

Community Events Grant Program Applications 2023

**Community Events Grant Program Application
Calendar Year 2023**

Application Deadline: October 21, 2022, by 5 p.m.



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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

For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Event Name: Duo Duo Project 10th Year Anniversary Gala.
Date(s)/Time(s) of Event: Sept, 2023
Sponsoring Organization(s): Duo Duo Project

Grant Amount Requesting from the City of Sunnyvale: \$3,000

(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: Andrea Gung
Title: Executive Director
Organization: Duo Duo Project
Email: [REDACTED]
Mailing Address: [REDACTED]

Event Details

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

It's our 10th anniversary event. We like to celebrate with local donors and volunteers and thank them for their long time support.

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

Yes, similar events.

1) Sept 10, 2022

De Anza Park, Sunnyvale

2) March 2018

Sunnyvale Community Center

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 will bring Sunnyvale dog lovers together for a cause they care. That is to raise awareness of animal cruelty.

Most of our young volunteers are from Sunnyvale high schools. We have quite a few donors from our Sunnyvale community.

Paul Fong, an ex Assemblyman, Sunnyvale resident, is on our board.

This grant would support a Sunnyvale-based nonprofit organization that is involved in animal welfare. Sunnyvale residents will feel proud that their city supports anti-animal cruelty efforts

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

Yes, our event is citywide and opens to the whole neighborhood.

100 people estimated based on prior events.

5. 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 via all our social media channels and through our database.

Organization Information

6. 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 Project's mission is to bring the best of East and West together to fight against cruelty done to animals.

Here is a link to our 990:

<https://www.duoduoproject.org/annual-990-reports>

Event Logistics and Budget

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

We plan to rent a venue either from the City of Sunnyvale or from a venue based in Sunnyvale. We will follow all the guidelines and requirements.

8. Describe controls you have in place to ensure your event will be cost-effective 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.

Proceeds are expected to be transferred to the organizing group using corporate checks for clear accountability.

We will provide a detailed report after the event.

We have done several events with the City of Sunnyvale and have used a few city facilities.

9. 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 \$35.56, 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).

10. 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 would help us meet our goals
And support a Sunnyvale-based nonprofit organization that is involved in animal welfare. Sunnyvale residents will feel proud that their city supports anti-animal cruelty efforts

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Email: ncs@sunnyvale.ca.gov

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Event Name: Sunnyvale Pet Parade and Faire
Date(s)/Time(s) of Event: October/29/2023
Sponsoring Organization(s): Duo Duo Project
Grant Amount Requesting from the City of Sunnyvale: \$4,000

(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: Andrea Gung
Title: Executive Director
Organization: Duo Duo Project
Email: [REDACTED]
Mailing Address: [REDACTED]

Event Details

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

This event is to celebrate pet owners in Sunnyvale and bring community together. Create a small town in a big city environment.

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

Yes.

2019 (Murphy Ave, Sunnyvale)

2020 (Virtual)

2021 (Murphy Ave, Sunnyvale)

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 goal of this event is to bring the community together. We feel that we need an event to have Sunnyvale Residents 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 their 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

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

Citywide and for every one.

We expect to have around 200 people based on our past years records.

5. 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

6. 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 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 to animals and see pets are family and not properties.

Here is a link to our 990s:

<https://www.duoduoproject.org/annual-990-reports>

Event Logistics and Budget

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

The plan is to work with Sunnyvale DPS.

We will also have many of our volunteers present.

8. Describe controls you have in place to ensure your event will be cost-effective 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

9. 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 \$35.56, 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).

10. 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. Our goal is to make the parade an annual event.

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 three very successful Pet Parades; two held In downtown Sunnyvale where parents and their children participated in the Pet Parade, one held virtually. The

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Event Name: Online kickoff for early stage diagnosis of critical illness through skincare

Date(s)/Time(s) of Event: 2/1/2023-5/30/2023

Sponsoring Organization(s): Future Laboratories

Grant Amount Requesting from the City of Sunnyvale: \$ 15000

(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: Elizabeth Howard

Title: Development Director

Organization: Future Laboratories & iUNO

Email: [REDACTED]

Mailing Address: [REDACTED]

Event Details

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

Future Laboratories is working with iUNO to test and manufacture a noninvasive diagnostic which will allow the detection of critical and terminal illness years before symptoms are set in. Our project is led by a woman of color in the STEM BioPhysics and Engineering field. All of the members of our team are people of color and our program is specifically designed to help impoverished people of color, primarily women, who have developed a distrust of the medical community whether it be through a lack of answers for illnesses like endometriosis, or a lack of representation in clinical studies. These issues are faced throughout the world but are exacerbated in the United States due to years of neglect and harmful practice that deny culturally appropriate and respectful means of study.

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

Our work in this project began early in 2022 and we will be hosting our first live event in 2023. Future Laboratories is a leader in events including hosting events for the Naval Surface Warfare Center, Various Department of Defense demonstrations, and the First Responder event Coastal Trident which brings thousands of people to the region for a contest of new technology during an emergency situation mock 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?

Nearly 70% of Santa Clara County is made up of people of color. Though our overall poverty rate is 4%, among people of color there is an over 6% poverty rate and 46% are also uninsured in our community. There are vast dichotomies of affluence in our community among the nearly 2 million residents. By providing resources to impoverished people in our community we are also able to use this as a model for the rest of the United States. Building trust and connection over the next year will not only showcase what can be done to help people in our own backyards, but also how to lead by example in a nation that is currently driven by strife and disproportionate representation of people of color.

iUNO is working to change the way the medical field works with patients. Currently the medical field approaches illness by identifying and treating current symptoms. If an illness has invisible symptoms we currently have no method to identify or treat with preventative care. Furthermore, after years of disenfranchisement and lack of access to medical care, in the United States people of color are often distrustful of medical practice. Between forced testing, lack of representation, lack of access, and lack of cultural knowledge a rift has developed among minority experiences in medicine. Less than 20% of clinical trials aim at, or even include, people of color. Without access to social equity, representation,

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

Citywide

Due to our digital options and connections with various universities, small businesses, community centers, and more we are expecting to reach over 165,000 people over the course of our program.

5. 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.

We want to incorporate the city's local access channel, radio interviews with channels in multiple languages including Spanish, Japanese, and Chinese, podcasts with local and national influencers, live social media events, multilingual advertisements, and advertising in stores, community centers, and health care access places. We want to share our program with senior centers and nursing homes as well, sharing the opportunity with young and old alike. By placing digital advertisements, passing out information at community events and mailing flyers we believe we will have the ability to access thousands.

Organization Information

6. 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.

Future Laboratories is a public-private consortium and resource for technological innovation that fuses civilian companies, academia, and other nontraditional Department of Defense (DoD) partners together to work on the most challenging problems to create technology for social good. Some of our programs include helping students access free robotic STEM education, developing advanced medical technology, and communication programs for first responders. Future Labs is partnering with iUNO to provide an at-home early detection system for invisible illnesses and teach women and people of color leadership development in the STEM field. We are in the Pilot initiative of our skincare, diagnosis program. Our work with topical application is completed and we are advancing different methods of proteomic evaluation.

The entire organization works on a budget of \$350,000 with partners including the Department of Defense, FIRST Robotics, CALFire, the Department of Homeland Security, and many more. Our research team consists of an award winning bioengineer Anu Thubagere our primary investigator, two web and AI developers, Assistant Professor of Engineering Dr. Ashwin Gopinath PhD, and Dr. Ksenia Zlobina PhD

Event Logistics and Budget

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

Our director, Bryan Went, has worked extensively with various technology initiatives including FIRST Robotics, the Naval Defense Jetpack, updating and maintaining the Ventura Tech Bridge, and more. He has overseen multi-million dollar build and design projects through the Economic Development Collaborative, Port Hueneme Naval Surface Warfare Center, and Matter Labs. As the CEO of our partner organization he oversees a budget over \$3 million annually while also maintaining his business advisor objectives through his company Higher Standard Solutions he cofounded with his brother Erick. Higher Standard Solutions provides strategic technologies for companies like SAP.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

Working with government contracts, medical funding, and university accountability, our world class staff and partners are accustomed to creating amazing programs and demonstrations on a shoestring budget while excelling at balancing and presenting return on investment to funders and industry leaders. Though iUNO is a young organization, Future Laboratories and their affiliates Matter Labs and Fathomwerx have been active hosting and planning events for several years. Our work with volunteers, university staff, students, research, and even Fortune 100 companies has taught us so much about

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

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- 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).

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

Currently we are operating with over \$300,000 in in-kind donations from the Department of Defense and university sponsors like UC Berkeley and CalTech for space and equipment. We have also raised nearly \$100,000 in private donations. We are also in process of securing grants with Mission City Fund and applying for additional funding through various SBIRs, grants with local community funds including the Silicon Valley Community Foundation, and more.

Our program is a woman-led, POC led business operation starting in Sunnyvale. Our team is consists of 100% BIPOC and immigrant staff. Our work is aimed at bringing medical information and diagnosis to people of color, who make up less than 5% of all clinical trials and within Silicon Valley alone are 48% uninsured. By providing this

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Event Name: Sunnyvale 2023 Diwali Festival

Date(s)/Time(s) of Event: October 7, 2022

Sponsoring Organization(s): South Asian Cultural Association Of Sunnyvale

Grant Amount Requesting from the City of Sunnyvale: \$ 8000

(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: Indira Patil

Title: President

Organization: South Asian Cultural Association Of Sunnyvale

Email: [REDACTED]

Mailing Address: [REDACTED]

Event Details

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

The event is a celebration of Diwali, "Festival of Lights". It includes:

- * cultural performances like music and dance,
- * Kids Zone activities including coloring, lamp painting, live art demo and magic show,
- * vendors selling South Asian clothes, handicrafts and jewelry
- * food for sale from food trucks and possibly local restaurants

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

This event was held on October 30, 2021 and October 15, 2022. It was held in the Sunnyvale Community Center both times.

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?

South Asian Cultural Association of Sunnyvale (SACAS) was formed to highlight cultural diversity and promote inclusion in the city of Sunnyvale.

Diwali is a festival of lights and one of the major festivals celebrated in India and other South Asian countries.

Diwali symbolizes the spiritual "victory of light over darkness, good over evil, and knowledge over ignorance".

Given the large number of people settled in Sunnyvale of South Asian descent, this celebration promotes camaraderie among this community and solidarity with other cultures and enriches the quality of life for all residents in our community.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

This is an event open to all who wish to attend. There is no specific target audience; the wide range of activities ensures that it is appealing to a broad range of people. Expect 3000+ people to attend; this is rough estimate based on the capacity of the parking lots of Sunnyvale Community center and duration of the event.

5. 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.

The event will be marketed via:

- 1) Meta advertising
- 2) eventbrite and sulekha sites
- 3) printed flyers at local libraries and businesses
- 4) social media postings on Facebook, Nextdoor etc.

Organization Information

6. 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.

South Asian Cultural Association of Sunnyvale (SACAS) was formed to highlight cultural diversity and promote inclusion in the city of Sunnyvale. This is a completely volunteer led organization. The dynamic pool of volunteers and the four board members are the members of this organization; there are no explicit membership requirements. There is no yearly budget; budget is allocated per event.

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Email: ncs@sunnyvale.ca.gov

For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Event Name: Sunnyvale 2023 Holi Festival

Date(s)/Time(s) of Event: March 25, 2023 (tentative)

Sponsoring Organization(s): South Asian Cultural Association Of Sunnyvale

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: Indira Patil

Title: President

Organization: South Asian Cultural Association Of Sunnyvale

Email: [REDACTED]

Mailing Address: [REDACTED]

Event Details

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

The event is a celebration of Holi, "Festival of Colors". It includes:

- * DJ music based dance for all the participants
- * vendors selling South Asian clothes, handicrafts and jewelry
- * food for sale from food trucks and possibly local restaurants
- * participants play with water and organic colors

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

This is the first time the festival will be held.

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?

South Asian Cultural Association of Sunnyvale (SACAS) was formed to highlight cultural diversity and promote inclusion in the city of Sunnyvale.

Holi is a festival of colors and is celebrated to welcome spring. It is also celebrated as a new beginning where people can release all their inhibitions and start fresh. In this spirit, people daub color powders and douse each other with water, creating a playful exchange and lots of fun.

Given the large number of people settled in Sunnyvale of South Asian descent, this celebration promotes camaraderie among this community and solidarity with other cultures and enriches the quality of life for all residents in our community.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

This is an event open to all who wish to attend. There is no specific target audience; the range of activities ensures that it is appealing to a broad range of people. Expect 800+ people to attend; this is rough estimate based on the duration of the event.

5. 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.

The event will be marketed via:

- 1) Meta advertising
- 2) eventbrite and sulekha sites
- 3) printed flyers at local libraries and businesses
- 4) social media postings on Facebook, Nextdoor etc.

Organization Information

6. 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.

South Asian Cultural Association of Sunnyvale (SACAS) was formed to highlight cultural diversity and promote inclusion in the city of Sunnyvale. This is a completely volunteer led organization. The dynamic pool of volunteers and the four board members are the members of this organization; there are no explicit membership requirements. There is no yearly budget; budget is allocated per event.

Event Logistics and Budget

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

We will honor all day-of-event rules and restrictions with respect to garbage, recycling and environment, safety, fire prevention, DPS presence etc. by undergoing inspections, hiring appropriate teams (e.g. to ensure zero-waste) and getting all relevant permits (e.g. Event day and food permit).

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

For both the 2021 and 2022 Diwali events, we were more than adequately funded through grants and sponsorships. The 2021 financial statement will demonstrate this as well. We will ensure the same for this 2023 Holi celebration.

9. 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 \$35.56, 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).

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

We are requesting grant funding from the city to partially support the expenses for Holi 2023 event. The rest of the funding will come from corporate and other sponsorships.

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Event Name: San Miguel Multicultural Night

Date(s)/Time(s) of Event: April 7, 5:30-7:30pm

Sponsoring Organization(s): San Miguel Elementary PTA

Grant Amount Requesting from the City of Sunnyvale: \$1000

(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

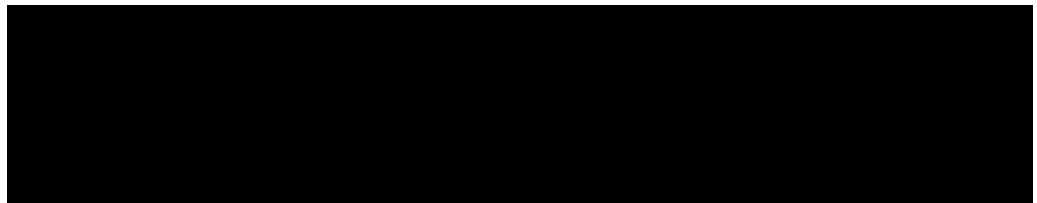
Name: Allison Joe

Title: Financial Secretary & Fundraising Chair

Organization: San Miguel Elementary PTA

Email:

Mailing Address:



Event Details

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

Multicultural Night is an event where the school community comes together to share the cultural heritages of our diverse community. For many this reflects their country of origin, but we also acknowledge that everyone has culture and that culture can include family cultures, regions of the country, and cultures of identity groups one belongs to. Each cultural table is hosted by volunteer parents or staff who will have a poster describing their culture/country, food to taste, and an activity or craft from that culture. There will be music that reflects the diversity of the cultures present and a dance performance or demonstration that highlights one or two cultures.

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

We held our first Multicultural Night in 2019 indoors in the San Miguel multipurpose room with a generous grant from the Cumberland PTA to help get it started. Last year in 2022, was only our second Multicultural Night due to the pandemic school closures of 2020-2021.

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?

Our event celebrates the diversity of the San Miguel community. It's an opportunity to experience culture with all of our senses. Individuals and cultural groups can see each other's whole selves and be seen and better understood by others. It's a chance for parents to share their cultural pride with their children and for the younger generation to better understand their own heritage as well as value other ways of being in the world.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

The event is primarily targeted toward the San Miguel school community but includes extended families, friends, and neighbors from the San Miguel neighborhood. We expect around 400 people to attend based on previous school events and our school census of around 380 students.

5. 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.

The event will be marketed via the school bulletin, San Miguel PTA website, Facebook page, flyers in backpack and around school, What's App groups, PTA meeting prior to event, and word of mouth at school. We will also have Multicultural Night planning meetings in advance of the event when families can sign up, get poster supplies, and start to coordinate planning for their tables.

Organization Information

6. 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 national PTA's mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

The mission of the San Miguel PTA is to support learning and enrichment opportunities for our students while building a strong sense of community with a spirit of friendliness, inclusiveness, and "doing together."

Please see our website: <https://www.sanmiguelpta.org/>

And our Facebook page: <https://www.facebook.com/SanMiguelElementaryPTA>

2022-2023 Budget to Actuals:

https://drive.google.com/file/d/1zuk_nJAcLn1r4Z-wOW3nBUS4GZ0SSXXS/view?usp=sharing

Event Logistics and Budget

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

Since we now do the event outside (post-pandemic), we need more lights to keep the playground safe as it gets dark in the evening, which is why our budget includes standing work lights, flood lights, and party light. We also need a stronger sound system to play music in an outdoor setting. We will have volunteers and school staff present throughout the event. The PTA has a first aid kit for all of our events.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

Per PTA rules, we submit all expenses with receipts and proper documentation for reimbursement. It has to fall within budget and be approved by PTA board members. All checks are signed by two PTA board members. We consistently plan events within or below allocated budget. Our community often supplements needs with in-kind donation.

9. Attached budget for event:

<https://docs.google.com/spreadsheets/d/1sRv8fctBc8ja-l2aay5iW9pxXgLrrAM0agV6R6SfT0/edit?usp=sharing>

9. 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 \$35.56, 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).

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

We have budgeted \$1000 for the event, and \$1000 in in-kind donations of food and cultural activities. We are hoping to obtain grant funding from the city to help cover cost of a dance or live music cultural performance and to pay for extra lighting and sound equipment to improve the safety and meet event needs in an outdoor setting for not only this event, but other PTA and school events that are now all outdoors post-pandemic. As a Title 1 school in Sunnyvale, this grant really helps us serve our community better without having affecting funds raised for much needed field trips, classroom supplies, and scholarships that provide equitable access to extracurricular programs. Our PTA is only 5 years old, so we are still building the infrastructure needed to best serve our community. These school events strengthen our city community as the city funds help build our school community's capacity for events. Thank you for your consideration.

**Community Events Grant Program Application
Calendar Year 2023
Application Deadline: October 21, 2022, by 5 p.m.**



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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

For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Event Name: Holiday Tree Lighting

Date(s)/Time(s) of Event: December 2, 2023 / 5:00PM - 7:30PM

Sponsoring Organization(s): Sunnyvale Downtown Association

Grant Amount Requesting from the City of Sunnyvale: \$2,500.00

(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: Michael Johnson

Title: Executive Director

Organization: Sunnyvale Downtown Association

Email: [REDACTED]

Mailing Address: [REDACTED]

Event Details

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

On the first Saturday of December, the Holiday Tree Lighting Celebration brings together the families and community of Sunnyvale to celebrate the holiday season. The tree is brought to life once lit by the city's Mayor. People have an option to have photos taken at our sponsored photo booth. Photos are also available for electronic distribution. This is a free event open to families, couples and community residence. The event will take place on Historic Murphy Avenue and kicks off the holiday season with an array of lights, photos, performances, and great memories!

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

We have held this event for over the past 20 years. It takes place the first Saturday of December in Sunnyvale Downtown.

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 choirs and bands from various local schools such as, Columbia Middle School, Fremont High School, and Homestead High School. These organizations bring their own entourage of faculty and family for a festive, family event. We also have the local dance company, DANCE ATTACK!, who performs as part of our celebration. We welcome our community to come celebrate and kick off of the holiday season with us.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

Our event is held on Historic Murphy Avenue in Downtown Sunnyvale. It is an opportunity for everyone who is interested to enjoy the festivities with neighbors, family and friends in a fun community celebration. We expect around 300 people to attend this event if the weather permits, based on previous years.

5. 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.org will provide information on our events page. We also share information via our social channels and Eventbrite.

Organization Information

6. 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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The SDA serves as the voice of the downtown by advocating for policies, programs, and events that support the economic growth of the Downtown. The SDA performs as the marketing arm and ambassador for the Downtown and the City of Sunnyvale. We produce broad-appeal events that supplement the individual businesses marketing efforts. This collaboration brings attention and community engagement to the SDA Business Improvement District.

Event Logistics and Budget

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

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. The SDA has demonstrated over 20 years of delivering fun community events. Our goal is to exceed expectations at every corner!

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

To start, this event is a non-income generating event. All proceeds are generated via sponsors, city funds, and community grants. This is a give-back to the community, which strives to bring all community residents together to celebrate the holiday season.

9. 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 \$35.56, 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).

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

These events provide a beverage booth to generate revenue from alcohol sales in addition to city funding, Business Improvement Districts fees, and community sponsorships. We are able to maintain the overall operational costs for these events.

Community sponsorships are never guaranteed. We work to ensure a financially funded events each season.

**Community Events Grant Program Application
Calendar Year 2023
Application Deadline: October 21, 2022, by 5 p.m.**



Thank you for your interest in the Community Events Grant Program. Please make sure you thoroughly review 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.** The City will accept applications through October 21, 2022, by 5 p.m. Applicants will be notified of award decisions in January 2023.

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Mail or Drop Off in Person:

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Attn: Community Services Administration
550 E. Remington Dr., Sunnyvale CA 94087

Email: ncs@sunnyvale.ca.gov

For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Event Name: Jazz & Beyond 2023 *Total of 8 events

Date(s)/Time(s) of Event: July 8th - August 26th 2023 / 5:30 pm - 8:30 pm every Saturday

Sponsoring Organization(s): Sunnyvale Downtown Association

Grant Amount Requesting from the City of Sunnyvale: \$2,500.00

(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: Michael Johnson

Title: Executive Director

Organization: Sunnyvale Downtown Association

Email: [REDACTED]

Mailing Address: [REDACTED]

Event Details

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

The Jazz & Beyond series is a one of a kind, live concert series on Historic Murphy Avenue. This event provides guests with tables and seating, and menus providing food from a variety of our restaurants in addition to serving wines by the bottle, glass, and draft beer. These events feature popular, local jazz bands every Saturday night for 8 weeks. We provide tables and chairs for attendees to be able to order directly from participating restaurants. This allows guests to order from any participating restaurants and have their order delivered to their table.

These events provide a wonderful opportunity to introduce the community to the

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

The Jazz & Beyond series has run for over a decade on Historic 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?

For over a decade, 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 at Jazz & Beyond has a universal way of connecting people from all walks of life.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

These events are held on Historic Murphy Avenue in Sunnyvale Downtown. This is a family event with free concert and tables are always open on a first come, first serve basis. Jazz & Beyond is a free event, we anticipate 200-300 people to attend each performance based on previous years. The only restriction is that no outside alcoholic beverages are allowed.

5. 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.org will provide information on our events page. We also share information via our social channels and Eventbrite.

Organization Information

6. 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 Logistics and Budget

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

This event will require the same level of detailed planning and production that all of our events receive. Volunteers return each year because they enjoy the events themselves and want to continue to be a part of it.

We have 3 security guards with walkie-talkies to keep in communication during events in case of any issues. The SDA has demonstrated over 20 years of delivering fun community events. Our goal is to exceed expectations at every corner!

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

This event generates revenue from our beverage booth in addition to sponsors, city funds, and community grants. The SDA has configured an event time-line, detailed budget, and a staff task grid that identifies all of the job tasks needed to produce a safe and successful event.

9. 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 \$35.56, 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).

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

These events provides a beverage booth to generate revenue from alcohol sales in addition to city funding, Business Improvement Districts fees, and community sponsorships. We are able to maintain the overall operational costs for these events.

Community sponsorships are never guarenteed. We work to ensure a financially funded events each season.

**Community Events Grant Program Application
Calendar Year 2023
Application Deadline: October 21, 2022, by 5 p.m.**



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Email: ncs@sunnyvale.ca.gov

For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Event Name:	<u>Music & Dining Nights (*16 events)</u>
Date(s)/Time(s) of Event:	<u>May 3 - June 29, 2023 / Wednesdays and Thursdays from 6pm - 8pm</u>
Sponsoring Organization(s):	<u>Sunnyvale Downtown Association</u>
Grant Amount Requesting from the City of Sunnyvale:	<u>\$2,000.00</u>

(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>Michael Johnson</u>
Title:	<u>Executive Director</u>
Organization:	<u>Sunnyvale Downtown Association (SDA)</u>
Email:	<div></div>
Mailing Address:	<div></div>

Event Details

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

Music While Dining is a series of events where Sunnyvale Downtown patrons enjoy an evening of relaxing background music while dining or shopping downtown. These events are designed to help the downtown businesses by adding to the ambience of the downtown area. Our DJ plays a variety of music on both Wednesday and Thursday evenings for our visitors to enjoy while they are eating or shopping in our downtown district.

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

Yes, these events are held each year every Wednesday and Thursday. This year will run from May 3rd to July 29th, 2023. It is held on Historic Murphy Avenue by the midway.

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?

Music & Dining Nights celebrates the downtown with universally loved music and brings a welcoming and fun atmosphere to Historic Murphy Avenue. These events enhance the quality of the downtown and provides a unique Sunnyvale experience.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

Our events invites all to Downtown Sunnyvale and brings a refreshing and relaxing atmosphere to the downtown for regular patrons. This event focuses on adding to the ambiance of Murphy Street, so we can expect a regular attendance for businesses on Wednesday and Thursday nights.

5. 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 distributed throughout the city of Sunnyvale at high foot traffic locations. Our website www.sunnyvaledowntown.org will have updates and reminders on our events page.

Organization Information

6. 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 Logistics and Budget

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

We make sure our DJ has the necessary power which is approved by The City of Sunnyvale and a tent for his space. We ensure the DJ area is in compliance with the ADA code and fire department.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

We have limited expenses for this event. We require only one staff for set up and tear down, and a DJ. With such simple events, the only promotion needed is printing and distributing the marketing materials. We have held this event for the past 3 years with no issue.

9. 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 \$35.56, 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).

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

This event encourages downtown engagement and togetherness but generates no revenue. There are no sponsors for this event.

Community Events Grant Program Application
Calendar Year 2023
Application Deadline: October 21, 2022, by 5 p.m.



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550 E. Remington Dr., Sunnyvale CA 94087

Email: ncs@sunnyvale.ca.gov

For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Event Name: Stronger Together 3 Promotion

Date(s)/Time(s) of Event: January 2023 - April 2023

Sponsoring Organization(s): Sunnyvale Downtown Association

Grant Amount Requesting from the City of Sunnyvale: \$ 1,000.00

(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: Michael Johnson

Title: Executive Director

Organization: Sunnyvale Downtown Association

Email: [REDACTED]

Mailing Address: [REDACTED]

Event Details

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

Please see attached for event information.

This year, our goal is to expand our promotions to new business in Cityline and the Downtown district. The plan is to identify sections of downtown instead of groups. For example: McKinley Avenue, Washington Avenue, Taafe Street, Sunnyvale Avenue, as downtown sections. Monthly we will draw from participants who submit their receipts to the SDA.

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

Yes, we have hosted this promotion two times previously. This promotion is for all participating businesses* in the Sunnyvale Downtown district.

*only specific businesses will be able to receive certificates due to their business structure. A list of participating businesses that will redeem certificates will be posted on our website.

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?

Stronger Together encourages people to visit Sunnyvale downtown and collect receipts for a chance to win gift certificates to participating businesses. We then select a grand prize winner that comes down for a grand prize during one of our Music & Dining events. We want to entice people to explore downtown and visit all diverse types of businesses.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

Stronger Together is focuses on the downtown district and for people who frequent Sunnyvale downtown. Due to this promotion needing at least 5 receipts, participants will need to visit that many businesses. This event encourages people to support local businesses during the slower seasons (Janurary - March)

5. 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 distributed throughout the city of Sunnyvale at high foot traffic locations. Our website www.sunnyvaledowntown.org will provide information on our events page. We also share information via our social channels and Eventbrite.

Organization Information

6. 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 Logistics and Budget

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

N/A

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

To start, this event is a non-income generating event. All proceeds are generated via sponsors, city funds, and community grants. This is a give-back to the community and businesses, which strives to bring all community residents together downtown.

9. 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 \$35.56, 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).

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

This event encourages downtown engagement and togetherness but generates no revenue. There are no sponsors for this event.

Community Events Grant Program Application
Calendar Year 2023
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Attn: Community Services Administration
550 E. Remington Dr., Sunnyvale CA 94087

Email: ncs@sunnyvale.ca.gov

For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Event Name: Summer Series (* 8 events total)

Date(s)/Time(s) of Event: July 12 - August 30th, 2023 / 5:30pm - 8:30pm every Wednesday

Sponsoring Organization(s): Sunnyvale Downtown Association

Grant Amount Requesting from the City of Sunnyvale: \$2,500.00

(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: Michael Johnson

Title: Executive Director

Organization: Sunnyvale Downtown Association

Email: [REDACTED]

Mailing Address: [REDACTED]

Event Details

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

The Summer Series Music + Market is a traditional 8-week, Wednesday night, music concert series in Sunnyvale Downtown. Although these events take place on Wednesday evenings, they have amazing attendance with 600 - 800 people attending each week. This lively summer event hosts top talents from the bay area to play Top 40, Funk, Rock, and other fun dance music! Local vendors, sponsors, and businesses can pay for a vendor booth and set up to display their art, food, or informative information out to visitors. Past vendors have included: Santa Clara Voters Registration, The City of Sunnyvale, local banks and credit unions. We also have draft beer and wine available for guests to purchase at a leverage booth

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

The Summer Series has been held for the past 20 years and it is held on Historic 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?

This event brings the community together by hosting a live music show as well as provide local vendors, sponsors, and restaurants with a place to showcase their offerings to the community. It invites everyone in the community the chance to unite and celebrate Sunnyvale at this free outdoor event. Many people come yearly for reunions and celebrate with people they have not seen since our last events the previous year. People often wish this event could be a longer series and start to call for band line up in the early part of spring.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

We welcome everyone to the Summer Series. However, we target the entire city of Sunnyvale, though many people come from the nearby cities. We anticipate 400 - 500 people every week along with the customers that are already here experiencing downtown Sunnyvale. We base this number off the previous years of events.

5. 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 entertainment line-up schedules distributed throughout downtown Sunnyvale for the 8 weeks of the event. Our security staff will also pass out flyers to patrons every week. Our website www.sunnyvaledowntown.org will have updates and band schedules along with the various vendor information. We will amp up the amount of promotion we do through social media with a calendar event page on Facebook, as well as posts with updates and reminders on Instagram and Twitter.

Organization Information

6. 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 of the downtown by advocating for policies, programs, and events that support the economic growth of the Downtown. The SDA performs as the marketing arm and ambassador for the Downtown and the City of Sunnyvale. We produce broad-appeal events that supplement the individual businesses marketing efforts. This collaboration brings attention and community engagement to the SDA Business Improvement District.

Event Logistics and Budget

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

We have 3 security guards and 2 public safety officers that patrol this event weekly. All carry walkie-talkies to keep in communication if an issue arises. We also use an event timeline and identify all job tasks that are needed to produce a safe and successful event.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

The event generates revenue from our beverage booth in addition to sponsors, city funds, and community grants. We use our timeline which includes budget, staff tasks, and duties which we have demonstrated for over 2 decades.

9. 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 \$35.56, 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).

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

These events provide a beverage booth to generate revenue from alcohol sales in addition to city funding, Business Improvement Districts fees, and community sponsorships. We are able to maintain the overall operational costs for these events.

Community sponsorships are never guaranteed. We work to ensure a financially funded events each season.