




**Department of Library and Community Services
Interoffice Memorandum**

February 9, 2016

TO: Mayor Hendricks, Councilmembers Davis and Martin-Milius
THROUGH: Deanna J. Santana, City Manager 
FROM: Cynthia E. Bojorquez, Director of Library and Community Services
SUBJECT: Community Events Grant Distribution Subcommittee

The primary role of the Community Events Grant Distribution Subcommittee is to review annual applications, for both Community Event and Neighborhood Grant funding, and make related recommendations to the full Council. This standing committee may also make recommendations regarding other Council policies related to this program. The attachments to this memo are provided to assist the subcommittee in their discussions, and include the following:

Attachment A: *Proposed Timeline for the FY 2016/17 Grant Application process.*

Attachment B: *Community Events Grant Guidelines.*

Attachment C: *Community Events Grant Application.*

Attachment D: *Neighborhood Grant Program Guidelines.*

Attachment E: *Neighborhood Grant Program Application.*

As a reminder, this subcommittee is subject to Brown Act noticing requirements. Staff will need advance notice of Grant Subcommittee meetings to allow for the required publication of meeting agendas. A member of the Library and Community Services Department will attend meetings and record action minutes. Any additional requests for staff support should be directed to the City Manager.

cc: Kathleen Franco Simmons, City Clerk

**Community Events & Neighborhood Grant Programs
Proposed Timeline for FY 2016/17**

Date	Action
Jan 2016	City Council confirms Grant Subcommittee members.
Feb 2016	Subcommittee reviews program materials and, if necessary, prepares program recommendations to present to full City Council.
Mar 2016	Grant application period opens.
May 20, 2016	Grant application period closes.
May 27, 2016	Grant Subcommittee receives application review packets.
Jun 2016	Grant Subcommittee meets to discuss applications and make funding recommendations.
Jun 2016	Council approves FY 2016/17 Budget.
Jun/Jul 2016	Subcommittee presents grant funding recommendations to Council.
Jul 2016	Staff notifies grant applicants regarding Council action.

Community Events Grant Funding Guidelines

City of Sunnyvale



Fiscal Year 2016/17

Application Deadline: Friday, May 20, 2016 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 or visit the web at EventGrants.inSunnyvale.com. While the City will accept applications through Friday, May 20, 2016, the exact amount of grant funding available will be determined by Council when the FY 2016/17 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.

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 be 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 2016**, following both the application review as well as the City Council's adoption of the FY 2016/17 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 reimburse 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. Each reimbursement takes approximately 2 – 4 weeks to process.

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 Events Grant Funding Application City of Sunnyvale



Fiscal Year 2016/17

Application Deadline: Friday, May 20, 2016 by 5 p.m.

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 2016.

Applications may be submitted by mail, email, fax or in person. Mail or drop-off to: Community Services Division, located at the Sunnyvale Community Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Fax (408) 730-7754 or Email: ncs@sunnyvale.ca.gov. For more information, call (408) 730-7599, TDD (408) 730-7501, or visit us online at Events.inSunnyvale.com.

Event Name: _____

Date(s)/Time(s) of Event: _____

Sponsoring Organization(s): _____

Authorized Representative Information:

Name: _____
Title: _____
Organization: _____
Phone: _____
Email: _____
Mailing Address: _____

Event Details:

1. Please describe your event (you may attach additional details or supporting documentation).
2. Have you held this event before? If so, when and where?
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?
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.
5. What steps are you taking 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?

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

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.

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.

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?

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 \$26.87, 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?

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.

Thank you for your interest in the Community Events Grant!



City of Sunnyvale Neighborhood Grant Program

Grant Guidelines & Eligibility Requirements

Thank you for your interest in the Neighborhood Grant Program. Applications for Fiscal Year 2016/17 Neighborhood Grants are due **Friday, May 20, 2016 by 5 p.m.**

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

Mission of the Neighborhood Grant Program

Grant funds are the City's investment in strengthening neighborhood groups, improving the quality of life in local communities, and encouraging neighborhood groups or associations to become increasingly self-reliant. The mission of the Neighborhood Grant Program is to:

- Build community engagement in Sunnyvale;
- Help residents develop a sense of pride and ownership in their neighborhoods; and
- Continue to develop collaborative partnerships between Sunnyvale's neighborhoods and City Hall.

Neighborhood Grant Program funding will be determined by City Council during the adoption of the FY 2016/17 Budget. If Council approves the funding, each neighborhood group is eligible to apply for and receive a grant of up to \$1,000.

Project Eligibility

To be eligible to be considered for a Neighborhood Grant, the following criteria must be met:

- Applicants must be representatives of a neighborhood group. Preference is given to neighborhood associations, mobile home associations, and neighborhood groups that are interested in becoming a neighborhood association and joining the City's Neighborhood Registry.
- Projects must be neighborhood-focused, initiated and supported by residents living in the neighborhood. Projects must benefit the neighborhood.
- Projects must focus on one or more of the following areas:
 - a. Increasing communication among neighbors;
 - b. Building bridges between cultural groups (including: ethnicity, age, socio-economic, etc.);
 - c. Improving the physical condition of the neighborhood; or
 - d. Enhancing neighborhood pride and identity.
- Projects must not be political in nature, including, but not limited to the support of a proposed initiative, ballot measure or candidate.
- Projects must begin after grant approval notification in July 2016 and be completed no later June 1, 2017.
- Applicants must submit a completed and signed Neighborhood Grant Application by the posted application deadline.

Criteria

Grant applications will be evaluated on the criteria listed below:

- Is the project realistic within the given timeframe?
- Does the project focus on one or more of the following **four** areas?
 - Increasing communication among neighbors
 - Building bridges between different cultural groups
 - Improving the physical condition of the neighborhood
 - Enhancing neighborhood pride and identity
- Is the project well developed (clear project description, detailed project plan, adequate resources allocated, community need addressed)?
- Is the project an appropriate use of City funds?
- Will the project strengthen the neighborhood group and foster self-reliance?
- How many residents will benefit from the project?
- Will the completed project have any negative impact on residents, businesses, the City, or bordering neighborhoods?
- Is there adequate neighborhood support (resident participation, volunteer time, resources, etc.) for this project?

Application Process

To apply for a grant, complete the attached application and submit by **Friday, May 20, 2016 at 5 p.m.**

Attention: Community Services Division
City of Sunnyvale
550 E. Remington Drive
Sunnyvale, CA 94087

Or Email: ncs@sunnyvale.ca.gov

Or Fax: (408) 730-7754

Creative ideas for neighborhood projects are encouraged! Projects that have worked well in other cities include (but are not limited to): youth programs, volunteer projects, seed money for neighborhood special events that encourage neighbors to get to know each other, or neighborhood association fund raising activities/events.

A Council subcommittee will read and review each application. Final funding decisions will be made in July 2016 by a vote of the full City Council. Each applicant will be notified of the result of the evaluation of their proposal. The Council subcommittee may choose to contact the applicant for more information or clarification regarding the details of the application.

The Neighborhood Grant is reimbursable: meaning that any approved funds must first be spent by the grantee and receipts/invoices showing payment submitted to the City of Sunnyvale within 30 days of the project/event conclusion or June 15, 2017, whichever comes first. Upon review of eligible receipts/invoices, the City will send a reimbursement to the grantee. The reimbursement process takes approximately 2 – 4 weeks.

Neighborhood groups must complete their projects/events by June 1, 2017. A final report describing the project and use of funds is due to the City within 30 days of the project/event conclusion and no later than June 15, 2017.

For more information, please contact the Community Services Coordinator at (408) 730-7599 or visit *Neighborhoods.inSunnyvale.com*.



City of Sunnyvale Neighborhood Grant Program

Application for FY 2016/17
(Please print or type)

Office Use Only

Date Received: _____

Application

Completed: _____

Deadline for Applications: Friday, May 20, 2016 by 5 p.m.

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

Applications may be submitted by mail, email, fax or in person. Submit completed application (including all project team signatures) to: Community Services Division, located at the Sunnyvale Community Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: ncs@sunnyvale.ca.gov or Fax (408) 730-7754. For questions, please call (408) 730-7599.

Date: _____

Name of Neighborhood Group or Association: _____

Name of Proposed Project: _____

Grant Amount Requested from the City of Sunnyvale: \$ _____
(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background:

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?
2. Describe your neighborhood group's activities and the resources that support those activities. If yours is a formal association, what is the annual budget? How do you raise funds?

Project Description:

4. How did you choose this project? Describe the outreach you have done to generate awareness in your neighborhood and support for this project. How many neighbors support this project and how did you determine that number?

Project Plan:

5. Using the chart below, list the specific activities needed to carry out your project including an estimated date of completion for each activity. (All projects must be completed by June 1, 2017).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising National Night Out Celebration	Jane Smith	08/16
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

6. Describe how your project focuses on one or more of the following areas:
 - Increasing communication among neighbors
 - Building bridges between cultures
 - Improving the physical condition of the neighborhood
 - Enhancing neighborhood pride and identity

7. How will you determine the completed project has been successful?

8. What resources will your neighborhood group contribute to support the project (i.e. number of volunteer hours, donated materials if any, etc.)?

9. 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.

Project Team:

While you may have many community members working on this project, project team leads will be critical to the project's success.

Please note that each member of the project team will need to sign the application acknowledging their commitment to the success of this project.

Project Leader - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2017.

Project Leader Name: _____

Address: _____

Phone Number: () _____ E-Mail: _____

Signature: _____ Date _____

Treasurer - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. The Project Leader may also serve as the Project Treasurer.

Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name: _____

Address: _____

Phone Number: () _____ E-Mail: _____

Signature: _____ Date _____

Other Project Team Members -- List additional neighborhood residents who will work on this project. What will their responsibilities be? (Examples of responsibilities might include: coordinating volunteers, outreach to residents, etc.)

Name: _____

Address: _____

Phone Number: () _____ E-Mail: _____

Responsibilities: _____

Signature: _____ Date _____

Name: _____

Address: _____

Phone Number: () _____ E-Mail: _____

Responsibilities: _____

Signature: _____ Date _____

**City of Sunnyvale
Neighborhood Grant Program
2016/17 Project Budget Form**

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. **Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2017.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1.	\$	\$
2.	\$	\$
3.	\$	\$
4.	\$	\$
5.	\$	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$	\$
Amount Requested from the City of Sunnyvale	\$	

Other Sources of Support

Volunteer Hours (valued at \$26.87/hour, per <i>independentsector.org</i>)	\$
Donated Materials/Services (food, supplies, equipment)	\$
Other Funding Received (other grants, collected dues, donations)	\$
Other	\$
Other	\$
Total Neighborhood Association Contribution	\$

Thank you for completing your application for the Neighborhood Grant Program!