



**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: 2018 Magic of Sunnyvale

Date(s)/Time(s) of Event: Saturday May 12, 2018 (2:30pm - 5:30pm)

Sponsoring Organization(s): Sunnyvale Downtown Association_____

Grant Amount Requesting from the City of Sunnyvale: \$ 4,000.00_____

(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 Magic of Sunnyvale (MOS) will now be in its 7th 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 2nd 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 in attendance.

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

Yes, this annual event has been going on since 2010. 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. As with all of the Sunnyvale Downtown Association events, our goal to provide vitality and identity to our downtown.

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?

It is a family oriented event. The event is targeted to local residents and beyond.

6. 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 – 1000 people.

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?

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.

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.

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 allows 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."

MAGIC OF SUNNYVALE 2018					2018	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	\$ 2,500.00	SDA Sponsorsip taken from Gen Fund
			Subtotal - Sponsorships	\$ 2,500.00	
			Ticket & Beverage Sales		
			Drinks	\$ -	
			Subtotal - Sponsorships	\$ -	
			Additional Income		
			Subtotal - Additional Income	\$ -	
			TOTAL REVENUE	\$ 2,500.00	
			NET PROFIT / LOSS	\$ (2,898.00)	

Task Volunteer Grid - Jazz Beyond

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
Magic of Sunnyvale Wine Stroll Committee					
Amit Rajgarhia	Joe Antuzzi				
Gary Gold	Leigh Odum				
Melissa Barragan	Michael Johnson			24	\$ 662.16
Epenesa Pakola	Irene Murphy				
Magic Administration					
Event Coordinator	Adam Andrews	12:00pm - 8:00pm	paid sub-contractor	0	\$ -
Volunteers	6 people	12:00pm - 8:00pm		48	\$ 1,324.32
Entertainment	Will Chandler			4	\$ 110.36
Magic Staffing					
Magic Coordinator	Will Chandler	12:00pm - 6:00pm	sub-contracted incl. Help	6	\$ 165.54
Stage MC	Will Chandler	2:30pm - 6:00pm	(see above)		
Magician Assistants (4)	Eight of them	12:00pm-6:00pm	(see will)	24	\$ 662.16
Clean-Up Coordinator	Omar Montes	5:30pm - 7:30pm	paid sub-contractor		
		Will Chandler			
Miscellaneous					
Photographer	Stephanie Taylor	2:30pm - 5:30pm		3	\$ 82.77
				0	\$ -
TOTAL VOLUNTEER HOURS				109	\$ 3,007.31

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	