

Community Event Grant Program  
FY2016/17 Grantee Recap

Organization Event Name	Grant Amount	# of Attendees	Event Description	Anticipated Goals/Results	Actual Results (based on Organization's Final Report)
	Requested Granted Reimbursed	Anticipated Actual			
Crosswalk Community Church The Hunt	\$2,000 \$1,000	200-300	* A community egg hunt for elementary and pre-school aged children. Volunteers fill thousands of plastic eggs with candy and treats to hide for the children. * The event includes other fun activities such as bounce houses, balloon artists, arts and crafts, bubble soccer, and a free barbeque. * Local community organizations dedicated to serving the underprivileged are invited to host a table and spread awareness about their programs.	* Bridge differences and provide platforms for interactions between people throughout the community. * Promote awareness of the resources available to those in need and provide an opportunity for people to receive assistance from local community organizations.	
Pakistani American Culture Center Basant Kite Flying Festival	\$2,500 \$1,000	400	* A South Asian, family oriented, festival on arrival of spring. Main event elements include ethnic food, games, music and kite flying.	* Expose the culture and diversity of the area. * Show that Sunnyvale’s parks are excellent venues for this type of activity.	
SV Downtown Association Holiday Tree Lighting	\$4,000 \$4,000 \$4,000	750+ 400	The Sunnyvale Holiday Tree Lighting celebration is now in its 17th year. The event features the lighting of the City Christmas tree, a visit and free photo opportunities with Santa, live music and performances from local schools and groups, and children’s arts & crafts booths.	* Bring together the City of Sunnyvale community for a ceremonial Holiday season kick-off. * Feature local performing and volunteer groups in Sunnyvale including the Girl Scouts, middle school and high school choirs and bands, dance companies, and more.	* Turnout was fantastic * Because of the amount of kids in attendance to take photos with Santa, event ran an hour over to ensure all kids got a turn. * Provided complimentary photos for all parents to download online.

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<b>SV Downtown Association</b> Jazz and Beyond	\$4,000 \$3,675 \$3,675	500-1,000/week 350/week	The Jazz & Beyond (J&B) series is a "musical dining experience". J&B takes place on the 100 block of South Murphy Avenue. 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. Diners simply call in their orders and their food is brought to their table. Live music is featured during the events from genres including jazz, blues, reggae and other traditional non-dance oriented bands.	* Acknowledge and market Downtown Sunnyvale and the many amenities it has to offer. * Feature downtown businesses on Murphy Avenue. * Create a unique dining experience for the community. * Bring new customers and possibly future residents to the downtown area.	* Format of event works very well. * Attendance increased at an estimated rate of 10% from previous year. * Continuously receive praise from the attendees. * Music line up continues to be cultural and entertaining.
<b>SV Historical Society</b> Antique Appraisal Faire	\$525 \$525 \$525	600-700 500	A one-day event where professional antique appraisers give verbal appraisals to individuals (a mini-antique road show). Local activity clubs also showcase their collections, demonstrate their crafts or share information about collecting (Stamp Club, Postcard Club, Art Club, Coin Club). The event takes place in the large courtyard of Heritage Park and the museum.	* Encourage the community to visit the museum, learn about Sunnyvale history, enjoy antiques and artifacts and appreciate their own keepsake heirlooms.	* Event was a success. * 95% of all appraisal appointments were filled. * Many additional people came just to visit the museum and enjoy the displays and demonstrations.

The following events applied but did not receive a grant:

Event	Amount Requested	Reason
<b>SV Downtown Association</b> Magic of Sunnyvale	\$4,000	SDA is able to run the event without these grant funds.
<b>SV Downtown Association</b> Summer Series	\$5,000	Other funding sources available for this event.