



# City of Sunnyvale

## Notice and Agenda

### Community Event and Neighborhood Grant Distribution Subcommittee

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Wednesday, February 8, 2017

1:00 PM

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

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#### **CALL TO ORDER**

#### **ROLL CALL**

#### **SELECTION OF SUBCOMMITTEE CHAIR**

#### **CONSENT CALENDAR**

- 1      [17-0152](#)      Approve the Minutes of the June 10, 2016 Community Event and Neighborhood Grant Distribution Meeting

**Recommendation:** Approve the minutes of the June 10, 2016 Community Event and Neighborhood Grant Distribution meeting as submitted.

**Attachments:** [Meeting Minutes of 6/10/2016](#)

#### **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      [17-0218](#)      Overview of FY 2016/17 Grants Allocation Process

**Attachments:** [FY 2016/17 Memorandum to Subcommittee \(February\)](#)  
[FY 2016/17 Report to Subcommittee \(June\)](#)  
[FY 2016/17 Report to Council \(June\)](#)  
[FY 2016/17 Funding Worksheet](#)  
[FY 2016/17 Community Event Grant Program Grantee Rec](#)  
[FY 2016/17 Neighborhood Grant Program Grantee Recap](#)

- 3      [17-0151](#)      Review and Approve Community Events and Neighborhood  
Grant Program Processes for FY 2017/18

**Attachments:** [FY 2017/18 Proposed Timelines](#)  
[CEGP Guidelines & Eligibility Criteria](#)  
[CEGP Application](#)  
[NGP Guidelines & Eligibility Criteria](#)  
[NGP Application](#)

## **INFORMATION ONLY**

### **ADJOURNMENT**

#### *Notice to the Public:*

*Any agenda related writings or documents distributed to members of this meeting body regarding any item on this agenda will be made available for public inspection in the 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

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**17-0152**

**Agenda Date:** 2/8/2017

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**SUBJECT**

Approve the Minutes of the June 10, 2016 Community Event and Neighborhood Grant Distribution Meeting

**RECOMMENDATION**

Approve the minutes of the June 10, 2016 Community Event and Neighborhood Grant Distribution meeting as submitted.



# City of Sunnyvale

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

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Friday, June 10, 2016

10:00 AM

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

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### Special Meeting

#### **CALL TO ORDER**

The meeting was called to order at 10:00 a.m.

#### **ROLL CALL**

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

#### **CONSENT CALENDAR**

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

Member Davis moved and Member Hendricks seconded the motion to approve the  
Consent Calendar. The motion carried by the following vote:

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

**No:** 0

#### **ORAL COMMUNICATIONS**

None.

#### **PUBLIC HEARING/GENERAL BUSINESS**

**2**      [16-0534](#)      Consideration of FY 2016/17 Community Event and  
Neighborhood Grant Applications

Director Bojorquez provided the Committee with a brief overview of grant  
applications. Chair Martin-Milius noted that the total amount requested exceeds  
the funding included in the FY 2016/17 Recommended Budget. Members shared  
their recommendations for disbursement of Community Event grant funds.

Chair Martin-Milius opened the public hearing at 10:21 a.m.

Mansi Patel from the Ortega Park Neighborhood Association thanked Committee Members for all their work and support to Sunnyvale residents.

There being no additional public comments, Chair Martin-Milius closed the public hearing at 10:25 a.m.

Member Hendricks moved and Member Davis seconded to recommend Community Event Grants be awarded in the amount of \$10,200 as included in the FY 2016/17 Recommended Budget, itemized as follows:

Pakistani Culture Center: \$1,000 for Basant Kite Flying Festival. Committee noted the event is a good way to share their culture with the general public.

Sunnyvale Downtown Association: \$4,000 for Holiday Tree Lighting. Committee Member's expressed supporting the Holiday Tree Lighting event due to the large and diverse attendance by the community.

Sunnyvale Downtown Association: \$3,675 for Jazz and Beyond. The committee noted that the event needs support to help boost the event.

Sunnyvale Historical Society: \$525 for Antique Appraisal Faire. Committee is interested in investing in this growing event for the community.

Crosswalk Church: \$1,000 for The Hunt. Crosswalk Church is required to remove prayer and bible activities from their event and their publicity as a condition of this grant funding.

Member Hendricks revised his motion that any declined grant funds be awarded equally to Sunnyvale Downtown Association's Holiday Tree Lighting and Jazz and Beyond events. Member Davis accepted the amendment.

The motion carried by the following vote:

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

**No:** 0

Members shared their recommendations for disbursement of Neighborhood Grant funds. Discussion ensued recommending additional funding be allocated from Council Service Level Set Aside Fund. Chair Martin-Milius expressed her interest in staying within allocated funds and not recommending additional funding.

Chair Martin-Milius opened the public hearing at 11:02 a.m.

Mansi Patel spoke in regards to the varying impact levels for numerous neighborhood grant application projects/ideas.

There being no additional public comments, Chair Martin-Milius closed the public hearing at 11:15 a.m.

Member Hendricks moved and Member Davis seconded to recommend Neighborhood Grants in the amount of \$6,248 as included in the FY 2016/17 Recommended Budget and \$500 from Council Service Level Set Aside Fund, itemized as follows:

Cherry Chase NA: \$1,000 for Cultural and Social Improvement. The committee noted the neighborhood's creative activities and large scale impact.

Cherryhill NA: \$1,000 for Grow Together. The committee noted the neighborhood's variety of projects and large scale impact.

Cumberland South NA: \$750 for July 4 Parade and Potluck. The committee noted that the proposed awarded funds are consistent with prior years.

Cumberland West NA: \$400 for Block Parties. The committee noted that this is first time funding for the neighborhood.

Ortega Park NA: \$500 for National Night Out. The committee noted the large number of attendees at past events.

SNAIL NA: \$1,000 for National Night Out. The committee noted SNAIL is a very active association and has historically used funds for this event effectively.

Stratford Gardens NA: \$623 for Emergency Response Project. The committee noted that this is first time funding for the neighborhood.

Sunnyarts NA: \$575 for Community Building/Neighborhood Pride. The committee noted that the proposed awarded funds are consistent with prior year.

Valley Forge Neighborhood Group: \$400 for Block Party. The committee noted that the proposed awarded funds are consistent with prior year.

Hazelheads Neighborhood Group: \$500 from Council Set-aside Fund for Block Party/Formalize Association. The committee noted that they support awarding funds to the neighborhood as seed money and is first time funding for the neighborhood.

Member Davis offered a friendly amendment to award \$400 to Hazelheads Group. Member Hendricks accepted the amendment.

The motion carried by the following vote:

**Yes:** 2 - Member Hendricks  
Member Davis

**No:** 0

**Abstain:** 1 - Chair Martin-Milius

Member Hendricks moved and Chair Martin-Milius seconded to recommend \$500 be awarded to Evelyn Glen Owners Association from the Council Service Level Set Aside Fund.

The motion carried by the following vote:

**Yes:** 2 - Chair Martin-Milius  
Member Hendricks

**No:** 1 - Member Davis

### **ADJOURNMENT**

The meeting adjourned at 11:15 a.m.



# City of Sunnyvale

## Agenda Item

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17-0218

Agenda Date: 2/8/2017

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### REPORT TO SUBCOMMITTEE

#### SUBJECT

Overview of FY 2016/17 Grants Allocation Process

#### BACKGROUND

Each year, the City Council awards funding to support community events and neighborhood programs through two grant programs: 1) Community Event Grants and 2) Neighborhood Grants. In FY 2016/17, the City Council approved five Community Event Grants for a total of \$10,200 and nine Neighborhood Grants for a total of \$6,248. However, the number of grant applications exceeded the available funding. Consequently, the Community Event and Neighborhood Grant Distribution Subcommittee (Subcommittee) recommended, and the City Council approved, an allocation of \$900 from the Council Service Level Set Aside Fund in order to fund two additional grants.

The purpose of this report is to provide the Committee with an overview of the FY 2016/17 process including a summary of performance for each grantee.

#### EXISTING POLICY

Council Policy 7.2.1, Community Engagement - Goals and Policies  
Council Policy 7.2.18, Special Events

#### ENVIRONMENTAL REVIEW

N/A

#### DISCUSSION

The FY 2016/17 Subcommittee consisted of Mayor Glenn Hendricks and Councilmembers Davis and Martin-Milius. Councilmember Martin-Milius served as Chair. The Committee met twice; first, to review and approve the application materials; and 2) to review grant applications and develop recommendations for Council approval. The Council approved the Subcommittee's recommendations as presented by Chair Martin-Milius at their meeting of June 28, 2016.

The total number of Community Event grant applications received was seven for a total of \$22,025. The total number of Neighborhood Grant applications was eleven for a total of \$9,355. The Committee recommended the funding of five Community Event applications. After conducting their deliberations, the Subcommittee expressed interest in funding more funding requests than was allowed within the available funding. It was recommended that two applications (Evelyn Glen Owners Association and Hazelheads Group) for a total of \$900 be recommended to Council should funding be available from the Council Service Level Set Aside Fund. Funding was available and an additional, one-time allocation of \$900 was approved.

Staff has prepared this report and enclosed attachments in an effort to provide background for the



Subcommittee's FY 2016/17 allocation process. These documents include:

1. FY 2016/17 Memorandum to Subcommittee (February)
2. FY 2016/17 Report to Subcommittee (June)
3. FY 2016/17 Report to Council (June)
4. FY 2016/17 Funding Worksheet

In addition, staff has prepared a grant recap for each of the grant programs to provide a short summary of grantee performance. It should be noted that these recaps present year-to-date performance as some proposed grant activities are scheduled for later in the year.

### **FISCAL IMPACT**

No fiscal impact is anticipated as this report represents a general oversight of the prior year's grant allocation processes.

### **PUBLIC CONTACT**

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

### **ALTERNATIVES**

1. Accept the staff report.
2. Provide other direction as appropriate.

### **STAFF RECOMMENDATION**

Alternative 1: Accept the staff report on the FY 2016/17 Community Event and Neighborhood Grant Processes

Prepared by: Alisha Rodrigues, Community Services Coordinator

Reviewed by: Daniel Wax, Superintendent of Community Services

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


### **ATTACHMENTS**

1. FY 2016/17 Memorandum to Subcommittee (February)
2. FY 2016/17 Report to Subcommittee (June)
3. FY 2016/17 Report to Council (June)
4. FY 2016/17 Funding Worksheet
5. FY 2016/17 Community Event Grant Program Grantee Recap
6. FY 2016/17 Neighborhood Grant Program Grantee Recap



**Department of Library and Community Services  
Interoffice Memorandum**

February 9, 2016

**TO:** Mayor Hendricks, Councilmembers Davis and Martin-Milius  
**THROUGH:** Deanna J. Santana, City Manager   
**FROM:** Cynthia E. Bojorquez, Director of Library and Community Services  
**SUBJECT:** Community Events Grant Distribution Subcommittee

The primary role of the Community Events Grant Distribution Subcommittee is to review annual applications, for both Community Event and Neighborhood Grant funding, and make related recommendations to the full Council. This standing committee may also make recommendations regarding other Council policies related to this program. The attachments to this memo are provided to assist the subcommittee in their discussions, and include the following:

Attachment A: *Proposed Timeline for the FY 2016/17 Grant Application process.*

Attachment B: *Community Events Grant Guidelines.*

Attachment C: *Community Events Grant Application.*

Attachment D: *Neighborhood Grant Program Guidelines.*

Attachment E: *Neighborhood Grant Program Application.*

As a reminder, this subcommittee is subject to Brown Act noticing requirements. Staff will need advance notice of Grant Subcommittee meetings to allow for the required publication of meeting agendas. A member of the Library and Community Services Department will attend meetings and record action minutes. Any additional requests for staff support should be directed to the City Manager.

cc: Kathleen Franco Simmons, City Clerk



# 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



# City of Sunnyvale

## Agenda Item

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**16-0479**
**Agenda Date: 6/28/2016**


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### REPORT TO COUNCIL

Review and Approve Recommendations from the Community Event Grant Distribution Subcommittee

#### **SUMMARY OF SUBCOMMITTEE ACTION**

This item was considered by the Community Event Grant Distribution Subcommittee at their meeting on June 10, 2016. The Subcommittee members, reappointed by Council on January 5, 2016, include Mayor Hendricks, Councilmember Martin-Milius and Councilmember Davis.

In reviewing all grant applications, the Subcommittee noted total grant requests exceeded the total amount in the FY 2016/17 Recommended Budget. Consequently, the Subcommittee recommended Community Event grants in the amount of \$10,200 and Neighborhood Grants in the amount of \$6,248 to align with the FY 2016/17 Recommended Budget. In addition, the Subcommittee recommended allocation of \$900 from the Council Service Level Set Aside Fund to address additional needs in the Neighborhood Grant program. The Report to Subcommittee and Draft Minutes from the June 10, 2016 Subcommittee meeting are included as Attachments 1 and 2.

The Subcommittee made a series of motions that resulted in the following recommendations to the City Council:

1. Approve Community Event Grants in the amount of \$10,200 as included in the FY 2016/17 Recommended Budget, itemized as follows:
  - a. Pakistani Culture Center: \$1,000 for Basant Kite Flying Festival
  - b. Sunnyvale Downtown Association: \$4,000 for Holiday Tree Lighting
  - c. Sunnyvale Downtown Association: \$3,675 for Jazz and Beyond
  - d. Sunnyvale Historical Society: \$525 for Antique Appraisal Faire
  - e. Crosswalk Church: \$1,000 for The Hunt, provided that Crosswalk Church is required to ensure that their event and their publicity includes only secular activities as a condition of this grant funding. If Crosswalk Church declines this requirement, the declined grant funds will be awarded equally to Sunnyvale Downtown Association's Holiday Tree Lighting and Jazz and Beyond events.
2. Approve Neighborhood Grants in the amount of \$6,248 as included in the FY 2016/17 Recommended Budget, itemized as follows:
  - a. Cherry Chase NA: \$1,000 for Cultural and Social Improvement
  - b. Cherryhill NA: \$1,000 for Grow Together
  - c. Cumberland South NA: \$750 for July 4 Parade and Potluck
  - d. Cumberland West NA: \$400 for Block Parties
  - e. Ortega Park NA: \$500 for National Night Out
  - f. SNAIL NA: \$1,000 for National Night Out
  - g. Stratford Gardens NA: \$623 for Emergency Response Project
  - h. Sunnysarts NA: \$575 for Community Building/Neighborhood Pride
  - i. Valley Forge Neighborhood Group: \$400 for Block Party.

3. Approve Neighborhood Grants in the amount of \$900 from the Council Service Level Set Aside Fund, itemized as follows:
  - a. Evelyn Glen Owners Association: \$500 for Drought Tolerant Landscaping
  - b. Hazelheads Neighborhood Group: \$400 for Block Party/Formalize Association.

### **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.

### **ALTERNATIVES**

1. Approve Subcommittee recommendations as detailed in the draft minutes of June 10, 2016 Subcommittee meeting.
2. Take other action as determined by City Council.

### **STAFF RECOMMENDATION**

Staff makes no recommendation.

### **ATTACHMENTS**

1. Report to Subcommittee - Full Agenda Packet
2. Draft Minutes of June 10, 2016 Subcommittee Meeting
3. Subcommittee Funding Worksheet

## 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?	Additional Info from Applicant?	Notes	Final Recommendation
1. Crosswalk Church <i>The Hunt</i>	1,000 500	N/A N/A	2,000	1,000	Yes	No	Funding is contingent upon the removal of the religious elements of the event and publicity.	1,000
2. Pakistani Culture Ctr <i>Basant Kite Festival</i>	2,000 1,000	2,115 1,500	2,500	1,000	Yes	No	Attendees are mostly members of the PACC, the event is a good way to share their culture with the general community.	1,000
3. SV Downtown Assoc <i>Holiday Tree Lighting</i>	4,000 1,300	4,000 2,775	4,000	4,000	Yes	No	Large and diverse attendance by the community.	4,000
4. SV Downtown Assoc <i>Jazz and Beyond</i>	4,000 2,300	4,000 3,785	4,000	3,675	Yes	No	Grant would help boost the event.	3,675
5. SV Downtown Assoc <i>Magic of Sunnyvale</i>	N/A N/A	4,000 0	4,000	0	Yes	No	SDA is able to run the event without these grant funds.	0
6. SV Downtown Assoc <i>Summer Series</i>	5,000 3,000	5,000 0	5,000	0	Yes	No	Other funding sources available for this event.	0
7. SV Historical Society <i>Antique Appraisal Faire</i>	1,400 1,400	1,940 1,940	525	525	Yes	No	Investing in a growing event.	525
<b>Total</b>			<b>\$22,025</b>	<b>\$10,200</b>				<b>\$10,200</b>



### 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?	Additional Info from Applicant?	Notes	Final Recommendation
1. Cherry Chase NA <i>Cultural and Social Improvement</i>	1,000 <b>1,000</b>	1,000 <b>1,000</b>	<b>1,000</b>	<b>1,000</b>	Yes	No	Creative activities and large scale impact.	<b>1,000</b>
2. Cherryhill NA <i>Grow Together</i>	1,000 <b>1,000</b>	1,000 <b>1,000</b>	<b>1,000</b>	<b>1,000</b>	Yes	No	Variety of projects and large scale impact.	<b>1,000</b>
3. Cumberland South NA <i>July 4 Parade and Potluck</i>	600 <b>600</b>	750 <b>750</b>	<b>850</b>	<b>750</b>	Yes	No	Consistent with prior years.	<b>750</b>
4. Cumberland West NA <i>Block Parties</i>	N/A <b>N/A</b>	N/A <b>N/A</b>	<b>500</b>	<b>400</b>	Yes	No	First time funding for this neighborhood.	<b>400</b>
5. Evelyn Glen Owners Assoc <i>Drought Tolerant Landscaping</i>	1,000 <b>500</b>	N/A <b>N/A</b>	<b>1,000</b>	<b>See notes</b>	Yes	No	500 (from Council Set-aside Funds). Encourages a change in behavior and long-term impact.	<b>500</b> (Council Set-aside Funds)
6. Hazelheads Group <i>Block Party / Formalize Assoc</i>	N/A <b>N/A</b>	N/A <b>N/A</b>	<b>800</b>	<b>See notes</b>	Yes	No	400 (from Council Set-aside Funds). Seed money, first time funding.	<b>400</b> (Council Set-aside Funds)
7. Ortega Park NA <i>National Night Out</i>	500 <b>500</b>	800 <b>500</b>	<b>900</b>	<b>500</b>	Yes	No	Large number of attendees at the event.	<b>500</b>
8. SNAIL NA <i>National Night Out</i>	1,000 <b>1,000</b>	1,000 <b>1,000</b>	<b>1,000</b>	<b>1,000</b>	Yes	No	Most active association and they use funds wisely.	<b>1,000</b>
9. Stratford Gardens NA <i>Emergency Response Project</i>	N/A <b>N/A</b>	N/A <b>N/A</b>	<b>700</b>	<b>623</b>	Yes	No	First time funding for this neighborhood.	<b>623</b>
10. Sunnysarts NA <i>Community Bldg / Neigh Pride</i>	1,000 <b>500</b>	1,000 <b>575</b>	<b>1,000</b>	<b>575</b>	Yes	No	Consistent with prior year.	<b>575</b>
11. Valley Forge Group <i>Block Party</i>	905 <b>400</b>	930 <b>400</b>	<b>605</b>	<b>400</b>	Yes	No	Consistent with prior year.	<b>400</b>
<b>Total</b>			<b>\$9,355</b>	<b>\$6,248</b>				<b>\$6,248</b> <b>\$900</b> (Council Set-aside Funds)

Community Event Grant Program  
FY2016/17 Grantee Recap

Organization Event Name	Grant Amount	# of Attendees	Event Description	Anticipated Goals/Results	Actual Results (based on Organization's Final Report)
	Requested Granted Reimbursed	Anticipated Actual			
Crosswalk Community Church The Hunt	\$2,000 \$1,000	200-300	* A community egg hunt for elementary and pre-school aged children. Volunteers fill thousands of plastic eggs with candy and treats to hide for the children. * The event includes other fun activities such as bounce houses, balloon artists, arts and crafts, bubble soccer, and a free barbeque. * Local community organizations dedicated to serving the underprivileged are invited to host a table and spread awareness about their programs.	* Bridge differences and provide platforms for interactions between people throughout the community. * Promote awareness of the resources available to those in need and provide an opportunity for people to receive assistance from local community organizations.	
Pakistani American Culture Center Basant Kite Flying Festival	\$2,500 \$1,000	400	* A South Asian, family oriented, festival on arrival of spring. Main event elements include ethnic food, games, music and kite flying.	* Expose the culture and diversity of the area. * Show that Sunnyvale’s parks are excellent venues for this type of activity.	
SV Downtown Association Holiday Tree Lighting	\$4,000 \$4,000 \$4,000	750+ 400	The Sunnyvale Holiday Tree Lighting celebration is now in its 17th year. The event features the lighting of the City Christmas tree, a visit and free photo opportunities with Santa, live music and performances from local schools and groups, and children’s arts & crafts booths.	* Bring together the City of Sunnyvale community for a ceremonial Holiday season kick-off. * Feature local performing and volunteer groups in Sunnyvale including the Girl Scouts, middle school and high school choirs and bands, dance companies, and more.	* Turnout was fantastic * Because of the amount of kids in attendance to take photos with Santa, event ran an hour over to ensure all kids got a turn. * Provided complimentary photos for all parents to download online.

Organization Event Name	Grant Amount	# of Attendees	Event Description	Anticipated Goals/Results	Actual Results (based on Organization's Final Report)
	Requested Granted Reimbursed	Anticipated Actual			
<b>SV Downtown Association</b> Jazz and Beyond	\$4,000 \$3,675 \$3,675	500-1,000/week 350/week	The Jazz & Beyond (J&B) series is a "musical dining experience". J&B takes place on the 100 block of South Murphy Avenue. 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. Diners simply call in their orders and their food is brought to their table. Live music is featured during the events from genres including jazz, blues, reggae and other traditional non-dance oriented bands.	* Acknowledge and market Downtown Sunnyvale and the many amenities it has to offer. * Feature downtown businesses on Murphy Avenue. * Create a unique dining experience for the community. * Bring new customers and possibly future residents to the downtown area.	* Format of event works very well. * Attendance increased at an estimated rate of 10% from previous year. * Continuously receive praise from the attendees. * Music line up continues to be cultural and entertaining.
<b>SV Historical Society</b> Antique Appraisal Faire	\$525 \$525 \$525	600-700 500	A one-day event where professional antique appraisers give verbal appraisals to individuals (a mini-antique road show). Local activity clubs also showcase their collections, demonstrate their crafts or share information about collecting (Stamp Club, Postcard Club, Art Club, Coin Club). The event takes place in the large courtyard of Heritage Park and the museum.	* Encourage the community to visit the museum, learn about Sunnyvale history, enjoy antiques and artifacts and appreciate their own keepsake heirlooms.	* Event was a success. * 95% of all appraisal appointments were filled. * Many additional people came just to visit the museum and enjoy the displays and demonstrations.

The following events applied but did not receive a grant:

Event	Amount Requested	Reason
<b>SV Downtown Association</b> Magic of Sunnyvale	\$4,000	SDA is able to run the event without these grant funds.
<b>SV Downtown Association</b> Summer Series	\$5,000	Other funding sources available for this event.

Neighborhood Grant Program  
FY2016/17 Grantee Recap

Organization Event Name	Grant Amount	# of People Benefitted	Anticipated Goals/Results	Actual Results (based on Organization's Final Report)	Goals for Future
	Requested Granted Reimbursed	# Households Total Anticipated Actual			
Cherry Chase NA Cultural and Social Improvement	\$1,000 \$1,000	900 households	<ul style="list-style-type: none"><li>* Coordinate social and cultural events to engage a wide variety of neighbors and help build community spirit. Events also welcome new residents to the neighborhood.</li><li>* Create a more tight knit network of neighbors.</li><li>* Create a positive visual identity for the association and the neighborhood watch group by purchasing car decals. These decals will project the spirit of a unified community and an image of residents having a vested interest in keeping the neighborhood safe.</li></ul>		
Cherryhill NA Grow Together	\$1,000 \$1,000	550 households	<ul style="list-style-type: none"><li>* Implement a series of small, portable garden spaces within the neighborhood in order to share seedlings, seeds, plants and garden ideas among neighbors. Envision it to be like a mini urban garden.</li><li>* Increase communication and community building between neighbors as the gardens are planned, planted and harvested.</li><li>* Build bridges between cultures as neighbors share recipes and uses for items harvested from the containers.</li><li>* Enhance neighborhood pride and improve the physical condition of the neighborhood.</li></ul>		

Organization Event Name	Grant Amount	# of People Benefitted	Anticipated Goals/Results	Actual Results (based on Organization's Final Report)	Goals for Future
	Requested Granted Reimbursed	# Households Total Anticipated Actual			
<b>Cumberland South NA</b> July 4 Parade and Potluck	\$850 \$750 \$668.46	> 400 households 150-200 people 200-250 people	* Increase communication, bridge cultures, and enhance neighborhood pride and identity. It is the one time of year the neighborhood gets together. Helps make the community feel like a part of a caring community. * Build bridges between cultures by the neighbors sharing food from all different countries. * Celebrate diversity through a parade of kids, pets, neighbors, etc., let by Sunnyvale DPS.	* Increased neighborhood cohesiveness and pride. * A lot of shared culture with good food from all over. Diversity was promoted by everyone coming out and sharing their culture and also celebrating the US. * More people helped out than ever, which showed in the turnout and positive feedback.	Will continue to organize the event every year as long as people are willing to help make it happen. More people already offered to help out for next year's event.
<b>Cumberland West NA</b> Block Parties	\$500 \$400	600 households not specified	* Host one block party every other month to allow the residents to genuinely get to know each other, share resources and feel included in a close community. * Increase communication among neighbors, build bridges between cultures and enhance neighborhood pride and identity.		
<b>Evelyn Glen Owners Assoc.</b> Drought Tolerant Landscaping	\$1,000 \$500 (Council Set- aside Fund) \$296.51	130 households not specified 49 attended	* Educate homeowners about water conservation, drought effects on landscaping and how to sustain everything. * Increase pride of ownership and add value to the property. * Purchase self watering containers, herbs, vegetables and soil.	* Hosted a "party" to educate the community about the association's landscaping project to change out plant thirsty landscape with plants that can thrive on less water. * Due to a fire in the community, the scheduled meeting was modified to answer residents inquiries on issues related to the fire rather than focus entirely on the landscaping project. Sunnyvale DPS made a presentation on how to be prepared and safe in disasters. Since their event changed and the expenses did not align with the budget that was submitted with the application, we did not reimburse all expenses submitted.	

Organization Event Name	Grant Amount	# of People Benefitted	Anticipated Goals/Results	Actual Results (based on Organization's Final Report)	Goals for Future
	Requested Granted Reimbursed	# Households Total Anticipated Actual			
<b>Hazelheads Group</b> Block Party / Formalize Association	\$800.00 \$400 (Council Set- aside Fund) \$340	25 households not specified 50 households	* Host annual block party to get to know their neighbors. * Create a formal neighborhood association. * Double the participating households at events including neighborhood watch, block party, garage sale and book exchange.	* Organized a successful block party and gained a list of new potential members for association. * Created avenue for neighbors to come together to meet, discuss and organize their association.	Want to continue to meet new neighbors and keep their association active.
<b>Ortega Park NA</b> National Night Out (NNO)	\$900 \$500 \$459.64	300 households >100 households 250 households	* Create the opportunity to meet new residents and stay in-touch with each other. * Connect with Sunnyvale DPS and learn ways to keep the neighborhood safe. * Create the opportunity to learn about other cultures in the neighborhood.	* Were able to re-connect with neighbors. * Distributed information about public safety, energy saving, and free services available through the City. * Had children's activities including scavenger hunt and mad science activities.	Will continue to host this NNO event every year. Interested in the possibility of working with other associations to organize a larger event, in addition to NNO.
<b>SNAIL NA</b> National Night Out	\$1,000 \$1,000	1,300 households 200 attendees	* Heighten awareness of the importance of neighborly collaboration. * Strengthen communication between residents and promote neighborhood connection and sense of community. * Help neighbors feel more connected and comfortable with DPS. Encourage them to report suspicious activity. * Enhance neighborhood pride and identity.		

Organization Event Name	Grant Amount	# of People Benefitted	Anticipated Goals/Results	Actual Results (based on Organization's Final Report)	Goals for Future
	Requested Granted Reimbursed	# Households Total Anticipated Actual			
Stratford Gardens NA Emergency Response Project	\$700 \$623	64 households not specified	<ul style="list-style-type: none"><li>* Set up a team to manage the communal infrastructure in the event of an emergency.</li><li>* Improve the community's effectiveness regarding emergency preparedness and fire safety.</li><li>* Educate neighbors about the community's current emergency preparedness plan/efforts and solicit feedback and additional ideas.</li><li>* Residents will be better prepared in an emergency, become more self-reliant, and be less of a drain on the scarce resources available during a disaster.</li></ul>		
Sunnyarts NA Community Building / Neighborhood Pride	\$1,000 \$575 \$575	256 households not specified 280 households	<ul style="list-style-type: none"><li>* Host a variety of events to bring the neighborhood together to get to know each other better and welcome new members to the community.</li><li>* Create a deeper sense of community within the neighborhood.</li><li>* Celebrate the cultural diversity in the neighborhood through potlucks and events scheduled around cultural holidays (i.e. Chinese New Year).</li></ul>	<ul style="list-style-type: none"><li>* Increased the sense of security residents feel in their homes by facilitating better communication with neighbors.</li><li>* Facilitated a Personal Emergency Preparedness (PEP) class which added a greater sense of security in regard to disaster preparedness.</li><li>* Residents feel they belong to a closer and more welcoming community due to events.</li><li>* Fostered a good sense of philanthropy with their donation drives/collections benefiting Sunnyvale Community Services and Goodwill.</li></ul>	Plan to continue to coordinate all events annually. Also want to add more events focused on safety and security. Running into an interesting problem of the events being too well attended and increased participation from neighborhoods that border the association boundaries (but are not part of an active association) which raises the costs for coordinating events.
Valley Forge Group Block Party	\$605 \$400 \$390.94	48 households 60 people 52 people	<ul style="list-style-type: none"><li>* Block party will bring neighbors together and help welcome new residents.</li><li>* Sunnyvale DPS to attend and provide information about neighborhood safety and SNAP.</li><li>* Collect canned and monetary donations for Sunnyvale Community Services.</li></ul>	<ul style="list-style-type: none"><li>* Met new neighbors and created a better sense of community. Residents taking more pride in their community.</li><li>* SNAP booth was set-up to sign neighbors up for classes and share safety information</li></ul>	Plan to continue to coordinate this event. This event is the reason their neighbors are so close. Creates a great atmosphere for getting to know each other better.



# City of Sunnyvale

## Agenda Item

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17-0151

Agenda Date: 2/8/2017

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### REPORT TO SUBCOMMITTEE

#### **SUBJECT**

Review and Approve Community Events and Neighborhood Grant Program Processes for FY 2017/18

#### **BACKGROUND**

Each year, the City of Sunnyvale allocates funding to support community events and neighborhood groups through two programs: the Community Event Grant Program (CEGP) and the Neighborhood Grant Program (NGP). For FY 2016/17, the City Council approved Community Event grants in the amount of \$10,200 and Neighborhood Grants in the amount of \$6,248. In addition, the City Council approved the allocation of \$900 from the Council Service Level Set Aside Fund to address additional needs in the NGP.

The Community Event and Neighborhood Grant Distribution Subcommittee (Subcommittee), consists of three members of the City Council charged with conducting an annual grant review process that includes: 1) setting a meeting schedule; 2) reviewing the efficiency of the annual grants allocation process and making recommendations for any changes to the full Council as needed; and 3) serving as the official grant review committee.

The Subcommittee generally meets twice a year - once in February to review and confirm or amend the grant allocations process and again in May/June to review the applications. Based on this review, the Subcommittee develops funding recommendations that are subsequently submitted to the full City Council for final action.

The purpose of this report is to seek Subcommittee approval of the grant application materials for FY 2017/18 and to obtain authorization to distribute if materials are approved.

Should the Subcommittee wish to propose changes to the existing grant process, a report from the Subcommittee would be scheduled for City Council consideration on March 7.

#### **EXISTING POLICY**

Council Policy 7.2.1, Community Engagement - Goals and Policies  
Council Policy 7.2.18, Special Events

#### **ENVIRONMENTAL REVIEW**

N/A

#### **DISCUSSION**

The CEGP provides funding to non-profit or not-for-profit groups hosting free and open to the public



community events in Sunnyvale.

The NGP provides funding to neighborhood groups for events or programs to help build community engagement, develop a sense of pride and ownership and/or improve the quality of life in their neighborhoods. The attachments to this report provide more information to help the Subcommittee better understand the grant allocations process timeline and the two programs guidelines and eligibility criteria.

In order to initiate the process, the Subcommittee shall review the materials, propose changes as appropriate and authorize staff to initiate the application process. Should the Subcommittee wish to amend the application materials, the recommended changes must be forwarded to the City Council for their approval. The date tentatively scheduled for this review would be March 7, 2017.

There are two potential changes that the Subcommittee may wish to consider: 1) request that staff conduct a preliminary review of all grant applications and provide a summary report to the Subcommittee at the grant allocations meeting in the Spring; and 2) revisit the eligibility criteria for neighborhood grants to clarify the eligibility of projects proposed by homeowner associations.

### **Preliminary Review**

In prior years, staff has simply compiled a listing of the grant applications and the dollars requested. Given that all members of this year's Subcommittee are new to the process, the Subcommittee may wish to direct staff to review the applications and identify questions the Subcommittee may wish to address in reviewing the grant applications as they relate to meeting eligibility requirements. Depending on the number of applications received, the review process can be time-consuming. The Subcommittee may wish to consider a preliminary review by staff in order to expedite the process.

### **Eligibility of Projects**

During the City Council approval of the proposed funding recommendations of the FY 2016/17 Neighborhood Grants, a concern was raised regarding the eligibility of funding projects from homeowner associations given that residents already pay homeowners dues for improvement projects. The Subcommittee may wish to revisit the eligibility criteria to clarify or amend the relevant provisions.

The Subcommittee has the discretion to recommend changes as deemed appropriate. However, changes would require approval by the full City Council.

### **PUBLIC CONTACT**

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

### **ALTERNATIVES**

1. Accept the process as is with no recommended changes to the existing process.
2. Recommend changes to the process and bring to the full City Council for consideration.

3. Take other action as determined by Subcommittee.

**RECOMMENDATION**

Staff makes no recommendation.

Prepared by: Alisha Rodrigues, Community Services Coordinator

Reviewed by: Daniel Wax, Superintendent of Community Services

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

**ATTACHMENTS**

1. FY 2017/18 Proposed Timelines
2. CEGP Guidelines & Eligibility Criteria
3. CEGP Application
4. NGP Guidelines & Eligibility Criteria
5. NGP Application

## Community Events & Neighborhood Grant Programs FY 2017/18 Proposed Timelines

### Option 1: No recommended changes to the process

Date	Action
January 10	City Council confirms Grant Subcommittee members.
February 8	Subcommittee reviews program materials and, if necessary, prepares program recommendations to present to full City Council.
NA	Subcommittee presents program recommendations to City Council
February 13	Grant application period opens (open for 8 weeks).
April 7	Grant application period closes.
April 21	Grant Subcommittee receives application review packets.
Early May	Grant Subcommittee meets to discuss applications and make funding recommendations.
June 20	Council approves FY 2017/18 Budget.
June 20	Subcommittee presents grant funding recommendations to Council.
July	Staff notifies grant applicants regarding Council action.

### Option 2: Present recommended changes at March 7 Council Meeting

Date	Action
January 10	City Council confirms Grant Subcommittee members.
February 8	Subcommittee reviews program materials and, if necessary, prepares program recommendations to present to full City Council.
March 7	Subcommittee presents program recommendations to City Council
March 8	Grant application period opens (open for 6 weeks).
April 19	Grant application period closes.
May 3	Grant Subcommittee receives application review packets.
Early/Mid May	Grant Subcommittee meets to discuss applications and make funding recommendations.
June 20	Council approves FY 2017/18 Budget.
June 20	Subcommittee presents grant funding recommendations to Council.
July	Staff notifies grant applicants regarding Council action.



## City of Sunnyvale Community Events Grant Program Guidelines & Eligibility Criteria Fiscal Year 2017/18

**Application Deadline: ENTER DATE HERE**

Thank you for your interest in the Community Events Grant Program. Please review the following guidelines and eligibility criteria to determine if your group qualifies. Funding requests will be considered as part of an annual competitive application process. While the City will accept applications through <DATE>, the exact amount of grant funding available will be determined by City Council when the FY 2017/18 Budget is adopted in June 2017.

### **Program Mission**

The Community Events Grant Program was created to support and encourage groups to build community and celebrate our unique culture by holding community events in Sunnyvale.

### **Who is Eligible to Apply?**

- The sponsoring organizations must be non-profit or not-for-profit. Applicants must attach a copy of non-profit documentation if the organization has such documentation.
- Funds may be granted to religious organizations as long as the funds are not used for a religious purpose including for the promotion of any sect, church, creed, or sectarian organization, nor to conduct any religious service or ceremony. This eligibility criterion is an attempt to preserve separation of church and state while still allowing religious organizations to be eligible for grant funds.
- Organizations that are collaborating with the City in co-sponsoring an event are eligible to apply for grant funding, however, grant funds can only be used to defray expenses incurred by the co-sponsoring organization(s) rather than the City.
- Grants will not be awarded to organizations owing a debt to the City.
- Grants will not be awarded to individuals.
- The sponsoring organization must demonstrate the ability to produce a well-planned, safe event and demonstrate strong financial management and effective management controls, including cost-effectiveness.

### **Event Eligibility and Evaluation Guidelines**

- All proposed events must:
  - be held within Sunnyvale City limits,
  - be of a citywide nature,
  - demonstrate an ability to draw a crowd of at least 500 people, and
  - be free and open to the public.
- 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 should encourage celebrations of community which focus on the character, diversity and quality of Sunnyvale and provide vitality and identity to the community.
- Higher priority will be given to encouraging new events as well as supporting existing events that have been highly successful in the past, subject to other grant criteria.
- The review team will consider the financial and budgetary capabilities of the sponsoring organization, the extent to which City funds will be leveraged with other funding sources, and the need for City funding. Community event grant funding from the City will represent no more than 40 percent of the total event budget, including the value of in-kind goods and services but excluding the value of volunteer time.
- Grant funding is not intended to be an ongoing funding source for the event. Funding in one year is not a guarantee of future funding. All applications are subject to a fresh review vis-à-vis competing applications each year.

### **Application Process and Next Steps**

*Submitting an Application:* To apply for a community event grant, complete the attached Community Event Grant Program application and submit by <DATE> by <TIME>. Incomplete applications or ones that are not submitted by the deadline will not be considered during this year's grant review process.

When submitting the application, applicants must also:

- Submit an event budget, including an estimate of City services required.
- Include a four-year event sustainability plan.
- Identify other co-sponsors of the event. All co-sponsors must be approved by the City.

*Application Review and Funding Decisions:* A Council subcommittee will review each application. The Council subcommittee may choose to contact the applicant for more information or clarification regarding the details of the application during the review period and/or request an interview with any applicant. Final funding decisions will be made in June 2017 by the full City Council. Grant applicants will be notified, in writing, of final funding decisions in July 2017.

All grant awardees will be required to submit the following to the City of Sunnyvale within 30 days after your event was held and no later than June 15, 2018, whichever comes first:

1. A final report describing the project and use of funds.
2. All original receipts/invoices and an itemized description of each expense, for reimbursement.

*Reimbursements:* This program is reimbursable, meaning that any approved funds must first be spent by the grantee and receipts/invoices showing payment must be submitted to the City of Sunnyvale. Upon review of eligible receipts/invoices, the City will send a reimbursement to the grantee. The reimbursement process takes approximately 2 – 4 weeks.

Grant recipients may be reimbursed in partial payments for ongoing event expenses, rather than in a single lump-sum at the conclusion of the event. Decision to reimburse in multiple payments will require approval from the City of Sunnyvale and may be justified if recipient incurs

significant expenses prior to the event. If that is the case, grant recipients must invoice the City on an ongoing basis for reimbursement of expenses incurred, up to the grant amount.

*Special Event Permit and Use of City Facilities:* All special events in Sunnyvale must also submit a Special Events Permit Application prior to the event date. To learn more about the City of Sunnyvale Special Events Permit Process, visit *EventApplication.inSunnyvale.com*. Applicant will be required to obtain required permits, clearances, insurance, and event authorization and pay any relevant fees in a timely manner. If you are proposing to use a City facility, applicant must submit a request in accordance with standard rental procedures.

*City Co-sponsorship:* Grant recipients (and their sponsors, if applicable) are entirely responsible for planning, promoting, and staffing their event. Grant approval does not equate to co-sponsorship from City of Sunnyvale. The City will not be involved in planning, promoting, or staffing the event, and is not considered a co-sponsor of the event. However, grant recipients should acknowledge the support of the City of Sunnyvale where appropriate (e.g. event marketing materials, etc.).

If City staff time is requested (such as public safety officers, etc.), please contact the relevant department to obtain a cost estimate, and include the cost estimate in your proposed budget. Staff participation is contingent upon their consent to participate, regardless of whether or not funds are granted.

*Grant Spending Guidelines:* Grant recipients must attempt to expend all grant funding within City limits. Grant funds must be used only for the event applied for, but may be used for any costs, including costs payable to the City. The City will not waive any fees for services associated with the event.

### **Questions and More Information**

For questions or more information, please contact Alisha Rodrigues, Community Services Coordinator, at 408-730-7599, [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or visit [\*<website address>\*](#).



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

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

**Application Deadline: ENTER DATE HERE**

Thank you for your interest in the Community Events Grant Program. Please make sure you thoroughly reviewed the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Grant decisions are based upon a competitive review process; this application and any attachments are intended to be the primary subject of evaluating your grant proposal. While the City will accept applications through **<DATE>**, the exact amount of grant funding available will be determined by City Council when the FY 2017/18 Budget is adopted in June 2017. Applicants will be notified of award decisions in July 2017.

Complete applications may be submitted in the following ways:

*Mail or Drop-Off in Person:*

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

Email: [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or Fax: 408-730-7754.

For questions or more information, contact Alisha Rodrigues at [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov), 408-730-7599.

**Event Name:** \_\_\_\_\_

**Date(s)/Time(s) of Event:** \_\_\_\_\_

**Sponsoring Organization(s):** \_\_\_\_\_

**Grant Amount Requesting from the City of Sunnyvale:** \$ \_\_\_\_\_

*(Amount cannot exceed 40% of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).*

**Authorized Representative Information:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

### Event Details:

1. Please describe your event (you may attach additional details or supporting documentation).
2. Have you held this event before? If so, when and where?
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?
4. What steps are you taking to ensure a well-planned, safe event?



**Marketing & Promotion:**

5. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, to whom?
  
  
  
  
  
  
  
  
  
  
6. How many people do you expect to attend your event? How did you arrive at this estimate?
  
  
  
  
  
  
  
  
  
  
7. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Also, indicate if you wish to incorporate the City's local access channel, KSUN 15 in your advertising. Please attach additional sheets as needed to fully describe your marketing plan.

**Organization Information:**

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

**Event Budget:**

9. Please describe what kind of controls you have in place to ensure that your event will be planned cost-effectively, with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?
  
10. Please attach a detailed budget for your event including:
  - Total Expenses
  - Anticipated Revenue (if applicable)
  - Net Cost (Total Expenses less Anticipated Revenue)
  - Volunteer Assistance (1 - list volunteer roles/tasks AND the number of hours anticipated; 2 - multiply volunteer hours by \$27.59, 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).
  
11. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?
  
  
  
  
  
  
  
  
  
  
12. Please explain how your organization intends to operate this event in future years without grant assistance from the city. Your explanation should include a goal of sustainability and independence from grant funds within four years or less. Attach additional sheets if needed.



## City of Sunnyvale Neighborhood Grant Program Guidelines & Eligibility Criteria Fiscal Year 2017/18

**Application Deadline: ENTER DATE HERE**

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

### **Program Mission**

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

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

### **Who is Eligible to Apply?**

- Applicants must be representatives of a neighborhood group. Preference is given to neighborhood associations, mobile home associations, and neighborhood groups that are interested in becoming a neighborhood association.

### **Project and/or Event Eligibility**

All proposed project and/or events must:

- Focus on one or more of the following areas:
  1. Increasing communication among neighbors;
  2. Building bridges between cultural groups (including: ethnicity, age, socio-economic, etc.);
  3. Improving the physical condition of the neighborhood; or
  4. Enhancing neighborhood pride and identity.
- Be neighborhood-focused, initiated and supported by residents living in the neighborhood.
- Not be political in nature, including but not limited to, the support of a proposed initiative, ballot measure or candidate.
- Occur between July 2017 and June 1, 2018.

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

## **Evaluation Guidelines**

Grant applications will be evaluated on the criteria listed below:

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

## **Application Process and Next Steps**

To apply for a neighborhood grant, complete the attached Neighborhood Grant Program application and submit by **<DATE>** by **<TIME>**. Applications not submitted by this deadline or submitted incomplete will not be considered during this year's grant review process.

A Council subcommittee will review each application. The Council subcommittee may choose to contact the applicant for more information or clarification regarding the details of the application during the review period. Final funding decisions will be made in June 2017 by the full City Council. Grant applicants will be notified, in writing, of final funding decisions in July 2017.

All grant awardees will be required to submit the following to the City of Sunnyvale within 30 days of the project or event conclusion and no later than June 15, 2018, whichever comes first:

1. A final report describing the project and use of funds
2. All original receipts/invoices for reimbursements

The Neighborhood Grant is reimbursable, meaning that any approved funds must first be spent by the grantee and receipts/invoices showing payment must be submitted to the City of Sunnyvale. Upon review of eligible receipts/invoices, the City will send a reimbursement to the grantee. The reimbursement process takes approximately 2 – 4 weeks.

## **Questions and More Information**

For questions or more information, please contact Alisha Rodrigues, Community Services Coordinator, at 408-730-7599, [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or visit **<website address>**.



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

**Application Deadline: ENTER DATE HERE**

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

Complete applications may be submitted in the following ways:

*Mail or Drop-Off in Person:*

Sunnyvale Community Center (Recreation Center Front Desk)

Attn: Alisha Rodrigues

550 E. Remington Dr., Sunnyvale CA 94087

*Email:* [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or *Fax:* 408-730-7754.

For questions, contact Alisha Rodrigues at [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or 408-730-7599.

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

Name of Individual Submitting Application: \_\_\_\_\_

Individual's Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Name of Proposed Project: \_\_\_\_\_

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

(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?

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?

**Project Description:**

3. Describe your proposed project and/or event. Make sure to include the following:
  - How it will benefit the residents in your neighborhood and/or your neighborhood association?
  - How many people or households you are expecting to attend or benefit from the project or event?
  
4. How did you choose this project and/or event? Describe the outreach you have done to generate awareness and support in your neighborhood around the project and/or event. How many neighbors are in support and how did you determine that number?

**Project Plan:**

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

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising the BBQ	Jane Smith	08/17
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

6. Describe how your project and/or event focuses on one or more of the following areas:
  - Increasing communication among neighbors
  - Building bridges between cultures
  - Improving the physical condition of the neighborhood
  - Enhancing neighborhood pride and identity
  
7. How will you determine the completed project and/or event has been successful?
  
  
  
  
  
  
  
  
  
8. What resources will your neighborhood group contribute to support the project and/or event (i.e. number of volunteer hours, donated materials if any, etc.)?
  
  
  
  
  
  
  
  
  
9. Please explain how your organization intends to operate this project and/or event in future years without grant assistance from the City. Your explanation should include a goal of sustainability and independence from grant funds within four years or less. Attach additional sheets if needed.



**Project Team:**

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

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

**Project Leader Name:** \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone Number: (\_\_\_\_) \_\_\_\_\_

Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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

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

**Treasurer Name:** \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone Number: (\_\_\_\_) \_\_\_\_\_

Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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

**Name:** \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone Number: (\_\_\_\_) \_\_\_\_\_

Address: \_\_\_\_\_

Responsibilities: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Name:** \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone Number: (\_\_\_\_) \_\_\_\_\_

Address: \_\_\_\_\_

Responsibilities: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# City of Sunnyvale

## Neighborhood Grant Program

### 2017/18 Project Budget Form

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

#### Project Expenses

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

#### Other Sources of Support

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

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