



City of Sunnyvale

Notice and Agenda - Final Community Event and Neighborhood Grant Distribution Subcommittee

Tuesday, February 19, 2019

5:00 PM

West Conference Room, City Hall
456 W. Olive Ave., Sunnyvale, CA 94086

CALL TO ORDER

ROLL CALL

SELECTION OF SUBCOMMITTEE CHAIR

CONSENT CALENDAR

- 1 [18-1112](#) Approve the Community Event and Neighborhood Grant Distribution Subcommittee Meeting Minutes of June 5, 2018

Recommendation: Approve the Community Event and Neighborhood Grant Distribution Subcommittee Meeting Minutes of June 5, 2018 as submitted.

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 recording secretary. You will be recognized at the time the item is being considered by the committee. Each speaker is limited to a maximum of three minutes.

- 2 [18-1113](#) Review of Community Events and Neighborhood Grants
Program Cycle

Recommendation: Alternative 1: Continue with the annual grants cycle as currently outlined in the grant guidelines with greater focus on ensuring compliance with the existing 30-day requirement for submission of final reports.

- 3 [19-0094](#) Review and Approve the Community Events and
Neighborhood Grant Program Application Materials for FY
2019/20 and Authorize Staff to Initiate the Application Process

Recommendation: Alternative 1: Approve the Community Events and Neighborhood Grant Program application materials for FY 2019/20 and authorize staff to initiate the application process.

ADJOURNMENT

Notice to the Public:

Agenda information is available by contacting the Office of the City Clerk at (408) 730-7483. Agendas and associated reports are available on the City's website at sunnyvale.ca.gov 72 hours before the meeting and in the Community Center Ballroom on the night 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. (28 CFR 35.160 (b)(1))



City of Sunnyvale

Agenda Item

18-1112

Agenda Date: 2/19/2019

SUBJECT

Approve the Community Event and Neighborhood Grant Distribution Subcommittee Meeting Minutes of June 5, 2018

RECOMMENDATION

Approve the Community Event and Neighborhood Grant Distribution Subcommittee Meeting Minutes of June 5, 2018 as submitted.



City of Sunnyvale

Meeting Minutes - Draft Community Event and Neighborhood Grant Distribution Subcommittee

Tuesday, June 5, 2018

3:00 PM

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

CALL TO ORDER

The meeting was called to order at 3:00 p.m.

ROLL CALL

Present: 3 - Member Nancy Smith
Member Larry Klein
Member Russ Melton

CONSENT CALENDAR

- 1 [18-0533](#) Approve the Minutes of the March 6, 2018 Community Event and Neighborhood Grant Distribution Subcommittee Meeting

Member Klein moved, and Member Melton seconded, approval of the consent calendar as presented. The motion carried by the following vote:

Yes: 3 - Member Smith
Member Klein
Member Melton

No: 0

ORAL COMMUNICATIONS

None.

PUBLIC HEARING/GENERAL BUSINESS

- 2 [18-0534](#) FY 2017/18 Community Events Grant Program and Neighborhood Grant Program Grantee Recap

Community Services Coordinator Alisha Rodrigues provided the Subcommittee with a recap of the FY 2017/18 Community Events and Neighborhood Grant Programs. After all FY 2017/18 grant reimbursements are submitted, it is expected that there will be a remaining minimum balance of \$557.45 in the Neighborhood Grant

Program budget.

Director Bojorquez mentioned that the grant programs' end of year reporting deadline of mid-June makes it difficult for staff to provide the Subcommittee with accurate and complete information. Staff is proposing the Subcommittee meet in the fall to discuss the option of a two-year cycle for the Community Events and Neighborhood Grant Programs. Member Klein inquired if the mid-June reporting deadline could be moved up. Staff indicated that they would explore options for discussion in the Fall. Staff provided information regarding year end pending reports.

Director Bojorquez also reported that due to updated building requirements, the Sunnyvale Downtown Association (SDA) has over \$1,400 of unanticipated costs related to the stages for their Summer Series and Jazz & Beyond events and she provided the Subcommittee with options to help SDA with the unexpected costs. Options included allocating the remaining balance from FY 2017/18 Neighborhood Grant Program funds to SDA and using funds from the current fiscal year Council Level Set-Aside Fund for the remaining balance. Discussion ensued regarding allocating funds from the Neighborhood Grant Program and Council Level Set-Aside Fund. Member Melton expressed that he would not support allocating funds from the Council Level Set-Aside Fund.

Member Melton moved, and Member Klein seconded, to recommend to Council allocating the variance between the awarded funds and reimbursements, a minimum of \$557.45, from the Neighborhood Grant Program to Sunnyvale Downtown Association for payment towards permit fees. The motion carried by the following vote:

Yes: 3 - Member Smith
Member Klein
Member Melton

No: 0

Member Klein moved, and Chair Smith seconded, to recommend to Council an additional allocation of a maximum of \$925.30 from the Council Level Set-Aside Fund to Sunnyvale Downtown Association for payment towards permit fees.

Member Klein spoke towards his motion. He expressed that SDA events draw large crowds from the Sunnyvale community and neighboring communities and that it is reasonable to fund the unanticipated costs related to updated building requirements.

The motion carried by the following vote:

Yes: 2 - Member Smith
Member Klein

No: 1 - Member Melton

3 [18-0485](#) Consideration of FY 2018/19 Community Events and
Neighborhood Grant Program Applications

Director Bojorquez reported that for FY 2018/19, the recommended budget for distribution through the Grants process is \$10,500 for Community Event Grant Program. Staff noted that seven applications were submitted and that the amount requested totals \$27,818. An overview of the applications was provided. As in the prior year, the Subcommittee consolidated the Sunnyvale Downtown Association requests into one grant award. SDA requests include: Holiday Tree Lighting; Jazz & Beyond Festival Series; Magic of Sunnyvale & Wine Stroll and Summer Series. Discussion ensued regarding Silicon Valley Bicycle Coalition's (SVBC) Bike to Work Day application.

Chair Smith opened the item for public hearing:

Ms. Deborah Marks, Sunnyvale Urban Forest Advocates (SUFA) representative, provided the Subcommittee with an overview of their 2017 Forest Festival and of their upcoming 2018 Forest Festival.

There being no additional public testimony, Chair Smith closed the public hearing.

Member Melton moved, and Member Klein seconded, to recommend to Council that the Community Event Grants be awarded in the amount of \$10,500 as follows:

\$1,000 Silicon Valley Bicycle Coalition, Bike to Work Day 2019 event
\$6,100 Sunnyvale Downtown Association, 2018/19 special events
\$3,000 SV Historical Society & Museum Association, 10-Year Anniversary event
\$400 Sunnyvale Urban Forest Advocates, Sunnyvale Urban Forest Festival

\$10,500 Total

Member Melton spoke to his motion. He expressed his appreciation to the organizations that applied for FY 2018/19 grant funds.

Member Klein spoke to his second. He hopes that SVBC will reapply next year and will provide detailed information in their application.

The motion carried by the following vote:

Yes: 3 - Member Smith
Member Klein
Member Melton

No: 0

Director Bojorquez reported that for FY 2018/19, the recommended budget for distribution through the Grants process is \$6,500 for Neighborhood Grant Program. Staff noted that eleven applications were submitted for the Neighborhood Grant Program and that the amount requested totals \$8,920.

Chair Smith opened the item for public hearing:

Ms. Valerie Suarez, Sunnyvale resident, suggested that the Neighborhood Grant application guidelines provide suggestions of types of events that neighborhood associations may recommend for grant funds.

There being no additional public testimony, Chair Smith closed the public hearing.

Member Klein moved, and Member Melton seconded, to recommend to Council that the Neighborhood Grants be awarded in the amount of \$6,500 as follows:

\$1,000	Cherry Chase NA for Cultural and Social Interaction
\$700	Cumberland South NA for 4th of July Parade and Potluck
\$450	Hazelheads Association for Association Events
\$1,000	Lakewood Village NA for LVNA Picnic 2018
\$500	Parkington Avenue Group for Neighborhood Block Party
\$1,000	SNAIL NA for National Night Out

\$250	Stevens Creek NA for Donate & Dump and Neighbors Night Out
\$650	Sunnyarts NA for Community Pride Building
\$500	Traditions of SV for Cultural Potluck and Block Party
\$450	Valley Forge Group for Block Party
\$6,500	Total

Member Klein spoke to his motion. His recommendation is based on long-term associations that have shown a good historical usage of grant funds, similar funding to last year and support for new applicants. He hopes that next year Evelyn Glen HOA will apply for a standard community event that brings their residents together.

Member Melton spoke to his second. His support was also based on long-term associations that have shown a good historical useage of grant funds and support for new applicants. He hopes the new applicants will develop into long-term events in the community.

The motion carried by the following vote:

Yes: 3 - Member Smith
Member Klein
Member Melton

No: 0

INFORMATION ONLY

None.

ADJOURNMENT

The meeting adjourned at 4:25 p.m.



City of Sunnyvale

Agenda Item

18-1113

Agenda Date: 2/19/2019

REPORT TO SUBCOMMITTEE

SUBJECT

Review of Community Events and Neighborhood Grants Program Cycle

BACKGROUND

To facilitate the Subcommittee's review of FY 2018/19 Neighborhood Grant applications, staff provided a two-year summary report of FY 2016/17 and FY 2017/18 grant recipients to the Subcommittee at its meeting on June 5, 2018. It was noted at that time that it was not possible to provide information for all grantees as not all final reports were due.

The Subcommittee indicated that they found the information provided to be very helpful but expressed concern that those groups whose scope of work had not been completed might be held at a disadvantage in future reviews. The Subcommittee requested that staff review the grants history to see whether a revision to the grants cycle to a two-year process might be useful.

EXISTING POLICY

Council Policy 7.2.1, Community Engagement - Goals and Policies

Goal B: Achieve a community in which all community members can be actively involved in shaping the quality of life and participate in local community and government activities.

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

Council Policy 7.2.18, Special Events

D: Community Event Program

The City may fund community events through this program.

ENVIRONMENTAL REVIEW

The action 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 current grants process operates on a fiscal year basis. Each grantee is expected to complete its scope of work before June 1st and submit a final report within thirty days after the event and no later than June 14th, whichever comes first.

The Subcommittee conducts its review of proposed grants in the late May/early June timeframe with

final approval by the Council in late June following the adoption of the proposed budget. As such, the current grants cycle does not allow for project updates to

be collected from all grantees prior to the Subcommittee's review of proposed grants for the following year.

In accordance with the Subcommittee's request, staff conducted a review of prior awards and found that the overwhelming majority of grants are completed well before the May/early June Subcommittee meeting. Staff also noted that despite having completed their scope of work, most grantees chose not to submit the final reports until the end of the fiscal year. While the grant guidelines provide that final reports should be submitted within 30 days following an event or no later than June 14th, whichever comes first, the practice has been for the majority of grant recipients to submit the final report to meet the June deadline.

In preparation for the FY 2019/20 review process, staff has taken a more pro-active approach in communicating with grantees to determine whether better communication might address the Subcommittee's desire for more information. The results have been positive. Six of the ten grantees have completed their scope of work with all but one of the six having already submitted their final report (See Attachment A - Summary of FY 2018/19 Grants).

FISCAL IMPACT

No fiscal impact is anticipated with the proposed review of eligibility criteria as the amount of available funding will be addressed separately during the normal budget process.

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. Continue with the annual grants cycle as currently outlined in the grant guidelines.
2. Recommend changes to the guidelines and bring to the full City Council for consideration.
3. Take other action as determined by Subcommittee.

RECOMMENDATION

Alternative 1: Continue with the annual grants cycle as currently outlined in the grant guidelines with greater focus on ensuring compliance with the existing 30-day requirement for submission of final reports.

A shift to a two-year cycle would be a significant change in process. Based on staff's review, enforcement of the current requirement to submit final reports within 30 days of completion of an event would advance the Subcommittee's desire for more comprehensive status information without significantly altering the current process. As such, it is staff's recommendation that the current process be maintained with an added focus on ensuring compliance with the existing 30-day requirement for submission of final reports.

Prepared by: Jennifer Acuña, Administrative Analyst

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

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager

ATTACHMENTS

1. Grantee Recap

Organization/ Event Name	Grant Amount	# of People Benefitted	Grant Summary (what the grant will be used towards)	Event Status	Event Date	Event/Project Main Accomplishments	Notes
	Requested/ Granted/ Reimbursed	Anticipated / Actual					
	Balance						
Cherry Chase NA/ Fostering Cultural and Social Interaction	\$1,000/ \$1,000/	100-300 people per event/	Neighborhood socials/events and the web hosting and domain name service.	Completed	One Long Table Potluck, September 15, 2018 and Diwali, November 2, 2018		Final report pending.
Cumberland South NA/ 13th Annual 4th of July Parade and Potluck	\$850/ \$700/ \$544.88 \$155.12 balance	>250 people/ 275 people	Annual 4th of July event. Kids activities and general event supplies.	Completed	July 4, 2018	*More than 60 volunteer spots were filled up for the day all from the neighbors. *Neighborhood adults and kids were all present for the parade and potluck. *It was another great year for the neighborhood 4th of July celebration.	
Hazelhead Association/ Hazelhead Association Events	\$595/ \$450/ \$410 \$40.00 balance	50 people/ 50 people	Summer block party. Kids activities, permits, marketing and general event supplies.	Completed	September 8, 2018	*Block party included expansion to Bayview, A	
Parkington Avenue Neighborhood Group/ Neighborhood Block Party	\$1,000/ \$500/ \$283.92 \$216.08 balance	60-80 people/ ~50 people	First annual Block Party. Food, drinks, party supplies and puppet show for kids. Parkington Ave. is a residential street right outside of the Cherry Chase Neighborhood.	Completed	September 25, 2018	*Hosted a big street wide Block Party with food, drinks and decorations. *The City of Sunnyvale's Disaster Preparedness Team volunteers had a booth with games, a raffle and music.	
SNAIL NA/ 2018 National Night Out	\$1,000/ \$1,000/ \$1,000	200 people/	National Night Out event. Marking equipment, kids' entertainment, food, etc.	Completed	August 7, 2018	*SNAIL residents volunteered for the event. *Representation from the CERT team. *Sunnyvale City staff, including the Department of Public Safety and the Department of Library and Community Services reached out to the kids with game and prizes, and residents at large. *SNAIL residents met City Council members. *Representation from the community.	
Valley Forge Neighborhood Group/ Valley Forge Block Party	\$600/ \$450/ \$450	50 people/ 63 people	Block party. Food, beverages, kid's games, and propane tank refill.	Completed	September 15, 2018	*Neighbors coming together for a common goal *Meet new neighbors; games for the kids *Attendance from Sunnyvale Neighbors Actively Prepare (SNAP) program to inform the community about disaster readiness programs *Collection of canned foods with a donation bin from Sunnyvale Community Services	
Lakewood Village NA/ LVNA Picnic 2018	\$1,000/ \$1,000/	200 people/	Neighborhood barbeque and newsletter costs for printing.	In progress			
Stevens Creek NA/ Donate & Dump event & Neighbors Night Out	\$275/ \$250/	90-100 people/	Signage and advertisement for Donate & Dump and Neighbors Night Out events.	In progress			Grantee did not receive the full amount requested.
SunnyArts NA/ SunnyArts Community Pride Building	\$1,000/ \$650/	256 households (100% participation)/	Meet and greet events, neighborhood-wide garage sale and a new holiday lighting contest.	In progress	August and October 2018		Grantee did not receive the full amount requested.
Traditions of Sunnyvale (HOA)/ Cultural Potluck and Block Party	\$600/ \$500/	80 people/	Potluck social event for residents. Rental of lawn games, food and raffle prizes.	In progress	June, 2019		Grantee did not receive the full amount requested.



City of Sunnyvale

Agenda Item

19-0094

Agenda Date: 2/19/2019

REPORT TO SUBCOMMITTEE

SUBJECT

Review and Approve the Community Events and Neighborhood Grant Program Application Materials for FY 2019/20 and Authorize Staff to Initiate the Application Process

BACKGROUND

Each year, the City of Sunnyvale allocates funding to support community events and neighborhood groups through two programs: The Community Events Grant Program (CEGP) and the Neighborhood Grant Program (NGP) based on funding recommendations from the Community Event and Neighborhood Grant Distribution Subcommittee (Subcommittee).

The 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. First, to confirm and/or amend the grant allocations process and again, to review the grant application submittals. 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 2019/20 and to authorize staff to initiate the application process.

EXISTING POLICY

Council Policy 7.2.1, Community Engagement - Goals and Policies

Goal B: Achieve a community in which all community members can be actively involved in shaping the quality of life and participate in local community and government activities.

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

Council Policy 7.2.18, Special Events

D. Community Event Program

The City may fund community events through this program.

ENVIRONMENTAL REVIEW

The action 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

To initiate the FY 2019/20 grant process, it is requested that the Subcommittee review the grant application materials and authorize staff to initiate the application process. The grant application materials to review include:

1. FY 2019/20 Grant Allocations Process Timeline (Attachment 1)
2. CEGP Guidelines & Eligibility Criteria (Attachment 2)
3. CEGP Application (Attachment 3)
4. NGP Guidelines & Eligibility Criteria (Attachment 4)
5. NGP Application (Attachment 5)

Outreach Plan

To increase awareness of the grant programs and encourage community participation, staff has developed the following outreach plan:

- City Website - An announcement and the grant application materials will be available on the City's home page under the "News and Stories" section and on the "City's Grants and Loans" page.
- Social Media - Posts will be made on the City of Sunnyvale, Library and Community Services social media platforms. Announcements will also go to all Sunnyvale residents registered on NextDoor.
- Update Sunnyvale - An announcement about the application launch will be included in the February 21, 2019 edition of Update Sunnyvale. A reminder to submit applications will also be included in the March 7, 2019 edition of Update Sunnyvale.
- Council Announcements - Staff will submit an announcement to be read at the February 26, 2019 City Council meeting.
- Outreach to Past Applicants - Emails will be sent to past grant applicants from the past three fiscal years encouraging them to apply again.
- Targeted Outreach for the CEGP:
 - An announcement and the CEGP application materials will be sent to all special event organizers that have gone through the City's special event permit process in the past three fiscal years.
 - The CEGP application materials will be posted on the Special Event Permits page on the City's website.
- Targeted Outreach for the NGP:
 - The NGP grant application materials will be sent to the active Neighborhood Association leader's personal email addresses and through the Neighborhood Association Yahoo Group email listserv.
 - NGP application materials will be posted on the Neighborhood Resources page on the City's website.
 - An announcement will be posted on the Sunnyvale Neighborhoods website, an external site managed by community volunteers.
 - Staff made a brief announcement at the February Neighborhood Association Quarterly Meeting, notifying neighborhood groups that the application cycle will open at the end of the month.

FISCAL IMPACT

In FY 2017/18, City Council authorized that all future allocations for both grant programs should be in increments of \$250. Funding will be determined by City Council during the adoption of the FY 2019/20 Budget.

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. Approve the CEGP and NGP application materials for FY 2019/20 and authorize staff to initiate the application process.
2. Take other action as determined by the Subcommittee.

RECOMMENDATION

Alternative 1: Approve the Community Events and Neighborhood Grant Program application materials for FY 2019/20 and authorize staff to initiate the application process.

Prepared by: Jennifer Acuña, Administrative Analyst

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

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager

ATTACHMENTS

1. FY 2019/20 Grant Allocations Process Timeline
2. CEGP Guidelines & Eligibility Criteria
3. CEGP Application
4. NGP Guidelines & Eligibility Criteria
5. NGP Application

Community Events and Neighborhood Grant Programs
FY 2019/20 Grant Allocations Process Timeline

Date	Action
February 25, 2019	Grant application period opens (open for 8 weeks).
April 19, 2019	Grant application period closes.
Early May	Subcommittee reviews grant application submittals and develops funding recommendations to be submitted to the full City Council.
June 25, 2019	City Council approves the FY 2019/20 Budget.
June 25, 2019	Subcommittee presents grant funding recommendations to the full City Council for final action.
July 2019	Staff notifies grant applicants regarding City Council action.



Community Events Grant Program

Guidelines & Eligibility Criteria Fiscal Year 2019/20

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

Thank you for your interest in the Community Events Grant Program. Please 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 April 19, 2019, by 5 p.m., the exact amount of grant funding available will be determined by City Council when the FY 2019/20 Budget is adopted in June 2019.

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 nonprofit or not-for-profit. Applicants must attach a copy of nonprofit documentation if the organization has such documentation.
- Funds may be granted to religious organizations if 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.
- It is not the nature of the organization applying for or receiving the grant, but whether the organization will use those grant funds for a valid public purpose. Some factors that may demonstrate the public purpose of a funded program or service include:
 - Whether the proposed project/service compliments or enhances a service that the City also provides
 - When there is an identifiable secondary, or indirect, benefit to the City
 - When the organization provides a service, the City could provide, but chooses not to

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,
 - be free and open to the public, and
 - occur between July 2019 and June 1, 2020.
- 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

To apply: Complete the attached Community Event Grant Program application and submit by April 19, 2019, by 5 p.m. 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 2019 by the full City Council. Grant applicants will be notified, in writing, of final funding decisions in July 2019.

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 14, 2020, 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 two to four weeks.

Grant recipients may be reimbursed in partial payments for ongoing event expenses, rather than in a single lump-sum after 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 before 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 before the event date. To learn more about the City of Sunnyvale Special Events Permit Process, visit Sunnyvale.ca.gov. 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 the 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 Administrative Analyst, Jennifer Acuña at ncs@sunnyvale.ca.gov or 408-730-7599.



Community Events Grant Program Application

Fiscal Year 2019/20

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

Thank you for your interest in the Community Events Grant Program. Please make sure you thoroughly reviewed the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Grant decisions are based upon a competitive review process; **this application and any attachments are intended to be the primary subject of evaluating your grant proposal.** While the City will accept applications through April 19, 2019, by 5 p.m., the exact amount of grant funding available will be determined by City Council when the FY 2019/20 budget is adopted in June 2019. Applicants will be notified of award decisions in July 2019.

Completed applications may be submitted in the following ways:

Mail or Drop Off in Person:

Sunnyvale Public Library (Library Administration, Second Floor)

Attn: Jennifer Acuña

665 W. Olive Avenue, Sunnyvale, CA 94086

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

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

Event Name: _____

Date(s)/Time(s) of Event: _____

Sponsoring Organization(s): _____

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

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

Authorized Representative Information

Name: _____

Title: _____

Organization: _____

Email: _____

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 \$28.46, the California volunteer rate per *IndependentSector.org*)
 - Any expenses you expect to be donated/in-kind (include an estimated dollar value of each donated/in-kind expense in your budget)
 - Funding amount being requested from City of Sunnyvale (cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

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

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.



Neighborhood Grant Program

Guidelines & Eligibility Criteria Fiscal Year 2019/20

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

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 2019/20 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 or groups. Preference is given to neighborhood associations, mobile home associations, homeowner 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.
- Occur between July 2019 and June 1, 2020.

Projects and/or events that are not eligible include:

- Activities that are political in nature, including but not limited to, the support or opposition of a proposed initiative, ballot measure, policy position or candidate.
- Payment of outstanding debts
- Services which are primarily commercial, religious or political in nature
- Permanent improvements to any non-City owned structure or property
- In most cases, operating expenses such as ongoing salaries, utilities and rent expenses

Creative ideas for neighborhood projects are encouraged! Projects could 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 fundraising 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: Complete the attached Neighborhood Grant Program application and submit by April 19, 2019 by 5 p.m. 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 2019 by the full City Council. Grant applicants will be notified, in writing, of final funding decisions in July 2019. 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 14, 2020, 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 two to four weeks.

Questions and More Information

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



Neighborhood Grant Program Application

Fiscal Year 2019/20

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

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 2019/20 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 2019.

Complete applications may be submitted in the following ways:

Mail or Drop Off in Person:

Sunnyvale Public Library (Library Administration, Second Floor)

Attn: Jennifer Acuña

665 W. Olive Avenue, Sunnyvale, CA 94086

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

For questions, contact Jennifer Acuña at 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.

Activity	Person(s) Responsible	Completion Date (MO/YR)
<i>Example:</i> Create flier/email for barbecue	Jane Smith	08/19
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 14, 2020.

Project Leader

Name: _____

Email: _____ Phone Number: _____ () _____

Mailing 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: _____

Email: _____ Phone Number: _____ () _____

Mailing Address: _____

Signature: _____ Date: _____

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

Name: _____

Email: _____ Phone Number: _____ () _____

Mailing Address: _____

Signature: _____ Date: _____

Neighborhood Grant Program

Project Budget Form Fiscal Year 2019/20

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 14, 2020.**

Project Expenses

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

Other Sources of Support

Volunteer Hours (valued at \$28.46/hour, per <i>IndependentSector.org</i>)	\$
Donated Materials/Services (food, supplies, equipment)	\$
Other Funding Received (other grants, collected dues, donations)	\$
Other:	\$

Other:	\$
Total Neighborhood Association Contribution	\$

