



**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 Jazz & Beyond Music Series

Date(s)/Time(s) of Event: Every Saturday from July 8 – August 26, 2017 (5:30pm - 8:30pm)

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>408 480-5437</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 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) 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 annually since 2008. 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. 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?

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.

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

We expect to have 400 - 600 people per week for all 8 weeks. This is based on last year’s attendance.

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?

Of all of our events we produce, this event is the most inefficient. The primary reason is that other than sponsorships and beverage sales there is no other revenue stream. This event features our restaurants and they receive 100% of the food sales. We will monitor this event carefully and if things don't turn around in the next few years we may remove or reduce the amount of Saturdays for this said event. Our hope is for "sponsorships" to increase.

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".

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?

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.

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.

Sponsorships and beverage sales have traditionally been strong for this event. The projected budget will affect the number of weeks we produce for the event. 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".

JAZZ & BEYOND					Notes & Comments
				Actual	
					This is for 8 weeks
EXPENSES					
	City Services				
	Banners				
		El Camino & Wolfe Roads			
	Permits				
		Application 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		\$ 450.00	
		Health		\$ -	
	Subtotal - County Services			\$ 450.00	
	Entertainment & Hospitality				
	Bands & Entertainment			\$ 4,000.00	
	Sound Company				
	Costs of Goods Sold (beverages)				
		Beer		\$ 1,611.00	
		Cups for Beer & Wine		\$ 1,044.00	
		Wine		\$ 1,504.00	
		Water & Soft Drinks		\$ 204.40	
	Street Performers				
		Balloon Artist			
		Face Painter			
	VIP/Hospitality Suite (catered food)				
	Subtotal - Entertainment			\$ 8,363.40	
	Equipment Rentals & Purchases			\$ -	
		Booths		\$ 1,680.00	see tony
		Tables & Chairs		\$ 1,991.00	
		Chairs		\$ 1,750.00	
	Generators &/or Electrical Boxes				
		Linens		\$ 699.00	
	Sound System & Lighting				
	Porta Potties				
		Radios			
		Staging & Lights		\$ 4,000.00	
	Subtotal - Equipment Rentals			\$ 10,120.00	
	Marketing & Advertising				
	Artwork & Design			\$ 550.00	
	Banners			\$ 920.00	
	Posters (18 x 24) @ 200			\$ 300.00	inc. frieght
	Menus (2000)			\$ 352.00	
	Flyers (business card size) @ 10k			\$ 256.26	
	Print Advertising			\$ -	
	Signage (additional)			\$ -	no parking tow away signs
	Street Marketing			\$ -	
	Subtotal - Marketing & Advertising			\$ 2,378.26	
	Subcontractors				

		Dumpsters & Recycling	\$	468.60	
		Fencing			
		Security			
		Staff/Production Crew			
		Event Coordinator			
		Beverage Coordinator	\$	-	
		Vendor Coordinator			
		Volunteer Coordinator			
		Set up & clean up	\$	2,250.00	
		Power Washing			
		Subtotal - Subcontractors	\$	2,718.60	
		Other			
		Garbage Bags	\$	68.54	
		Insurance	\$	800.00	
		Ice	\$	-	
		Misc (cups, tape, chalk, rope etc.)	\$	1,200.00	plates, cups etc.
		Subtotal - Other	\$	2,068.54	
		TOTAL EXPENSES	\$	27,329.30	
		REVENUE			
		CONTRIBUTED INCOME			
		Grants			
		City/Government	\$	3,785.00	
		Subtotal - Grants	\$	3,785.00	
		Space Rentals - Vendors			
		Food & beverage			
		Arts & Crafts			
		Subtotal - Space Rentals	\$	-	
		Sponsorships			
		Presenting Sponsor	\$	10,000.00	
		Stage Sponsor			
		Community Sponsors	\$	1,000.00	
		Friends of Sponsors			
		Subtotal - Sponsorships	\$	11,000.00	
		Ticket & Beverage Sales			
		Drinks	\$	13,190.00	
		Subtotal - Ticket & Beverage Sales	\$	13,190.00	
		Additional Income			
		Subtotal - Additional Income	\$	-	
		TOTAL REVENUE	\$	27,975.00	
		NET PROFIT / LOSS	\$	645.70	

Task Volunteer Grid - Jazz Beyond

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
Jazz & Beyond Committee					
Amit Rajgarhia	Joe Antuzzi		meet once a month (starting Jan)		
Gary Gold	Leigh Odum				
Melissa Barragan	Michael Johnson			42	\$ 1,158.78
Epenesa Pakola	Irene Murphy				
Event Administration					
Event Coordinator	SDA - Michael J	2:00pm - 10:00pm			
Assistant Coordinator	Adam Andrews	2:00pm - 10:00pm			
Beverage Cordinator	Veronica Garcia	4:00pm - 10:00pm			
Entertainment	Joel	4:00pm - 10:00pm			
Beer Booth					
Beverage Coordinator	Adam Andrews	4:00pm - 10:00pm	Responsible for overseeing the volunteers		\$ -
Beer Booth Volunteer		5:00pm - 8:30pm	Sell beverages	3.5	\$ 96.57
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 96.57
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 96.57
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 96.57
Wine Booth					
Beverage Coordinator	Board Member			3.5	\$ 96.57
Wine & Soft Drinks Volunteer			Sell Beverages	3.5	\$ 96.57
Wine & Soft Drinks Volunteer				3.5	\$ 96.57
Wine & Soft Drinks Volunteer				3.5	\$ 96.57
Jazz & Beyond Staff					
Set Up & Break Down	Omar	3:00pm - close			
Vendor Coordinator	Adam Andrews	2:00pm - close			
Asst. Vendor Coordinator		2:00pm - close			\$ -
Stage Manager		4:00pm - close			
Asst. Stage Manager		4:00pm - close			\$ -
Stage MC	Joel	5:30pm - 8:30pm			
Miscellaneous				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		\$ 7,338.94

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	