



February 1, 2016

TO: Mayor and City Council members
City of Sunnyvale

FROM: Joel Wyrick & The BID Board
Sunnyvale Downtown Association (SDA)

RE: State of the BID/SDA

Dear Sirs and Ma'am,

First of all I'd like to thank the City of Sunnyvale, the Mayor and City Council for your matching BID funds, support and attendance to our events. We are looking forward to another great year for the City of Sunnyvale. On January 6, 2016 the Board of Director's approved the renewal of the BID. Attached (Exhibit A) is a copy of the SDA's expense & revenue report for July 1, 2014 through June 30, 2015 along with projections for the 2015/16 fiscal year.

Past

Our start-up funding comes from the BID, which amounted to approximately \$31,000. For our 2015/16 fiscal year the SDA staff and Board decided to use the monies to produce: Summer Series Music + Market, The Jazz & Beyond Series, Magic of Sunnyvale and the Holiday Tree Lighting. The production of last year's events grossed \$96,000 from the sales, sponsorships and grants. Thanks to the matching funds from the city we were able to support two additional Summer Series events, The Magic of Sunnyvale, Visitor's Guide and the Pre-Bowl Bash. The positive feedback from the residents for these added events was much appreciated and welcome.

Present/For the Year

The Board approved the Executive Director's annual budget and his recommendations for the upcoming 2016 year.

Event Revenue & Overview

All events stayed within budget and virtually "status quo" as with the attendance. The Holiday Tree Lighting has no sales associated with the event but turns a profit due to very little City service fees attached to the event and good sponsorship support. Due to great weather for the Holiday Tree lighting attendance was the best in recent years at approximately 500 people. No cuts will be needed for this year and depending on our summer events receipts the SDA is also considering one event called "Carnigras". This would be a winter event (Feb. or Mar.) used as a filler for our calendar year. Again, this will depend on the success receipts of our summer events as any outdoor winter event comes with high risk due to possible "bad weather conditions".

Event Sponsorships

Staff was successful in securing sponsorships and partnerships for last year's events. Along with the City of Sunnyvale partnership, over \$20,000 in additional financial support has come from Broadcom, Essex, Carmel Properties, and Palo Alto Medical Foundation. Over 900 volunteer hours stemming from groups such as: Sunnyvale Neighborhood Groups, Sunnyvale Pop Warner, Lockheed Missiles and Space, Betty Boobs Cancer Society and Sunnyvale Leadership Group have made our events a success while creating communal pride.

Future

The BID Board strongly recommends that we continue the BID assessment. The BID serves as the SDA's seed money. Without the BID, we couldn't provide the services and events to our community. The BID will continue producing quality events and promoting downtown Sunnyvale as a good place to visit shop and do business. These events are especially important to continue to attract patrons to downtown.

The BID is a self-imposed tax of the downtown businesses. Outside of paying their standard fees, taxes and licenses associated with owning and operating a business these businesses have been and continue to reach into their pockets and come up with additional monies to: promote market and create events for the City of Sunnyvale and our community.

We are looking forward to partnering with the new developers of the former site known as the "Town Center". Obviously, the completion of the project will adversely affect the downtown environment; having a symbiotic relationship and joint marketing strategies will be paramount in the months to come. As of Jan. 1 2016, we increased our marketing strategies in the social media arena by hiring a local Sunnyvale marketing firm to enhance our presence through twitter and google. This is a welcome addition to our current Facebook and SunnyvaleDowntown.com website. Resources for marketing will include local and regional publications as well.

Overview

2015 was another strong year for us. The retail piece of the former Town & Country site is 95% occupied. New retailers such as City Wine Bar, Nom Burger, Orange Theory and Starbucks all seem to be doing well. We will continue to uphold our mission to promote, advocate and enhance the vitality of downtown Sunnyvale, seek out ways to create an even more attractive downtown for the community, its visitors and give many others a reason to live in our downtown and surrounding neighborhoods.

Thank you for your support and once again please support our request to continue the BID assessments.

If you have any questions please do not hesitate to call the SDA at 408-516-7217.

Board of Directors

Joe Antuzzi, Board Chair
Leigh Odum, Secretary
John Sevey, Member- At-Large

Dr. Gary Gold, Vice Chair
Kathy Johnson, Member-At-Large

SDA ORGANIZATION EXPENSE & REVENUE REPORT				2015-16	2016-17	Notes & Comments
				actual	projected	
EXPENSES						
	Advertising, Promotion & Marketing			\$ 170.00	\$ 7,600.00	hotel book and Jo Ho Marketing
	City Fees			\$ 800.00	\$ 800.00	BID
	Commissions & Fees (memberships, etc.)			\$ 3,720.00	\$ 4,000.00	
	Conferences, meetings & seminars (attended)			\$ -	\$ -	
	Contract Labor			\$ 38,275.00	\$ 39,600.00	all event and SDA staff is sub-contracted
	Dues/Subscriptions/Contributions			\$ -	\$ -	
	Events (costs directly associated with the event)					
	Summer Series Music + Market			\$ 40,173.00	\$ 43,000.00	
	Jazz & Beyond			\$ 26,810.00	\$ 28,000.00	
	Holiday Christmas Tree Lighting			\$ 4,027.00	\$ 5,000.00	
	Magic of Sunnyvale			\$ 18,402.00	\$ 20,000.00	
	Game Day			\$ 11,064.00	\$ 12,500.00	yes for 2016 pending 2017 (no big screen)
	St Patty's					
	Carnival			\$ -		"game day" or pending 2017
	Sub Total Events			\$ 100,476.00	\$ 108,500.00	
	Finance Services Charges				\$ -	
	Insurance					
	General			\$ 5,274.00	\$ 5,400.00	
	Directors & Officers			\$ -	\$ -	
	Legal & Accounting			\$ 540.00	\$ 550.00	
	Audit			\$ -	\$ -	
	Legal			\$ -	\$ -	
	Maintenance, Beautification & Repair (incl murphy lights)			\$ -		
	Office Supplies			\$ 17.00	\$ 100.00	
	Postage			\$ -	\$ -	billed to individual projects
	Printing & Reproduction			\$ -	\$ -	billed to individual projects
	Rent			\$ 2,551.00	\$ 2,700.00	(no office 2012 - PO box & Pod)
	Staff Salaries				\$ -	none we subcontract everything
	Supplies (non office)			\$ 2,817.00	\$ 1,500.00	mainly stage replacement parts
	Taxes, Licenses & permits			\$ 781.00	\$ 800.00	
	Telephone/ Internet/Website			\$ 1,260.00	\$ 1,260.00	cell, constant contact, pow web
	Travel & Entertainment			\$ -	\$ -	research
	Visitor's Guide			\$ 4,507.00	\$ 5,000.00	
	Contingency 3%			\$ -	\$ 8,589.30	
TOTAL EXPENSES				\$ 156,681.00	\$ 172,810.00	

		2015-16	2016-17	Notes & Comments
		actual	projected	
REVENUE				
CONTRIBUTED & SPONSORSHIP INCOME				
Grants				
	City/Government			
	Community Events Grant	\$ 6,560.00	\$ 6,560.00	
	Matching BID Sponsorship	\$ 30,000.00	\$ 30,000.00	
SUBTOTAL - GRANTS		\$ 36,560.00	\$ 36,560.00	
	Projects & Events Sales (incl. vendors)			
	Summer Series Music + Market	\$ 50,343.00	\$ 52,500.00	sponsorships included in revenue
	Jazz & Beyond	\$ 27,975.00	\$ 28,000.00	bev sales, pres sponsor, community grant
	Holiday Tree Lighting Celebration	\$ 2,945.00	\$ 3,000.00	based on last year's community grant
	Magic of Sunnyvale Wine Stroll	\$ 10,185.00	\$ 12,000.00	pending happens in May
	Game Day	\$ 4,569.00	\$ 5,000.00	
	Carni Gras			pending potential sponsorships
SUBTOTAL - PROJECTS & EVENTS		\$ 96,017.00	\$ 100,500.00	revenue includes corp. sponsorships
	SDA Memberships			
	BID Fees	\$ 31,042.00	\$ 32,000.00	
	Misc	\$ 800.00	\$ 800.00	stage rental to outside agencies
SUBTOTAL - SDA MEMBERSHIPS		\$ 31,842.00	\$ 32,800.00	
TOTAL REVENUE		\$ 164,419.00	\$ 169,860.00	
NET PROFIT/LOSS		\$ 7,738.00	\$ (2,950.00)	