

Community Events Grant Funding Application City of Sunnyvale



Fiscal Year 2016 – 2017

MAGIC OF SUNNYVALE

GRANT AMOUNT REQUESTED

\$4,000.00

Contents/Support Materials:

**City of Sunnyvale Application
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Volunteer/Task Grid
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Community Events Grant Funding Application

City of Sunnyvale



Fiscal Year 2016 – 2017

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

Event Name: 2017 Magic of Sunnyvale

Date(s)/Time(s) of Event: Saturday May 13, 2017 (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 6th 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 of Sunnyvale 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 and 2016 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 2017 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 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 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. 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 2017					2017	Notes & Comments	
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			\$ -		
		Health					
	Subtotal - County Services				\$ -		
Entertainment & Hospitality							
	Bands & Entertainment						
		Balloon Artist			\$ -		
		Magicians			\$ 1,500.00		
	Costs of Goods Sold (beverages)				\$ -		
		Tote Bags			\$ -		
		Wine Glasses			\$ -		
	VIP/Hospitality Suite (catered food)					n/a	
	Subtotal - Entertainment				\$ 1,500.00		
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)				\$ -	printing cost	
	Banners (el camino & wolfe)				\$ 20.00	recycled with date change	
	Comps (250 tickets)					17 host locations, volunteers, magicians, etc.	
	Passport				\$ -	location hole punch passport	
	Print Advertising				\$ -	sun & santa clara weekly facebook	
	Internet Advertising					Google Ads	
	Signage (additional)						
	Stage Banner				\$ -	will re-use every year	
	Street Marketing				\$ 600.00		
	Video					\$ 300.00	production & talent
	Subtotal - Marketing & Advertising				\$ 2,345.00		
Subcontractors							
	Dumpsters				\$ -	in-kind donated by specialty \$700 value	
	Fencing						
	Security					many 2011 expenses are still outstanding	
	Staff/Production Crew						

		Event Coordinator	\$ 400.00	
		Asst. Event Coordinator		
		Volunteer Coordinator		
		Set up & clean up	\$ 250.00	
		Stage set up	\$ 250.00	
		Subtotal - Subcontractors	\$ 900.00	
	Other			
		Insurance	\$ -	
		Ice		
		Misc (balloons, tape, chalk, rope etc.)	\$ 124.00	balloons
		Subtotal - Other	\$ 124.00	
		TOTAL EXPENSES	\$ 5,398.00	
		REVENUE		
		CONTRIBUTED INCOME		
	Grants			
		City/Government	\$ -	FREE EVENT NO REVENUE GENERATED
		Subtotal - Grants	\$ -	
		Space Rentals - Host Locations/Vendors (20)	\$ -	
		Food & beverage	\$ -	
		Subtotal - Space Rentals	\$ -	
		Sponsorships		
		Presenting Sponsor	\$ -	city sponsorship
		Community Sponsors		
		Friends of Sponsor	\$ -	
		Subtotal - Sponsorships	\$ -	
		Ticket & Beverage Sales		
		Drinks	\$ -	
		Subtotal - Sponsorships	\$ -	
		Additional Income		
		Subtotal - Additional Income	\$ -	
		TOTAL REVENUE	\$ -	
		NET PROFIT / LOSS	\$ (5,398.00)	

Task Volunteer Grid - Jazz Beyond

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
Magic of Sunnyvale Wine Stroll Committee					
Johnny Sevey	Joe Antuzzi				
Gary Gold	Leigh Odum				
Kathy Johnson	Joel Wyrick			24	\$ 644.88
Espenesa					
Magic Administration					
Event Coordinator	Adam Andrews	12:00pm - 8:00pm	paid sub-contractor	0	\$ -
Volunteers	6 people	12:00pm - 8:00pm		48	\$ 1,289.76
Entertainment	Will Chandler			4	\$ 107.48
Magic Staffing					
Magic Coordinator	Will Chandler	12:00pm - 6:00pm	sub-contracted incl. Help	6	\$ 161.22
Stage MC	Will Chandler	2:30pm - 6:00pm	(see above)		
Magician Assistants (4)	Eight of them	12:00pm-6:00pm	(see will)	24	\$ 644.88
Clean-Up Coordinator	Omar Montes	5:30pm - 7:30pm	paid sub-contractor		
		Will Chandler			
Miscellaneous					
Photographer	Stephanie Taylor	2:30pm - 5:30pm		3	\$ 80.61
				0	\$ -
			TOTAL VOLUNTEER HOURS	109	\$ 2,928.83

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	

					2015-16	
					actual	
REVENUE						
CONTRIBUTED & SPONSORSHIP INCOME						
	Grants					
		City/Government				
		Community Events Grant		\$	6,560.00	
		Matching BID Sponsorship		\$	30,000.00	
		SUBTOTAL - GRANTS		\$	36,560.00	
		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
		SUBTOTAL - PROJECTS & EVENTS		\$	96,017.00	revenue includes corp. sponsorships
		SDA Memberships				
		BID Fees		\$	31,042.00	
		Misc		\$	800.00	stage rental to outside agencies
		SUBTOTAL - SDA MEMBERSHIPS		\$	31,842.00	
		TOTAL REVENUE		\$	164,419.00	
		NET PROFIT/LOSS		\$	7,738.00	