

Community Events Grant Funding Application

City of Sunnyvale



Fiscal Year 2016/17
Application Deadline: Friday, May 20, 2016

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. For more information, call (408) 730-7599, TDD (408) 730-7501, or visit us online at EventGrants.inSunnyvale.com.

Event Name: __Basant Kite Flying Festival__

Date(s)/Time(s) of Event: __May 21, 2017_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 were asked to pay for Park personnel, waste management and a dumpster which was not the case previous to 2015. This put us in financial bind. We have to get more vendors and sponsors.

Thank you for your interest in the Community Events Grant!

Basant 2017 Budget

EXPENSES

<u>ITEMS</u>	<u>Actual \$</u>
Venue	
Park Rental	\$1,600.00
Event permit	\$117.00
Kids Jumping Jack/slide	\$900.00
Other city fees	\$500.00
waste management	\$1,000.00
dumpster	\$500.00
Health permit	\$550.00
Stewart Rental: Tables 8'x2.5'	\$100.00
Chair	\$150.00
Stewart Rental: Popcorn Machine	\$50.00
Decoration	\$400.00
Audio System / DJ - Requires outlets	\$400.00
Advertising:FB	\$25.00
purchase Portable toilets	\$600.00
Kites and strings	\$250.00
Misc Drummer	\$300.00
Hired Help (4 x 7 hrs)	\$300.00
food trucks tents	\$220.00
Expense	\$7,962.00

INCOME

Gold sponsor	\$1,000.00
Silver sponsor	\$500.00
vendors fee, misc income	\$2,000.00
Kite booth	\$500.00
Income	\$4,000.00
Net loss	-\$3,962.00