



City of Sunnyvale

Notice and Agenda

Community Event and Neighborhood Grant Distribution Subcommittee

Tuesday, May 14, 2019

4:00 PM

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

CALL TO ORDER

ROLL CALL

CONSENT CALENDAR

- 1 [19-0104](#) Approve the Community Event and Neighborhood Grant Distribution Subcommittee Meeting Minutes of February 19, 2019

Recommendation: Approve the Community Event and Neighborhood Grant Distribution Subcommittee Meeting Minutes of February 19, 2019 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 [19-0105](#) FY 2018/19 Community Events Grant Program and Neighborhood Grant Program Grantee Recap

- 3 [19-0106](#) Consideration of Fiscal Year 2019/20 Neighborhood Grant
Program Applications

Recommendation: Staff makes no recommendation.

- 4 [19-0107](#) Consideration of Fiscal Year 2019/20 Community Events
Grant Program Applications

Recommendation: Staff makes no recommendation.

- 5 [19-0108](#) Discussion of Event Eligibility and Guidelines

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 meeting room during 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

19-0104

Agenda Date: 5/14/2019

SUBJECT

Approve the Community Event and Neighborhood Grant Distribution Subcommittee Meeting Minutes of February 19, 2019

RECOMMENDATION

Approve the Community Event and Neighborhood Grant Distribution Subcommittee Meeting Minutes of February 19, 2019 as submitted.



City of Sunnyvale

Meeting Minutes - Draft 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

The meeting was called to order at 5:00 p.m.

ROLL CALL

Present: 3 - Member Mason Fong
Member Larry Klein
Member Russ Melton

SELECTION OF SUBCOMMITTEE CHAIR

Member Melton moved, and Member Klein seconded nomination of Member Fong to serve as subcommittee chair. Member Fong accepted the nomination.

Vote on nomination for Chair:

Yes: 3 - Member Fong
Member Klein
Member Melton

No: 0

CONSENT CALENDAR

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

Member Melton moved, and Member Klein seconded, approval of the Community Event and Neighborhood Grant Distribution Subcommittee Meeting Minutes of June 5, 2018 as submitted. The motion carried by the following vote:

Yes: 3 - Member Fong
Member Klein
Member Melton

No: 0

ORAL COMMUNICATIONS

Ms. Valerie Suares, SNAIL Neighborhood Association Chair, spoke regarding the Neighborhood Grant Program. She requested the Subcommittee consider increasing the City's contribution towards SNAIL's National Night Out event in the coming year. Ms. Saures noted that last year's event expenditures totaled approximately \$3,600.

Ms. Laura Babcock, Sunnyvale Heritage Park Museum Director, spoke regarding the Community Events Grant Program. She noted that last year the Subcommittee awarded the Sunnyvale Heritage Park Museum funds towards their 10-Year Anniversary event. Due to construction delays, the event was canceled and the award funds went unspent. Ms. Babcock requested the Subcommittee consider honoring the funds awarded during the FY 2018/19 grant process. However, should the Subcommittee request a new application be submitted for the FY 2019/20 grant process, the group will be happy to do so.

Director Bojorquez noted that the Subcommittee will be reviewing the FY 2019/20 grant applications at a future Subcommittee meeting.

PUBLIC HEARING/GENERAL BUSINESS

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

Director Bojorquez provided a brief overview of the staff report. Members discussed extending the 30-day requirement for submission of final reports to 60-days. Staff indicated that in the FY 2019/20 review process a majority of grant recipients submitted their final report within 30-days from project completion and/or in advance of the June deadline. Discussion ensued regarding the request to increase the budgeted funds for the Neighborhood and Community Grants.

Member Klein moved, and Member Melton seconded, to 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. The motion carried by the following vote:

Yes: 3 - Member Fong
 Member Klein
 Member Melton

No: 0

- 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

Director Bojorquez provided a brief overview of the staff report. Discussion ensued regarding the "outreach plan". The Subcommittee requested that:

- Council announcements be submitted during the months of March and April to serve as reminders for residents/applicants.
- Staff promote the grant programs in free of charge and/or minimal cost local press.

Member Melton moved, and Member Klein seconded, approval of the Community Events and Neighborhood Grant Program application materials for FY 2019/20 and authorize staff to initiate the application process. The motion carried by the following vote:

Yes: 3 - Member Fong
 Member Klein
 Member Melton

No: 0

ADJOURNMENT

The meeting adjourned at 5:30 p.m.



City of Sunnyvale

Agenda Item

19-0105

Agenda Date: 5/14/2019

FY 2018/19 Community Events Grant Program and Neighborhood Grant Program Grantee Recap

Organization/ Event Name	Grant Amount	# of Attendees	Event Description	Event Status	Event Date	Oerall Success of the Event	Notes
	Requested/ Granted/ Reimbursed Balance	Anticipated / Actual					
Sunnyvale Urban Forest Advocates (SUFA)/ Sunnyvale Urban Forest Festival	\$400/ \$400/ \$400	At least 500/ 300-400 people	An event to celebrate and inform residents of the importance of the urban forest. Activities include games and story times for kids and tee walks for adults .	Completed	September 8, 2018	*The story telling was a huge success and the parents and children stayed for the games afterward. The children enjoyed the games and face painting. *Tree walks were very well visted. Nearby residents enjoyed learning more about hte trees in their park. *The planing drew many more people who were in the park and came over to see what was going on. *The overall goal of educating more residents about the importance of trees was met.	
Sunnyvale DOWntown Association/ Holiday Tree Lighting	\$19,000/ \$6,100/ \$6,100	300-1,200 depending on the vent/ Jazz & Beyond Festival Series 500 & Summer Series 1,200.	Lighting of the City Christmas tree, photos with Santa, and live music and performances from local schools and groups.	Completed	December 1, 2018	* Sunnyvale Summer Series continues to grow in popularity and has always helped many of the local businesses offset the slower times of winter and early spring. *Draws visitors and local residents who support many of the downtown businesses throughout hte summer. *Both Summer Series & Jazz & Beyond help the City of Sunnyvale and community businesses to spotlight Sunnyvale as aplace to visit, shop, dine and enjoy the city.	
Sunnyvale DOWntown Association/ Jazz & Beyond Festival Series			A "musical dining experience". Attendees sit outside on Murphy Ave., call in food orders to over 20 participating restaurants, and enjoy live music.	Completed	July 7 - August, 2018		
Sunnyvale DOWntown Association/ Summer Series			Live music shows on Wednesday nights during the summer. Also includes food booths, arts and crafts activities, booths from local businesses, etc.	Completed	June 13 - August 29, 2018		
Sunnyvale DOWntown Association/ Magic of Sunnyvale & Wine Stroll			A "wine stroll" involving many downtown restaurants and businesses with over 30 magicians distributed around the downtown area to provide entertainment.	In Progress	Scheduled for May, 2019		
Silicon Valley Bicycle Coalition/ Bike to Work Day 2019	\$5,000/ \$1,000/ 	~3,370	Event to encourage new bicyclists to bike commute to work. 10 energizer staions are set-up in Sunnyvale.	In Progress	Scheduled for May 17, 2019		
Sunnyvale Historical Society Museum Association/ 10-Year Anniversary	\$3,418/ \$3,000/ \$0.00	400-600	10-Year Anniversary event for the Heritage Park Museum. Event includes old fashioned games, refreshments, light jazz music, docent-led tours and more.	N/A	*Event cancelled due to construction delays.		
Total in Budget	\$	10,500.00					
Total Reimbursed	\$	6,500.00					
Total Unused Funds (year-to-date)	\$	3,000.00					
Pending Reimbursements	\$	1,000.00					

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 Balance	Anticipated / Actual					
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.
Total in Budget	\$	6,500.00					
Total Reimbursed	\$	2,688.80					
Total Unused Funds (year-to-date)	\$	411.20					
Pending Reimbursements	\$	3,400.00					



City of Sunnyvale

Agenda Item

19-0106

Agenda Date: 5/14/2019

REPORT TO SUBCOMMITTEE

SUBJECT

Consideration of Fiscal Year 2019/20 Neighborhood Grant Program Applications

BACKGROUND

Each year, the City Council allocates funding to support neighborhood groups through 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) A review of the application process; 2) recommendation of any changes as appropriate to the full City Council for approval; 3) review of grant application submittals; and 4) presentation of recommended funding levels to the full City Council for final approval.

The Subcommittee met on February 19, 2019 to review and accept the grant application materials for FY 2019/20. Staff opened the application period for a total of eight weeks from February 25 through April 19, 2019.

The purpose of this report is to provide an overview of the grant applications received and to seek direction from the Subcommittee on the recommended funding for each application. The Subcommittee is scheduled to present its recommendations to the full City Council on June 25, 2019.

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**FY 2018/19 Allocations**

In FY 2018/19, the City Council approved ten Neighborhood Grants for a total of \$6,500.

FY 2019/20 Allocated Budget

The Subcommittee's recommendations for grant distribution are based on budgeted amounts of \$6,500 in Neighborhood Grants.

At the March 7, 2019 Study/Budget Issues Workshop, Mayor Klein made a motion, seconded by Councilmember Larsson, to refer Budget Issue No. 3 (Increase Community and Neighborhood Grant Funding) to the budget process with a 50% increase in funding. Councilmember Melton offered a friendly amendment to direct staff to refer the budget issue doubling the amount as originally proposed with direction to staff to provide options ranging from a 50% to a 100% increase. The motion to refer Budget Study Issue No. 3 as amended carried on a 7-0 vote. The three options outlined in Budget Supplement No. 12 are also outlined below as funding scenarios for the Subcommittee to consider.

At the FY 2019/20 annual budget workshop on May 23, 2019, staff will be presenting two options to increase the available funding per Council's direction: 1) a 50% increase that would result in a total of \$9,750 in available funding; and 2) a doubling of the current level of funding that would result in a total of \$13,000.

As the Subcommittee is meeting in advance of that workshop to establish funding recommendations, the Subcommittee is requested to consider its grant recommendations within the context of the existing available budget of \$6,500, a second scenario that assumes a funding availability of \$9,750, and a third scenario that assumes a funding availability of \$13,000. In this way, once action on the budget issue has been taken, the process for final approval of grant recommendations can move forward to the full Council on June 25, 2019.

Neighborhood Grant Program

As of the application deadline, twelve NGP applications were received for a combined funding request of \$10,260 as follows:

Neighborhood Group Requested	Event/Project	Amount
Bidwellers <i>*Submitted after 5 p.m. deadline.</i>	Cultural Integration & Health Consciousness	\$1,000
Cherry Chase Neighborhood Association	Community Connection through Neighborhood Events	\$1,000
Cherryhill Neighborhood Association	Cherryhill Vitality Program	\$1,000
Cumberland South Neighborhood Association	14th Annual 4th of July Parade & Potluck	\$850
Cumberland West Neighborhood Association	Ice Cream Social Block Party	\$590
Hazelheads Group	Annual Summer Block Party	\$895
Plaza del Rey Residents Association	Plaza del Rey Neighborhood Watch	\$1,000

SNAIL	2019 National Night Out	\$1,000
SunnyArts Neighborhood Association	"Cohesion, Charitability and Life the Way It Ought to Be!"	\$1,000
Traditions of Sunnyvale	Cultural Potluck and Community Outreach	\$700
Valley Forge Neighborhood Group	Valley Forge Block Party	\$575
Wrightmont Corners	National Night Out & Halloween Street Fun	\$650

Enclosed is a summary of the applications received for FY 2019/20 with historical data on past allocations (Attachment 1). Copies of the individual grant applications are also provided as Attachments 2-13 (NGP). For privacy reasons, personal information for individuals submitting applications on page one of the NGP applications has been redacted. Similarly, page five of the NGP applications, which includes personal contact information for the project team members, has also been removed from each application.

Funding Scenario 1: Make recommendations based on the existing available budget of \$6,500.*

Total Amount Requested \$10,260
 Total NGP Budgeted Amount \$6,500
 Variance Between Requested/Budgeted (\$3,760)

**The total amount requested exceeds the budgeted amount.*

Funding Scenario 2: Make recommendations based on proposed budget supplement with funding availability of \$9,750.**

Total Amount Requested \$10,260
 Scenario 2 Funding Amount \$9,750
 Variance Between Requested/Proposed (\$510)
 Funding Amount

***The total amount requested exceeds the budgeted amount*

Funding Scenario 3: Make recommendations based on proposed budget supplement with funding availability of \$13,000.***

Total Amount Requested \$10,260
 Scenario 3 Funding Amount \$13,000
 Variance Between Requested/Proposed \$2,740
 Funding Amount

****The total amount requested exceeds the budgeted amount*

FISCAL IMPACT

If the Subcommittee chooses to make recommendations based on Funding Scenario 2 or Scenario 3; funding of those recommendations will be contingent on approval of the proposed budget supplement, and the approval of the FY 2019/20 Recommended 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. Review the FY 2019/20 grant applications for the Neighborhood Grant Program and develop funding recommendations to be submitted to the full City Council for final action.
2. Take other action as determined by the Subcommittee.

RECOMMENDATION

Staff makes no recommendation.

Prepared by: Jennifer Acuña, Administrative Analyst

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

Reviewed by: Jaqui Guzmán, Deputy City Manager

Approved by: Kent Steffens, City Manager

ATTACHMENTS

1. Grant Funding Worksheet
2. Bidwellers Group - Cultural Integration & Health Consciousness
3. Cherry Chase Neighborhood Association - Community Connection Through Neighborhood Events
4. Cherryhill Neighborhood Association - Cherryhill Vitality Program
5. Cumberland South Neighborhood Association - 14th Annual 4 of July Parade & Potluck
6. Cumberland West Neighborhood Association - Ice Cream Social Block Party
7. Hazelheads Group - Annual Summer Block Party
8. Plaza del Rey Residents Association - Plaza del Rey Neighborhood Watch
9. SNAIL - 2019 National Night Out
10. SunnyArts Neighborhood Association - "Cohesion, Charitability and Life the Way it Ought to Be!"
11. Traditions of Sunnyvale - Cultural Potluck and Community Outreach
12. Valley Forge Neighborhood Group - Valley Forge Block Party
13. Wrightmont Corners - National Night Out & Halloween Street Fun

		Past Allocations			FY 2019/20 Summary				FY 2019/20 Recommendation	
	Neighborhood Group Event Name	FY 2016/17 Requested/ Granted/ Reimbursed	FY 2017/18 Requested/ Granted/ Reimbursed	FY 2018/19 Requested/ Granted/ Reimbursed	# of Households	Anticipated # Benefitting from Event/Project	Grant Summary (what grant will be used towards)	2019/20 Request	Rec. Funding	Notes
1	Bidwellers Group Cultural Integration & Health Consciousness	NA	NA	NA	not stated in application	not stated in application	Nutrition seminar and information sessions to promote healthy living.	\$1,000		
2	Cherry Chase Neighborhood Association Fostering Cultural and Social Interaction	\$1,000/ \$1,000/ \$1,000	\$1,000/ \$1,000/ \$1,000	\$1,000/ \$1,000/ \$1,000	900	100-300 people depending on event	Promote neighborhood unity and safety. Social events and community connection.	\$1,000		
3	Cherryhill Neighborhood Association Cherryhill Vitality Program	\$1,000/ \$1,000/ \$1,000	\$1,000/ \$750/ \$750	\$850/ \$750/ NA	500	500	Offer free, non-competitive health/wellness related event.	\$1,000		
4	Cumberland South Neighborhood Association 14th Annual 4th of July Parade and Potluck	\$850/ \$750/ \$668.46	\$800/ \$750/ \$673.87	\$850/ \$700/ \$544.88	> 400	> 250 people	Annual 4th of July event. Kid's activities and general event supplies.	\$850		
5	Cumberland West Neighborhood Association Cumberland West Ice Cream Social Block Party	\$500/ \$400/ \$300.28	NA	NA	600	200	Host an Ice Cream Social Block Party to increase communication, build bridges across cultural groups, and enhance neighborhood pride, identity, and safety.	\$590		
6	Hazelhead Association Hazelhead Association Events	\$800/ \$400**/ \$340	\$1,000/ \$478/ \$315	\$595/ \$450/ \$410	25-30	not stated in application	Summer block party. Kid's activities, permits, marketing and general event supplies.	\$895		
7	Plaza del Rey Residents Association Plaza del Rey Neighborhood Watch	NA	NA	NA	800	800	Further the efforts of the Neighborhood Watch program and implement an Emergency Preparedness group to include training and emergency preparedness kits and supplies.	\$1,000		
8	SNAIL Neighborhood Association 2019 National Night Out	\$1,000/ \$1,000/ \$1,000	\$1,000/ \$1,000/ \$1,000	\$1,000/ \$1,000/ \$1,000	1,300	>200 people	National Night Out event. Marketing, equipment, kid's entertainment, food, etc.	\$1,000		
9	SunnyArts Neighborhood Association "Cohesion, Charitability and Life the Way It Ought to Be!"	\$1,000/ \$575/ \$575	\$1,000/ \$600/ \$600	\$1,000/ \$650/ \$650	286	286 households (100% participation)	Meet and greets, neighborhood-wide garage sale, ice cream social and others.	\$1,000		
10	Traditions of Sunnyvale (HOA) Cultural Potluck and Community Outreach	NA	\$580/ \$400**/ \$400	\$600/ \$500/ \$500	169	80 people	Potluck social event for residents. Rental of lawn games, food and raffle prizes.	\$700		
11	Valley Forge Neighborhood Group Valley Forge Block Party	\$605/ \$400/ \$390.94	\$605/ \$450/ \$450	\$600/ \$450/ \$450	48	>63	Block party. Food, beverages, kid's games, and propane tank refill.	\$575		
12	Wrightmont Corners Neighborhood Building	NA	NA	NA	102	40-100 people depending on event	Various community building events such as: National Night Out and Halloween Fun.	\$650		

*This funding Worksheet is a comparison chart that only includes FY 2019/20 grant applicants. It does not include all applicant and funding information from prior years.

**Grant Funds allocated from the Council Service Level Set Aside Fund.

Funding Scenario 1: Based on the existing available budget of \$6,500

Total Amount Requested \$10,260
Total NGP Recommended Budget \$6,500
Variance Between Requested/Budgeted (\$3,760)

Funding Scenario 2: Based on the proposed budget supplement with funding availability of \$9,750

Total Amount Requested \$10,260
Scenario 2 Funding Amount \$9,750
Variance Between Requested/Budgeted (\$510)

Funding Scenario 3: Based on the existing available budget of \$13,000

Total Amount Requested \$10,260
Scenario 3 Funding Amount \$13,000
Variance Between Requested/Budgeted \$2,740



Sunnyvale

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:

Bidwellers

Name of Individual Submitting Application:

Parthiv Rawal/ Darius Nafar

Individual's Email:

Phone:

Name of Proposed Project:

Cultural integration & health conciousness

Grant Amount Requesting from the City of Sunnyvale:

\$ 1,000

(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background

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

We are people living on Bidwell and Piedra drive, We form our association in 2019 by brining all residents on board and sharing common concern about community and improve cultural integration.

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?

This is not a fund raising association. We are just group of neighbors who takes care of each other and have a neighborhood watch. We care about healthy neighborhood and train people for health life style by creating social integration and creating programs that promote healthy living.

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?

We are going to host a nutrition seminar and information sessions with the neighbors that promote health living. Create a plate method and train people who to be healthy eating food and how to control and clean your neighborhood.

We all be sharing Plate method of eating and hosting a healthy eating habits festival and block event to promote healthy living.

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?

This is our first approach and seek some assistance. We will be calling people from El Camino hospital to train us on how to become healthy and health aware for healthy heart and right eating practices.

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. Block get together to promote healthy eating	Darius Nafar	12/19
2. Invite SAHC from El Camino hospital to talk about Plate method and how to live healthy life	Parthiv Rawal	12/19
3. Host family gathering for public and increase social integration and inviting more residents to join the association. Increase awareness for neighbors	Susan Nafar	12/19
4. Increase awareness of different cultures and share philosophical practices of various cultural	Mona Rawal	12/19
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

Please see Answer in #5

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

We get meeting minutes and feedback from attendees.

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.)?

As needed. We have a weekly meeting with current members.

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: Darius Nafar

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: Parthiv Rawal

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. Block Get Together	\$ 500	\$
2. Invigte and host Health Seminar	\$ 500	\$
3. Meeting through out year and cultural integration	\$ 500	\$
4.	\$	\$
5.	\$	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$ 1500	\$
Amount Requested from the City of Sunnyvale	\$	

Other Sources of Support

Volunteer Hours (valued at \$28.46/hour, per IndependentSector.org)	\$ 250
Donated Materials/Services (food, supplies, equipment)	\$ 250
Other Funding Received (other grants, collected dues, donations)	\$
Other:	\$

Other:	\$
Total Neighborhood Association Contribution	\$ 500





Sunnyvale

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:

Cherry Chase Neighborhood Association

Name of Individual Submitting Application:

Michelle Hornberger

Individual's Email:

Phone:

Name of Proposed Project: Community Connection through Neighborhood Events

Grant Amount Requesting from the City of Sunnyvale:

\$ 1,000

(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background

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

The Cherry Chase Neighborhood Association (CCNA) began as the Cherry Chase Neighborhood Watch group in 2011 and evolved into an official neighborhood association in 2012. We created the CCNA to provide opportunities for families in the Cherry Chase area to engage in community events, increase communication amongst the neighbors and adjoining neighborhoods, and have a unified civic voice on matters pertaining to beautifying and securing our neighborhood. Our boundaries include Blair, Mary, Remington and Bernardo Avenues. There are approximately 900 households within the CCNA boundary.

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

The CCNA is an official NA registered with the City of Sunnyvale. We have a tax ID number and an annual budget of \$1200, which we use to host social events throughout the year. We also include one or two informational meetings, pertaining to safety, emergency preparedness, or community related issues. Our two largest 2018 events were the CCNA "One Long Table" Potluck (September 2018) and the Diwali Festival of Lights (co-sponsored with the Cherry Chase PTA, Nov 2018).

Local businesses have been generous with their support, which help offset our costs. For example, while the 2018 Sunnyvale City grant was crucial in covering the funds for our most colorful event, Diwali, local businesses such as United Wholesale Flowers contributed to the event to help make it a success. We have formed relationships with other local business to provide coffee and baked goods for smaller neighborhood meetings (e.g., Safeway; Starbucks, Peets Coffee and Tea).

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?

As such, the primary purpose of this grant request is to use the grant money to support our CCNA social events and community connection. We are particularly interested in events that celebrate the diversity of our neighborhood. This year we request funds so that we can repeat some of our signature activities, including:

1. The CCNA annual "One Long Table Potluck". The CCNA has had an excellent turnout for this event each year and we look forward to this annual gathering with our neighbors (we had ~100 neighbors attend in 2018, including the Chief of Public Safety). The event is hosted at a different street each year so that our "street ambassadors" can take turns hosting. We request \$500 for renting tables, chairs and table cloths, and miscellaneous sundries. We anticipate that local businesses will also contribute with in kind dollars.

2. Our second signature event is the "Diwali Festival of Lights". It was a huge success with nearly 300 attending. 2019 marks the 8th festival and our 6th year partnering with the Cherry Chase PTA. Our portion of the grant money (\$400) will help offset the cost of DJ services for the event.

3. Lastly, we request \$100 to support the CCNA web hosting and domain name service (<http://cherrychaseneighbors.org/>). The CCNA believes that outreach and communication are key in maintaining a strong community and having a web presence helps us to achieve that goal.

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?

We received very positive neighbor feedback on our 2018 social events and recognize the importance of maintaining the momentum and build on community unity. Our socials engage a wide variety of neighbors and help build our community spirit. The CCNA will continue promote events that relate to community safety.

Outreach for each event will include flyers for our neighbors who are not on social media, emails, Facebook and Cherry Chase NextDoor (currently at 900+) and Twitter (@CherryChaseNA). These methods have been successful in previous years in reaching our targeted numbers for each planned event.

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. Choose date for long white table potluck. Create flyers and update CCNA website with information.	KimChi Tyler and Michelle Hornberger	July 2019
2. Permits and requests for public safety officer visit for block party	Michelle Hornberger	July 2019
3. Order Ice cream; Reserve tables, chairs and linens.	Paul Brunemeier	July 2019
4. Diwali Planning	Sri Satyavarpu	August-October 2019
5. Web Hosting Service	Berny Chen	July 2019
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

These events are family oriented, bringing together people from different backgrounds together to celebrate our neighborhood. These events are especially great for those new to the neighborhood.

The CCNA is a culturally diverse community, events like Diwali allow for residents to share in common interests while celebrating their cultural differences. We are excited to continue the partnership with the Cherry Chase PTA and make this a joint effort.

The events sponsored by the CCNA in 2018 revealed the positive impact that a simple social gathering can have at such a small local scale. Many residents shared great appreciation for the efforts of their association and the ability to create a more-tight knit network of neighbors in a large suburban area.

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

Attendance

Collected donations and proceeds

Increase in the number of residents who sign up to be included in association communications and events

Increase in the number of residents who will volunteer at association events

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

1) Solicit volunteers to organize, promote, and help run each event.

2) Contribution of our own budgeted funds to help offset costs incurred for each event.

3) Outreach and coordination efforts to local business for their participation and sponsorship of the events.

4) Basic equipment for event logistics, such as tables, garbage bags and cans, speakers for announcements.

5) Organize volunteers for post-event cleanup (The CCNA has the best volunteers for clean-up!).

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.

CCNA leadership recognizes that donations and volunteerism are key components to financial independence. To that end, the 2019 events will be structured with the following in mind:

1) Fundraising: We will continue to raise funds through the sale of our CCNA "No Soliciting Signs" and donations.

2) Sponsorship: Local business have been very gracious in donating their time and resources in support of the CCNA. We will continue to foster these relationships in order to maintain a viable partnership.

3) Volunteerism drive: CCNAs success depends on people who are engaged and will participate as volunteers.

4) Participation: A key element to any of our activities is to create a safe, family-friendly environment that encourages participation, dialogue, and tradition. Financial independence begins with winning the minds and hearts of the community, and this is a lasting tenet to how the CCNA leadership views its role in building a stronger, independent association.

Project Team

While you may have many community members working on this project 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: Michelle I Hornberger

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: Bernard Chen

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: KimChi Tyler

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. One Long Table Potluck	\$ 500	\$
2. Diwali Festival of Lights	\$ 400	\$
3. Web Hosting Service	\$ 100	\$
4.	\$	\$
5.	\$	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$ 1,000	\$
Amount Requested from the City of Sunnyvale	\$ 1,000	

Other Sources of Support

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

Other:	\$
Total Neighborhood Association Contribution	\$ 1,300





Sunnyvale

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:

Cherryhill Neighborhood Association

Name of Individual Submitting Application:

Kyle Welch

Individual's Email:

Phone:

Name of Proposed Project: Cherryhill Vitality Program

Grant Amount Requesting from the City of Sunnyvale:

\$ 1,000

(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background

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

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

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

Since coming together as an association a little over nine years ago, the association has held regular association meetings, social events and gatherings such as Dumpster/Freecycle Days, block parties, Holiday Walkabouts, Harvest Shares, Garden Tours, National Night Out in De Anza Park, PEP classes, mixers and several neighborhood watch meetings. Up until the receipt of our first neighborhood grant in 2009, all events were self-funded by association members. We are an official Sunnyvale Neighborhood Association with established bylaws and officers. Our annual expenses are roughly \$900.

Fundraising is primarily achieved through member contributions and donations. During our first year, the primary focus was to establish the association in the neighborhood and generate interest and support without charging dues. During 2009-2012 we began to coordinate more fund raising activities such as newsletter advertising for local merchants and individuals, block party contributions, and selling advertising space on Cherryhill reusable "welcome" bags. We have also produced neighborhood "No Soliciting" signs which we sell for a modest amount to raise money for the association. We do some fundraising activities at our block party and mixers, and neighbors often make ad hoc donations to help cover expenses.

Project Description

3. 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?

At least once per month offer/organize a free, non competitive health/wellness related event. These events/sessions are intended to be educational, informal, social, and fun, another way to meet more neighbors. Sessions can be on any health / wellness related topic. Preferably led by neighbors. Activities can include stretching or yoga in the park, walks, hikes, runs (maybe over to Stevens Creek Trail) with long/short options, tai chi in the park, talks on mindfulness, meditation, nutrition, injury prevention, taping, sleep, etc., bike rides, etc. Utilize the De Anza Park building / grounds if/as needed. Attend at least 4 sessions to receive a Cherryhill branded item (metal drink bottle, rally towel, etc). Attend the most sessions and be entered into a raffle for a grand prize. Additional sessions can be added ad-hoc. Grant money can be used for food and refreshments at all sessions, printing activity passports to track individual participation, purchasing Cherryhill branded items/prizes, speaker/leader stipends or supplies (if needed). Activities are open to anyone that wants to join. Easier options available for those needing/wanting them.

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?

We chose the project based upon surveys of neighborhood residents via our Yahoo Group and Nextdoor group. In 2016, the top selection was the Urban Garden project. In 2017 we moved on to one of the other two most popular ideas among Cherryhill residents: the Cherryhill Heritage Project – it was on par with a health and wellness initiative, both receiving about 28% of the amalgamated results. This year we are pursuing a grant focussed on the health and wellness topic. We have reached out to neighbors via social media - our Yahoo Group, Nextdoor group and Facebook page and from that received excellent feedback and ideas on how to implement this project. We also discussed the project at our Spring Mixer meeting. All feedback received to date has been supportive and positive.

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: Create flier/email for barbecue</i>	Jane Smith	08/19
1. Announce the project to residents if grant is approved	Kyle Welch	
2. Gather ideas for activities, topics and speakers and build the schedule	Kyle Welch	
3. Reserve De Anza Park facilities as needed	Derek Wagner	
4. Publish initial schedule on our website, Facebook page, Nextdoor and Yahoo Group.	Wayne Amacher, Kyle Welch, Kathy Besser	
5. Line up speakers, instructors, leads for each session & publish details on our website, Facebook page, Nextdoor and Yahoo Group.	Kyle Welch, Terry Strurtevant, Cindy Spencer, Wayne Amacher	
6. Design and print Activity Passports to track participation	Kathy Besser	
7. If approved in grant award, select and order Cherryhill branded items to give to participants who attend at least 4 sessions	Kyle Welch, Kathy Besser	
8. If approved in grant award, select and purchase end of program raffle prize(s) for those attending the most sessions.	Kyle Welch, Kathy Besser, Cindy Spencer	
9. Share updates and photos of neighbors participating in events on our Facebook page, Nextdoor and Yahoo Groups to generate more awareness and interest.	All Board members - encourage residents as well	
10. Document final report and submit expenses	Jim Sturtevant, Kyle Welch	
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

The Cherryhill Vitality Program is intended to be educational, informal, social, and fun, and encourages neighbors to get out and meet others in the neighborhood. By bringing neighbors together in this way we are enhancing neighborhood pride and identity, increasing communication among neighbors, and giving neighbors a good feeling (physically and mentally) about living in this great community. It is our hope that this will bridge both generational and culture gaps among the Cherryhill population.

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

The project will have a set schedule of one event per month up until April 2020. Additional sessions can be added during the project term as requested. We will monitor communication about the project at our events held throughout the year, survey residents, and observe the number of participants attending each session.

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.)?

It is expected that most of the activities will be conducted, led and supported by residents. Neighbors will provide food and beverages for events, supplementing whatever we can purchase using grant funds. All collateral will be pulled together by individuals in the neighborhood.

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.

If this pilot project is approved and is successful there is no reason why we can't continue doing activities like this without using any grant money. We might be able to use donations to fund future activities, create new collateral and obtain prizes.

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: Kyle Welch

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: Jim Sturtevant

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: Kathy Besser

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. Design & printing activity passports to track participation	\$ 250	\$
2. Cherryhill branded items (metal drink bottle, rally towel, etc).	\$ 350	\$
3. Raffle prizes for top participants	\$ 75	\$
4. Food & beverages for activities	\$ 350	\$
5. Activity supplies	\$	\$
6.	\$ 150	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$ 1175	\$
Amount Requested from the City of Sunnyvale	\$ 1000	

Other Sources of Support

Volunteer Hours (valued at \$28.46/hour, per IndependentSector.org)	\$ 1708
Donated Materials/Services (food, supplies, equipment)	\$ 200
Other Funding Received (other grants, collected dues, donations)	\$
Other:	\$

Other:	\$
Total Neighborhood Association Contribution	\$ 1908





Sunnyvale

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.

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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:

Cumberland South Neighborhood Association

Name of Individual Submitting Application:

Sarin Thomas

Individual's Email:

Phone:

Name of Proposed Project:

14th Annual 4th of July Parade and Pot Luck

Grant Amount Requesting from the City of Sunnyvale:

\$ 850

(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background

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

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

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

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

See past events pictures here: <http://www.georgehamma.com/Holidays>

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?

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

Every year we purchase 250 name tags and we always RUN OUT! So we know we have more than 250 attendees at our parade.

See our past events photos here:

<http://www.georgehamma.com/Holidays>

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?

This has been a July 4th tradition in our neighborhood and this will be our 14th year organizing the July 4th in our parade. Last year Reid Myers organized this event for our neighborhood. We advertise with the CumberlandSouth Yahoo! mailing list and also by distributing flyers around the neighborhood. At this point since it is our 13th year organizing this parade most people in the neighborhood knows about this event and look forward to attending the event and also has the neighborhood pride in organizing and celebrating this event. Last year we had about 30 directly involved helpers and 100s of people contributing.

Jeni Shortes used to organize a similar parade and picnic in Sunnysvale when she grew up here. SADLY, she moved away last year, but our neighbors don't want this event to go away because she did and last year we all kicked in to make it another success. We have put together teams to help organize so it doesn't all fall on a couple of people.

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

Last year we had about 30 directly involved helpers, plus 100s of people contributing!

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: Create flier/email for barbecue</i>	Jane Smith	08/19
1. Project leader - Communications, Request for money from City	Sarin Thomas	07/19
2. Flyers, Plates, Cups, Napkins filled, Fire Truck coordination	Reid Myers, Betsy Mitton	07/19
3. Permit/Cones for street closure	Sarin Thomas	07/19
4. Set up	Carlo Holquin, Todd Mitton	07/19
5. Decorations, Bouncy House coordination	Landis Coutzoukis, Lorraine Noronha	07/19
6. Kids Activities	Tobi Elman, Yael Halperin	07/19
7. Drinks, Sno Cone Mgmt	Adam Elman, Betsy Mitton	07/19
8. Clean up	Sandy Holquin, Todd Mitton	07/19
9. Name Tags/ Sign In	Reid Myers, Grace Anne Weiler	07/19
10. Music	David Brutman, Adam Elman	07/19
11. Photos	George Hamma	07/19
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

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

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

The turnout will determine if we were successful. Last year we had over 250 people so I'd definitely call that a SUCCESS!

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

See our past event pictures here

<http://www.georgehamma.com/Holidays>

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.)?

Every year we have lots of volunteers but this year it will be even more of a group effort. Some of the donations of time and material include: Canopies/tables, Food, Chairs and tables to eat on, Garbage cans, Music and sound system, Time printing and distributing flyers, Time calling the city getting the block blocked off and getting the fire truck, People's bathrooms and yards for play space, Time setting up and breaking down, Time ordering and manning the bouncy houses and sno cone machine

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.

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

Project Team

While you may have many community members working on this project 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: Sarin Thomas

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: Betsy Mitton

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: Tobi Elman

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. Bouncy House - Entertainment	\$ 400	\$
2. Sno Cone Machine, supplies - Entertainment	\$ 100	\$
3. Plates, Napkins, Utensils (300 people)	\$ 75	\$
4. Decoration, table cloths etc.	\$ 75	\$
5. Supplies - face painting, kids entertainment	\$ 100	\$
6. Misc - drinks, name tags, cones/barricades delivery etc.	\$ 100	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$ 850	\$
Amount Requested from the City of Sunnyvale	\$ 850	

Other Sources of Support

Volunteer Hours (valued at \$28.46/hour, per IndependentSector.org)	\$ 1423
Donated Materials/Services (food, supplies, equipment)	\$ 900
Other Funding Received (other grants, collected dues, donations)	\$
Other:	\$

Other:	\$
Total Neighborhood Association Contribution	\$ 2323





Sunnyvale

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:

Cumberland West Neighborhood Assoc.

Name of Individual Submitting Application:

Sara Grassman

Individual's Email:

Phone:

Name of Proposed Project:

Cumberland West Ice Cream Social Block Party

Grant Amount Requesting from the City of Sunnyvale:

\$ 590.00

(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background

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

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

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

For the first eight years of existence, our neighborhood group was completely virtual. However, with new leadership over the past three years we have had several gatherings in various hosting neighbors' front yards. Resources have been mostly donated by neighbors (e.g. hot chocolate and the cost of copying 600 flyers), loaned (e.g. folding tables), or communally contributed (e.g. potluck).

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?

With neighborhood members from four separate households as the main organizers, and having already assigned tasks, we'd like to host an Ice Cream Social Block Party on the first Sunday afternoon after the public schools are back in session this coming August. In addition to providing ice cream and toppings, we plan to request a fire truck to visit, and to have a jumpy house to entertain the neighborhood children.

This type of gathering will increase communication among neighbors, allow neighbors to build bridges across cultural groups, and enhance neighborhood pride, identity, and safety.

We expect about 200 neighbors to attend this 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?

A similar ice cream social was held at the same time of year in Cumberland West three years ago and it was a big success in attendance and positive feedback. This winter an email went out on our Cumberland West Yahoo group about the idea of having another social, and many neighbors wrote back that they would love to attend or help. Once we have secured availability of reimbursement funds – from the approval of this application – we will send out multiple email notices and reminders, and plan to flier all 600-ish households in Cumberland West again – letting them know about the event and how to join the email group for notices going forward.

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 Cumberland West Ice Cream Social Block Party	Person(s) Responsible	Completion Date (MO/YR)
<i>Example:</i> Create flier/email for barbecue	Jane Smith	08/19
1. Host event in front of her home	Nancy Tivol	8/25/19
2. Coordinate with public Safety for Fire Truck to attend the event	Nancy Tivol	8/25/19
3. Buy Ice Cream & Toppings	Nancy Tivol	8/25/19
4. Provide freezer space and cooler. Back up hostess.	Julie Colwell	8/25/19
5. Coordinate Jumpy House rental with Peninsula Party Rentals	Liang Yi	8/25/19
6. Buy bowls, spoons, cups, and napkins	Liang Yi	8/25/19
7. Create & copy fliers. Organize team to distribute fliers about 2 weeks before event.	Sara Grassman	8/25/19
8. Send email notices and reminders about event to Cumberland West Yahoo Group email beginning upon approval of Grant App	Sara Grassman	8/25/19
9. Bring 2-3 folding tables, 2 canopies for shade, 6 outdoor folding chairs, 2 ice cream scoopers, and signage to the event. Also coordinate the borrowing of all other items needed such as more folding chairs, water jug, etc.	Sara Grassman	8/25/19
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

Block Parties bring neighbors together with food and fun to socialize and learn about commonalities. Neighbors will share stories, experiences, and build connections with each other as they spend time together at this enjoyable afternoon event. The time spent together in the form of a Summer Ice Cream Social Block Party, will certainly increase communication among neighbors, build bridges between cultures (as our neighborhood is diverse!), and enhance neighborhood pride, identity, and safety.

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

We will know that the project has been successful when hundreds of neighbors happily gather to enjoy the summer afternoon with the ice cream and entertainment provided, and most importantly each others' company. We will know the project has been successful when new neighbors meet, and old neighbors reconnect. We will know we have met our goals as many more neighbors join the neighborhood Yahoo email group before, during and after the event, leading us to opportunities of greater connection and more neighborly communication going forward.

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.)?

Our neighbors will contribute folding tables, chairs, tents, water jugs, ice cream scoopers, coolers, electricity, markers, and more. The neighborhood leaders and helpers will contribute at least 20 hours of time in the preparation, shopping, and communication that will make the event successful.

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.

Once interest in Block Parties is reestablished by way of many, many neighbors experiencing the good time, we will either a) continue free block parties if City Grant Funds are unavailable (e.g. potlucks, parades, yard games with reused materials, etc.), b) ask for donations at events to cover costs or c) ask for donations at one year's event, once interest is established and high, to cover the next repeating Block Parties (e.g. ask for donations at August 2020 Ice Cream Social Block Party to pay for an Ice Cream Social in August of 2021, and so on).

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: Sara Grassman

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: Nancy Tivol

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: Julie Colwell - Strong Backup Support with Freezer Space & Host Back Up, important to ensuring success of event

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	Cumberland West Ice Cream Social Block Party	Estimated Costs	Actual Costs
1. Ice Cream & Toppings		\$ 200	\$
2. Ice, Bowls, Spoons, Cups & Napkins		\$ 80	\$
3. Fliers (paper & 600 copies), Posters & Nametags		\$ 160	\$
4. Jumpy House & Generator		\$ 150	\$
5.		\$	\$
6.		\$	\$
7.		\$	\$
8.		\$	\$
9.		\$	\$
Total Expenses		\$ 590	\$
Amount Requested from the City of Sunnyvale		\$ 590	

Other Sources of Support

Volunteer Hours (valued at \$28.46/hour, per IndependentSector.org)	\$ 569.20
Donated Materials/Services (food, supplies, equipment)	\$ 200
Other Funding Received (other grants, collected dues, donations)	\$
Other:	\$

Other:	\$
Total Neighborhood Association Contribution	\$ 769.20





Sunnyvale

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.

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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:

Hazelheads

Name of Individual Submitting Application:

Mei-Lin Pang

Individual's Email:

Phone:

Name of Proposed Project:

Hazelhead Association Events

Grant Amount Requesting from the City of Sunnyvale:

\$ 895.00

(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background

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

Our original Hazelhead association was formed in 2010 and included just the street of Hazelton Ave. However in 2016 we expanded the association to include Sunnyvale Ave, Bayview and Hazelton Ave. We are experiencing new growth in the neighborhood as people move in and out. We'd like to engage with current and new neighbors for our annual Hazelton Ave Block Party. This venue helps us gather new contacts information so we can add them to our online forums and newsletters. We like to continue to grow beyond our 25-30 households and get more active members in our association and re-establish a neighborhood watch.

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?

In 2017 we completed our bylaws, established regular meetings and created a quarterly newsletters. We currently do not have a budget as we do not require fees to join the association. We plan to review this going forward. Other options to raise funds include asking for donations from members, creating ad space in our newsletter and hosting fundraising events such as "dinners".

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?

We host a yearly summer block party that grows yeach year. It allows us to reach new households that have not come previously or are new to the neighborhood. We gather emails and phone numbers so that we can add them to our distribution list for the newsletter and other social media. We usually gain another 5-10 members. It also allows us to bring together current members and news one to mingle and meet with our officers as well as bring on [people from the community (fire, police, community leaders)].

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?

The Block Party started in 2010 and is our main event and it drives most of our growth. Our 25 core active members look forward to the event and typically add between 5-10 new members after the event. We advertise via our newsletter, flyers and online (emails and Facebook).

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: Create flier/email for barbecue</i>	Jane Smith	08/19
1. Bounce house and Kona Ice Ordered	Mei-Lin Pang	08/19
2. Create flyer for block party	Laurie Thomas	08/19
3. Sunyvale Block Permit	Mei-Lin Pang	06/19
4. Basic supplies ordered (reusable)	Block Party team	08/19
5. Schedule Sunnyvale K9, fire rig, police car	Block Party team	08/19
6. Newsletter and email notice	Daniel Howard	06/19
7. Distribute flyers	Block Party team	06/19
8. Pick up and return cones (same day)	Block Party team	08/19
9. Set up and clean up	Block Party team	08/19
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

The Hazelhead Annual Block Party is our largest event which brings together current and new neighbors to mingle and get to know each other. It also allows us to gather new members and add them to our distribution event and invite them to our regular meetings and to take an active role in our association. We have diverse group (age, ethnicity and culturally) and this event reflects that diversity.

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

We will determine success by the amount of new members we are able to obtain (i.e. sign-ups for newsletter and events) as well as engagement in attending our regular meetings.

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.)?

We ask all attendees to bring a potluck item or an item to help at the event. We have set up and clean up team sign-ups as well as people that work the event (i.e. the grill, greeting new people). We also ask for donations of tables, chairs and umbrellas. Our event is usually over three hours with set-up the prior hour and then clean up at the end.

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.

We plan to ask people to donate items that we can use at the event. And we will ask for donations to fund this Block Party and other events. We expect to establish a way to self-run this event and other neighborhood events.

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: Mei-Lin

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: Trevor Thomas

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. Kona Ice	\$ 300	\$
2. Bouncy House	\$ 300	\$
3. Sunnyvale permit	\$ 20	\$
4. flyers for event	\$ 25	\$
5. Reusable supplies (utensils, plates, table, cups)	\$ 100	\$
6. event supplies (water, napkins, table covers, etc)	\$ 50	\$
7. Drinks and desserts	\$ 100	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$ 895	\$
Amount Requested from the City of Sunnyvale	\$ 895	

Other Sources of Support

Volunteer Hours (valued at \$28.46/hour, per IndependentSector.org)	\$ 683.04
Donated Materials/Services (food, supplies, equipment)	\$ 200
Other Funding Received (other grants, collected dues, donations)	\$
Other:	\$

Other:	\$
Total Neighborhood Association Contribution	\$ 88304





Sunnyvale

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:

Plaza del Rey Residents Association

Name of Individual Submitting Application:

Enid Fox, PDR Watch Coordinator

Individual's Email:

Phone: ()

Name of Proposed Project:

Plaza del Rey Neighborhood Watch

Grant Amount Requesting from the City of Sunnyvale:

\$
\$1000.00

(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background

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

See next page

Neighborhood Group/Association Background

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

The Plaza del Rey Residents Association (PDRRA) was formed in 2016 to represent the residents on all issues related to their best interest. Plaza del Rey became a member of the Sunnyvale Neighborhood Association in 2016. PDRRA works with Plaza del Rey on-site management, owners and residents to optimize the comfort and safety of all residents. Plaza del Rey mobile home park is located at the corner of Lawrence Expressway and Tasman Drive in North Sunnyvale. There is a total of 800 homes in the Association. PDR Neighborhood Watch group was formed as a new project in February of 2019.

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?

Plaza del Rey Residents Association provides a liaison between owners, on-site managers and the residents. The Association has quarterly public meetings for residents. It is a non-profit organization and dues are collected from members. The annual budget is \$3000. Money is spent on flyers, communication and services. Plaza del Rey Neighborhood Watch program is a new project of PDRRA. Due to the large increase in home burglaries in our neighborhood in 2019, the PDRRA board and I initiated a Neighborhood Watch group. PDRRA is PDR Neighborhood Watch's main financial sponsor. PDRRA's treasurer will take full accounting for grant money spent.

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?

The project is Plaza del Rey Neighborhood Watch (PDRNW) which involves recruiting residents as Block Captains, Participants and Officers to volunteer to keep Plaza del Rey mobile home park safe, improve community communication and make observations about conditions in the park that need attention from management. The project began from NextDoor discussions about a spike in burglaries (over 20 so far in 2019), package theft and car vandalism.

We are at the very beginning of developing our Neighborhood Watch program and foresee considerable expansion in the next 15 months. The project is designed to bring our community in close communication with Sunnyvale DPS. PDRNW provides safety and security information plus active observation and witness information for DPS. It brings neighbors closer together as a community and creates a liaison with law enforcement.

By the beginning of 2020, our goal is to have an Emergency Preparedness group as part of PDRNW. That will require training and the purchase of four Emergency Preparedness kits and other supplies for disaster preparation. We will keep one in each of the small clubhouses and two in the main clubhouse. The project will benefit 800 homes. As we have more watching neighbors and better communication between neighbors, we are hoping to reduce the number of burglaries which will protect residents' possessions and also provide a greater sense of security. We are also sharing knowledge and support to Casa de Amigos Mobile Home Park across Tasman with 925 resident spaces.

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?

It was chosen by necessity due to the volume of home burglaries in what used to be a very safe and secure neighborhood. Once it was decided that we needed a Neighborhood Watch program, I volunteered to be Watch Coordinator and gave a presentation about the National Neighborhood Watch program at the March 21, 2019 PDRRA general meeting attended by about 100 residents.

The following week we invited the Sunnyvale DPS Crime Prevention unit to speak to about 100 residents. Between February 6 and March 30, we grew PDRNW to over 100 participants via NextDoor, public presentations, flyer distributions and word of mouth.

We have created six "Zones" with Block Captains who meet regularly with their neighbors and report back at monthly Block Captain meetings. Our top priority for the first half of 2019 is to continue to recruit and train residents and grow our membership so we have "eyes and ears" everywhere to prevent further burglaries and create neighbor solidarity.

The PDR Residents Association has 400 active members who support the Neighborhood Watch project because they see the need. This number was determined by membership in PDR Residents Association, all residents are encouraged to participate.

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) Example: Create flier/email for barbecue Jane Smith 08/19

List of activities needed to carry out the project

Activity	Person(s) Responsible	Completion Date (MO/YR)
1. Create fliers for quarterly residents' meetings	E. Fox	Ongoing
2. Create fliers for quarterly zone events	D. Mahler, L. Henshaw, L. Tipre, S. Rasmussen, C Klingelhofer, K Ingols, P. Storrer, E. Meyer, T. Larrainzar, E. Muresan, S. Gregorio, M. Martin, A. Jensen, H. Burdick, A. Young	Ongoing
3. Distribute fliers for quarterly residents' meetings and zone events	E. Fox, D. Mahler, L. Henshaw, L. Tipre, S. Rasmussen, C Klingelhofer, K Ingols, P. Storrer, E. Meyer, T. Larrainzar, E. Muresan, S. Gregorio, M. Martin, A. Jensen, H. Burdick, A. Young	Ongoing
4. Organize presentations for quarterly residents' meetings	E. Fox	Ongoing
5. Install NW window decals in homes	D. Mahler, L. Henshaw, L. Tipre, S. Rasmussen, C Klingelhofer, K Ingols, P. Storrer, E. Meyer, T. Larrainzar, E. Muresan, S. Gregorio, M. Martin, A. Jensen, H. Burdick, A. Young	Ongoing
6. Host quarterly residents' meetings	D. Mahler, L. Henshaw, L. Tipre, S. Rasmussen, C Klingelhofer, K Ingols, P. Storrer, E. Meyer, T. Larrainzar, E. Muresan, S. Gregorio, M. Martin, A. Jensen, H. Burdick, A. Young	Ongoing
7. Hold quarterly zone events	D. Mahler, L. Henshaw, L. Tipre, S. Rasmussen, C Klingelhofer, K Ingols, P. Storrer, E. Meyer, T. Larrainzar, E. Muresan, S. Gregorio, M. Martin, A. Jensen, H. Burdick, A. Young	Ongoing
8. Hold monthly Block Captain meetings	E. Fox	Ongoing
9. Organize and initiate Disaster Preparedness training	E. Fox, D. Mahler, L. Henshaw, L. Tipre, S. Rasmussen, C Klingelhofer, K Ingols, P. Storrer, E. Meyer, T. Larrainzar, E. Muresan, S. Gregorio, M. Martin, A. Jensen, H. Burdick, A. Young	May 2020

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

- Increasing communication among neighbors

An essential element of all National Neighborhood Watch programs is frequent face-to-face meetings with neighbors. We will be holding both general meetings, for all residents, as well as "Zone" meetings for specific areas of Plaza del Rey mobile home park on a quarterly basis. Communication between residents is ongoing on NextDoor, our park magazine, PDR's email platform and by visiting the Plaza del Rey Residents Association's web site (www.plazadelrayra.com). We have volunteers willing to reach out to those without internet capability to be sure they are included. As neighbors participate with on-foot observation of the neighborhood, they meet each other and become closer. We will have training groups for Disaster Training so we know how to help our neighbors if disaster should strike.

- Building bridges between cultures

We have many non-English speaking residents in our neighborhood. Currently, we are developing a plan to enlist residents and community experts who are bilingual to assist us in providing better communications with all of the residents of Plaza del Rey mobile home park. Flyers for all-resident events and sign up information will be translated into four languages, English, Chinese, Vietnamese and Spanish. Our program is very inclusive and reaches out to all residents and we will do everything we can to assist non-English speaking members of PDRNW. I am currently working with the Sunnyvale City Manager to see if the city can support us with translators.

- Improving the physical condition of the neighborhood

Members of PDRNW walk through the community on a regular basis as part of the Neighborhood Watch program protocols. We are the "eyes and ears for law enforcement." Members see many conditions as they walk that need improvement such as street lights that are burned out, vandalism of public property, littered areas, unlocked gates and similar conditions. These problems are reported to on-site management which takes action to improve the conditions.

- Enhancing neighborhood pride and identity

There are six Neighborhood Watch "Zones" in our mobile home community and each Zone works with their closest neighbors to build better relationships, increase awareness of neighborhood goings on, and make life in their Zone safer and more secure. In addition to Zone pride and identity, there are regular events and programs that bring all six Zones together to share in safety and security training experiences as well as social events. By working together, we are improving a new sense of community pride.

At this time, our residents do not feel safe. Many are afraid to open the door to come home, because they do not know what to expect. We want to reestablish our safe neighborhood and promote neighbor communication.

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

Our Neighborhood Watch program grew to 108 members in less than two months, from February 6, 2019 to March 31, 2019. The project is ongoing as the services to residents will always be essential to the needs of the residents' security and safety. We will always be recruiting new members. The project is a success as long as it exists but currently, we have much room to grow. A target of 300 members PDRNW by June 2020 is quite realistic and would be considered a success.

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.)?

Our residents will supply many hours of volunteer time. We currently have 15 block captains, assuming we grow to 25 block captains, there will be at least 29,000 volunteer hours contributed in the next fiscal year. Block Captains meet monthly for one hour as a group to organize the program, coordinate events, share ideas, discuss resident issues and evaluate our progress. They also meet with their Participants (residents who volunteer to join the Neighborhood Watch program) at least one hour a month. The third area in which members volunteer their time includes the quarterly general meetings for all residents of Plaza del Rey. These meetings are a significant part of recruiting new members. Volunteer time is also spent researching purchases and ways to increase participation as well as preparing presentations for our mobile home community. Donated materials, since the beginning of this project, include office supplies (especially paper and ink), food at meetings, name tags, whistles, reflective safety straps and ID badges. With this grant, we can secure the success of this project and get supplies from National Neighborhood Watch such as training handbooks, Neighborhood Watch window decals, street signs as well as Emergency Preparedness kits and handbooks and help with language translation.

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.

The Plaza del Rey Residents Association, along with the Plaza del Rey Mobile Home Park owners and on-site management, are in full support of this Neighborhood Watch project. It will be on-going and eventually increased to encompass disaster preparedness.

This grant will help us launch the program. The expense to initiate this project is much greater than to sustain it. In the future, smaller amounts will be needed to support the project. Our annual budget after start up is estimated to be about \$1000 but start up is an additional \$1900 (see page 14). Donations from residents and other sources, including dues from the PDR Residents Association and PDR management, will help to sustain the project. We have an offer from Sunnyvale Mobile Home Park Alliance to donate money to our project according to how many attendees come to the SMHPA presentations, which are for the betterment of all mobile home parks in Sunnyvale. The value of our project is appreciated by every organization associated with Plaza del Rey mobile home park.

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:

Enid Fox, PDR Neighborhood Watch Coordinator

Email:

Phone Number:

Mailing Address:

Signature:

Enid Fox

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:

Quinn Kennett

Email:

Phone Number:

Mailing Address:

Signature:

Quinn Kennett

Date:

4-7-19

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:

Lois S. Shouse, President PDRRA Kison

Email:

Phone Number:

Mailing Address:

Signature:

Lois S. Shouse

Date:

4/1/2019

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. Four general meetings	\$255	\$
2. Four zone events	\$402	\$
3. Monthly Block Captain meetings	\$81	\$
4. National Neighborhood Watch Handbooks	\$1000	\$
5. National Neighborhood Watch window decals	\$204	\$
6. National Neighborhood Watch street signs	\$120	\$
7. Emergency Disaster Kits	\$400	\$
8. Language translation (written and spoken)	\$360	\$
9. Onboarding new block captains	\$30	\$
Total Expenses	\$2852	\$
Amount Requested from the City of Sunnyvale	\$1000	

Other Sources of Support

Volunteer Hours (valued at \$28.46/hour, per <i>IndependentSector.org</i>)	1024 hrs.	\$29,143
Donated Materials/Services (food, supplies, equipment)		\$1,500
Other Funding Received (other grants, collected dues, donations)		\$800
Other:		\$0

Other:	\$0
Total Neighborhood Association Contribution	\$31,443



PDRNW budget breakdown for July 2019-June 2020

Assuming

- 300 total participants
- 25 block captains = ratio of 12/1

ONGOING COSTS

Four general PDR meetings a year

- Flyers printing for 800 homes = \$224
- Handouts printing (2) for 150 attendees = \$21
- Color name tags (150 attendees) = \$10
- Spoken translation for 3 languages for 1 hour at 3 meetings at \$20 = \$180

Four Zone events a year for six zones (50 participants/zone)

- Flyers printing for 300 homes = \$84
- Beverages and paper products for events = \$300
- White name tags (300) = \$18

Monthly block captain meetings

- Agenda Handout printing for 25 block captains = \$21
- Food for meetings = \$60

TOTAL = \$918

ONE TIME COSTS TO INITIATE PROJECT

Handbooks

- NW Participants handbook (also in Spanish), 300 = \$375
- NW Home and Personal Security handbook, 300 = \$375
- NW Emergency Preparedness handbook, 100 = \$250

NW window decals (5x5) one per home for 300 homes = \$204

Street signs 6 (1 large reflective for entrance, 3 small plastic for gates, 2 medium reflective for inside park) = \$120

Disaster kits 4 (1 for east and west clubhouses, 2 for main clubhouse) = \$400

Onboarding packets for new block captains (10) = \$30

Written translation in Spanish, Chinese, Vietnamese at \$30/page but we only need partial page for each = \$180

TOTAL= \$1,934

Volunteer hours valued at \$28.46/hr

Monthly Block captain meetings 1 hour = 300

Monthly zone check-ins with participants 1 hour = 300

Quarterly zone events 2 hours = 200

Quarterly general PDR events 2 hours = 200

Two hours attending information table at Social Club cookouts for 12 cookouts = 24 hours

Officers are not accounted for because at the moment the need is unknown.

TOTAL \$29,143.04



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: 408-730-7754.

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

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

Name of Individual Submitting Application: Valérie Suarès

Individual's Email: _____ **Phone:** _____

Name of Proposed Project: 2019 National Night Out

Grant Amount Requesting from the City of Sunnyvale: \$1,000.⁰⁰
 (Maximum grant amount is \$1,000)

Neighborhood Group/Association Background

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

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

SNAIL was initially formed to address the issues of neighborhood preservation/absentee landlord issues, Moffett Air Field usage and air traffic control. The SNAIL neighborhood association continues to meet and now focuses on three specific areas: promote neighborhood watch for public safety, interact with City and community officials regarding neighborhood issues (i.e.: traffic control, utilities improvements), and encourage social interaction between new and old residents.

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

SNAIL is an active civic group that partners with the City of Sunnyvale to maintain the esthetics of the neighborhood, promote safety, and reduce crime. We elect our four Executive Board members annually from our members. We are an official 501c(4) organization registered with the California Secretary of State.

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

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

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

Our annual budget is approximately \$5,000.⁰⁰ .

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

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?**

Our proposed project is to continue SNAIL's participation in the National Night Out project. National Night Out is an annual event held on the first Tuesday in August to heighten awareness of the importance of neighborly collaboration with each other and Public Safety to report suspicious activity.

At our 2018 National Night Out, we counted 240 residents. We opened our event to other surrounding neighborhoods: Onizuka Crossing, Parkside Studios. Other attendees came from San Miguel and Plaza Del Rey.

SNAIL's National Night Out is known by neighboring communities, elected officials and city staff as one of the largest in the City.

We make this event very attractive to residents:

As with every NNO event, we have Music and Dancing on the street. Last year, we secured a band that had performed at the Downtown Wednesday evening concerts: "The Joint Chiefs", they played for 1.5 hours from 7pm to 8:30pm.

We asked them to play songs known by children and adults alike so that all can join the music and dance.



We have great food, and a well contributed potluck.

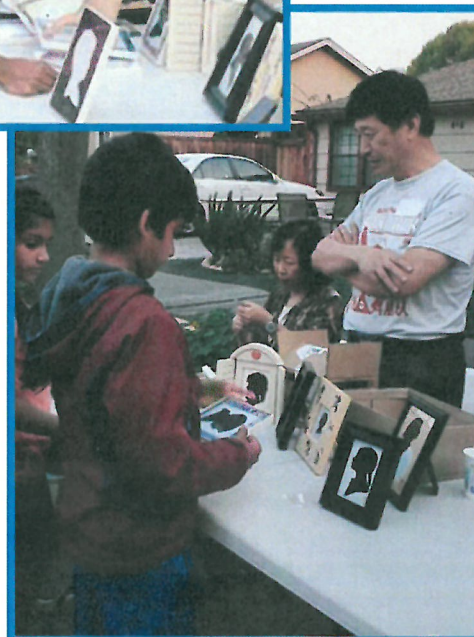


We have activities for the children:

Last year, we had a 12 Foot diameter parachute canopy and wind tent with bright color and lovely octagonal shape.

It was so much fun that we will have it again this year. (Vendor has already been notified).

Depending on the vendors' availability, we plan to have again this year "Black outline profile cutouts", "glitter tattoos" and "face-painting".





This year, we will add chalk art, a balloon artist, and home depot will sponsor a bird house construction project. We will purchase colored chalk, and we are searching for balloon artists.

We are talking with Home Depot regarding the birdhouses.



Bird House





With the help of a few high school students children will plant succulents in recycling plastic bottle to take home with them

We will again invite the Sunnyvale Library staff.



We will also invite the CERT team, as we did last year.



Families of all ages especially enjoy the festivities and it keeps them involved with neighborhood issues, activities and helps them know their neighbors. We will invite staff from the Columbia Community Center.

We expect to see upwards of 200 residents attend this event. We will use sign-in sheet to track attendance.

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

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?**

We chose National Night Out as our project as it is the most successful activity of all of our neighborhood events. This activity has the largest participation of SNAIL residents and we want to continue to increase the interest of the residents in our neighborhood association activities and city events.

We promote visibility of this event for months in our monthly newsletter. We also promote it online via NextDoor and our SNAIL.org website. We do outreach in the neighborhood by hand delivering our newsletters to the unrepresented streets in our neighborhood usually twice a year.

The residents who attend the monthly meetings agreed it is important to continue to reach out to unrepresented streets.

We typically have around 200 residents participate. We use a sign-in sheet to track attendance at National Night Out.

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)
1. Create Promotional Flyers for National Night Out in monthly Newsletter	Denise Perez	06/19
2. Invite Public Safety, City Council, Neighborhood Preservation	Valérie Suarès Diane Gleason	06/19
3. Invite SNAP to set up a table	Valérie Suarès	06/19
4. Permit for Street Closure	Diane Gleason	06/19
5. Line up vendors for children's events	Diane Gleason	06/19
6. Order Port-a-potty	Diane Gleason	06/19
7. Reserve and Order tables and chairs	Valérie Suarès Diane Gleason	03/19 06/19
8. Coordinate bar-b-que transportation	Diane Gleason Thomas Leibold	06/19
9. Buy food and supplies	Diane Gleason	07/19
10. Wrap-up, submit bills, evaluate	SNAIL members	08 or 09/19

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, 2019.

Project Leaders Names: Valérie Suarès and Diane Gleason

Email: _____ Phone Numbers: _____

Mailing Address: _____

Signatures: Valérie Suarès Diane K. Gleason Date: April 10, 2019

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: John Cordes

Email: _____ Phone Number: _____

Mailing Address: _____

Signature: John Cordes Date: 4/3/19

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: Denise Perez, creation of marketing materials

Email: _____ Phone Number: _____

Mailing Address: _____

Signature: [Signature] Date: 4/3/2019

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

We feel providing National Night Out to the community supports goals 6a, 6b and 6d. This program provides an additional opportunity for communication amongst the residents to promote familiarity with and concern for fellow SNAIL residents and with Public Safety in Sunnyvale. This program has been instrumental in enhancing the foundation of a strong neighborhood association and community. The National Night Out event promotes neighborhood connection. It helps bring together neighbor from different cultures. It enhances neighborhood pride and identity. The SNAIL National Night Out event is known across the city as one of the best and we work hard to make it a great event that all of SNAIL can be proud of.

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

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

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

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

Approximately 15 volunteers will be primary participants to make National Night Out a positive and successful activity. We estimate other neighborhood volunteers will assist us by the distribution of newsletters and providing potluck food dishes at the event. We estimate 40 hours of volunteer time will be used

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.

If the City of Sunnyvale is unable to provide grant assistance, SNAIL will continue to participate in National Night Out, but downsize the activities we plan to offer to the community.

Neighborhood Grant Program
Project Budget Form Fiscal Year 2018/19

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. Outreach newsletters to reach more neighbors	\$ 160	
2. Tables and chairs	\$ 360	
3. Entertainment for children	\$ 800	
4. Port-a-potty and wash station	\$ 200	
5. City permit https://sunnyvale.ca.gov/civicax/filebank/blobdload.aspx?blobid=25093)	\$ 30	
6. Food	\$ 500	
7. Misc. supplies	\$ 100	
8. Band	\$ 500	
Total Expenses	\$2,650	
Amount Requested from the City of Sunnyvale	\$1,000	

Other Sources of Support

Volunteer Hours (valued at \$24.69/hour, per <i>IndependentSector.org</i>) 40 https://independentsector.org/value-of-volunteer-time-2018/	\$ 987.60	
Donated Materials/Services (food, supplies, equipment)	\$ 400	
Other Funding Received (other grants, collected dues, donations)	\$ 0	
Other:	\$ 0	
Total Neighborhood Association Contribution	\$1,387.60	



Sunnyvale

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:

SUNNY ARTS

Name of Individual Submitting Application:

Sandra Henderson Neighborhood
Chair Person

Individual's Email:

Phone:

Name of Proposed Project:

SUNNY ARTS NEIGHBORHOOD

Cohesion
Credibility
and life the
way it ought
to be!!

Grant Amount Requesting from the City of Sunnyvale:

\$ 1000.00

(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background

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

SUNNYARTS Neighborhood Association was formed approximately fifteen years ago in response to a rash of robberies we were experiencing in our neighborhood at the time. We immediately set up a Neighborhood Website to keep each other informed of any suspicious activity. That website also serves as our best avenue to discuss any neighborhood appearance issues and to offer suggestions to requests for repair. It can also be used for emergency notifications.

Our neighborhood is bordered by Fremont Avenue, Chopin Drive, Van Dyck Drive and Rembrandt. We are next door to the Sunnyvale Community Center.

We are comprised of 286 households in four and five bedroom homes, most of which house large families.

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

We have established the following tried and true events over the years and hold annually a Block Party, a Neighborhood wide Garage Sale, the Neighborhood Night Out Ice Cream Social and Carnival, a Goodwill Donation Day Lemonade and Cookie Celebration, our Halloween Celebration and Cake and Coffee Meet and Greets during the year.

Occasionally we arrange for Public Safety to meet with us on safety and crime prevention. SunnyArts depends on the City Grant program, our Goodwill truck donation reimbursement and hefty supply and volunteer time donations from neighbors.

In the past the City Grant program has provided about 36 cents per SunnyArts resident which we use to offset the cost of our annual activities, again the bulk cost of which comes from neighbor donations and our generous donations to the Goodwill organization which parks a truck in our neighborhood once a year.

Our budget consists of how far we can stretch that revenue amongst our so many activities!

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?

We are a very diverse neighborhood and our get togethers help bridge any communication gaps. As original owners continue to retire out of the area, we have a continuous influx of new residents. Our activities welcome them.

Our events help to match the persons and vehicles to each house enabling us to lookout for one another.

Our activities provide the opportunities necessary for the neighborhood cohesiveness that people are generally too busy to offer on their own.

A hundred percent of our neighborhood attends some if not all of these events.

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?

Our events continue as the most popular in our neighborhood.

At the beginning of each year a calendar of them is posted on our SunnyArts neighborhood website. That same calendar is delivered to each home as well, to serve as an additional reminder.

Our neighbors look forward to them happening at the same times each year and their continued attendance has not diminished.

We always ask for new recommendations and activity ideas. For example, neighbors requested a Halloween house decorating contest and a holiday lighting contest so we added those last year and will do them again this year.

An example of an activity that didn't continue is the children's costume parade on Halloween that neighbors decided there was not enough time for. The Halloween gathering remains for cider, cookies and the Family Pumpkin Carving contest.

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: Create flier/email for barbecue</i>	Jane Smith	08/19
1. Activity Calendar Flier	Sandra Henderson	
2. Reminder Activity Calendar Flier	Sandra Henderson	
3. Meet and Greets Serve cake/coffee/ponch + conversation	Sandra Henderson Neighborhood Volunteers	
4. Block Party food setup/serve children activities clean up		
5. Neighborhood Garage Sale advertising, set-up help		
6. Neighborhood Night Out Ice Cream Social & Carnival		
7. Goodwill Donation Day Thank you lemonade + Cookies		
8. Halloween Celebration & Family Pumpkin Carving Contest		
9. Halloween Home Decorating Contest - judge + award		
10. Holiday Lighting Contest judge + award		
11. TBA		
12. TBA		

Set up/cleanup
+ serve ice cream
under bonn.
children's street
art + carnival
relays

Nat'l

* Main
event
City
Cmt. is used
for and
the rest
between
all
other
activities

#7 lunch for Goodwill truck employees, sorting merchandise
lifting donated items onto truck

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

#8 set up, serve, cleanup, bake candy cookies
judge + award pumpkin carving

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

Our previous answers to Questions 3 and 4 explain that our events increase communication among neighbors. Builds bridges between cultures. Offers the time and place to discuss improving the physical condition of the neighborhood as well as the possibility to do that on our neighborhood website. All of us working together to keep our neighborhood lovely and safe and the amazing charitability of SunnyArts gives us a great sense of pride and identity. We would like to mention here that we have a dedicated group of women that continuously cook for the homeless shelter as well.

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

We will continue to determine the success of our events by their attendance and the volunteers and donations that make them happen.

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.)?

Between the city grant allotment and the Goodwill donation award amounting to about \$1.00 per SunnyArts resident, nearly 90% of our activities are able to occur due to neighbor donations of materials and time.

Attendance begins because it is easy to just show up but then people begin donating their time and supplies to see this all continue!

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.

The loss of city grant money would impact the amount of events we are able to host which is why we SINCERELY APPRECIATE the city grant.

We would of course try to continue as many things as we possibly can without it and have researched fundraisers like those held for schools at eating establishments.

Our residents are so busy with both parents working to afford to live here, raising families and supporting their school charities, like those at the eating establishments, that we worry they would not be able to add more fundraising onto that.

They already offset our financial need completely by their material donations and volunteering at our events.

Thank you for considering our proposal. We strive to make our city the best place through all efforts made in SunnyArts.

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:**

Sandra Henderson, SunnyArts Chair Person

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. Activity Calendar	\$ 50	\$
2. Reminder Activity Calendar	\$ 50	\$
3. Meet & Greet	\$ 100	\$
4. Block Party	\$ 300	\$
5. Neighborhood Night Out	\$ 650	\$
6. Coolidge Truck Donation Day	\$ 150	\$
7. Neighborhood Green Sale	\$ 100	\$
8. Halloween Celebration	\$ 300	\$
9. Halloween Decorating Contest	\$ 150	\$
Halloween Highlighting Contest Total Expenses	\$ 150	\$
Amount Requested from the City of Sunnyvale	\$ 2,100	\$

Other Sources of Support

Volunteer Hours (valued at \$28.46/hour, per IndependentSector.org)	\$	unlimited the day of event
Donated Materials/Services (food, supplies, equipment)	\$	500
Other Funding Received (other grants, collected dues, donations)	\$	600
Other:	\$	200 Coordination truck

Other:	\$
Total Neighborhood Association Contribution	\$ 1100

+ all volunteers at every event



Sunnyvale



Sunnyvale

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:

Traditions of Sunnyvale

Name of Individual Submitting Application:

Jennie Wu

Individual's Email:

Phone:

Name of Proposed Project:

Cultural Potluck and Community Outreach

Grant Amount Requesting from the City of Sunnyvale:

700

(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background

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

Our community runs along La Rochelle Terrace and Porpoise Bay Terrace. We have 169 units in our community.

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

We primarily raise funds from HOA dues but due to reserves needed for maintenance and repair we have no formal budget for community events.

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?

We will have a potluck style event where residents will be encouraged to bring their favorite cultural dish. Residents can share the history and background of the dish.

To encourage attendance and mingling we will also have lawn games, raffle, face painter and we will provide appetizers, beverages and desserts.

We will also have guest speakers to present on disaster preparedness and recycling and trivia games on our community history for a prize.

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?

We have a diverse community ranging lots of cultures and ethnicities. We will raise awareness through flyers, email blasts, newsletters and signs. I believe 80 residents will attend this event.

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. Secure rental of games, equipment, face painter	Jennie Wu	6/18
2. Get sign-up from residents on community potluck dishes	Jennie Wu	6/18
3. Secure food and appetizers (popcorn, ice cream etc)	Jennie Wu	5/18
4. Creation of flyer and online marketing	Social Committee	5/18
5. Coordinate guest speakers for disaster preparedness and recycling	Social Committee	5/18
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

Getting everyone to bond and meet will build relationships and establish a strong sense of community. We will build bridges between cultures by encouraging people to bring dishes that they want to share from their culture. We will enhance neighborhood pride by educating people on the importance of recycling and preparing for disasters (guest speakers).

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

We will collect feedback from residents on presentations and event as well as measure attendance.

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.)?

We have a board and volunteers from the community to assist with organizing and executing. Members of community will also bring food to share (potluck style). We will solicit volunteers from community to contribute and help organize other activities (photo booth, musicians 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.

If this event is a success we hope that this will be an annual event to get the neighborhood together. We hope if this event is successful we can get community approval to allocate more budget from HOA funds in the future.

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: Jennie Wu

Email: _____ Phone Number: ()

Mailing Address: _____

Signature: Jennifer Glee Date: 4/19/19

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: Miguel Sanchez

Email: p Phone Number: ()

Mailing Address: _____

Signature: Miguel Sanchez Date: 4/18/2019

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. Rental equipment (tables, lawn games, popcorn machine etc)	\$250	\$
2. Face painter	\$250	\$
3. Refreshments	\$100	\$
4. Raffle and Trivia Prizes	\$100	\$
5.	\$	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$700	\$
Amount Requested from the City of Sunnyvale	\$ 700	

Other Sources of Support

Volunteer Hours (valued at \$28.46/hour, per IndependentSector.org)	\$400
Donated Materials/Services (food, supplies, equipment)	\$400
Other Funding Received (other grants, collected dues, donations)	\$
Other:	\$

Other:	\$
Total Neighborhood Association Contribution	\$800





Sunnyvale

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:

Valley Forge Neighborhood Group

Name of Individual Submitting Application:

Patri cia Grant

Individual's Email:

Phone:

Name of Proposed Project:

Valley Forge Block Party

Grant Amount Requesting from the City of Sunnyvale:

\$ 575.00

(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background

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

The Valley Forge Neighborhood group was formed in 2006 to bring together a better sense of community.

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

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

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

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?
- Our block party brings neighbors and their children together along with welcoming new neighbors. Our event will offer food, music, games and a visit from the local fire department and the fireman bring their truck for show and awareness. Neighbors come together and bring tables, chairs and table to share. We have barbeque and cater to block the street for safety.
- We had 63 people attend last year, which was great. Everyone pitches in to help. We update our names directory and email addresses to ensure we can easily communicate with everyone. Our SNAP provides safety information and sign people up for training classes. We have a way for people to donate food to the Community Food Bank, including cash donations.

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?

This has been a neighborhood tradition for 19 years. Kick-off for our annual event starts with a gathering of our Ladies of Valley Forge. We discuss dates and planning to ensure this event is a success. We use fliers and distribute along with communicating in our event group. Last year we had over 60 adults and children attend.

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: Create flier/email for barbecue</i>	<i>Jane Smith</i>	<i>08/19</i>
1. Planning meeting	Patricia Grant	04/19
2. Send "save the date" email	Patricia Grant	04/19
3. Call Perdue to reserve date	Lolette Westenberg	06/19
4. Name for kids	Susan Parker	08/19
5. Finalize music for event	Kevin Lawrence	09/19
6. Solicit flyers	Susana Kolipah	09/19
7. Order barricades	Linda Romero	08/19
8. Pick up food	Paul Grant	09/19
9. Block party event	all	09/19
10. Cleanup	all	09/19
11. Return barricades	Linda Romero	09/19
12. Deliver canned goods	Pat Sporer	09/19

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

- Our annual block party is a great time for all neighbors to come together and meet new neighbors and reconnect with current neighbors. This is a great way to experience many different cultures that make up our neighborhood.
 - This event also promotes open discussions about neighborhood safety as an SNAPP team allows people to sign up for training classes on emergency preparedness.
 - It also promotes a sense of family & community and adds to the
7. How will you determine the completed project and/or event has been successful? *The pride of the attendance in 2018 was higher than previous years, which shows continual interest and support. I also get asked about the street party, and receive several thank-you emails each year. Everyone participates which is great, and brings people together for a common goal.*

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.)?

We typically get about 20 volunteers to help with setup and planning. Everyone helps with everything.

Donations include: food for event, side dishes to share, table, chairs, music, trash cans, grills. Most importantly people donate canned food and checks for the community services.

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.

We truly believe the grant funding helps pull the community together and makes it a safer neighborhood. If we do not have a grant for the event, we'll try a potluck or ask neighbors to donate money to support the event.

Project Team

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

1. Project Leader - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and 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: Patricia Grant

Email: _____ **Phone Number:** () _____

Mailing Address: _____

Signature: Patricia Grant **Date:** 4/1/19

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: Patricia Grant

Email: _____ **Phone Number:** _____

Mailing Address: _____

Signature: Patricia Grant **Date:** 4/1/19

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: Sabrina Tahn

Email: _____ **Phone Number:** _____

Mailing Address: _____

Signature: [Signature] **Date:** April 1 2019

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. Food	\$425	\$
2. Soda, Juice, Water	\$30	\$
3. Games for kids	\$60	\$
4. Decorations	\$40	\$
5. Propane tank refill	\$20	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$575	\$
Amount Requested from the City of Sunnyvale	\$575	

Other Sources of Support

Volunteer Hours (valued at \$28.46/hour, per <i>IndependentSector.org</i>)	\$ 853.80
Donated Materials/Services (food, supplies, equipment)	\$600.00
Other Funding Received (other grants, collected dues, donations)	\$0
Other:	\$0

Other:	\$0
Total Neighborhood Association Contribution	\$ 1453.80





Sunnyvale

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:

Wrightmont Corners

Name of Individual Submitting Application:

Donna Winslow

Individual's Email:

Phone:

Name of Proposed Project:

Neighborhood building in Wrightmont Corners

Grant Amount Requesting from the City of Sunnyvale:

\$

650.00

(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background

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

Originally formed in the 1990's by Connie Portale in connection with SNAP. There are 102 homes in the boundaries -- between Fremont Ave, Mary Ave, Cascade and Wright Avenue. Recently, we went through Neighborhood Watch sessions. Our current goal is to increase connectedness within the community, both socially, and for emergency and safety.

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

We have two key events currently, National Night Out and Halloween Street Fun. All handled and funded by volunteers. No formal association or set meetings. It is all informal, mostly coordinated via email and a Yahoo group.

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?

As part of community building, we'd like assistance in funding the communications and cost associated with:

- National Night Out - approximately 75 - 100 people
- Halloween Fun - approximately 40 - 30 people
- Winter TBD hopefully 25 - 40 people
- Spring TBD hopefully 40 - 50 people
- outreach for PEP and SNAP - hopefully 25% of the homes in year 1
- on-going news letters - 100 homes

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?

Currently, our communications are mostly through email, printed flyers, and posters put up in the neighborhood prior to the events.

NNO has been on-going -- most years since 2001. Annually, we have about 75 - 100 attendees

This year will be our 3rd Halloween event. Participation was about 30 year 1, and 40 year 2 -- we hope to continuing a growing trend



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: Create flier/email for barbecue</i>	Jane Smith	08/19
1. Flyers - National Night Out (NNO)	Jeanine McCreary	7/2019
2. Application submitted & delivery fees for NNO	Donna Winslow	7/2019
3. Posters created and up for NNO	Donna Winslow	8/2019
4. Water, cups, other supplies - NNO	TBD	8/2019
5. Flyers - Halloween Fun	Jeanine McCreary	10/2019
6. Posters - Halloween Fun	Donna Winslow	10/2019
7. Games/prized - Halloween Fun	Jeanine McCreary	10/2019
8. Notices - PEP/SNAP meetings	Donna Winslow (or delegate)	TBD - 2 or 3 times
9. Enticements - PEP/SNAP meetings	Donna Winslow (or delegate)	TBD = 2 or 3 times
10. Newsletters/flyers	Jeanine McCreary (or delegate)	Quarterly
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

- increasing sense of community
- increase neighborhood pride, involvement and awareness
- build up local capabilities in case of major disasters
- for NNO - donations of desserts and appetizers from the community

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

More attendance at each event.
More neighbors know each other

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.)?

Volunteer time - preparation, set up, clean up, hand delivery of flyers
Communications preparation
Website support
Meeting space
Meetings, tables, chairs, other equipment loaned in support of the events.
Grant preparation



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.

Re-use poster boards
Switch to 100% email delivery/website communications
Donations from community once they see the value

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 Donna Winslow
Name: _____

Email: _____ **Phone Number:** () _____

Mailing Address: _____

Signature:  _____ **Date:** 4/19/2019

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: Donna Winslow _____

Email: _____ **Phone Number:** _____

Mailing Address: _____

Signature:  _____ **Date:** 4/19/2019

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: Jeanine McCreary _____

Email: _____ **Phone Number:** _____

Mailing Address: _____

Signature :  _____ **Date:** 4/17/2019

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. NNO - application & barrier delivery	\$35	\$
2. NNO - printing flyers, poster board, supplies: card stock, cups, water, kids activities	\$140	\$
3. NNO - food - appetizers & desserts	\$200	\$
4. Halloween Fun - Flyers	\$40	\$
5. Halloween Fun - Poster board/prizes/promos	\$80	\$
6. Halloween fun - candy/ decorations	\$200	\$
7. Quarterly news letters	\$120	\$
8. SNAP/PEP Flyers	\$120	\$
9. SNAP/PEP incentives	\$100	\$
Total Expenses	\$1035	\$
Amount Requested from the City of Sunnyvale	\$635	

Other Sources of Support

Volunteer Hours (valued at \$28.46/hour, per 190 IndependentSector.org)	\$5407
Donated Materials/Services (food, supplies, equipment)	\$200
Other Funding Received (other grants, collected dues, donations)	\$
Other: NNO food	\$200

Other: Halloween candy/decorations	\$ 200
Total Neighborhood Association Contribution	\$ 6007





City of Sunnyvale

Agenda Item

19-0107

Agenda Date: 5/14/2019

REPORT TO SUBCOMMITTEE

SUBJECT

Consideration of Fiscal Year 2019/20 Community Events Grant Program Applications

BACKGROUND

Each year, the City Council allocates funding to support community events through the Community Events Grant Program (CEGP) 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) A review of the application process; 2) recommendation of any changes as appropriate to the full City Council for approval; 3) review of grant application submittals; and 4) presentation of recommended funding levels to the full City Council for final approval.

The Subcommittee met on February 19, 2019 to review and accept the grant application materials for FY 2019/20. Staff opened the application period for a total of eight weeks from February 25 through April 19, 2019.

The purpose of this report is to provide an overview of the grant applications received and to seek direction from the Subcommittee on the recommended funding for each application. The Subcommittee is scheduled to present its recommendations to the full City Council on June 25, 2019.

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 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**FY 2018/19 Allocations**

In FY 2018/19, the City Council approved four Community Event Grants for a total of \$10,500. Unfortunately, due to construction delays, the Sunnyvale Historical Society & Museum Association was unable to utilize the awarded funds of \$3,000 for their proposed anniversary event.

FY 2019/20 Allocated Budget

The Subcommittee's recommendations for grant distribution are based on budgeted amounts of \$10,500 in Community Events Grants. In addition, the \$3,000 unspent funds from FY 2018/19, awarded to the Sunnyvale Historical Society & Museum Association will carry over for FY 2019/20.

At the March 7, 2019 Study/Budget Issues Workshop, Mayor Klein made a motion, seconded by Councilmember Larsson, to refer Budget Issue No. 3 (Increase Community and Neighborhood Grant Funding) to the budget process with a 50% increase in funding. Councilmember Melton offered a friendly amendment to direct staff to refer the budget issue doubling the amount as originally proposed with direction to staff to provide options ranging from a 50% to a 100% increase. The motion to refer Budget Study Issue #3 as amended carried on a 7-0 vote.

At the FY 2019/20 annual budget workshop on May 23, 2019, staff will be presenting two options to increase the available funding per Council's direction: 1) a 50% increase that would result in a total of \$15,750 in available funding and 2) a doubling of the current level of funding that would result in a total of \$21,000.

As the Subcommittee is meeting in advance of that workshop to establish funding recommendations, the Subcommittee is requested to consider its grant recommendations within the context of the existing available budget of \$10,500 a second scenario that assumes a funding availability of \$15,750 and a third scenario that assumes a funding availability of \$21,000, with the additional \$3,000 carryover from FY 2018/19. In this way, once action on the budget issue has been taken, the process for final approval of grant recommendations can move forward to the full Council on June 25, 2019.

Community Events Grant Program

As of the application deadline, eight CEGP applications were received for a combined funding request of \$34,418 as follows:

Organization	Event	Amount Requested
Duo Duo Animal Welfare Project	Sunnyvale Pet Parade	\$3,000
Silicon Valley Bicycle Coalition	Bike to Work Day 2020	\$5,000
Sunnyvale Downtown Association	Holiday Tree Lighting	\$4,500
Sunnyvale Downtown Association	Jazz & Beyond Festival Series	\$5,000
Sunnyvale Downtown Association	Summer Series	\$5,000
Sunnyvale Downtown Association	Vudu Movie Nights	\$4,500
Sunnyvale Downtown Association	The Magic of Sunnyvale	\$4,000
Sunnyvale Historical Society & Museum Association*	Heritage Park Museum, Anniversary Celebration	\$3,418

*The Sunnyvale Historical Society & Museum Association was awarded a grant for the Anniversary Event during FY 2018/19 grant cycle in the amount of \$3,000. The funds were unspent due to construction delays at the site. The funds will carryover to FY 2019/20; however, the funds have not been earmarked for the Sunnyvale Historical Society & Museum Association, consequently, they have submitted an application for FY 2019/20.

Enclosed is a summary of the applications received for FY 2019/20 with historical data on past allocations (Attachment 1). Copies of the individual grant applications are also provided as Attachments 2-9 (CEGP).

Funding Scenario 1: Make recommendations based on the existing available budget of \$10,500.**

Total Amount Requested	\$34,418
Total CEGP Budgeted Amount including the \$3,000 carryover fund	\$13,500
Variance Between Requested/Budgeted	(\$20,918)

Funding Scenario 2: Make recommendations based on proposed budget supplement of a 50% increase that would result in a total of \$15,750 in available funding***

Total Amount Requested	\$34,418
Scenario 2 Funding Amount, including the \$3,000 carryover funds	\$18,750
Variance Between Requested/Proposed	(\$15,668)
Funding Amount	

***The total amount requested exceeds the proposed increased funding amount.

Funding Scenario 3: Make recommendations based on proposed budget supplement of a 100% increase that would result in a total of \$21,000. ****

Total Amount Requested	\$34,418
Scenario 3 Funding Amount, including the \$3,000 carryover funds	\$24,000
Variance Between Requested/Proposed	(\$10,418)
Funding Amount	

FISCAL IMPACT

If the Subcommittee chooses to make recommendations based on funding Scenario 2 or Scenario 3; funding of those recommendations will be contingent on approval of the proposed budget supplement, and the approval of the FY 2019/20 Recommended Budget.

**The total amount requested exceeds the budgeted amount.

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. Review the FY 2019/20 grant applications for the Community Events and develop funding recommendations to be submitted to the full City Council for final action.
2. Take other action as determined by the Subcommittee.

RECOMMENDATION

Staff makes no recommendation.

Prepared by: Jennifer Acuña, Administrative Analyst

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

Reviewed by: Jaqui Guzmán, Deputy City Manager

Approved by: Kent Steffens, City Manager

ATTACHMENTS

1. Grant Funding Worksheet
2. Duo Duo Animal Welfare Project - Sunnyvale Pet Parade
3. Silicon Valley Bicycle Coalition - Bike to Work Day 2020
4. SDA - Holiday Tree Lighting
5. SDA - Jazz & Beyond Festival Series
6. SDA - Summer Series
7. SDA - Vudu Movie nights
8. SDA - Magic of Sunnyvale
9. SV Historical Society & Museum Assoc. - Heritage Park Museum, Anniversary Celebration

		Past Allocations			FY 2019/20 Summary			FY 2019/209 Recommendation	
	Neighborhood Group Event Name	FY 2016/17 Requested/ Granted/ Reimbursed	FY 2017/18 Requested/ Granted/ Reimbursed	FY 2018/19 Requested/ Granted/ Reimbursed	# of Anticipated Attendees	Event Summary	2019/20 Request	Rec. Funding	Notes
	Duo Duo Animal Welfare Project 1 <i>Sunnyvale Pet Parade</i>	NA	NA	NA	800	Event to bring the community together and honor K-9 Jax.	\$3,000		
	Silicon Valley Bicycle Coalition 2 <i>Bike to Work Day 2020</i>	NA	NA	\$5,000/ \$1,000/	~4,000	Event to encourage new bicyclists to bike commute to work. Energizer stations are set-up in Sunnyvale.	\$5,000		
	Sunnyvale Downtown Association 3 <i>Holiday Tree Lighting</i>	\$4,000/ \$4,000/ \$4,500**	\$19,000/ \$10,250/ \$10,250***	\$19,000/ \$6,100/ \$6,100	800+	Lighting of the City Christmas tree, photos with Santa, and live music and performances from local schools and groups.	\$4,500		
	Sunnyvale Downtown Association 4 <i>Jazz & Beyond Festival Series</i>	\$4,000/ \$3,675/ \$4,175**			400-600/week (8 weeks)	A "musical dining experience." Attendees sit outside on Murphy Ave., call in food orders to over 20 participating restaurants, and enjoy live music.	\$5,000		
	Sunnyvale Downtown Association 5 <i>Magic of Sunnyvale & Wine Stroll</i>	\$4,000/ \$0			600-1,000	A "wine stroll" involving many downtown restaurants and businesses with over 20 magicians distributed around the downtown area to provide entertainment.	\$4,000		
	Sunnyvale Downtown Association 6 <i>Vudu Movie Nights</i>	NA			300-400	Free movie nights during September.	\$4,500		
	Sunnyvale Downtown Association 7 <i>Summer Series</i>	\$5,000/ \$0			2,000/week (11 weeks)	Live music shows on Wednesday nights during the summer. Also includes food booths, arts and crafts activities, booths from local businesses, etc.	\$5,000		
	Sunnyvale Historical Society & Museum Association 8 <i>Anniversary Celebration</i>	\$525/ \$525/ \$525	NA	\$3,418/ 3,000/ Cancelled due to construction	400-600	Anniversary event for the Heritage Park Museum. Event includes old fashioned games, refreshments, light jazz music, docent-led tours and more.	\$3,418		
Total Amount Requested							\$34,418		

* This Funding Worksheet is a comparison chart that only includes FY 2019/20 grant applicants. It does not include all applicant and funding information from prior years.

** Per Council direction, Crosswalk Community Church's declined grant funds were awarded equally to the Sunnyvale Downtown Association's (SDA) Holiday Tree Lighting and Jazz & Beyond events (an additional \$500 per event).

*** In FY 2017/18, SDA was the only CEGP applicant and was awarded a single grant to be distributed, at their discretion, to any of the four events they submitted a grant application for. SDA submitted reimbursements for the 2017 Holiday Tree Lighting (\$5,110.13) and 2017 Summer Music + Market (\$5,139.87).

Funding Scenario 1: Based on the existing available budget of \$13,500	
Total Amount Requested	\$34,418
Total NGP Recommended Budget	
including \$3,000 carryover	\$13,500
Variance Between Requested/Budgeted	(\$20,918)
Funding Scenario 2: Based on the proposed budget supplement with funding availability of \$15,750	
Total Amount Requested	\$34,418
Scenario 2 Funding Amount including	
\$3,000 carryover	\$18,750
Variance Between Requested/Budgeted	(\$15,668)
Funding Scenario 3: Based on the proposed budget supplement with funding availability of \$21,000	
Total Amount Requested	\$34,418
Scenario 3 Funding Amount including	
\$3,000 carryover	\$24,000
Variance Between Requested/Budgeted	(\$10,418)



Sunnyvale

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.

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Event Name:	Sunnyvale Pet Parade
Date(s)/Time(s) of Event:	10/27/2019 11:00 am to 4:00 pm
Sponsoring Organization(s):	Duo Duo Animal Welfare Project
Grant Amount Requesting from the City of Sunnyvale:	\$3,000.00

(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:	Andrea Gung
Title:	Executive Director
Organization:	Duo Duo Animal Welfare Project
Email:	
Mailing Address:	

Event Details

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

The goal of this event is to bring the community together. We feel that we need an event to have Sunnyvale Residence feel that they are part of a great community. The focus is on Sunnyvale residents with pets but all residents are welcome. Having it close to Halloween makes it easy for participants to wear costumes along with costumes for there pets. The parade portion is followed by a faire with local pet vendors and suppliers.

The parade portion should last approximately 1-1.5 hours depending on number of participants. Pets and owners will walk the route.

Also, this year's parade will be in honor of K-9 Jax who was killed in the line of duty on 10/31/17.

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

This Sunnyvale Pet Parade event was conducted both in 2008 and 2009 headed by then Mayor Tony Spitaleri, who is on the executive committee for this event.

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?

Pets are a significant part of our society and a noticeable portion of our economy. There are four times as many pets as children in America. Over half of households have pets.

Through their companionship, pets bring mental and physical health benefits to our citizens. Pets also facilitate social interaction giving citizens something in common to talk about that is usually non-controversial and can promote friendship.

Dogs are particularly useful in dragging their humans out for much needed healthy walks and pulling them towards other dog-owners for conversations that would not otherwise happen.

Most Sunnyvale citizens work inside. Either raising and educating children or working in offices and service situations.

Pets give our otherwise busy and rather stressed out citizens a reason to get outside, interact positively and casually with others and calm down from the intensity of work that makes Sunnyvale so productive.

In the past, the pet parade has been held in Sunnyvale and attendance was strong and the spectators felt that the event represented their interests and an acceptable and inclusive way to promote work-life balance regardless of income, gender or health.

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

The plan is to work with Sunnyvale DPS in conjunction with SARES (Sunnyvale Amateur Radio Emergency Services). We will also have some of our Sunnyvale CERT volunteers present.

Sunnyvale Animal Control will be asked to participate as in the past two events.

Marketing & Promotion

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

It's citywide.

6. How many people do you expect to attend your event? How did you arrive at this estimate?
800. Based on 2012 experience and based on other events held in other cities.

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.

Promotional plan will be local signage posted in businesses (downtown stores and all the pet industry related business in Sunnyvale) and electronic social media.

We will reach out to all schools in Sunnyvale to spread the word. A special website will be established. We will also seek help from City of Sunnyvale's PR department and KSUN 15, if possible.

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.

Duo Duo Animal Welfare Project's mission is to bring the best of East and West together to fight against cruelty done to animals. We believe to have a community oriented pet related event, like this Sunnyvale Pet Parade can raise awareness and for some people who might be scared of dogs can come have fun and to have a chance to be up and close with animals.

Here is a link to our website: www.duoduoproject.org

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?

A majority of proceeds is expected to come from corporate sponsorships. All booth/tables for public interaction will be provided to sponsors of various levels of monetary and in-kind support for the event. Proceeds are expected to be transferred to the organizing group using corporate checks for clear accountability.

Attempts will be made to make as many expenses covered by in-kind donations rather than by disbursement. Those expenses that cannot be provided without monetary compensation shall be tracked on a line item basis in a spreadsheet.

Since the eventual goal of this project is to make this an annual event sponsored by the City, it is our desire and plan to make the event self-sufficient to net-positive in order to make the acceptance decision for the city council as easy as possible. The planning of the event will be done in a manner so that it can easily be replicated year-after-year without herculean effort on the part of super-skilled individuals.

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?

We will be obtaining a diverse group of sponsors from tech companies, local businesses, community organizations and individuals donations.

The funding from the city will helps us meet our goals and the city's by providing a community event and a service of pet responsibility. This years event will take on another role besides fun and education it will recognize the ultimate sacrifice of Sunnyvale K-9 police dog Jax killed in the line of duty. Our goal is to make the parade an annual event in memory of Jax.

We hope to raise enough funds to have a monument made to commemorate Jax service to the community. The parade is truly an event where all walks of life of Sunnyvale either on two or four feet can participate. This is a community event where all ages can have fun with their pets and learn the importance of the responsibilities and care of the pets. There has been two very successful Pet Parades held in Sunnyvale where parents and their children participated in the Pet Parade. The parade attracted close to two thousand spectators of Sunnyvale. In addition to the parade there is a pet fair where information on pet care, training, service pets partners and education on Sunnyvale's pet policy concerning licensing.

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.

We believe this should become an annual City of Sunnyvale event. There are many Sunnyvale events that take place in Sunnyvale for example the Farmers Market, Art and Wine Fair, and the summer music events which the City of Sunnyvale receives alot of praise for. The events are endeavors of other organizations. This years event will be a kick off an annual Pet Parade in honoring the service of K-9 police dog Jax and the services provided by the K-9 services of the Public Safety Department. We hope the city of Sunnyvale would be the sponsor of this event in the future along with our non profit organization. The funds raised by the event would offset the city's cost and help provide additional funding for the Sunnyvale K-9 services.

Duo Duo (多多) Project

1030 E. El Camino Real #302
Sunnyvale, California 94087, USA
www.duoduo-project.org
408-220-5407

Four-year Event Sustainability Plan.

We believe that the Sunnyvale Pet Parade has a great potential to become an annual City of Sunnyvale event. This annual celebration will honor the service of K-9 dogs in the Public Service Department with a special recognition for Jax who was killed in the line of duty. This event will bring our diverse communities together to show our shared appreciation for law enforcement and animals. We hope that Sunnyvale could be a sponsor of this event along with local nonprofit organizations. Based on an earlier incarnation and popularity of the Pet Parade event held in 2012, we are confident that the funds raised by this event will include corporation sponsorship and local business in-kind donations which would offset the cost of the event. This revenue source could also help provide additional funding for the Sunnyvale K-9 services.

Duo Duo Project is a 501(c)(3) non-profit organization.
All donations are tax deductible. Our tax I.D. is 46-2519733.



Attachment 2

Volunteer Positions and Descriptions

POSITION DESCRIPTION EXPECTED HOURS (total 200 hours)

Parade Committee Oversee event All Day (7:00 AM – 5:00 PM, 5 people)

Parade Staff (queuing control, and route monitors) (9:00 AM – 1:00 PM, 15 people)

Parade Staff (Distribute Trash Cans and Recycle Bins) (8:00 AM – 10:00 AM, 15 people)

Parade Staff (Collect Cans and Recycle Bins) (4:00 PM – 6:00 PM, 15 people)

Parade Staff (making sure that individuals pick up after their pets, making sure that water buckets remain filled) (10:00 AM – 4:00 PM, 5 people)

2019 Sunnyvale Pet Parade Estimated Expenses

	Estimated Cost
Entertainment	\$2,000.00
Promotion and Marketing	\$3,000.00
Supplies (stationery, tapes, printing, etc)	\$1,000.00
Awards	\$500.00
Misc	\$500.00
Estimated Expenses	\$7,000.00
Volunteer Hours (\$28.46x 200 hrs) See etails in Volunteer assistance file	
	\$5,692

2019 Sunnyvale Pet Parade Estimated City of Sunnyvale Fees

	Estimated Cost	Note
Permits		
Special Event Application Processing Fee	\$128.00	Special Event Application processing fee
Banner Fee	\$400.00	Displaying event banner at El Camino & Wolfe
Street Closures		
Street Closure Fee	\$700.00	
Street Closure Prep - No Parking Signs	\$600.00	Posting and picking up "No Parking" signs on streets that closures will occur
Garbage & Recycling		
Zero Waste Service Provider	\$1,000.00	
Department of Public Safety (DPS)		
DPS Officers for Safety & Security	\$2,703.00	4 OT officers from 9 a.m. - 1 p.m. (4 hours) @\$163/hour and administrative fee (\$95)
Additional Requirements		
Portable Restrooms	\$600.00	Requirement to order a minimum of 3 portable toilets, 1 of which must be ADA compliant, and 1 hand washing station.
Insurance Fees	\$500.00	
Estimated City of Sunnyvale Fees	\$6,631.00	

Attachment 2

2019 Sunnyvale Pet Parade Estimated Revenue

We estimated revenue based on the 2012 event.

We are working toward the goal of raising funds to cover expenses.

If we have additional revenue, the money will be contributed to
to Jax's memorial fund.

	Estimated Revenue
Corporation Sponserhip	\$5,000.00
InKind Donations	\$1,000.00
Personal Donations	\$1,000.00
Estimated Revenue	\$7,000.00



Sunnyvale

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:

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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.

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Event Name:	<u>Bike to Work Day 2020</u>
Date(s)/Time(s) of Event:	<u>May 7, 2019</u>
Sponsoring Organization(s):	<u>Silicon Valley Bicycle Coalition</u>

Grant Amount Requesting from the City of Sunnyvale: \$5,000
(Amount cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.)

Authorized Representative Information

Name:	<u>Jessica Waite</u>
Title:	<u>Membership & Outreach Coordinator</u>
Organization:	<u>Silicon Valley Bicycle Coalition</u>
Email:	<u>jessica@bikesiliconvalley.org</u>
Mailing Address:	<u></u>

Event Details

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

Bike to Work Month in May and Bike to Work Day (BTWD) on May 7, 2020 are part of a national effort to encourage new bicyclists to give bike commuting a try, with goals of reducing carbon emissions, improving local air quality, and improving community health. Locally, Silicon Valley Bicycle Coalition (SVBC) coordinates and oversees many activities leading up to this annual push to increase active transportation including: 1) Engaging corporations and other organizations to support employee participation; 2) Coordinating the team bike challenge to provide riding incentives; 3) Working with schools to encourage students to bike and walk to school; and 4) Coordinating and training the hundreds of volunteers it takes to produce Bike to Work Day itself.

On the day of the event, SVBC provides logistical and coordinating support to ensure that each Energizer Station has the resources it needs to provide riders with food, goodies, and encouragement. The day ends with a bang at SVBC's Bike Away from Work Bash, which is open to the public and intended to give everyone a chance to celebrate the success of the day. We celebrate and award the Bike Commuter of the Year at this event as well.

The program works to encourage bicycling because it is fun, creates a sense of community, and normalizes bicycling. People realize that they don't have to be an elite athlete, wear special clothing, or have an expensive bike to be a bike commuter. Making the bicycle a part of everyday life is a key focus of all our work.

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

Silicon Valley Bicycle Coalition has been coordinating Bike to Work Day in Santa Clara and San Mateo counties (usually on the second Thursday of May) since 2006.

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?

BTWD is a free and fun event that gives people of diverse backgrounds, ages, and ability levels the opportunity to experience and engage with Sunnyvale in a new and more meaningful way from the slower-paced saddle of their bike. People who travel by bike gain a greater understanding of community assets and an appreciation for the many resources the city has to offer. BTWD builds community by bringing together citizens, businesses, government offices, and other entities to celebrate alternative modes of transportation that improve quality of life by reducing traffic congestion and greenhouse emissions while increasing physical and emotional health. The event is a strong fit with Sunnyvale's ongoing commitment to reduce community-wide greenhouse gas emissions via the CAP 2.0.

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

Event planning for BTWD begins in December. We provide guidance and ongoing training to Energizer Station hosts that includes a detailed guide to help them plan and gather the resources

needed to produce the event. We provide an orientation day the week before BTWD. Businesses and other employers are provided a toolkit of posters and ideas for promoting the event and getting more people riding. We also offer dozens of workshops to help new bike commuters learn the rules of the road and how to bike safely (and would be happy to provide such a training to City of Sunnyvale staff as well!).

Every year, we gather advice and feedback from previous years' energizer station hosts to share with new hosts, so they have guidance going into their planning efforts. We also follow up after the event to get feedback from staff, volunteers, and energizer station hosts to ensure that we continue to meet our internal goals of executing a well-planned and safe event.

Marketing & Promotion

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

Our event is citywide. It is not targeted to a particular neighborhood or demographic.

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

Last year (2018), 4,002 people stopped at or passed by one of 9 energizer stations in Sunnyvale on BTWD. We anticipate a similar or slightly greater number of participants in 2020.

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.

BTWD posters (attached) and other promotional materials will be posted and distributed in public places around the Bay Area. In addition, posters will be mailed to over 100 employers in San Mateo and Santa Clara counties to be posted in visible places at employer sites. SVBC and partner organizations will promote heavily via email and social media.

We anticipate a continued partnership with NBC Bay Area/Telemundo 48, as they have committed to be the presenting media sponsor for the past three years. They will provide day of news coverage for the event.

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.

SVBC was incorporated as a 501(c)(3) in 1993 (see attached articles of incorporation). SVBC's mission is to create a healthy community, environment, and economy through bicycling for people who live, work, or play in San Mateo and Santa Clara Counties. With traffic congestion and air pollution at unacceptable levels, we need to address our transportation demands in more

creative ways. The answer lies not in building more freeways or widening our already fast-moving roads, but in developing programs that encourage active transportation. We envision a community that values, includes, and encourages bicycling for all purposes and for all people. Our central goal is to ensure that, by the year 2025, 10% of all trips are taken by bicycle.

SVBC has 1,500 members and over 14,000 subscribers to our email list. The size of our budget is just over \$1 million as indicated by our most recent (2015) form 990 and our 2018-19 budget (both attached).

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?

SVBC follows the most rigorous and accepted practices for nonprofit financial management including internal controls and safeguards for assets and data accuracy, written financial policies and procedures, and a board treasurer and finance committee comprised of seasoned finance professionals that review all our financial management practices, budgeting processes, and annual budgets.

The budget for BTWD is developed and reviewed months in advance and used to create a detailed project plan that is referred to regularly to ensure all tasks and expenditures are on track.

10. Please attach a detailed budget for your event including:

Please see the attached 2019 BTWD budget. We expect that the 2020 BTWD budget will be quite similar.

- 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?

We are requesting funding because we believe participating in BTWD and encouraging bicycle commuting is a way for the City of Sunnyvale to advance its goals regarding improving neighborhood quality of life and reducing greenhouse emissions. We expect that the remaining

funding for our event will be raised from corporate sponsors, government grants, BTWD t-shirt sales, and individual contributions.

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.

Bike to Work Day cannot happen without the generous support of corporate and government sponsors. We would be delighted to have the City of Sunnyvale participate for as long as it is able. We also continually expand our outreach and engage with new and prospective sponsors to provide the opportunity for more entities to participate and support the event. As part of this, we will continue to reach out to all cities in the two counties we work with in order to fund the event and increase bike commuting in our region.

Attachments:

1. Pictures of BTWD 2018
2. SVBC articles of incorporation
3. BTWD posters
4. Form 990
5. Additional literature about the organization, per Q8
6. 2018-2019 SVBC budget
7. 2019 BTWD budget

Silicon Valley Bicycle Coalition

FY 19 Budget and FY 18 Actual

	<u>FY 18/19 Budget</u>	<u>FY 17/18 Actual</u>
Revenues		
Unrestricted		
Public Support		
Contributions	\$195,900.00	\$173,452.50
Membership	\$57,400.00	\$52,634.11
Grants	\$62,600.00	\$975.00
Special Events	\$465,500.00	\$407,259.69
Total Public Support	<u>\$781,400.00</u>	<u>\$634,321.30</u>
Other Revenue		
Contract Income	\$267,501.00	\$270,915.35
Program Administration Revenue	\$34,100.00	\$39,882.53
Sales and Misc Income	\$2,140.00	\$3,768.35
Interest Income	\$1,170.00	\$934.71
Total Other Revenue	<u>\$304,911.00</u>	<u>\$315,500.94</u>
Net Assets Released from Restriction		
Net Assets Released from Restriction	<u>\$30,000.00</u>	<u>\$68,871.18</u>
Total Net Assets Released from Restriction	<u>\$30,000.00</u>	<u>\$68,871.18</u>
Total Unrestricted	<u>\$1,116,311.00</u>	<u>\$1,018,693.42</u>
Temporarily Restricted		
Contributions	\$0.00	\$2,000.00
Grants	<u>\$30,000.00</u>	<u>\$30,000.00</u>
Total	<u>\$30,000.00</u>	<u>\$32,000.00</u>
Net Assets Released from Restriction		
Net Assets Released from Restriction	<u>(\$30,000.00)</u>	<u>(\$68,871.18)</u>
Total Net Assets Released from Restriction	<u>(\$30,000.00)</u>	<u>(\$68,871.18)</u>
Total Temporarily Restricted	<u>\$0.00</u>	<u>(\$36,871.18)</u>
Total Revenues	<u>\$1,116,311.00</u>	<u>\$981,822.24</u>
Expenses		
Operating Expenses		
Payroll Costs		
Salaries and Wages	\$725,900.00	\$719,622.16
Payroll Taxes	\$57,690.00	\$58,195.47
Employee Benefits	<u>\$36,753.00</u>	<u>\$37,658.65</u>
Total Payroll Costs	<u>\$820,343.00</u>	<u>\$815,476.28</u>
Non-Labor Expenses		
Professional Services	\$33,525.00	\$35,145.62
Independent Contractor	\$16,732.64	\$27,232.82
Printing and Copying	\$8,980.00	\$7,381.93
Postage and Delivery	\$2,665.00	\$2,280.89
Staff Development & Training	\$9,555.75	\$6,322.02
Food & Business Meals	\$3,608.38	\$3,997.26
Transportation	\$13,317.00	\$12,378.62
Dues & Subscriptions	\$541.20	\$911.84

	FY 18/19 Budget	FY 17/18 Actual
Marketing & Publicity	\$3,918.48	\$4,946.41
Volunteer Expenses	\$4,897.45	\$4,203.30
Program Supplies - Non Food	\$1,500.00	\$1,584.99
Special Event Catering	\$45,255.00	\$463.25
Special Event Venue	\$4,000.00	\$37,677.33
Special Event	\$3,641.91	\$1,424.54
Outreach Materials	\$3,051.65	\$4,383.15
Occupancy - Rent	\$62,268.00	\$63,074.19
Telecommunications	\$21,045.90	\$16,742.08
Office Supplies	\$8,151.77	\$9,207.17
Liability Insurance	\$3,320.45	\$3,624.80
Other Operating	\$9,998.31	\$13,214.18
Total Non-Labor Expenses	<u>\$259,973.89</u>	<u>\$256,196.39</u>
Total Operating Expenses	<u>\$1,080,316.89</u>	<u>\$1,071,672.67</u>
Total Expenses	<u>\$1,080,316.89</u>	<u>\$1,071,672.67</u>
 NET SURPLUS/(DEFICIT)	 <u>\$35,994.11</u>	 <u>(\$89,850.43)</u>

	2019 Anticipated
Expenses	
Facebook boosts	\$100.00
Jerseys	\$5,000.00
Staples/Office Depot	\$500.00
Boxes for bags (Uhaul) 250	\$400.00
Bags/Totes	\$39,000.00
T-Shirts	\$9,000.00
Media and Marketing (Bus shelter ads)	\$3,000.00
Graphic design (Bus shelter ads)	\$100.00
18"x24" Signs for Stations	\$500.00
Local Transportation (Uhaul and mileage)	\$250.00
Postage/envelopes (Employer Toolkits)	\$300.00
Postage and Delivery (Employer Toolkits, Posters, Sponsor Thank	\$400.00
Printing and Publications	\$1,500.00
Staff Meals (lunch on BTWD)	\$150.00
Outreach Captain Training (pizza)	\$150.00
Volunteer Support (host lunch, snacks)	\$750.00
Bike Away from Work Bash	\$150.00
Bank fees	\$200.00
Sales Tax	\$1,000.00
Subtotal	\$62,450.00
Staffing	
Contractors - event coordination & admin	\$10,000.00
Salaries/Wages	\$53,000.00
Subtotal	\$63,000.00
TOTAL EXPENSES	\$125,450.00
Volunteer Hours x \$28.46 (California volunteer rate per IndependentSector.org)	
Bag Stuffing (150 hours)	\$4,269.00
Bike Bash (15 hours)	\$4,269.00
Outreach Captains (70 hours)	\$1,992.20
Subtotal	\$10,530.20

DÍA DE IR EN BICI AL TRABAJO 9 de MAYO, 2019

- ¡Dale una oportunidad a una comunidad de motos!
- Usted puede participar en el evento de bicicleta más grande en el área de la bahía.

SILICON VALLEY
BICYCLE
COALITION



Bike to Work with VTA

Regístrese para participar en el área de la bahía en bicicleta este mes de mayo.

bayareabiketowork.com

 @BikeSiliconValley

 @BikeSV

Fotografías para el día de la bici al trabajo! #BTWD

ALAMEDA CONTRA COSTA SAN MATEO SANTA CLARA SONOMA NAPA MARIN SOLANO SAN FRANCISCO



METROPOLITAN
TRANSPORTATION
COMMISSION



Alaska
AIRLINES

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BAY AREA
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DISTRICT



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RESEARCH

 WALKUP, MELODIA,
KELLY & SCHOENBERGER



 APPLIED
MATERIALS™

 GILEAD

ebay™

Microsoft

 SAP

 SF

 NetApp™

 vmware™

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Children's Health

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- Bay Area Bicycle Law
- Best Buddies Challenge
- City of Cupertino
- City of Palo Alto
- Grosvenor Americas
- Santa Clara Valley Water District
- Specialized Bicycle Components
- Stanford Research Park Transportation
- Summit Bicycles, Inc.
- Town of Los Gatos



BAY AREA 25TH YEAR BIKE TO WORK DAY MAY 9, 2019

- **Commit to Commute!**
- **Join the biggest bicycle event in the Bay Area.**
- **Bicycle events happen all month!**

SILICON VALLEY
BICYCLE
COALITION



Bike to Work with VTA

On Thursday, May 9th over 100 Energizer Stations will be cheering you on throughout Silicon Valley. Join the fun!

bayareabiketowork.com

 @BikeSiliconValley

 @BikeSV

Post your Bike to Work Day pictures! #BTWD

ALAMEDA CONTRA COSTA SAN MATEO SANTA CLARA SONOMA NAPA MARIN SOLANO SAN FRANCISCO



METROPOLITAN
TRANSPORTATION
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Alaska
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RESEARCH

WALKUP, MELODIA,
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MATERIALS

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- Stanford Research Park Transportation
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- Town of Los Gatos





Sunnyvale

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.

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Event Name:	Holiday Tree Lighting
Date(s)/Time(s) of Event:	December 7, 2019
Sponsoring Organization(s):	Sunnyvale Downtown Association
Grant Amount Requesting from the City of Sunnyvale:	\$ 4500

(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:	Michael Johnson
Title:	Executive Director
Organization:	Sunnyvale Downtown Association
Email:	
Mailing Address:	

Event Details

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

This will be the 20th year of the Holiday Tree Lighting celebration. The Holiday Tree Lighting Celebration brings together the residents of Sunnyvale regardless of religious affiliation to commence the holiday festivities, starting with the lighting of the Holiday Tree by the city's Mayor. After the tree has been lit, Santa Clause makes his entrance to sirens and lights aboard a Firetruck, to the delight of children of all ages. He then take pictures with the city's children underneath the freshly lit tree. The event will take place on South Murphy Avenue. Other Event Components Include:

1. Official lighting of the Holiday Tree
2. Santa's arrival
3. Live music and carolers from various local high schools

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

We have held this event for the past 20 years. It takes place the first Saturday of December on South Murphy Avenue.

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

We encourage participation from our community by hosting the choirs and bands from various local schools such as, Columbia Middle School, Fremont and Homestead high schools. These organization bring their own entourage of faculty and family for a festive family event. We also have volunteer groups that perform, include the Sunnyvale Girl Scouts, and local dance company, DANCE ATTACK! 100% of performance groups donate/volunteer their time to our celebration. With the additional perk of pictures with Santa under the tree we welcome our community to come celebrate with us.

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

Although we never take an event for granted, this event will require the same level of detailed planning and production that all of our events receive. From set up to tear down every job has been staged, scripted, and staffed. Volunteers return each year because they enjoy the events themselves and want to continue to be part of the magic. Fortunately between our staff and our volunteers we have demonstrated over 25 years of experience in delivering fun community events. Our goal is to exceed expectations at every corner!

Marketing & Promotion

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

This event invites the entire community to Downtown Sunnyvale. The events is meant for all religious denomination, anyone wishing to "ring in" the holiday season in a fun, community friendly way. It is an opportunity for some folks who have not been exposed to some of our American traditions to join there new friends and neighbors in a non-threatening environment.

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

We expect to have 800+ people attend this event if weather permits. Because it is an outdoor event the attendance can be affected by rain or stormy conditions.

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.

There will be posters and postcards distributed throughout the city of Sunnyvale at high foot traffic locations. Our website www.sunnyvaledowntown.com will have updates and reminders as well as other social media

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.

The Sunnyvale Downtown Association (SDA) is a non-profit , membership based organization whose mission is to promote, advocate, and enhance the vitality of Downtown Sunnyvale. The association is funded by the business improvement district fees, sponsorships, city funds, and revenue producing events. The SDA serves as the voice for downtown by advocating for policies, programs, and events that support the economic growth of the Downtown core. SDA performs as the marketing arm and ambassador for the Downtown Sunnyvale area by producing broad-appeal events that supplement the individual marketing efforts of it's membership; events that the members would likely not be able to produce on their own. This cooperation brings vital attention and community engagement to the SDA membership.

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?

The SDA staff has years of experience in both event production and small business ownership. The staff has created an event matrix that we now use for all our events. The matrix is made up of three components: an event time-line, a detailed budget, and a staff task grid that identifies all of the job tasks needed to produce a safe and successful event. To ensure future success we reconvene key event personnel for a post event analysis and discussion of ways to improve the event for the following year's success.

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?

This event provides a lot of entertainment but generates no revenue. It relies on city of Sunnyvale grants, city funds, and community sponsorships. This is one of two events that the SDA does as a give-back to the community. We encourage the city to continue to support these type of event that do not generate revenue.

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.

Our goal is to provide such a successful event that corporate sponsors will be more than willing to take on the financial support the events require. It is our hope that even if the current sponsor should withdraw their support others will see the value and benefits of "truly free" community events and being part of them in the future.

Holiday Tree

Holiday Tree Lighting 2018/2019

		Notes & Comments
EXPENSES		
City Services		
Banners		
El Camino & Wolfe Roads	\$ 400.00	
Permits	\$ 250.00	
Subtotal - City Services	\$ 650.00	
Equipment Rentals & Purchases		
Tree	\$ 4,500.00	
Subtotal - Equipment Rentals	\$ 4,500.00	
Marketing & Advertising		
Banner	\$ 2,200.00	
Subtotal - Marketing & Advertising	\$ 2,200.00	
Subcontractors		
Dumpsters/Recycling	\$ 100.00	
Event Coordinator	\$ 700.00	
Volunteer Coordinators	\$ 100.00	
Set up & clean up	\$ 300.00	
Stage set up	\$ 350.00	
Subtotal - Subcontractors	\$ 1,550.00	
Insurance	\$ 400.00	
Subtotal - Other	\$ 400.00	
TOTAL EXPENSES	\$ 9,300.00	
REVENUE		
CONTRIBUTED INCOME		
Grants		
City/Government		
Subtotal - Grants		
Space Rentals - Host Locations/Vendors (20)		
Subtotal - Space Rentals		
Sponsorships		
Sponsors	\$ 12,000.00	
Subtotal - Sponsorships	\$ 12,000.00	
TOTAL REVENUE	\$ 12,000.00	
NET PROFIT / LOSS	\$ 2,700.00	



Sunnyvale

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.

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Event Name:	Jazz and Beyond
Date(s)/Time(s) of Event:	Saturdays July 6 - August 24
Sponsoring Organization(s):	Sunnyvale Downtown Association
Grant Amount Requesting from the City of Sunnyvale:	\$ 5000

(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:	Michael Johnson
Title:	Executive Director
Organization:	Sunnyvale Downtown Association
Email:	
Mailing Address:	

Event Details

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

The Jazz and Beyond event series is a LIVE, outside, music-dancing, and food experience. These events feature eight of the top bands in the bay area. A different headliner each weekend. The unique format is designed to bring our families out of their homes and into the community. Live music is celebrated in rich cultural areas worldwide. These events provide a wonderful enrichment opportunity for the community as well as reintroduce them to the 20 or so restaurants in the historical Murphy Ave complex. The events further encourage these businesses to welcome this boost in traffic with first rate service, even with "special event only" menus, drinks, or other tactics to ingratiate the event goers.

Most of the excellent Pubs and eating establishments in the Historic Murphy Ave. District have their own calendars of events with which they promote their businesses, such as bands, parties, etc. This is the most cost effective way to increase the local networks of fans that already support the businesses year round. There is no doubt that the Jazz and Beyond event series brings an exciting energy to the streets of our vibrant community. Each year the crowds are larger and more diverse.

The layout is well established as a center stage placed on the north side of Murphy Ave, with 20 large tables are distributed evenly to either side of the stage. The center stage area is reserved for dancing and experiencing the music up close. The increasing attendance to the series requires an additional 10 tables that we will be including in this years business plan.

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

The Jazz and Beyond Series will celebrate it's 10th year in 2019.

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?

All thriving communities in the Bay Area have civic calendars. They cover everything from extra-trash pick-up days, to rerouting of traffic to accommodate construction projects. However, very few of the events become traditions of significance to community members. Most people can tell you when the next city counsel meeting is but they can tell you when their town's Art and Wine Fairs, and Live music performances happen. The Jazz and Beyond series is one of the important community unifiers that people remember. We often get feedback on the series from the attendees. Many attendees report "they remember the first one, or wow this has gotten big, or remember that time when saw so and so here?" Jazz and Beyond is connecting several generation of our community. Some just moving here with young families, others have been part of the community for decades. And, lets not forget the young singles and the energy they bring to outdoor music events.

The variety of music presented by Jazz and Beyond; jazz, blues, funk, soul, and other styles helps bridge the gaps of time. Attendees connect with music they may have never heard before or maybe only on the radio. Younger folks connecting with older folks over the individual experience of live music and dancing is a wonderful thing to see at these events. With almost a decade under it's belt, Jazz and Beyond belongs to the people of Sunnyvale and they share it with pride by bringing their friends and families to these shows. Some come from out of town, and some come from out of the country. Live music has a universal way of connecting people from all walks of life.

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

Our team brings many years of success in producing community events. Even our volunteers contribute their expertise and they help the management staff fulfill the event. Security will be on hand to provide support to the attendees. The Community Service Officers will provide traffic management support. The restaurants have all agreed to allow bathroom access to all well-behaved attendees thus eliminating the need for Porta-Potties.

Marketing & Promotion

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

The geographic center of the series is the historic Murphy Ave district because the venue is significant to the surrounding communities. Many people considered it the heart Sunnyvale. Murphy Ave is home to some 20 restaurants and bars as well as other businesses that draw their livelihoods from the surrounding communities. The venue is large, open and festive by nature. The Jazz and Beyond series give our families an additional reason to visit the heart of our great city; besides the famous eating and drinking establishments. Just as Murphy Ave has always provided memorable experiences; Jazz and Beyond has recently become part of the memories associated with the city of Sunnyvale over the last decade.

There is no specific audience for the series. All ages and economic backgrounds are invited. Everyone who has experienced live music, whether that be an opera with full orchestra or a guy playing a guitar to his dog on the train platform knows it feels and sounds so much better in person. This universal experience is what the series is about.

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

Over the history of Jazz and Beyond, the attendance has varied from 400-600 people each event. These are based on informal head counts. The venue can accommodate considerably more attendees. With successful promotion these events should only grow into the future.

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.

There will be 250 posters and 10,000 entertainment lineup schedules distributed throughout the city of Sunnyvale at high foot traffic locations.

We will have a banner placed at El Camino and Wolf.

Our website, www.sunnyvaledowntown.com will have updates and reminders.

We will promote the series on social media with a calendar event page on Facebook, as well as posts with updates and reminders on Instagram and Twitter.

Our staff will promote the series with the business owners and managers surrounding the historic Murphy Ave district, who will in turn promote the events in cooperation with their individual marketing plans. This increases event tie-ins, specials, promotions, swag, etc.

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.

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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?

The SDA staff has years of experience in both event production and small business ownership. The staff has created an event matrix that we now use for all our events. The matrix is made up of three components: an event timeline, a detailed budget, and a staff task grid that identifies all of the jobs needed to produce a safe and successful event. To ensure future success we reconvene key event personnel for a post event analysis and discussion of ways to improve the event for the following year's success.

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?

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

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.

Each year our sponsorship profile changes as the face to the Downtown changes. They currently make up the largest support we received, second only to our sales revenue from the series. We not only request grants from the city but also reach out to local companies to sponsor our events. By hosting successful and well attended events we gain credibility with our sponsors making them more than eager to support our events in the future. Because we are completely non-profit all of the money we make from the event will be reinvested into next years events. Our events attendance has been growing in size each year, which will allow us to eventually be able to host the events entirely from sponsorships and event earnings alone.

Jazz and Beyond 2019/2020**EXPENSES**

City Services	
Banners	
El Camino & Wolfe Roads	\$ 400.00
Permits	\$ 1,000.00
Subtotal - City Services	\$ 1,400.00
County Services	
Permits	
ABC	\$ 150.00
Health	
Subtotal - County Services	\$ 150.00
Entertainment & Hospitality	
Bands	\$ 5,500.00
Costs of Goods Sold (beverages)	\$ 3,000.00
Subtotal - Entertainment	\$ 8,500.00
Equipment Rentals & Purchases	
Booths, Tables, Chairs & Linen	\$ 3,600.00
Supplies, wrist bands, cups, etc.	\$ 3,000.00
Subtotal - Equipment Rentals	\$ 6,600.00
Marketing & Advertising	\$ 2,500.00
Subtotal - Marketing & Advertising	\$ 2,500.00
Subcontractors	
Dumpsters/Recycling	\$ 300.00
Security	\$ 2,000.00
Staff/Production Crew	
Event Coordinator	\$ 2,400.00
Volunteer Coordinators	\$ 1,600.00
Set up & clean up	\$ 2,600.00
Subtotal - Subcontractors	\$ 8,900.00
Other	
Insurance	\$ 1,500.00
Subtotal - Other	\$ 1,500.00

TOTAL EXPENSES	\$ 29,550.00
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REVENUE**CONTRIBUTED INCOME**

Grants	
--------	--

City/Government	\$ 3,000.00
Subtotal - Grants	\$ 3,000.00
Subtotal	\$ 21,000.00
Sponsorships	
Sponsors	\$ 10,000.00
Hosting Locations	
Subtotal - Sponsorships	\$ 10,000.00
Beverage Sales	
Drinks	\$ 18,000.00
Subtotal - Sponsorships	\$ 18,000.00
Additional Income	
Subtotal - Additional Income	
TOTAL REVENUE	\$ 34,000.00
NET PROFIT / LOSS	\$ 4,450.00



Sunnyvale

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:	Summer Series
Date(s)/Time(s) of Event:	Wednesdays June 12 - August 28
Sponsoring Organization(s):	Sunnyvale Downtown Association
Grant Amount Requesting from the City of Sunnyvale:	\$ 5000

(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:	Michael Johnson
Title:	Executive Director
Organization:	Sunnyvale Downtown Association
Email:	
Mailing Address:	

Event Details

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

The Sunnyvale Music Series + Market has been a tradition in Sunnyvale. There are three aspects to this event making it appealing to lovers of music, food, and arts & crafts in the South Bay. This event brings the community together by hosting a live music show as well as providing local vendors and restaurants with a place to showcase their offerings to the community. Although this event takes place on a Wednesday evening it has amazing attendance. Series highlights include:

- Live music
- Local Business Booths
- Fruit and Vegetable Booths
- Arts and Crafts Booths
- Ballon Twisters
- Independent Food Booths and more

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

Yes. We have held this event for the past 20 years. It takes place on Washington & Murphy Ave, Plaza Del Sol and we plan to expand into the Redwood Square.

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

The promise of excellent live music it catches the communities attention on the warm evenings of Summer, providing a destination for entertainment to be on a Wednesday evening. Once there, people can indulge in various types of activities. Hosted in downtown, the local restaurants and business can easily show case their offerings. We also host various booths of arts and crafts, fresh produce and food making. It's appealing to just about anyone because it is a free outdoor event. It gives people in the community the chance to unite and connect.

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

Although we never take an event for granted, this event will require the same level of detailed planning and production that all of our events receive. From set up to tear down every job has been staged, scripted, and staffed. Volunteers return each year because they enjoy the events themselves and want to continue to be part of the magic. Fortunately between our staff and our volunteers we have demonstrated over 25 years of experience in delivering fun community events. Our goal is to exceed expectations at every corner!

Marketing & Promotion

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

This event is targeted to the entire city of Sunnyvale. We purposely target the local community due to the size limitation of the street. But anyone is welcomed to come.

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

We expect 2,000 people per week for each of the 11 weeks the event takes place. This is based on past years attendance.

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.

There will be 250 posters and 10,000 entertainment line up schedules distributed throughout the city of Sunnyvale at high foot traffic locations. We will also have a banner placed at El Camino and Wolf. Our website www.sunnyvaledowntown.com will have updates and reminders. This year we will amp up the amount of promotion we do through social medias with a calendar event page on Facebook, as well as posts with updates and reminders on Instagram and Twitter.

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.

The Sunnyvale Downtown Association is a non-profit membership based organization whose mission is to promote, advocate and enhance the vitality of Downtown Sunnyvale. The association is funded by, the business improvement district fees, sponsorships, revenue producing events and city funds. THE SDA serves as the voice for downtown by: Advocating for policies, programs and events that support the economic growth of the downtown core, Acting as the marketing arm and ambassador for the Downtown area, Producing events that benefit both the community and downtown businesses, Promoting downtown as a premier venue to encourage other groups to produce events, further supporting the economic growth and attention being brought into the city of Sunnyvale.

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?

The SDA staff has years of experience in both event production and small business ownership. The staff has created an event matrix that we now use for all of our events. The matrix is made up of three components: an event timeline, a detailed event budget and a staff/task grid that identifies all of the jobs/tasks needed to produce a safe and successful event. To ensure future success we reconvene key event personnel for a post-event analysis and discuss ways we may improve the event for the following year. success.

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?

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

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.

Each year our sponsorship profile changes as the face to the Downtown changes. They currently make up the largest support we received, second only to our sales revenue from the series. We not only request grants from the city but also reach out to local companies to sponsor our events. By hosting successful and well attended events we gain credibility with our sponsors making them more than eager to support our events in the future. Because we are completely non-profit all of the money we make from the event will be reinvested into next years events. Our events attendance has been growing in size each year, which will allow us to eventually be able to host the events entirely from sponsorships and event earnings alone.

Summer Series 2019/2020

	Forecast	Notes & Comments
EXPENSES		
City Services		
Banners		
El Camino & Wolfe Roads		
Permits	\$ 2,500.00	
Fire Inspection		
Police	\$ 11,000.00	
Subtotal - City Services	\$ 13,500.00	
County Services		
Permits		
ABC	\$ 1,200.00	
Health		
Subtotal - County Services	\$ 1,200.00	
Entertainment & Hospitality		
Bands & Entertainment	\$ 8,000.00	
Costs of Goods Sold (beverages)	\$ 6,000.00	
Subtotal - Entertainment	\$ 14,000.00	
Equipment Rentals & Purchases		
Booths, Tables & Chairs	\$ 3,000.00	
Porta-Potty	\$ 600.00	
Staging & Lights	\$ 8,000.00	
Event Equipment Supplies	\$ 1,500.00	
Subtotal - Equipment / Rentals	\$ 13,100.00	
Marketing & Advertising	\$ 4,000.00	
Subtotal - Marketing & Advertising	\$ 4,000.00	
Subcontractors		
Dumpsters/Recycling	\$ 600.00	
Security	\$ 3,000.00	
Staff/Production Crew		
Event Coordinator	\$ 3,000.00	
Volunteer & Event Coordinators	\$ 11,000.00	
Set up & clean up	\$ 4,000.00	
Subtotal - Subcontractors	\$ 21,600.00	
Other		
Insurance	\$ 1,500.00	
Subtotal - Other	\$ 1,500.00	
TOTAL EXPENSES	\$ 68,900.00	
REVENUE		
CONTRIBUTED INCOME		

Grants		
City/Government	\$ 1,000.00	
Subtotal - Grants	\$ 1,000.00	
Vendors	\$ 7,000.00	
Food & beverage	\$ 35,000.00	
Subtotal - Space Rentals	\$ 43,000.00	
Sponsorships		
Sponsors	\$ 26,000.00	Goggle CityLine
Subtotal - Sponsorships	\$ 26,000.00	
Beverage Sales		
Drinks		
Subtotal - Sponsorships		
Additional Income		
Subtotal - Additional Income		
TOTAL REVENUE	\$ 70,000.00	
NET PROFIT / LOSS	\$ 1,100.00	



Sunnyvale

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Fiscal Year 2019/20

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Event Name:	VUDU Movie Nights
Date(s)/Time(s) of Event:	Saturdays September 7th-28th
Sponsoring Organization(s):	Sunnyvale Downtown Association
Grant Amount Requesting from the City of Sunnyvale:	\$ 4500

(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:	Michael Johnson
Title:	Executive Director
Organization:	Sunnyvale Downtown Association
Email:	
Mailing Address:	

Event Details

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

Movie night is a partnership between VUDU tv and movies, and the Sunnyvale Downtown Association. It is one of two events that we produce that is totally free to the community. By partnering with VUDU we are able to show recently released popular movies to our attendees at no charge. This then provides another opportunity for locals to come to downtown and socialize in a safe family friendly environment.

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

We have held this event for the past 2 years. This will be the third consecutive year for the event.

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

This is targeted at families with children who want the enrichment that social events like this can provide. It is an opportunity to interact with others, both adults and children that may not go to they're schools or live on their street. It's a way of extending the connection between our community members.

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

Although we never take an event for granted, this event will require the same level of detailed planning and production that all of our events receive. From set up to tear down every job has been staged, scripted, and staffed. Volunteers return each year because they enjoy the events themselves and want to continue to be giving back experience. Fortunately between our staff and our volunteers we have demonstrated over 25 years of experience in delivering fun community events. Our goal is to exceed expectations at every corner!

Marketing & Promotion

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

This event is two hours of free “PG13” entertainment for the whole family. It's proximity to restaurants and other businesses downtown help to make it easy to attend. And the opportunity for kids to be kids in a non-traditional setting provide chances for new and enriching friendships to kindle. Adults enjoy meeting each other as much as the children do.

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

We expect to have 300 - 400 people attend each showing if weather permits.

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.

There will be posters and postcards distributed throughout the city of Sunnyvale at high foot traffic locations. Our website www.sunnyvaledowntown.com will have updates and reminders as well as other social media.

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.

The Sunnyvale Downtown Association (SDA) is a non-profit , membership based organization whose mission is to promote, advocate, and enhance the vitality of Downtown Sunnyvale. The association is funded by the business improvement district fees, sponsorships, city funds, and revenue producing events. The SDA serves as the voice for downtown by advocating for policies, programs, and events that support the economic growth of the Downtown core. SDA performs as the marketing arm and ambassador for the Downtown Sunnyvale area by producing broad-appeal events that supplement the individual marketing efforts of it's membership; events that the members would likely not be able to produce on their own. This cooperation brings vital attention and community engagement to the SDA membership.

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?

The SDA staff has years of experience in both event production and small business ownership. The staff has created an event matrix that we now use for all our events. The matrix is made up of three components: an event timeline, a detailed budget, and a staff task grid that identifies all of the job tasks needed to produce a safe and successful event. To ensure future success we reconvene key event personnel for a post event analysis and discussion of ways to improve the event for the following year's success.

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?

This event provides a lot of entertainment but generates no revenue. It relies on VUDU's corporate sponsorship, city grants, city funds, and community sponsorships. This is one of two events that the SDA does as a give-back to the community. We encourage the city to continue to support these type of event that do not generate revenue.

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.

Our goal is to provide such a successful event that corporate sponsors will be more than willing to take on the financial support the events require. It is our hope that even if the current sponsor should withdraw their support others will see the value and benefits of "truly free" community events and being part of them in the future.

Movie Night

Movie Nights 2019/2020

Movie Nights 2019/2020		Notes & Comments
EXPENSES		
City Services		
El Camino & Wolfe Roads		
Permits	\$ 1,000.00	
Subtotal - City Services	\$ 1,000.00	
Equipment Rentals & Purchases		
Movies	\$ 2,600.00	
Porta-Potty	\$ 2,100.00	
Subtotal - Equipment Rentals	\$ 4,700.00	
Marketing & Advertising	\$ 800.00	
Subtotal - Marketing & Advertising	\$ 800.00	
Subcontractors		
Dumpsters/Recycling	\$ 200.00	
Security	\$ 500.00	
Event Coordinator	\$ 700.00	
Volunteer Coordinators	\$ 400.00	
Set up & clean up	\$ 1,200.00	
Subtotal - Subcontractors	\$ 3,000.00	
Other		
Insurance	\$ 500.00	
Subtotal - Other	\$ 500.00	
TOTAL EXPENSES	\$ 10,000.00	
REVENUE		
CONTRIBUTED INCOME		
Grants		
City/Government		
Subtotal - Grants		
Subtotal - Space Rentals		
Sponsorships		
Sponsors	\$ 8,000.00	
Hosting Locations		
Subtotal - Sponsorships	\$ 8,000.00	
TOTAL REVENUE	\$ 8,000.00	
NET PROFIT / LOSS	\$ (2,000.00)	



Sunnyvale

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Event Name:	The Magic of Sunnyvale
Date(s)/Time(s) of Event:	May 11, 2019
Sponsoring Organization(s):	Sunnyvale Downtown Association
Grant Amount Requesting from the City of Sunnyvale:	\$ 4000

(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:	Michael Johnson
Title:	Executive Director
Organization:	Sunnyvale Downtown Association
Email:	
Mailing Address:	

Event Details

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

This is the 9th year we will be hosting the Magic of Sunnyvale. During the Magic of Sunnyvale consist of two events happening simultaneously, Magic of Sunnyvale, which is one of the largest outdoor assemblies of magicians in Northern California, and the Wine Stroll which is selection of 20+ wine vendors who set up tasting booths at different locations throughout downtown Sunnyvale. The Magic of Sunnyvale is free to the public. Up to 20 magicians are distributed around downtown at strategic locations, some may be in a fixed location while others are incognito walking as though they are shopping and surprising people with their tricks. The past three years have exceed our attendance expectations and we strongly believe that it will continue to grow. We also now offer the ability to buy tickets to our wine stroll online which makes it a lot more accessible to our ever-growing community of tech oriented residents.

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

This event has been held annually since 2010. It takes place all throughout downtown Sunnyvale with magicians dispersed on various downtown streets.

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?

Many cities have wine strolls but not all can say they include magic. Magic performances are so enthralling to youths and adults alike, and so infrequently encountered by the average person. This event has the potential to form lifetime memories for our attendees. Downtown Sunnyvale will be associated with those memories. The food, the wine, the magic... will keep just about everyone entertained. The magician's performances are free, up-close and personal to the public. The advantage of taking place outside leave attendees free to wander in a casual setting throughout the downtown environs. This has the added benefit of helping them to discover new stores, restaurants, and shops.

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

Although we never take an event for granted, this event will require the same level of detailed planning and production that all of our events receive. From set up to tear down every job has been staged, scripted, and staffed. Volunteers return each year because they enjoy the events themselves and want to continue to be part of the magic. Fortunately between our staff and our volunteers we have demonstrated over 25 years of experience in delivering fun community events. Our goal is to exceed expectations at every corner!

Marketing & Promotion

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

There's something for the whole family at Magic of Sunnyvale and the Wine Stroll. Magic of Sunnyvale can hold the attention of all ages, while the wine stroll is aimed at the adult crowd looking for a reason to socialize with friends and coworkers. Adults of many decades attend in groups of varying sizes. Some supporters attend because their companies support the event through internal communications and word of mouth. Many couples have shared that they have attended every year since the Magic has been produced.

Whether you consider yourself a connoisseur or you're just interested in trying new wines most attendees learn more about Magic and wine than they knew before the event. The event is open to everyone in the south bay because the event is promoted online and tickets may be bought online in advance, as well. An event page has been created and promoted on social media,

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

Because it is a free event it is hard to determine actual attendance but based on past event attendance between 600-1000 people can be expected. We also now promote the event through social media so it can be assumed that it will have a higher attendance than previous years.

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.

There will be 250 posters, and 5,000 entertainment line-up schedules distributed throughout the city of Sunnyvale at high foot traffic locations. We will also have a banner placed at El Camino and Wolf. Our website www.sunnyvaledowntown.com will have updates and reminders on the events page. This year we will increase our presence on social media with site-specific messages. This includes Facebook, Twitter, and YouTube. Over the past few years we've added new conveniences that are aimed at making it easier for the tech savvy guest to attend the event. Eventbrite helps with pre-sales before the day of the event and makes the process easier. We also have the latest payment processing systems for the day of the event, i.e., ApplePay, Square, and cash.

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.

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Advocating for policies, programs and events that support the economic growth of the downtown core

Acting as the marketing arm and ambassador for the Downtown area,

Producing events that benefit both the community and downtown businesses

Promoting downtown as a premier venue to encourage other groups to produce events

Further supporting the economic growth and attention being brought into the city of Sunnyvale

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?

The SDA staff has years of experience in both event production and small business ownership. The staff has created an event matrix that we now use for all of our events. The matrix is made up of three components: an event timeline, a detailed event budget and a staff/task grid that identifies all of the jobs needed to produce a safe and successful event. To ensure future success we reconvene key event personnel for a post-event analysis and discuss ways we may improve the event for the following year's success.

10. Please attach a detailed budget for your event including:

- Total expenses
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- 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?

Our goal is to raise enough money to pay for the events through sponsorships, host businesses participation, ticket sales, and grants. This grant from the City Of Sunnyvale not only helps us financially offset the cost of this event, but by naming the city as a supporter it lends credibility and leverage to the event and the organization as a whole. While sponsorships in the past have helped us pay the cost of most events, there is no guarantee that this will be the case on any given year. The city grant is important support that we can count on.

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.

Each year our sponsorship profile changes as the face to the Downtown changes. They currently make up the largest support we received, second only to our sales revenue from the series. We not only request grants from the city but also reach out to local companies to sponsor our events. By hosting successful and well attended events we gain credibility with our sponsors making them more than eager to support our events in the future. Because we are completely non-profit all of the money we make from the event will be reinvested into next years events. Our events attendance has been growing in size each year, which will allow us to eventually be able to host the events entirely from sponsorships and event earnings alone.

MAGIC OF SUNNYVALE 2019/2020		Notes & Comments
EXPENSES		
City Services		
Banners		
El Camino & Wolfe Roads	\$ 400.00	
Permits		
Street Closure		
Plaza del Sol Closure		
Building & Electrical		
Fire Inspection		
Police		
Subtotal - City Services	\$ 400.00	
County Services		
Permits		
ABC	\$ 500.00	
Subtotal - County Services	\$ 500.00	
Entertainment & Hospitality		
Magicians	\$ 1,200.00	
Costs of Goods Sold (beverages)		
Tote Bags	\$ 3,200.00	
Wine Glasses	\$ 3,200.00	
Subtotal - Entertainment	\$ 7,600.00	
Equipment Rentals & Purchases		
Subtotal - Equipment Rentals	\$ -	
Marketing & Advertising		
Artwork & Design (poster, ticket, flyer, passport)	\$ 1,400.00	
Flyers/Post Cards (4x6) @ 10k	\$ 700.00	printing cost
Posters (12.25 x 17.25) @ 250		printing cost
Tickets (numbered)	\$ 350.00	printing cost
Banners (el camino & wolfe)	\$ 700.00	
Comps (250 tickets)		20 host locations, volunteers, magicians, etc.
Passport	\$ 400.00	print cost
Print Advertising		
Internet Advertising	\$ 400.00	Google, Facebook Ads
Subtotal - Marketing & Advertising	\$ 3,950.00	
Subcontractors		
Event Coordinator	\$ 700.00	
Asst. Event Coordinator	\$ 300.00	
Set up & clean up	\$ 500.00	
Subtotal - Subcontractors	\$ 1,500.00	
Other		
Misc (balloons, tape, chalk, rope etc.)	\$ 150.00	balloons
Subtotal - Other	\$ 150.00	
TOTAL EXPENSES	\$ 14,100.00	

REVENUE					
CONTRIBUTED INCOME					
	Grants				
	City/Government		\$ -		FREE EVENT NO REVENUE GENERATED
	Subtotal - Grants		\$ -		
	Space Rentals - Host Locations/Vendors (20)		\$ -		
	Subtotal - Space Rentals		\$ -		
	Sponsorships				
	CoSponsors		\$ 6,000.00		Goggle CityLine
	Hosting Locations		\$ 5,000.00		
	Subtotal - Sponsorships		\$ 11,000.00		
	Ticket & Beverage Sales				
	Drinks		\$ 18,000.00		
	Subtotal - Sponsorships		\$ 18,000.00		
	Additional Income				
	Subtotal - Additional Income		\$ -		
	TOTAL REVENUE		\$ 29,000.00		
	NET PROFIT / LOSS		\$ 14,900.00		



Sunnyvale

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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:	Heritage Park Museum, Anniversary Celebration
Date(s)/Time(s) of Event:	Saturday, September 28, 2019 11:00 am to 4:00 pm
Sponsoring Organization(s):	Sunnyvale Historical Society & Museum Association
Grant Amount Requesting from the City of Sunnyvale:	\$ 3418.00

(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:	Sunnyvale Historical Society & Museum Association
Email:	Info@HeritageParkMuseum.org
Mailing Address:	_____

Event Details

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

The Sunnyvale Heritage Park Museum will celebrate its 10-Year Anniversary with a festive community event for all ages. The museum will present a new entry and dedicate the wrought-iron gates and artifacts displayed along the entryway.

Activities will include:

- Old fashioned games
- 'Finding Gold!' at our gold panning station
- Refreshments will be available from one or two food trucks (Not Confirmed)
- Light jazz music

(Please see page 5 for additional information)

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

No, this is the first time an Anniversary Celebration has been planned. There have been other similar Museum Events with planned activities such as the City Centennial Celebration, Authors Day and the Antique Appraisal Faires.

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

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

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

The event is open to the public, free of charge. A Committee has been formed to address all aspects and details for the Anniversary. The event will be monitored by many experienced volunteers. We will work closely with all divisions of the City to ensure safety for all attendees. A Community Event Application has been submitted and approved.

Marketing & Promotion

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

The event is citywide and ALL residents in the Sunnyvale community and surrounding communities will be invited and encouraged to attend.

6. How many people do you expect to attend your event? How did you arrive at this estimate?
400 – 600 guests are expected during the 5-hour event. The estimate is based on the attendance to previous events the Association has hosted and outreach by the museum and different clubs.

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.

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

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.

(Please see Page 5)

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?

The event budget has been prepared and is based on past experience. The SHS has a 60-year record of excellent financial management, including the success of raising required funds to build both the OHPIE exhibit and the Heritage Park Museum. We have previously hosted the City Centennial Celebration, Author's Day and Antique Faires with sound planning. We do not receive any city, county or state funding. We currently operate the museum and all of its classes and activities and remain fiscally sound.

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). SEE PAGE 6 FOR BUDGET INFORMATION.

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

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

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.

Each year there has been an increased awareness of the museum as well as higher numbers of visitors to the Heritage Park Museum. The Sunnyvale Historical Society will continue to build community awareness throughout the year. As new community events are planned and attendance increases, the supporting revenue will increase. As we continue to partner with other Sunnyvale clubs and organizations we will also reach out to their membership to participate and attend Museum Events. We will also continue to grow the museum membership which includes a modest fee for joining.

Thank you for your kind consideration of this request.

Event Details

Question 1

The Sunnyvale Heritage Park Museum will celebrate its 10-Year Anniversary with a festive community event for all ages. The museum will present a new entry and dedicate the wrought-iron gates and artifacts displayed along the entranceway.

Activities will include:

- Old fashioned games
- 'Finding Gold!' at our gold panning station
- Refreshments will be available from one or two food trucks (Not Confirmed)
- Light jazz music
- Docent-led tours
- Upstairs displays, Sunnyvale Timeline of technology growth
- Robotics presentation by the Fremont High School Robotics team

Families, children, young adults and senior citizens will find something of interest.

Also, local activity clubs will be showcasing their collections, demonstrating their craft or sharing information about collecting. (Stamp Club, Postcard Club, Art Club, Coin Club) The event will take place in the large courtyard of Heritage Park and inside the museum.

Admission is free.

Organization Information

Question 8

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

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

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

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

Our Educational mission will be directed to all ages and will be fulfilled through providing research resources and supporting dynamic programs for public enrichment and publishing. Extensive hands-on history classes will be provided free of charge to all local school children.

Our Coordination mission will be fulfilled through collaboration with interested individuals and organizations on heritage preservation concerns at the local, regional state and national levels.

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

The SHS is a non-profit organization with full 501c3 status. It is also a 100% volunteer organization with over 600 members. The museum has opened its doors to over 28,000 visitors since opening in September of 2008. We also provide a 2.5 hour history class to over 1600 third grade students each school year. All programs, events, visitors, tours and classes are open to the public free of charge.

Community Event Grant Funding Budget Worksheet

April 27, 2018 R.2-MC

Event: 2018- Heritage Park Museum, 10-Year Anniversary

	PROMOTION	COST/ DOLLAR	IN-KIND/ ACTUAL	NOTES
	Flyers	—		See Printing
	Invitations	—		See Printing
	Envelopes	—		See Printing
	Postage	\$47.00		
	Posters	—		See Printing
	Paid Advertisements	—		None
	Web Announcements	—		No fee for web announcements
	Artist / Graphic designer fees	\$3,760.00	In Kind	Graphic Design - Print
	Printing / Copying	\$400.00		100 Invitations - 5.5 x 8.5 100 Envelopes
				200 Flyers - 5.5 x 8.5 210 "Save The Date" Cards - 3.5 x 4
				500 Event Posters - 8.5 x 11 (300 will be interted into newsletter)
	Webmaster fee	—		
	Banners	—		
	Program	\$120.00		300 Programs - 5.5 x 8.5
	Resident notifications	—		
	Other (Explain)	—		
	Promotion Total	\$4,327.00		
	EQUIPMENT	COST/ DOLLAR	IN-KIND/ ACTUAL	NOTES
	Stage	—		
	Portable toilets	—		
	Hand-washing Stations	—		
	Tables	\$127.50		
	Chairs	\$112.50		
	Delivery charges	\$40.00		
	Canopies	\$240.00	In Kind	
	Podium / Microphones	\$100.00	In Kind	
	Sound System	\$200.00	In Kind	
	Other (Explain)			
	Equipment Total	\$820.00		

Community Event Grant Funding Budget Worksheet

April 27, 2018 R.2-MC

Event: 2018- Heritage Park Museum, 10-Year Anniversary

	FOOD	COST/ DOLLAR	IN-KIND/ ACTUAL	NOTES
	Food (describe)	\$240.00		Refreshments for Vendors and kitchen volunteers
		No Charge		Food Truck(s) 2 if possible Waiting on decision from City
		\$300.00		Cookies - if Food Truck is not an option
		\$20.00		Popcorn
	Drinks (describe)	\$40.00		Water station only
	Utensils, plates, cups, silverware, napkins	\$138.00		Popcorn bags, cups, napkins All compostable
	Tablecloths	\$110.00	In Kind	
	Barbeque	—		
	Ice	\$40.00		
	Chafing dishes	—		
	Catering fees	—		
	Other (Explain)	—		
	Food Total	\$888.00		
	ENTERTAINMENT	COST/ DOLLAR	IN-KIND/ ACTUAL	NOTES
	Music	\$300.00		Jazz band
	Pioneer Storytelling	\$1,019.00		
	Truck with Old Time Organ	\$100.00		Transportation to event
	Gold Panning	\$25.00		Gold and Sand
	Display Guests	—		Dentist Fremont Robotics
		—		Hendy Ironworks Lace Museum
		—		Watercolor Club (?)
	Rides	—		
	Old Fashioned Games	—		No prizes
	Costumes	—		
	Entertainers	—		
	Other (Explain)	—		
	Entertainment Total	\$1,444.00		

Community Event Grant Funding Budget Worksheet

April 27, 2018 R.2-MC

Event: 2018- Heritage Park Museum, 10-Year Anniversary

	LABOR	COST/ DOLLAR	IN-KIND/ ACTUAL	NOTES
	Organizing / planning staff (List / describe)	—		Volunteers only
	Day-of-event staff	—		Volunteers only
	Requested City Staff / assistance (List / describe)	—		None
	Other (Explain)	—		
	Labor Total	\$0.00		
		—		
	MISCELLANEOUS	COST/ DOLLAR	IN-KIND/ ACTUAL	NOTES
	Event Application Fee	\$122.00		
	Refuse disposal and recycling	—		
	Miscellaneous supplies (name tags, pens, tape, scissors, etc.)	\$150.00		
	Photography / videography	—		
	Security	—		
	Insurance	—		
	Permits	—		
	Facility / park rental	—		
	Janitorial services	\$179.00		
	Decorations: Balloons, flowers, etc.	\$15.00		
	SV Timeline Poster	\$30.00		1 Poster, Printing
	Event Activity and Site Posters	\$120.00		3 Posters, Printing
	Giveaways - Young Writers Contest	\$300.00		10 framed certificates, 10 \$20. Gift Cards, participation acknowledgment letters
	Signage	\$150.00		Printing
	Other (Explain)			
	Miscellaneous Total	\$1,066.00		
	TOTAL EXPENSES Sum of all expenses listed above	\$8,545.00		
	<i>Note: Requested City community event grant funds cannot exceed 40% of this number)</i>			

Community Event Grant Funding Budget Worksheet

April 27, 2018 R.2-MC

Event: 2018- Heritage Park Museum, 10-Year Anniversary

	PROJECTED REVENUE			
	List and quantify any projected revenue	\$0.00		To Come - Possible Event Sponsorship, Donations
	NET COST			
	Total Expenses less Projected Revenue	\$8,545.00		
	Funding Request from City Community Event Grant Program	\$3,418.00		
	(40% of Net Cost)			

Community Event Grant Funding Budget Worksheet

April 27, 2018 R.2-MC

Event: 2018- Heritage Park Museum, 10-Year Anniversary

	VOLUNTEERS			Event is from 10:00 am to 4:00 pm 6 hours
	Volunteer role / Task	Estimated Hours		
	Organizing Committee	216		Committee of 12 / 6 Months / 3 hours each $12 \times 6 \times 3 = 216$
	6 Museum Docents	18		3 Docents x 6 hours
	Photographer	6		
	Floater Volunteers	18		2 hours each x 3 shifts x 3 people each shift $2 \times 3 \times 3 = 18$
	'Mary and Martin Murphy'	12		5 hours x 2
	Scout Helpers	90		15 Scouts x 6 hours
	Marketing	30		10 hours x 3 people
	Piano Playing in the Museum	6		6 hours x 1 person
	Young writers contest	12		4 hours x 3 people to review, get prizes, frames
	Popcorn Sells	12		6 hours x 2 people
	Dentist	6		6 hours x 1 person
	Robotics Team	—		
	Hendy Museum volunteers	—		
	Lace Museum volunteers	—		
	Vintage Sale	24		6 hours x 4 people
	Museum Store	12		6 hours x 2 people
	Total Volunteer Hours	228		
	Multiply by hourly volunteer rate	\$28.46		
	Estimated value of volunteer time	\$6,488.88		



City of Sunnyvale

Agenda Item

19-0108

Agenda Date: 5/14/2019

Discussion of Event Eligibility and Guidelines