

## **Community Event Grant Program**

### Fiscal Year 2015/16 Application Review Packet

	<b>Organization</b>	<b>Event</b>	<b>Request</b>	<b>Page #</b>
<b>1</b>	Pakistani/Amer Culture Ctr	Basant Kit Flying*	\$ 2,115	6
<b>2</b>	SV Downtown Association	Holiday Tree Lighting*	\$ 4,000	11
<b>3</b>	SV Downtown Association	Jazz & Beyond*	\$ 4,000	25
<b>4</b>	SV Downtown Association	Magic of Sunnyvale	\$ 4,000	39
<b>5</b>	SV Downtown Association	Summer Series*	\$ 5,000	51
<b>6</b>	SV Historical Society	Antique Appraisal Faire*	\$ 1,940	63
	<b>6 Applications Received</b>	<b>Total Requested</b>	<b>\$ 21,055</b>	
		<b>Amount Budgeted</b>	<b>\$ 10,000</b>	

*\* Event was funded last year. A copy of the final report / event budget for each previously funded event, if available, is attached immediately behind the current year's application.*

Documents included behind this page:

A. Community Event Grant Program Guidelines

B. Grant Funding Worksheet

C. Grant Applications

# Community Events Grant Funding Guidelines

## City of Sunnyvale



**Fiscal Year 2015/16**

**Application Deadline: Friday, May 22, 2015 by 5 p.m.**

***Important Note: Applications are being accepted - funding is dependent upon Council's budgetary approval.***

The City of Sunnyvale encourages groups to build community and celebrate our unique culture by holding community events in Sunnyvale. Please review the following eligibility criteria to determine if your group qualifies. Funding requests will be considered as part of an annual competitive application process. To apply for grant funding, complete a Community Event Grant Application. If you have questions, call the Community Services Division at (408) 730-7599, send e-mail to [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or visit the web at [EventGrants.inSunnyvale.com](http://EventGrants.inSunnyvale.com). While the City will accept applications through Friday, May 22, 2015, the exact amount of grant funding available will be determined by Council when the FY 2015/16 Budget is adopted.

Organizations applying for grant funds must also complete and submit a Special Event Permit Application at least 60 days before their event or with this funding application, whichever comes first. The Special Event Permit Application is available at [EventApplication.inSunnyvale.com](http://EventApplication.inSunnyvale.com).

### **Eligibility Criteria for Community Event Grant**

If you are interested in exploring the possibility of grant funding to help cover some of the costs for your community event, please review the following eligibility requirements, listed below.

- Your organization must submit an accurate and complete community events grant funding application by the deadline.
- Admission to your event must be free and open to the public.
- The event must be held within Sunnyvale City limits.
- Grant recipients must attempt to expend all grant funding within City limits.
- Grants will not be awarded to organizations owing a debt to the City.
- Grants will not be awarded to individuals.
- Applicants must submit an event budget, including an estimate of City services required.

- Applicants must identify whether or not the event is a fundraiser. 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 sponsoring organizations must be non-profit or not-for-profit.
- Grant funds must be used only for the event, but may used for any costs, including costs payable to the City. The City will not waive any fees for services associated with the event.
- Applicants must submit an evaluation form after the event.
- Applicants must attach a copy of non-profit documentation if the organization has such documentation.
- Applicants must obtain required permits, clearances, insurance, and event authorization and pay any relevant fees in a timely manner.
- All applicants must submit a Special Event Permit Application at least 60 days in advance of their event date.
- Organizations receiving grant funding should acknowledge the support of the City of Sunnyvale where appropriate (e.g. event marketing materials, etc.).
- Applicants must identify other co-sponsors of the event in their grant applications. All co-sponsors must be approved by the City.
- Funds will not be granted for a religious purpose, including for the promotion of any sect, church, creed, or sectarian organization, nor to conduct any religious service or ceremony. Funds may be granted to religious organizations as long as the funds are not used for a religious purpose. 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.

### **Evaluation Criteria**

Applications will be evaluated for funding based on the following criteria:

The event encourages celebrations of community which focus on the character, diversity and quality of Sunnyvale and provide vitality and identity to the community.

The event is of a citywide nature and demonstrates an ability to draw a crowd of at least 500.

The sponsoring organization must demonstrate the ability to produce a well-planned, safe event.

The sponsoring organization demonstrates strong financial management and effective management controls, including cost-effectiveness.

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.

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.

Grant funding is not intended to be an ongoing funding source for your 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. Both grant application forms and post-event evaluation forms must include a four-year event sustainability plan.

### **Other Things to Note**

The grant review sub-committee may request an interview with any applicant.

*Timeline:* Grant applicants will be notified, in writing, of final funding decisions in **July 2015**, following both the application review as well as the City Council's adoption of the FY 2015/16 City Budget. Grant funds must be expended within 90 days after the event or within two years after the organization has been notified of the award, whichever comes first.

*Reimbursements:* Grant recipients may be reimbursed in partial payments for ongoing event expenses, rather than in a single lump-sum at the conclusion of the event. Decision to reimbursement in multiple payments will require approval from the City of Sunnyvale and may be justified if recipient incurs significant expenses prior to 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. All original receipts must be submitted with invoices, along with an itemized brief description of each expense.

*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. 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 or not funds are granted.

*Use of City Facilities:* If you are proposing to use a City facility, you must contact that facility, submit a request in accordance with standard procedures, and receive approval. If you are awarded community event grant funding, your reservation of City facilities must be done through the completion of a Special Event Permit Application (separate from the grant application and due to the City at least 60 days prior to the event).

### Community Event Grant Applications 2015/16—Funding Worksheet:

Organization <i>Event Name</i>	2013/14 Requested Granted	2014/15 Requested Granted	2015/16 Request	Tentative Funding 2015/16	Meets Criteria?	Request Additional Info from Applicant	Notes	Final Recommendation
1. Pakistani Culture Ctr <i>Basant Kite Festival</i>	2,000 <b>1,500</b>	2,000 <b>1,000</b>	<b>2,115</b>					
2. SV Downtown Assoc <i>Holiday Tree Lighting</i>	4,000 <b>500</b>	4,000 <b>1,300</b>	<b>4000</b>					
3. SV Downtown Assoc <i>Jazz and Beyond</i>	4,000 <b>2,000</b>	4,000 <b>2,300</b>	<b>4,000</b>					
4. SV Downtown Assoc <i>Magic of Sunnyvale</i>	4,000 <b>0</b>	N/A	<b>4,000</b>					
5. SV Downtown Assoc <i>Summer Series</i>	5,000 <b>3,000</b>	5,000 <b>3,000</b>	<b>5,000</b>					
6. SV Historical Society <i>Antique Appraisal Faire</i>	652 <b>652</b> Author's Day	1,400 <b>1,400</b> Antique Appraisal Faire	<b>1,940</b>					
<b>Total</b>			<b>21,055</b>	<b>10,000</b>				

# Community Events Grant Funding Application City of Sunnyvale



**Fiscal Year 2015/16  
Application Deadline: Friday, May 22, 2015**

*Important note: applications are being accepted, pending Council's budgetary approval.*

**Directions:** You may either 1) Print this application and complete the hard copy, or 2) Type your responses electronically and print for submission. Please answer all questions completely, including as much detail as possible. 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. Applicants will be notified of award decisions in July 2015.

Applications may be submitted by mail, email, fax or in person. Mail or drop-off to: Community Services Division, located at the Sunnyvale Senior Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Fax (408) 737-4965 or Email: [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov). For more information, call (408) 730-7599, TDD (408) 730-7501, or visit us online at [EventGrants.inSunnyvale.com](http://EventGrants.inSunnyvale.com).

**Event Name:**   Basant Kite Flying Festival  

**Date(s)/Time(s) of Event:**   May 15, 2016\_12-5PM in Baylands Park Sunnyvale  

**Sponsoring Organization(s):**   Pakistani American Culture Center  

**Authorized Representative Information:**

Name:   Rabia Adil    
 Title:   President Elect    
 Organization:   Pakistani American Culture Center    
 Phone(wk/cell):   650-283-0858    
 Email:   rabiadil@gmail.com    
 Mailing Address:   1639A, S. Main St. Milpitas, CA, 95035

**Event Details:**

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

This is a South Asian festival on arrival of spring and is celebrated throughout the region. The main parts of the event are ethnic food, games, music and kite flying. It is a family oriented event lasting most of the afternoon

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

Yes, we held it every year since 2008 in Baylands park in 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?

There are thousands of South Asian people in Sunnyvale and Santa Clara county and surrounding areas. This will be open to public and all will expose the culture and diversity of the area. It will also show that Sunnyvale's parks are excellent venue for this type of activities.

4. Is your event a fundraiser? Please note: 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.

No

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

Our organization with many volunteers started planning for the event 3 months before the date. We get event permit and abide by all the rules and regulations of fire and health department. We have security guards and tens of volunteer to make sure that the event is successful and secure. We have now experience in managing this type of events in the past

**Marketing & Promotion:**

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

It is a city wide event open to all demographics and free to all, except the parking fees paid to the park. We encourage all cultures to join in our events.

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

We expect about 400 people for the event. This is estimated based on our previous events.

8. 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 will have flyers distributed at businesses all through the city and surrounding. We advertise thru the email and our website. Close to the event, we plan to advertise in local newspapers like and ethnic newspapers and radio station like KLOK along with social media like Facebook and other event sites.

**Organization Information:**

9. 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.

PACC is a 501c(3) non-profit organization. The mission of PACC is "To educate and promote Pakistani languages, literature, history, and culture to all Americans irrespective of country of origin, with a specific emphasis to Americans of Pakistani descent".

We have more than 1,800 people on email list. We collaborate with other non-profits who have about similar number of people on their mailing list.

We hold language classes, cultural program at our center and organize major cultural events in many different outside venues. Our budget last year was more than \$35,000 and this year it will be similar budget. Attached are financial statements as of December 31, 2013.

**Event Budget:**

10. 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?

We have held same event every year for last four years. We have managed many other cultural events in the past. All of the events were successful with attaining expected attendance. Annual budget is reviewed and approved by an independent board of trustees with actual financial statements reviewed once a quarter. We have a treasurer who has put effective controls and policies. For example, no reimbursement of any expense above \$25 is made without a receipt. Checks above \$1,000 need to be signed by two officers. Books are kept in accordance with generally acceptable accounting principles. We get the best prices for the products and services we obtained. In past, budget for each event was met within +/- 5%

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

12. Worksheet attached.

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

Remaining funding will be generated by donations from individuals from the community and/or from PACC general account. The grant funding from city will ensure that we can have an event with more participation from Sunnyvale community and will have quality event with adequate staffing and control.

14. Please explain how your organization intends to operate this event in future years without grant assistance from the city. Your explanation should include a goal of sustainability and independence from grant funds within four years or less. Attach additional sheets if needed.

We had much bigger event in 2015. We had fewer sponsors then we expected. This put us in financial bind. In 2017 and beyond, we will try to get more sponsors and donations from the community..

**Thank you for your interest in the Community Events Grant!**

## **Basant 2016 Budget**

### **EXPENSES**

<u><b>ITEMS</b></u>	<u><b>Actual \$</b></u>
<b>Venue</b>	
Park Rental	\$1,500.00
Event permit	\$109.00
Kids Jumping Jack	\$392.00
Other city fees	\$500.00
Stewart Rental: Tables 8'x2.5'	\$50.00
Chair	\$50.00
Stewart Rental: Popcorn Machine	\$75.00
Decoration	\$160.00
Audio System / DJ - Requires outlets	\$400.00
Advertising: Pak Times/week	\$125.00
Sommer Printing: Flyers 8.5x11	\$59.00
Sommer Printing: Flyers 11x17	\$80.00
<b>purchase</b> Portable toilets	\$545.00
snacks/decoration etc.	\$369.12
Manjha	\$52.62
<b>Misc</b> Drummer	\$300.00
Hired Help (4 x 7 hrs)	\$300.00
food trucks	\$220.00
<b>Expense</b>	<b>\$5,286.74</b>

### **INCOME**

Gold sponsor	\$1,000.00
Silver sponsor	\$500.00
Snacks income	\$150.00
vendors fee, misc income	\$500.00
Kite booth	\$350.00
<b>Income</b>	<b>\$2,500.00</b>
<b>Net loss</b>	<b>-\$2,786.74</b>

# **Community Events Grant Funding Application City of Sunnyvale**



**Fiscal Year 2015 – 2016**

## **HOLIDAY & CHRISTMAS TREE LIGHTING**

**GRANT AMOUNT REQUESTED**

**\$4,000.00**

### **Contents/Support Materials:**

**City of Sunnyvale Application  
Event Expense & Revenue Report  
Organization Expense & Revenue Report  
Volunteer/Task Grid  
Past Marketing Materials**

## Community Events Grant Funding Application City of Sunnyvale



**Fiscal Year 2015/16  
Application Deadline: Friday, May 22, 2015.**

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Applications may be submitted by mail, email, fax or in-person. Mail or drop-off to: Community Resources Division, located at the Sunnyvale Senior Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Fax (408) 737-4965 or Email [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov). For more information, call (408) 730-7599, TDD (408) 730-7501, or visit us online at [EventGrants.inSunnyvale.com](http://EventGrants.inSunnyvale.com).

**Event Name: 2015 Holiday Tree Lighting**

**Date(s)/Time(s) of Event: Saturday December 5, 2015 (4:30pm - 8:30pm)**

**Sponsoring Organization(s): Sunnyvale Downtown Association\_\_\_\_\_**

**Authorized Representative Information:**

Name:	Joel Wyrick_____
Title:	Executive Director_____
Organization:	Sunnyvale Downtown Association_____
Phone(wk/cell):	408 516-7217_____
Email:	sda94086@yahoo.com_____
Mailing Address:	PO Box 70785_____
	Sunnyvale, CA 94086

**Event Details:**

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

The Sunnyvale Holiday Tree Lighting celebration is now in its 16<sup>th</sup> year. This Holiday Tree Lighting celebration brings together the City of Sunnyvale community for a ceremonial Holiday season kick-off that features the official lighting of the City Christmas Tree by the honorable Mayor. Directly following the ceremonial lighting is the entrance of Santa Clause as he sits in front of the newly lit tree as hundreds of kids wait in line to pay him a visit.

This year The Holiday & Christmas Tree Lighting celebration will take place on Murphy Avenue.

Event components include:

- Lighting of The Christmas Tree      Visit from Santa Clause
- Live Music & Carolers      High & Jr. High School Performances
- Children's Arts & Crafts Booth

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

Yes, we have held this event on the first Saturday in December for the past 15 years on 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?

The City of Sunnyvale and the downtown merchants created the Sunnyvale Downtown Association as a means to provide vitality and identity to our downtown. One of our goals is to solicit and encourage participation from our community. The Holiday & Christmas Tree Lighting celebration arguably features more local performing and volunteer groups than any other downtown Sunnyvale event. Local Sunnyvale based groups include: The Sunnyvale Girl Scouts, Fremont & Homestead High School choirs and bands, local dance company Dance Attack!, Columbia Middle School and more. 95% of our performance groups donate their time for this holiday giving tradition.

4. Is your event a fundraiser? Please note: 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.  
NO.

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

The first step we took to ensure a well-planned, safe event was to hire staff within the SDA with extensive experience in event production. This includes but not limited to: timeline scheduling, staffing matrix design, event layout, city permits, security, food & vendor setup, booth & staging rentals and entertainment procurement. Over the past decade our organization and staff have demonstrated the ability to manage traffic, parking, crowds, facilities and clean up. We will continue to draw on our staff and event experience to ensure a well-planned safe event.

### **Marketing & Promotion:**

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

The event is targeted to the entire city who wish to “ring in” the holiday season.

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

We expect to have 1,000+ people attend this year, however weather can play a factor being that this is a winter event.

8. 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.

Our promotional outreach for this event includes: posters (200ct.) and flyers (5,000ct.) distributed throughout the City of Sunnyvale at high foot traffic locations and schools. In the past print ads will be purchased in both the Sunnyvale Sun & Pennysaver. Our website [www.SunnyvaleDowntown.com](http://www.SunnyvaleDowntown.com) as well as social media mechanisms (facebook, twitter and our email list) make up our marketing matrix. Through this promotional outreach we feel we garner the public awareness needed for a well-attended event.

### **Organization Information:**

9. 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 SDA is funded in part by the business improvement district (BID) fees, city funds, sponsorships and revenue producing events.

The Sunnyvale Downtown Association (SDA) serves as the voice of downtown Sunnyvale by:

- Advocating for policies, programs and events that support the economic growth of the downtown core
- Acting as the downtown marketing arm and ambassador for the City of Sunnyvale
- Producing attractive events for the community
- Promoting downtown as a premier venue for other groups to produce events
- Working with other Community Based Organization's that share in the growth, beautification, and continual vitality of downtown Sunnyvale
- Serving as the primary information portal to all events, attractions and programs stemming from the downtown core

**Event Budget:**

10. 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?

For all of our events we put several controls in place in order to be fiscally sound. The SDA staff has years of experience in both event production and small business ownership. Staff has created an event matrix that we now use for all of our events. The matrix is made up of three components: an event timeline, a detailed event budget and a staff/task grid that identifies all of the jobs/tasks needed to produce a safe and successful event. To ensure future success we reconvene key event personnel for a post event analysis and discuss ways we may improve the event for the following year. This event matrix system has proven to ensure financial, personnel management and logistic success.

11. 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 \$24.75, 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% of Total Expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

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

As you can see in our Holiday Tree Lighting budget we receive a large amount of in-kind and volunteer help for this event. This is certainly needed as this event provides a lot of entertainment with very little means of generating significant revenue. A grant by the City of Sunnyvale not only helps us financially offset the cost of the event, but by naming the city as a supporter, it lends credibility and leverage to the event.

13. 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.

The Holiday Tree Lighting celebration has been sustainable for the past few years now because of community minded corporations such as Yahoo! and BRE. Although this money is never guaranteed, for the past four years a corporation has stepped up and supported this truly Sunnyvale community focused event by giving us the money to put up the tree, flick the switch and call it a day. This grant and other sponsorship money allows us to enhance the event by adding activities like: bringing in Santa, purchasing arts and crafts for Christmas bulb decorating, rental of a stage for the school choirs, outdoor movie theater and sound system and/or sub-contracting for additional street decor etc.

We are a non-profit org with truly a non-profit mentality; whatever revenue is generated from the event is spent on the event. In other words, if we receive a 20k sponsorship for a particular event, we spend it on that said event, for that year. If we don't receive the 20k the following year, we simply scale it down to conform to the current budget. Although that may sound too good to be true, it is indeed that easy. Our organization, as it currently stands, has no employees (everyone is a sub-contractor and/or volunteer and at-will) no benefits, no unions and no office space. Simply put, we relatively have little to no overhead but still have an on-going base income through the BID. This makes it is very simple to be sustainable and balance the budget no matter how big or small it is. Because of our unique flexibility, If we have a poor year in fund development, we can downsize at the 'drop of a hat' without conflict and if it goes well increase production equally as fast."

**Thank you for your interest in the Community Events Grant!**



2015 SDA HOLIDAY BUDGET				Notes
			Projected	CEG Packet Page 17
<b>EXPENSES</b>				
City Services				
	Permits			
	Banners	\$	400.00	
	Street Closure	\$	-	carry over from farmer's mkt
	Health Permit	\$	-	
	Electricity			
	Fire Inspection			
	Police	\$	-	
	<b>Subtotal - City Services</b>	<b>\$</b>	<b>400.00</b>	
County Services				
	Permits	\$	115.00	
	ABC	\$	-	non-alcohol event
	Health	\$	-	no food booths
	<b>Subtotal - County Services</b>	<b>\$</b>	<b>115.00</b>	
Entertainment				
	Arts & Crafts	\$	176.00	materials cost only/personnel donated by girl scouts
	Bands			
	Street Performers			
	Balloon Artist	\$	-	
	Face Painter			
	Dance Attack	\$	-	in-kind
	Fremont HS Pep Band	\$	-	in-kind
	Fremont HS Choir	\$	-	in-kind
	Movie Rental	\$	-	pending due weather and sponsorship
	Santa Claus	\$	-	in-kind Sunnyvale Public Safety
	The Gryphon Carolers	\$	-	in-kind
	The Closing Crew (carolers)	\$	-	in-kind
	<b>Subtotal - Entertainment</b>	<b>\$</b>	<b>176.00</b>	
Equipment Rentals & Purchases				
	Christmas Tree	\$	2,941.03	interior plant design - kristy 408 286-1367 done
	Generators			not needed
	Movie Theater Rental	\$	-	canceled due to poor forecast of rain
	Sound System& Lighting			donated by joel w.
	Porta Potties			not needed
	Tree base	\$	350.00	Joe Capps
	Staging, Booths, Tables & Chairs	\$	250.00	
	Radios			sda owned
	<b>Subtotal - Equipment Rentals</b>	<b>\$</b>	<b>3,541.03</b>	
Marketing & Advertising				
	Advertising (print)			
	Artwork & Design	\$	500.00	
	Banner(s)	\$	-	changed the date from last year's banner
	Posters (200)	\$	229.00	
	Flyers (5k)	\$	325.00	
	Street Marketing	\$	600.00	
	<b>Subtotal - Marketing &amp; Advertising</b>	<b>\$</b>	<b>1,654.00</b>	
Subcontractors				
	Dumpsters			
	Fencing			
	Security			

	Staff/Production Crew		
	Event Coordinator	\$ 800.00	
	Set up & clean up	\$ 250.00	
	Steam Cleaning/Power Washing		not needed
	<b>Subtotal - subcontractors</b>	<b>\$ 1,050.00</b>	
	Other		
	Electrical		steve molscan
	Insurance		
	Ice		
	Photographer	\$ -	gone digital and we did it ourselves
	Misc (tape, chalk, rope etc.)		
	<b>Subtotal - Other</b>	<b>\$ -</b>	
	<b>TOTAL EXPENSES</b>	<b>\$ 6,936.03</b>	
	<b>REVENUE</b>		
	<b>CONTRIBUTED INCOME</b>		
	<b>Grants</b>		
	City/Government		
	Community Group Grant	\$ 1,300.00	projected
	Redevelopment Agency	\$ -	
	<b>Subtotal - Grants</b>	<b>\$ 1,300.00</b>	
	<b>Space Rentals</b>		
	Food	\$ -	hot chocolate & coffee cart
	Arts & Crafts/Other	\$ -	6 arts & crafts at \$ 35 ea.
	<b>Subtotal - Space Rentals</b>	<b>\$ -</b>	
	<b>Sponsorships</b>		
	Presenting Sponsor	\$ 5,000.00	
	Community Sponsor	\$ 1,000.00	
	Art Institute of California		in-kind
	<b>Subtotal - Sponsorships</b>	<b>\$ 6,000.00</b>	
	<b>Additional Income</b>		
	<b>Subtotal - Additional Income</b>	<b>\$ -</b>	
	<b>TOTAL REVENUE</b>	<b>\$ 7,300.00</b>	
	<b>TOTAL EXPENSES</b>	<b>\$ 6,936.03</b>	
	<b>Contingency</b>	<b>\$ 346.80</b>	
	<b>NET PROFIT / LOSS</b>	<b>\$ 363.97</b>	

SDA ORGANIZATION EXPENSE & REVENUE F					2014-15	2015-16	
						projected	
EXPENSES							
	Advertising, Promotion & Marketing				\$ -	\$ 5,000.00	
	Commissions & Fees (memberships, etc.)				\$ -		
	Conferences, meetings & seminars (attended)				\$ -	\$ -	
	Contract Labor				\$ 39,600.00	\$ 39,600.00	
	Dues/Subscriptions/Contributions				\$ -	\$ -	
	Employee Health Benefits				\$ -	\$ -	
	Events (costs directly associated with the event)						
	Summer Series Music + Market				\$ 45,537.92	\$ 40,537.92	
	Jazz & Beyond				\$ 27,342.57	\$ 24,342.57	
	Holiday Christmas Tree Lighting				\$ 6,944.69	\$ 6,936.00	
	Magic of Sunnyvale Wine & Food Stroll				\$ 25,093.00	\$ 25,093.00	
	Game Day						
	St Patty's						
	Carnival				\$ -	\$ -	
	Finance Services Charges					\$ -	
	Insurance						
	General				\$ 4,618.00	\$ 4,618.00	
	Directors & Officers				\$ -	\$ -	
	Workman's Compensation				\$ -	\$ -	
	Janitorial & Cleaning				\$ -	\$ -	
	Legal & Accounting				\$ 496.00	\$ 496.00	
	Audit				\$ -	\$ -	
	Legal				\$ -	\$ -	
	Maintenance, Beautification & Repair (incl murphy lights)				\$ -		
	Office Supplies				\$ 100.00	\$ 100.00	
	Payroll Taxes				\$ -	\$ -	
	Postage				\$ -	\$ -	
	Printing & Reproduction				\$ -	\$ -	
	Purchases				\$ -	\$ -	
	Rent					\$ 2,421.43	\$ 2,421.43
	Staff Salaries					\$ -	
	Supplies (non office)				\$ -	\$ -	
	Taxes, Licenses & permits)				\$ 781.00	\$ 781.00	
	Telephone/ Internet/Website				\$ 1,260.00	\$ 1,260.00	
	Travel & Entertainment				\$ 580.00	\$ 580.00	
	Utilities					\$ -	\$ -
	Visitor's Guide				\$ -	\$ 5,000.00	
	Contingency 5%				\$ 7,738.73	\$ 7,838.30	
TOTAL EXPENSES					\$ 154,774.61	\$ 156,765.92	
REVENUE							
CONTRIBUTED & SPONSORSHIP INCOME							
	Grants						
		City/Government					
		Community Events Grant				\$ 3,500.00	\$ 3,500.00
		Matching BID or Sponsorship				\$ 30,000.00	\$ 30,000.00
		Corporate/Foundations					
		Mitigation				\$ -	\$ -
			Other				
SUBTOTAL - GRANTS					\$ 33,500.00	\$ 33,500.00	
Projects & Events Sales (incl. vendors)							
		Summer Series Music + Market				\$ 46,881.00	\$ 52,299.00
		Jazz & Beyond				\$ 25,080.00	\$ 25,080.00

				Holiday Tree Lighting Celebration	\$ 7,500.00	\$ 7,300.00
				Magic of Sunnyvale Wine Stroll	\$ 16,000.00	\$ 16,000.00
				Game Day	\$ -	\$ -
				Carni Gras		
				<b>SUBTOTAL - PROJECTS &amp; EVENTS</b>	<b>\$ 95,461.00</b>	<b>\$ 100,679.00</b>
				SDA Memberships		
				BID Fees	\$ 30,253.00	\$ 30,253.00
				<b>SUBTOTAL - SDA MEMBERSHIPS</b>	<b>\$ 30,253.00</b>	<b>\$ 30,253.00</b>
				<b>TOTAL REVENUE</b>	<b>\$ 159,214.00</b>	<b>\$ 164,432.00</b>
				<b>NET PROFIT/LOSS</b>	<b>\$ 4,439.39</b>	<b>\$ 7,666.08</b>

## Task Volunteer Grid -Christmas Tree Lighting

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
<b>Holiday Tree Lighting Committee</b>					
Johnny Sevey	Joe Antuzzi				
Donna Lang	Leigh Odum				
Gary Gold	Joel Wyrick			30	\$ 790.20
<b>Holiday Administration</b>					
Event Director	SDA- Adam Andrew	2:00pm - 9:00pm		7	\$ 184.38
Assistant Director	Kevin Fontaine	2:00pm - 9:00pm			\$ -
Marketing	Cheri Gross			7	\$ 184.38
Entertainment	Cheri Gross/Joel				\$ -
<b>Holiday Staffing</b>					
Movie Coordinator	Chris E.	4:00pm - 9:00pm	sub-contracted incl. Help		\$ -
Vendor Coordinator	Cassandra Nash	8:00am - close			\$ -
Stage Manager	Cheri Gross	8:00am - close			\$ -
Santa		6:00pm - 8:30pm		2.5	\$ 65.85
Stage MC					
Clean-Up Coordinator	Omar Montes				
<b>Miscellaneous</b>					
Photographer	Stephanie Taylor	5:30am - 8:00pm		2.5	\$ 65.85
assistant		5:30am - 8:00pm		2.5	\$ 65.85
assistant		5:30am - 8:00pm		2.5	\$ 65.85
		5:30am - 8:00pm		0	\$ -
<b>Holiday Volunteers</b>					
Arts & Crafts Booth Coordinator	Lisa Glaser	4:30pm - close		4	\$ 105.36
Arts & Crafts Helper		4:30pm - 6:30pm	see lisa	2	\$ 52.68
Arts & Crafts Helper		4:30pm - 6:30pm	see lisa	2	\$ 52.68
Dance Attack!		5:00pm - 5:30pm	50 dancers at .5 hours each	25	\$ 658.50
Spirit of Sunnyvale Band		5:30pm - 6:00pm	10 members at .5 hours each	5	\$ 131.70
Columbia Middle School		6:00pm - 6:30pm	warren scott/40 students at .5 hours each	20	\$ 526.80
Homestead HS		6:30pm - 7:00pm	jeff morton/40 students at .5 hours each	20	\$ 526.80
Fremont HS Choir		7:00pm - 7:30pm	30 students at .5 hours each	15	\$ 395.10
				2	\$ 52.68
				2	\$ 52.68
				2	\$ 52.68
				2	\$ 52.68
<b>TOTAL VOLUNTEER HOURS</b>				<b>155</b>	<b>\$ 4,082.70</b>

## Community Event Grant Evaluation

We hope your community event was a great success. If your organization is receiving a Community Event Grant, please submit this evaluation form to the City within 30 days after the event was held. If your event occurred prior to receiving this grant approval packet, please submit this form within 30 days of packet receipt.

Please complete this form and return it with original receipts to City of Sunnyvale, Office of the City Manager, Attn: Community Resources Division, P.O. Box 3707, Sunnyvale, CA 94088-3707. For questions, please call (408) 730-7599. You may also request an electronic version of this form by e-mailing [ncs@ci.sunnyvale.ca.us](mailto:ncs@ci.sunnyvale.ca.us).

**Event Name:** \_\_\_\_\_Holiday & Tree Lighting\_\_\_\_\_

**Organization:** \_\_\_\_\_Sunnyvale Downtown Association\_\_\_\_\_

**Date(s) of Event:** \_\_\_\_\_Saturday 12/7\_\_\_\_\_

1. Please describe the overall success of your event and describe any problems or areas for improvement. Be as specific as possible. Attach additional sheets if necessary.

The weather was gorgeous! Good weather brings larger crowds; this was by far the largest in 5 years. Performances included: Columbia Middle School, Homestead H.S., Fremont H.S., Dance Attack! and former Councilmember Moylan Carolers. Vice Mayor Jim Davis played the role of Santa and the poor guy sat and took pictures with kids for at least 3 hours! Once again we took digital pics and posted them on the SunnyvaleDowntown.com site for families to download for free. This was the first time Sunnyvale Rotary got involved as they set up a booth, paid for art materials and supervision to help people create/decorate tree holiday bulbs to take home for their trees. All performers as well as Rotary said they plan to return.

2. How many people attended your event? (estimate, if necessary) Please list total attendance and attendance per day if held over multiple days.

We estimated that 500 people attended.

3. Please attach a sheet listing all actual expenditures and the total cost of holding the event.

2014 SDA HOLIDAY BUDGET				Notes
			Projected	CEG Packet Page 23
<b>EXPENSES</b>				
City Services				
	Permits			
	Banners	\$ 400.00		
	Street Closure	\$ -		carry over from farmer's mkt
	Health Permit	\$ -		
	Electricity			
	Fire Inspection			
	Police	\$ -		
	<b>Subtotal - City Services</b>	<b>\$ 400.00</b>		
County Services				
	Permits	\$ 109.00		
	ABC	\$ -		non-alcohol event
	Health	\$ -		no food booths
	<b>Subtotal - County Services</b>	<b>\$ 109.00</b>		
Entertainment				
	Arts & Crafts	\$ 176.00		materials cost only/personnel donated by girl scouts
	Bands			
	Street Performers			
	Balloon Artist	\$ -		
	Face Painter			
	Dance Attack	\$ -		in-kind
	Fremont HS Pep Band	\$ -		in-kind
	Fremont HS Choir	\$ -		in-kind
	Movie Rental	\$ -		pending due weather and sponsorship
	Santa Claus	\$ -		in-kind Sunnyvale Public Safety
	The Gryphon Carolers	\$ -		in-kind
	The Closing Crew (carolers)	\$ -		in-kind
	<b>Subtotal - Entertainment</b>	<b>\$ 176.00</b>		
Equipment Rentals & Purchases				
	Christmas Tree	\$ 2,941.03		interior plant design - kristy 408 286-1367 done
	Generators			not needed
	Movie Theater Rental	\$ -		canceled due to poor forecast of rain
	Sound System& Lighting			donated by joel w.
	Porta Potties			not needed
	Tree base	\$ 400.00		Joe Capps
	Staging, Booths, Tables & Chairs	\$ -		
	Radios			sda owned
	<b>Subtotal - Equipment Rentals</b>	<b>\$ 3,341.03</b>		
Marketing & Advertising				
	Advertising (print)			
	Artwork & Design	\$ 500.00		
	Banner(s)	\$ -		changed the date from last year's banner
	Posters (200)	\$ 229.00		
	Flyers (5k)	\$ 325.00		
	Street Marketing	\$ -		
	<b>Subtotal - Marketing &amp; Advertising</b>	<b>\$ 1,054.00</b>		
Subcontractors				
	Dumpsters			
	Fencing			
	Security			

	Staff/Production Crew		
	Event Coordinator	\$ 250.00	
	Set up & clean up	\$ 250.00	
	Steam Cleaning/Power Washing		not needed
	<b>Subtotal - subcontractors</b>	<b>\$ 500.00</b>	
	Other		
	Electrical		steve molscan
	Insurance		
	Ice		
	Photographer	\$ -	gone digital and we did it ourselves
	Misc (tape, chalk, rope etc.)		
	<b>Subtotal - Other</b>	<b>\$ -</b>	
	<b>TOTAL EXPENSES</b>	<b>\$ 5,580.03</b>	
	<b>REVENUE</b>		
	<b>CONTRIBUTED INCOME</b>		
	<b>Grants</b>		
	City/Government		
	Community Group Grant	\$ 1,300.00	projected
	Redevelopment Agency	\$ -	
	<b>Subtotal - Grants</b>	<b>\$ 1,300.00</b>	
	<b>Space Rentals</b>		
	Food	\$ -	hot chocolate & coffee cart
	Arts & Crafts/Other	\$ -	6 arts & crafts at \$ 35 ea.
	<b>Subtotal - Space Rentals</b>	<b>\$ -</b>	
	<b>Sponsorships</b>		
	Presenting Sponsor	\$ 5,000.00	
	Community Sponsor		
	Art Institute of California		in-kind
	<b>Subtotal - Sponsorships</b>	<b>\$ 5,000.00</b>	
	<b>Additional Income</b>		
	<b>Subtotal - Additional Income</b>	<b>\$ -</b>	
	<b>TOTAL REVENUE</b>	<b>\$ 6,300.00</b>	
	<b>TOTAL EXPENSES</b>	<b>\$ 5,580.03</b>	
	<b>Contingency</b>	<b>\$ 279.00</b>	
	<b>NET PROFIT / LOSS</b>	<b>\$ 719.97</b>	



# **Community Events Grant Funding Application City of Sunnyvale**



**Fiscal Year 2015 – 2016**

## **SUNNYVALE JAZZ & BEYOND SERIES**

### **GRANT AMOUNT REQUESTED**

**\$4,000.00**

#### **Contents/Support Materials:**

**City of Sunnyvale Application  
Event Expense & Revenue Report  
Organization Expense & Revenue Report  
Volunteer/Task Grid  
Past Marketing Materials**

## Community Events Grant Funding Application City of Sunnyvale



**Fiscal Year 2015/16**  
**Application Deadline: Friday, May 22, 2015.**

**Directions:** You may either 1) Print this application and complete the hard copy, or 2) Type your responses electronically and print for submission. Please answer all questions completely, including as much detail as possible. 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. Applicants will be notified of award decisions no later than July 2015.

Applications may be submitted by mail, email, fax or in-person. Mail or drop-off to: Community Resources Division, located at the Sunnyvale Senior Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Fax (408) 737-4965 or Email [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov). For more information, call (408) 730-7599, TDD (408) 730-7501, or visit us online at [EventGrants.inSunnyvale.com](http://EventGrants.inSunnyvale.com).

**Event Name: 2015 Sunnyvale Jazz & Beyond Series**

**Date(s)/Time(s) of Event: Every Saturday from July 11 – Aug. 29, 2015 (5:30pm - 8:30pm)**

**Sponsoring Organization(s): Sunnyvale Downtown Association\_\_\_\_\_**

**Authorized Representative Information:**

Name:	Joel Wyrick_____
Title:	Executive Director_____
Organization:	Sunnyvale Downtown Association_____
Phone(wk/cell):	408 516-7217_____
Email:	sda94086@yahoo.com_____
Mailing Address:	PO Box 70785_____
	Sunnyvale, CA 94086

**Event Details:**

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

The Jazz & Beyond (J&B) series is what we call a "musical dining experience". Simply put, there is nothing like it in the entire bay area. J&B takes place on the 100 block of South Murphy Avenue. This 300 ft long block contains over 20 restaurants! Because of this high concentration of restaurants coupled with a street that can easily be closed without any major traffic issues we are able to create an outdoor cafe' style ambience much like what you would see in Europe.

Tables with linens are set up in the middle of the street as patrons sit down and are presented with a master dining menu that features over 20 restaurants on Murphy and a beverage list. Diners look over the menu and simply call in their order and their food is brought to their table.

What makes this so unique is that you can have family at a table and everyone can order from a different restaurant alleviating that dreaded dilemma of a group of people trying to decide on what type of food and where do they want to eat. Diners can order an appetizer from one restaurant, entree from another restaurant and dessert from even another... Sunnyvale's J&B is the ultimate dining experience!

The music featured will not be the Top 40 bands normally present during the Summer Series but a more subdued genre of music (i.e.: Jazz, Blues, Reggae and other traditional non-dance oriented bands) will be featured on Saturday eves. Although we expect plenty of local support, the emphasis will be on bringing new customers and possibly future residents to our mixed-use downtown. Jazz music has an inherent loyal patronage these "music lovers" will travel miles just hear good music. Because the focus of the Jazz & beyond series is to feature Downtown Sunnyvale and its' businesses on Murphy Avenue we will not have any outside food or arts and crafts vendor booths during this event.

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

Yes. We have held this event for several years now. It has been held on the 100 block of South Murphy Ave.

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 Jazz & Beyond series is more of an acknowledgment and introduction to Downtown Sunnyvale. The primary focus of this series is to market Downtown Sunnyvale and the many amenities our downtown has to offer. We feel our local residents and nearby business

employees know this about our downtown. However, due to the fact that evenings in Downtown Sunnyvale lack vitality, the Jazz & Beyond Series is an effort to create downtown Sunnyvale an evening destination point.

4. Is your event a fundraiser? Please note: 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.

NO.

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

Although we never take an event for granted, our staff has demonstrated for over 15 years the ability to manage and produce a fun community event. We will continue to draw on our staff and event experience to ensure a well-planned safe event.

### **Marketing & Promotion:**

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

As mentioned earlier we expect plenty of city support but our marketing efforts will be concentrated on those living outside of Sunnyvale. With “Solstice” and “Loft House” complete this event plays an even more important role in marketing Downtown Sunnyvale. Our goal is to re-introduce customers (and our new residents) to our incredible (and “so many choices”) of dining establishments in downtown. We will publish up to 5,000 dining menu/brochures that feature the many restaurants we currently have.

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

We expect to have 500-1000 people per week for all 8 weeks.

8. 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.

Our promotional outreach for this event includes: posters (250ct.) and Menu/Brochures and entertainment lineup (5,000ct.) distributed throughout the City of Sunnyvale, during the Summer series, and throughout high foot traffic locations throughout the south bay.

Advertising in the Metro/Eye, our website [www.SunnyvaleDowntown.com](http://www.SunnyvaleDowntown.com) as well as social media mechanisms (facebook, twitter and our email list) make up our marketing matrix. By using south bay publications for our promotional outreach we feel we can garner a new customer base for downtown Sunnyvale.

### **Organization Information:**

9. 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 SDA is funded in part by the business improvement district (BID) fees, city funds, sponsorships and revenue producing events.

The Sunnyvale Downtown Association (SDA) serves as the voice of downtown Sunnyvale by:

- Advocating for policies, programs and events that support the economic growth of the downtown core
- Acting as the downtown marketing arm and ambassador for the City of Sunnyvale
- Producing attractive events for the community
- Promoting downtown as a premier venue for other groups to produce events
- Working with other Community Based Organization's that share in the growth, beautification, and continual vitality of downtown Sunnyvale
- Serving as the primary information portal to all events, attractions and programs stemming from the downtown core

### **Event Budget:**

10. 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?

For all of our events we put several controls in place in order to be fiscally sound. The SDA staff has years of experience in both event production and small business ownership. Staff has created an event matrix that we now use for all of our events. The matrix is made up of three components: an event timeline, a detailed event budget and a staff/task grid that identifies all of the jobs/tasks needed to produce a safe and successful event. To ensure future success we reconvene key event personnel for a post event analysis and discuss ways we may improve the event for the following year. This event matrix system has proven to ensure financial, personnel management and logistic success.

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 \$24.75, the California volunteer rate per Independent.Sector.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% of Total Expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

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

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

13. 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.

Of all of our events we produce, this event is the most inefficient. We will monitor this event carefully and if things don't turn around in the next few years we may remove it from our schedule. Our hope is for "sponsorships" to increase as the economy starts to turnaround.

We are a non-profit org with truly a non-profit mentality; whatever revenue is generated from the event is spent on the event. In other words, if we receive a 20k sponsorship for a particular event, we spend it on that said event, for that year. If we don't receive the 20k the following year, we simply scale it down to conform to the current budget. Although that may sound too good to be true, it is indeed that easy. Our organization, as it currently stands, has no employees (everyone is a sub-contractor, volunteer and/or in-kind and at-will) no benefits and no unions. We are sincerely focused on pouring all dollars back into our city as we are the only downtown association in the entire south bay that does not rent office space; we would rather use this "saved" expense to re-invest into our city. Simply put, we relatively have little to no overhead but still have an on-going base income through the BID. This makes it is very simple to be sustainable and balance the budget no matter how big or small it is. Because of our unique flexibility, If we have a poor year in fund development, we can downsize at the 'drop of a hat' without conflict and if it goes well increase production equally as fast".

**Thank you for your interest in the Community Events Grant!**

JAZZ & BEYOND				Notes & Comments
			Projected	
				This is for 8 weeks
<b>EXPENSES</b>				
	City Services			
	Banners			
	El Camino & Wolfe Roads			
	Permits			
	Application Permit			\$ 115.00
	Garbage			\$ 753.50
	Street Closure			\$ - continue from farmer's mkt
	Plaza del Sol Closure			
	Building & Electrical			\$ -
	Fire Inspection			\$ 208.00
	Police			
	<b>Subtotal - City Services</b>			<b>\$ 1,076.50</b>
	County Services			
	Permits			
	ABC			\$ 650.00
	Health			\$ -
	<b>Subtotal - County Services</b>			<b>\$ 650.00</b>
	Entertainment & Hospitality			
	Bands & Entertainment			\$ 4,000.00
	Sound Company			
	Costs of Goods Sold (beverages)			
	Beer			\$ 944.00
	Cups for Beer & Wine			\$ 1,044.00
	Wine			\$ 3,237.00
	Water & Soft Drinks			\$ 204.40
	Street Performers			
	Balloon Artist			
	Face Painter			
	VIP/Hospitality Suite (catered food)			
	<b>Subtotal - Entertainment</b>			<b>\$ 9,429.40</b>
	Equipment Rentals & Purchases			\$ -
	Booths			\$ 1,320.00
	Tables & Chairs			\$ 2,977.00
	Generators &/or Electrical Boxes			
	Linens			\$ 400.00
	Sound System & Lighting			
	Porta Potties			
	Radios			
	Staging & Lights			\$ 4,672.00
	<b>Subtotal - Equipment Rentals</b>			<b>\$ 9,369.00</b>
	Marketing & Advertising			
	Artwork & Design			\$ 500.00
	Banners			\$ 920.00
	Posters (18 x 24) @ 200			\$ 300.00 inc. frieght
	Menus (2000)			\$ 423.00
	Flyers (business card size) @ 10k			\$ 256.26
	Print Advertising			\$ - s'vale sun & santa clara weekly
	Signage (additional)			\$ - no parking tow away signs
	Street Marketing			\$ -
	<b>Subtotal - Marketing &amp; Advertising</b>			<b>\$ 2,399.26</b>

	Subcontractors		
	Dumpsters & Recycling	\$ -	
	Fencing		
	Security		
	Staff/Production Crew		
	Event Coordinator		
	Beverage Coordinator	\$ -	
	Vendor Coordinator		
	Volunteer Coordinator		
	Set up & clean up	\$ 2,250.00	
	Power Washing		
	<b>Subtotal - Subcontractors</b>	<b>\$ 2,250.00</b>	
	Other		
	Garbage Bags	\$ 68.54	
	Insurance	\$ 800.00	
	Ice	\$ -	
	Misc (cups, tape, chalk, rope etc.)	\$ 1,200.00	plates, cups etc.
	<b>Subtotal - Other</b>	<b>\$ 2,068.54</b>	
	<b>TOTAL EXPENSES</b>	<b>\$ 27,242.70</b>	
	<b>REVENUE</b>		
	<b>CONTRIBUTED INCOME</b>		
	Grants		
	City/Government	\$ 2,000.00	based on last year's grant request
	<b>Subtotal - Grants</b>	<b>\$ 2,000.00</b>	
	Space Rentals - Vendors		
	Food & beverage		
	Arts & Crafts		
	<b>Subtotal - Space Rentals</b>	<b>\$ -</b>	
	Sponsorships		
	Presenting Sponsor	\$ 10,000.00	
	Stage Sponsor		
	Community Sponsors	\$ 1,000.00	
	Friends of Sponsors		
	<b>Subtotal - Sponsorships</b>	<b>\$ 11,000.00</b>	
	Ticket & Beverage Sales		
	Drinks	\$ 12,026.00	
	<b>Subtotal - Ticket &amp; Beverage Sales</b>	<b>\$ 12,026.00</b>	
	Additional Income		
	<b>Subtotal - Additional Income</b>	<b>\$ -</b>	
	<b>TOTAL REVENUE</b>	<b>\$ 25,026.00</b>	
	<b>NET PROFIT / LOSS</b>	<b>\$ (2,216.70)</b>	



SDA ORGANIZATION EXPENSE & REVENUE F					2014-15	2015-16	
						projected	
EXPENSES							
	Advertising, Promotion & Marketing				\$ -	\$ 5,000.00	
	Commissions & Fees (memberships, etc.)				\$ -		
	Conferences, meetings & seminars (attended)				\$ -	\$ -	
	Contract Labor				\$ 39,600.00	\$ 39,600.00	
	Dues/Subscriptions/Contributions				\$ -	\$ -	
	Employee Health Benefits				\$ -	\$ -	
	Events (costs directly associated with the event)						
		Summer Series Music + Market			\$ 45,537.92	\$ 40,537.92	
		Jazz & Beyond			\$ 27,342.57	\$ 24,342.57	
		Holiday Christmas Tree Lighting			\$ 6,944.69	\$ 6,936.00	
		Magic of Sunnyvale Wine & Food Stroll			\$ 25,093.00	\$ 25,093.00	
		Game Day					
		St Patty's					
		Carnival			\$ -	\$ -	
	Finance Services Charges					\$ -	
	Insurance						
		General			\$ 4,618.00	\$ 4,618.00	
		Directors & Officers			\$ -	\$ -	
		Workman's Compensation			\$ -	\$ -	
	Janitorial & Cleaning				\$ -	\$ -	
	Legal & Accounting				\$ 496.00	\$ 496.00	
		Audit			\$ -	\$ -	
		Legal			\$ -	\$ -	
	Maintenance, Beautification & Repair (incl murphy lights)				\$ -		
	Office Supplies				\$ 100.00	\$ 100.00	
	Payroll Taxes				\$ -	\$ -	
	Postage				\$ -	\$ -	
	Printing & Reproduction				\$ -	\$ -	
	Purchases				\$ -	\$ -	
	Rent				\$ 2,421.43	\$ 2,421.43	
	Staff Salaries					\$ -	
	Supplies (non office)				\$ -	\$ -	
	Taxes, Licenses & permits)				\$ 781.00	\$ 781.00	
	Telephone/ Internet/Website				\$ 1,260.00	\$ 1,260.00	
	Travel & Entertainment				\$ 580.00	\$ 580.00	
	Utilities				\$ -	\$ -	
	Visitor's Guide				\$ -	\$ 5,000.00	
	Contingency 5%				\$ 7,738.73	\$ 7,838.30	
TOTAL EXPENSES					\$ 154,774.61	\$ 156,765.92	
REVENUE							
CONTRIBUTED & SPONSORSHIP INCOME							
	Grants						
		City/Government					
			Community Events Grant			\$ 3,500.00	\$ 3,500.00
			Matching BID or Sponsorship			\$ 30,000.00	\$ 30,000.00
		Corporate/Foundations					
		Mitigation			\$ -	\$ -	
			Other				
SUBTOTAL - GRANTS					\$ 33,500.00	\$ 33,500.00	
Projects & Events Sales (incl. vendors)							
		Summer Series Music + Market			\$ 46,881.00	\$ 52,299.00	
		Jazz & Beyond			\$ 25,080.00	\$ 25,080.00	

				Holiday Tree Lighting Celebration	\$ 7,500.00	\$ 7,300.00
				Magic of Sunnyvale Wine Stroll	\$ 16,000.00	\$ 16,000.00
				Game Day	\$ -	\$ -
				Carni Gras		
				<b>SUBTOTAL - PROJECTS &amp; EVENTS</b>	<b>\$ 95,461.00</b>	<b>\$ 100,679.00</b>
				SDA Memberships		
				BID Fees	\$ 30,253.00	\$ 30,253.00
				<b>SUBTOTAL - SDA MEMBERSHIPS</b>	<b>\$ 30,253.00</b>	<b>\$ 30,253.00</b>
				<b>TOTAL REVENUE</b>	<b>\$ 159,214.00</b>	<b>\$ 164,432.00</b>
				<b>NET PROFIT/LOSS</b>	<b>\$ 4,439.39</b>	<b>\$ 7,666.08</b>

## Task Volunteer Grid - Jazz Beyond

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
Jazz & Beyond Committee					
Joe Antuzzi	Johnny Sevey		meet once a month (starting Jan)		
Donna Lang	Gary Gold				
Leigh Odom	Kathy Johnson			42	\$ 1,106.28
Event Administration					
Event Coordinator	SDA - Joel W.	2:00pm - 10:00pm			
Assistant Coordinator	Adam Andrews	2:00pm - 10:00pm			
Beverage Cordinator	Veronica Garcia	4:00pm - 10:00pm			
Entertainment	Cheri G./Joel	4:00pm - 10:00pm			
Beer Booth					
Beverage Coordinator	Adam Andrews	4:00pm - 10:00pm	Responsible for overseeing the volunteers		\$ -
Beer Booth Volunteer		5:00pm - 8:30pm	Sell beverages	3.5	\$ 92.19
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 92.19
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 92.19
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 92.19
Wine Booth					
Beverage Coordinator	Board Member			3.5	\$ 92.19
Wine & Soft Drinks Volunteer			Sell Beverages	3.5	\$ 92.19
Wine & Soft Drinks Volunteer				3.5	\$ 92.19
Wine & Soft Drinks Volunteer				3.5	\$ 92.19
Jazz & Beyond Staff					
Set Up & Break Down	Omar	3:00pm - close			
Vendor Coordinator	Adam Andrews	2:00pm - close			
Asst. Vendor Coordinator	Veronica Garcia	2:00pm - close			\$ -
Stage Manager	Cheri Gross	4:00pm - close			
Asst. Stage Manager	Marc Dydo	4:00pm - close			\$ -
Stage MC	Joel	5:30pm - 8:30pm			
Miscellaneous					
MC/Photographer	Joel	5:30pm - 8:30pm			
			Note: Total is based on 8 weeks. Hrs &		
			Value listed are those who are		
			volunteers. Tasks that are blank are paid		
			staff.		
			TOTAL IN-KIND VOLUNTEER ASSISTANCE		\$ 14,750.40

## Community Event Grant Evaluation

We hope your community event was a great success. If your organization is receiving a Community Event Grant, please submit this evaluation form to the City within 30 days after the event was held. If your event occurred prior to receiving this grant approval packet, please submit this form within 30 days of packet receipt.

Please complete this form and return it with original receipts to City of Sunnyvale, Dept. of Library and Community Services, Attn: Community Services Division, P.O. Box 3707, Sunnyvale, CA 94088-3707. For questions, please call (408) 730-7599. You may also request an electronic version of this form by e-mailing [events@sunnyvale.ca.gov](mailto:events@sunnyvale.ca.gov).

**Event Name:** Jazz & Beyond Series

**Organization:** Sunnyvale Downtown Association

**Date(s) of Event:** Every Saturday from July 5 – August 23

1. Please describe the overall success of your event and describe any problems or areas for improvement. Be as specific as possible. Attach additional sheets if necessary.

Still, no changes in format whatsoever...flawless. Our "sit down" dining (200pp) will not increase next year (due to lack of table and chair storage in our POD) We hoped for an increase in attendance from last year but the numbers were identical to last year with a 5% +/- differential. As usual music line up was both cultural and entertaining.

2. How many people attended your event? (estimate, if necessary) Please list total attendance and attendance per day if held over multiple days.

We estimated that 350 people per event (8) attended which would bring the total to 2,800 attendees.

3. Please attach a sheet listing all actual expenditures and the total cost of holding the event.

JAZZ & BEYOND		Projected	Notes & Comments
			This is for 8 weeks
<b>EXPENSES</b>			
City Services			
Banners			
El Camino & Wolfe Roads			
Permits			
Application Permit		\$ 109.00	
Garbage		\$ 753.50	
Street Closure		\$ -	continue from farmer's mkt
Plaza del Sol Closure			
Building & Electrical		\$ -	
Fire Inspection		\$ 208.00	
Police			
<b>Subtotal - City Services</b>		<b>\$ 1,070.50</b>	
County Services			
Permits			
ABC		\$ 650.00	
Health		\$ -	
<b>Subtotal - County Services</b>		<b>\$ 650.00</b>	
Entertainment & Hospitality			
Bands & Entertainment		\$ 4,000.00	
Sound Company			
Costs of Goods Sold (beverages)			
Beer		\$ 944.00	
Cups for Beer & Wine		\$ 1,044.00	
Wine		\$ 3,237.00	
Water & Soft Drinks		\$ 204.40	
Street Performers			
Balloon Artist			
Face Painter			
VIP/Hospitality Suite (catered food)			
<b>Subtotal - Entertainment</b>		<b>\$ 9,429.40</b>	
Equipment Rentals & Purchases		\$ -	
Booths		\$ 1,320.00	
Tables & Chairs		\$ 2,977.00	
Generators &/or Electrical Boxes			
Linens		\$ 400.00	
Sound System & Lighting			
Porta Potties			
Radios			
Staging & Lights		\$ 4,672.00	
<b>Subtotal - Equipment Rentals</b>		<b>\$ 9,369.00</b>	
Marketing & Advertising			
Artwork & Design		\$ 500.00	
Banners		\$ 920.00	
Posters (18 x 24) @ 200		\$ 300.00	inc. frieght
Menus (2000)		\$ 423.00	
Flyers (business card size) @ 10k		\$ 256.26	
Print Advertising		\$ -	s'vale sun & santa clara weekly
Signage (additional)		\$ -	no parking tow away signs
Street Marketing		\$ -	
<b>Subtotal - Marketing &amp; Advertising</b>		<b>\$ 2,399.26</b>	

Subcontractors		
Dumpsters & Recycling	\$ -	
Fencing		
Security		
Staff/Production Crew		
Event Coordinator		
Beverage Coordinator	\$ -	
Vendor Coordinator		
Volunteer Coordinator		
Set up & clean up	\$ 2,250.00	
Power Washing		
<b>Subtotal - Subcontractors</b>	<b>\$ 2,250.00</b>	
Other		
Garbage Bags	\$ 68.54	
Insurance	\$ 800.00	
Ice	\$ -	
Misc (cups, tape, chalk, rope etc.)	\$ 1,200.00	plates, cups etc.
<b>Subtotal - Other</b>	<b>\$ 2,068.54</b>	
<b>TOTAL EXPENSES</b>	<b>\$ 27,236.70</b>	
<b>REVENUE</b>		
<b>CONTRIBUTED INCOME</b>		
Grants		
City/Government	\$ 2,000.00	based on last year's grant request
<b>Subtotal - Grants</b>	<b>\$ 2,000.00</b>	
Space Rentals - Vendors		
Food & beverage		
Arts & Crafts		
<b>Subtotal - Space Rentals</b>	<b>\$ -</b>	
Sponsorships		
Presenting Sponsor	\$ 10,000.00	
Stage Sponsor		
Community Sponsors	\$ 1,000.00	
Friends of Sponsors		
<b>Subtotal - Sponsorships</b>	<b>\$ 11,000.00</b>	
Ticket & Beverage Sales		
Drinks	\$ 12,026.00	
<b>Subtotal - Ticket &amp; Beverage Sales</b>	<b>\$ 12,026.00</b>	
Additional Income		
<b>Subtotal - Additional Income</b>	<b>\$ -</b>	
<b>TOTAL REVENUE</b>	<b>\$ 25,026.00</b>	
<b>NET PROFIT / LOSS</b>	<b>\$ (2,210.70)</b>	

**Community Events Grant Funding Application  
City of Sunnyvale**



**Fiscal Year 2015 – 2016**

**MAGIC OF SUNNYVALE**

**GRANT AMOUNT REQUESTED**

**\$4,000.00**

**Contents/Support Materials:**

**City of Sunnyvale Application  
Event Expense & Revenue Report  
Organization Expense & Revenue Report  
Volunteer/Task Grid  
Past Marketing Materials**

## Community Events Grant Funding Application City of Sunnyvale



**Fiscal Year 2015 – 2016**

**Application Deadline: Friday, May 22, 2015.**

**Directions:** You may either 1) Print this application and complete the hard copy, or 2) Type your responses electronically and print for submission. Please answer all questions completely, including as much detail as possible. 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. Applicants will be notified of award decisions no later than July 2015.

Applications may be submitted by mail, email, fax or in-person. Mail or drop-off to: Community Resources Division, located at the Sunnyvale Senior Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Fax (408) 737-4965 or Email [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov). For more information, call (408) 730-7599, TDD (408) 730-7501, or visit us online at [EventGrants.inSunnyvale.com](http://EventGrants.inSunnyvale.com).

**Event Name: 2016 Magic of Sunnyvale**

**Date(s)/Time(s) of Event: Saturday May 7, 2016 (2:30pm - 5:30pm)**

**Sponsoring Organization(s): Sunnyvale Downtown Association\_\_\_\_\_**

**Authorized Representative Information:**

Name:	Joel Wyrick_____
Title:	Executive Director_____
Organization:	Sunnyvale Downtown Association_____
Phone(wk/cell):	408 516-7217_____
Email:	sda94086@yahoo.com_____
Mailing Address:	PO Box 70785_____
	Sunnyvale, CA 94086



**Event Details:**

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

The Magic of Sunnyvale (MOS) will now be in its 5th year. The Magic of Sunnyvale is arguably the largest outdoor assembly of magicians in northern California! There are two events happening simultaneously, One, the Magic of Sunnyvale and two, the wine stroll. The magic side is free, attended by many families and open to the public. Families may come to downtown Sunnyvale and enjoy up to 20 magicians performing, close-up and stage shows for everyone's enjoyment. Many magicians are placed in a fixed location (with their table, bag, etc.) throughout our higher foot traffic downtown areas. Other magicians are incognito/undercover walking as though they are just shopping, strolling, etc. Since these special magicians are not so easily identifiable to the downtown patron, magic will seem to appear from unsuspecting situations and places adding to the fun and laughter of this very unique event! For the first time since its inception the attendees of the 2015 Magic of Sunnyvale surpassed the attendance of the Wine Stroll! We had expected this to happen eventually as the "magic" piece caught on and that you didn't have to buy a ticket in order to attend. We expect the 2016 Magic of Sunnyvale to double the attendance of the Wine Stroll.

The "stroll" component is for those who wish to take part in the sampling of wines from up to 20 wineries as well as food tastings from our Sunnyvale restaurants. There is a fee and 21 and older policy is strictly enforced! The stroll is not part of this grant request.

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

Yes, The Magic of Sunnyvale is throughout downtown 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?

Everyone loves magic. Magic is just one of those things that appeals to all walks of life. This was a primary reason this event was created. You can argue the Holiday Tree lighting has religious connotations and will turn some away, or that the Art & Wine or Summer Series features a certain kind of music that some people don't enjoy. However, close-up magic has a universal appeal that celebrates our city's diversity without offending anyone like no other event. The strategic placement of the magicians is also key in showcasing our downtown. By doing this, it forces people to move from point A to point B this "to and from" walking is designed for people to see stores, restaurants, shops they may have not seen or experienced before. The Magic of Sunnyvale Wine Stroll was also created to have an event that could easily include the former Town Center and Town and Country sites. The magicians are placed on sidewalks, street corners, in front of businesses etc. making it easy to include the former Town Center and Town & Country sites. In 2015, we added a "stage" to feature three hourly stage performances for families that wanted to stay in one place and enjoy a larger

stage production magic show. As with all of the Sunnyvale Downtown Association events, our goal to provide vitality and identity to our downtown.

4. Is your event a fundraiser? Please note: 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.

NO. This grant request is for the Magic of Sunnyvale NOT the wine stroll.

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

The first step we took to ensure a well-planned, safe event was to hire staff within the SDA with extensive experience in event production. This includes but not limited to: timeline scheduling, staffing matrix design, event layout, city permits, security, food & vendor setup, booth & staging rentals and entertainment procurement. Over the past decade our organization and staff have demonstrated the ability to manage traffic, parking, crowds, facilities and clean up. We will continue to draw on our staff and event experience to ensure a well-planned safe event.

### **Marketing & Promotion:**

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

It is a family oriented event. The event is targeted to local residents and beyond.

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

Because the Magic of Sunnyvale (MOS) is free it’s hard to determine actual attendance but based on our event experience we determine about 600 – 700 people. This was the first time the Magic of Sunnyvale attendees outnumbered the wine strollers! (this is easy to determine because all wine strollers are carrying a souvenir wine glass and tote bag) We expect the MOS event to grow to over 1,000 in total attendance next year as the popularity is growing at a fast pace! We believe the MOS will surpass a Summer Series attendance by 2017.

8. 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.

Our promotional outreach for this event includes: posters (200ct.) and flyers (5,000ct.) distributed throughout the City of Sunnyvale at high foot traffic locations and schools. We will purchase City banner space located at El Camino and Wolfe Roads. Print ads will be purchased in both the Sunnyvale Sun, Santa Clara Weekly as well as social media outlets.

Our website [www.SunnyvaleDowntown.com](http://www.SunnyvaleDowntown.com) will complete our marketing matrix. This year we videotaped the event and are in the process of producing a promotional videos for our website, facebook and you tube. It has taken literally 5 years for this concept to catch on but once you see it a video clip... you get it. We are also creating :30 and :60 second spots to possibly be aired on Comcast and KSUN for next years' event.

### **Organization Information:**

9. 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 SDA is funded in part by the business improvement district (BID) fees, city funds, sponsorships and revenue producing events.

The Sunnyvale Downtown Association (SDA) serves as the voice of downtown Sunnyvale by:

- Advocating for policies, programs and events that support the economic growth of the downtown core
- Acting as the downtown marketing arm and ambassador for the City of Sunnyvale
- Producing attractive events for the community
- Promoting downtown as a premier venue for other groups to produce events
- Working with other Community Based Organization's that share in the growth, beautification, and continual vitality of downtown Sunnyvale
- Serving as the primary information portal to all events, attractions and programs stemming from the downtown core

### **Event Budget:**

10. 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?

For all of our events we put several controls in place in order to be fiscally sound. The SDA staff has years of experience in both event production and small business ownership. Staff has created an event matrix that we now use for all of our events. The matrix is made up of three components: an event timeline, a detailed event budget and a staff/task grid that identifies all of the jobs/tasks needed to produce a safe and successful event. To ensure future success we reconvene key event personnel for a post event analysis and discuss ways we may improve the event for the following year. This event matrix system has proven to ensure financial, personnel management and logistic success.

11. 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 \$24.18, the universal volunteer rate)
- 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% of Total Expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

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

The positive response to the Magic of Sunnyvale has been overwhelming for those in attendance as we already have a verbal commitment from last years' presenting sponsor. A grant by the City of Sunnyvale not only helps us financially offset the cost of the event, but by naming the city as a supporter, it lends credibility and leverage to the event.

13. 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.

Continued aggressiveness for corporate sponsorship will remain constant. Sponsorship and grants will affect the quality and quantity of the magicians we hire. This grant and other sponsorship money allow us to enhance the event by attracting regional/nationally recognized magicians.

We are a non-profit org with truly a non-profit mentality; whatever revenue is generated from the event is spent on the event. In other words, if we receive a 20k sponsorship for a particular event, we spend it on that said event, for that year. If we don't receive the 20k the following year, we simply scale it down to conform to the current budget. Although that may sound too good to be true, it is indeed that easy. Our organization, as it currently stands, has no employees (everyone is a sub-contractor and/or volunteer and at-will) no benefits, no unions and no office space. Simply put, we relatively have little to no overhead but still have an on-going base income through the BID. This makes it is very simple to be sustainable and balance the budget no matter how big or small it is. Because of our unique flexibility, If we have a poor year in fund development, we can downsize at the 'drop of a hat' without conflict and if it goes well increase production equally as fast."

**Thank you for your interest in the Community Events Grant!**

MAGIC OF SUNNYVALE & WINE STROLL					2015	Notes & Comments
					Actual	
EXPENSES						
	City Services					
	Banners					
		El Camino & Wolfe Roads			\$ 400.00	
		Permits			\$ -	
		Street Closure				already closed
		Plaza del Sol Closure			\$ -	
		Building & Electrical			\$ -	
		Fire Inspection			\$ 129.00	
	Police				\$ -	
	Subtotal - City Services				\$ 529.00	
	County Services					
		Permits				
		ABC			\$ 375.00	\$25 per location @ 15 locations
		Health				
	Subtotal - County Services				\$ 375.00	
	Entertainment & Hospitality					
	Bands & Entertainment					
		Balloon Artist			\$ -	
		Magicians			\$ 1,500.00	
	Costs of Goods Sold (beverages)				\$ 5,440.00	17 vintners w/4 cases ea. at \$80 per case
		Tote Bags (1000)			\$ 1,900.00	
		Wine Glasses (1000)			\$ 3,200.00	\$2.30 per glass
	VIP/Hospitality Suite (catered food)					n/a
	Subtotal - Entertainment				\$ 12,040.00	
	Equipment Rentals & Purchases				\$ -	
	Booths, Tables & Chairs				\$ -	
	Sound System & Lighting (parade)					in-kind joel w or will c
	Radios					bought them last year/used sares
	Staging & Lights					
	Subtotal - Equipment Rentals				\$ -	
	Marketing & Advertising					
	Artwork & Design (poster, ticket, flyer)				\$ 800.00	
	Flyers (4x6) @ 10k				\$ 325.00	printing cost
	Posters (12.25 x 17.25) @ 250				\$ 300.00	printing cost
	Tickets (numbered)				\$ 435.00	printing cost
	Banners (el camino & wolfe)				\$ 20.00	recycled with date change
	Comps (250 tickets)				\$ 6,250.00	17 host locations, volunteers, magicians, etc.
	Passport				\$ 100.00	location hole punch passport
	Print Advertising				\$ -	sun & santa clara weekly facebook
	Signage (additional)					
	Stage Banner				\$ 1,245.00	will re-use every year
	Street Marketing				\$ 350.00	
	Video				\$ 300.00	production & talent
	Subtotal - Marketing & Advertising				\$ 10,125.00	
	Subcontractors					
	Dumpsters				\$ -	in-kind donated by specialty \$700 value
	Fencing					
	Security					many 2011 expenses are still outstanding
	Staff/Production Crew					
		Event Coordinator			\$ 800.00	

		Asst. Event Coordinator		
		Volunteer Coordinator		
		Set up & clean up	\$ 250.00	
		Stage set up	\$ 250.00	
		<b>Subtotal - Subcontractors</b>	<b>\$ 1,300.00</b>	
		Other		
		Insurance	\$ 600.00	
		Ice		
		Misc (balloons, tape, chalk, rope etc.)	\$ 124.00	balloons
		<b>Subtotal - Other</b>	<b>\$ 724.00</b>	
		<b>TOTAL EXPENSES</b>	<b>\$ 25,093.00</b>	
		<b>REVENUE</b>		
		<b>CONTRIBUTED INCOME</b>		
		Grants		
		City/Government	\$ -	
		<b>Subtotal - Grants</b>	<b>\$ -</b>	
		Space Rentals - Host Locations/Vendors (20)	\$ 5,950.00	17 @ 350 each
		Food & beverage	\$ -	
		<b>Subtotal - Space Rentals</b>	<b>\$ 5,950.00</b>	
		Sponsorships		
		Presenting Sponsor	\$ 10,000.00	comes from city sponsorship
		Community Sponsors		
		Friends of Sponsor	\$ -	
		<b>Subtotal - Sponsorships</b>	<b>\$ 10,000.00</b>	
		Ticket & Beverage Sales		
		Drinks	\$ 10,625.00	425 tickets were sold at \$25 ea.
		<b>Subtotal - Sponsorships</b>	<b>\$ 10,625.00</b>	
		Additional Income		
		<b>Subtotal - Additional Income</b>	<b>\$ -</b>	
		<b>TOTAL REVENUE</b>	<b>\$ 26,575.00</b>	
		<b>NET PROFIT / LOSS</b>	<b>\$ 1,482.00</b>	

SDA ORGANIZATION EXPENSE & REVENUE F					2014-15	2015-16	
						projected	
EXPENSES							
	Advertising, Promotion & Marketing				\$ -	\$ 5,000.00	
	Commissions & Fees (memberships, etc.)				\$ -		
	Conferences, meetings & seminars (attended)				\$ -	\$ -	
	Contract Labor				\$ 39,600.00	\$ 39,600.00	
	Dues/Subscriptions/Contributions				\$ -	\$ -	
	Employee Health Benefits				\$ -	\$ -	
	Events (costs directly associated with the event)						
		Summer Series Music + Market			\$ 45,537.92	\$ 40,537.92	
		Jazz & Beyond			\$ 27,342.57	\$ 24,342.57	
		Holiday Christmas Tree Lighting			\$ 6,944.69	\$ 6,936.00	
		Magic of Sunnyvale Wine & Food Stroll			\$ 25,093.00	\$ 25,093.00	
		Game Day					
		St Patty's					
		Carnival			\$ -	\$ -	
	Finance Services Charges					\$ -	
	Insurance						
		General			\$ 4,618.00	\$ 4,618.00	
		Directors & Officers			\$ -	\$ -	
		Workman's Compensation			\$ -	\$ -	
	Janitorial & Cleaning				\$ -	\$ -	
	Legal & Accounting				\$ 496.00	\$ 496.00	
		Audit			\$ -	\$ -	
		Legal			\$ -	\$ -	
	Maintenance, Beautification & Repair (incl murphy lights)				\$ -		
	Office Supplies				\$ 100.00	\$ 100.00	
	Payroll Taxes				\$ -	\$ -	
	Postage				\$ -	\$ -	
	Printing & Reproduction				\$ -	\$ -	
	Purchases				\$ -	\$ -	
	Rent				\$ 2,421.43	\$ 2,421.43	
	Staff Salaries					\$ -	
	Supplies (non office)				\$ -	\$ -	
	Taxes, Licenses & permits)				\$ 781.00	\$ 781.00	
	Telephone/ Internet/Website				\$ 1,260.00	\$ 1,260.00	
	Travel & Entertainment				\$ 580.00	\$ 580.00	
	Utilities				\$ -	\$ -	
	Visitor's Guide				\$ -	\$ 5,000.00	
	Contingency 5%				\$ 7,738.73	\$ 7,838.30	
TOTAL EXPENSES					\$ 154,774.61	\$ 156,765.92	
REVENUE							
CONTRIBUTED & SPONSORSHIP INCOME							
	Grants						
		City/Government					
			Community Events Grant			\$ 3,500.00	\$ 3,500.00
			Matching BID or Sponsorship			\$ 30,000.00	\$ 30,000.00
		Corporate/Foundations					
		Mitigation			\$ -	\$ -	
			Other				
SUBTOTAL - GRANTS					\$ 33,500.00	\$ 33,500.00	
Projects & Events Sales (incl. vendors)							
		Summer Series Music + Market			\$ 46,881.00	\$ 52,299.00	
		Jazz & Beyond			\$ 25,080.00	\$ 25,080.00	

				Holiday Tree Lighting Celebration	\$ 7,500.00	\$ 7,300.00
				Magic of Sunnyvale Wine Stroll	\$ 16,000.00	\$ 16,000.00
				Game Day	\$ -	\$ -
				Carni Gras		
				<b>SUBTOTAL - PROJECTS &amp; EVENTS</b>	<b>\$ 95,461.00</b>	<b>\$ 100,679.00</b>
				SDA Memberships		
				BID Fees	\$ 30,253.00	\$ 30,253.00
				<b>SUBTOTAL - SDA MEMBERSHIPS</b>	<b>\$ 30,253.00</b>	<b>\$ 30,253.00</b>
				<b>TOTAL REVENUE</b>	<b>\$ 159,214.00</b>	<b>\$ 164,432.00</b>
				<b>NET PROFIT/LOSS</b>	<b>\$ 4,439.39</b>	<b>\$ 7,666.08</b>



## Task Volunteer Grid - Jazz Beyond

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
<b>Magic of Sunnyvale Wine Stroll Committee</b>					
Johnny Sevey	Joe Antuzzi				
Gary Gold	Leigh Odum				
Kathy Johnson	Joel Wyrick			24	\$ 632.16
Donna Lang					
<b>Magic Administration</b>					
Event Coordinator	Adam Andrews	12:00pm - 8:00pm	paid sub-contractor	0	\$ -
Volunteers	6 people	12:00pm - 8:00pm		48	\$ 1,264.32
Entertainment	Will Chandler			4	\$ 105.36
<b>Magic Staffing</b>					
Magic Coordinator	Will Chandler	12:00pm - 6:00pm	sub-contracted incl. Help	6	\$ 158.04
Stage MC	Will Chandler	2:30pm - 6:00pm	(see above)		
Magician Assistants (4)	Eight of them	12:00pm-6:00pm	(see will)	24	\$ 632.16
Clean-Up Coordinator	Omar Montes	5:30pm - 7:30pm	paid sub-contractor		
		Will Chandler			
<b>Miscellaneous</b>					
Photographer	Stephanie Taylor	2:30pm - 5:30pm		3	\$ 79.02
				0	\$ -
<b>TOTAL VOLUNTEER HOURS</b>				<b>109</b>	<b>\$ 2,126.59</b>



**Community Events Grant Funding Application  
City of Sunnyvale**



**Fiscal Year 2015 – 2016**

**SUNNYVALE SUMMER SERIES MUSIC + MARKET**

**GRANT AMOUNT REQUESTED**

**\$5,000.00**

**Contents/Support Materials:**

**City of Sunnyvale Application  
Event Expense & Revenue Report  
Organization Expense & Revenue Report  
Volunteer/Task Grid  
Past Marketing Materials**

## Community Events Grant Funding Application City of Sunnyvale



**Fiscal Year 2015/16  
Application Deadline: Friday, May 22, 2015**

**Directions:** You may either 1) Print this application and complete the hard copy, or 2) Type your responses electronically and print for submission. Please answer all questions completely, including as much detail as possible. 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. Applicants will be notified of award decisions no later than July 2014.

Applications may be submitted by mail, email, fax or in-person. Mail or drop-off to: Community Resources Division, located at the Sunnyvale Senior Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Fax (408) 737-4965 or Email [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov). For more information, call (408) 730-7599, TDD (408) 730-7501, or visit us online at [EventGrants.inSunnyvale.com](http://EventGrants.inSunnyvale.com).

**Event Name: 2015 Summer Series Music + Market**

**Date(s)/Time(s) of Event: Every Wednesday from June 17 – August 26, 2015 (5:30pm - 8:30pm)**

**Sponsoring Organization(s): Sunnyvale Downtown Association\_\_\_\_\_**

**Authorized Representative Information:**

Name:	Joel Wyrick_____
Title:	Executive Director_____
Organization:	Sunnyvale Downtown Association_____
Phone(wk/cell):	408 516-7217_____
Email:	sda94086@yahoo.com_____
Mailing Address:	PO Box 70785_____
	Sunnyvale, CA 94086

**Event Details:**

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

The Sunnyvale Summer Series Music + Market is a community tradition. The event appeals to music and arts and craft lovers in Sunnyvale & beyond. Arguably Sunnyvale's most popular event; this event brings together the Sunnyvale community much like a reunion where friends and families get together on a Wednesday afternoon/evening and enjoy music, dancing, shopping, food and conversation.

Series highlights include:

Live Music	Car Show Exhibits
Local Business Booths	Arts & Crafts Booths
Fruit & Vegetable Produce Booths	Food Booths
Balloon Twisters	& More

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

Yes, We have been doing this event for over 15 years on Washington & Murphy Avenues.

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 Summer Series is our community event where many of the local workforce get together after work and have some fun and conversation. The Summer Series is the choice for many of our residents to reconnect with one another... a reunion of sorts. This event is our best opportunity to showcase Downtown Sunnyvale and what the heart of Sunnyvale has to offer.

4. Is your event a fundraiser? Please note: 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.

NO.

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

Although we never take an event for granted, our staff has demonstrated for over 15 years the ability to manage and produce a fun community event. We will continue to draw on our staff and event experience to ensure a well-planned safe event.

**Marketing & Promotion:**

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

The event is targeted to the entire city. We purposely target the local community due to the size limitation of the street and the local “community feel” of the series.

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

We expect to have 2,000 people per week for all 11 weeks. This is based on last year’s attendance.

8. 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.

Our promotional outreach for this event includes: posters (250ct.) and Entertainment Line Up schedules (10,000ct.) distributed throughout the City of Sunnyvale at high foot traffic locations. Placing a banner at El Camino and Wolf, advertising in the Sunnyvale Sun and our website [www.SunnyvaleDowntown.com](http://www.SunnyvaleDowntown.com) make up our marketing matrix. Through this promotional outreach we feel we garner the proper local public awareness for this series.

**Organization Information:**

9. 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 SDA is funded in part by the business improvement district (BID) fees, city funds, sponsorships and revenue producing events.

The Sunnyvale Downtown Association (SDA) serves as the voice of downtown Sunnyvale by:

- Advocating for policies, programs and events that support the economic growth of the downtown core
- Acting as the downtown marketing arm and ambassador for the City of Sunnyvale
- Producing attractive events for the community



- Promoting downtown as a premier venue for other groups to produce events
- Working with other Community Based Organization's that share in the growth, beautification, and continual vitality of downtown Sunnyvale
- Serving as the primary information portal to all events, attractions and programs stemming from the downtown core

**Event Budget:**

10. 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?

For all of our events we put several controls in place in order to be fiscally sound. The SDA staff has years of experience in both event production and small business ownership. Staff has created an event matrix that we now use for all of our events. The matrix is made up of three components: an event timeline, a detailed event budget and a staff/task grid that identifies all of the jobs/tasks needed to produce a safe and successful event. To ensure future success we reconvene key event personnel for a post event analysis and discuss ways we may improve the event for the following year. This event matrix system has proven to ensure financial, personnel management and logistic success.

11. 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 \$24.18, 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% of Total Expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

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

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

13. 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.

Sponsorships and beverage sales have traditionally been strong for this event. The projected budget will affect the amount of weeks we produce for the event. We are a non-profit org with truly a non-profit mentality; whatever revenue is generated from the event is spent on the event. In other words, if we receive a 20k sponsorship for a particular event, we spend it on that said event, for that year. If we don't receive the 20k the following year, we simply scale it down to conform to the current budget. Although that may sound too good to be true, it is indeed that easy. Our organization, as it currently stands, has no employees (everyone is a sub-contractor, volunteer and/or in-kind and at-will) no benefits and no unions. We are sincerely focused on pouring all dollars back into our city as we are the only downtown association in the entire south bay that does not rent office space; we would rather use this "saved" expense to re-invest into our city. Simply put, we relatively have little to no overhead but still have an on-going base income through the BID. This makes it is very simple to be sustainable and balance the budget no matter how big or small it is. Because of our unique flexibility, If we have a poor year in fund development, we can downsize at the 'drop of a hat' without conflict and if it goes well increase production equally as fast".

**Thank you for your interest in the Community Events Grant!**



SUMMER SERIES 2015				Notes & Comments	
				Projected	based on eleven weeks projected
					based on eleven weeks
<b>EXPENSES</b>					
	City Services				
		Banners			
			El Camino & Wolfe Roads		
		Permits			
			Application Permit	\$ 109.00	
			Street Closure	\$ 546.00	city lets us do it ourselves
			Plaza del Sol Closure		
			Building & Electrical	\$ -	
			Fire Inspection	\$ 416.50	
		Police		\$ 14,608.00	
		<b>Subtotal - City Services</b>		<b>\$ 15,679.50</b>	
	County Services				
		Permits			
			ABC	\$ 550.00	
			Health	\$ 767.50	
		<b>Subtotal - County Services</b>		<b>\$ 1,317.50</b>	
	Entertainment & Hospitality				
		Bands & Entertainment		\$ 7,500.00	
		Sound Company		\$ -	
		Costs of Goods Sold (beverages)			
			Beer	\$ 6,128.00	
			Cups for Beer & Wine	\$ 3,930.00	
			Wine	\$ 1,226.00	
			Water & Soft Drinks	\$ 340.64	
		Street Performers			
			Balloon Artist		
			Face Painter		
		VIP/Hospitality Suite (catered food)			
		<b>Subtotal - Entertainment</b>		<b>\$ 19,124.64</b>	
	Equipment Rentals & Purchases			\$ -	
		Booths, Tables & Chairs		\$ -	
		Generators &/or Electrical Boxes		\$ -	
		Signage		\$ -	A-frames (no alcohol, coolers, glass)
		Sound System & Lighting			
		Porta Potties			
		Radios			
		Staging & Lights		\$ 3,300.00	
		<b>Subtotal - Equipment Rentals</b>		<b>\$ 3,300.00</b>	
	Marketing & Advertising				
		Artwork & Design		\$ 950.00	
		Banners		\$ 676.00	
		Posters (18 x 24) @ 200		\$ 337.00	
		Flyers (business card size) @ 10k		\$ 250.00	
		Print Advertising		\$ -	
		Signage (additional)			
		Street Marketing		\$ 600.00	
		<b>Subtotal - Marketing &amp; Advertising</b>		<b>\$ 2,813.00</b>	
	Subcontractors				
		Commissions			
		Dumpsters & Recycling		\$ 150.00	

	Fencing	\$	-	
	Security	\$	1,000.00	
	Staff/Production Crew			
	Event Coordinator			
	Beverage Coordinator			
	Vendor Coordinator			
	Volunteer Coordinator			
	Set up & clean up	\$	2,750.00	
	Power Washing			
	<b>Subtotal - Subcontractors</b>	<b>\$</b>	<b>3,900.00</b>	
	Other			
	Insurance			
	Ice	\$	800.00	
	Garbage Bags	\$	753.50	
	Misc (tape, chalk, rope etc.)	\$	370.00	beer & wine cups
	<b>Subtotal - Other</b>	<b>\$</b>	<b>1,923.50</b>	
	<b>TOTAL EXPENSES</b>	<b>\$</b>	<b>48,058.14</b>	
	<b>REVENUE</b>			
	<b>CONTRIBUTED INCOME</b>			
	Grants			
	City/Government	\$	2,000.00	
	<b>Subtotal - Grants</b>	<b>\$</b>	<b>2,000.00</b>	
	Space Rentals - Vendors			
	Food & beverage	\$	2,000.00	
	Arts & Crafts	\$	4,173.00	
	<b>Subtotal - Space Rentals</b>	<b>\$</b>	<b>6,173.00</b>	
	Sponsorships			
	Presenting Sponsor			
	Stage Sponsor	\$	5,000.00	
	Community Sponsors	\$	2,000.00	
	Friends of Sponsors	\$	2,000.00	
	<b>Subtotal - Sponsorships</b>	<b>\$</b>	<b>9,000.00</b>	
	Ticket & Beverage Sales			
	Drinks	\$	35,237.00	
	<b>Subtotal - Sponsorships</b>	<b>\$</b>	<b>35,237.00</b>	
	Additional Income			
	<b>Subtotal - Additional Income</b>	<b>\$</b>	<b>-</b>	
	<b>TOTAL REVENUE</b>	<b>\$</b>	<b>52,410.00</b>	
	<b>NET PROFIT / LOSS</b>	<b>\$</b>	<b>4,351.86</b>	

## Task Volunteer Grid - Summer Series

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
Summer Series Committee					
Joe Antuzzi	Leigh Odom		meet once a month (starting Jan)		
Donna Lang	Gary Gold				
Johnny Sevey	Kathy Johnson			36	\$ 948.24
Event Administration					
Event Coordinator	SDA - Joel W.	2:00pm - 10:00pm			
Assistant Coordinator	Cassandra N.	2:00pm - 10:00pm			
Beverage Coordinator	Adam Andrews	4:00pm - 10:00pm			
Entertainment	Cheri G./Joel	4:00pm - 10:00pm			
Beer Booth					
Beverage Coordinator	Adam Andrews	4:00pm - 10:00pm	Responsible for overseeing the volunteers		\$ -
Beer Booth Volunteer		5:00pm - 8:30pm	Sell beverages	3.5	\$ 92.19
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 92.19
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 92.19
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 92.19
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 92.19
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 92.19
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 92.19
Wine Booth					
Beverage Coordinator	Brandt Carson			3.5	\$ 92.19
Wine & Soft Drinks Volunteer			Sell Beverages	3.5	\$ 92.19
Wine & Soft Drinks Volunteer				3.5	\$ 92.19
Wine & Soft Drinks Volunteer				3.5	\$ 92.19
Wine & Soft Drinks Volunteer				3.5	\$ 92.19
Summer Series Staff					
Set Up & Break Down	Omar	3:00pm - close			
Vendor Coordinator	Donna Lang	2:00pm - close			
Asst. Vendor Coordinator	Adam Andrews	2:00pm - close			\$ -
Stage Manager		4:00pm - close			
Asst. Stage Manager		4:00pm - close		0	\$ -
Stage MC	Joel	5:30pm - 8:30pm			
Miscellaneous					
Photographer	Joel	5:30pm - 8:30pm			
			Note: Total is based on 11 weeks. Hrs &		
			Value listed are those who are		
			volunteers. Tasks that are blank are paid		
			staff.		
			TOTAL IN-KIND VOLUNTEER ASSISTANCE		\$ 21,585.63

## Community Event Grant Evaluation

We hope your community event was a great success. If your organization is receiving a Community Event Grant, please submit this evaluation form to the City within 30 days after the event was held. If your event occurred prior to receiving this grant approval packet, please submit this form within 30 days of packet receipt.

Please complete this form and return it with original receipts to City of Sunnyvale, Dept. of Library and Community Services, Attn: Community Services Division, P.O. Box 3707, Sunnyvale, CA 94088-3707. For questions, please call (408) 730-7599. You may also request an electronic version of this form by e-mailing [events@sunnyvale.ca.gov](mailto:events@sunnyvale.ca.gov).

**Event Name:** Summer Series Music + Market

**Organization:** Sunnyvale Downtown Association

**Date(s) of Event:** Every Wednesday from June 18 – August 27

1. Please describe the overall success of your event and describe any problems or areas for improvement. Be as specific as possible. Attach additional sheets if necessary.

Another safe and well attended music series... We started the series on the north end of Murphy this year to take advantage of the shading trees due to the hot month of July and close the series on Washington as it gets cooler approaching the month of September. Vendor attendance was down once again from last year mostly due to the loss of food truck participation. Everything thing else was "status quo" after 15 years of experience behind this music series.

2. How many people attended your event? (estimate, if necessary) Please list total attendance and attendance per day if held over multiple days.

We estimated that 2000 people per event (11) attended which would bring the total to 22,000 attendees.

3. Please attach a sheet listing all actual expenditures and the total cost of holding the event.

SUMMER SERIES 2014		Actual	Notes & Comments
			based on eleven weeks projected
			based on eleven weeks
<b>EXPENSES</b>			
City Services			
Banners			
El Camino & Wolfe Roads			
Permits			
Application Permit		\$ 109.00	
Street Closure		\$ 546.00	city lets us do it ourselves
Plaza del Sol Closure			
Building & Electrical		\$ -	
Fire Inspection		\$ 416.50	
Police		\$ 14,608.00	
<b>Subtotal - City Services</b>		<b>\$ 15,679.50</b>	
County Services			
Permits			
ABC		\$ 550.00	
Health		\$ 767.50	
<b>Subtotal - County Services</b>		<b>\$ 1,317.50</b>	
Entertainment & Hospitality			
Bands & Entertainment		\$ 5,800.00	
Sound Company		\$ -	
Costs of Goods Sold (beverages)			
Beer		\$ 6,128.00	
Cups for Beer & Wine		\$ 3,930.00	
Wine		\$ 1,226.00	
Water & Soft Drinks		\$ 340.64	
Street Performers			
Balloon Artist			
Face Painter			
VIP/Hospitality Suite (catered food)			
<b>Subtotal - Entertainment</b>		<b>\$ 17,424.64</b>	
Equipment Rentals & Purchases		\$ -	
Booths, Tables & Chairs		\$ 3,520.00	
Generators &/or Electrical Boxes		\$ -	
Signage		\$ -	A-frames (no alcohol, coolers, glass)
Sound System & Lighting			
Porta Potties			
Radios			
Staging & Lights		\$ 10,661.00	
<b>Subtotal - Equipment Rentals</b>		<b>\$ 14,181.00</b>	
Marketing & Advertising			
Artwork & Design		\$ 950.00	
Banners		\$ 676.00	
Posters (18 x 24) @ 200		\$ 337.00	
Flyers (business card size) @ 10k		\$ -	
Print Advertising		\$ -	
Signage (additional)			
Street Marketing		\$ 300.00	
<b>Subtotal - Marketing &amp; Advertising</b>		<b>\$ 2,263.00</b>	
Subcontractors			
Commissions			
Dumpsters & Recycling		\$ 150.00	

Fencing	\$	-	
Security	\$	1,000.00	
Staff/Production Crew			
Event Coordinator			
Beverage Coordinator			
Vendor Coordinator			
Volunteer Coordinator			
Set up & clean up	\$	2,750.00	
Power Washing			
<b>Subtotal - Subcontractors</b>	<b>\$</b>	<b>3,900.00</b>	
Other			
Insurance			
Ice	\$	800.00	
Garbage Bags	\$	753.50	
Misc (tape, chalk, rope etc.)	\$	370.00	beer & wine cups
<b>Subtotal - Other</b>	<b>\$</b>	<b>1,923.50</b>	
<b>TOTAL EXPENSES</b>	<b>\$</b>	<b>56,689.14</b>	
<b>REVENUE</b>			
<b>CONTRIBUTED INCOME</b>			
Grants			
City/Government	\$	3,000.00	
<b>Subtotal - Grants</b>	<b>\$</b>	<b>3,000.00</b>	
Space Rentals - Vendors			
Food & beverage	\$	4,172.00	
Arts & Crafts	\$	4,173.00	
<b>Subtotal - Space Rentals</b>	<b>\$</b>	<b>8,345.00</b>	
Sponsorships			
Presenting Sponsor			
Stage Sponsor	\$	5,000.00	
Community Sponsors	\$	2,500.00	
Friends of Sponsors	\$	2,000.00	
<b>Subtotal - Sponsorships</b>	<b>\$</b>	<b>9,500.00</b>	
Ticket & Beverage Sales			
Drinks	\$	35,237.00	
<b>Subtotal - Sponsorships</b>	<b>\$</b>	<b>35,237.00</b>	
Additional Income			
<b>Subtotal - Additional Income</b>	<b>\$</b>	<b>-</b>	
<b>TOTAL REVENUE</b>	<b>\$</b>	<b>56,082.00</b>	
<b>NET PROFIT / LOSS</b>	<b>\$</b>	<b>(607.14)</b>	

# Community Events Grant Funding Application City of Sunnyvale



**Fiscal Year 2015/6  
Application Deadline:**

*Important note: applications are being accepted, pending Council's budgetary approval.*

**Directions:** You may either 1) Print this application and complete the hard copy, or 2) Type your responses electronically and print for submission. Please answer all questions completely, including as much detail as possible. Grant recommendations will be decided based upon a competitive review process; this application and any attachments are intended to be the primary subject of evaluating your grant proposal. Applicants will be notified of award decisions no later than July 2010.

Applications may be submitted in-person or by mail to: City of Sunnyvale, Attn: Community Resources Division, 603 All America Way, P.O. Box 3707, Sunnyvale, CA 94088-3707. If you have questions or for more information, call (408) 730-7599, TDD (408) 730-7501, or e-mail [ncs@ci.sunnyvale.ca.us](mailto:ncs@ci.sunnyvale.ca.us). You may also visit us online at [EventGrants.inSunnyvale.com](http://EventGrants.inSunnyvale.com).

**Event Name:** Antique Appraisal Faire

**Date(s)/Time(s) of Event:** August 29 and 30

**Sponsoring Organization(s):** Sunnyvale Historical Society & Museum Association

**Authorized Representative Information:**

Name:	Laura Babcock
Title:	Director
Organization:	Sunnyvale Historical Society & Museum Association
Phone(wk/cell):	408-472-1627
Email:	<a href="mailto:L_babcock@earthlink.net">L_babcock@earthlink.net</a>
Mailing Address:	1513 Norland Drive, Sunnyvale, CA 94087

**Event Details:**

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

A two-day event is planned to host the second Antique Appraisal Faire in Sunnyvale. The Society has arranged to have professional antique appraisers come from the Michael's Auction House in San Francisco to give verbal appraisals to individuals wishing such. (a mini-Antique Roadshow) Admission is free however there will be a fee to have your personal items appraised. The event will take place in the large courtyard of Heritage Park and the museum.

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

Yes, we held a one-day event last year and it was wildly successful selling out on appraisals well in advance

**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 event will showcase the many antiques and archives of the Society as well as being able to get your own personal items appraised. Each year, the Society hosts an all-community event to showcase and intrigue another set of our diverse population. Our previous events have included: Sunnyvale Author's Day, City Centennial Celebration, Cannery Workers Day, All SV Schools Reunion day, Lockheed Day, and many others. This one is for antique lovers.

**4. Is your event a fundraiser? If so, for what purpose will the funds be used?**

The event is open to the public free of charge. Any monies raised will be used for routine maintenance and operations of the museum building

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

Many, many volunteers will be used to monitor all aspects of the event. We are and will continue to, work closely with all divisions of the City to ensure safety for all attendees. A full community event application has been submitted and approved.



**Marketing & Promotion:**

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

This event is city-wide and will be advertised to ALL residents

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

We anticipate an attendance of 400 to 600 over a four-hour period of time each day. Tickets for individual appraisals will be on a timed basis so people will come and go throughout the afternoon.

- 8. Please describe your promotional plan to notify the public of your event.**

We plan to post flyers and posters city-wide. It will also be advertised on KSUN, the Sunnyvale Sun newspaper, Society, & Chamber web sites, organizational newsletters, neighborhood associations, service clubs, schools, and the like.

**Organization Information:**

- 9. 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 Historical Society and Museum Associations Mission statement reads as follows:

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

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

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

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

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

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

The SHS is a non-profit organization with full 501c3 status. It is also a 100% volunteer organization with over 680 members. The museum has opened its doors to over 26,000 visitors since opening in September of 2008. We also provide a 2.5 hour history class to over 1600 third grade students per school year. All programs, events, visits, tours, and classes are open to the public free of charge!

**Event Budget:****10. 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?**

An event budget has been drafted and will be followed.

The SHS has a 58-year record of excellent financial management, including the success of raising required funds to build both the OHPIE exhibit and the new Heritage Park Museum. We have previously hosted the City Centennial Celebration and the successful Author's Day with sound planning. We do not receive any city, county, or state funding. We currently operate the museum and all of its classes and activities and remain fiscally sound.

**11. Please attach a detailed budget for your event including:** Attached

- 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 \$19.51, the universal volunteer rate)
- 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% of Total Expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

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

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

Thank you for your kind consideration of this request.

**Thank you for your interest in the Community Events Grant!**

Applications may be submitted in-person or by mail to: City of Sunnyvale, Attn: Community Resources Division, 603 All America Way, P.O. Box 3707, Sunnyvale, CA 94088-3707. If you have questions or for more information, call (408) 730-7599, TDD (408) 730-7501, or e-mail [ncs@ci.sunnyvale.ca.us](mailto:ncs@ci.sunnyvale.ca.us). You may also visit us online at [EventGrants.inSunnyvale.com](http://EventGrants.inSunnyvale.com).



Nathan Truitt <ntruitt@sunnyvale.ca.gov>

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## Community Event Grant Application - Request Additional Information

2 messages

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**Nathan Truitt** <NTruitt@sunnyvale.ca.gov>  
To: "Babcock, Laura" <l\_babcock@earthlink.net>

Tue, May 19, 2015 at 9:59 AM

Hello Laura:

Thank you for submitting your grant application for the Antique Appraisal Faire. The application you submitted was an older version and was missing one question. To complete your application, please respond to the following question:

13. 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.

Have a great day!

Nathan Truitt  
Program Coordinator  
Library and Community Services Dept.  
City of Sunnyvale  
550 E. Remington Drive  
Sunnyvale, CA 94086  
408-730-7472  
<http://sunnyvale.ca.gov/>

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**Laura Babcock** <l\_babcock@earthlink.net>  
To: Nathan Truitt <NTruitt@sunnyvale.ca.gov>

Tue, May 19, 2015 at 10:09 AM

I'm sorry Nathan, must have missed the date on the file I used.

Answer - This event may or may not be repeated in the immediate future. The Society strives to hold an event each year that is of interest to ALL community residents therefore we choose a different topic in the community to honor each summer. In the past, we have done the Centennial Celebration, Author's Day, Orchards Day, and others. We hope to also include events in the future such as Multi-Cultural History of SV, Artist and Art Day, and the like. We also strive to operate all of our events without assistance from the city but instead make requests to the general business community.

I hope this suffices, if not just let me know.  
thanks, Laura

[Quoted text hidden]

## **Estimated Antique Appraisal Faire Expenditures 2015**

**(see attached worksheet for details)**

Michaan's Auction Expert Appraisers Reservation - \$700 (\$350 per day)

Pine Press printing - \$250

MHP Advertising Contract - \$1,284.00

Community Newspaper Advertising Contract - \$1,477.50

Stuart Rentals (tables & chairs) - \$289

Pine Press flyer printing - \$60 (x2) \$120

Sunnyvale Blue Grass Jam (music) - \$400 (\$200 per day)

Water and water station - \$40

Poster, Signs, mountings- \$400

Museum cleaning service - \$150

Miscellaneous appraiser supplies (appraiser notepads, pens, wi-fi cables, copying, etc.) - \$150

In-Kind designs of ads - \$350

Box 2 technologies web reservations - \$1,057.00

Sub total: \$9277

Volunteer hours - 680 hours at \$24.12 = \$16442.40

## Community Event Grant Funding Budget Worksheet

### EVENT BUDGET

Consider the following cost items in developing your event budget. You may use this form or create your own. Be sure to include all relevant cost items listed below, whether provided in cash or through donations. (If you already have a detailed event budget that includes these cost items but itemizes or aggregates them differently, it is OK to submit your existing budget.)

Indicate any expenses you expect to be donated / in-kind, and include an estimated dollar value of each donated / in-kind expense in your budget.

<u>Promotion</u>	<u>Cost / Dollar Value</u>
flyers	\$ 120.-
invitations	—
envelopes	10.-
postage	29.-
posters	200.-
paid advertisements (describe) SV Sun, Mobile Home Ad	2361.50
web announcements in-kind	—
artist / graphic designer fees in-kind	300.-
printing / copying	400.-
webmaster fees Box 2 Technologies	1,057.-
banners <sup>1</sup>	—
program	—
resident notification <sup>2</sup>	—
other (explain)	—

<u>Equipment</u>	
stage	—
portable toilets	—
hand-washing stations	—
tables	127.50
chairs	112.50
booths delivery chgs	40.-
canopies in-kind, 20x12	240.-
podium / microphones in-kind	100.-
sound system in-kind	200.-

<sup>1</sup> If you would like to request use of the City's banner space, please contact the City's Marketing and Special Events Coordinator at (408) 730-7338. Please note there is a fee for hanging and taking down the banners, which should be included in your budget.

<sup>2</sup> Depending on the nature and location of your event, you may need to mail a notification letter to nearby residents notifying them in advance of the event. For more information, contact the City's Community Services Division at (408) 730-7599 or email [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov).

other (explain)
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**Food****Cost / Dollar Value**

food (describe) <i>Appraisers refreshments only</i>	<i>\$ 40.-</i>
drinks (describe) <i>water station only</i>	<i>40.-</i>
utensils, plates, cups, serveware, napkins	<i>30.-</i>
tablecloths <i>22 x 5</i>	<i>110.-</i>
barbecue	<i>—</i>
ice	<i>40.-</i>
chafing dishes	<i>—</i>
catering fees	<i>—</i>
other (explain)	<i>—</i>

**Entertainment**

music <i>2 days, 5 musicians</i>	<i>400.-</i>
rides	<i>—</i>
games and prizes	<i>—</i>
costumes	<i>—</i>
entertainers	<i>—</i>
other (explain)	<i>—</i>

**Labor (excluding volunteers)**

organizing / planning staff (list/describe) <i>volunteers only</i>	<i>—</i>
day-of-event staff (list/describe) <i>volunteers only</i>	<i>—</i>
requested City staff / assistance (list/describe) <i>none</i>	<i>—</i>
other (explain) <i>expert Appraisers Fees</i>	<i>700.-</i>

**Miscellaneous**

refuse disposal and recycling	<i>—</i>
miscellaneous supplies (name tags, pens, tape, scissors, etc.)	<i>150.-</i>
photography / videography	
security	
insurance	
permits	
facility / park rental	
janitorial services	<i>150.-</i>
decorations: balloons, flowers, etc.	
giveaways (explain)	
signage	<i>200.-</i>
other (explain)	

**Total Expenses**

sum of all expenses listed above

\$ 7550.50

(note: requested City community event grant funds cannot exceed 40% of this number)

**Projected Revenue**

list and quantify any projected revenue 5 experts per hour for 9 hours. If  
80% sold per estimate, total is \$2696

**Net Cost**

Total Expenses less Projected Revenue  
\$ 4854

**Funding Requested from City Community Event Grant Program:**

\$ 1940.-

**VOLUNTEERS**

Please list any expected volunteer assistance.

<u>Volunteer role / task</u>	<u>Est. Hours</u>
• organizing	200
• day of event staff	360
• set-up & take-down	40
• demonstration experts	80
•	

Sum of all volunteer hours:

680

Multiply by hourly volunteer rate<sup>3</sup>

x \$ 24.18

Equals estimated value of volunteer time:

\$ 16,442.40

<sup>3</sup> The hourly volunteer rate is a universal volunteer rate, updated annually.

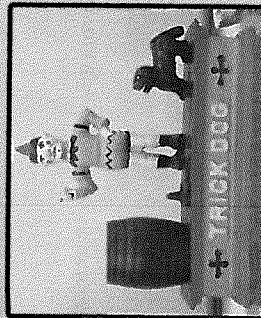


# SUNNYVALE HISTORICAL SOCIETY ANTIQUE SALE AND APPRAISAL FAIRE

## MICHAAN'S AUCTIONS

Auctioneers & Appraisers

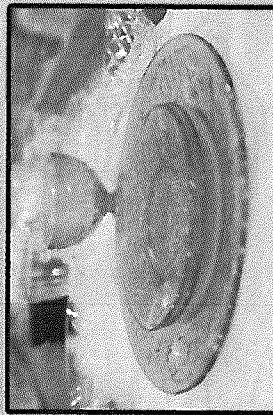
The Sunnyvale Heritage Park Museum is hosting a **TWO DAY Antique Faire** on **Saturday, August 29th** and **Sunday, August 30th**. We will have on-site appraisers from *Michaan's Auctions* with expertise in *Fine Art, Stamps & Coins, Asian Art, Jewelry, Furniture and Decorative Arts*. For a minimal fee you can have items appraised—reserve your spot now online!



**Entrance is FREE!** Enjoy live music by the *Drop-In Jazz and Blues Band*, demonstrations, and **FREE** museum tours both days.

Enjoy our Antique Sale as we liquidate some treasures from our inventory.

For information and/or reservations, call 408-749-0220  
or e-mail [info@heritageparkmuseum.org](mailto:info@heritageparkmuseum.org)



or reserve on-line at [www.HeritageParkMuseum.ORG](http://www.HeritageParkMuseum.ORG)

**Time & Location: Saturday, August 29<sup>th</sup> 11am-4pm**  
**Sunday, August 30<sup>th</sup> Noon to 4pm**  
**@ Sunnyvale Heritage Park Museum**

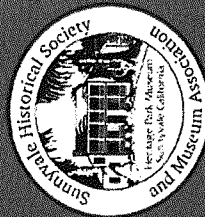
**LOCATION: Sunnyvale Heritage Park Museum**  
**570 E Remington Drive, Sunnyvale**  
[Southeast parking lot of Sunnyvale Community Center]

**VISIT OUR WEBSITE FOR MORE INFORMATION:**

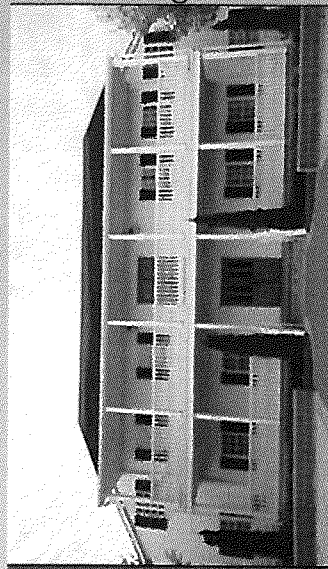
[www.HeritageParkMuseum.ORG](http://www.HeritageParkMuseum.ORG)

**LIKE US ON FACEBOOK:**

[www.facebook.com/SunnyvaleMuseum](http://www.facebook.com/SunnyvaleMuseum)



Hours: noon to 4pm  
TUES/THURS/SUN  
Admission is FREE



**Sunnyvale Heritage Park Museum**

## **Community Event Grant Evaluation FY 2014-15**

City of Sunnyvale  
Dept. of Library & Community Services  
Atten: Community Services Division  
P.O.Box 3707  
Sunnyvale, CA 94088-3707

**Event Name:** SV Historical Society Antique Appraisal Faire

**Organization:** Sunnyvale Historical Society and Museum Association

**Date of Event:** Sunday, August 24, 2014

**1. Please describe the overall success of your event and describe any problems or areas for improvement.**

SHSMA very first Antique Appraisal Faire was wildly successful. We pre-booked every single time slot for appraisals before the event and ended up turning down over 100 additional requests. All stations went very smoothly with very happy recipients. To improve on the next one, we shall make it a two-day event to accommodate the many requests and/or add additional expert appraisers if possible.

**2. How many people attended your event?**

Estimated attendance was 450 to 550 people over a five-hour time.

**3. Please attach a sheet listing all actual expenditures and the total cost for holding the event.**

## **Antique Appraisal Faire Expenditures 2014**

Michaan's Auction Expert Appraisers Reservation - \$300  
Pine Press poster signs printing - \$224  
MHP Advertising Contract - \$1107  
Community Newspaper Advertising Contract - 1459  
Stuart Rentals (tables & chairs) - \$342.75  
Pine Press flyer printing - \$60 (x2) \$120  
Sunnyvale Blue Grass Jam (music) - \$200  
Water and water station - \$40  
Poster, Signs, & Ad design - \$300  
Museum cleaning service - \$150  
Miscellaneous office supplies (appraiser notepads, pens, wi-fi cables, copying, etc.) - \$150

Sub total: \$4242.75

Not counting the hundreds of volunteer hours