Postage				\$ -	billed to individual projects
	Printing & Reproduction				\$ -	billed to individual projects
	Rent				\$ 2,551.00	(no office 2012 - PO box & Pod)
	Staff Salaries					none we subcontract everything
	Supplies (non office)				\$ 2,817.00	mainly stage replacement parts
	Taxes, Licenses & permits				\$ 781.00	
	Telephone/ Internet/Website				\$ 1,260.00	cell, constant contact, pow web
	Travel & Entertainment				\$ -	research
	Visitor's Guide				\$ 4,507.00	
	Contingency 3%				\$ -	
TOTAL EXPENSES					\$ 156,681.00	

					2015-16	
					actual	
REVENUE						
CONTRIBUTED & SPONSORSHIP INCOME						
	Grants					
		City/Government				
		Community Events Grant		\$	6,560.00	
		Matching BID Sponsorship		\$	30,000.00	
		SUBTOTAL - GRANTS		\$	36,560.00	
		Projects & Events Sales (incl. vendors)				
		Summer Series Music + Market		\$	50,343.00	sponsorships included in revenue
		Jazz & Beyond		\$	27,975.00	bev sales, pres sponsor, community grant
		Holiday Tree Lighting Celebration		\$	2,945.00	based on last year's community grant
		Magic of Sunnyvale Wine Stroll		\$	10,185.00	pending happens in May
		Game Day		\$	4,569.00	
		Carni Gras				pending potential sponsorships
		SUBTOTAL - PROJECTS & EVENTS		\$	96,017.00	revenue includes corp. sponsorships
		SDA Memberships				
		BID Fees		\$	31,042.00	
		Misc		\$	800.00	stage rental to outside agencies
		SUBTOTAL - SDA MEMBERSHIPS		\$	31,842.00	
		TOTAL REVENUE		\$	164,419.00	
		NET PROFIT/LOSS		\$	7,738.00	

Community Events Grant Funding Application City of Sunnyvale



Fiscal Year 2016 – 2017

SUNNYVALE JAZZ & BEYOND SERIES

GRANT AMOUNT REQUESTED

\$4,000.00

Contents/Support Materials:

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Volunteer/Task Grid
Past Marketing Materials**

Community Events Grant Funding Application City of Sunnyvale



Fiscal Year 2016/17
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Event Name: 2016 Sunnyvale Jazz & Beyond Series

Date(s)/Time(s) of Event: Every Saturday from July 09 – Aug. 27, 2016 (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 www.SunnyvaleDowntown.com 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 only 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!

JAZZ & BEYOND 2016					Notes & Comments
				Actual	
					This is for 8 weeks
EXPENSES					
	City Services				
	Banners				
		El Camino & Wolfe Roads			
	Permits				
		Application Permit		\$ 115.00	
		Garbage		\$ 753.50	
		Street Closure		\$ -	continue from farmer's mkt
		Plaza del Sol Closure			
		Building & Electrical		\$ -	
		Fire Inspection		\$ 362.00	
	Police				
	Subtotal - City Services			\$ 1,230.50	
County Services					
	Permits				
		ABC		\$ 650.00	
		Health		\$ -	
	Subtotal - County Services			\$ 650.00	
Entertainment & Hospitality					
	Bands & Entertainment			\$ 4,000.00	
	Sound Company				
	Costs of Goods Sold (beverages)				
		Beer		\$ 944.00	
		Cups for Beer & Wine		\$ 1,044.00	
		Wine		\$ 3,237.00	
		Water & Soft Drinks		\$ 204.40	
	Street Performers				
		Balloon Artist			
		Face Painter			
	VIP/Hospitality Suite (catered food)				
	Subtotal - Entertainment			\$ 9,429.40	
Equipment Rentals & Purchases				\$ -	
	Booths			\$ 1,320.00	see tony
	Tables & Chairs			\$ 1,690.00	omar 1350 and williams
	Generators &/or Electrical Boxes				
	Linens			\$ 400.00	
	Sound System & Lighting				
	Porta Potties				
	Radios				
	Staging & Lights			\$ 4,000.00	
	Subtotal - Equipment Rentals			\$ 7,410.00	
Marketing & Advertising					
	Artwork & Design			\$ 500.00	
	Banners			\$ 920.00	
	Posters (18 x 24) @ 200			\$ 300.00	inc. frieght
	Menus (2000)			\$ 423.00	
	Flyers (business card size) @ 10k			\$ 256.26	
	Print Advertising			\$ -	
	Signage (additional)			\$ -	no parking tow away signs
	Street Marketing			\$ -	
	Subtotal - Marketing & Advertising			\$ 2,399.26	

	Subcontractors		
	Dumpsters & Recycling	\$ -	
	Fencing		
	Security		
	Staff/Production Crew		
	Event Coordinator		
	Beverage Coordinator	\$ -	
	Vendor Coordinator		
	Volunteer Coordinator		
	Set up & clean up	\$ 2,250.00	
	Power Washing		
	Subtotal - Subcontractors	\$ 2,250.00	
	Other		
	Garbage Bags	\$ 68.54	
	Insurance	\$ 800.00	
	Ice	\$ -	
	Misc (cups, tape, chalk, rope etc.)	\$ 1,200.00	plates, cups etc.
	Subtotal - Other	\$ 2,068.54	
	TOTAL EXPENSES	\$ 25,437.70	
	REVENUE		
	CONTRIBUTED INCOME		
	Grants		
	City/Government	\$ 3,785.00	
	Subtotal - Grants	\$ 3,785.00	
	Space Rentals - Vendors		
	Food & beverage		
	Arts & Crafts		
	Subtotal - Space Rentals	\$ -	
	Sponsorships		
	Presenting Sponsor	\$ 10,000.00	pending!!! We just fund out
	Stage Sponsor		this may not happen with the purchase of broadband
	Community Sponsors	\$ 1,000.00	
	Friends of Sponsors		
	Subtotal - Sponsorships	\$ 11,000.00	
	Ticket & Beverage Sales		
	Drinks	\$ 13,190.00	
	Subtotal - Ticket & Beverage Sales	\$ 13,190.00	
	Additional Income		
	Subtotal - Additional Income	\$ -	
	TOTAL REVENUE	\$ 27,975.00	
	NET PROFIT / LOSS	\$ 2,537.30	

Task Volunteer Grid - Jazz Beyond

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
Jazz & Beyond Committee					
Joe Antuzzi	Johnny Sevey		meet once a month (starting Jan)		
Espanesa	Gary Gold				
Leigh Odom	Kathy Johnson			42	\$ 1,128.54
Event Administration					
Event Coordinator	SDA - Joel W.	2:00pm - 10:00pm			
Assistant Coordinator	Adam Andrews	2:00pm - 10:00pm			
Beverage Coordinator	Veronica Garcia	4:00pm - 10:00pm			
Entertainment	Cheri G./Joel	4:00pm - 10:00pm			
Beer Booth					
Beverage Coordinator	Adam Andrews	4:00pm - 10:00pm	Responsible for overseeing the volunteers		\$ -
Beer Booth Volunteer		5:00pm - 8:30pm	Sell beverages	3.5	\$ 94.05
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 94.05
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 94.05
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 94.05
Wine Booth					
Beverage Coordinator	Board Member			3.5	\$ 94.05
Wine & Soft Drinks Volunteer			Sell Beverages	3.5	\$ 94.05
Wine & Soft Drinks Volunteer				3.5	\$ 94.05
Wine & Soft Drinks Volunteer				3.5	\$ 94.05
Jazz & Beyond Staff					
Set Up & Break Down	Omar	3:00pm - close			
Vendor Coordinator	Adam Andrews	2:00pm - close			
Asst. Vendor Coordinator	Veronica Garcia	2:00pm - close			\$ -
Stage Manager	Cheri Gross	4:00pm - close			
Asst. Stage Manager	Marc Dydo	4:00pm - close			\$ -
Stage MC	Joel	5:30pm - 8:30pm			
Miscellaneous				266	
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 ASSISTANCE		\$ 7,147.42

SDA ORGANIZATION EXPENSE & REVENUE REPORT					2015-16	Notes & Comments
					actual	
EXPENSES						
	Advertising, Promotion & Marketing				\$ 170.00	hotel book and Jo Ho Marketing
	City Fees				\$ 800.00	BID
	Commissions & Fees (memberships, etc.)				\$ 3,720.00	
	Conferences, meetings & seminars (attended)				\$ -	
	Contract Labor				\$ 38,275.00	all event and SDA staff is sub-contracted
	Dues/Subscriptions/Contributions				\$ -	
	Events (costs directly associated with the event)					
		Summer Series Music + Market			\$ 40,173.00	
		Jazz & Beyond			\$ 26,810.00	
		Holiday Christmas Tree Lighting			\$ 4,027.00	
		Magic of Sunnyvale			\$ 18,402.00	
		Game Day			\$ 11,064.00	yes for 2016 pending 2017 (no big screen)
		St Patty's				
		Carnival			\$ -	"game day" or pending 2017
			Sub Total Events		\$ 100,476.00	
	Finance Services Charges					
	Insurance					
		General			\$ 5,274.00	
		Directors & Officers			\$ -	
	Legal & Accounting				\$ 540.00	
		Audit			\$ -	
		Legal			\$ -	
	Maintenance, Beautification & Repair (incl murphy lights)				\$ -	
	Office Supplies				\$ 17.00	
	Postage				\$ -	billed to individual projects
	Printing & Reproduction				\$ -	billed to individual projects
	Rent				\$ 2,551.00	(no office 2012 - PO box & Pod)
	Staff Salaries					none we subcontract everything
	Supplies (non office)				\$ 2,817.00	mainly stage replacement parts
	Taxes, Licenses & permits				\$ 781.00	
	Telephone/ Internet/Website				\$ 1,260.00	cell, constant contact, pow web
	Travel & Entertainment				\$ -	research
	Visitor's Guide				\$ 4,507.00	
	Contingency 3%				\$ -	
TOTAL EXPENSES					\$ 156,681.00	

					2015-16	
					actual	
REVENUE						
CONTRIBUTED & SPONSORSHIP INCOME						
	Grants					
		City/Government				
		Community Events Grant		\$	6,560.00	
		Matching BID Sponsorship		\$	30,000.00	
		SUBTOTAL - GRANTS		\$	36,560.00	
		Projects & Events Sales (incl. vendors)				
		Summer Series Music + Market		\$	50,343.00	sponsorships included in revenue
		Jazz & Beyond		\$	27,975.00	bev sales, pres sponsor, community grant
		Holiday Tree Lighting Celebration		\$	2,945.00	based on last year's community grant
		Magic of Sunnyvale Wine Stroll		\$	10,185.00	pending happens in May
		Game Day		\$	4,569.00	
		Carni Gras				pending potential sponsorships
		SUBTOTAL - PROJECTS & EVENTS		\$	96,017.00	revenue includes corp. sponsorships
		SDA Memberships				
		BID Fees		\$	31,042.00	
		Misc		\$	800.00	stage rental to outside agencies
		SUBTOTAL - SDA MEMBERSHIPS		\$	31,842.00	
		TOTAL REVENUE		\$	164,419.00	
		NET PROFIT/LOSS		\$	7,738.00	

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



Fiscal Year 2016 – 2017

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**

Community Events Grant Funding Application

City of Sunnyvale



Fiscal Year 2016 – 2017

Application Deadline: Friday, May 20, 2016.

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 no later than July 2016.

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) 730-7754 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: 2017 Magic of Sunnyvale

Date(s)/Time(s) of Event: Saturday May 13, 2017 (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 6th 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 of Sunnyvale 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 and 2016 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 2017 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 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 Center and 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 www.SunnyvaleDowntown.com 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. 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!

MAGIC OF SUNNYVALE 2017				2017	Notes & Comments
EXPENSES					
	City Services				
		Banners			
			El Camino & Wolfe Roads	\$ 400.00	
		Permits		\$ -	
			Street Closure		already closed
			Plaza del Sol Closure	\$ -	
			Building & Electrical	\$ -	
			Fire Inspection	\$ 129.00	
		Police		\$ -	
		Subtotal - City Services		\$ 529.00	
	County Services				
		Permits			
			ABC	\$ -	
			Health		
		Subtotal - County Services		\$ -	
	Entertainment & Hospitality				
		Bands & Entertainment			
			Balloon Artist	\$ -	
			Magicians	\$ 1,500.00	
		Costs of Goods Sold (beverages)		\$ -	
			Tote Bags	\$ -	
			Wine Glasses	\$ -	
		VIP/Hospitality Suite (catered food)			n/a
		Subtotal - Entertainment		\$ 1,500.00	
	Equipment Rentals & Purchases			\$ -	
		Booths, Tables & Chairs		\$ -	
		Sound System & Lighting (parade)			in-kind joel w or will c
		Radios			bought them last year/used sares
		Staging & Lights			
		Subtotal - Equipment Rentals		\$ -	
	Marketing & Advertising				
		Artwork & Design (poster, ticket, flyer)		\$ 800.00	
		Flyers (4x6) @ 10k		\$ 325.00	printing cost
		Posters (12.25 x 17.25) @ 250		\$ 300.00	printing cost
		Tickets (numbered)		\$ -	printing cost
		Banners (el camino & wolfe)		\$ 20.00	recycled with date change
		Comps (250 tickets)			17 host locations, volunteers, magicians, etc.
		Passport		\$ -	location hole punch passport
		Print Advertising		\$ -	sun & santa clara weekly facebook
		Internet Advertising			Google Ads
		Signage (additional)			
		Stage Banner		\$ -	will re-use every year
		Street Marketing		\$ 600.00	
		Video		\$ 300.00	production & talent
		Subtotal - Marketing & Advertising		\$ 2,345.00	
	Subcontractors				
		Dumpsters		\$ -	in-kind donated by specialty \$700 value
		Fencing			
		Security			many 2011 expenses are still outstanding
		Staff/Production Crew			

		Event Coordinator	\$ 400.00	
		Asst. Event Coordinator		
		Volunteer Coordinator		
		Set up & clean up	\$ 250.00	
		Stage set up	\$ 250.00	
		Subtotal - Subcontractors	\$ 900.00	
	Other			
		Insurance	\$ -	
		Ice		
		Misc (balloons, tape, chalk, rope etc.)	\$ 124.00	balloons
		Subtotal - Other	\$ 124.00	
		TOTAL EXPENSES	\$ 5,398.00	
		REVENUE		
		CONTRIBUTED INCOME		
	Grants			
		City/Government	\$ -	FREE EVENT NO REVENUE GENERATED
		Subtotal - Grants	\$ -	
		Space Rentals - Host Locations/Vendors (20)	\$ -	
		Food & beverage	\$ -	
		Subtotal - Space Rentals	\$ -	
		Sponsorships		
		Presenting Sponsor	\$ -	city sponsorship
		Community Sponsors		
		Friends of Sponsor	\$ -	
		Subtotal - Sponsorships	\$ -	
		Ticket & Beverage Sales		
		Drinks	\$ -	
		Subtotal - Sponsorships	\$ -	
		Additional Income		
		Subtotal - Additional Income	\$ -	
		TOTAL REVENUE	\$ -	
		NET PROFIT / LOSS	\$ (5,398.00)	

Task Volunteer Grid - Jazz Beyond

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
Magic of Sunnyvale Wine Stroll Committee					
Johnny Sevey	Joe Antuzzi				
Gary Gold	Leigh Odum				
Kathy Johnson	Joel Wyrick			24	\$ 644.88
Espenesa					
Magic Administration					
Event Coordinator	Adam Andrews	12:00pm - 8:00pm	paid sub-contractor	0	\$ -
Volunteers	6 people	12:00pm - 8:00pm		48	\$ 1,289.76
Entertainment	Will Chandler			4	\$ 107.48
Magic Staffing					
Magic Coordinator	Will Chandler	12:00pm - 6:00pm	sub-contracted incl. Help	6	\$ 161.22
Stage MC	Will Chandler	2:30pm - 6:00pm	(see above)		
Magician Assistants (4)	Eight of them	12:00pm-6:00pm	(see will)	24	\$ 644.88
Clean-Up Coordinator	Omar Montes	5:30pm - 7:30pm	paid sub-contractor		
		Will Chandler			
Miscellaneous					
Photographer	Stephanie Taylor	2:30pm - 5:30pm		3	\$ 80.61
				0	\$ -
			TOTAL VOLUNTEER HOURS	109	\$ 2,928.83

SDA ORGANIZATION EXPENSE & REVENUE REPORT					2015-16	Notes & Comments
					actual	
EXPENSES						
	Advertising, Promotion & Marketing				\$ 170.00	hotel book and Jo Ho Marketing
	City Fees				\$ 800.00	BID
	Commissions & Fees (memberships, etc.)				\$ 3,720.00	
	Conferences, meetings & seminars (attended)				\$ -	
	Contract Labor				\$ 38,275.00	all event and SDA staff is sub-contracted
	Dues/Subscriptions/Contributions				\$ -	
	Events (costs directly associated with the event)					
		Summer Series Music + Market			\$ 40,173.00	
		Jazz & Beyond			\$ 26,810.00	
		Holiday Christmas Tree Lighting			\$ 4,027.00	
		Magic of Sunnyvale			\$ 18,402.00	
		Game Day			\$ 11,064.00	yes for 2016 pending 2017 (no big screen)
		St Patty's				
		Carnival			\$ -	"game day" or pending 2017
			Sub Total Events		\$ 100,476.00	
	Finance Services Charges					
	Insurance					
		General			\$ 5,274.00	
		Directors & Officers			\$ -	
	Legal & Accounting				\$ 540.00	
		Audit			\$ -	
		Legal			\$ -	
	Maintenance, Beautification & Repair (incl murphy lights)				\$ -	
	Office Supplies				\$ 17.00	
	Postage				\$ -	billed to individual projects
	Printing & Reproduction				\$ -	billed to individual projects
	Rent				\$ 2,551.00	(no office 2012 - PO box & Pod)
	Staff Salaries					none we subcontract everything
	Supplies (non office)				\$ 2,817.00	mainly stage replacement parts
	Taxes, Licenses & permits				\$ 781.00	
	Telephone/ Internet/Website				\$ 1,260.00	cell, constant contact, pow web
	Travel & Entertainment				\$ -	research
	Visitor's Guide				\$ 4,507.00	
	Contingency 3%				\$ -	
TOTAL EXPENSES					\$ 156,681.00	

					2015-16	
					actual	
REVENUE						
CONTRIBUTED & SPONSORSHIP INCOME						
	Grants					
		City/Government				
		Community Events Grant		\$	6,560.00	
		Matching BID Sponsorship		\$	30,000.00	
		SUBTOTAL - GRANTS		\$	36,560.00	
		Projects & Events Sales (incl. vendors)				
		Summer Series Music + Market		\$	50,343.00	sponsorships included in revenue
		Jazz & Beyond		\$	27,975.00	bev sales, pres sponsor, community grant
		Holiday Tree Lighting Celebration		\$	2,945.00	based on last year's community grant
		Magic of Sunnyvale Wine Stroll		\$	10,185.00	pending happens in May
		Game Day		\$	4,569.00	
		Carni Gras				pending potential sponsorships
		SUBTOTAL - PROJECTS & EVENTS		\$	96,017.00	revenue includes corp. sponsorships
		SDA Memberships				
		BID Fees		\$	31,042.00	
		Misc		\$	800.00	stage rental to outside agencies
		SUBTOTAL - SDA MEMBERSHIPS		\$	31,842.00	
		TOTAL REVENUE		\$	164,419.00	
		NET PROFIT/LOSS		\$	7,738.00	

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



Fiscal Year 2016 – 2017

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**

Community Events Grant Funding Application City of Sunnyvale



Fiscal Year 2016/17

Application Deadline: Friday, May 20, 2016 by 5p.m.

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 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) 730-7754 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: 2016 Summer Series Music + Market

Date(s)/Time(s) of Event: Every Wednesday from June 22 – August 31, 2016 (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 17 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 www.SunnyvaleDowntown.com 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 only 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!

SUMMER SERIES 2016					Notes & Comments
				Projected	based on eleven weeks projected
					based on eleven weeks
EXPENSES					
	City Services				
		Banners			
			El Camino & Wolfe Roads		
		Permits			
			Application Permit	\$ 115.00	
			Street Closure	\$ 546.00	city lets us do it ourselves
			Plaza del Sol Closure		
			Building & Electrical	\$ -	
			Fire Inspection	\$ 416.50	
		Police		\$ 14,608.00	
			Subtotal - City Services	\$ 15,685.50	
	County Services				
		Permits			
			ABC	\$ 550.00	
			Health	\$ 767.50	
			Subtotal - County Services	\$ 1,317.50	
	Entertainment & Hospitality				
		Bands & Entertainment		\$ 7,700.00	
		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	\$ 19,324.64	
	Equipment Rentals & Purchases			\$ -	
		Booths, Tables & Chairs		\$ -	
		Generators &/or Electrical Boxes		\$ -	
		Signage		\$ -	A-frames (no alcohol, coolers, glass)
		Sound System & Lighting			
		Porta Potties			
		Radios			
		Staging & Lights		\$ 3,000.00	
			Subtotal - Equipment Rentals	\$ 3,000.00	
	Marketing & Advertising				
		Artwork & Design		\$ 950.00	
		Banners		\$ 676.00	
		Posters (18 x 24) @ 200		\$ 337.00	
		Flyers (business card size) @ 10k		\$ 250.00	
		Print Advertising		\$ -	
		Signage (additional)			
		Street Marketing		\$ 600.00	
			Subtotal - Marketing & Advertising	\$ 2,813.00	
	Subcontractors				
		Commissions			
		Dumpsters & Recycling		\$ 150.00	

		Fencing		\$	-	
		Security		\$	2,200.00	
		Staff/Production Crew				
		Event Coordinator				
		Beverage Coordinator				
		Vendor Coordinator				
		Volunteer Coordinator				
		Set up & clean up		\$	2,750.00	
		Power Washing				
		Subtotal - Subcontractors		\$	5,100.00	
		Other				
		Insurance				
		Ice		\$	800.00	
		Garbage Bags		\$	750.00	
		Misc (tape, chalk, rope etc.)		\$	350.00	beer & wine cups
		Subtotal - Other		\$	1,900.00	
		TOTAL EXPENSES		\$	49,140.64	
		REVENUE				
		CONTRIBUTED INCOME				
		Grants				
		City/Government		\$	-	
		Subtotal - Grants		\$	-	
		Space Rentals - Vendors				
		Food & beverage		\$	2,000.00	
		Arts & Crafts		\$	4,250.00	
		Subtotal - Space Rentals		\$	6,250.00	
		Sponsorships				
		Presenting Sponsor				
		Stage Sponsor		\$	5,000.00	
		Community Sponsors		\$	2,500.00	
		Friends of Sponsors		\$	1,000.00	
		Subtotal - Sponsorships		\$	8,500.00	
		Ticket & Beverage Sales				
		Drinks		\$	34,670.00	
		Subtotal - Sponsorships		\$	34,670.00	
		Additional Income				
		Subtotal - Additional Income		\$	-	
		TOTAL REVENUE		\$	49,420.00	
		NET PROFIT / LOSS		\$	279.36	

Task Volunteer Grid - Summer Series

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
Summer Series Committee					
Joe Antuzzi	Leigh Odom		meet once a month (starting Jan)		
Espenesa	Gary Gold				
Johnny Sevey	Kathy Johnson			36	\$ 967.32
Event Administration					
Event Coordinator	SDA - Joel W.	2:00pm - 10:00pm			
Assistant Coordinator	Michael Johnson	2:00pm - 10:00pm			
Beverage Cordinator	Adam Andrews	4:00pm - 10:00pm			
Entertainment	Joel	4:00pm - 10:00pm			
Beer Booth					
Beverage Coordinator	Adam Andrews	4:00pm - 10:00pm	Responsible for overseeing the volunteers		\$ -
Beer Booth Volunteer		5:00pm - 8:30pm	Sell beverages	3.5	\$ 94.05
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 94.05
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 94.05
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 94.05
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 94.05
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 94.05
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 94.05
Wine Booth					
Beverage Coordinator	Brandt Carson			3.5	\$ 94.05
Wine & Soft Drinks Volunteer			Sell Beverages	3.5	\$ 94.05
Wine & Soft Drinks Volunteer				3.5	\$ 94.05
Wine & Soft Drinks Volunteer				3.5	\$ 94.05
Wine & Soft Drinks Volunteer				3.5	\$ 94.05
Summer Series Staff					
Set Up & Break Down	Omar	3:00pm - close			
Vendor Coordinator	Adam Andrews	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	Joel	5:30pm - 8:30pm			
Miscellaneous					
Photographer	Joel	5:30pm - 8:30pm		460	
			Note: Total is based on 11 weeks. Hrs &		
			Value listed are those who are		
			volunteers. Tasks that are blank are paid		
			staff.		
			TOTAL IN-KIND VOLUNTEER ASSISTANC		\$ 12,346.77

SDA ORGANIZATION EXPENSE & REVENUE REPORT					2015-16	Notes & Comments
					actual	
EXPENSES						
	Advertising, Promotion & Marketing				\$ 170.00	hotel book and Jo Ho Marketing
	City Fees				\$ 800.00	BID
	Commissions & Fees (memberships, etc.)				\$ 3,720.00	
	Conferences, meetings & seminars (attended)				\$ -	
	Contract Labor				\$ 38,275.00	all event and SDA staff is sub-contracted
	Dues/Subscriptions/Contributions				\$ -	
	Events (costs directly associated with the event)					
		Summer Series Music + Market			\$ 40,173.00	
		Jazz & Beyond			\$ 26,810.00	
		Holiday Christmas Tree Lighting			\$ 4,027.00	
		Magic of Sunnyvale			\$ 18,402.00	
		Game Day			\$ 11,064.00	yes for 2016 pending 2017 (no big screen)
		St Patty's				
		Carnival			\$ -	"game day" or pending 2017
			Sub Total Events		\$ 100,476.00	
	Finance Services Charges					
	Insurance					
		General			\$ 5,274.00	
		Directors & Officers			\$ -	
	Legal & Accounting				\$ 540.00	
		Audit			\$ -	
		Legal			\$ -	
	Maintenance, Beautification & Repair (incl murphy lights)				\$ -	
	Office Supplies				\$ 17.00	
	Postage				\$ -	billed to individual projects
	Printing & Reproduction				\$ -	billed to individual projects
	Rent				\$ 2,551.00	(no office 2012 - PO box & Pod)
	Staff Salaries					none we subcontract everything
	Supplies (non office)				\$ 2,817.00	mainly stage replacement parts
	Taxes, Licenses & permits				\$ 781.00	
	Telephone/ Internet/Website				\$ 1,260.00	cell, constant contact, pow web
	Travel & Entertainment				\$ -	research
	Visitor's Guide				\$ 4,507.00	
	Contingency 3%				\$ -	
TOTAL EXPENSES					\$ 156,681.00	

					2015-16	
					actual	
REVENUE						
CONTRIBUTED & SPONSORSHIP INCOME						
	Grants					
		City/Government				
		Community Events Grant		\$	6,560.00	
		Matching BID Sponsorship		\$	30,000.00	
		SUBTOTAL - GRANTS		\$	36,560.00	
		Projects & Events Sales (incl. vendors)				
		Summer Series Music + Market		\$	50,343.00	sponsorships included in revenue
		Jazz & Beyond		\$	27,975.00	bev sales, pres sponsor, community grant
		Holiday Tree Lighting Celebration		\$	2,945.00	based on last year's community grant
		Magic of Sunnyvale Wine Stroll		\$	10,185.00	pending happens in May
		Game Day		\$	4,569.00	
		Carni Gras				pending potential sponsorships
		SUBTOTAL - PROJECTS & EVENTS		\$	96,017.00	revenue includes corp. sponsorships
		SDA Memberships				
		BID Fees		\$	31,042.00	
		Misc		\$	800.00	stage rental to outside agencies
		SUBTOTAL - SDA MEMBERSHIPS		\$	31,842.00	
		TOTAL REVENUE		\$	164,419.00	
		NET PROFIT/LOSS		\$	7,738.00	

Community Events Grant Funding Application

City of Sunnyvale



Fiscal Year 2016/17

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Event Name: Antique Appraisal Faire

Date(s)/Time(s) of Event: Saturday, August 27

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

Authorized Representative Information:

Name:	<u>Leslie Lawton</u>
Title:	<u>President</u>
Organization:	<u>Sunnyvale Historical Society & Museum Association</u>
Phone:	<u>408-749-0220</u>
Email:	<u>LLWeProduce@gmail.com</u>
Mailing Address:	<u>P.O. Box 2187, Sunnyvale CA 94087</u>
	<u></u>

Event Details:

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

The 2016 Antique Appraisal Faire will be a one-day event hosted by the Society. Professional antique appraisers from Michaan's Auction House in Alameda will be onsite to give verbal appraisals to individuals. (A Mini-Antique Road Show) Admission is free and for a small fee personal items can be appraised. Also, local activity clubs will be showcasing their collections, demonstrating their craft or sharing information about collecting. (Stamp Club, Postcard Club, Art Club, Coin Club) 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, last year was a very successful two-day event with appraisals being sold out and many people visiting the museum for the first time.

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

This event is intended to encourage the community to visit the museum, learn about Sunnyvale history, enjoy the many antiques and artifacts as well as appreciate their own keepsake heirlooms. In addition, the attendees are invited to learn more about many other activities in our community that they can participate in. It's friends meeting new friends.

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.

The event is open to the public, free of charge.

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

The event will be monitored by many experienced volunteers. We will work closely with all divisions of the City to ensure safety for all attendees. A Community Event Application has been submitted and we are waiting for it to be approved.

Marketing & Promotion:

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

The event is citywide and ALL residents will be invited and encouraged to attend.

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

600 - 700 guests are expected during the 5-hour event. The estimate is based on reservations for individual appraisals being on a timed basis over the course of the event and outreach by the museum and different clubs.

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.

Flyers and posters will be posted citywide. A multi-tiered email program will be prepared. The event will be posted on Society, Chamber, neighborhood and Event websites. Organization newsletters, neighborhood associations, service clubs, schools and others will be contacted. Signs will be prepared for the day of the 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.

Please see the next page.

Question 9

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 reaching 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 Sunnyvale Historical Society is a non-profit organization with full 501c3 status. It is also a 100% volunteer organization with over 400 members. The museum has opened its doors to over 28,000 visitors since opening in September of 2008. We also provide a 2.5 hour history class to over 1600 third grade students each school year. All programs, events, visitors, tours and classes are open to the public free of charge.

Please see the Sunnyvale Historical Society Brochure.

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?

The event budget has been prepared and is based on past experience. 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 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:

- 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 \$26.87, 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).

Please see the next page

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 donations requests, requests in the business community, in-kind services and general public donations.

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.

Each year there has been an increased awareness and attendance of the Antique Appraisal Faire. By making this an annual event, The Sunnyvale Historical Society will continue to build community awareness throughout the year. As attendance increases, the revenue will increase. As we continue to partner with other Sunnyvale clubs and organizations we will also reach out to their membership to participate and attend the Antique Appraisal Faire. We will also continue to grow the museum membership which includes a modest fee for joining.

Thank you for your kind consideration with this request.

Thank you for your interest in the Community Events Grant!

CEG Application 2016-17
Event Budget - 11

Sunnyvale Historical Society
Estimated Antique Appraisal Faire Expenditures, 2016

\$3,282.00 Total Event Expenses
Please see page 2 for expense details

Project Revenue
5 expert appraisers for 5 hours
80% of appointments sold
\$1,960.00 Revenue

Net Cost
Total expenses less Projected Revenue
\$1,322.00 Net Cost

Funding Requested from City Community Event Grant Program
\$525.00

VOLUNTEERS

200 hours	Organizing, planning
200 hours	Day of Event Staff
40 hours	Set up and take down
40 hours	Demonstration experts
480 hours	Sum of volunteer hours
x \$26.87	Hourly volunteer rate
\$12,897.60	Estimated value of volunteer time

Liability Insurance for the Museum - \$1 Million

EXPENSE DETAILS

Promotions

\$120.00	Flyers
\$10.00	Envelopes
\$22.00	Postage
\$200.00	Posters
\$300.00	Graphic Design Fees (in-kind)
\$400.00	Printing, Copying
\$300.00	Webmaster Fee (Box2 technologies)

Equipment

\$127.50	Tables
\$112.50	Chairs
\$40.00	Delivery charges
\$240.00	Canopies, 20 x 12 (in-kind)
\$100.00	Podium, microphone (in-kind)
\$200.00	Sound system (in-kind)

Food

\$40.00	Food, refreshments for appraisers only
\$40.00	Drinks, water station only
\$30.00	Utensils, plates, cups, napkins
\$110.00	Tablecloths, 22 x 5
\$40.00	Ice

Entertainment

\$200.00	Music, 1 day, 5 musicians
----------	---------------------------

Labor

\$0.00	Organizing, planning staff (Volunteers only)
\$0.00	Day of event staff (Volunteers only)
\$0.00	City Staff (None)
\$350.00	Expert Appraisers Fees

Miscellaneous

\$75.00	Supplies, name tags, pens,
\$75.00	Decorations, balloons, flowers
\$150.00	Signage

Total Expenses \$3,282.00



City of Sunnyvale Neighborhood Grant Program

Application for FY 2016/17
(Please print or type)

Office Use Only

Date Received: _____
Application
Completed: _____

Deadline for Applications: Friday, May 20, 2016 by 5 p.m.

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 Community Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: ncs@sunnyvale.ca.gov or Fax (408) 730-7754. For questions, please call (408) 730-7599.

Date: May 20 2016

Name of Neighborhood Group or Association: Cherry Chas Neighborhood Association

Name of Proposed Project: Neighborhood Cultural and Social Improvement

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 900 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:

- “Long White Table” Potluck (August 2015)
- Neighborhood Harvest Share (Summer-Fall 2015)
- Morningside Drive “Little Free Library” for kids
- Diwali Festival of Lights (co-hosted with the Cherry Chase PTA, Nov 2015)
- Easter Egg Hunt (March 2015)



We have been fortunate to have financial support from various local businesses, which help offset our costs. The 2015 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. **Social / Cultural Events:** We have several neighborhood events that have been successful in previous years and that are planned for 2015, including
 - *Long White Table Potluck:* We had excellent success with this event 2015, with nearly 100 neighbors in attendance. This was a more intimate setting than our earlier Neighborhood Night Out events, and provided an opportunity to engage on a more personal level. We propose to use the grant money to rent tables, chairs and table cloths (**\$200**) and miscellaneous sundries. We anticipate this amount will be matched by local businesses.
 - *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. 2016 marks the 5th festival and our 3rd partnering with the Cherry Chase PTA. Our portion of the grant money (**\$300**) 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”, “Easter egg hunt”, “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 (**\$150**) to purchase these sundries so that our events can be a success.
2. **CCNA car decals:** We would like to purchase (**estimated cost \$250**) 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. **CCNA website hosting service:** The CCNA website (<http://cherrychaseneighbors.org/>) is currently hosted through the generosity of the Cherry Hill Neighborhood Association. We would like to transition to paying for our own web hosting service, at an annual cost of (**Approximate Cost: \$100**).

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 continue to receive very positive neighbor feedback on our 2015 social events and recognize the importance of maintaining the momentum and build on community unity. Our socials engage a wide variety of neighbors and help build our community spirit.

Outreach for each event will include flyers, emails, Facebook and Cherry Chase NextDoor (currently at 900+) and Twitter (@CherryChaseNA). These methods have been successful in previous years in 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.

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, 2017).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising National Night Out Celebration	Jane Smith	08/16
1. Choose date for Long White Table potluck/ Create Flyers; Start advertising with "save the date" emails	KimChi Tyler	6/29/16
2. Permits and requests for public safety officer visit	Michelle Hornberger	6/28/16
3. Order Ice Cream for event / Reserve Tables, chairs and linens	Diyar Essaid / KimChi Tyler	8/1/16
4. Diwali Planning	Sri Satyavarpur	09/30/16
5. CCNA Auto Decals (coordinate with local sponsor / order)	Berny Chen, KimChi Tyler	July / August
6. Website host service (switch providers)	Berny Chen	August 2016

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 2015 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.)?
- 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 cleanup

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 2016 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.
- **Sponsorship**: Local business have been very gracious in donating their time and resources in support of the CCNA. We will continue to foster these relationships in order to maintain a viable partnership.
- **Volunteerism drive**: 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, family-friendly 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, 2017.

Project Leader Name: Michelle Hornberger

Address: 793 Dona Avenue

Phone Number: 408-245-8826 E-Mail: michelle.hornberger@gmail.com

Signature:  Date 5/16/16

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

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

Treasurer Name: Bernard Chen

Address: 799 Dona Avenue

Phone Number: (415) 517-0843 E-Mail: bernychen@yahoo.com

Signature:  Date 5/16/2016

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: Long White Table lead; Decals

Signature:  Date 5/17/2016

Name: Sri Satyavarpu

Address: 1116 Parkington ave, Sunnyvale, CA 94087

Phone Number: (408) 930 6227 E-Mail: srinisri@yahoo.com

Responsibilities: Coordinate, plan and celebrate the Diwali festival in association with Cherry Chase PTA

Signature: Sri Satyavarpu (*electronic signature*) Date: 05/13/2016

**City of Sunnyvale
Neighborhood Grant Program
2016/17 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, 2017.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1.One Long Table	\$200	\$
2.Diwali	\$300	\$
3.Neighborhood Seasonal Socials	\$150	\$
4.CCNA car decals	\$250	\$
5.Website hosting + domain name	\$100	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$1000	\$
Amount Requested from the City of Sunnyvale	\$1000	

Other Sources of Support

Volunteer Hours (valued at \$26.87/hour, per <i>independentsector.org</i>)	\$550
Donated Materials/Services (food, supplies, equipment)	\$500
Other Funding Received (other grants, collected dues, donations)	\$100
Other	\$
Other	\$
Total Neighborhood Association Contribution	\$1100

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



City of Sunnyvale Neighborhood Grant Program

Application for FY 2016/17
(Please print or type)

Office Use Only

Date Received: _____

Application

Completed: _____

Deadline for Applications: Friday, May 20, 2016 by 5 p.m.

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: ncs@sunnyvale.ca.gov or FAX (408) 730-7754. For questions, please call (408) 730-7599.

Date: ___ 18 May, 2016 _____

Name of Neighborhood Group or Association: ___Cherryhill Neighborhood Association_____

Name of Proposed Project: ___"Cherryhill Neighbors: Grow Together"_____

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 eight years ago, the association has held regular association meetings, social events and gatherings such as Dumpster/Freecycle Days, block parties, Holiday Walkabouts, Harvest Shares, Garden Tours, National Night Out in De Anza Park, PEP classes, mixers and several neighborhood watch meetings. Up until the receipt of our first neighborhood grant in 2009, all events were self-funded by association members. We are an official Sunnyvale Neighborhood Association with established bylaws and officers. Our annual expenses are roughly \$900. 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 “welcome” bags. We have also produced neighborhood “No Soliciting” signs which we sell for a modest amount to raise money for the association. We do some fundraising activities at our block party and mixers, and neighbors often make ad hoc donations to help cover expenses.

Project Description:

3. 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?

“Cherryhill Neighbors: Grow Together” is envisioned as a mini urban garden project. Our plan is to implement a series of small, portable garden spaces within the neighborhood in order to share seedlings, seeds, plants and garden ideas among neighbors. The mini garden containers will be rotated throughout the neighborhood each year (potentially as 3-month shifts at each location; shifts will roughly correspond to a growing season – e.g., spring, summer, fall). Dedicated hosts will be responsible for leadership of associated activities: tending the mini gardens, and, if desired, establishing a common calendar for watering and weeding tasks as well as recruiting neighbors to share responsibility for the container during the shift. If possible, we would like to organize the gardens according to theme: for example, *Herbs*, *Edible Flowers*, *Medicinal Plants* in order to introduce residents to new varieties and additional uses for plants and herbs (e.g., medicinal or cosmetic applications). The contents of each container will be freely available to neighbors who wish to partake in ad hoc harvesting throughout the year.

Adjacent to each mini garden container we will have a donation box where neighbors may drop off their additional harvest items to share with the neighborhood.

The main benefit will be increased community building through cooperation as well as creating and sharing resources. Each “host” will take an active role in promoting what’s growing in the container and encourage neighbors to harvest herbs, plants and flowers at the peak of ripeness. It is our hope that online discussions about what’s available for picking will lead to neighbors meeting up at the mini garden spaces to collectively harvest the bounty, sharing recipes and ideas for inclusion in their own gardens. In particular, the gardens will be valuable to children as they wonderfully demonstrate where food comes from. When completed, the project will resemble a miniature version of Sunnyvale’s Charles Street Garden, with semi-permanent signage indicating the harvests are freely available to all.

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 the project after surveying neighborhood residents via our **Yahoo Group** and **Next Door** membership lists. The Urban Garden idea was the most popular choice for a grant application topic among Cherryhill residents who took the survey on Yahoo Groups (not surprising given how successful our annual Harvest Share has become). 54% of residents who responded chose the Urban Garden project (the next closest idea with 15% favorability was an effort to increase health and wellness activities within the neighborhood). While the health and wellness initiative was more popular among the respondents to the survey on Next Door, we amalgamated the results and determined the Urban Garden project had the highest overall approval (Note: We plan to address health/wellness in a future grant application).

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, 2017).

Activity	Person(s) Responsible	Completion Date (mo/yr)
	Jane Smith	08/16
1. Research containers and sharing boxes suitable for shortlist of available options, evaluate potential candidates based upon factors such as size, weight, durability, and ease of portability to multiple locations. Determine the number of containers the project can support (e.g., 3 or 6 containers). Research and report costs of other materials (soil, seedlings, seeds, watering cans, etc.)	Team led by Kyle Welch/Kathy Besser	06/16
2. Solicit resident feedback on herbs, plants, flowers to include in each container (online survey)	Kathy Besser	07/16
3. Develop host agreement (suggested list of responsibilities for temporary garden stewardship) and common calendar tools for hosts to increase engagement by recruiting garden "helpers"	Joann Rieke	07/16
4. Solicit volunteers for each container: 4 per container per year.	Kyle Welch	08/16
	Kathy Besser	09/16

5. Initial installation of garden planters.		
6. Host neighborhood appetizer/dessert contest at Cherryhill Fall Mixer (featuring items harvested from garden containers).	Derek Wagner	10/24/16
7. Move containers to second installation.	TBD	12/16
8. Move containers to third installation.	TBD	3/17
9. Move containers to fourth installation.	TBD	6/17
10. Solicit volunteers for the next 4 hosting shifts.	TBD	6/17

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

The Grow Together project focuses on all aspects listed above. In addition to increasing communication between neighbors as the gardens are planned, planted and harvested, growing food together will help build bridges between cultures as neighbors share recipes and uses for items harvested from the containers. Having a “common” garden will help enhance neighborhood pride and will improve the physical condition of the neighborhood.

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

We will periodically check in with residents to see how the garden containers are being received (if they are being regularly tended, harvested, etc.). It should be relatively easy to monitor communication about the gardens via Cherryhill's Next Door and Yahoo Groups. We will also conduct a follow-up survey to determine resident satisfaction with the results of the program.

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

Our neighborhood will provide the “sweat equity” to build and install the gardens as well as keep them maintained and orderly. Residents will be asked if they care to donate any seeds, seedlings and other materials (gardening tools, gloves, plant food, etc.) for the garden containers. Estimated volunteer hours would include building/installing garden containers and sharing boxes (12 hrs), maintaining container sites throughout the year (1hr/week x 52 = 52hrs), developing instructions and host agreement (3hrs), moving installation sites (1.5hrs x 4 times/year = 6hrs), research (3hrs), purchasing items (5 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.

After the initial purchase of materials for the garden containers, there should be relatively little financial cost to keeping up the gardens. The challenge will be to keep residents engaged in sustaining them year after year. To address that aspect, we plan to assign permanent resident “guardians” for each container purchased and implemented. Guardians will be responsible for ensuring volunteers fulfill their commitments and in the event they cannot, solicit suitable replacements. Our neighborhood has so many passionate urban gardeners, it should not be difficult to recruit residents for these positions.

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 Number: (408) _481-9700_____ E-Mail: __kyle_welch@comcast.net_____

Signature: _____electronic_____ Date __5/20/16_____

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, Sunnyvale, CA 94087_____

Phone Number: (408) __738-3831_____ E-Mail: __jim@thesturtevants.com_____

Signature: _____electronic_____ Date __5/20/16_____

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) _733-8323 _____ E-Mail: ___khb@graystar.com _____

Responsibilities: Program coordinator, graphic design, planning & idea generation

Signature: _____ electronic _____ Date ___5/20/16 _____

Name: _____ Joann Rieke _____

Address: _____ 1003 Yorktown Drive, Sunnyvale, CA 94087 _____

Phone Number: (408) _245-0656 _____ E-Mail: ___clsjer@hotmail.com _____

Responsibilities: Newsletter content, meeting supplies, NNO/Block Party coordination, supplies, etc

Signature: _____ electronic _____ Date ___5/20/16 _____

**City of Sunnyvale
Neighborhood Grant Program
2016/17 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, 2017.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1. Garden containers & sharing boxes	\$ 600	\$
2. Creation of professional looking outdoor-friendly signage for each installation	\$ 150	\$
3. Potting soil	\$ 120	\$
4. Watering cans	\$ 80	\$
5. Starter plants for each installation	\$ 220	\$
6. Gardening gloves	\$ 20	\$
7.		\$
8.		\$
9		\$
Total Expenses	\$ 1190	\$
Amount Requested from the City of Sunnyvale	\$ 1000	

Other Sources of Support

Volunteer Hours (valued at \$26.87/hour, per <i>independentsector.org</i>)	\$ 4,863
Donated Materials/Services (food, supplies, equipment)	\$ 300
Other Funding Received (other grants, collected dues, donations)	\$ 350
Other	\$
Other	\$
Total Neighborhood Association Contribution	\$ 5,513

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



City of Sunnyvale Neighborhood Grant Program

Application for FY 2016/17
(Please print or type)

Office Use Only

Date Received: _____

Application

Completed: _____

Deadline for Applications: Friday, May 20, 2016 by 5 p.m.

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 Community Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: ncs@sunnyvale.ca.gov or Fax (408) 730-7754. For questions, please call (408) 730-7599.

Date: ____ May 10, 2016 _____

Name of Neighborhood Group or Association: ____ Cumberland South Neighborhood Asso

Name of Proposed Project: _11th Annual 4th of July Parade and Pot Luck

Grant Amount Requested from the City of Sunnyvale: \$ __850
(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?

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

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?

We are a formal association and we have two activities that we do annually and others when inspired by our members. We spend around \$800 annually (over \$850 last year) on our 4th of July Parade and Pot luck plus lots of contributions. Our holiday caroling event doesn't cost much (we meet for cider and sweets and carol around the neighborhood). We have asked for donations to support our 4th of July activities in the past. When we collect donations, we have a "pot" to collect money and ask our neighbors to contribute. Neighbors also contribute time, food and equipment to these events.

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 LOVE this event and our neighbors look forward to it every year. It is a BASH! It is really the only time we all see each other and enjoy the diversity of our neighborhood. This is the event that makes everyone feel neighborly as so much of the year we are all busy and barely have time to meet and greet. New neighbors and old neighbors alike love this event as they get to meet people and feel like a part of a caring community. Many who move away still come back to participate. We have events for the kids (bouncy house, tattoos, face painting, etc.), a parade of kids, pets, elderly people, etc. led by Public Safety, delicious food, music, patriotism and so much more!

This year is the first year the host/hostess has moved away- so we have created “committees” to work on different aspects of the festivities including:

- Kids Events
- Equipment
- Communications/street closure
- Fire Truck
- Decorations
- Set up/Clean up
- Sign-in
- Sno cone workers committee

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?

Jeni Shortes used to organize a similar parade and picnic in Sunnyvale when she grew up here. SADLY, she moved away this year. But our neighbors don't want this event to go away because she did. So we are organizing teams to ensure we spread the work, and involve even more people this year. With the financial help of the city, I know it will be a great success!

We advertise with flyers and emails to our neighbors. We have 17 different street reps who distribute on each of our streets to ensure those not on our Yahoo! Group still get their invitation. At this point, most people know about this event and even work around it. My family used to travel every 4th of July but now we schedule our trips around this event!

In the past, we've had at least 25 people supporting the planning of this event. This year, we will have even more people very involved.

Project Plan:

- 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, 2017).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising National Night Out Celebration	Jane Smith	08/16
FLYERS/FIRE TRUCK/REQUEST FOR MONEY FROM CITY/COMMUNICATIONS- Reid	Reid	May/June, 2016
PERMIT/CONES FOR STREET CLOSURE	Kevin Corbett	June, 2016
SET UP-	Curtis/Jim	July 4 th
DECORATIONS	Yael Halperin	July 4 th
GARBAGE-	Richard and Emily Polivka	July 4th
KIDS ACTIVITIES (bouncy house ordering/sno cone ordering/other activities)	Tobi and Adam Elman	June, 2016
MUSIC	Tomer/David	July 4th
DRINKS/SNO CONE MGMT	Lorraine Noronha	July 4th
CLEAN UP	Curtis& Mimi Wong	July 4th
Name Tags/Sign In (just had this offered)	Grace Anne Weiler	4 th of July

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

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

The turnout will determine if we were successful! Usually we have between 150-200 people come- and everyone talks about how great this event is! We all look forward to it every year— the kids love to decorate their bikes and scooters and the adults love to see the kids. Dogs come and play- everyone eats and it's great. So if people show up, and have fun and have neighborly comradery – we are successful.

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

Every year we have lots of volunteers but this year it will be even more of a group effort.

Some of the donations of time and material include:

- Canopies/tables
- Food
- Chairs and tables to eat on
- Garbage cans
- Music and sound system
- Time printing and distributing flyers
- Time calling the city getting the block blocked off and getting the fire truck
- People's bathrooms and yards for play space
- Time setting up and breaking down
- Time ordering and manning the bouncy houses and sno cone machine

Volunteer hours are probably at least 50 hours including the day of event. On the day of the event, many people are working for hours cleaning, preparing, etc.

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 have had years in the past where we didn't get grant funds. In this case, we need to ask for monetary donations for our event. We also need to try to do a bit less...so people don't feel obligated to pay. If we know in advance that we won't have any funds- we will send emails and let people know on our flyer that we need donations. People are willing. But it's really a wonderful thing to be sponsored by the city as it shows that community is a priority for Sunnyvale.

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, 2017.

Project Leader Name: Reid Myers
Address: 1013 Persimmon Avenue Sunnyvale 94087
Phone Number: 408-218-3293 E-Mail: Reidsmail@yahoo.com
Signature: REID MYERS (typing) Date May 10, 2016

Treasurer Name: Reid Myers (Diane Guerin is our official treasurer but I will manage the funds for this event as she usually travels at this time)
Address SAME AS ABOVE

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: Tobi Elman **Address:** 753 Knickerbocker
Phone Number: (650) 430-5262 **E-Mail:** obiwantobi@gmail.com
Responsibilities: kids activities/bouncy house, etc.
Signature: VIA EMAIL DATED 5/11 Date 5/17/16

Name: Curtis Chan **Address:** 891 Pyrus Way
Phone Number: (650) 743-5867 **E-Mail:** ct_16@yahoo.com
Responsibilities: set up/clean up
Signature: VIA EMAIL DATED 5/16/16 Date 5/17/16

Name: Yael Halperin **Address:** 766 Knickerbocker
Phone Number: 650--283-1093 **E-Mail:** yaelhal@gmail.com
Responsibilities: decorations/help with set up
Signature: VIA EMAIL DATED 5/17 Date 5/17/16

**City of Sunnyvale
Neighborhood Grant Program
2016/17 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, 2017.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1.Bouncy House/Sno Cone Machine ENTERTAINMENT	\$450	\$
2.Plates/Napkins/Utensils 200 people	\$100	\$
3.Decorations/table cloths, etc.	\$100	\$
4.Drinks (donations for food)	\$100	\$
5.Misc- name tags, kids entertainment, etc.	\$100	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$850	\$
Amount Requested from the City of Sunnyvale	\$850	

Other Sources of Support

Volunteer Hours (valued at \$26.87/hour, per <i>independentsector.org</i>)	\$1,343.50
Donated Materials/Services (food, supplies, equipment)	\$850
Other Funding Received (other grants, collected dues, donations)	\$NA
Other	\$
Other	\$
Total Neighborhood Association Contribution	\$2193.50

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

Thank you for the opportunity! Reid



City of Sunnyvale Neighborhood Grant Program

Application for FY 2016/17

(Please print or type)

Office Use Only

Date Received: _____

Application

Completed: _____

Deadline for Applications: Friday, May 20, 2016 by 5 p.m.

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 Community Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: ncs@sunnyvale.ca.gov or Fax (408) 730-7754. For questions, please call (408) 730-7599.

Date: May 2016

Name of Neighborhood Group or Association: Cumberland West

Name of Proposed Project: Block Parties - Community Bonding

Grant Amount Requested from the City of Sunnyvale: \$ 500.00
(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?

Cumberland West Neighborhood Association was formed in 2008. There are 404 single family homes and many apartment and condo complexes. This totals approximately 600 households between the boundaries of Mary, Blaire, Quetta, Elmira, Hanover, and Heatherstone.

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?

For the past eight years, our neighborhood association has been completely virtual, comprised of a neighborhood Yahoo email group with about 50 members and very few emails sent.

However, with new energy and leadership in the association, we have gotten 25 new households to join the email group – a 50% increase and counting! A few more neighbors are now sending emails and the trend is growing! We have also begun distributing paper flyers to our neighbors to raise awareness of the association in advance of the first events we would like to have this summer.

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?

Through bi-monthly events over the next year, we would like to grow the association into a thriving community where people can genuinely get to know their neighbors, share resources, and feel included in a wider, local community. Neighbors have met and decided that for Community Building we would like to have one block party every other month, starting this June. Some will be "free" and others will use Grant Funds. We have emailed the below plan to our Yahoo group to begin building awareness and solicit feedback. Where necessary we will get permits two weeks before to close the street. For one of the Block Parties – probably February's - we would also like to invite the Sunnyvale Police or Fire Departments to come bring a car or truck for kids to see.

June: Neighborhood Wheels Parade and Potluck (No Grant Funds Required)

August: Neighborhood Ice Cream Social

October: Jumpy House and Potluck

December: Hot Chocolate/Cider on the BBQ and Bubbles

February: Yard Games and Potluck

April: Jumpy House and Potluck

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?

As stated, Cumberland West has been a dormant neighborhood association with no meetings, no events, and a mostly inactive Yahoo group. However, since this past fall you could say we are now a "blooming" community and association. A recent anecdote serves as an excellent example of how our neighborhood craves community and just needs a little bit of organizing and funds to hit its stride. In November 2015 Sara Grassman spent over a week going door to door to every house on Orange, Greenwich, and part of Heatherstone, to meet neighbors and invite them to a block party hosted in front of 853 Orange Ave. Because they were not connected to the larger Neighborhood Association at the time, the Grassmans only thought to invite 2.5 smaller streets of the neighborhood. The response was very positive, with stories from long-time neighbors of gatherings they used to have here, and excitement from newer neighbors. On Sunday, December 6th, from 3-5 p.m. 45 neighbors came for hot chocolate and hot cider provided by the Grassmans on their BBQ in the driveway. Every attending the party brought a dish to share (which was not even asked for!) and many loaned chairs, tables, and tents. The Grassmans also provided wands and supplies for bubbles for kids, which was a hit on the front lawn while the adults chatted. The event drew neighbors from every stage of life! Sara Grassman has since become an official leader of the Neighborhood Association. For the upcoming, official neighborhood Block Parties, the entire neighborhood of Cumberland West will be invited, and a similar significant turnout is expected, especially as the year goes on and awareness grows through flyers, word of mouth, and the visual of the events themselves.

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, 2017).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising National Night Out Celebration	Jane Smith	08/16
Create flyers (Sara & Molly), make 600 copies on colored paper (Sara), and flyer entire neighborhood	Sara, Molly, Chris, Jane, Prahlad, and Cindy	
1.		May 2016 + additional
2. Gather Block Party Materials and Keep Receipts	Sara + Molly (+ neighbors loaning folding chairs, etc.)	Day of Block Parties (every other month)
3. Call city to close street / request fire truck if needed/wanted	Sara Grassman	3 weeks prior
4. Send additional event notification email invitations	Sara Grassman	
5. Talk-up events with neighbors!	Sara, Molly, Prahlad, Jane, Chris, Nate, and Cindy	year-round and on!! 😊
6.		
7.		
8.		
9.		
10.		
11.		
12.		

In the formation of this block party plan, we have carefully researched and considered: financial costs and management (i.e. set-up, execution, clean-up, other preparation, neighborhood notification, and the manpower available to put on these parties). Our research and information-gathering has included: web searches of block party ideas, from which lists we weeded out those party ideas that would be too much preparation so we could ensure our goal is realistic, phone calls (e.g. confirming with Peninsula Party Rental exact costs, options, cancellation policy for rain, location requirements for set-up of jumpy house, etc.), brainstorming meetings with neighbors, and consultation with other Neighborhood Associations (e.g. Cumberland SOUTH gets a jumpy house annually and how to handle liability, etc.). We will be consulting the school calendar for mindful date selection within the every-other-month schedule.

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

Block Parties bring neighbors together with food and fun to socialize and learn about commonalities. Our enjoyable time spent together in the form of Block Parties will certainly increase communication among neighbors, build bridges between cultures (as our neighborhood is diverse!), and enhance neighborhood pride and identity.

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

The completed project will be successful when neighbors happily gather to enjoy food and each others' company. We will provide nametags. (This past December 2015 the nametags the Grassmans provided were color-coded to the street you live on so neighbors were easily identifiable to the street level!) We may have ice breaker questions on name tags for some of the parties (e.g. Where did you grow up?). We will know the parties are successful when attendance grows from one to the next as talk about the great time had at these "official" neighborhood Block Parties goes on since word of mouth is most effective to incite participation.

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

Our neighbors will contribute folding tables and chairs, tents, food for potlucks, and (based on experience this past December 2015), will frequently ask what else they can bring.:-) The neighborhood leaders will contribute 30+ hours of time in preparation and other various materials that can be provided/borrowed from households and do not need to be purchased (e.g. BBQ, electricity, ice cream scoopers, bubble wands the Grassmans have already bought, household materials for yard games, etc.)

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.


Once interest in Block Parties is established by many neighbors experiencing the good time, we will either a) continue free block parties if City Grant Funds are unavailable (e.g. potlucks, parades, yard games with reused materials, etc.), b) ask for donations at events to cover costs – Grassmans are happy to front some costs, or c) ask for donations at this year's events, once interest is established and high, to cover the next repeating Block Parties (e.g. ask for donations at April 2017 Jumpy House Block Party to pay for Jumpy House in October of 2017 (after Grant Money) and so on).

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, 2017.


Project Leader Name: Sara Grassman
Address: 853 Orange Ave.
Phone Number: (650) 799-3116 **E-Mail:** sdobbert@gmail.com
Signature:  **Date:** 5/18/16

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

Treasurer Name: Molly Wilkens
Address: 813 Nectarine Avenue
Phone Number: (415) 913-8781 **E-Mail:** molly.wilkens@gmail.com
Signature:  **Date:** 5/18/16

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: Jane Okashima
Address: 935 Greenwich Ave. Sunnyvale CA 94087
Phone Number: (408) 738-3171 **E-Mail:** jokashima@sbcglobal.net
Responsibilities:
Signature:  **Date:** 5-19-16

Name: PRAHLAD FOGLA
Address: 833 ORANGE AVE SUNNYVALE CA 94087
Phone Number: (678) 793 9507 **E-Mail:** prahlad.fogla@gmail.com
Responsibilities:
Signature:  **Date:** 5-19-16

City of Sunnyvale
Neighborhood Grant Program
2016/17 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, 2017.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1. ice cream, bowls, spoons, ice + toppings, napkins	\$ 150	\$
2. jump house rental (e.g. Peninsula Party)	\$ 100	\$
3. hot chocolate / hot cider and hot cups	\$ 50	\$
4. yard game supplies (CAN BE REUSED in future!)	\$ 100	\$
5. jump house rental	\$ 100	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$ 500.00	\$
Amount Requested from the City of Sunnyvale	\$ 500.00	

Other Sources of Support

Volunteer Hours (valued at \$26.87/hour, per independentsector.org)	\$ 806.10	minimum
Donated Materials/Services (food, supplies, equipment)	\$ 300.00	(flyer copies + colored paper, BBQ gas, disposable plates + napkins for each potluck, nametags, etc.)
Other Funding Received (other grants, collected dues, donations)	\$	
Other	\$	
Other	\$	
Total Neighborhood Association Contribution	\$ 1,106.10	+

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



City of Sunnyvale Neighborhood Grant Program

Application for FY 2016/17
(Please print or type)

Office Use Only

Date Received: _____
Application
Completed: _____

Deadline for Applications: Friday, May 20, 2016 by 5 p.m.

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 Community Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: ncs@sunnyvale.ca.gov or Fax (408) 730-7754. For questions, please call (408) 730-7599.

Date: 5-19-16

Name of Neighborhood Group or Association: Evelyn Glen Owners Association

Name of Proposed Project: Drought Tolerant Landscaping

Grant Amount Requested from the City of Sunnyvale: \$ 1000.00
(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background:

- When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?
 - The Association was formed in 2008
 - Our Geographic Boundaries are Evelyn Ave and Wolf Rd.
 - 130 households
- 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?
 - We have been working with Green Seasons Landscapers to convert to drip irrigation + drought tolerant plants along with crushed granite spaces and mulch to keep plants from drying out and contain water and avoid runoff.
 - Annual Budget is \$ 443,241.
 - Funds for this type of event start with Homeowners (H/O) monthly assessments. It is added to budget.

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?

Benefits of project

- Education of H/O regarding water conservation and drought effects on landscaping.
 - Planting perennials and annuals in a layered affect will promote continued seasonal color
 - Increase aesthetic look of neighborhood and value
 - Provide an educational opportunity for entire family with regard to the purchase of self watering containers and various herbs/vegetables and sustainability
 - Educate community to be more self sufficient.
- With the continued drought years ahead this is important. Association Clubhouse and chairs will be used with table items in project plan will be available for a free Green Seasons Landscape will be onsite for planting session
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?
- I've been working with Green Seasons to inform H/O of drought tolerant planting, water conservation and sustainable landscaping.
 - Green Seasons has attended 3 executive sessions of the Board Mtgs and an active member of Landscape Center.
 - There are approx 20-25 H/O present at these meetings and the interest is high on this subject which is why it was chosen

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, 2017).

Activity	Person(s) Responsible	Completion Date (mo/yr)
1. Create Flyers/email	Barbara	9/16
2. Provide Herbs / Food Plants	Green Seasons	9/16
3. Provide Soil/Containers	Green Seasons	9/16
4. Provide Refreshments	Roshan Silva	9/16
5. Provide Paper Goods/Entertainment	Jim Asselin	9/16
6. Clean-up	All Volunteers	9/16
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

Community events that educate people will bind them together with a mutual cause, and increase the communication especially in this diverse community. Increases pride of ownership and adds value to the property.

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

The success of the project will be the outcome and responses from the H/O that attend.

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

- The Clubhouse
- Tables (6) and Chairs (30)
- Green Seasons time 4-6 hrs
- Board Members + Mgt Co volunteers 4-6 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.

Additional funds will be allotted in future Budgets for 2017 for social committee.

Green Seasons has volunteered their time and has an ongoing relationship with the community.

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, 2017.

Project Leader Name: Barbara Parker

Address: 654 No Santa Cruz Ave. Ste E Los Gatos, Ca

Phone Number: 408 353-2124 **E-Mail:** Barb@MavenMgt.com

Signature: Barbara Parker **Date:** 5-16-16

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

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

Treasurer Name: Deborah Torres

Address: 654 No Santa Cruz Ave. Ste E Los Gatos, Ca

Phone Number: 408 353-2126 **E-Mail:** Deb@MavenMgt.com

Signature: Deborah Torres **Date:** 5-16-16

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: Roshan Silva

Address: 234 Peppermint Tree Terrace #4 Sunnyvale, CA

Phone Number: 415 748-2725 **E-Mail:** roshan_silva@yahoo.com

Responsibilities: coordination of volunteers - outreach to residents

Signature: _____ **Date:** 5-16-16

Name: James Asselin

Address: 214 Peppermint Tree Terrace, #4 Sunnyvale, Ca

Phone Number: 408 353-2126 **E-Mail:** jam@svtrinity.org

Responsibilities: coordinating volunteers, outreach to residents

Signature: _____ **Date:** 5-16-16

**City of Sunnyvale
Neighborhood Grant Program
2016/17 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, 2017.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1. Create Flyers	\$ 100.00	\$ 100.00
2. Food	\$ 700.00	\$ 700.00
3. Paper Goods	\$ 50.00	\$ 50.00
4.	\$	\$
5. Self Watering Containers (small)	\$	\$
6. Herbs 3-4 types	\$ 3.95	\$ 513.50
7. Vegetables	\$ 6.00	\$ 780.00
8. Soil 15 bags	\$ 9.99 ea	\$ 149.85
9.	\$	\$
Total Expenses	\$	\$ 2293.35
Amount Requested from the City of Sunnyvale	\$ 1000.00	

Other Sources of Support

Volunteer Hours (valued at \$26.87/hour, per independentsector.org)	\$ Board Members/Vendor
Donated Materials/Services (food, supplies, equipment)	\$ table/chairs
Other Funding Received (other grants, collected dues, donations)	\$ 500.00 -- Budget
Other	\$ 1128.54
Other	\$ 1293.35
Total Neighborhood Association Contribution	\$ 1921.89

Bd Member Board
 16 x 26.87 = 429.92
 Vendor Vendor
 6 x 26.87 = 161.22
 20 x 26.87 = 537.40
 1128.54

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

EVELYN GLEN OWNERS' ASSOCIATION

130 CONDOS						
2016 BUDGET						
Income \$397,800			33150			
	2015	PROJECTED	PROJECTED	PROJECTED	Previous	
	ANNUAL	ANNUAL	MONTHLY	PER HOME	Current	
FIXED COSTS	BUDGET	BUDGET	BUDGET	PER MONTH	VARIANCE	
Insurance - Package	\$28,000	\$22,533	\$1,885.92	\$14.51	-19%	
Insurance-Umbrella	\$1,000	\$2,225	\$233.33	\$1.79	123%	
Insurance - Workers Compensation	\$1,000	\$650	\$83.33	\$0.64	-35%	
State and Federal Taxes	\$50	\$55	\$4.58	\$0.04	10%	
SUB-TOTAL	\$30,050	\$25,463	\$2,207.16	\$16.97	-15%	
OPERATING COSTS						
Electricity	\$7,200	\$7,200	\$600.00	\$4.62	0%	
Water	\$40,000	\$35,075	\$3,006.25	\$23.13	-10%	
Water Reimb.	\$0	\$0	\$0.00	\$0.00		
Sewer	\$4,000	\$4,000	\$333.33	\$2.56	0%	
Sewer Reimb.	\$0	\$0	\$0.00	\$0.00		
Gas	\$70	\$59	\$0.00	\$0.00	-29%	
Refuse Collection Service	\$58,000	\$58,000	\$6,500.00	\$50.00	34%	
Storm Drain Service	\$1,700	\$1,700	\$141.67	\$1.09	0%	
Maintenance Service/Minor Repairs	\$2,000	\$2,000	\$166.67	\$1.28	0%	
Maintenance Inspections	\$10,000	\$5,000	\$416.67	\$3.21	-50%	
General Supplies	\$1,000	\$1,336	\$70.83	\$0.54	-15%	
Fire Alarm System-Inspect/Test/Monitor	\$20,000	\$28,000	\$2,333.33	\$17.95	40%	
Phone Line Service-Fire Equip.	\$17,000	\$17,000	\$1,416.67	\$10.90	0%	
Window Washing	\$12,750	\$3,358	\$275.00	\$2.12	-74%	
Custodial	\$0	\$950	\$79.17	\$0.61	N/A	
Gutter Cleaning	\$5,000	\$5,000	\$500.00	\$3.85	20%	
Lighting Inspections	\$3,000	\$3,000	\$250.00	\$1.92	0%	
Graffiti Removal	\$0	\$250	\$20.83	\$0.16	N/A	
Landscape Maintenance	\$26,640	\$20,818	\$2,904.00	\$22.34	31%	
Landscape Extras	\$1,000	\$1,000	\$83.33	\$0.64	0%	
Pest Control	\$2,000	\$2,900	\$241.67	\$1.86	45%	
Irrigation Repairs	\$3,000	\$2,450	\$200.00	\$1.54	-20%	
Lighting Supplies	\$2,500	\$2,500	\$208.33	\$1.60	0%	
Parking Patrol	\$3,300	\$3,300	\$275.00	\$2.12	0%	
Cleaning Trash Enclosures	\$0	\$350	\$29.17	\$0.22	N/A	
Backflow Testing	\$2,000	\$2,000	\$16.67	\$0.13	-90%	
Accounting Service-Monthly	\$7,800	\$7,800	\$650.00	\$5.00	0%	
Tax Prep and Annual Review CPA	\$0	\$1,550	\$129.17	\$0.95	N/A	
Filing vendor 1099's and EDDs	\$1,880	\$325	\$31.25	\$0.24	-80%	
Accounting Printing & Mailing	\$300	\$275	\$31.25	\$0.24	25%	
Accounting Postage	\$1,100	\$920	\$79.17	\$0.61	-14%	
Accounting Supplies	\$700	\$500	\$58.33	\$0.45	0%	
Accounting Storage	\$150	\$150	\$12.50	\$0.10	0%	
Legal & Professional Services	\$1,000	\$800	\$83.33	\$0.64	0%	
Reserve Study	\$1,000	\$550	\$54.17	\$0.42	-35%	
Management Services	\$31,200	\$31,200	\$2,600.00	\$20.00	0%	
Management Other Services	\$300	\$1,640	\$33.33	\$0.26	33%	
Office Expense/Printing/Supplies/Postage	\$1,950	\$1,000	\$91.67	\$0.71	-44%	
Storage	\$120	\$120	\$10.00	\$0.08	0%	
Proforma Budget	\$1,500	\$1,500	\$125.00	\$0.96	0%	
Bank Fees	\$0	\$0	\$0.00	\$0.00	N/A	
Social/Committees	\$500	\$500	\$41.67	\$0.32	0%	
FHA approval - every other year	\$500	\$300	\$25.00	\$0.19	-40%	
SUB-TOTAL	\$272,160	\$289,543	\$24,124.42	\$185.57	6%	
RESERVES	\$117,031	\$117,031	\$9,752.58	\$75.02	0%	
Contingency	\$24,000	\$1,000	\$83.33	\$0.64	-96%	
	\$443,241	\$443,135	\$36,167.49	\$278.21	-2%	

NOTE: The Board of Directors has approved this budget for 2016.

Effective January 1, 2016 your monthly assessments will remain at \$255.00

Any additional expenses over Income will be taken out of the 2015 Excess Operating Funds as approved



City of Sunnyvale Neighborhood Grant Program

Application for FY 2016/17

(Please print or type)

Office Use Only

Date Received: _____

Application

Completed: _____

Deadline for Applications: Friday, May 20, 2016 by 5 p.m.

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 Community Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: ncs@sunnyvale.ca.gov or Fax (408) 730-7754. For questions, please call (408) 730-7599.

Date: 5/19/16

Name of Neighborhood Group or Association: Hazelheads

Name of Proposed Project: Hazelhead Block Party: Formalizing Neighborhood Association

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?

Sunnyvale Ave, Hazelton Ave, Bayview & Arques

Formed in 2010

~25 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?

Neighborhood watch

annual block party

holiday celebrations

We are planning to formalize our neighborhood association later in the year, & this grant money would help us to start organizing.

So far activities have been funded out-of-pocket by neighbors.

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?

Annual block party, potluck style. In the past we have had a fire truck, k-9 unit, shave ice truck, bouncy house, bubble machine & BBQ. the street (Hazelton) is closed.

We have had a lot of new neighbors, especially families move into the neighborhood. I have used the block party as an opportunity to get to know them better. This year we can also discuss creating a formal neighborhood association.

We hope we will have a formalized neighborhood association, double our participating households at the end of the party.

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 association was already created. With growing interest we would like to formalize the neighborhood association. We plan to advertise through flyers, online media platforms like NextDoor & Zvite. We have about 50 neighbors based on last year's attendance.

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, 2017).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising National Night Out Celebration	Jane Smith	08/16
1. Create flyers/invite for block party	Rachel Steger	7/16
2. create email distribution list	Rachel Steger	7/16
3. street permit	Mei-Lin Pang	7/16
4. Fire Truck /K-9	Mei-Lin Pang	7/16
5. Shave Ice	Mei-Lin Pang	7/16
6. Bouncy House	Laurie Thomas	7/16
7. Create list of yearly events	Laurie Thomas	7/16
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

Hazelheads is a unique association of multicultural, socioeconomically diverse families. We strive to meet regularly via various events & want to grow these activities: neighborhood watch, block party, garage sale, book exchange.

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

By doubling our current NH activity participating to 50 NHs, within a year & formalizing our 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.)?

party supplies - tables, chairs, canopies, etc

families supply food (sides, dessert, other entrees)

~~that~~ volunteers will donate time to organize various events

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 goal would be to use some events (garage sale, bake sale) as well as yearly suggested donations of \$5-10 per NH. The formal association would manage funds & provide 2 hours volunteer time for planning & events.

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, 2017.

Project Leader Name: Laura Thomas
Address: 286 Hazelton Ave
Phone Number: (415) 350-9395 **E-Mail:** lauriest@yahoo.com
Signature: [Signature] **Date:** 5/19/16

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

Treasurer Name: Mei-Lin Pang
Address: 240 Hazelton Ave
Phone Number: (347) 207-9975 **E-Mail:** mpang77@gmail.com
Signature: [Signature] **Date:** 5/19/16

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: Rachel Steger
Address: 270 Hazelton Avenue
Phone Number: (510) 387-7551 **E-Mail:** rachelmsteger@gmail.com
Responsibilities: Media / Outreach
Signature: [Signature] **Date:** 5/19/16

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

**City of Sunnyvale
Neighborhood Grant Program
2016/17 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, 2017.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1. Black Party Street Permit & Holiday Party	\$ 25 - 30	\$
2. Snacks & Soda	\$ 250	\$
3. Bounce House	\$ 100 - 150	\$
4. Flyers & Newsletter (all events)	\$ 50	\$
5. Party Supplies - Black Party re-useables	\$ 100	\$
6. Black Party Food (Cass Tacos)	\$ 100	\$
7. Holiday Party Food (Cass Tacos)	\$ 100	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$	\$

Amount Requested from the City of Sunnyvale	\$
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Other Sources of Support

Volunteer Hours (valued at \$26.87/hour, per independentsector.org)	\$
Donated Materials/Services (food, supplies, equipment)	\$
Other Funding Received (other grants, collected dues, donations)	\$
Other	\$
Other	\$
Total Neighborhood Association Contribution	\$

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



City of Sunnyvale Neighborhood Grant Program

Application for FY 2016/17

(Please print or type)

Office Use Only

Date Received: _____

Application

Completed: _____

Deadline for Applications: Friday, May 20, 2016 by 5 p.m.

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 Community Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: ncs@sunnyvale.ca.gov or Fax (408) 730-7754. For questions, please call (408) 730-7599.

Date: April 26th 2016

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

Name of Proposed Project: OPNA National Night Out - NNO August 2016

Grant Amount Requested from the City of Sunnyvale: \$ \$900
(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. It has 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?

The National Night Out is our annual event where we meet each year. Last year our budget was \$1120. Part of the funding came from the city (\$500) and rest were raised from local businesses and residents of our neighborhood.

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 event has become our annual get-together for the neighborhood. It gives us an opportunity to meet new residents and catchup/stay in-touch with each-other. Attendance from the public safety office is an added benefit. Last year we developed a tactic to keep us all safe by “Watching for each other” program.

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 large neighborhood like ours to come together 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, 2017).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising National Night Out Celebration	Jane Smith	08/16
1. Flyers/Emails	Mansi Patel Rachana Shah	07/16
2. Event Organization (booking space, activities)	Paula Patel Rani Parikh	07/16
3. Food Planning and Ordering/delivery	Mansi Patel Ruchika Agrawal	08/16
4. Kids activities	Minakshi Jain SrideviGodith	08/16
5. Actual Event	Mansi, Amitha, Ruchika, Sridevi	08/16
6.		
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

Event planning, will need coordination among neighbors. Our neighborhood is very diverse thus provide us with an opportunity to learn about other cultures.

Last year during NNO we learned about ways to keep the neighborhood safe from the public safety officers and we implemented "Neighborhood Watch" program.

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

Number of Attendees more than 100

Local Police attendance

Neighborhood mingling

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

Volunteer hours by multiple neighbors greater than 40

Donated supplies for the Kids Art Activities

Potluck

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 don't get the grant, we will try to get more food items in Potluck. We will have to cut down some of the kids activities.

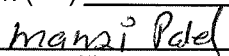
Other options include, local neighborhood funds and approaching local businesses for food/supplies donation.

Project Team:

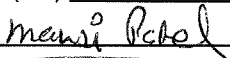
While you may have many community members working on this project, project team leads will be critical to the project's success.

Please note that each member of the project team will need to sign the application acknowledging their commitment to the success of this project.

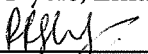
Project Leader - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2017.


Project Leader Name: Mansi Patel
Address: 1307 bobwhite Ave, Sunnyvale CA 94087
Phone Number: () 4087385634 **E-Mail:** mansi.amol@gmail.com
Signature:  **Date** 5/1/2016

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

Treasurer Name: Mansi Patel
Address: 1307 Bobwhite Ave Sunnyvale CA 94087
Phone Number: () 4087385634 **E-Mail:** mansi.amol@gmail.com
Signature:  **Date** 5/1/2016

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: Rachana Shah
Address: 560 Belfast Ct, Sunnyvale CA 94087
Phone Number: () 4082308028 **E-Mail:** rachana_shah@yahoo.com
Responsibilities: Flyers, Emails
Signature:  **Date** 5/1/2016

Name: Rani Parikh
Address: 1360 Bobolink Cir Sunnyvale CA 94087
Phone Number: () 4082414594 **E-Mail:** rani_suchin@yahoo.com
Responsibilities: Food Planning, kids activities planning
Signature:  **Date** 5/1/2016

City of Sunnyvale
Neighborhood Grant Program
2016/17 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, 2017.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1. Neighborhood flyers, Info Sharing at the event	\$ \$100	\$
2. Snacks, Drinks, etc	\$ \$150	\$
3. Kids Jumper	\$ \$250	\$
4. Pizza	\$ \$300	\$
5. Misc - Table clothes, paper products, etc	\$ \$50	\$
6. Kids activity (face painting) supplies	\$ \$50	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$ \$900	\$
Amount Requested from the City of Sunnyvale	\$ \$900	

Other Sources of Support

Volunteer Hours (valued at \$26.87/hour, per <i>independentsector.org</i>)	\$ \$1,074.80
Donated Materials/Services (food, supplies, equipment)	\$ \$500
Other Funding Received (other grants, collected dues, donations)	\$
Other	\$
Other	\$
Total Neighborhood Association Contribution	\$ \$1,574.80

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

City of Sunnyvale Neighborhood Grant Program

Application for FY 2016/17

(Please print or type)

Deadline for Applications: Friday, May 20, 2016 by 5 p.m.

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 Community Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: ncs@sunnyvale.ca.gov or Fax (408) 730-7754. For questions, please call (408) 730-7599.

Sunnyvale Neighbors of Arbor Including LaLinda (SNAIL)

Grant Application – 2016

PROJECT: National Night Out Celebration Event – August 2, 2016

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 Community Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: ncs@sunnyvale.ca.gov or Fax (408) 730-7754. For questions, please call (408) 730-7599.

Date: May 18th, 2016

Name of Neighborhood Group or Association: Sunnyvale Neighbors of Arbor Including LaLinda (SNAIL)

Name of Proposed Project: 2016 NNO

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?

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 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 elect our four Executive Board members annually from our members. We are an official 501c(4) organization registered with the Ca Secretary of State.

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, monthly meetings with guest speakers, our annual neighborhood wide garage sale, and National Neighborhood Night Out. All events are well attended by a variety of ages.

SNAIL has many volunteers committed to making our neighborhood a success. We have no paid staff. SNAIL has approximately 50 volunteer Block Representatives who hand deliver our monthly newsletters.

We help support the local community by providing services such as volunteering at the North County Homeless shelter during winter months to feed the homeless. Annually we decorate our street trees with red bows. We promote many events for Bishop elementary and Columbia middle school and other citywide activities through our monthly newsletter. Many SNAIL neighbors volunteer or attend their events.

Our annual budget is approximately \$5,000.

To raise funds, we sell advertising space in our monthly newsletter and have an annual neighborhood garage sale.

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?

3—1 Briefly describe your proposed project.

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 to report suspicious activity. Over 200 residents have attended our recent National Night Out events. We make this activity very attractive to residents: We provide a festival event with a BBQ, a live band, and a jump-house for the children. Families of all ages especially enjoy the festivities and it keeps them involved with neighborhood issues, activities and helps them know their neighbors.

3-2 How will it benefit the residents in your neighborhood and/or your neighborhood association?

Our participation in National Night Out increases communication between our residents and support the City's efforts for community connectivity. There are no other organizations that provide this type of service within our neighborhood boundaries. It helps promote familiarity with and concern for fellow SNAIL residents. It helps neighbors feel more connected and comfortable with Public Safety in Sunnyvale

3- What will the project "look like" when it is completed?

We are anticipating that once our project is complete, we will strengthen the SNAIL Neighborhood Association connectivity and sense of community.. 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 and feedback to the city about local issues. Our recent NNO events have had ~200 residents as well as police and fire department and elected city officials in attendance. We make this activity very attractive to residents. We provide a festival event with a free BBQ, a live band, a jump-house for the children. At the two most recent NNO events, we have an area set up for neighbors to display crafts and hobbies.

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?

4-1. How did you choose this project?

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.

4-2 Describe the outreach you have done to generate awareness in your neighborhood and support for this project.

We promote this event for months in our monthly newsletter. We also promote it online via next-door and our website. We do outreach in the neighborhood by hand delivering our newsletters to the unrepresented streets in our neighborhood usually twice a year. The residents who attend the monthly meeting agreed it is important to continue to reach out to unrepresented streets.

4-3 How many neighbors support this project and how did you determine that number?

We typically have around 200 residents participate. We use sign-in sheet to track attendance at NNO.

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, 2017).

Activity	Person(s) Responsible	Completion Date
Create Promotional Flyers for NNO/ Newsletter coordination	Denise Perez	June 15, 2016
Invite Public Safety, City Council, Neighborhood Preservation	Tarik Peterson	June 15, 2016
Invite SNAP to set up a table	Tarik Peterson	June 15, 2016
Permit for Street Closure	Tarik Peterson	June 15, 2016
Order Jump-house	NNO Team	June 30, 2016

Order Port-a-potty	NNO Team	June 30, 2016
Order Tables and Chairs	NNO Team	June 30, 2016
Coordinate Food/Supplies Pick-up	NNO Team	July 30, 2016
Wrap-Up/Evaluation SNAIL's September and October General Meetings	SNAIL Board	October 15, 2016

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

1. Increasing communication among neighbors
2. Building bridges between cultures
3. Improving the physical condition of the neighborhood
4. Enhancing neighborhood pride and identity

We feel providing NNO supports goals 6.1, 6.2 and 6. 4 Communication within our residents is imperative as a foundation to a strong neighborhood association. The NNO event promotes neighborhood connection. It helps bring together neighbor from different cultures. It enhances neighborhood pride and identity. The SNAIL NNO event is known across the city as one of the best and we work hard to make it a great event all of SNAIL can be proud of.

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.

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

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, 2017.

Project Leader Name: Diane Gleason

Address: 550 E. Arbor Ave, Sunnyvale CA 94085

Phone Number: (650-353-1575) **E-Mail:** Gleason Diane@yahoo.com

Signature: Diane Gleason **Date:** May 19, 2016

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

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

Treasurer Name: Kirstin Sims

Address: 663 Madrone Ave, Sunnyvale CA 94085

Phone Number: (650) 759-9170 **E-Mail:** SNAILtreasurer@snail.org

Signature: KS **Date:** 19 May 2016

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: Denise Perez

Address: 564 Manzanita Ave. Sunnyvale CA 94085

Phone Number: (408) 802-6914 **E-Mail:** snaileditor@snail.org

Responsibilities: Newsletter and Flyer creation and distribution

Signature: Denise Perez **Date:** 5/19/2016

BUDGET FORM
SNAIL

2016 National Night Out

Project Expenses	Estimated Costs	Actual Costs
1,400 Promotional Flyers	\$ 160.	
Tables (25 each @\$ 6.00) and Chairs (110 each @ \$1.50)	\$ 360	
Entertainment for children (ex: jump house, clown, balloon artist, etc.)	\$ 600	
Port-A-Potty with Wash Station(1 each)	\$ 175.	
Event Insurance	\$ 600.	
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	\$ 1,970.	
Amount requested from the City of Sunnyvale	\$ 1,000.	

Volunteer hours ((valued at \$26.87/hour, per independentsector.org)	\$ 2,150
Donated materials/supplies from SNAIL members (food, supplies)	\$ 300.
Live Band	\$ 600.
Total Neighborhood Contribution	\$5,020

5/17/16 RB.



City of Sunnyvale Neighborhood Grant Program

Application for FY 2016/17
(Please print or type)

Haydée Bannon, 15 May 2016

Office Use Only

Date Received: _____

Application

Completed: _____

Deadline for Applications: Friday, May 20, 2016 by 5 p.m.

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 Community Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: ncs@sunnyvale.ca.gov or Fax (408) 730-7754. For questions, please call (408) 730-7599.

Date: 5/15/2016

Name of Neighborhood Group or Association: Stratford Gardens

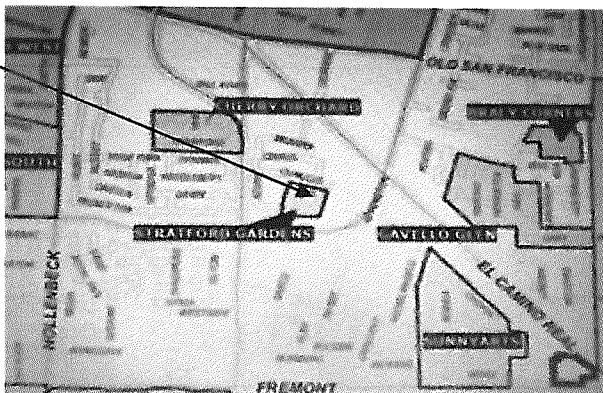
Name of Proposed Project: Stratford Gardens Emergency Response Project

Grant Amount Requested from the City of Sunnyvale: \$ 700
(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?**

Stratford Gardens neighborhood association was formed in 2006 with the purpose of aligning our community with other City of Sunnyvale neighborhoods. There are 64 diverse households in our community.



- 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?**

Stratford Gardens' residents interact through participation in any of the six volunteer committees, community gatherings twice per year and attendance at monthly board meetings. The Emergency Planning & Insurance Committee is one of the six established committees and, to date, has been supported exclusively from the committee members' donations of time, use of their homes and money for printing and refreshments in support of workshops.

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 fundamental goal is to set up a team that can take care of our communal infrastructure in the event of an emergency. This project addresses our emergency response plan. The focus is to significantly improve our community's effectiveness regarding emergency preparedness and fire safety. It encompasses a 6 to 12 month time frame which began with the completion of a draft action plan. This plan describes how we are building an emergency response team that will secure our communal infrastructure during an emergency, coordinate efforts, assist each other as we respond to the emergency, and better connect. Our residents will benefit by being better prepared to cope with an emergency, become more self-reliant, and be less of a drain on the scarce resources available during disaster.

- 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?**

Our townhome community is composed of several buildings with multiple units per building. All units share at least one wall and the buildings are close to each other. As such, any disaster that impacts one household will likely impact several. To date, our outreach has been primarily in the form of in-house workshops on personal emergency preparedness. A total of 25 households, 39% participated in the workshops. We no longer offer workshops and now regularly promote PEP and SNAP to our residents as an alternative. Now, we are turning our attention to the communal areas. We use our internal newsletter, internal google group and board meetings to evangelize disaster preparedness.

Using participation in our workshops as an indication of interest, as well as unanimous HOA board support, we estimate a minimum of 40% explicit support.

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, 2017).

a.

Activity	Person(s) Responsible	Completion Date (mo/yr)
1. Present Plan DRAFT and City of Sunnyvale Neighborhood Grant Program Request DRAFT at board meeting for open discussion. Request to HOA for matching funds.	Jim DeLoach/ Haydée Bannon	04/16 COMPLETED – HOA approved matching funds
2. Finalize Stratford Gardens Emergency Response Plan including materials appendix	Jim DeLoach/ Haydée Bannon	05/16 Materials appendix completed
3. Finalize Grant Program Request and submit to Sunnyvale City Council for approval	Haydée Bannon/ Jim DeLoach	05/16
4. Upon grant approval, begin purchases according to materials plan.	Jim DeLoach/ Haydée Bannon	07/16
6. Recruit 4 additional resident volunteers; encourage them to attend fall 2016 SNAP class if not already certified. Refresh everyone on the Fire Safety and Suppression SNAP materials.	Haydée Bannon/ Jim DeLoach	07/16-10/16
7. Begin planning and logistics for the two Map Your Neighborhood events	Haydée Bannon/ Jim DeLoach	08/16-09/16
8. Hold two Map Your Neighborhood events	Haydée Bannon/ Jim DeLoach	09/16-10/16
9.		

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**

The Map Your Neighborhood events are all about communication. They will introduce our improved emergency preparedness to the community and invite them to join us by adding their skills and expertise to the ongoing effort. This project also requires close communication with board members as well as other committee members and volunteers. Our recruiting efforts for additional volunteers will require significant communication and follow up. Our community is very diverse in terms of age and ethnic/national origin. The common goal of maintaining ourselves, our community and our homes safe during a disaster should be a unifying force and a source of pride.

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

While ultimately, the best measure of success would be how we fare during a disaster, we hope that test will not come any time soon. In the interim, we will consider the project successful when:

- a) We have recruited the remaining members of our Stratford Gardens Emergency Response Team.
- b) We have completed core team training in the management of our communal infrastructure during an emergency.
- c) We have obtained the necessary material.
- d) We have completed two Map Your Neighborhood gatherings for our community

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

The co-chairs of this project will continue to provide volunteer hours and donated materials specific to this project. The additional active volunteers to be recruited will add to those volunteer hours. All committee and board members that support us are also volunteers. The HOA will match the amount of this grant proposal in order to fully fund the total project. The HOA's contribution of \$700 will be cash reimbursement.

Project Plan:

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.

This project will meet the basic needs of our community, as we understand them today. Future expenditures should be only for replacement of materials, as needed. We intend to request the replacement funds from the HOA, and will submit a modest budget to them for 2017.

Project Team:

While you may have many community members working on this project, project team leads will be critical to the project's success.

1.

Please note that each member of the project team will need to sign the application acknowledging their commitment to the success of this project.

2.

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, 2017.

Co-Project Leaders Names: 1) Haydée Bannon and 2) Jim DeLoach

Address: Bannon - 452 Ives Terrace, Sunnyvale, CA 94087

Phone Number: (408) 242-6252 E-Mail: hhbannon@sbcglobal.net

Signature: Haydee Bannon Date 5/16/2016

Address: DeLoach- 490 Ives Terrace, Sunnyvale, CA 94087

Phone Number: (408) 691-1349 E-Mail: jim@deloach.net

Signature: Jim DeLoach Date 5/16/2016

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

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

Treasurer Name: Haydée Bannon

Address: 452 Ives Terrace, Sunnyvale, CA 94087

Phone Number: (408) 242-6252 E-Mail: hhbannon@sbcglobal.net

Signature: Haydee Bannon Date 5/16/2016

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.) **N/A**

Name: _____

Address: _____

Phone Number: () _____ E-Mail: _____

Responsibilities: _____

Signature: _____ Date _____

**City of Sunnyvale
Neighborhood Grant Program
2016/17 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, 2017.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1. Hold two Map Your Neighborhood Events for the Stratford Gardens community	\$450	\$
2. Purchase of Office quality first aid kit, including blankets	\$250	\$
3.	\$	\$
4.	\$	\$
5.	\$	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$	\$
Amount Requested from the City of Sunnyvale	\$ 700	

Other Sources of Support

Volunteer Hours (valued at \$26.87/hour, per independentsector.org)	\$806
Donated Materials/Services (food, supplies, equipment)	\$100
Other Funding Received (other grants, collected dues, donations)	\$700
Other	\$
Other	\$
Total Neighborhood Association Contribution	\$1,606

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

Stratford Gardens
Emergency Response Plan -- Appendix A
Bill of Materials

27 April 2016

Qty	Item	~Cost Each	~Total Cost	Comment	Funding Source
2	Large wrench for gas shutoff	\$20	\$40	One to secure to communal gas valve, one to store in reserve.	Stratford Gardens HOA
1	wrench, 7/16"	\$5	\$5		"
1	Tool kit, small, including 7/16" wrench	\$50	\$50	For manually opening gates.	"
4	tarps, assorted sizes	\$15	\$60		"
2	rope, 550 paracord, bright colors, 100' sections	\$10	\$20		"
1	canopy, 10' x 10', with zipable walls	--	--	Jim donating...	Jim
1	crowbar, 6'	\$25	\$25		"
1	large first aid kit	\$250	\$250	includes blankets	City of Sunnyvale Grant
1	Key emergency preparedness information <i>in paper form:</i> Emergency preparedness guide books First aid guides City maps SNAP and SARES materials and printed forms Stratford Gardens Emergency Response Plan Stratford Gardens Skills, Resources, and Special Needs Inventory Paper/pens Etc.	\$30	\$30	paper form, since power and Internet will be unavailable	Stratford Gardens HOA
2	inexpensive FRS/GMRS walkie-talkies, use AA batteries	\$35	\$70	For distributing to incident command team members as needed. Note that this is in addition to communications equipment provided by SARES members,	"
1	set of 48 lithium long-life batteries	\$70	\$70		"
10	single-AA-cell, inexpensive LED flashlights	\$3	\$30		"
1	charging station for cell phones, with cabling for 2 USB and 2 Apple devices, works on 12-volts or AC	\$40	\$40		"
1	storage trunk or container, with wheels	\$40	\$40	for storing this equipment in the pool maintenance room	"
2	camp lights, LED, work on AA batteries	\$10	\$20		"
4	fire extinguishers	\$60	\$240	Deploy in pool area, on wall behind pool service room, in pool service room and one for storage.	"
1	emergency blankets, set of 20	\$10	\$10		"
Sub -TOTAL:			\$1,000		
2	"Map your Neighborhood" Events				
50	printing "personal preparedness workbooks", invitations and flyers		\$175		
50	food & beverage	\$3pp	\$150		
50	take away trinket	\$1.5pp	\$75	pen or other imprinted with Emergency Preparedness Saves	
Sub-TOTAL:			\$400		City of Sunnyvale Grant
TOTAL			\$1,400		

ADDITIONAL NOTES:

Presuming we can use tables and chairs from the pool area or from residents

What we are NOT stockpiling: any kind of water or food! This is the responsibility of individuals! A generator. AC lighting.



City of Sunnyvale Neighborhood Grant Program

Application for FY 2016/17

(Please print or type)

Office Use Only

Date Received: _____

Application

Completed: _____

Deadline for Applications: Friday, May 20, 2016 by 5 p.m.

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 Community Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: ncs@sunnyvale.ca.gov or Fax (408) 730-7754. For questions, please call (408) 730-7599.

Date: May 11, 2016

Name of Neighborhood Group or Association: Sunnyarts Neighborhood Association

Name of Proposed Project: Community Building, Safety, and Security

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 Sunnyarts Neighborhood Association was established in 2005 in response to burglary incidents within the area. Association goals include increased information dissemination among neighbors, community spirit building activities, charitable endeavors, neighborhood safety, and disaster preparedness.

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).

While our official home count is 256, we regularly hosts attendees at our events from bordering neighborhoods that are not represented by an active neighborhood association. We estimate that we frequently host up to 280 homes during some of our social functions, such as National Night Out and our Halloween event.

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?

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

Our annual activities include a summer potluck, community Goodwill drive, National Night Out Ice Cream Social, a neighborhood-wide charitable collection drive for Sunnyvale Community Services, and a Halloween get-together where we outfit our neighborhood trick-or-treaters with glowsticks and flashlights for safety. This year we are also hosting an 'Evening with DPS (Department of Public Safety)' for our neighborhood to learn more about DPS in Sunnyvale and how to increase security within their own homes and our neighborhood. Additionally, we'll also be hosting a PEP (Personal Emergency Preparedness) class that's just for our neighborhood so our residents can begin their own disaster preparedness plans.

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 and safety/security events planned for Sunnyarts this year. In May, we'll host our new 'Evening with DPS' event for our residents to learn about safety and security in their neighborhood and homes. We'll also be having an 'Energize Sunnyvale' presentation along with our DPS evening to learn about saving both energy and dollars. In June we have our annual neighborhood-wide potluck. In July we'll be hosting a Sunnyvale PEP (Personal Emergency Preparedness) course just for our residents here in Sunnyarts. In August we have our National Night Out Ice Cream Social and our charitable drive for Sunnyvale Community Services. Also in August we'll be hosting a Goodwill drive here in Sunnyarts. And in October, we host our annual Halloween event, which is focused on our Sunnyarts youth.

These events benefit our residents in multiple ways. We design our events to be accessible and include all ages here in Sunnyarts. For example, during our social events, we always include tables for kids activities, and make the effort to man those tables with volunteer students looking for service hours (ie: Boy Scouts, Girl Scouts, Key Club, etc.). Our adult community members man refreshment tables, and we also like to include informational tables and guests that offer information of interest to our residents.

We're very much looking forward to our two new events this year (Evening with DPS, and PEP class), which will focus on the safety and security of our residents.

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 better the attendance at those events. One of the frequently-mentioned pieces of feedback we've been getting is that our Sunnyarts community members really appreciate the opportunity to get to know their neighbors at these scheduled events. The silicon valley is a busy place, and oftentimes these get-togethers offer the only chance residents have to get to know their neighbors and welcome new members to our community.

Our outreach is multifold: we post to our private Yahoo group, and we also distribute paper flyers several times a year to every household in our community. 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 exceedingly good turnout at our events, and expect these numbers to keep increasing. We're currently experiencing a rather interesting problem in that our events are so well-liked that we're starting to see attendance by people in neighboring communities that are not represented by active neighborhood associations. We embrace these newcomers as they appear (it's all about community!), but it puts us in the position of having to accommodate more households than our actual member homes. We're estimating serving about 280 homes this year during our events such as National Night Out and Halloween. This border porosity we're experiencing will require more supplies for each event to make sure all attendees are included.

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, 2017).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising National Night Out Celebration	Jane Smith	08/16
1. 'Evening with DPS'/'Energize Sunnyvale' Event	Jennifer Wong Brian Gantt, Sunnyvale DPS Bailey Hall, Sunnyvale Department of Environmental Svcs	5/25/16
2. Sunnysarts Annual Potluck and Block Party	Jennifer Wong Mohana Koteeswaran Namrata Patil, etc.	6/12/16
3. PEP class (Personal Emergency Preparedness)	Jennifer Wong DPS/PEP volunteers	7/17/16
4. National Night Out Ice Cream Social	Jennifer Wong Hinkmond Wong multiple Volunteers	8/2/16
5. NNO Charitable Donation Drive	Jennifer Wong Sunnyvale Community Services	8/16
6. Goodwill Donation Drive	Jennifer Wong Neighborhood youth volunteers, etc.	8/13/16
7. Halloween Party and Safety Event	Jennifer Wong Hinkmond Wong multiple volunteers	10/31/16
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

Our neighborhood social functions focus on all of the areas listed above, along with two new events this year focused on safety and security.

We have found that face-to-face activities best foster a sense of community within our neighborhood. We space these events out during the warm-weather months to make sure all of our neighbors have the opportunity to attend an event to get to know their neighbors.

We also take the opportunity during our get-togethers to highlight the various cultures represented here in Sunnyarts. We are very proud of our diversity and inclusivity of all cultures in our neighborhood. For instance, we may highlight a particular food-type during our potluck (last year it was Indian beverages) or have a community get-together to celebrate an event such as Chinese New Year, etc., depending upon the funds and volunteer time available to us.

We also always make the effort to include all ages in our events, and to try to encourage participation by our Sunnyarts youth, too. Our young resident participation at our events is outstanding.

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 attendance rates and resident feedback to gauge our event success. Last year we again saw increasing attendance rates at our functions, including the attendance of some neighbors in bordering communities not served by active neighborhood associations. We've also continued to see increasing membership and participation in our Yahoo group, which is our primary means of communication throughout the year. We constantly hear the phrase "it feels like a real community" after our events. This is no small feat in such a busy locale, and we're proud of the fact that our residents feel like they know and can count on their neighbors. Building upon this participation momentum, we're very excited about our new events focused on safety and security that we have scheduled this year in addition to our regular annual events. We are anticipating good attendance numbers at all of our activities.

We're also very pleased with our philanthropic spirit and the success rates of our charitable drives here in Sunnyarts. Two years ago we collected and donated hundreds of dollars worth of supplies to HomeFirst to help provide for the homeless. Last year we participated in a charitable drive for diapers and toilet paper for Sunnyvale Community Services during National Night Out. Our participation rates and collection amounts placed us second (by a very narrow margin) to only one other neighborhood in Sunnyvale. We collected 1,208 diapers and 258 rolls of toilet paper during the evening, and Sunnyvale Community Services was able to help 230 families with what we collected. Considering how small our neighborhood association is compared to many others in the city, this is an absolutely fantastic result and participation rate. We're planning on partnering with SCS again during our NNO event again this year.

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 supported, and each event sees time contributions from many residents, depending upon the event type and support needed. We have very good participation in hosting our events. During these functions, neighbors contribute refreshments, extensive man-hours, food supplies, decorating supplies, tables, chairs, flyer preparation, printer supplies, distribution efforts, and outside training to bring services to our neighbors (PEP, etc.). In addition, significant monetary contributions are made out-of-pocket by our residents to support our events when funds are not 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'll be hosting another Goodwill collection event this year to augment the funds we'll have available to host our events. We'll also be relying on individual time/supplies/monetary contributions as necessary. We do try to keep our events as cost-efficient as possible to mitigate the need for individuals to take money out-of-pocket. We host our events outside in a safe cul-de-sac, and we're going to utilize a park building (free to us as a neighborhood association event) for our new PEP class. We've dovetailed our 'Evening with DPS' event with an 'Energize Sunnyvale' presentation, so we can utilize a free room for that, too, since we have no indoor facilities available to us here in Sunnyarts. We try to be thrifty wherever possible by utilizing city-provided resources when available, and also by purchasing reusable supplies for our events such as tablecloths, etc.). This helps not only to host our events in a cost-effective manner, but also keeps non-reusable items out of landfills, which our neighborhood likes, since we also have a strong environmental-positive culture and mind set here in Sunnyarts.

That being said, we still greatly rely on financial assistance from the city to host our events, which we find critical in our continuing efforts to build our community identity and spirit, along with providing our community members access to information/services to increase their personal safety and disaster preparedness. We've also found that we get higher participation rates when we can advertise city support for our events, as it makes our residents feel as if the city really cares about and supports our community here in Sunnyarts.

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, 2017.

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

Address: 1083 Robbia Drive, Sunnyvale, CA 94087

Phone Number: (408) 739-9022 **E-Mail:** sunnysartschair@yahoo.com

Signature:  **Date:** 5/11/16

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

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

Treasurer Name: Uma Sriram, Treasurer (Jennifer Wong, Chairman, signing for Uma)

Address: 1261 Rembrandt Drive, Sunnyvale, CA 94087

Phone Number: (214) 726-6323 **E-Mail:** sriramuma@gmail.com

Signature:  **Date:** 5/11/16

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: _____

Phone Number: () _____ **E-Mail:** _____

Responsibilities: _____

Signature: _____ **Date:** _____

**City of Sunnyvale
Neighborhood Grant Program
2016/17 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, 2017.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1. 'Evening with DPS'/'Energize Sunnyvale' Event	\$ 25	\$
2. Annual Potluck/Block Party	\$ 100	\$
3. PEP (Personal Emergency Preparedness) Class	\$ 25	\$
4. National Night Out Ice Cream Social	\$ 425	\$
5. Goodwill Donation Drive	\$ 25	\$
6. Halloween Party and Safety Event	\$ 400	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$ 1000	\$
Amount Requested from the City of Sunnyvale	\$ 1000	

Other Sources of Support

Volunteer Hours (valued at \$26.87/hour, per independentsector.org)	\$ 4030.50
Donated Materials/Services (food, supplies, equipment)	\$ 1500
Other Funding Received (other grants, collected dues, donations)	\$ 1322.65
Other	\$
Other	\$
Total Neighborhood Association Contribution	\$ 6853.15

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



City of Sunnyvale Neighborhood Grant Program

Application for FY 2016/17

(Please print or type)

Office Use Only

Date Received: _____

Application _____

Completed: _____

Deadline for Applications: Friday, May 20, 2016 by 5 p.m.

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 Community Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: ncs@sunnyvale.ca.gov or Fax (408) 730-7754. For questions, please call (408) 730-7599.

Date: April 26, 2016

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: \$ 605
(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background:

- 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 48 households including Valley Forge Drive, Gooseberry Court, and parts of Westchester Dr.
- 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.

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 2015. 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 60 people including children in attendance. We also invited the Sunnyvale Fire Department and they came by as well.

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, 2017).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising National Night Out Celebration	Jane Smith	08/16
1. Planning meeting with our Ladies of Valley Forge	Patricia Grant	04/16
2. Communicate a Save-The-Date email	Patricia Grant	06/16
3. Call firehouse to order fire truck	Solette Westerburg	07/16
4. Finalize games for kids	Susan Packer	08/16
5. Finalize music for event	Kevin Lawrence	08/16
6. Solicit Flyers	Suchitra Kolipak	08/16
7. Order barricades and cones	Linda Romano	08/16
8. Pick-up food	Paul Grant	09/16
9. Block Party Event	All	09/16
10. Clean up	All	09/16
11. Return barricades and cones	Linda Romano	09/16
12. Deliver canned goods	Pat Gfrorer	09/16

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.

7. 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 15-20 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 helps 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, 2017.

Project Leader Name: Patricia Grant
Address: 1082 Valley Forge Drive
Phone Number: () 650-862-9781 **E-Mail:** cascubagirl@gmail.com
Signature: Patricia Grant **Date:** 4/25/16

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

Treasurer Name: Patricia Grant
Address: 1082 Valley Forge Drive
Phone Number: () 650-862-9781 **E-Mail:** cascubagirl@gmail.com
Signature: _____ **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: Pat Gfrorer
Address: 1085 Valley Forge Drive
Phone Number: () (408) 736-7751 **E-Mail:** patgfrorer@comcast.net
Responsibilities: _____
Signature: Patricia G. Gfrorer **Date:** 4/26/16

Name: Tricia Lawrence
Address: 1081 Valley Forge Drive
Phone Number: () (408) 732-3988 **E-Mail:** tricial400@gmail.com
Responsibilities: _____
Signature: Tricia Lawrence **Date:** 4/30/16

City of Sunnyvale
Neighborhood Grant Program
2016/17 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, 2017.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1. Food - main dish	\$ 500	\$
2. Soda and water	\$ 40	\$
3. Ice	\$ 20	\$
4. Pinata and candy/games for kids	\$ 45	\$
5.	\$	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$ 605	\$
Amount Requested from the City of Sunnyvale	\$ 605	

Other Sources of Support

Volunteer Hours (valued at \$26.87/hour, per <i>independentsector.org</i>)	\$ 537.40
Donated Materials/Services (food, supplies, equipment)	\$ 600.00
Other Funding Received (other grants, collected dues, donations)	\$
Other	\$
Other	\$
Total Neighborhood Association Contribution	\$ 1,137.40

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