



# City of Sunnyvale

## Notice and Agenda

### Community Event and Neighborhood Grant Distribution Subcommittee

---

Tuesday, January 21, 2020

4:00 PM

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

---

#### **CALL TO ORDER**

#### **ROLL CALL**

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

#### **CONSENT CALENDAR**

- 1.a    [20-0056](#)    Approve the Community Event and Neighborhood Grant Distribution Subcommittee Meeting Minutes of May 14, 2019

**Recommendation:** Approve the Community Event and Neighborhood Grant Distribution Subcommittee Meeting Minutes of May 14, 2019 as submitted.

#### **PUBLIC COMMENT**

*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.*

#### **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      [19-1242](#)      Review and Approve the Community Events and  
Neighborhood Grant Program Application Materials for FY  
2020/21 and Authorize Staff to Initiate the Application Process

**Recommendation:** Alternative 1: Approve the Community Events and  
Neighborhood Grant Program application materials for FY  
2020/21 and authorize staff to initiate the application process.

### **ADJOURNMENT**

*Notice to the Public:*

*Agenda information is available by contacting the Office of the City Clerk at (408) 730-7483. Agendas and associated reports are available on the City's website at [sunnyvale.ca.gov](http://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

---

**20-0056**

**Agenda Date:** 1/21/2020

---

**SUBJECT**

Approve the Community Event and Neighborhood Grant Distribution Subcommittee Meeting Minutes of May 14, 2019

**RECOMMENDATION**

Approve the Community Event and Neighborhood Grant Distribution Subcommittee Meeting Minutes of May 14, 2019 as submitted.



# City of Sunnyvale

## Meeting Minutes - Draft 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**

Member Fong called the meeting to order at 4:00 p.m.

### **ROLL CALL**

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

Member Klein arrived at 5:20 p.m.

### **CONSENT CALENDAR**

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

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

**Yes:** 2 - Member Fong  
Member Melton

**No:** 0

**Absent:** 1 - Member Klein

### **ORAL COMMUNICATIONS**

None.

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

- 2      [19-0105](#)      FY 2018/19 Community Events Grant Program and Neighborhood Grant Program Grantee Recap

Director Cynthia Bojorquez provided the Subcommittee with a recap of the FY 2018/19 Community Events and Neighborhood Grant Programs.

Member Melton moved, and Member Fong seconded, approval of the staff recap report as presented. The motion carried by the following vote:

**Yes:** 2 - Member Fong  
Member Melton

**No:** 0

**Absent:** 1 - Member Klein

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

Director Bojorquez provided the staff report and spoke about the three funding scenarios for consideration.

Member Fong opened the item for public hearing:

- Darius Nafar, Bidwellers Group representative, spoke towards Bidweller's various planned events.
- Sabrina Kahn, Cherry Hill and Valley Forge representative, spoke towards ongoing events.
- Valerie Soares, Chair of SNAIL, spoke toward available funds and requested the Subcommittee to increase funds. Ms. Soares also spoke about SNAIL's planned events.

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

\$950    Bidwellers  
\$1,000    Cherry Chase  
\$1,000    Cherry Hill  
\$850    Cumberland South  
\$590    Cumberland West  
\$895    Hazelhead  
\$1,000    Plaza Del Rey

---

\$1,000 Snail  
\$1,000 SunnyArts  
\$700 Traditions of Sunnyvale  
\$575 Valley Forge  
\$650 Wrightmont Corners

\$10,210 Total Awarded

\$2,790 Balance Remaining

Member Melton moved, and Member Fong seconded, approval of the recommendation of scenario 3 as an option for Council. The motion carried by the following vote:

**Yes:** 2 - Member Fong  
Member Melton

**No:** 0

**Absent:** 1 - Member Klein

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

\$600 Bidwellers  
\$1,000 Cherry Chase  
\$1,000 Cherry Hill  
\$850 Cumberland South  
\$590 Cumberland West  
\$800 Hazelhead  
\$700 Plaza Del Rey  
\$1,000 Snail  
\$900 SunnyArts  
\$700 Traditions of Sunnyvale  
\$575 Valley Forge  
\$600 Wrightmont Corners

\$9,315 Total Awarded

---

\$435      Balance Remaining

Member Melton moved, and Member Fong seconded, approval of the recommendation of scenario 2 as an option for Council. The motion carried by the following vote:

**Yes:** 2 -    Member Fong  
                 Member Melton

**No:** 0

**Absent:** 1 -    Member Klein

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

\$200      Bidwellers  
\$1,000    Cherry Chase  
\$800      Cherry Hill  
\$700      Cumberland South  
\$450      Cumberland West  
\$400      Hazelhead  
\$250      Plaza Del Rey  
\$1,000    Snail  
\$500      SunnyArts  
\$500      Traditions of Sunnyvale  
\$450      Valley Forge  
\$250      Wrightmont Corners

\$6,500    Total Awarded

\$0           Balance Remaining

Member Melton moved, and Member Fong seconded, approval of the recommendation of scenario 1 as an option for Council. The motion carried by the following vote:

**Yes:** 2 -    Member Fong  
                 Member Melton

**No:** 0

**Absent:** 1 - Member Klein

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

Director Bojorquez provided staff report and spoke about the three funding scenarios for consideration.

Member Fong opened the item for public hearing:

- Tony Spitaleri, Pet Parade representative, spoke towards their event.
- Mike Johnson, Sunnyvale Downtown Association representative, spoke towards their event.

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

\$2,800	Duo Duo Animal Welfare Project (Pet Parade
\$2,000	SV Bike Coalition
\$16,200	SDA
\$3,000	Historical Museum

\$24,000    Total Awarded

Member Melton moved, and Member Fong seconded, approval of the recommendation of scenario 3 as an option for Council. The motion carried by the following vote:

**Yes:** 3 -    Member Fong  
                 Member Klein  
                 Member Melton

**No:** 0

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.

\$2,500 Duo Duo Animal Welfare Project (Pet Parade  
\$1,250 SV Bike Coalition  
\$12,000 SDA  
\$3,000 Historical Museum

\$18,750 Total Awarded

Member Melton moved, and Member Fong seconded, approval of the recommendation of scenario 2 as an option for Council. The motion carried by the following vote:

**Yes:** 3 - Member Fong  
Member Klein  
Member Melton

**No:** 0

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

\$1,900 Duo Duo Animal Welfare Project (Pet Parade  
\$1,000 SV Bike Coalition  
\$7,600 SDA  
\$3,000 Historical Museum

\$13,500 Total Awarded

Member Melton moved, and Member Fong seconded, approval of the recommendation of scenario 1 as an option for Council. The motion carried by the following vote:

**Yes:** 3 - Member Fong  
Member Klein  
Member Melton

**No:** 0

Subcommittee Members made a motion to continue discussion at the next meeting.

**ADJOURNMENT**

Chair Fong adjourned the meeting at 5:30 p.m.



# City of Sunnyvale

## Agenda Item

---

19-1242

Agenda Date: 1/21/2020

---

### REPORT TO SUBCOMMITTEE

#### **SUBJECT**

Review and Approve the Community Events and Neighborhood Grant Program Application Materials for FY 2020/21 and Authorize Staff to Initiate the Application Process

#### **BACKGROUND**

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

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

The Subcommittee generally meets twice a year. First, to confirm and/or amend the grant allocations process, and again to review the grant application submittals. Based on this review, the Subcommittee develops funding recommendations that are subsequently submitted to the full City Council for final action.

The purpose of this report is to seek Subcommittee approval of the grant application materials for FY 2020/21 and to authorize staff to initiate the application process.

#### **EXISTING POLICY**

##### **Council Policy 7.2.1, Community Engagement - Goals and Policies**

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

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

##### **Council Policy 7.2.18, Special Events**

D. Community Event Program

The City may fund community events through this program.

#### **ENVIRONMENTAL REVIEW**

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

potential significant impact on the environment.

### **DISCUSSION**

To initiate the FY 2020/21 grant process, it is requested that the Subcommittee review the grant application materials and authorize staff to initiate the application process. The grant application materials to review include:

1. FY 2020/21 Grant Allocations Process Timeline (Attachment 1)
2. CEGP Guidelines & Eligibility Criteria (Attachment 2)
3. CEGP Application (Attachment 3)
4. NGP Guidelines & Eligibility Criteria (Attachment 4)
5. NGP Application (Attachment 5)

### **Outreach Plan**

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

- City Website - An announcement and the grant application materials will be available on the City's home page under the "News and Stories" section and on the "City's Grants and Loans" page.
- Social Media - Posts will be made on the City of Sunnyvale, Library and Community Services social media platforms. Announcements will also go to all Sunnyvale residents registered on NextDoor.
- Update Sunnyvale - An announcement about the application launch will be included in the February 2020 edition of Update Sunnyvale.
- Council Announcements - Staff will submit an announcement to be read at the February 4, 2020 City Council meeting.
- Outreach to Past Applicants - Emails will be sent to past grant applicants from the past three fiscal years encouraging them to apply again.
- Media Outreach: Information will be shared with local media channels.
- Targeted Outreach for the CEGP:
  - An announcement and the CEGP application materials will be sent to all special event organizers that have gone through the City's special event permit process in the past three fiscal years.
  - The CEGP application materials will be posted on the Special Event Permits page on the City's website.
- Targeted Outreach for the NGP:
  - The NGP grant application materials will be sent to the active Neighborhood Association leaders' personal email addresses and through the Neighborhood Association Yahoo Group email listserv.
  - NGP application materials will be posted on the Neighborhood Resources page on the City's website.
  - An announcement will be posted on the Sunnyvale Neighborhoods website, an external site managed by community volunteers.
  - Staff will make a brief announcement at the February Neighborhood Association Quarterly Meeting, notifying neighborhood groups that the application cycle will open at the end of the month.

The outreach plan is similar to last year's, with the addition of media outreach. Ethnic media contacts have also been added to the City's distribution list to ensure diverse outreach.

**FISCAL IMPACT**

In FY 2017/18, City Council specified that all future allocations for both grant programs should be in increments of \$250. Funding will be determined by Council during the adoption of the FY 2020/21 Budget.

**PUBLIC CONTACT**

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

**ALTERNATIVES**

1. Approve the CEGP and NGP application materials for FY 2020/21 and authorize staff to initiate the application process.
2. Take other action as determined by the Subcommittee.

**RECOMMENDATION**

Alternative 1: Approve the Community Events and Neighborhood Grant Program application materials for FY 2020/21 and authorize staff to initiate the application process.

Prepared by: Elizabeth Rich, Senior Office Assistant

Reviewed by: Damon Sparacino, Superintendent of Library and Community Services

Reviewed by: Cherise Brandell, Director of Library and Community Services

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager

**ATTACHMENTS**

1. FY 2020/21 Grant Allocations Process Timeline
2. CEGP Guidelines & Eligibility Criteria
3. CEGP Application
4. NGP Guidelines & Eligibility Criteria
5. NGP Application

Community Events and Neighborhood Grant Programs  
FY 2020/21 Grant Allocations Process Timeline

Date	Action
February 24, 2020	Grant application period opens (open for 8 weeks).
April 17, 2020	Grant application period closes.
Early May 2020	Subcommittee reviews grant application submittals and develops funding recommendations to be submitted to the full City Council.
June 2020	Subcommittee presents grant funding recommendations to the full City Council for final action. City Council approves the FY 2020/21 Budget.
July 2020	Staff notifies grant applicants regarding City Council action.



# Community Events Grant Program

## Guidelines & Eligibility Criteria Fiscal Year 2020/21

**Application Deadline: April 17, 2020, by 5 p.m.**

Thank you for your interest in the Community Events Grant Program. Please review the following guidelines and eligibility criteria to determine if your group qualifies. Funding requests will be considered as part of an annual competitive application process. While the City will accept applications through April 17, 2020, by 5 p.m., the exact amount of grant funding available will be determined by City Council when the FY 2020/21 Budget is adopted in June 2020.

### Program Mission

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

### Who Is Eligible to Apply?

- The sponsoring organizations must be nonprofit or not-for-profit. Applicants must attach a copy of nonprofit documentation if the organization has such documentation.
- Funds may be granted to religious organizations if the funds are not used for a religious purpose including for the promotion of any sect, church, creed, or sectarian organization, nor to conduct any religious service or ceremony. This eligibility criterion is an attempt to preserve separation of church and state while still allowing religious organizations to be eligible for grant funds.
- Organizations that are collaborating with the City in co-sponsoring an event are eligible to apply for grant funding, however, grant funds can only be used to defray expenses incurred by the co-sponsoring organization(s) rather than the City.
- Grants will not be awarded to organizations owing a debt to the City.
- Grants will not be awarded to individuals.
- The sponsoring organization must demonstrate the ability to produce a well-planned, safe event and demonstrate strong financial management and effective management controls, including cost-effectiveness.
- It is not the nature of the organization applying for or receiving the grant, but whether the organization will use those grant funds for a valid public purpose. Some factors that may demonstrate the public purpose of a funded program or service include:
  - Whether the proposed project/service compliments or enhances a service that the City also provides
  - When there is an identifiable secondary, or indirect, benefit to the City
  - When the organization provides a service, the City could provide, but chooses not to

## Event Eligibility and Evaluation Guidelines

- All proposed events must:
  - be held within Sunnyvale City limits,
  - be of a citywide nature,
  - demonstrate an ability to draw a crowd of at least 500 people,
  - be free and open to the public, and
  - occur between July 2020 and June 1, 2021.
- Fundraiser events are not eligible for grant funding. A “fundraiser” is defined as any event that solicits funds from attendees either through direct ticket sales or asking for a donation. Furthermore, any subcommittee or sub-organization of the sponsoring organization is barred from asking for funds in the form of raffle tickets, silent auction bids or items of similar intent.
- The event should encourage celebrations of community which focus on the character, diversity and quality of Sunnyvale and provide vitality and identity to the community.
- Higher priority will be given to encouraging new events as well as supporting existing events that have been highly successful in the past, subject to other grant criteria.
- The review team will consider the financial and budgetary capabilities of the sponsoring organization, the extent to which City funds will be leveraged with other funding sources, and the need for City funding. Community event grant funding from the City will represent no more than 40 percent of the total event budget, including the value of in-kind goods and services but excluding the value of volunteer time.
- Grant funding is not intended to be an ongoing funding source for the event. Funding in one year is not a guarantee of future funding. All applications are subject to a fresh review vis-à-vis competing applications each year.

## Application Process and Next Steps

**To apply:** Complete the attached Community Event Grant Program application and submit by April 17, 2020, by 5 p.m. Incomplete applications or ones that are not submitted by the deadline will not be considered during this year’s grant review process.

When submitting the application, applicants must also:

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

**Application Review and Funding Decisions:** A Council subcommittee will review each application. The Council subcommittee may choose to contact the applicant for more information or clarification regarding the details of the application during the review period and/or request an interview with any applicant. Final funding decisions will be made in June 2020 by the full City Council. Grant applicants will be notified, in writing, of final funding decisions in July 2020.



All grant awardees will be required to submit the following to the City of Sunnyvale within 30 days after your event was held and no later than June 15, 2020, whichever comes first:

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

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

Grant recipients may be reimbursed in partial payments for ongoing event expenses, rather than in a single lump-sum after the event. Decision to reimburse in multiple payments will require approval from the City of Sunnyvale and may be justified if recipient incurs significant expenses before the event. If that is the case, grant recipients must invoice the City on an ongoing basis for reimbursement of expenses incurred, up to the grant amount.

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

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

If City staff time is requested (such as public safety officers, etc.), please contact the relevant department to obtain a cost estimate, and include the cost estimate in your proposed budget. Staff participation is contingent upon their consent to participate, regardless of whether the funds are granted.

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

### **Questions and More Information**

For questions or more information, please email: [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or call 408-730-7599.



# Community Events Grant Program Application

Fiscal Year 2020/21

**Application Deadline: April 17, 2020, 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 17, 2020, by 5 p.m., the exact amount of grant funding available will be determined by City Council when the FY 2020/21 budget is adopted in June 2020. Applicants will be notified of award decisions in July 2020.

**Completed applications may be submitted in the following ways:**

*Mail or Drop Off in Person:*

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

*Email:* [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov)

For questions or more information, email: [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or call 408-730-7599.

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

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

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

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

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

## Authorized Representative Information

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

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

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

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

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

## Event Details

1. Please describe your event (you may attach additional details or supporting documentation).
2. Have you held this event before? If so, when and where?
3. How does your event encourage a celebration of community, including the character, diversity and quality of Sunnyvale? How does it provide vitality and identity to the community?
4. What steps are you taking to ensure a well-planned, safe event?

## Marketing & Promotion

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

## Organization Information

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

## Event Budget

9. Please describe what kind of controls you have in place to ensure that your event will be planned cost-effectively, with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?
  
10. Please attach a detailed budget for your event including:
  - Total expenses
  - Anticipated revenue (if applicable)
  - Net cost (total expenses less anticipated revenue)
  - Volunteer assistance (1. List volunteer roles/tasks **and** the number of hours anticipated; 2. Multiply volunteer hours by \$28.46, the California volunteer rate per *IndependentSector.org*)
  - Any expenses you expect to be donated/in-kind (include an estimated dollar value of each donated/in-kind expense in your budget)
  - Funding amount being requested from City of Sunnyvale (cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).
  
11. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?
  
  
  
  
  
  
  
  
  
  
12. Please explain how your organization intends to operate this event in future years without grant assistance from the city. Your explanation should include a goal of sustainability and independence from grant funds within four years or less. Attach additional sheets if needed.



## Neighborhood Grant Program

### Guidelines & Eligibility Criteria Fiscal Year 2020/21

**Application Deadline: April 17, 2020, by 5 p.m.**

Thank you for your interest in the Neighborhood Grant Program. Please review the following guidelines and eligibility criteria to determine if your group qualifies. Funding requests will be considered as part of an annual competitive application process. Neighborhood Grant Program funding will be determined by City Council during the adoption of the FY 2020/21 Budget. If Council approves the funding, each neighborhood group is eligible to apply for and receive a grant of up to \$1,000.

### Program Mission

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

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

### Who Is Eligible to Apply?

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

### Project and/or Event Eligibility

#### **All proposed project and/or events must:**

- Focus on one or more of the following areas:
  1. Increasing communication among neighbors;
  2. Building bridges between cultural groups (including: ethnicity, age, socio-economic, etc.);
  3. Improving the physical condition of the neighborhood; or
  4. Enhancing neighborhood pride and identity.
- Be neighborhood-focused, initiated and supported by residents living in the neighborhood.
- Occur between July 2020 and June 1, 2021.

#### **Projects and/or events that are not eligible include:**

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

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

## Evaluation Guidelines

Grant applications will be evaluated on the criteria listed below:

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

## Application Process and Next Steps

**To apply:** Complete the attached Neighborhood Grant Program application and submit by April 17, 2020 by 5 p.m. Applications not submitted by this deadline or submitted incomplete will not be considered during this year's grant review process.

A Council subcommittee will review each application. The Council subcommittee may choose to contact the applicant for more information or clarification regarding the details of the application during the review period. Final funding decisions will be made in June 2020 by the full City Council. Grant applicants will be notified, in writing, of final funding decisions in July 2020. All grant awardees will be required to submit the following to the City of Sunnyvale within 30 days of the project or event conclusion and no later than June 15, 2021, whichever comes first:

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

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

## Questions and More Information

For questions or more information, please email: [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or call 408-730-7599.



# Neighborhood Grant Program Application

Fiscal Year 2020/21

**Application Deadline: April 17, 2020, 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 2020/21 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 2020.

## Complete applications may be submitted in the following ways:

### *Mail or Drop Off in Person:*

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

Email: [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov)

For questions, email: [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or call 408-730-7599.

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

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

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

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

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

*(Maximum grant amount is \$1,000)*

## Neighborhood Group/Association Background

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



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

## Project Description

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

## Project Plan

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

Activity	Person(s) Responsible	Completion Date (MO/YR)
<i>Example:</i> Create flier/email for barbecue	Jane Smith	08/20
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

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

## Project Team

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

**1. Project Leader** - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2021.

**Project Leader**

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

Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_ ( ) \_\_\_\_\_

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

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

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

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

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

Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_ ( ) \_\_\_\_\_

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

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

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

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

Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_ ( ) \_\_\_\_\_

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

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

## Neighborhood Grant Program

### Project Budget Form Fiscal Year 2020/21

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. **Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2021.**

#### Project Expenses

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

#### Other Sources of Support

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