

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



**Fiscal Year 2016 – 2017**

**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 2016/17**  
**Application Deadline: Friday, May 20, 2016.**

**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 2016.

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) 730-7754 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 Sunnyvale Jazz & Beyond Series**

**Date(s)/Time(s) of Event: Every Saturday from July 09 – Aug. 27, 2016 (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 2016						Notes & Comments
					Actual	
						This is for 8 weeks
EXPENSES						
	City Services					
	Banners					
		El Camino & Wolfe Roads				
	Permits					
		Applcation Permit			\$ 115.00	
		Garbage			\$ 753.50	
		Street Closure			\$ -	continue from farmer's mkt
		Plaza del Sol Closure				
		Building & Electrical			\$ -	
		Fire Inspection			\$ 362.00	
	Police					
	Subtotal - City Services				\$ 1,230.50	
County Services						
	Permits					
		ABC			\$ 650.00	
		Health			\$ -	
	Subtotal - County Services				\$ 650.00	
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)					
	Subtotal - Entertainment				\$ 9,429.40	
Equipment Rentals & Purchases					\$ -	
		Booths			\$ 1,320.00	see tony
	Tables & Chairs				\$ 1,690.00	omar 1350 and williams
	Generators &/or Electrical Boxes					
	Linens			\$ 400.00		
	Sound System & Lighting					
	Porta Potties					
	Radios					
	Staging & Lights				\$ 4,000.00	
	Subtotal - Equipment Rentals				\$ 7,410.00	
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				\$ -	
	Signage (additional)				\$ -	no parking tow away signs
	Street Marketing				\$ -	
	Subtotal - Marketing & Advertising				\$ 2,399.26	

	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>\$ 25,437.70</b>	
	<b>REVENUE</b>		
	<b>CONTRIBUTED INCOME</b>		
	Grants		
	City/Government	\$ 3,785.00	
	<b>Subtotal - Grants</b>	<b>\$ 3,785.00</b>	
	Space Rentals - Vendors		
	Food & beverage		
	Arts & Crafts		
	<b>Subtotal - Space Rentals</b>	<b>\$ -</b>	
	Sponsorships		
	Presenting Sponsor	\$ 10,000.00	pending!!! We just fund out
	Stage Sponsor		this may not happen with the purchase of broadband
	Community Sponsors	\$ 1,000.00	
	Friends of Sponsors		
	<b>Subtotal - Sponsorships</b>	<b>\$ 11,000.00</b>	
	Ticket & Beverage Sales		
	Drinks	\$ 13,190.00	
	<b>Subtotal - Ticket &amp; Beverage Sales</b>	<b>\$ 13,190.00</b>	
	Additional Income		
	<b>Subtotal - Additional Income</b>	<b>\$ -</b>	
	<b>TOTAL REVENUE</b>	<b>\$ 27,975.00</b>	
	<b>NET PROFIT / LOSS</b>	<b>\$ 2,537.30</b>	



Task Volunteer Grid - Jazz Beyond

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
<b>Jazz &amp; Beyond Committee</b>					
Joe Antuzzi	Johnny Sevey		meet once a month (starting Jan)		
Espanesa	Gary Gold				
Leigh Odom	Kathy Johnson			42	\$ 1,128.54
<b>Event Administration</b>					
Event Coordinator	SDA - Joel W.	2:00pm - 10:00pm			
Assistant Coordinator	Adam Andrews	2:00pm - 10:00pm			
Beverage Coordinator	Veronica Garcia	4:00pm - 10:00pm			
Entertainment	Cheri G./Joel	4:00pm - 10:00pm			
<b>Beer Booth</b>					
Beverage Coordinator	Adam Andrews	4:00pm - 10:00pm	Responsible for overseeing the volunteers		\$ -
Beer Booth Volunteer		5:00pm - 8:30pm	Sell beverages	3.5	\$ 94.05
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 94.05
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 94.05
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 94.05
<b>Wine Booth</b>					
Beverage Coordinator	Board Member			3.5	\$ 94.05
Wine & Soft Drinks Volunteer			Sell Beverages	3.5	\$ 94.05
Wine & Soft Drinks Volunteer				3.5	\$ 94.05
Wine & Soft Drinks Volunteer				3.5	\$ 94.05
<b>Jazz &amp; Beyond Staff</b>					
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			
<b>Miscellaneous</b>				266	
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		\$ 7,147.42

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

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