



Sunnyvale

2022 Community Event and Neighborhood Grant Program (CENGP) Review and Upcoming Grant Cycle

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CENGP Subcommittee Meeting
August 17, 2022



CENGP Agenda

- Review Calendar 2022 Grant Cycle
- Calendar Year 2023 Grant Application Process



CENGP Mission

The mission of the Community Event Grant Program is to:

- ◆ Support and encourage groups to build community and celebrate our unique culture by holding community events in Sunnyvale

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
- ◆ Continue to develop collaborative partnerships between Sunnyvale's neighborhoods and City Hall



CENGP Funding for Calendar Year 2022

Total Funding	\$34,000
Community Events	\$21,000
Neighborhoods	\$13,000



Community Events Funding

Organization	Grant Award	Status
Chamber of Commerce	\$3,000	Completed
San Miguel PTA	\$500	Completed
Self-Help for the Elderly	\$1,000	Fall 2022
Silicon Valley Bicycle Coalition	\$2,000	Completed
South Asian Cultural Assoc. of Sunnyvale	\$3,500	Fall 2022
Sunnyvale Downtown Assoc. (SDA) – Jazz & Beyond	\$3,000	July & August
SDA – Summer Series	\$3,000	Completed
SDA – Wine Stroll	\$1,500	Completed
SDA – Holiday Tree Lighting	\$1,500	Dec. 2022
Sunnyvale Heritage Society & Museum	\$2,000	Fall 2022
Community Events Total	\$21,000	

Neighborhood Grants Funding

Organization	Grant Award	Status
Charles Street Gardens	\$1,150	In Progress
Cherry Chase	\$1,150	In Progress
Cherryhill	\$1,150	In Progress
Cumberland South	\$950	In Progress
Downtown Sunnyvale Heritage District	\$500	Completed
Heritage Association	\$1,250	In Progress
Lakewood Village	\$1,150	In Progress
Murphy Park	\$750	In Progress
Ortega Park	\$1,150	Completed
SNAIL	\$1,150	In Progress
SunnyArts	\$1,150	In Progress
Valley Forge	\$700	In Progress
Wrightmont Corners	\$800	In Progress
Neighborhood Grants Total	\$13,000	

Calendar 2022 Highlights

- 25 Registered Neighborhood Associations (4 new)
- Art and Wine Festival – exceeded attendance projection by 40% (approx. 35,000 – 40,000 attendees)
- San Miguel PTA – doubled free Zumba classes to two per week and annual Multi-Cultural Night had over 300 attendees



Calendar 2022

Highlights (continued)

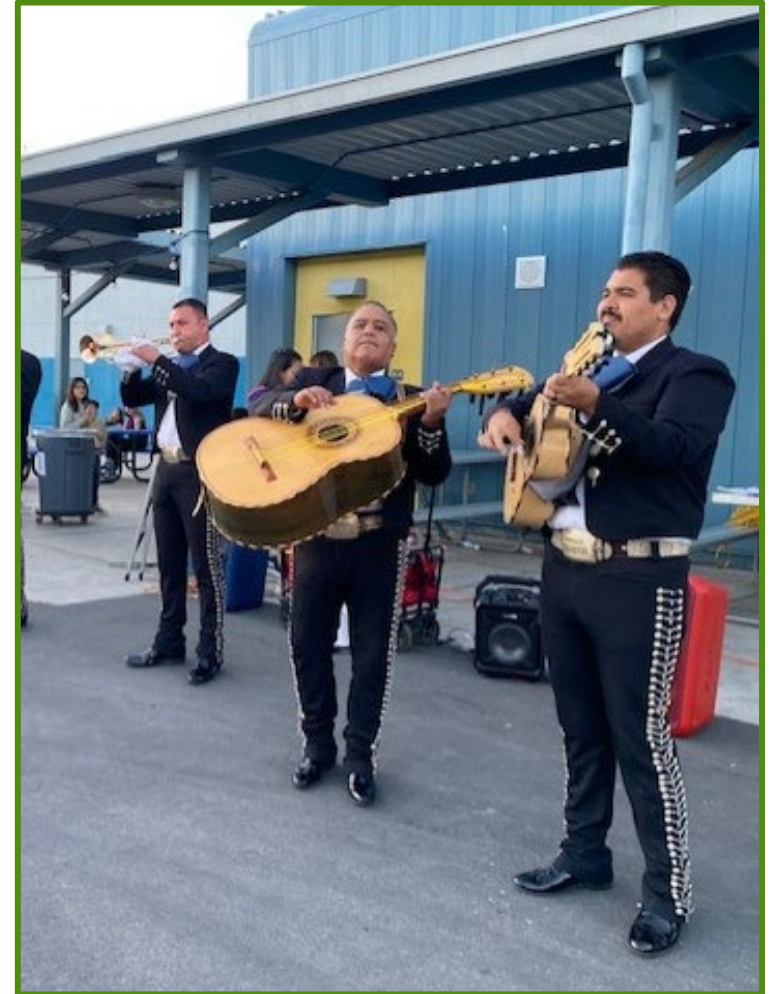


- SDA – Magic of Sunnyvale Wine Stroll paired 15 wineries and businesses and brought in new businesses including Cityline retail
- Bike to Wherever Day – 3,700 registered for event, Sunnyvale Farmer's Market was one of the most popular energizer stations (out of 150)
- "Find Love in Sunnyvale" Scavenger Hunt – 45 residents formally entered the contest, 200+ Instagram posts and dozens on Facebook, helped to create sense of community and spirit

3 Year Recap

Community Event Grants	FY 2020/21 Actual	Calendar Year 2021 Actual	Calendar Year 2022 Actual
Applications Received	6	7	13
Funding Requested	\$27,150	\$144,000	\$79,702
Grants Awarded	\$25,385	\$24,000	\$21,000

Neighborhood Grants	FY 2020/21 Actual	Calendar Year 2021 Actual	Calendar Year 2022 Actual
Applications Received	8	8	15
Funding Requested	\$9,715	\$10,910	\$19,360
Grants Awarded	\$8,615	\$10,000	\$13,000



Feedback from Grantees on Grant Process

Sent a survey to grantees (19) and 7 responded (37%):

Question	Agree	Disagree
1. The overall grant application process was easy to follow and understand	5	2
2. City staff has been accessible and responds within a reasonable time	6	1



Feedback from Grantees on Grant Process

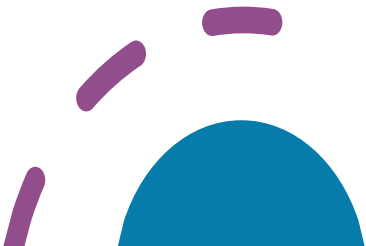
3. Suggestions on how to improve the 2023 grant application process:

- Takes a lot of staff time to provide a full event budget and receipts. Grant amount awarded is not comparable to staff time required to administer grant.
- Widely promote grant opportunities and specifically target community groups.
- Conduct survey and create grants to address community events/needs.
- Difficult to project more than a year out for volunteer-run Neighborhood Associations. Would suggest two funding cycles throughout the year.
- Provide a YouTube video on the whole neighborhood/community event process.



Feedback from Grantees on Grant Process

4. Other feedback/ideas you'll like to share:

- Mailing list for future grant application info.
 - Details on why the funding amount changed so much from \$5K (2021) to \$2K (2022).
 - Please allocate funds independent of grant funding for neighborhood security (for cameras, continued monitoring, signs etc.).
 - A resources page on who to contact for help or questions.
 - Make it shorter!!
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CY 2023 Proposed Program & Application Timeline

- Total Funding Available - \$34,000
- Cycle (9 weeks) - August 22 - October 21



CY 2023 Proposed Updates

- Schedule 2 meetings (virtual & optional) each to answer questions about Community Events & Neighborhood Grants
- Create FAQs from virtual meetings and post on City website
- Require all grant recipients to acknowledge City as funder in all marketing and outreach materials (i.e., fliers, social media, posters, etc.)
- Focus outreach for new Neighborhood Associations (NA) in areas/districts with fewer registered NA
- Add a question in final report requesting feedback on grant program process (application, communication reimbursements, etc.)



Recommendations

- Approve 2023 Community Events and Neighborhood Grant Applications, Guidelines and Updates



Next Steps

- Open grant cycle - August 22nd through October 21st
- Reconvene in December
- Subcommittee recommendations to Council January 2023

