

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: Antique Appraisal Faire

Date(s)/Time(s) of Event: Saturday, August 27

Sponsoring Organization(s): Sunnyvale Historical Society & Museum Association

Authorized Representative Information:

Name:	<u>Leslie Lawton</u>
Title:	<u>President</u>
Organization:	<u>Sunnyvale Historical Society & Museum Association</u>
Phone:	<u>408-749-0220</u>
Email:	<u>LLWeProduce@gmail.com</u>
Mailing Address:	<u>P.O. Box 2187, Sunnyvale CA 94087</u>

Event Details:

1. Please describe your event (you may attach additional details or supporting documentation).

The 2016 Antique Appraisal Faire will be a one-day event hosted by the Society. Professional antique appraisers from Michaan's Auction House in Alameda will be onsite to give verbal appraisals to individuals. (A Mini-Antique Road Show) Admission is free and for a small fee personal items can be appraised. Also, local activity clubs will be showcasing their collections, demonstrating their craft or sharing information about collecting. (Stamp Club, Postcard Club, Art Club, Coin Club) The event will take place in the large courtyard of Heritage Park and the museum.

2. Have you held this event before? If so, when and where?

Yes, last year was a very successful two-day event with appraisals being sold out and many people visiting the museum for the first time.

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?

This event is intended to encourage the community to visit the museum, learn about Sunnyvale history, enjoy the many antiques and artifacts as well as appreciate their own keepsake heirlooms. In addition, the attendees are invited to learn more about many other activities in our community that they can participate in. It's friends meeting new friends.

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.

The event is open to the public, free of charge.

5. What steps are you taking to ensure a well-planned, safe event?

The event will be monitored by many experienced volunteers. We will work closely with all divisions of the City to ensure safety for all attendees. A Community Event Application has been submitted and we are waiting for it to be approved.

Marketing & Promotion:

6. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, to whom?

The event is citywide and ALL residents will be invited and encouraged to attend.

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

600 - 700 guests are expected during the 5-hour event. The estimate is based on reservations for individual appraisals being on a timed basis over the course of the event and outreach by the museum and different clubs.

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.

Flyers and posters will be posted citywide. A multi-tiered email program will be prepared. The event will be posted on Society, Chamber, neighborhood and Event websites. Organization newsletters, neighborhood associations, service clubs, schools and others will be contacted. Signs will be prepared for the day of the 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.

Please see the next page.

Question 9

The Sunnyvale Historical Society and Museum Associations Mission statement reads as follows:

The Mission of the Society is to make known to the residents of Sunnyvale and neighboring communities of the heritage and history of Sunnyvale through the actions of Preservation, Promotion, Education and Coordination.

Our Preservation mission will be fulfilled through ongoing collecting, identifying and recording heritage resources.

Our Promotion mission will be fulfilled through reaching the greatest possible audience by supporting a quality historical museum with dynamic exhibits and educational programs.

Our Educational mission will be directed to all ages and will be fulfilled through providing research resources and supporting dynamic programs for public enrichment and publishing. Extensive hands-on history classes will be provided free of charge to all local school children.

Our Coordination mission will be fulfilled through collaboration with interested individuals and organizations on heritage preservation concerns at the local, regional state and national levels.

This event will fulfill every one of those components and all of our residents who have made this city the wonderful one it has become will celebrate its achievements.

The Sunnyvale Historical Society is a non-profit organization with full 501c3 status. It is also a 100% volunteer organization with over 400 members. The museum has opened its doors to over 28,000 visitors since opening in September of 2008. We also provide a 2.5 hour history class to over 1600 third grade students each school year. All programs, events, visitors, tours and classes are open to the public free of charge.

Please see the Sunnyvale Historical Society Brochure.

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?

The event budget has been prepared and is based on past experience. The SHS has a 58-year record of excellent financial management, including the success of raising required funds to build both the OHPIE exhibit and the Heritage Park Museum. We have previously hosted the City Centennial Celebration and the successful Author's Day with sound planning. We do not receive any city, county or state funding. We currently operate the museum and all of its classes and activities and remain fiscally sound.

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).

Please see the next page

12. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

The remaining funds will be sought through corporate donations requests, requests in the business community, in-kind services and general public donations.

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.

Each year there has been an increased awareness and attendance of the Antique Appraisal Faire. By making this an annual event, The Sunnyvale Historical Society will continue to build community awareness throughout the year. As attendance increases, the revenue will increase. As we continue to partner with other Sunnyvale clubs and organizations we will also reach out to their membership to participate and attend the Antique Appraisal Faire. We will also continue to grow the museum membership which includes a modest fee for joining.

Thank you for your kind consideration with this request.

Thank you for your interest in the Community Events Grant!

CEG Application 2016-17
Event Budget - 11

Sunnyvale Historical Society
Estimated Antique Appraisal Faire Expenditures, 2016

\$3,282.00 Total Event Expenses
Please see page 2 for expense details

Project Revenue
5 expert appraisers for 5 hours
80% of appointments sold
\$1,960.00 Revenue

Net Cost
Total expenses less Projected Revenue
\$1,322.00 Net Cost

Funding Requested from City Community Event Grant Program
\$525.00

VOLUNTEERS

200 hours	Organizing, planning
200 hours	Day of Event Staff
40 hours	Set up and take down
40 hours	Demonstration experts
480 hours	Sum of volunteer hours
x \$26.87	Hourly volunteer rate
\$12,897.60	Estimated value of volunteer time

Liability Insurance for the Museum - \$1 Million

EXPENSE DETAILS

Promotions

\$120.00	Flyers
\$10.00	Envelopes
\$22.00	Postage
\$200.00	Posters
\$300.00	Graphic Design Fees (in-kind)
\$400.00	Printing, Copying
\$300.00	Webmaster Fee (Box2 technologies)

Equipment

\$127.50	Tables
\$112.50	Chairs
\$40.00	Delivery charges
\$240.00	Canopies, 20 x 12 (in-kind)
\$100.00	Podium, microphone (in-kind)
\$200.00	Sound system (in-kind)

Food

\$40.00	Food, refreshments for appraisers only
\$40.00	Drinks, water station only
\$30.00	Utensils, plates, cups, napkins
\$110.00	Tablecloths, 22 x 5
\$40.00	Ice

Entertainment

\$200.00	Music, 1 day, 5 musicians
----------	---------------------------

Labor

\$0.00	Organizing, planning staff (Volunteers only)
\$0.00	Day of event staff (Volunteers only)
\$0.00	City Staff (None)
\$350.00	Expert Appraisers Fees

Miscellaneous

\$75.00	Supplies, name tags, pens,
\$75.00	Decorations, balloons, flowers
\$150.00	Signage

Total Expenses \$3,282.00