



**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](mailto:ncs@sunnyvale.ca.gov). or Fax (408) 730-7754.

For questions or more information, contact Alisha Rodrigues at [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov), 408-730-7599.

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**Event Name: 2017 Summer Series Music + Market**

**Date(s)/Time(s) of Event: Every Wednesday from June 21 – August 30, 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: Michael Johnson  
Title: Executive Director  
Organization: Sunnyvale Downtown Association  
Phone (wk/cell): 408 480-5437  
Email: michael@sunnyvaledowntown.com  
Mailing Address: PO Box 70785  
Sunnyvale, CA 94086

## **Event Details:**

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

The Sunnyvale Summer Series Music + Market is a community tradition. The event appeals to music and arts and craft lovers in Sunnyvale & beyond. Arguably Sunnyvale's most popular event; this event brings together the Sunnyvale community much like a reunion where friends and families get together on a Wednesday afternoon/evening and enjoy music, dancing, shopping, food and conversation.

Series highlights include:

Live Music	Car Show Exhibits
Local Business Booths	Arts & Crafts Booths
Fruit & Vegetable Produce Booths	Food Booths
Balloon Twisters	& More

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

Yes, We have been doing this event for over 19 years on Washington & Murphy Ave, Plaza del Sol with plans to expand into the Redwood Square inside the what is currently known as the Town Center.

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 Summer Series is our community event where many of the local workforce get together after work and have some fun and conversation. The Summer Series is the choice for many of our residents to reconnect with one another... a reunion of sorts. This event is our best opportunity to showcase Downtown Sunnyvale and what the heart of Sunnyvale has to offer.

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. We purposely target the local community due to the size limitation of the street and the local "community feel" of the series.

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

We expect to have 2,000 people per week for all 11 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](http://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?

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".

SUMMER SERIES					Notes & Comments
				Projected	based on eleven weeks projected
					based on eleven weeks
<b>EXPENSES</b>					
	City Services				
	Banners				
	El Camino & Wolfe Roads				
	Permits				
	Application Permit			\$ 115.00	
	Street Closure			\$ 546.00	city lets us do it ourselves
	Plaza del Sol Closure				
	Building & Electrical			\$ -	
	Fire Inspection			\$ 416.50	
	Police			\$ 11,296.00	
	<b>Subtotal - City Services</b>			<b>\$ 12,373.50</b>	
	County Services				
	Permits				
	ABC			\$ 550.00	
	Health			\$ 767.50	
	<b>Subtotal - County Services</b>			<b>\$ 1,317.50</b>	
	Entertainment & Hospitality				
	Bands & Entertainment			\$ 7,700.00	
	Sound Company			\$ -	
	Costs of Goods Sold (beverages)				
	Beer			\$ 6,128.00	
	Cups for Beer & Wine			\$ 3,930.00	
	Wine			\$ 1,226.00	
	Water & Soft Drinks			\$ 340.64	
	Street Performers				
	Balloon Artist				
	Face Painter				
	VIP/Hospitality Suite (catered food)				
	<b>Subtotal - Entertainment</b>			<b>\$ 19,324.64</b>	
	Equipment Rentals & Purchases			\$ -	
	Booths, Tables & Chairs			\$ -	
	Generators &/or Electrical Boxes			\$ -	
	Signage			\$ -	A-frames (no alcohol, coolers, glass)
	Sound System & Lighting				
	Porta Potties				
	Radios				
	Staging & Lights			\$ 3,000.00	
	<b>Subtotal - Equipment Rentals</b>			<b>\$ 3,000.00</b>	
	Marketing & Advertising				
	Artwork & Design			\$ 950.00	
	Banners			\$ 676.00	
	Posters (18 x 24) @ 200			\$ 337.00	
	Flyers (business card size) @ 10k			\$ 250.00	
	Print Advertising			\$ -	
	Signage (additional)				
	Street Marketing			\$ 450.00	
	<b>Subtotal - Marketing &amp; Advertising</b>			<b>\$ 2,663.00</b>	
	Subcontractors				
	Commissions				
	Dumpsters & Recycling			\$ 150.00	
	Fencing			\$ -	
	Security			\$ 2,200.00	

			Staff/Production Crew		
			Event Coordinator	\$ 3,300.00	
			Beverage Coordinator		
			Vendor Coordinator		
			Volunteer Coordinator		
			Set up & clean up	\$ 2,750.00	
			Power Washing		
			<b>Subtotal - Subcontractors</b>	<b>\$ 8,400.00</b>	
			Other		
			Insurance		
			Ice	\$ -	
			Garbage Bags	\$ 750.00	
			Misc (tape, chalk, rope etc.)	\$ 150.00	beer & wine cups
			<b>Subtotal - Other</b>	<b>\$ 900.00</b>	
			<b>TOTAL EXPENSES</b>	<b>\$ 47,978.64</b>	
			<b>REVENUE</b>		
			<b>CONTRIBUTED INCOME</b>		
			Grants		
			City/Government	\$ -	
			<b>Subtotal - Grants</b>	<b>\$ -</b>	
			Space Rentals - Vendors		
			Food & beverage	\$ 1,050.00	
			Arts & Crafts	\$ 1,950.00	
			<b>Subtotal - Space Rentals</b>	<b>\$ 3,000.00</b>	
			Sponsorships		
			Presenting Sponsor		
			Stage Sponsor	\$ 5,000.00	
			Community Sponsors	\$ 2,500.00	
			Friends of Sponsors	\$ 1,000.00	
			<b>Subtotal - Sponsorships</b>	<b>\$ 8,500.00</b>	
			Ticket & Beverage Sales		
			Drinks	\$ 34,670.00	
			<b>Subtotal - Tickets &amp; Beverages</b>	<b>\$ 34,670.00</b>	
			Additional Income		
			<b>Subtotal - Additional Income</b>	<b>\$ -</b>	
			<b>TOTAL REVENUE</b>	<b>\$ 46,170.00</b>	
			<b>NET PROFIT / LOSS</b>	<b>\$ (1,808.64)</b>	

Task Volunteer Grid - Summer Series

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
<b>Summer Series Committee</b>					
Amit Rajgarhia	Joe Antuzzi		meet once a month (starting Jan)		
Gary Gold	Leigh Odum				
Melissa Barragan	Michael Johnson			36	\$ 993.24
Epenesa Pakola	Irene Murphy				
<b>Event Administration</b>					
Event Coordinator	Michael Johnson	2:00pm - 10:00pm			
Assistant Coordinator		2:00pm - 10:00pm			
Beverage Cordinator	Adam Andrews	4:00pm - 10:00pm			
Entertainment		4:00pm - 10:00pm			
<b>Beer Booth</b>					
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
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 96.57
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 96.57
<b>Wine Booth</b>					
Beverage Coordinator	Brandt Carson			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
Wine & Soft Drinks Volunteer				3.5	\$ 96.57
<b>Summer Series Staff</b>					
Set Up & Break Down	Omar	3:00pm - close			
Vendor Coordinator	Adam Andrews	2:00pm - close			
Asst. Vendor Coordinator	Adam Andrews	2:00pm - close			\$ -
Stage Manager		4:00pm - close			
Asst. Stage Manager		4:00pm - close		0	\$ -
Stage MC		5:30pm - 8:30pm			
<b>Miscellaneous</b>					
Photographer		5:30pm - 8:30pm		460	
			Note: Total is based on 11 weeks. Hrs & Value listed are those who are		
			volunteers. Tasks that are blank are paid staff.		
			TOTAL IN-KIND VOLUNTEER ASSISTANC		\$ 12,677.61

SDA ORGANIZATION EXPENSE & REVENUE REPORT				2016-17	2017-18	Notes & Comments
				year end	fiscal/projected	
<b>EXPENSES</b>						
	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			\$ -	\$ -	
<b>TOTAL EXPENSES</b>				<b>\$ 150,839.37</b>	<b>\$ 157,560.00</b>	
				<b>2016-17</b>	<b>2017-18</b>	<b>Notes &amp; Comments</b>
				year end	fiscal/projected	
<b>REVENUE</b>						
<b>CONTRIBUTED &amp; SPONSORSHIP INCOME</b>						
	Grants					
	City/Government					
	Community Events Grant			\$ 7,675.00	\$ 7,675.00	
	Matching BID Sponsorship			\$ 30,000.00	\$ 30,000.00	
	<b>SUBTOTAL - GRANTS</b>			<b>\$ 37,675.00</b>	<b>\$ 37,675.00</b>	
	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
	<b>SUBTOTAL - PROJECTS &amp; EVENTS</b>			<b>\$ 87,883.00</b>	<b>\$ 88,000.00</b>	revenue includes corp. sponsorships
	SDA Memberships					
	BID Fees			\$ 31,647.56	\$ 32,000.00	
	Misc			\$ 150.00	\$ 500.00	stage rental to outside agencies
	<b>SUBTOTAL - SDA MEMBERSHIPS</b>			<b>\$ 31,797.56</b>	<b>\$ 32,500.00</b>	
<b>TOTAL REVENUE</b>				<b>\$ 157,355.56</b>	<b>\$ 158,175.00</b>	
<b>NET PROFIT/LOSS</b>				<b>\$ 6,516.19</b>	<b>\$ 615.00</b>	