



**City of Sunnyvale
Community Events Grant Program
Application
Fiscal Year 2017/18**

Office Use Only

Date Received: _____

Application

Completed: _____

Application Deadline: Friday, April 7, 2017 by 5p.m.

Thank you for your interest in the Community Events Grant Program. Please make sure you thoroughly reviewed the grant guidelines and eligibility criteria to determine if your group qualifies for funding. 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. While the City will accept applications through Friday April 7, 2017 by 5p.m., the exact amount of grant funding available will be determined by City Council when the FY 2017/18 Budget is adopted in June 2017. Applicants will be notified of award decisions in July 2017.

Complete applications may be submitted in the following ways:

Mail or Drop-off in Person:

Sunnyvale Community Center (Recreation Center Front Desk)
Attn: Alisha Rodrigues
550 E. Remington Dr., Sunnyvale, CA 94087.

Email: ncs@sunnyvale.ca.gov. or Fax (408) 730-7754.

For questions or more information, contact Alisha Rodrigues at ncs@sunnyvale.ca.gov, 408-730-7599.

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Event Name: 2017 Holiday Tree Lighting

Date(s)/Time(s) of Event: Saturday December 2, 2017 (5:00pm - 7:30pm)

Sponsoring Organization(s): Sunnyvale Downtown Association_____

Grant Amount Requesting from the City of Sunnyvale: \$ 5,000.00_____

(Amount cannot exceed 40% of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

Authorized Representative Information:

Name:	<u>Michael Johnson</u>
Title:	<u>Executive Director</u>
Organization:	<u>Sunnyvale Downtown Association</u>
Phone (wk/cell):	<u>408 480-6437</u>
Email:	<u>michael@sunnyvaledowntown.com</u>
Mailing Address:	<u>PO Box 70785</u>
	<u>Sunnyvale, CA 94086</u>

Event Details:

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

The Sunnyvale Holiday Tree Lighting celebration is now in its 18th year. This Holiday Tree Lighting celebration brings together the City of Sunnyvale community for a ceremonial Holiday season kick-off that features the official lighting of the City Christmas Tree by the honorable Mayor. Directly following the ceremonial lighting is the entrance of Santa Clause as he sits in front of the newly lit tree as hundreds of kids wait in line to pay him a visit.

This year The Holiday & Christmas Tree Lighting celebration will take place on Murphy Avenue.

Event components include:

- Lighting of The Christmas Tree
- Live Music & Carolers
- Children's Arts & Crafts Booth
- Visit from Santa Clause
- High & Jr. High School Performances

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

Yes, we have held this event on the first Saturday in December for the past 17 years on Murphy Avenue.

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 City of Sunnyvale and the downtown merchants created the Sunnyvale Downtown Association as a means to provide vitality and identity to our downtown. One of our goals is to solicit and encourage participation from our community. The Holiday Tree Lighting celebration arguably features more local performing and volunteer groups than any other downtown Sunnyvale event. Local Sunnyvale based groups include: The Sunnyvale Girl Scouts, Fremont & Homestead High School choirs and bands, local dance company Dance Attack!, Columbia Middle School and more. 100% of our performance groups donate their time for this Holiday Tree Lighting tradition.

4. 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 25 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:

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

The event is targeted to the entire city who wish to “ring in” the holiday season.

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

We expect to have 750+ people attend this year; however, weather can play a factor being that this is a winter event.

7. 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 Entertainment Line Up schedules (10,000ct.) distributed throughout the City of Sunnyvale at high foot traffic locations. Placing a banner at El Camino and Wolf, as well as our social media outlets including but not limited to: our website www.SunnyvaleDowntown.com, Twitter, Facebook and Instagram accounts. Through this promotional outreach we feel we garner the proper local public awareness for this series.

Organization Information:

8. 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:

9. 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.

10. 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 \$27.59, 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).

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

As you can see in our Holiday Tree Lighting budget we receive a large amount of in-kind and volunteer help for this event. This is certainly needed as this event provides a lot of entertainment with very little means of generating significant revenue. 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.

12. 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.

The Holiday Tree Lighting celebration has been sustainable for the past few years now because of community minded corporations such as Solstice & Yahoo! Although this money is never guaranteed, for the past four years a corporation has stepped up and supported this truly Sunnyvale community focused event by giving us the money to put up the tree, flick the

switch and call it a day. This grant and other sponsorship money allows us to enhance the event by adding activities like: bringing in Santa, purchasing arts and crafts for Christmas bulb decorating, rental of a stage for the school choirs, outdoor movie theater and sound system and/or sub-contracting for additional street decor etc.

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."

SDA HOLIDAY BUDGET				Actual	Notes
EXPENSES					
	City Services				
	Permits				
		Banners		\$ 400.00	banner at wolfe & el camino
		Street Closure		\$ -	carry over from farmer's mkt
		Health Permit		\$ -	
		Electricity			
		Fire Inspection			
		Police		\$ -	
		Subtotal - City Services		\$ 400.00	
	County Services				
		Permits		\$ 115.00	event permit
		ABC		\$ -	non-alcohol event
		Health		\$ -	no food booths
		Subtotal - County Services		\$ 115.00	
	Entertainment				
		Arts & Crafts		\$ -	materials cost only/personnel donated by girl scouts
		Bands		\$ 200.00	pizza for columbia, fremont and homstead schools
		Street Performers			
		Balloon Artist		\$ -	
		Face Painter			
		Dance Attack		\$ -	in-kind
		Fremont HS Pep Band		\$ -	in-kind
		Fremont HS Choir		\$ -	in-kind
		Movie Rental		\$ -	pending due weather and sponsorship
		Santa Claus		\$ -	in-kind Sunnyvale Public Safety
		The Gryphon Carolers		\$ -	in-kind
		The Closing Crew (carolers)		\$ -	in-kind
		Subtotal - Entertainment		\$ 200.00	
	Equipment Rentals & Purchases			\$ -	
		Christmas Tree		\$ 3,264.25	
		Generators			
		Sound System & Lighting		\$ 350.00	
		Porta Potties			not needed
		Tree base		\$ 100.00	Joe Capps
		Staging, Booths, Tables & Chairs		\$ 250.00	
		Radios			not needed
		Subtotal - Equipment Rentals		\$ 3,964.25	
	Marketing & Advertising				
		Advertising (print)			
		Artwork & Design		\$ 400.00	
		Banner(s)		\$ -	
		Posters (200)		\$ 327.99	
		Flyers (5k)		\$ 497.99	
		Street Marketing		\$ 600.00	
		Subtotal - Marketing & Advertising		\$ 1,825.98	
	Subcontractors				
		Dumpsters			
		Fencing			
		Security			
		Staff/Production Crew			
		Event Coordinator		\$ 800.00	
		Set up & clean up		\$ 250.00	

		Steam Cleaning/Power Washing		not needed
		Subtotal - subcontractors	\$ 1,050.00	
		Other		
		Electrical		
		Insurance		
		Ice		
		Photographer	\$ -	gone digital and we did it ourselves
		Misc (tape, chalk, rope etc.)		
		Subtotal - Other	\$ -	
		TOTAL EXPENSES	\$ 7,555.23	
		REVENUE		
		CONTRIBUTED INCOME		
		Grants		
		City/Government		
		Community Group Grant	\$ 4,000.00	
		Redevelopment Agency	\$ -	
		Subtotal - Grants	\$ 4,000.00	
		Space Rentals		
		Food	\$ -	hot chocolate & coffee cart
		Arts & Crafts/Other	\$ -	6 arts & crafts at \$ 35 ea.
		Subtotal - Space Rentals	\$ -	
		Sponsorships		
		Presenting Sponsor	\$ 4,000.00	Hunter Properties sponsored the SDA FTY 5k
		Community Sponsor	\$ -	we used the bulk of it for this event
		Art Institute of California		in-kind
		Subtotal - Sponsorships	\$ 4,000.00	
		Additional Income		
		Subtotal - Additional Income	\$ -	
		TOTAL REVENUE	\$ 8,000.00	
		TOTAL EXPENSES	\$ 7,555.23	
		Contingency	\$ 377.76	
		NET PROFIT / LOSS	\$ 444.77	

Task Volunteer Grid -Christmas Tree Lighting

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
Holiday Tree Lighting Committee					
Amit Rajgarhia	Joe Antuzzi				
Gary Gold	Leigh Odum				
Melissa Barragan	Michael Johnson			30	\$ 827.70
Epenesa Pakola	Irene Murphy				
Holiday Administration					
Event Director	SDA- Adam Andrew	2:00pm - 9:00pm		0	\$ -
Assistant Director	Kevin Fontaine	2:00pm - 9:00pm			\$ -
Marketing	Cheri Gross			0	\$ -
Entertainment					\$ -
Holiday Staffing					
Movie Coordinator	Chris E.	4:00pm - 9:00pm	sub-contracted incl. Help		\$ -
Vendor Coordinator	Cassandra Nash	8:00am - close			\$ -
Stage Manager	Cheri Gross	8:00am - close			\$ -
Santa		6:00pm - 8:30pm		2.5	\$ 68.98
Stage MC					
Clean-Up Coordinator	Omar Montes				
Miscellaneous					
Photographer	Stephanie Taylor	5:30am - 8:00pm		2.5	\$ 68.98
assistant		5:30am - 8:00pm		2.5	\$ 68.98
assistant		5:30am - 8:00pm		2.5	\$ 68.98
		5:30am - 8:00pm		0	\$ -
Holiday Volunteers					
Arts & Crafts Booth Coordinator	Lisa Glaser	4:30pm - close		4	\$ 110.36
Arts & Crafts Helper		4:30pm - 6:30pm	see lisa	2	\$ 55.18
Arts & Crafts Helper		4:30pm - 6:30pm	see lisa	2	\$ 55.18
Dance Attack!		5:00pm - 5:30pm	50 dancers at .5 hours each	25	\$ 689.75
Chris Moylan's Carolers		5:30pm - 6:00pm	10 members at .5 hours each	5	\$ 137.95
Columbia Middle School		6:00pm - 6:30pm	warren scott/40 students at .5 hours each	20	\$ 551.80
Homestead HS		6:30pm - 7:00pm	jeff morton/40 students at .5 hours each	20	\$ 551.80
Fremont HS Choir		7:00pm - 7:30pm	30 students at .5 hours each	15	\$ 413.85
				0	\$ -
				0	\$ -
				0	\$ -
				0	\$ -
			TOTAL VOLUNTEER HOURS	133	\$ 3,669.47

SDA ORGANIZATION EXPENSE & REVENUE REPORT				2016-17	2017-18	Notes & Comments
				year end	fiscal/projected	
EXPENSES						
	Advertising, Promotion & Marketing			\$ 6,640.00	\$ 8,200.00	hotel book and Jo Ho Marketing
	City Fees			\$ 358.00	\$ 400.00	BID
	Commissions & Fees (memberships, etc.)			\$ 4,900.00	\$ 2,450.00	reduced from 20% to 10%
	Contract Labor			\$ 39,600.00	\$ 42,000.00	all event and SDA staff is sub-contracted
	Events (costs directly associated with the event)					
	Summer Series Music + Market			\$ 47,919.42	\$ 48,000.00	
	Jazz & Beyond			\$ 25,201.90	\$ 26,000.00	
	Holiday Christmas Tree Lighting			\$ 4,027.00	\$ 4,500.00	
	Magic of Sunnyvale			\$ 9,420.64	\$ 12,000.00	
	Carni Gras			\$ -		
	Sub Total Events			\$ 86,568.96	\$ 90,500.00	
	Insurance					
	General			\$ 5,455.16	\$ 5,600.00	
	Directors & Officers			\$ -	\$ -	
	Legal & Accounting			\$ 432.00	\$ 500.00	
	Audit			\$ -	\$ -	
	Legal			\$ -	\$ -	
	Office Supplies			\$ 244.00	\$ 300.00	
	Postage			\$ -	\$ -	billed to individual projects
	Printing & Reproduction			\$ -	\$ -	billed to individual projects
	Rent			\$ 2,432.00	\$ 2,600.00	(no office 2012 - PO box & Pod)
	Staff Salaries				\$ -	none we subcontract everything
	Supplies (non office)			\$ -	\$ 250.00	mainly stage replacement parts
	Taxes, Licenses & permits)			\$ 781.00	\$ 800.00	
	Telephone/ Internet/Website			\$ 840.00	\$ 1,260.00	cell, constant contact, pow web
	Travel & Entertainment			\$ -	\$ -	research
	Visitor's Guide			\$ 2,588.25	\$ 2,700.00	
	Contingency			\$ -	\$ -	
TOTAL EXPENSES				\$ 150,839.37	\$ 157,560.00	
				2016-17	2017-18	Notes & Comments
				year end	fiscal/projected	
REVENUE						
CONTRIBUTED & SPONSORSHIP INCOME						
	Grants					
	City/Government					
	Community Events Grant			\$ 7,675.00	\$ 7,675.00	
	Matching BID Sponsorship			\$ 30,000.00	\$ 30,000.00	
SUBTOTAL - GRANTS				\$ 37,675.00	\$ 37,675.00	
	Projects & Events Sales (incl. vendors)					
	Summer Series Music + Market - sales			\$ 46,071.00	\$ 47,000.00	sponsorships included in revenue
	Vendor space			\$ 5,099.00	\$ 4,000.00	
	Jazz & Beyond			\$ 23,533.00	\$ 28,000.00	bev sales & sponsor(s)
	Holiday Tree Lighting Celebration			\$ 5,000.00	\$ -	
	Magic of Sunnyvale Wine Stroll			\$ 8,180.00	\$ 9,000.00	
	Carni Gras					pending potential sponsorships
SUBTOTAL - PROJECTS & EVENTS				\$ 87,883.00	\$ 88,000.00	revenue includes corp. sponsorships
	SDA Memberships					
	BID Fees			\$ 31,647.56	\$ 32,000.00	
	Misc			\$ 150.00	\$ 500.00	stage rental to outside agencies
SUBTOTAL - SDA MEMBERSHIPS				\$ 31,797.56	\$ 32,500.00	
TOTAL REVENUE				\$ 157,355.56	\$ 158,175.00	
NET PROFIT/LOSS				\$ 6,516.19	\$ 615.00	