



City of Sunnyvale

Agenda Item

22-1098

Agenda Date: 12/6/2022

REPORT TO SUBCOMMITTEE

SUBJECT

Recommend that City Council Approve Funding Levels as Outlined in the 2023 Neighborhood and Community Event Grant Summaries

BACKGROUND

This fiscal year, City Council allocated \$34,000 to support community and neighborhood events through the Community Events and Neighborhood Grant Program (CENGP). Community events receive \$21,000 and neighborhood grants receive \$13,000.

The Community Event and Neighborhood Grant Distribution Subcommittee (Subcommittee) provides funding recommendations. The Subcommittee consists of three members of the City Council tasked with conducting an annual grant review that includes: 1) reviewing the grant application process; 2) recommending changes to City Council for approval; 3) reviewing grant applications; and 4) presenting recommended funding levels to City Council for approval.

At the August 17, 2022, Subcommittee meeting, the following recommendation was presented and approved:

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

The Subcommittee met to review and approve the grant application materials for calendar year 2023. Based on previous feedback provided by the Subcommittee, staff added four virtual sessions of technical assistance and Q&A for applicants during the open application period. There were no attendees. In addition, the application was updated to require grant awardees to recognize the City in their outreach and marketing materials.

The application period was open between August 22 and October 21, 2022. Outreach included contacting former grantees and applicants for the last three years, local non-profits, neighborhood associations and community partners. In addition, multiple City communication channels shared CENGP application information, including News Center on the City website, City Council announcement, Update Sunnyvale, and the Recreation E-newsletter.

The purpose of this report is to review the grant applications received for the 2023 funding cycle and seek direction from the Subcommittee on the recommended funding for each. The Subcommittee is scheduled to present its recommendations to City Council in January 2023.

EXISTING POLICY

Council Policy 7.2.1, Community Engagement - Goals and Policies

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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 Grant Program****ENVIRONMENTAL REVIEW**

The action 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**2022 Grant Cycle Update**

The 2022 grant cycle was from January 1 to December 31, 2022. The table below highlights the organizations that received funding and their estimated requested reimbursement.

Neighborhood Association	Grant Award	Reimbursement
Charles Street Gardens	\$1,150	\$1,150
Cherry Chase	\$1,150	\$1,150
Cherryhill	\$1,150	\$1,150
Cumberland South	\$950	\$0
Downtown Heritage District	\$500	\$441.33*
Heritage Association	\$1,250	\$1,250
Lakewood Village	\$1,150	\$1,150
Murphy Park	\$750	\$750
Ortega Park	\$1,150	\$1,150*
SNAIL	\$1,150	\$1,150*
SunnyArts	\$1,150	\$1,150
Valley Forge	\$700	\$657.81*
Wrightmont Corners	\$800	\$610.37*
Neighborhood Grants Total	\$13,000	\$11,759.71

***Reimbursement requests already processed**

Community Group	Grant Award	Reimbursement
Chamber of Commerce	\$3,000	\$3,000*
San Miguel PTA	\$500	\$500*
Self-Help for the Elderly	\$1,000	\$0
Silicon Valley Bicycle Coalition	\$2,000	\$2,000*
South Asian Cultural Assoc. of Sunnyvale	\$3,500	\$3,500

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Sunnyvale Downtown Association (SDA) - Jazz & Beyond	\$3,000	\$3,000*
SDA - Summer Series	\$3,000	\$3,000*
SDA - Wine Stroll	\$1,500	\$1,500*
SDA - Holiday Tree Lighting	\$1,500	\$1,500
Sunnyvale Heritage Society & Museum	\$2,000	\$2,000*
Community Events Total	\$21,000	\$20,000

*Reimbursement requests already processed

	Grant Award	Reimbursement
Neighborhood Grants	\$13,000	\$11,759.71
Community Events	\$21,000	\$20,000
Totals	\$34,000	\$31,759.71

2023 Grant Application Summary

For the 2023 grant cycle, we received 11 applications for neighborhood grants and 11 applications for community events.

Grant application summaries for the neighborhood (attachment 2) and community event (attachment 3) grantees, along with completed grant applications (attachments 4 & 5) are attached. For privacy reasons, personal information of individuals and project team members has been redacted.

The Subcommittee's recommendations for grant distribution are based on the \$34,000 allocated for CENGP within the FY 2023/24 General Fund financial plan in project 835490 - Community Events & Neighborhood Grants. For the 2023 CENGP cycle, staff recommends approving all grant applications with the funding amounts outlined in the 2023 grant application summary tables. The total grant distribution amount would be \$34,000.

	Funding Requested	Funding Recommended
Neighborhood Grants	\$15,670	\$13,000
Community Events	\$43,500	\$21,000
Totals	\$59,170	\$34,000

FISCAL IMPACT

CENGP funding is included in project 835490 - Community Events & Neighborhood Grants. Funding is planned annually across the General Fund 20-year financial plan.

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.

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ALTERNATIVES

1. Recommend that City Council Approve Funding Levels as Outlined in the 2023 Neighborhood and Community Event Grant Summaries
2. Take other action

RECOMMENDATION

Alternative 1: Recommend that City Council Approve Funding Levels as Outlined in the 2023 Neighborhood and Community Event Grant Summaries

Prepared by: Angela Chan, Youth and Family Resources Manager

Reviewed by: Damon Sparacino, Superintendent of Recreation Services

Reviewed by: Michelle Perera, Director of Library and Recreation Services

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager

ATTACHMENTS

1. Reserved for Report to Council
2. 2023 Neighborhood Grant Summary
3. 2023 Community Event Grant Summary
4. Neighborhood Grant Applications Packet
5. Community Events Grant Applications Packet