



City of Sunnyvale

Notice and Agenda

Community Event and Neighborhood Grant Distribution Subcommittee

Friday, April 28, 2017

10:00 AM

West Conference Room, 456 W. Olive Ave.,
Sunnyvale, CA 94086

CALL TO ORDER

ROLL CALL

SELECTION OF TEMPORARY CHAIR

CONSENT CALENDAR

- 1 [17-0497](#) Approve the Minutes of the February 8, 2017 Community Event and Neighborhood Grant Distribution Meeting.

Recommendation: Approve the minutes of the February 8, 2017 Community Event and Neighborhood Grant Distribution Meeting as submitted.

ORAL COMMUNICATIONS

This category provides an opportunity for members of the public to address the committee on items not listed on the agenda and is limited to 15 minutes (may be extended or continued after the public hearings/general business section of the agenda at the discretion of the Chair) with a maximum of up to three minutes per speaker. Please note the Brown Act (Open Meeting Law) does not allow committee members to take action on an item not listed on the agenda. If you wish to address the committee, please complete a speaker card and give it to the Recording Secretary. Individuals are limited to one appearance during this section.

PUBLIC HEARING/GENERAL BUSINESS

If you wish to speak to a public hearings/general business item, please fill out a speaker card and give it to the City Clerk. You will be recognized at the time the item is being considered by Council. Each speaker is limited to a maximum of three minutes.

- 2 [17-0505](#) FY 2016/17 Community Event Grant Program and Neighborhood Grant Program Grantee Recap

- 3 [17-0450](#) Consideration of FY 2017/18 Community Events and
Neighborhood Grant Program Applications

Recommendation: Accept the staff report and advance the Subcommittee's recommendation to the full City Council for FY 2017/18 budget approval and final action.

ADJOURNMENT

Notice to the Public:

Any agenda related writings or documents distributed to members of this meeting body regarding any item on this agenda will be made available for public inspection in the Office of the City Clerk located at 603 All America Way, Sunnyvale, California during normal business hours and in the Council Conference Room on the day of the meeting, pursuant to Government Code §54957.5.

Pursuant to the Americans with Disabilities Act, if you need special assistance in this meeting, please contact the Office of the City Clerk at (408) 730-7483. Notification of 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (29 CFR 35.106 ADA Title II)



City of Sunnyvale

Agenda Item

17-0497

Agenda Date: 4/28/2017

SUBJECT

Approve the Minutes of the February 8, 2017 Community Event and Neighborhood Grant Distribution Meeting.

RECOMMENDATION

Approve the minutes of the February 8, 2017 Community Event and Neighborhood Grant Distribution Meeting as submitted.



City of Sunnyvale

Meeting Minutes - Draft Community Event and Neighborhood Grant Distribution Subcommittee

Wednesday, February 8, 2017

1:00 PM

Council Conference Room, 456 W. Olive
Ave., Sunnyvale, CA 94086

CALL TO ORDER

Library and Community Services Director Cynthia Bojorquez called the meeting to order at 1:07 p.m.

ROLL CALL

Present: 2 - Member Russ Melton
Member Nancy Smith

Absent: 1 - Member Larry Klein

SELECTION OF SUBCOMMITTEE CHAIR

Director Bojorquez opened nominations for subcommittee chair. Member Melton nominated Member Smith who accepted the nomination. No further nominations were presented.

Vote on nomination for Chair:

Yes: 2 - Member Melton
Member Smith

No: 0

Absent: 1 - Member Klein

CONSENT CALENDAR

- 1 [17-0152](#) Approve the Minutes of the June 10, 2016 Community Event and Neighborhood Grant Distribution Meeting

Member Melton moved and Chair Smith seconded to approve the consent calendar. The motion carried by the following vote:

Yes: 2 - Member Melton
Member Smith

No: 0

Absent: 1 - Member Klein

ORAL COMMUNICATIONS

None.

PUBLIC HEARING/GENERAL BUSINESS

2 [17-0218](#) Overview of FY 2016/17 Grants Allocation Process

Director Bojorquez provided the committee with an overview of the 2016/17 Community Event and Neighborhood Grants process. Discussion ensued regarding eligibility criteria for the Community Events Grant Program and for the Neighborhood Grant Program.

Chair Smith opened the public hearing, and there being no public comments, closed the public hearing.

3 [17-0151](#) Review and Approve Community Events and Neighborhood Grant Program Processes for FY 2017/18

Director Bojorquez presented the staff report and proposed timelines for FY 2017/18.

Chair Smith opened the public hearing, and there being no public comments, closed the public hearing.

Member Melton expressed that the current process and eligibility criteria for the grants was satisfactory.

Member Melton moved, and Chair Smith seconded, to accept the process as is with no recommended changes to the existing process. The motion carried by the following vote:

Yes: 2 - Member Melton
 Member Smith

No: 0

Absent: 1 - Member Klein

INFORMATION ONLY

None.

ADJOURNMENT

Chair Smith adjourned the meeting at 1:26 p.m.



City of Sunnyvale

Agenda Item

17-0505

Agenda Date: 4/28/2017

FY 2016/17 Community Event Grant Program and Neighborhood Grant Program Grantee Recap

**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 \$0	200-300	<ul style="list-style-type: none"> * 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. 	<ul style="list-style-type: none"> * 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. 	<ul style="list-style-type: none"> * A condition of this grant funding was that Crosswalk Community Church must remove all religious elements during the event and in the publicity of the event, including but not limited to the prayer and Bible Candy activity. Any declined grant funds was to be awarded equally to Sunnyvale Downtown Association's (SDA) Holiday Tree Lighting and Jazz & Beyond events. * Crosswalk Community Church declined the grant funds, therefore an additional \$500 was awarded to both SDA events mentioned above.
Pakistani American Culture Center Basant Kite Flying Festival	\$2,500 \$1,000	400	<ul style="list-style-type: none"> * A South Asian, family oriented, festival on arrival of spring. Main event elements include ethnic food, games, music and kite flying. 	<ul style="list-style-type: none"> * 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 \$4,500*	750+ 400	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> * 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. 	<ul style="list-style-type: none"> * 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.
SV Downtown Association Jazz and Beyond	\$4,000 \$3,675 \$4,175*	500-1,000/week 350/week	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> * 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. 	<ul style="list-style-type: none"> * 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.

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			
SV Historical Society 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.

* Per Council direction, Crosswalk Community Church's declined grant funds were awarded equally to the Sunnyvale Downtown Association's Holiday Tree Lighting and Jazz and Beyond events (an additional \$500 per event).

The following events applied but did not receive a grant:

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

Neighborhood Grant Program
FY2016/17 Grantee Recap

Organization Event Name	Grant Amount	# of People Benefitted	Anticipated Goals/Results	Actual Results (based on Organization's Final Report)	Goals for Future
	Requested	# Households Total			
	Granted	Anticipated			
	Reimbursed	Actual			
Cherry Chase NA Cultural and Social Improvement	\$1,000	900 households	<p>* Coordinate social and cultural events to engage a wide variety of neighbors and help build community spirit. Events also welcome new residents to the neighborhood.</p> <p>* Create a more tight knit network of neighbors.</p> <p>* Create a positive visual identity for the association and the neighborhood watch group by purchasing car decals. These decals will project the spirit of a unified community and an image of residents having a vested interest in keeping the neighborhood safe.</p>	<p>* Successfully executed two events so far this year; One Long Table and Diwali (with 2 more happening in the Spring).</p> <p>* One Long Table allowed neighbors to get together to enjoy a sit-down meal together on a neighborhood street. The event also included an official SNAP signup table, which resulted in 3-4 residents completing the 7 week training course.</p> <p>* Diwali, an annual event that celebrates diversity, continues to be a big hit in the neighborhood. This event, coordinated in partnership with Cherry Chase PTA, was held at the school multi-purpose room and attracted more than 200 people.</p> <p>* Upcoming events include an Easter Egg Hunt for kids and a Meet the Chief event to meet Chief Ngo and hear his thoughts on how to keep Sunnyvale safe.</p>	Final Report Not Yet Submitted
	\$1,000				

Organization Event Name	Grant Amount	# of People Benefitted	Anticipated Goals/Results	Actual Results (based on Organization's Final Report)	Goals for Future
	Requested	# Households Total			
	Granted	Anticipated			
	Reimbursed	Actual			
Cherryhill NA Grow Together	\$1,000	550 households	<p>* Implement a series of small, portable garden spaces within the neighborhood in order to share seedlings, seeds, plants and garden ideas among neighbors. Envision it to be like a mini urban garden.</p> <p>* Increase communication and community building between neighbors as the gardens are planned, planted and harvested.</p> <p>* Build bridges between cultures as neighbors share recipes and uses for items harvested from the containers.</p> <p>* Enhance neighborhood pride and improve the physical condition of the neighborhood.</p>	<p>* Implemented 3 mobile gardens to help encourage community building among the neighbors.</p> <p>* Accomplished their goal of having several spaces that effectively belong to all neighbors: illustrating Cherryhill’s residents’ commitment to fostering a cooperative spirit and a sense of inclusiveness for all residents.</p> <p>* Increased the neighborhood’s visual appeal.</p> <p>* The project topped their yearly survey to determine what residents wanted to see happen in their neighborhood. By making the idea a reality, the project showed firsthand that residents’ priorities drive the implementation team’s endeavors.</p>	They would be interested in doing a similar project in the future but would pick a different aspect of growing food (i.e. beekeeping or fruit tree planting). They feel the 3 mobile gardens are enough to keep the community busy and engaged for now.
	\$1,000	not specified			
	\$1,000	526 homes + 324 apartments			

Organization Event Name	Grant Amount	# of People Benefitted	Anticipated Goals/Results	Actual Results (based on Organization's Final Report)	Goals for Future
	Requested	# Households Total			
	Granted	Anticipated			
	Reimbursed	Actual			
Cumberland South NA July 4 Parade and Potluck	\$850	> 400 households	* Increase communication, bridge cultures, and enhance neighborhood pride and identity. It is the one time of year the neighborhood gets together. Helps make the community feel like a part of a caring community. * Build bridges between cultures by the neighbors sharing food from all different countries. * Celebrate diversity through a parade of kids, pets, neighbors, etc., let by Sunnyvale DPS.	* Increased neighborhood cohesiveness and pride. * A lot of shared culture with good food from all over. Diversity was promoted by everyone coming out and sharing their culture and also celebrating the US. * More people helped out than ever, which showed in the turnout and positive feedback.	Will continue to organize the event every year as long as people are willing to help make it happen. More people already offered to help out for next year's event.
	\$750	150-200 people			
	\$668.46	200-250 people			
Cumberland West NA Block Parties	\$500	600 households	* Host one block party every other month to allow the residents to genuinely get to know each other, share resources and feel included in a close community. * Increase communication among neighbors, build bridges between cultures and enhance neighborhood pride and identity.	Final Report Not Yet Submitted	
	\$400	not specified			
Evelyn Glen Owners Assoc. Drought Tolerant Landscaping	\$1,000	130 households	* Educate homeowners about water conservation, drought effects on landscaping and how to sustain everything. * Increase pride of ownership and add value to the property. * Purchase self watering containers, herbs, vegetables and soil.	* Hosted a "party" to educate the community about the association's landscaping project to change out plant thirsty landscape with plants that can thrive on less water. * Due to a fire in the community, the scheduled meeting was modified to answer residents inquiries on issues related to the fire rather than focus entirely on the landscaping project. Sunnyvale DPS made a presentation on how to be prepared and safe in disasters. Since their event changed and the expenses did not align with the budget that was submitted with the application, we did not reimburse all expenses submitted.	
	\$500 (Council Set- aside Fund)	not specified			
	\$296.51	49 attended			

Organization Event Name	Grant Amount	# of People Benefitted	Anticipated Goals/Results	Actual Results (based on Organization's Final Report)	Goals for Future
	Requested	# Households Total			
	Granted	Anticipated			
	Reimbursed	Actual			
Hazelheads Group Block Party / Formalize Association	\$800.00	25 households	* Host annual block party to get to know their neighbors. * Create a formal neighborhood association. * Double the participating households at events including neighborhood watch, block party, garage sale and book exchange.	* Organized a successful block party and gained a list of new potential members for association. * Created avenue for neighbors to come together to meet, discuss and organize their association.	Want to continue to meet new neighbors and keep their association active.
	\$400 (Council Set- aside Fund)	not specified			
	\$340	50 households			
Ortega Park NA National Night Out (NNO)	\$900	300 households	* Create the opportunity to meet new residents and stay in-touch with each other. * Connect with Sunnyvale DPS and learn ways to keep the neighborhood safe. * Create the opportunity to learn about other cultures in the neighborhood.	* Were able to re-connect with neighbors. * Distributed information about public safety, energy saving, and free services available through the City. * Had children's activities including scavenger hunt and mad science activities.	Will continue to host this NNO event every year. Interested in the possibility of working with other associations to organize a larger event, in addition to NNO.
	\$500	>100 households			
	\$459.64	250 households			
SNAIL NA National Night Out	\$1,000	1,300 households	* Heighten awareness of the importance of neighborly collaboration. * Strengthen communication between residents and promote neighborhood connection and sense of community. * Help neighbors feel more connected and comfortable with DPS. Encourage them to report suspicious activity. * Enhance neighborhood pride and identity.	* Helped create a sense of community and allowed neighbors to meet each other. * Increased communication within their residents and brought together their neighbors from different cultures. * Enhanced neighborhood pride and identity.	This event has become a yearly tradition that neighbors look forward to each year. They will continue to organize the event as long as it continues to help neighbors feel connected to each other.
	\$1,000	200 attendees			
	\$1,000	~ 200 attendees			

Organization Event Name	Grant Amount	# of People Benefitted	Anticipated Goals/Results	Actual Results (based on Organization's Final Report)	Goals for Future
	Requested	# Households Total			
	Granted	Anticipated			
	Reimbursed	Actual			
Stratford Gardens NA Emergency Response Project	\$700	64 households	<ul style="list-style-type: none">* Set up a team to manage the communal infrastructure in the event of an emergency.* Improve the community's effectiveness regarding emergency preparedness and fire safety.* Educate neighbors about the community's current emergency preparedness plan/efforts and solicit feedback and additional ideas.* Residents will be better prepared in an emergency, become more self-reliant, and be less of a drain on the scarce resources available during a disaster.	<ul style="list-style-type: none">* Completed 2 Map Your Neighborhood (MYN) events in accordance with Sunnyvale Emergency Response Volunteers (SERV) guidelines. 33% of household participation between the two MYN events (25 residents from 21 households).* Recruited 4 new skilled volunteers for the Emergency Preparedness Committee. 1 of the new volunteers, a retired nurse with emergency experience, is helping to finalize the materials list for emergency medical kits.* Landscape Committee helped clear and maintain access to gas meter valves as well as emergency fire-lane. Also purchased and installed a fire lane gate Knox lock for easier fire department entry.* Pool Committee purchased and installed secondary containment drums and appropriate safety signage inside and outside the pool equipment room.* This project is also funded by a \$1,000 HOA grant specific to equipment and supplies and general HOA operating budget funds, as needed, for emergency preparedness upgrades to community infrastructure.	Final Report Not Yet Submitted
	\$623	not specified			

Organization Event Name	Grant Amount	# of People Benefitted	Anticipated Goals/Results	Actual Results (based on Organization's Final Report)	Goals for Future
	Requested	# Households Total			
	Granted	Anticipated			
	Reimbursed	Actual			
Sunnyarts NA Community Building / Neighborhood Pride	\$1,000	256 households	* Host a variety of events to bring the neighborhood together to get to know each other better and welcome new members to the community. * Create a deeper sense of community within the neighborhood. * Celebrate the cultural diversity in the neighborhood through potlucks and events scheduled around cultural holidays (i.e. Chinese New Year).	* Increased the sense of security residents feel in their homes by facilitating better communication with neighbors. * Facilitated a Personal Emergency Preparedness (PEP) class which added a greater sense of security in regard to disaster preparedness. * Residents feel they belong to a closer and more welcoming community due to events. * Fostered a good sense of philanthropy with their donation drives/collections benefiting Sunnyvale Community Services and Goodwill.	Plan to continue to coordinate all events annually. Also want to add more events focused on safety and security. Running into an interesting problem of the events being too well attended and increased participation from neighborhoods that border the association boundaries (but are not part of an active association) which raises the costs for coordinating events.
	\$575	not specified			
	\$575	280 households			
Valley Forge Group Block Party	\$605	48 households	* Block party will bring neighbors together and help welcome new residents. * Sunnyvale DPS to attend and provide information about neighborhood safety and SNAP. * Collect canned and monetary donations for Sunnyvale Community Services.	* Met new neighbors and created a better sense of community. Residents taking more pride in their community. * SNAP booth was set-up to sign neighbors up for classes and share safety information	Plan to continue to coordinate this event. This event is the reason their neighbors are so close. Creates a great atmosphere for getting to know each other better.
	\$400	60 people			
	\$390.94	52 people			



City of Sunnyvale

Agenda Item

17-0450

Agenda Date: 4/28/2017

REPORT TO SUBCOMMITTEE

SUBJECT

Consideration of FY 2017/18 Community Events and Neighborhood Grant Program Applications

BACKGROUND

Each year, the City of Sunnyvale allocates funding to support community events and neighborhood groups through two programs: the Community Events Grant Program (CEGP) and the Neighborhood Grant Program (NGP) based on funding recommendations from the Community Event and Neighborhood Grant Distribution Subcommittee.

The Community Event and Neighborhood Grant Distribution Subcommittee (Subcommittee), consists of three members of the City Council charged with conducting an annual grant review process that includes: 1) setting a meeting schedule; 2) reviewing the efficiency of the annual grants allocation process and making recommendations for any changes to the full Council as needed; and 3) serving as the official grant review committee.

The Subcommittee generally meets twice a year - first, to confirm and/or amend the grant allocations process and again, to review the grant application submittals. Based on this review, the Subcommittee develops funding recommendations that are submitted to the full City Council for final action. For FY 2016/17, the City Council approved five Community Event Grants for a total of \$10,200 and nine Neighborhood Grants for a total of \$6,248.

Per the recommendation of the Subcommittee, the City Council also approved a one-time additional allocation of \$900 from the Council Set Aside Fund in order to fund two additional grantees, Evelyn Glen Owners Association and Hazelheads Group.

For fiscal year 2017/18, the recommended budget for distribution through the Grants process is \$10,250 for the CEGP and \$6,278 for the NGP. However, as in fiscal year 16/17, the Subcommittee does have the discretion to propose an increase in funding as part of the annual budget process. For this reason, grant awards typically follow the approval of the recommended budget.

The purpose of this report is to provide the Subcommittee with a summary of the grant applications that have been received for FY 2017/18 and to seek funding recommendations from the Subcommittee to be submitted to the full City Council for final action. The City Council is scheduled to consider this item on June 20, 2017.

EXISTING POLICY

Council Policy 7.2.1, Community Engagement - Goals and Policies
Council Policy 7.2.18, Special Events

ENVIRONMENTAL REVIEW

The action being considered does not constitute a “project” with the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378 (b) (4) in that is a fiscal activity that does not involve any commitment to any specific project which may result in a potential significant impact on the environment.

DISCUSSION

The deadline to submit funding requests for the FY 2017/18 funding period for CEGP and NGP grants was April 7, 2017.

Community Events Grant Program Grants

As of the deadline, four CEGP applications were received for a combined funding request of \$19,000. All applications submitted for the CEGP came from a single applicant, the Sunnyvale Downtown Association (SDA). To streamline the process, the Subcommittee may wish to consolidate SDA’s requests into one grant agreement. Through this grant agreement, SDA would manage how they distribute the grant funds to some, or all, of the four community events listed below:

Community Events Grant Applications

<u>Organization</u>	<u>Event</u>	<u>Amount Requested</u>
Sunnyvale Downtown Assoc.	Holiday Tree Lighting	\$5,000
Sunnyvale Downtown Assoc.	Jazz & Beyond Music Series	\$5,000
Sunnyvale Downtown Assoc.	Magic of Sunnyvale	\$4,000
Sunnyvale Downtown Assoc.	Summer Music + Market	\$5,000
Total of Community Event Grants Requested		\$19,000
Total CEGP Funding Available		\$10,250

Variance Between Requested/Available (\$8,750)

Neighborhood Grant Program

By the deadline, thirteen NGP applications were received for a combined funding request of \$11,985 as follows:

Neighborhood Grant Applications

<u>Neighborhood Group</u>	<u>Event/Project</u>	<u>Amount Requested</u>
Cherry Chase NA	Cultural and Social Improvement	\$1,000
Cherryhill NA	Cherryhill Heritage	\$1,000
Cumberland South NA	4 th of July Parade & Potluck	\$800
Evelyn Glen HOA	A Taste Around the World	\$1,000
Hazelhead Association	Block Party w/Little Library Launch	\$1,000
Lakewood Village NA	LVNA Villager	\$1,000
Ponderosa Park NA	Outdoor Movie Night	\$1,000
SaveMySunnySky Group	Airplane Noise Mitigation Project	\$1,000
SNAIL NA	NNO & Little Libraries	\$1,000
SSALC	Public Outreach/Education Event	\$1,000
SunnyArts NA	Community Pride Building	\$1,000

Traditions of SV Assoc.	Block Party & Scavenger Hunt	\$580
Valley Forge Group	Block Party	\$605
Total of Neighborhood Grants Requested		\$11,985
Total NGP Funding Available		\$6,278

Variance Between Requested/Available (\$5,707)

For both programs, the total amount requested exceeds the funding included in the Recommended Budget. The Subcommittee, at its discretion, may choose to:

- 1) Allocate the available funding proportionally to all applicants; or
- 2) Consider each grant application individually and establish a recommended award.

In addition, the Subcommittee can recommend that additional funding be allocated as part of the FY 2017/18 budget process.

To assist the Subcommittee in its deliberations, staff has prepared a summary of the applications with historical data on past allocations (Attachment 1). Copies of the individual grant applications are also provided as Attachments 2- 5 (CEGP) and Attachments 6-18 (NGP).

FISCAL IMPACT

If the Subcommittee chooses to make recommendations more than the allocated budget amounts, and the Council subsequently approves that recommendation, the Council must identify the additional funding source and approve its use for this purpose as part of the FY 2017/18 budget process.

PUBLIC CONTACT

Public contact was made through posting of the Subcommittee agenda on the City's official-notice bulletin board, on the City's website, and the availability of the agenda and report in the Office of the City Clerk.

STAFF RECOMMENDATION

Accept the staff report and advance the Subcommittee's recommendation to the full City Council for FY 2017/18 budget approval and final action.

Prepared by: Alisha Rodrigues, Community Services Coordinator
Reviewed by: Daniel Wax, Superintendent of Community Services
Reviewed by: Cynthia E. Bojorquez, Director of Library and Community Services
Reviewed by: Walter C. Rossmann, Assistant City Manager
Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. Grant Funding Worksheet
2. CEGP - SDA - Holiday Tree Lighting
3. CEGP - SDA - Jazz & Beyond Music Series
4. CEGP - SDA - Magic of Sunnyvale
5. CEGP - SDA - Summer Music + Market

6. NGP - Cherry Chase NA - Cultural and Social Improvement
7. NGP - Cherryhill NA - Cherryhill Heritage
8. NGP - Cumberland South NA - 4th of July Parade & Potluck
9. NGP - Evelyn Glen HOA - A Taste Around the World
10. NGP - Hazelhead Assoc - Block Party w/Little Library Launch
11. NGP - Lakewood Village NA - LVNA Villager
12. NGP - Ponderosa Park NA - Outdoor Movie Night
13. NGP - SaveMySunnySky Group - Airplane Noise Mitigation Project
14. NGP - SNAIL NA - NNO & Little Libraries
15. NGP - SSALC - Public Outreach/Education Event
16. NGP - SunnyArts NA - Community Pride Building
17. NGP - Traditions of SV Association - Block Party & Scavenger Hunt
18. NGP - Valley Forge Group - Block Party

2017/18 Community Events Grant Applications Funding Worksheet

	Organization Event Name	2015/16 Requested Granted	2016/17 Requested Granted	2017/18 Request	Rec. Funding 2017/18	Notes	Final Recommendation
1	SV Downtown Association Holiday Tree Lighting	4,000 2,775	4,000 4,500	5,000			
2	SV Downtown Association Jazz & Beyond Music Series	4,000 3,785	4,000 4,175	5,000			
3	SV Downtown Association Magic of Sunnyvale	4,000 0	4,000 0	4,000			
4	SV Downtown Association Summer Music + Market	5,000 0	5,000 0	5,000			
	Funding requested from/granted to organizations who did not apply in FY 2017/18	4,055 3,440	5,025 1,525				
	Total	21,055 10,000	22,025 10,200	19,000	10,250		

2017/18 Neighborhood Grant Applications

Funding Worksheet

	Organization Event Name	2015/16 Requested Granted	2016/17 Requested Granted	2017/18 Request	Rec. Funding 2017/18	Notes	Final Recommendation
1	Cherry Chase NA Cultural and Social Improvement	1,000 1,000	1,000 1,000	1,000			
2	Cherryhill NA Cherryhill Heritage	1,000 1,000	1,000 1,000	1,000			
3	Cumberland South NA 4 th of July Parade & Potluck	750 750	850 750	800			
4	Evelyn Glen HOA A Taste Around the World	N/A N/A	1,000 500*	1,000			
5	Hazelheads Association Block Party w/Little Library Launch	N/A N/A	800 400*	1,000			
6	Lakewood Village NA LVNA Villager	N/A N/A	N/A N/A	1,000			
7	Ponderosa Park NA Outdoor Movie Night	N/A N/A	N/A N/A	1,000			
8	SaveMySunnySky Group Airplane Noise Mitigation Project	N/A N/A	N/A N/A	1,000			
9	SNAIL NA NNO & Little Libraries	1,000 1,000	1,000 1,000	1,000			
10	SSALC Public Outreach/Education Event	N/A N/A	N/A N/A	1,000			
11	Sunnyarts NA Community Pride Building	1,000 575	1,000 575	1,000			
12	Traditions of Sunnyvale Association Block Party & Scavenger Hunt	N/A N/A	N/A N/A	580			
13	Valley Forge Group Block Party	930 400	605 400	605			
	Funding requested from/granted to organizations who did not apply in FY 2017/18	1,800 1,400	2,100 1,523				
	Total	7,480 6,125	9,355 6,248	11,985	6,278		

* Grant funds allocated from the Council Service Level Set Aside Fund and not included in the total above.



**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	



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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:	_____
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.

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- Advocating for policies, programs and events that support the economic growth of the

downtown core

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- 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".

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- Total Expenses
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- Net Cost (Total Expenses Less Anticipated Revenue)
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- Any expenses you expect to be donated / in-kind (include an estimated dollar value of each donated / in-kind expense in your budget)
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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	



**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.

.....
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:	_____
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	



**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.

.....
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:	<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>m_____</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 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, 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
EXPENSES					
	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	
	Subtotal - City Services			\$ 12,373.50	
	County Services				
	Permits				
	ABC			\$ 550.00	
	Health			\$ 767.50	
	Subtotal - County Services			\$ 1,317.50	
	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)				
	Subtotal - Entertainment			\$ 19,324.64	
	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	
	Subtotal - Equipment Rentals			\$ 3,000.00	
	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	
	Subtotal - Marketing & Advertising			\$ 2,663.00	
	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		
		Subtotal - Subcontractors	\$ 8,400.00	
	Other			
		Insurance		
		Ice	\$ -	
		Garbage Bags	\$ 750.00	
		Misc (tape, chalk, rope etc.)	\$ 150.00	beer & wine cups
		Subtotal - Other	\$ 900.00	
		TOTAL EXPENSES	\$ 47,978.64	
		REVENUE		
		CONTRIBUTED INCOME		
	Grants			
		City/Government	\$ -	
		Subtotal - Grants	\$ -	
		Space Rentals - Vendors		
		Food & beverage	\$ 1,050.00	
		Arts & Crafts	\$ 1,950.00	
		Subtotal - Space Rentals	\$ 3,000.00	
		Sponsorships		
		Presenting Sponsor		
		Stage Sponsor	\$ 5,000.00	
		Community Sponsors	\$ 2,500.00	
		Friends of Sponsors	\$ 1,000.00	
		Subtotal - Sponsorships	\$ 8,500.00	
		Ticket & Beverage Sales		
		Drinks	\$ 34,670.00	
		Subtotal - Tickets & Beverages	\$ 34,670.00	
		Additional Income		
		Subtotal - Additional Income	\$ -	
		TOTAL REVENUE	\$ 46,170.00	
		NET PROFIT / LOSS	\$ (1,808.64)	

Task Volunteer Grid - Summer Series

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
Summer Series Committee					
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				
Event Administration					
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			
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
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	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
Summer Series Staff					
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			
Miscellaneous					
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 ASSISTANCE		\$ 12,677.61

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)					
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	Jazz & Beyond			\$ 23,533.00	\$ 28,000.00	bev sales & sponsor(s)
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	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	



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

Office Use Only

Date Received: _____

Application

Completed: _____

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

Thank you for your interest in the Neighborhood Grant Program. Please make sure you thoroughly reviewed the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Funding requests will be considered as part of an annual competitive application process. Neighborhood Grant Program funding will be determined by City Council during the adoption of the FY 2017/18 Budget. If Council approves the funding, each neighborhood group is eligible to apply for and receive a grant of up to \$1,000. 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, contact Alisha Rodrigues at ncs@sunnyvale.ca.gov or 408-730-7599.

.....
Name of Neighborhood Group or Association: Cherry Chase Neighborhood Association

Name of Individual Submitting Application: Michelle Hornberger

Individual's Email:

Phone: 408-245-8826

Name of Proposed Project: Neighborhood Cultural and Social Improvement

Grant Amount Requesting from the City of Sunnyvale: \$ 1,000

(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background:

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?

The Cherry Chase Neighborhood Association (CCNA) began as the Cherry Chase Neighborhood Watch group in 2011 and evolved into an official neighborhood association in 2012. We created the CCNA to provide opportunities for families in the Cherry Chase area to engage in community events, increase communication amongst the neighbors and adjoining neighborhoods, and have a unified civic voice on matters pertaining to beautifying and securing our neighborhood. Our boundaries include Blair, Mary, Remington and Bernardo Avenues. There are approximately 900 households within the CCNA boundary.

2. Describe your neighborhood group's activities and the resources that support those activities. If yours is a formal association, what is the annual budget? How do you raise funds?

The CCNA is an official NA registered with the City of Sunnyvale. We have a tax ID number and an annual budget of \$1200, which we use to host social events throughout the year. We also include one or two informational meetings, pertaining to safety, emergency preparedness, or community related issues. In the last year, the CCNA hosted an Easter Egg Hunt (April 2016), our "One Long Table" Potluck (September 2016), Diwali Festival of Lights (co-hosted with the Cherry Chase PTA, Nov 2016).

Local businesses have been generous with their support, which help offset our costs. For example, while the 2016 Sunnyvale City grant was crucial in covering the funds for our biggest event, "One Long Table" local businesses, (e.g., Diyar Essaid from Coldwell Banker; Intuit) contributed to the event to help make it a success. We have formed relationships with other local business to provide coffee and baked goods for smaller neighborhood meetings (e.g., Safeway; Starbucks, Peets Coffee and Tea).

Project Description:

3. Describe your proposed project and/or event. Make sure to include the following:
 - How it will benefit the residents in your neighborhood and/or your neighborhood association?
 - How many people or households you are expecting to attend or benefit from the project or event?

The CCNA is focused on promoting CCNA neighborhood unity and safety. As such, the primary purpose of this grant request is to use the grant money to support our CCNA social events, CCNA neighborhood watch visual identity and CCNA reading outreach. We are particularly interested in events that celebrate the diversity of our neighborhood:

1. Social / Cultural Events: We have several neighborhood events that have been successful in previous years and that are planned for 2016, including:
 - *One Long Table Potluck*: We had a great response in 2016, with nearly 150 neighbors in attendance. This was a more intimate setting than our earlier Neighborhood Night Out events, and provided an opportunity to engage on a more personal level. Each year we move the event to a different street within our the CCNA boundaries. We propose to use the grant money to rent tables, chairs and table cloths (\$400) and miscellaneous sundries. As has happened in the past, we anticipate this amount will be matched by local businesses.
 - *Diwali "Festival of Lights"*: Last year we co-hosted this event with the Cherry Chase PTA. It was a huge success with nearly 300 attending. 2017 marks the 6th festival and our 4th year partnering with the Cherry Chase PTA. Our portion of the grant money (\$300) will help offset the cost of DJ services for the event.
 - *Neighborhood Socials*: In addition to large events such as our "one long table" potluck and Diwali, when possible, we also support smaller scale neighbor interactions. In the past, these events have included "coffee in the park", "Easter egg hunt", "neighborhood harvest share" and the "holiday hot chocolate walkabout". This year we'd also like to add an event to celebrate the Lunar New Year. Though we sometimes can count on contributions from local businesses to

supply us with coffee, tea and snacks, we need to include cups, napkins, decorations, and other food/drink items to make these events a success. We propose using a portion of the grant money (\$200) to purchase these sundries so that our events can be a success.

2. CCNA web hosting and domain name service: We request funds to cover the server cost and domain name service for our website (<http://cherrychaseneighbors.org/>)(**\$100**).

4. How did you choose this project and/or event? Describe the outreach you have done to generate awareness and support in your neighborhood around the project and/or event. How many neighbors are in support and how did you determine that number?

We continue to receive very positive neighbor feedback on our 2016 social events and recognize the importance of maintaining the momentum and build on community unity. Our socials engage a wide variety of neighbors and help build our community spirit. We had a SNAP informational table set up at our “One long table” potluck last year and have several people sign up for the 7-week long training class. We continue to look for opportunities to connect our neighbors to community.

Outreach for each event will include flyers, emails, Facebook and Cherry Chase NextDoor (currently at 900+) and Twitter (@CherryChaseNA). These methods have been successful in previous years in reaching our targeted numbers for each planned event. The proposed CCNA car decal idea was discussed at one of the Neighborhood public safety meetings. The neighbors all agreed that increasing the visual identity of the CCNA by using these decals would project the spirit of a unified community. It would also benefit the Cherry Chase Neighborhood Watch effort by projecting an image of residents having a vested interest in keeping the neighborhood safe.

Project Plan:

5. Using the chart below, list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity. (All projects must be completed by June 1, 2018).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising the BBQ	Jane Smith	08/17
1. Choose date for Long White Table potluck/ Create Flyers; Start advertising with “save the date” emails	Deepa Jangity; KimChi Tyler	06/17
2. Permits and requests for public safety officer visit	Michelle Hornberger	07/17
3. Order Ice Cream for event / Reserve Tables, chairs and linens	Deepa Jangity	07/17
4. Diwali Planning	Sri Satyavarpu	08/17

5.	Easter Egg Hunt Planning	KimChi Tyler	03/18
6.	Lunar New Year	KimChi Tyler	09/17
7.	Web Hosting Server	Berny Chen	07/17

6. Describe how your project and/or event focuses on one or more of the following areas:

- Increasing communication among neighbors
- Building bridges between cultures
- Improving the physical condition of the neighborhood
- Enhancing neighborhood pride and identity
- Increasing communication among neighbors
- Building bridges between cultures
- Improving the physical condition of the neighborhood
- Enhancing neighborhood pride and identity

- These events are family oriented, bringing together people from different backgrounds together to celebrate our neighborhood. We have many new neighbors that have recently moved into Cherry Chase. These events and neighborhood projects are an excellent way to get the newcomers involved in the CCNA.
- The CCNA is a culturally diverse community, events like Diwali allow for residents to share in common interests while celebrating their cultural differences. We are excited to continue the partnership with the Cherry Chase PTA and make this a joint effort.
- The events sponsored by the CCNA in 2016 revealed the positive impact that a simple social gathering can have at such a small local scale. Many residents shared great appreciation for the efforts of their association and the ability to create a more-tight knit network of neighbors in a large suburban area.

7. How will you determine the completed project and/or event has been successful?

- Attendance and the breadth of demographics
- Collected donations and proceeds
- Increase in the number of residents who sign up to be included in association communications and events
- Increase in the number of residents who will volunteer at association events

8. What resources will your neighborhood group contribute to support the project and/or event (i.e. number of volunteer hours, donated materials if any, etc.)?

- Mobilize volunteers to organize, promote, and help run each event.
- Contribution of our own budgeted funds to help offset costs incurred for each event.
- Outreach and coordination efforts to local business for their participation and sponsorship of the events.
- Basic equipment for event logistics, such as tables, garbage bags and cans, generators for power, speakers for music/announcements.
- Organize volunteers for post-event cleanup

9. Please explain how your organization intends to operate this project and/or 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.

CCNA leadership recognizes that donations and volunteerism are key components to financial independence. To that end, the 2017 events will be structured with the following in mind:

- **Fundraising**: We will continue to raise funds through raffle tickets (with donated raffle items from local businesses) and donations.
- **Sponsorship**: Local business have been very gracious in donating their time and resources in support of the CCNA. We will continue to foster these relationships in order to maintain a viable partnership.
- **Volunteerism drive**: CCNAs success depends on people who are engaged and will participate as volunteers. The CCNA Board will continue to organize volunteers for specific to each social event.
- **Participation**: A key element to any of our activities is to create a safe, family-friendly environment that encourages participation, dialogue, and tradition. Financial independence begins with winning the minds and hearts of the community, and this is a lasting tenet to how the CCNA leadership views its role in building a stronger, independent association.

Project Team:

While you may have many community members working on this project and/or event, project team leads will be critical to the project's success. **Please note that each member of the project team will need to sign the application acknowledging their commitment to this project.**

1. Project Leader - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2018.

Project Leader Name: Michelle Hornberger

E-mail: _____ Phone Number: (408) 245-8826

Address: _____, Sunnyvale, CA 94087

Signature: Michelle Hornberger (e-signature) Date: March 30, 2017

2. Treasurer - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. The Project Leader may also serve as the Project Treasurer.

Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name: Bernard Chen

E-mail: _____ Phone Number: (415)517-0843

Address: _____, Sunnyvale, CA 94087

Signature: Berny Chen (e-signature) Date: March 30, 2017

3. Other Project Team Members - List additional neighborhood residents who will work on this project and what their responsibilities will be? (i.e. coordinating volunteers, outreach to residents, creation of marketing materials, etc.)

Name: KimChi Tyler

E-mail: _____ Phone Number: (415)517-0300

Address: _____, Sunnyvale, CA 94087

Responsibilities: CCNA Car decals; One Long Table co-chair

Signature: KimChi Tyler (e-signature) Date: March 30, 2017

Name: Deepa Jangity

E-mail: _____ Phone Number: (408)306-3008

Address: _____, Sunnyvale CA 94087

Responsibilities: One Long Table co-chair

Signature: Deepa Jangity (e-signature) Date: March 30, 2017

Name: Sri Satyavarpu

E-Mail: _____ Phone Number: (408) 930 6227

Address: _____, Sunnyvale, CA 94087

Responsibilities: Diwali festival (in association with Cherry Chase PTA)

Signature: Sri Satyavarpu (e-signature) Date: March 30, 2017

City of Sunnyvale

Neighborhood Grant Program

2017/18 Project Budget Form

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. **Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2018.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1. One Long Table Neighborhood Potluck	\$ 400	\$
2. Diwali Festival	\$ 300	\$
3. Seasonal Socials (including Lunar New Year)	\$ 200	\$
4. Web hosting and domain name	\$ 100	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$ 1000	\$
Amount Requested from the City of Sunnyvale	\$1000	

Other Sources of Support

Volunteer Hours (valued at \$27.59/hour, per <i>independentsector.org</i>)	\$ 500
Donated Materials/Services (food, supplies, equipment)	\$ 800
Other Funding Received (other grants, collected dues, donations)	\$ 100
Other:	\$
Other:	\$
Total Neighborhood Association Contribution	\$ 1400

Thank you for completing your application for the Neighborhood Grant Program!



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

Office Use Only

Date Received: _____

Application

Completed: _____

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

Thank you for your interest in the Neighborhood Grant Program. Please make sure you thoroughly reviewed the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Funding requests will be considered as part of an annual competitive application process. Neighborhood Grant Program funding will be determined by City Council during the adoption of the FY 2017/18 Budget. If Council approves the funding, each neighborhood group is eligible to apply for and receive a grant of up to \$1,000. 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, contact Alisha Rodrigues at ncs@sunnyvale.ca.gov or 408-730-7599.

.....
Name of Neighborhood Group or Association: Cherryhill Neighborhood Association

Name of Individual Submitting Application: Kyle Welch

Individual's Email: _____ Phone: 408-491-9700

Name of Proposed Project: Cherryhill Heritage

Grant Amount Requesting from the City of Sunnyvale: \$ 1,000
(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background:

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?

The Cherryhill Neighborhood Association was unofficially started in early 2008 with the formation of a Neighborhood Watch program. We filed neighborhood association papers with the city in June 2008. The key goals of the association are to 1) promote community involvement and participation; 2) establish and maintain a line of communication between the City of Sunnyvale and the residents of the community; 3) provide a community voice to city staff, school personnel, and the rest of the community concerning the implementation of services, community needs, and events; 4) recruit volunteers and sponsors to aid in service to the community; and 5) enhance the quality of life within the area.

The neighborhood association is bounded by West Remington, South Mary Avenue, West Fremont Ave and HWY 85. There are approximately 550 households in our neighborhood association (>1000 people).

2. Describe your neighborhood group's activities and the resources that support those activities. If yours is a formal association, what is the annual budget? How do you raise funds?

Since coming together as an association a little over nine years ago, the association has held regular association meetings, social events and gatherings such as Dumpster/FreeCycle Days, block parties, Holiday Walkabouts, Harvest Shares, Garden Tours, National Night Out in De Anza Park, PEP classes, mixers and several neighborhood watch meetings. Up until the receipt of our first neighborhood grant in 2009, all events were self-funded by association members. We are an official Sunnyvale Neighborhood Association with established bylaws and officers. Our annual expenses are roughly \$900.

Fundraising is primarily achieved through member contributions and donations. During our first year, the primary focus was to establish the association in the neighborhood and generate interest and support without charging dues. During 2009-2012 we began to coordinate more fund raising activities such as newsletter advertising for local merchants and individuals, block party contributions, and selling advertising space on Cherryhill reusable "welcome" bags. We have also produced neighborhood "No Soliciting" signs which we sell for a modest amount to raise money for the association. We do some fundraising activities at our block party and mixers, and neighbors often make ad hoc donations to help cover expenses.

Project Description:

3. Describe your proposed project and/or event:

The Cherryhill Heritage project aims to collect the oral and written history of the neighborhood through interviews, written submissions and physical documents (photos, maps, brochures, etc.). We will reach out to long-time and original residents to capture as much historical and anecdotal information as possible. One aspect of the project is to professionally capture, edit and distribute a 5-10 minute video that tells the Cherryhill Neighborhood story. This video will be available to anyone via YouTube™ and Vimeo. In addition, we will publish a PDF document on our association's website that focuses on written recollections, stories, photographs and other memorabilia related to the history of Cherryhill.

The project will benefit existing and new residents by highlighting the unique character of our neighborhood and serving as a time capsule for Sunnyvale at large. Many new residents are unaware of Cherryhill's previous incarnation as a fruit orchard and how the neighborhood has changed over the years. Cherryhill is uniquely positioned to illustrate the shift from agricultural emphasis to high tech emphasis, which models the larger story of Silicon Valley. We believe this knowledge will increase residents' satisfaction in being part of the neighborhood and strengthen the bonds of our community.

Many of our older residents rarely participate in neighborhood events; we believe the fact that they are essential to capturing the Cherryhill story will help draw them in and encourage them to engage more fully. In addition, knowing the story of many of our older residents will help others appreciate them all the more. In theory, every household in the neighborhood will benefit from the project

because all captured information will be available freely on the Internet. In addition, we believe the project merits hiring a professional videographer for two reasons:

1. Our subjects are most likely not used to being on camera – a professional will help them feel more at ease and will be able to subtly coach them to clearly communicate their stories so that they will be understood by the audience
 2. A professional will be able to professionally light the interviews as well as capture clean audio file, eliminating the need for re-shoots due to our own inexperience/amateur abilities.
4. How did you choose this project and/or event? Describe the outreach you have done to generate awareness and support in your neighborhood around the project and/or event. How many neighbors are in support and how did you determine that number?

We chose the project based upon surveys of neighborhood residents via our Yahoo Group and Next Door group. In 2016, the top selection was the Urban Garden project. With that completed, we are moving on to one of the other two most popular ideas among Cherryhill residents: the Cherryhill Heritage Project – it was on par with a health and wellness initiative, both receiving about 28% of the amalgamated results.

We initially discussed working on the heritage project at our Fall 2016 Mixer. A number of neighbors began spreading the word about the proposed project; the discussion prompted one long-time resident to share an exciting document with neighbors at our December 2016 Holiday Walkabout (“Cherryhill West: A New Community of American Heritage Homes”). The original brochure described the available Brown & Kauffmann home models and lots sizes. Neighbors were excited to learn about the original names and options of their home models.

Project Plan:

5. Using the chart below, list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity. (All projects must be completed by June 1, 2018).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising the BBQ	Jane Smith	08/17
1. Announce the project to residents	Kathy Besser	06/17
2. Solicit interested participants for video and written recollections.	Kyle Welch	07/17
3. Schedule video shoot(s) for participants.	Kathy Besser	08/17
4. Edit video, add titles, music and scanned documents	Kathy Besser	10/17
5. Create PDF of scanned and written materials.	Kyle Welch / Jim Sturtevant	10/17
6. Publish the Heritage Project on CAN website, YouTube and Vimeo	Kathy Besser, Kyle Welch, Wayne Amacher	12/17
7. Share the project with Cherryhill residents and the Sunnyvale Heritage Museum	Kathy Besser, Kyle Welch	12/17

6. Describe how your project and/or event focuses on one or more of the following areas:
- Increasing communication among neighbors
 - Building bridges between cultures
 - Improving the physical condition of the neighborhood
 - Enhancing neighborhood pride and identity

The Cherryhill Heritage project focuses on enhancing neighborhood pride and identity and will also increase communication among neighbors, particularly from underserved constituents (i.e., elderly residents). It is our hope that this will bridge both generational and culture gaps among the Cherryhill population.

7. How will you determine the completed project and/or event has been successful?

We will monitor communication about the project at our events held throughout the year, survey residents, and observe the number of hits/views/downloads the project deliverables generate.

8. What resources will your neighborhood group contribute to support the project and/or event (i.e. number of volunteer hours, donated materials if any, etc.)?

Our neighborhood will provide all the stories, materials and coordination of the effort. We cannot produce a professional video and thus will engage an experienced videographer to capture and edit the interviews and stories.

9. Please explain how your organization intends to operate this project and/or 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.

This is a standalone project with an initial set of fixed costs. Once the deliverables are produced and uploaded, there will be no further need for funding. We believe the idea is inherently sustainable because it will be available not only to Cherryhill residents but the surrounding community and groups across the globe.

Project Team:

While you may have many community members working on this project and/or event, project team leads will be critical to the project's success. **Please note that each member of the project team will need to sign the application acknowledging their commitment to this project.**

1. Project Leader - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2018.

Project Leader Name: Kathy Besser

E-mail: _____ Phone Number: (408) 757-7766

Address: _____, Sunnyvale, CA 94087

Signature: Electronic Date: 4/6/17

2. Treasurer - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. The Project Leader may also serve as the Project Treasurer.

Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name: Jim Sturtevant

E-mail: _____ Phone Number: (408)738-3831

Address: _____, Sunnyvale, CA 94087

Signature: Electronic Date: 4/6/17

3. Other Project Team Members - List additional neighborhood residents who will work on this project and what their responsibilities will be? (i.e. coordinating volunteers, outreach to residents, creation of marketing materials, etc.)

Name: Kyle Welch

E-mail: _____ Phone Number: (408)481-9700

Address: _____, Sunnyvale, CA 94087

Responsibilities: Neighborhood outreach, document solicitation, scanning, story editing

Signature: _____ Date: _____

Name: Joann Rieke

E-mail: _____ Phone Number: (408)245-0656

Address: _____, Sunnyvale, CA 94087

Responsibilities: Neighborhood outreach, document solicitation, scanning, story editing

Signature: Electronic Date: 4/6/17

City of Sunnyvale Neighborhood Grant Program 2017/18 Project Budget Form

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. **Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2018.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1. Videographer (capture, edit, secure music rights, publish)	\$750	\$
2. Printing and publishing costs	\$250	\$
3. Local publicity (flyers, etc.)	\$100	\$
4.	\$	\$
5.	\$	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$1100	\$
Amount Requested from the City of Sunnyvale	\$1100	

Other Sources of Support

Volunteer Hours (valued at \$27.59/hour, per <i>independentsector.org</i>)	\$1655.40
Donated Materials/Services (food, supplies, equipment)	\$100
Other Funding Received (other grants, collected dues, donations)	\$
Other:	\$
Other:	\$
Total Neighborhood Association Contribution	\$1755.40

Thank you for completing your application for the Neighborhood Grant Program!



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

Office Use Only

Date Received: _____

Application

Completed: _____

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

Thank you for your interest in the Neighborhood Grant Program. Please make sure you thoroughly reviewed the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Funding requests will be considered as part of an annual competitive application process. Neighborhood Grant Program funding will be determined by City Council during the adoption of the FY 2017/18 Budget. If Council approves the funding, each neighborhood group is eligible to apply for and receive a grant of up to \$1,000. 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, contact Alisha Rodrigues at ncs@sunnyvale.ca.gov or 408-730-7599.

.....
Date: April 5, 2017

Name of Neighborhood Group or Association: Cumberland South Neighborhood Asso

Reid Myers 408-218-3293

Name of Proposed Project: 12th Annual 4th of July Parade and Pot Luck

Grant Amount Requested from the City of Sunnyvale: \$ 800

(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background:

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?

We formed in 2005 due to a rash of burglaries in the neighborhood and the need to form a group to communicate. Our boundaries are Mary, Hollenbeck, Remington and recently we extended to Quetta on the North side. We have over 400 households in our association and we reach out via a Yahoo! Group and also flyers when we have an event

2. Describe your neighborhood group's activities and the resources that support those activities. If yours is a formal association, what is the annual budget? How do you raise funds?

We have two activities that we do annually and others when inspired by our members. We spend around \$800 on our 4th of July Parade and Pot luck plus lots of contributions. Our holiday caroling event doesn't cost much (we meet for cider and sweets and carol around the neighborhood). We have asked for donations to support our 4th of July activities in the past. When we collect donations, we have a "pot" to collect money and ask our neighbors to contribute. Neighbors also contribute time, food and equipment to these events

Project Description:

3. Describe your proposed project and/or event. Make sure to include the following:
 - How it will benefit the residents in your neighborhood and/or your neighborhood association?
 - How many people or households you are expecting to attend or benefit from the project or event?

We LOVE this event and our neighbors look forward to it every year. It is a BASH! It is really the only time we all see each other and enjoy the diversity of our neighborhood. This is the event that makes everyone feel neighborly as so much of the year we are all busy and barely have time to meet and greet. New neighbors and old neighbors alike love this event as they get to meet people and feel like a part of a caring community. Many who move away still come back to participate. We have events for the kids (bouncy house, tattoos, face painting, etc.), a parade of kids, pets, elderly people, etc. led by Public Safety, delicious food, music, patriotism and so much more!

Last year we purchased 250 name tags and we RAN OUT! So we know we have more than 250 attendees at our parade.

4. How did you choose this project and/or event? Describe the outreach you have done to generate awareness and support in your neighborhood around the project and/or event. How many neighbors are in support and how did you determine that number?

Jeni Shortes used to organize a similar parade and picnic in Sunnyvale when she grew up here. SADLY, she moved away last year, but our neighbors don't want this event to go away because she did and last year we all kicked in to make it another success. We have put together teams to help organize so it doesn't all fall on a couple of people.

We advertise with flyers and emails to our neighbors. We have 17 different street reps who distribute on each of our streets to ensure those not on our Yahoo! Group still get their invitation. At this point, most people know about this event and even work around it. My family used to travel every 4th of July but now we schedule our trips around this event!

Last year we had about 30 directly involved helpers, plus 100s of people contributing!

Project Plan:

5. Using the chart below, list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity. (All projects must be completed by June 1, 2018).

Activity	Person(s) Responsible	Completion Date (mo/yr)
FLYERS/FIRE TRUCK/REQUEST FOR MONEY FROM CITY/COMMUNICATIONS- Reid	Reid	May/June, 2016
PERMIT/CONES FOR STREET CLOSURE	Kevin Corbett	June, 2016
SET UP	Betsy/Todd Mitton Landis	July 4 th
DECORATIONS	Yael Halperin	July 4 th
KIDS ACTIVITIES (bouncy house ordering/sno cone ordering/other activities)	Tobi and Adam Elman	June, 2016
MUSIC	Tomer/David	July 4 th
DRINKS/SNO CONE MGMT	Lorraine Noronha	July 4 th
CLEAN UP	ALL	
Name Tags/Sign In (just had this offered)	Grace Anne Weiler	4 th of July

6. Describe how your project and/or event focuses on one or more of the following areas:

- Increasing communication among neighbors
- Building bridges between cultures
- Improving the physical condition of the neighborhood
- Enhancing neighborhood pride and identity
-

This event increases communication, bridges cultures, and enhances neighborhood pride and identity. It is the one time of year we all get out and meet each other, and it gives us an opportunity to have pride in our neighborhood and in our kids. People work together- everyone pitches in and neighbors help neighbors. It builds bridges between cultures because people bring ethnic food (we request it!) and then everyone gets excited about the food that is specific to all these different countries. It's amazing! The parade is touching as there is so much diversity in our neighborhood- with everyone celebrating America's diversity on this day! The work that goes into this event also brings people together and improves communication. Everyone wants to do their part- and they reach out to participate. It has really made our neighborhood special and it's exciting that even though the main organizers had to move, people are willing to pitch in and continue to make this event happen after 10 years running.

7. How will you determine the completed project and/or event has been successful?

The turnout will determine if we were successful. Last year we had over 250 people so I'd definitely call that a SUCCESS!

Everyone talks about how great this event is! We all look forward to it every year—the kids love to decorate their bikes and scooters and the adults love to see the kids. Dogs come and play—everyone eats and it's great. So if people show up, and have fun and have neighborly comradery – we are successful.

8. What resources will your neighborhood group contribute to support the project and/or event (i.e. number of volunteer hours, donated materials if any, etc.)?

Every year we have lots of volunteers but this year it will be even more of a group effort.

Some of the donations of time and material include:

- Canopies/tables
- Food
- Chairs and tables to eat on
- Garbage cans
- Music and sound system
- Time printing and distributing flyers
- Time calling the city getting the block blocked off and getting the fire truck
- People's bathrooms and yards for play space
- Time setting up and breaking down
- Time ordering and manning the bouncy houses and sno cone machine

Volunteer hours are probably at least 50 hours including the day of event. On the day of the event, many people are working for hours cleaning, preparing, etc.

9. Please explain how your organization intends to operate this project and/or 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.

We have had years in the past where we didn't get grant funds. In this case, we need to ask for monetary donations for our event. We also need to try to do a bit less...so people don't feel obligated to pay. If we know in advance that we won't have any funds- we will send emails and let people know on our flyer that we need donations. People are willing. But it's really a wonderful thing to be sponsored by the city as it shows that community is a priority for Sunnyvale.

Project Team:

While you may have many community members working on this project and/or event, project team leads will be critical to the project's success. **Please note that each member of the project team will need to sign the application acknowledging their commitment to this project.**

1. Project Leader - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2018.

Project Leader Name: Reid Myers _____

Address: _____ Sunnyvale 94087

Phone Number: 408-218-3293 E-Mail: _____

Signature: _____ REID MYERS (typing) _____ Date _____ April 5, 2017

Treasurer Name: _____ Reid Myers (Diane Guerin is our official treasurer but I will manage the funds for this event as she usually travels at this time)

Address SAME AS ABOVE _____

Other Project Team Members -- List additional neighborhood residents who will work on this project. What will their responsibilities be? (Examples of responsibilities might include: coordinating volunteers, outreach to residents, etc.)

Name: _____ Tobi Elman

Address: _____

Phone Number: (650) 430-5262 _____ E-Mail: _____

Responsibilities: kids activities/bouncy house, etc.

Signature: _____ Date _____

City of Sunnyvale

Neighborhood Grant Program

2017/18 Project Budget Form

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. **Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2018.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1.Bouncy House/Sno Cone Machine ENTERTAINMENT	\$450	\$
2.Plates/Napkins/Utensils 300 people	\$75	\$
3.Decorations/table cloths, etc.	\$75	\$
4.Drinks (donations for food)	\$100	\$
5.Misc- name tags, kids entertainment, etc.	\$100	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$800	\$
Amount Requested from the City of Sunnyvale	\$800	

Other Sources of Support

Volunteer Hours (valued at \$27.59/hour, per <i>independentsector.org</i>)	\$1,343.50
Donated Materials/Services (food, supplies, equipment)	\$800
Other Funding Received (other grants, collected dues, donations)	\$NA
Other	\$
Other	\$
Total Neighborhood Association Contribution	\$2193.50

Thank you for completing your application for the Neighborhood Grant Program!



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

Office Use Only

Date Received: _____
Application
Completed: _____

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

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

Name of Neighborhood Group or Association: Evelyn Glen HOA

Name of Individual Submitting Application: Trillo, Austin

Individual's Email: _____ Phone: 408-353-2126

Name of Proposed Project: 'A Taste Around the World'

Grant Amount Requesting from the City of Sunnyvale: \$ 1,000
(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background:

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?

see attachment.

2. Describe your neighborhood group's activities and the resources that support those activities. If yours is a formal association, what is the annual budget? How do you raise funds?

See attachment.

Project Description:

3. Describe your proposed project and/or event. Make sure to include the following:
- How it will benefit the residents in your neighborhood and/or your neighborhood association?
 - How many people or households you are expecting to attend or benefit from the project or event?

see attachment.

4. How did you choose this project and/or event? Describe the outreach you have done to generate awareness and support in your neighborhood around the project and/or event. How many neighbors are in support and how did you determine that number?

see attachment.

Project Plan:

5. Using the chart below, list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity. (All projects must be completed by June 1, 2018).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising the BBQ	Jane Smith	08/17
1. Create theme / start advertising	Maven	06/17
2. Have plan with HOA Board.	Maven	07/17
3. Start inquiring w/ community on suggestions/extras	Maven	8/17
4. Set date	Maven + E.G.	8/17
5. select foods - donated & purchased	Maven + E.G.	8/17
6. Event		9/17
7.		
8.		
9.		
10.		
11.		
12.		

6. Describe how your project and/or event focuses on one or more of the following areas:

- Increasing communication among neighbors
- Building bridges between cultures
- Improving the physical condition of the neighborhood
- Enhancing neighborhood pride and identity

see attachment.

7. How will you determine the completed project and/or event has been successful?

see attachment -

8. What resources will your neighborhood group contribute to support the project and/or event (i.e. number of volunteer hours, donated materials if any, etc.)?

See attachment -

9. Please explain how your organization intends to operate this project and/or 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.

see attachment.

1. Evelyn Glen Homeowners' Association was established in 2008. The association was formed to unite different people of Silicon Valley within a modern, clean, and diverse environment to call home. The community consists of 130 townhouses, all accommodating different age and cultural backgrounds. The community lies at the intersection of Evelyn Avenue and Wolfe Road in Sunnyvale, California.
2. Evelyn Glen is a very active neighborhood group. The Board has hosted many social activities such as guest speaking events, various holiday celebrations, and social parties. The most recent was the Halloween Pumpkin Carving Party. This event not only brought the community together but highlighted the children and many families that live within the association. Evelyn Glen is able to host many functions within a common area that supports the entire community. The design of the association allows events to happen outdoors on a manicured lawn area and indoors within a modern clubhouse. The annual budget is approximately around \$400k. The association raises funds from assessments paid on a monthly basis.
3. The proposed project, "A Taste Around the World" will be a multicultural food and social event, capturing the various culinary traditions across the world. The idea comes from the extremely diverse population that has formed within Evelyn Glen. The event and social project will be a way for an already close community to come together in a different way, experiencing another's culture. We will highlight 6 different cultures with various traditional cuisines. This will benefit the association by bringing together social unity. The Evelyn Glen Association is large and busy with many of the residents participating in the daily bustle of Silicon Valley. Any event or activity that brings more of a sense of community awareness is a positive act in our modern world. Taking the thought further, we are fortunate to have a very diverse community, bringing different cultural traditions. Food and uniting together with sharing meals is almost universal. We will be able to share each others traditions and values. With Evelyn Glen being as active as it has been in the past, I would anticipate on approximately half the community attending an event of this nature.
4. I chose this project because as the managing company, I see firsthand a wide array of communities in various cities around the Bay Area. Evelyn Glen has a board and community committed to seeing one another thrive. This is not only evident with the visual landscape of the community but with the people themselves. Most communities of this magnitude have a difficult time bringing the community together but Evelyn Glen encourages community. Recent upgrades to the community, such as landscape and children structures are a reflection of the community involvement. The proposed event will take this effort and give back to the people.
5. See attached Project Plan.
6. This event will focus on communication and cultural awareness. Sharing food among the community from various cultures will promote cultural ties, increase communication, and enhance the neighborhood pride. With a diverse identity as a whole, this event will shine a new light of the diversity that is already present.
7. A measure of success will be attendance. Like I stated, the board is very active. I would expect a decent amount of residences participating in the event.
8. Neighborhood resources can vary. Volunteers can donate time with preparing traditional dishes or organizing where we can find traditional dishes in our area. If any other cultural aspects would like to be expressed at this event (ie: art, music, dance) materials and time would be added to ensure a successful event.

9. I feel an event like this can start a new tradition for the community. Assistance of any kind is beneficial to the community. A jump start, with help from the City of Sunnyvale, can motivate events like this to carry on without assistance in the future with more involvement. This can be the goal over time that the event is completely donated time and effort of community members. Evelyn Glen can easily achieve this goal with the members of the community already in place.

Project Team:

While you may have many community members working on this project and/or event, project team leads will be critical to the project's success. **Please note that each member of the project team will need to sign the application acknowledging their commitment to this project.**

1. Project Leader - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2018.

Project Trillo, Austin
E-mail: _____ **Phone Number:** (408) 535-2126
Address: 16 CA 95030
Signature: [Signature] **Date:** 4/7/17

2. Treasurer - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. The Project Leader may also serve as the Project Treasurer.

Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name: Boyd, Vicki
E-mail: _____ **Phone Number:** (408) 353-2126
Address: 16 CA 95030
Signature: [Signature] **Date:** 4/7/17

3. Other Project Team Members - List additional neighborhood residents who will work on this project and what their responsibilities will be? (i.e. coordinating volunteers, outreach to residents, creation of marketing materials, etc.)

Name: _____
E-mail: _____ **Phone Number:** () _____
Address: _____
Responsibilities: _____
Signature: _____ **Date:** _____

Name: _____
E-mail: _____ **Phone Number:** () _____
Address: _____
Responsibilities: _____
Signature: _____ **Date:** _____

**City of Sunnyvale
Neighborhood Grant Program
2017/18 Project Budget Form**

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. **Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2018.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1. Preparing clubhouse - (cleaning fee)	\$ 145	\$ 145
2. minimal supplies (flatware, tableclothes)	\$ 100	\$ 100
3. Beverages	\$ 150	\$ 150
4. Food	\$ 605	\$ TBD w/donations
5.	\$	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$	\$
Amount Requested from the City of Sunnyvale	\$ 1000	

Other Sources of Support

Volunteer Hours (valued at \$27.59/hour, per independentsector.org)	\$ 551.80 @ 20 hrs.
Donated Materials/Services (food, supplies, equipment)	\$ 448.20
Other Funding Received (other grants, collected dues, donations)	\$
Other:	\$
Other:	\$
Total Neighborhood Association Contribution	\$ 1000

Thank you for completing your application for the Neighborhood Grant Program!



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

Office Use Only

Date Received: _____

Application

Completed: _____

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

Thank you for your interest in the Neighborhood Grant Program. Please make sure you thoroughly reviewed the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Funding requests will be considered as part of an annual competitive application process. Neighborhood Grant Program funding will be determined by City Council during the adoption of the FY 2017/18 Budget. If Council approves the funding, each neighborhood group is eligible to apply for and receive a grant of up to \$1,000. 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, contact Alisha Rodrigues at ncs@sunnyvale.ca.gov or 408-730-7599.

.....
Name of Neighborhood Group or Association: Hazelhead Association

Name of Individual Submitting Application: Laurie Thomas

Individual's Email: _____ Phone: (415) 350-9395

Name of Proposed Project: NA Block Party with Little Library Launch

Grant Amount Requesting from the City of Sunnyvale: \$ 1,000.00
(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background:

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?

Our original Hazelhead association was originally formed in 2010 and covered just Hazelton Ave. However in 2016 we expanded to include Sunnyvale Ave, Arques, Bayview and Hazelton Avenues. While we currently have 20 active households on our neighborhood list but we are already growing our membership this year and expect to more double that by year end. We are also looking to more actively engage with Bishop Elementary and expand our boundary to Maude to include the school.

2. Describe your neighborhood group's activities and the resources that support those activities. If yours is a formal association, what is the annual budget? How do you raise funds?

Our association is formalizing this year and will be gathering donations (recommended when you join our association) and via advertisements in our bi-monthly newsletter. As we are a young association, we want to engage with anyone interested within our neighborhood association boundaries. We are looking to grow our membership and expand our events that will help drive our annual budgets including ad space in our newsletter, membership donations, local community events (like sponsored dinners). We also hope to partner with Bishop Parents Association to cross promote our efforts.

Project Description:

3. Describe your proposed project and/or event. Make sure to include the following:
- How it will benefit the residents in your neighborhood and/or your neighborhood association?
 - How many people or households you are expecting to attend or benefit from the project or event?

Our annual block party in August each year brings together a group of over 50 residents to celebrate our community and also to give thanks to our local officers in uniform including firefighters, and policemen. We also hope to welcome any local civic officials this year.

We expect with our formalization and expanded neighborhood association boundaries we will draw over 100 residents this year. As part of giving back to our community, we would like to launch a little library (or two) on Hazelton Ave, a perfect location near Bishop school. We will host an event where members can help paint it and we can brand it for the neighborhood association. Books can be donated for the little library. The benefits of this project will be bringing our community together to get to know one another (including Sunnyvale officers), gather more members for our neighborhood association by gathering emails and growing awareness of our NA activities but also giving back to the community via the little library.

4. How did you choose this project and/or event? Describe the outreach you have done to generate awareness and support in your neighborhood around the project and/or event. How many neighbors are in support and how did you determine that number?

The Block Party has been an annual event since 2010 and drives most of our growth. In addition to the flyers, this year we will have our newsletter and official meetings that will help us spread word. Additionally we expect around a 100 residents given our expanded NA territory and interest in attending a block party.

We also want to showcase a new library box at the event so residents attending the block party can see how we are engaging with the community and ask them to bring books to donate and help spread the word about the library box.

Project Plan:

5. Using the chart below, list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity. (All projects must be completed by June 1, 2018).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising the BBQ	Jane Smith	08/17
1. Library Box Ordered, Painted and Posted	Laurie Thomas (and team)	08/17
2. Bounce House Scheduled	Laurie Thomas	07/17
3. Newsletter for Block party Announcement (Email and Print)	Daniel Howard	07/17
4. Flyers for the Block Party: Create, Post and Hand-out	Block Party Committee	07/17
5. Snow Cone Truck Scheduled	Laurie Thomas	07/17
6. Sunnyvale Permit	Trevor Thomas	07/17
7. Save the Date and Formal Invite (Evite)	Daniel Howard	07/17
8. Basic Supplies Ordered and readied	Block Part Committee	07/17
9. Schedule Sunnyvale K9, Fire Rig and Police Officers	Laurie Thomas	07/17
10. Sunnyvale Grant	Laurie Thomas	05/17
11. Volunteers Organized (set-up, clean up etc.)	Laurie Thomas	07/17
12.		

6. Describe how your project and/or event focuses on one or more of the following areas:

- Increasing communication among neighbors
- Building bridges between cultures
- Improving the physical condition of the neighborhood
- Enhancing neighborhood pride and identity

The block party will bring together a larger group of residents given our expanded territory allowing us to meet, mingle and gather more emails for our newsletter and grow our membership base. It will also feature how we are giving back to the community with the Little Library. We are excited about the opportunity to bring our neighborhood residents together and give back to the community (by donations to the library).

7. How will you determine the completed project and/or event has been successful?

We will measure success by ensuring we have our annual Block Party in August 2017 and increasing our attendance of bringing 100+ residents to the block party, the launch of the little library, expanding our membership and active participation in the association and email list for the newsletter.

8. What resources will your neighborhood group contribute to support the project and/or event (i.e. number of volunteer hours, donated materials if any, etc.)?

We will use a similar system to last year by asking all the attendees to contribute a potluck item. In addition we will also attendees to donate "gently used" or new books for the little library. We expect about 20 hours in volunteer time towards setting up the little library, setting up the for the block party, clean up and distribution of the flyers.

9. Please explain how your organization intends to operate this project and/or 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.

This is our first year we have formalized. Our first meeting was held in March 2017. However we expect to grow via bi monthly meetings (where we can ask for donations), newsletters that will include ads and other sponsored events that will help us raise money for future years.

Project Team:

While you may have many community members working on this project and/or event, project team leads will be critical to the project's success. **Please note that each member of the project team will need to sign the application acknowledging their commitment to this project.**

1. Project Leader - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2018.

Project Leader Name: Laurie Thomas

E-mail: _____ Phone Number: (415) 350-9395

Address: _____

Signature: _____ Date: _____

2. Treasurer - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. The Project Leader may also serve as the Project Treasurer.

Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name: Laurie Thomas

E-mail: _____ Phone Number: ()

Address: _____

Signature: _____ Date: _____

3. Other Project Team Members - List additional neighborhood residents who will work on this project and what their responsibilities will be? (i.e. coordinating volunteers, outreach to residents, creation of marketing materials, etc.)

Name: Daniel Howard

E-mail: _____ Phone Number: ()

Address: _____

Responsibilities: _____

Signature: _____ Date: _____

Name: _____

E-mail: _____ Phone Number: ()

Address: _____

Responsibilities: _____

Signature: _____ Date: _____

City of Sunnyvale Neighborhood Grant Program 2017/18 Project Budget Form

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. **Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2018.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1.Unfinished Little Library (estimate for two boxes and shipping)	\$440.00	\$
2.Juming House	\$200.00	\$
3.Kona Ica	\$200.00	\$
4.Sunnyvale Permit	\$20.00	\$
5.Flyers for event and newsletter	\$50.00	\$
6.Paint for Boxes	\$20.00	\$
7.Basic Supplies (Plates, Cups, Water etc.)	\$100.00	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$1,030.00	\$
Amount Requested from the City of Sunnyvale	\$ 1,000.00	

Other Sources of Support

Volunteer Hours (valued at \$27.59/hour, per <i>independentsector.org</i>)	\$ 689.75
Donated Materials/Services (food, supplies, equipment)	\$300
Other Funding Received (other grants, collected dues, donations)	\$
Other:	\$
Other:	\$
Total Neighborhood Association Contribution	\$999.75

Thank you for completing your application for the Neighborhood Grant Program!



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

Office Use Only

Date Received: _____

Application

Completed: _____

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

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

.....
Name of Neighborhood Group or Association: _____

Name of Individual Submitting Application: _____

Individual's Email: _____ Phone: _____

Name of Proposed Project: _____

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

(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background:

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?

2. Describe your neighborhood group's activities and the resources that support those activities. If yours is a formal association, what is the annual budget? How do you raise funds?

Project Description:

3. Describe your proposed project and/or event. Make sure to include the following:
 - How it will benefit the residents in your neighborhood and/or your neighborhood association?
 - How many people or households you are expecting to attend or benefit from the project or event?

4. How did you choose this project and/or event? Describe the outreach you have done to generate awareness and support in your neighborhood around the project and/or event. How many neighbors are in support and how did you determine that number?

Project Plan:

5. Using the chart below, list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity. (All projects must be completed by June 1, 2018).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising the BBQ	Jane Smith	08/17
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

6. Describe how your project and/or event focuses on one or more of the following areas:
 - Increasing communication among neighbors
 - Building bridges between cultures
 - Improving the physical condition of the neighborhood
 - Enhancing neighborhood pride and identity

7. How will you determine the completed project and/or event has been successful?

8. What resources will your neighborhood group contribute to support the project and/or event (i.e. number of volunteer hours, donated materials if any, etc.)?

9. Please explain how your organization intends to operate this project and/or 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.

Project Team:

While you may have many community members working on this project and/or event, project team leads will be critical to the project's success. **Please note that each member of the project team will need to sign the application acknowledging their commitment to this project.**

1. Project Leader - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2018.

Project Leader Name: _____

E-mail: _____ Phone Number: (____) _____

Address: _____

Signature: _____ Date: _____

2. Treasurer - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. The Project Leader may also serve as the Project Treasurer.

Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name: _____

E-mail: _____ Phone Number: (____) _____

Address: _____

Signature: _____ Date: _____

3. Other Project Team Members - List additional neighborhood residents who will work on this project and what their responsibilities will be? (i.e. coordinating volunteers, outreach to residents, creation of marketing materials, etc.)

Name: _____

E-mail: _____ Phone Number: (____) _____

Address: _____

Responsibilities: _____

Signature: _____ Date: _____

Name: _____

E-mail: _____ Phone Number: (____) _____

Address: _____

Responsibilities: _____

Signature: _____ Date: _____

Project Team:

While you may have many community members working on this project and/or event, project team leads will be critical to the project's success. **Please note that each member of the project team will need to sign the application acknowledging their commitment to this project.**

1. Project Leader - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2018.

Project Leader Name: Abby Rosa
E-mail: abby.rosa@cityofsunnyvale.org **Phone Number:** (408) 209-6940
Address: _____
Signature: [Signature] **Date:** 4/1/17

2. Treasurer - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. The Project Leader may also serve as the Project Treasurer.

Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name: Juan Moreno
E-mail: juan.moreno@cityofsunnyvale.org **Phone Number:** (619) 905-6464
Address: 1 Sunnyvale, CA 94089
Signature: [Signature] **Date:** 4-6-2017

3. Other Project Team Members - List additional neighborhood residents who will work on this project and what their responsibilities will be? (i.e. coordinating volunteers, outreach to residents, creation of marketing materials, etc.)

Name: Zedory Cottrell
E-mail: zedory.cottrell@cityofsunnyvale.org **Phone Number:** (408) 738-8563
Address: Sunnyvale CA 94089
Responsibilities: LVNA 2nd Vice President
Signature: Zedory Cottrell **Date:** 3-27-17

Name: Bev Woodyla
E-mail: bevo.woodyla@cityofsunnyvale.org **Phone Number:** (408) 736-6225
Address: _____
Responsibilities: Secretary
Signature: [Signature] **Date:** 3-27-17

City of Sunnyvale

Neighborhood Grant Program

2017/18 Project Budget Form

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. **Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2018.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1.	\$	\$
2.	\$	\$
3.	\$	\$
4.	\$	\$
5.	\$	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$	\$
Amount Requested from the City of Sunnyvale	\$	

Other Sources of Support

Volunteer Hours (valued at \$27.59/hour, per <i>independentsector.org</i>)	\$
Donated Materials/Services (food, supplies, equipment)	\$
Other Funding Received (other grants, collected dues, donations)	\$
Other:	\$
Other:	\$
Total Neighborhood Association Contribution	\$

Thank you for completing your application for the Neighborhood Grant Program!



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

Office Use Only

Date Received: _____

Application

Completed: _____

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

Thank you for your interest in the Neighborhood Grant Program. Please make sure you thoroughly reviewed the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Funding requests will be considered as part of an annual competitive application process. Neighborhood Grant Program funding will be determined by City Council during the adoption of the FY 2017/18 Budget. If Council approves the funding, each neighborhood group is eligible to apply for and receive a grant of up to \$1,000. 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, contact Alisha Rodrigues at ncs@sunnyvale.ca.gov or 408-730-7599.

Name of Neighborhood Group or Association: Ponderosa park neighborhood

Name of Individual Submitting Application: Catherine Wong

Individual's Email: _____ Phone: (415) 244-1084

Name of Proposed Project: Outdoor Movie night

Grant Amount Requesting from the City of Sunnyvale: \$ 1,000.00
(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background:

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?

The association was formed in September 2006.

Geographic boundaries are east of Wolfe, west of Lawrence and Tamarack lane/Helen, South of Evelyn/Reed, North of El Camino. There are about 1000 households.

2. Describe your neighborhood group's activities and the resources that support those activities. If yours is a formal association, what is the annual budget? How do you raise funds?

The only one we know of is the neighbor's night out BBQ. Yes, it is a formal association. Annual budget is unknown at the time.

Project Description:

3. Describe your proposed project and/or event. Make sure to include the following:
 - How it will benefit the residents in your neighborhood and/or your neighborhood association?
 - How many people or households you are expecting to attend or benefit from the project or event?

As community members that live around Ponderosa Park, we would like to use the grant to host outdoor movie nights on the local school grounds/ field. The goal of the event is to encourage neighbors to interact with each other at fun, low-key family oriented movie nights. By getting to meet our neighbors and socializing, we can put faces and names to our neighbors and break down barriers. Too often we just wave at our neighbors in passing but do not bother to get to know each other. Socializing in a public setting should ease those barriers.

A recent poll on Nextdoor.com shows that 92% of the the poll takers within the Ponderosa park neighborhood support and would attend the event (out of 60 votes) . Assuming each vote is a household, we expect 50-100 people to attend the event.

4. How did you choose this project and/or event? Describe the outreach you have done to generate awareness and support in your neighborhood around the project and/or event. How many neighbors are in support and how did you determine that number?

A discussion was started on Nextdoor website/app as to what would be the most beneficial event for our community in a timely manner. A few members suggested this Outdoor movie evening event because it is being done successfully in other cities such as San Francisco, Redwood City and Los Altos. We want to recreate this in our neighborhood in a smaller scale to encourage conversation amongst ourselves.

A recent poll on Nextdoor website/ app shows that 92% of the poll takers or 55 people (within Ponderosa park neighborhood) are in favor of it.

Project Plan:

5. Using the chart below, list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity. (All projects must be completed by June 1, 2018).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising the BBQ	Jane Smith	08/17
1. Hiring outdoor movie rental company	John Brown	06/17
2. Licensing	Steve Choy	06/17
3. creating flyers	Catherine Wong	06/17
4. passing out flyers in the neighborhood	Catherine Wong	06/17
5. creating an event on nextdoor	Catherine Wong	06/17
6. emailing Ponderosa park neighborhood association members	Catherine Wong	06/17
7. organize volunteers for day of event clean up crew (set up/clean up)	Steve Choy	08/17
8.		
9.		
10.		
11.		
12.		

6. Describe how your project and/or event focuses on one or more of the following areas:

- Increasing communication among neighbors
- Building bridges between cultures
- Improving the physical condition of the neighborhood
- Enhancing neighborhood pride and identity

We believe that our event will provide households living in local neighborhood surrounding Ponderosa park an opportunity to bond and create community. We do not have events to give neighbors an opportunity to meet each other beyond the yearly National Night Out event. We want to keep the event local, small and family oriented to encourage communication. If it gets too big, people will feel like a face in the crowd and shy away from talking to one another. We feel that a small event will help develop a neighborhood identity, build lasting friendships and strengthen community.

7. How will you determine the completed project and/or event has been successful?

If we can get about 50-100 neighbors to attend, it would be considered a success.

8. What resources will your neighborhood group contribute to support the project and/or event (i.e. number of volunteer hours, donated materials if any, etc.)?

10 volunteer hours, flyers, snacks

9. Please explain how your organization intends to operate this project and/or 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.

If this event is successful, we can have smaller ones in the future. We can get our own equipments (projector, screen, speaker) and host it ourselves.

Project Team:

While you may have many community members working on this project and/or event, project team leads will be critical to the project's success. **Please note that each member of the project team will need to sign the application acknowledging their commitment to this project.**

1. Project Leader - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2018.

Project Leader Name: Catherine Wong

E-mail: [redacted] Phone Number: (415) 244-1084

Address: [redacted], Sunnyvale, CA 94086

Signature: [Signature] Date: 04/06/17

2. Treasurer - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. The Project Leader may also serve as the Project Treasurer.

Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name: Steve Choy

E-mail: [redacted] Phone Number: ()

Address: 4 Tr. [redacted], Sunnyvale, CA 94086

Signature: [Signature] Date: 4/7/17

3. Other Project Team Members - List additional neighborhood residents who will work on this project and what their responsibilities will be? (i.e. coordinating volunteers, outreach to residents, creation of marketing materials, etc.)

Name: John Brown

E-mail: [redacted] Phone Number: () 650-575-4296

Address: [redacted], Sunnyvale, Ca 94086

Responsibilities: Helping with negotiating with event company

Signature: [Signature] Date: 4/7/17

Name: _____

E-mail: _____ Phone Number: () _____

Address: _____

Responsibilities: _____

Signature: _____ Date: _____

City of Sunnyvale Neighborhood Grant Program 2017/18 Project Budget Form

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. **Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2018.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1.Outdoor movie rental	\$700.00	\$
2.Movie licensing	\$300.00	\$
3.	\$	\$
4.	\$	\$
5.	\$	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$	\$
Amount Requested from the City of Sunnyvale	\$ 1,000.00	

Other Sources of Support

Volunteer Hours (valued at \$27.59/hour, per <i>independentsector.org</i>)	\$ 275.90
Donated Materials/Services (food, supplies, equipment)	\$100
Other Funding Received (other grants, collected dues, donations)	\$
Other:	\$
Other:	\$
Total Neighborhood Association Contribution	\$375.90

Thank you for completing your application for the Neighborhood Grant Program!



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

Office Use Only

Date Received: _____

Application

Completed: _____

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

Thank you for your interest in the Neighborhood Grant Program. Please make sure you thoroughly reviewed the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Funding requests will be considered as part of an annual competitive application process. Neighborhood Grant Program funding will be determined by City Council during the adoption of the FY 2017/18 Budget. If Council approves the funding, each neighborhood group is eligible to apply for and receive a grant of up to \$1,000. 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, contact Alisha Rodrigues at ncs@sunnyvale.ca.gov or 408-730-7599.

.....
Name of Neighborhood Group or Association: _____

Name of Individual Submitting Application: _____

Individual's Email: _____ Phone: _____

Name of Proposed Project: _____

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

(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background:

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?

2. Describe your neighborhood group's activities and the resources that support those activities. If yours is a formal association, what is the annual budget? How do you raise funds?

Project Description:

3. Describe your proposed project and/or event. Make sure to include the following:
 - How it will benefit the residents in your neighborhood and/or your neighborhood association?
 - How many people or households you are expecting to attend or benefit from the project or event?

4. How did you choose this project and/or event? Describe the outreach you have done to generate awareness and support in your neighborhood around the project and/or event. How many neighbors are in support and how did you determine that number?

Project Plan:

5. Using the chart below, list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity. (All projects must be completed by June 1, 2018).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising the BBQ	Jane Smith	08/17
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

6. Describe how your project and/or event focuses on one or more of the following areas:
 - Increasing communication among neighbors
 - Building bridges between cultures
 - Improving the physical condition of the neighborhood
 - Enhancing neighborhood pride and identity

7. How will you determine the completed project and/or event has been successful?

8. What resources will your neighborhood group contribute to support the project and/or event (i.e. number of volunteer hours, donated materials if any, etc.)?

9. Please explain how your organization intends to operate this project and/or 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.

Project Team:

While you may have many community members working on this project and/or event, project team leads will be critical to the project's success. **Please note that each member of the project team will need to sign the application acknowledging their commitment to this project.**

1. Project Leader - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2018.

Project Leader Name: _____

E-mail: _____ Phone Number: (____) _____

Address: _____

Signature: Guadalupe Date: _____

2. Treasurer - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. The Project Leader may also serve as the Project Treasurer.

Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name: _____

E-mail: _____ Phone Number: (____) _____

Address: _____

Signature: Lan H Date: _____

3. Other Project Team Members - List additional neighborhood residents who will work on this project and what their responsibilities will be? (i.e. coordinating volunteers, outreach to residents, creation of marketing materials, etc.)

Name: _____

E-mail: _____ Phone Number: (____) _____

Address: _____

Responsibilities: _____

Signature: grt Date: _____

Name: _____

E-mail: _____ Phone Number: (____) _____

Address: _____

Responsibilities: _____

Signature: _____ Date: _____

City of Sunnyvale

Neighborhood Grant Program

2017/18 Project Budget Form

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. **Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2018.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1.	\$	\$
2.	\$	\$
3.	\$	\$
4.	\$	\$
5.	\$	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$	\$
Amount Requested from the City of Sunnyvale	\$	

Other Sources of Support

Volunteer Hours (valued at \$27.59/hour, per <i>independentsector.org</i>)	\$
Donated Materials/Services (food, supplies, equipment)	\$
Other Funding Received (other grants, collected dues, donations)	\$
Other:	\$
Other:	\$
Total Neighborhood Association Contribution	\$

Thank you for completing your application for the Neighborhood Grant Program!



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

Office Use Only

Date Received: _____
Application
Completed: _____

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

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Mail or Drop-Off in Person:

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Attn: Alisha Rodrigues
550 E. Remington Dr., Sunnyvale CA 94087

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

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

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Name of Neighborhood Group or Association: Sunnyvale Neighborhood Including Arbor and La Linda

Name of Individual Submitting Application: Kirstin Sims

Individual's Email: _____ Phone: (650) 759-9170

Name of Proposed Project: 2017 National Night Out and Little Libraries in SNAIL

Grant Amount Requesting from the City of Sunnyvale: \$ 1,000.00
(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background:

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?

See attached

City of Sunnyvale
Neighborhood Grant Program

Application for FY 2017/18

Sunnyvale Neighbors of Arbor Including La Linda (SNAIL)

Grant Application – 2017

PROJECT: 2017 National Night Out and Little Library in SNAIL

Date: April 1, 2017

Name of Neighborhood Group or Association: Sunnyvale Neighbors of Arbor Including La Linda (SNAIL)

Name of Proposed Project: 2017 National Night Out and Little Library in SNAIL

Grant Amount Requested from the City of Sunnyvale: \$500 for 2017 National Night Out and \$500 for Little Library in SNAIL (Maximum grant amount is \$1,000)

Neighborhood Group/Association Background:

1. ***When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?***

In 1995, a group of neighbors living between Borregas and Mathilda Avenues formed the Sunnyvale Neighbors of Arbor, Including La Linda (SNAIL) as a neighborhood association covering approximately 300 households. Currently, SNAIL's boundaries are Fair Oaks, Mathilda, Maude, and Ahwanee Avenues and it has over 1,300 households within its boundaries. The neighborhood was built in the early 1950's as a modest tract of mostly single-family homes. The Columbia Middle School, Community Center and Park are located within the neighborhood boundaries.

SNAIL was initially formed to address the issues of neighborhood preservation/absentee landlord issues, Moffett Air Field usage and air traffic control. The SNAIL neighborhood association continues to meet and now focuses on three specific areas: promote neighborhood watch for public safety, interact with City and community officials regarding neighborhood issues (i.e.: traffic control, utilities improvements), and encourage social interaction between new and old residents.

2. ***Describe your neighborhood group's activities and the resources that support those activities. If yours is a formal association, what is the annual budget? How do you raise funds?***

SNAIL is an active civic group that partners with the City of Sunnyvale to maintain the esthetics of the neighborhood, promote safety, and reduce crime. We elect our four Executive Board members annually from our members. We are an official 501c(4) organization registered with the Ca Secretary of State.

All of our activities are focused on bringing together the residents of the neighborhood, and promoting pride in our neighborhood and city. We have a variety of activities for adults, children, families, and seniors. We encourage socializing through activities such as Summer BBQ's, Chinese New Year Dinner, holiday parties, monthly meetings with guest speakers, our annual

neighborhood wide garage sale, and National Neighborhood Night Out. All events are well attended by a variety of ages.

SNAIL has many volunteers committed to making our neighborhood a success. We have no paid staff. SNAIL has approximately 50 volunteer Block Representatives who hand deliver our monthly newsletters.

We help support the local community by providing services such as volunteering at the North County Homeless shelter during winter months to feed the homeless. Annually we decorate our street trees with red bows. We promote many events for Bishop elementary and Columbia middle school and other citywide activities through our monthly newsletter. Many SNAIL neighbors volunteer or attend their events.

Our annual budget is approximately \$5,000.

To raise funds, we sell advertising space in our monthly newsletter and have an annual neighborhood garage sale.

Project Description:

3. Describe your proposed project and/or event. Make sure to include the following:

- a. How it will benefit the residents in your neighborhood and/or your neighborhood association?**
- b. How many people or households you are expecting to attend or benefit from the project or event?**

2017 National Night Out Project

Our proposed project is to continue SNAIL's participation in the National Night Out project. National Night Out is an annual event held on the first Tuesday in August to heighten awareness of the importance of neighborly collaboration with each other and Public Safety to report suspicious activity. Over 200 residents have attended our recent National Night Out events. We make this activity very attractive to residents: We provide a festival event with a BBQ, a live band, a jump-house and face-paint for the children. Families of all ages especially enjoy the festivities and it keeps them involved with neighborhood issues, activities and helps them know their neighbors. We expect to continue to see upwards of 200 residents attend this event. We use a sign-in sheet to track attendance.

Our participation in National Night Out increases communication between our residents and support the City's efforts for safe neighborhoods. There are no other organizations that provide this type of service within our neighborhood boundaries. It helps promote familiarity with and concern for fellow SNAIL residents. It helps neighbors feel more connected and comfortable with Public Safety in Sunnyvale

Little Library in SNAIL

Our proposed project is to start a Little Library program within the SNAIL neighborhood, which could grow into a network of Little Libraries throughout the SNAIL community. Little Library programs inspire a love of reading for all ages and backgrounds and support the community by fostering neighborhood book exchanges.

This program would continue to aid SNAIL in its mission to promote community and encourage

social interaction between new and old residents, across all ages. This program will benefit all residents and continue to encourage children and adults to read, gain easy access to books and hopefully foster additional sense of community.

The \$500 would be used as seed money to start this project as a pilot and begin to grow a Little Library community within SNAIL. The seed money would be used to purchase supplies and build –up to 3 library boxes to be placed within SNAIL.

The SNAIL neighborhood has one little library located on Borregas at the corner of East Ferndale. It is successful as it is already being used by middle and elementary school age children who have picked and dropped off books. By adding more Little Libraries, we wish to continue to promote the interest and enjoyment of reading with both children and adults.

- 4. *How did you choose this project? Describe the outreach you have done to generate awareness in your neighborhood and support for this project. How many neighbors support this project and how did you determine that number?***

2017 National Night Out Project

We chose to National Night Out as our project as it is the most successful activity of all of our neighborhood events. This activity has the largest participation of SNAIL residents and we want to continue to increase the interest of the residents in our neighborhood association activities and city events.

We promote visibility of this event for months in our monthly newsletter. We also promote it online via NextDoor and our SNAIL.org website. We do outreach in the neighborhood by hand delivering our newsletters to the unrepresented streets in our neighborhood usually twice a year. The residents who attend the monthly meetings agreed it is important to continue to reach out to unrepresented streets.

We typically have around 200 residents participate. We use sign-in sheet to track attendance at National Night Out.

Little Library in SNAIL

SNAIL represents over 1300 residents. Over the years there have been multiple requests to start a Little Library program in SNAIL, but no one took the leadership role. This past year, a SNAIL homeowner placed a Little Library on their property, which has created visibility and, in turn, more interest in the program. Many people walk through the community and you can see multiple people stopping to visit this one Little Library. So far this one unit has been a success. Based on this unit's success and the request for more Libraries within the neighborhood, the SNAIL association decided to find a way to create more of them and try to spread them out through the neighborhood.

We started to promote interest in this project through the SNAIL monthly newsletter to encourage the use of the existing Little Library and to determine future locations of Little Libraries. The SNAIL association has voted to promote and support this project.

- 5. *Using the chart below, list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity. (All projects must be completed by June 1, 2018)***

2017 National Night Out Project

Activity	Person(s) Responsible	Completion Date (mo/yr)
Create Promotional Flyers for National Night Out/Newsletter coordination	Denise Perez	06/17
Invite Public Safety, City Council, Neighborhood Preservation	Tarik Peterson	06/17
Invite SNAP to set up a table	Tarik Peterson	06/17
Permit for Street Closure	Tarik Peterson	06/17
Order Jump-house	National Night Out Team	06/17
Order Port-a-potty	National Night Out Team	06/17
Order Tables and Chairs	National Night Out Team	06/17
Coordinate Food/Supplies Pick-up	National Night Out Team	07/17
Wrap-Up/Evaluation SNAIL's September and October General Meetings	SNAIL Board	10/17

Little Library in SNAIL

Activity	Person(s) Responsible	Completion Date (mo/yr)
Promote in SNAIL newsletter	Kirstin Sims	03/17
Identify homes	Kirstin Sims	06/17
Gather supplies	Little Library Team	07/17
Determine date to build units / build units	Little Library Team	08/17
Install units	Little Library Team	09/17
Wrap-Up / Evaluation	SNAIL Board	03/18

6. Describe how your project focuses on one or more of the following areas:

- a. Increasing communication among neighbors
- b. Building bridges between cultures
- c. Improving the physical condition of the neighborhood
- d. Enhancing neighborhood pride and identity

2017 National Night Out Project

We feel providing National Night Out to the community supports goals 6a, 6b and 6d. This program provides an additional opportunity for communication amongst the residents to promote familiarity with and concern for fellow SNAIL residents and with Public Safety in Sunnyvale. This program has been beneficial to enhancing the foundation of a strong neighborhood association and community. The National Night Out event promotes neighborhood connection. It helps bring together neighbors from different cultures. It enhances neighborhood pride and identity. The SNAIL National Night Out event is known across the city as one of the best and we work hard to make it a great event all of SNAIL can be proud of.

Little Library in SNAIL

This program allows SNAIL to build community amongst neighbors, bridge culture gaps, improve the neighborhood and enhance neighborhood pride. The program will accomplish this by:

- 1) having workshop days where people who would like a Little Library, can work together to build the units;
- 2) Cross age and culture gaps by encouraging discussion about books and the libraries and the trading of books;
- 3) The libraries are decorated by the owners and are seen as artwork and enhancements to the property;
- 4) This would give visibility within the neighborhood that we are a community, with a sense of support for each other, support of education and togetherness. It allows the neighbors to continue to shape the direction of the neighborhood – to promote learning, reading and community.

7. How will you determine the completed project has been successful?

2017 National Night Out Project

The success of this project would be demonstrated by the continued commitment in maintaining the integrity of our neighborhood and through attendance at our neighborhood meetings and activities. Additionally, we hope that this activity will continue to promote neighborhood watch for safety and crime prevention. "Spreading the word" through our newsletters, social activities and volunteer projects increase our visibility with the community of Sunnyvale. Our neighborhood volunteers are an asset to the community at large and other Sunnyvale neighborhood associations are now emulating our efforts.

We believe that we can measure our success by the overall physical appearance of the neighborhood, increased participation in neighborhood activities, reduction in crime, and linked support for the city of Sunnyvale civic activities.

Little Library in SNAIL

The success of this project will be demonstrated by the community building and installing these libraries throughout the neighborhood and in neighbors' continued use and enjoyment of them.

8. What resources will your neighborhood group contribute to support the project (i.e. number of volunteer hours, donated materials if any, etc.)?

2017 National Night Out Project

Approximately 25 volunteers will be primary participants to make National Night Out a positive and successful activity. We estimate other neighborhood volunteers will assist us by the distribution of newsletters and flyers and be providing potluck food dishes at the event. We estimate 80 hours of volunteer time will be used.

Little Library in SNAIL

Volunteers will donate materials, paint, tools, labor and time (~20 hours) to build units. Volunteers

will also donate books for the completed units.

9. ***Please explain how your organization intends to operate this project and/or 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.***

2017 National Night Out Project

If the City of Sunnyvale is unable to provide grant assistance, SNAIL will continue to participate in National Night Out, but downsize the activity.

Little Library in SNAIL

Once the libraries are created, they should be self-sufficient as neighbors will continue to borrow/exchange/return and add new books to the libraries. Limited funding for this project would delay activities.

Project Team:

While you may have many community members working on this project and/or event, project team leads will be critical to the project's success. Please note that each member of the project team will need to sign the application acknowledging their commitment to this project. 1. Project Leader - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2018.

2017 National Night Out Project

Project Leader Name: Diane Gleason

Address: Sunnyvale CA 94085

Phone Number: (650-353-1575) E-Mail:

Signature: Diane K Gleason Date April 6, 2017

Little Library in SNAIL

Project Leader Name: Kirstin Sims

Address: Sunnyvale CA 94085

Phone Number: (650-759-9170) E-Mail:

Signature: KS Date 06 Apr 2017

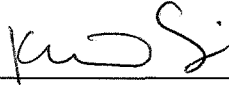
Treasurer - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. The Project Leader may also serve as the Project Treasurer.

Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name: Kirstin Sims

Address: , Sunnyvale CA 94085

Phone Number: (650) 759-9170 E-Mail:

Signature:  Date 06 Apr 2017

Other Project Team Members -- List additional neighborhood residents who will work on this project.

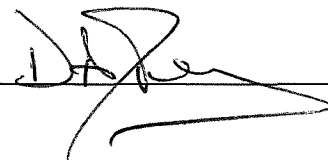
What will their responsibilities be? (Examples of responsibilities might include: coordinating volunteers, outreach to residents, etc.)

Name: Denise Perez

Address: , Sunnyvale CA 94085

E-Mail:

Responsibilities: Newsletter and Flyer creation and distribution

Signature:  Date 4/6/2017

BUDGET FORM
SNAIL
2017 National Night Out

Project Expenses	Estimated Costs	Actual Costs
1,400 Promotional Flyers	\$ 160.	
Tables (25 each @\$ 6.00) and Chairs (110 each @ \$1.50)	\$ 360	
Entertainment for children (ex: jump house, clown, balloon artist, etc.)	\$ 600	
Port-A-Potty with Wash Station(1 each)	\$ 175.	
Event Insurance	\$ 600.	
City Permit	\$ 25.	
Food	\$ 400	
Paper plates, flatware, napkins, serving dishes, water cups	\$ 100.	
Balloons/promotional items/paper supplies (tape, markers)	\$ 150.	
Total estimated expenses	\$ 1,970.	
Amount requested from the City of Sunnyvale	\$ 500	

Volunteer hours (valued at \$26.87/hour, per independentsector.org)	\$ 2,207.20
Donated materials/supplies from SNAIL members (food, supplies)	\$ 300.
Live Band	\$ 600.
Total Neighborhood Contribution	\$5,077.20

BUDGET FORM
SNAIL
Little Library in SNAIL

Project Expenses

Project Expenses	Estimated Costs	Actual Costs
Purchase kits for 1 – 3 units (~\$200 each)	\$ 600	
Total estimated expenses	\$ 600.	
Amount requested from the City of Sunnyvale	\$ 500.	

Other Sources of Support

Volunteer hours ((valued at \$27.59/hour, per independentsector.org)	\$ 551.80
Donated Materials/Services (food, supplies, equipment)	\$ 600.
Other Funding Received (other grants, collected dues, donations)	\$
Total Neighborhood Contribution	\$1751.80



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

Office Use Only

Date Received: _____

Application _____

Completed: _____

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

Thank you for your interest in the Neighborhood Grant Program. Please make sure you thoroughly reviewed the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Funding requests will be considered as part of an annual competitive application process. Neighborhood Grant Program funding will be determined by City Council during the adoption of the FY 2017/18 Budget. If Council approves the funding, each neighborhood group is eligible to apply for and receive a grant of up to \$1,000. 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, contact Alisha Rodrigues at ncs@sunnyvale.ca.gov or 408-730-7599.

.....
Name of Neighborhood Group or Association: SSALC (Sunnyvale Sustainable and Affordable Living Coalition)

Name of Individual Submitting Application: Sue Serrone

Individual's Email: _____ Phone: (408) 773-8851

Name of Proposed Project: Public Outreach/Education Event on the El Camino Specific Plan

Grant Amount Requesting from the City of Sunnyvale: \$ 1,000.00

(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background:

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?

3/1/2016 Boundaries: City of Sunnyvale

Volunteers form the Affordable Housing Committee of the Sunnyvale Democratic Club and other housing affordability advocates formed a coalition. Members include Friends of Caltrain, SV Bicycle Co., the Democratic Club of Sunnyvale, SV@Home, Greenbelt Alliance, Sunnyvale COOL.

The purpose of the coalition is to advocate and educate for sustainable, affordable living in Sunnyvale.

2. Describe your neighborhood group's activities and the resources that support those activities. If yours is a formal association, what is the annual budget? How do you raise funds?

Our all-volunteer coalition is supported by these sponsors: The Sunnyvale Democratic Club, Greenbelt, and Sunnyvale Cool. We also have individual contributors and in-kind contributions from members.

Our coalition is a non-registered affiliation.

Budget for 2016 was approximately \$5,000. for the Candidates Forum event we held at the History Museum with food. This event was supported by sponsors, in-kind and volunteers contributions.

Project Description:

3. Describe your proposed project and/or event. Make sure to include the following:
- How it will benefit the residents in your neighborhood and/or your neighborhood association?
 - How many people or households you are expecting to attend or benefit from the project or event?

Benefits include: education/information on aspects of the El Camino Specific Plan; including housing, transit, sustainability and village centers. Further, the event provides an opportunity to see and discuss various elements and possible uses, as well as getting information on Sunnyvale's planning process and when citizen input is invited.

The event also provides opportunities to connect with other concerned citizens whatever their focus or affiliation.

We estimate 80 to 100 people attending.

4. How did you choose this project and/or event? Describe the outreach you have done to generate awareness and support in your neighborhood around the project and/or event. How many neighbors are in support and how did you determine that number?

Determined a need and interest of residents through various questions that have been posed on social media and other public meetings including council and planning meetings.

Outreach is to be done: Flyers, including but limited to the library, Rotary, Chamber of Commerce, LWV and AAUW. Online and digital media such as Nextdoor and Facebook.

Advertising and coverage in the Sunnyvale Sun. Faith-based groups, and letter to the editor of Mercury News. Also, mailing lists of coalition members.

Project Plan:

5. Using the chart below, list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity. (All projects must be completed by June 1, 2018).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising the BBQ	Jane Smith	08/17
1. Leader	Sue Serrone	12/17
2.		04/18
3. Social Media	Mike Serrone	
4. Publicity	Linda, Kiyomi, Mila, Tara, Barbara, Adina, Miike, John	
5. Panel organizers	Tara, Mike, Sue	
6. Tour/walk organizers	James, Sue, Karen, Mike and tba	
7. Questionnaire developers	Meredith,, Kiyomi, sue, Tara, Linda	
8. Data crunchers	Kyomi interns	
9. network/mavens	Barb, Sue, Tara, Kiyomi, Mila, Joaquin	
10. Facilities/Insurance	Sue, Mike, Tara	
11. Snack food and drinks	Coalition members	
12. Question takers and synthesizers	SV@Home	

6. Describe how your project and/or event focuses on one or more of the following areas:

- Increasing communication among neighbors
- Building bridges between cultures
- Improving the physical condition of the neighborhood
- Enhancing neighborhood pride and identity

Providing opportunities for learning about the El Camino Plans, city processes involved in plan and implementation.

Providing opportunities to discuss and envision a better neighborhood through the El Camino Plan. As well as input on various elements to make a more livable Sunnyvale. By contributing to this process, people can engage productively.

7. How will you determine the completed project and/or event has been successful?

Sign up for tours/walks. Completion of questionnaires. Turn in of questionnaires.

Deliver two more events after this one.

Activation of advocacy and direct involvement with City (interest list as well).

8. What resources will your neighborhood group contribute to support the project and/or event (i.e. number of volunteer hours, donated materials if any, etc.)?

Lots of volunteer hours, food donations, tour guiding, and follow-up information.

9. Please explain how your organization intends to operate this project and/or 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.

Our purpose does not include ongoing requests for grants, it is to deliver these two information meetings.

Project Team:

While you may have many community members working on this project and/or event, project team leads will be critical to the project's success. **Please note that each member of the project team will need to sign the application acknowledging their commitment to this project.**

1. Project Leader - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2018.

Project Leader Name: Sue Serrone

E-mail: _____ Phone Number: (408) 7738851

Address: _____ Sunnyvale, CA 94087

Signature: Sue Serrone Date: 04/06/17

2. Treasurer - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. The Project Leader may also serve as the Project Treasurer.

Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name: LINDA R DAVIS

E-mail: _____ Phone Number: (408) 737.1033

Address: _____ Sunnyvale CA 94086

Signature: Linda R Davis Date: 4-6-2017

3. Other Project Team Members - List additional neighborhood residents who will work on this project and what their responsibilities will be? (i.e. coordinating volunteers, outreach to residents, creation of marketing materials, etc.)

Name: DANIEL HOWARD

E-mail: _____ Phone Number: (312) 4361112

Address: _____ Ave 94085

Responsibilities: creation of marketing materials / promotional

Signature: DHoward Date: 4-6-17

Name: TARA MARTIN - MILIUS

E-mail: _____ Phone Number: (408) 733-5778

Address: _____

Responsibilities: PANEL & MODERATOR

Signature: Tara Martin-Milius Date: 6 April '17

**City of Sunnyvale
Neighborhood Grant Program
2017/18 Project Budget Form**

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. **Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2018.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1. Facility (2x, 1 for Dec. Mtg, 1 for April 2018)	\$ 300. + \$500 deposit	\$ 600 - \$1,000.
2.	\$ 300. + \$500 deposit	
3. Food	\$ 80. each mtg.	\$ 160.
4. Print costs	\$ 200. both mtg.	\$ 200.
5. Ad costs	\$ 100. tr	\$ 200.
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$	\$ 1160. (less if possible)
Amount Requested from the City of Sunnyvale	\$	

Other Sources of Support

Volunteer Hours (valued at \$27.59/hour, per independentsector.org) approximately 500 hours	\$ 13,500
Donated Materials/Services (food, supplies, equipment)	\$
Other Funding Received (other grants, collected dues, donations)	\$ 260 + 140 + 80
Other: in-kind printing	\$ 100.
Other:	\$
Total Neighborhood Association Contribution	\$

Thank you for completing your application for the Neighborhood Grant Program!



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

Office Use Only

Date Received: _____
Application
Completed: _____

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

Thank you for your interest in the Neighborhood Grant Program. Please make sure you thoroughly reviewed the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Funding requests will be considered as part of an annual competitive application process. Neighborhood Grant Program funding will be determined by City Council during the adoption of the FY 2017/18 Budget. If Council approves the funding, each neighborhood group is eligible to apply for and receive a grant of up to \$1,000. 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, contact Alisha Rodrigues at ncs@sunnyvale.ca.gov or 408-730-7599.

Name of Neighborhood Group or Association: Sunny Arts Neighborhood Association

Name of Individual Submitting Application: Sandra Henderson

Individual's Email: _____ Phone: 408.720.0299

Name of Proposed Project: Sunny Arts Community Trade Building (continued)

Grant Amount Requesting from the City of Sunnyvale: \$ 1000
(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background:

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?

The Sunnyarts Neighborhood Association was established in 2005 in response to burglary incidents within the area. Association goals include increased information dissemination among neighbors, community spirit building activities, charitable endeavors, neighborhood safety, and disaster preparedness.

There are 256 homes within the Sunnyarts Neighborhood Association. The following streets and home counts comprise our community: Rembrandt Dr (50), Crescent Ave (east of the canal) (0), Robbia Dr and Robbia Ct (48), Rousseau Dr (24), Schubert Dr (0), Renoir Ct (10), Chopin Dr (29), Sargent Dr (42), Van Dyck Dr (25), Van Dyck Ct (17), Verdi Dr (11).

While our official home count is 256, we regularly hosts attendees at our events from bordering neighborhoods that are not represented by an active neighborhood association. We estimate that we frequently host up to 280 homes during some of our social functions, such as National Night Out and our Halloween event.

2. Sunnyarts neighborhood participates in several annual activities. We try to change them somewhat from year to year to keep them interesting. This year we are reinstating the meet and greets of year's past, the Neighborhood wide garage sale and are adding a holiday lighting contest. We will honor all ethnic holiday traditions beginning with Diwali through New Year's. The illuminating decorations will increase the neighborhood pride we feel and provide an opportunity for residents to visit with each other during that busy season. Getting to know each other and where we each live are the basis for all of our safety efforts as well.

All of our events are the result of resident volunteers with the majority of necessary supplies being donated by them. As previous neighborhood chair for many years and now resuming that job again, I can attest that the chairperson donates the most and does so continuously, paying for the glue that keeps us together! Our major fund raiser involves donating to Goodwill trucks brought in for a day's collection. That also accomplishes a neighborhood cleanout. In previous years when the opportunity presented itself, we have volunteered the wine and beer booths at the summer Wednesday street dances for neighborhood seed money. Nearly all of our events involve charity collection of some sort. We also very much count on the city grant program and can't think of anything the city does that gives a bigger community return. A thousand dollar grant allotment amounts to approximately \$3.80 per household to our 256 homes. That is a relatively small request from the immense amount of taxes, sales, real estate etc. that each family pays annually in Sunnyvale. Sunnyarts homes are large enough, 4-6 bedrooms, to house multi generations so that \$3.80 per home is divided even further to benefit many people at each residence! A household of six people would gain about 60 cents each per year to cover our communal socializing and safety education! We are so grateful to our neighbors for their generosity that truly ensures our association's existence.

3. Getting to know each other socially helps us look out for each other, be it by repairmen recommendations or notifications about suspicious activity. We have much opportunity for that thanks to our get togethers. We start the year out with a cake and coffee meet and greet, especially welcoming new neighbors at that. Our family international pot luck block party is held late spring where we do a canned food drive. Summer hosts our neighborhood garage sale followed by the Goodwill truck donation the next weekend. At National Neighborhood Night Out, the second Tuesday in August, we provide an ice cream social and old fashioned games and chalk street art, rewarded by balloon creations and face painting. We show our gratitude to the law officers that come out to visit us and collect paper goods; toilet paper and paper towels and disposable diapers of all sizes for Sunnyvale Community Services. We are very proud to have donated more than any other neighborhood to Sunnyvale Community Services. Another cake and coffee meet and greet can be held early fall. The favorite tradition to all is our annual Halloween costume parade and family pumpkin carving contest held in front of the house most decorated in our neighborhood for the last 30 years! Fun is consistent with safety on that Hallows eve where illuminating light sticks are distributed to all of the trick or treating children. That charity collection is for warm socks donated to homeless shelters.

4. How did you choose this project and/or event? Describe the outreach you have done to generate awareness and support in your neighborhood around the project and/or event. How many neighbors are in support and how did you determine that number?

Sunnyarts has 100% participation at some or all of our events. Neighbors are informed by a calendar via our neighborhood yahoo site early on in the year. That same calendar is also delivered to each home. Reminders are done on the yahoo site. Many of our get togethers happen the same time every year giving us all lots to look forward to.

Project Plan:

5. Using the chart below, list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity. (All projects must be completed by June 1, 2018).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising the BBQ	Jane Smith	08/17
1. Event Calendar Flyers	Sandy Henderson	12-31-17
2. Meet & Greet Event #1	↓	2-17
3. Meet & Greet Event #2	↓	9-17
4. International Food Potluck Canned Goods Donation Drive	Block Party Hendersons/Wongs Neighbors	Late Spring
5. Neighborhood Garage Sale + Lemonade Stand	Sandy Henderson neighborhood kids	Summer '17
6. Food Will Truck Donation + Lemonade Stand	↓	Summer '17
7. Neighborhood Night Out Ice Cream Social Games, Check Art, Bedrooming & Face Painting Springvale Community Services Donation Drive	Hendersons/ Wongs & Neighbors	2nd Tuesday in August, 2017
8.		
9. Halloween Costume Parade & Family Pumpkin Carving Contest	Henderson Family	10-31-17
10. New socks for the homeless Donation Drive		
11. Sunnyside Festival of Lights	Neighborhood	Oct - Dec. 2017
12.		

waiting for
Good Will
to tell
us our
date!

6. Describe how your project and/or event focuses on one or more of the following areas:

- Increasing communication among neighbors

Sunnyarts multiple successive events gives much communication opportunity to neighbors.

Any cultural gaps have been filled with the sharing of international foods and customs.

Terrorism has kept our attention on communal safety. Living in an earthquake prone state has us keeping each other abreast of emergency measures and supplies. The downturn of the economy in past years resulted in the increase of home robberies. We contributed to a neighborhood security camera system. We all keep a vigilant eye out for each other alerting via our yahoo website of suspicious activity and as a result kept much of that crime at bay. The main focus since the drought has been the exchange of ideas for drought tolerant yard design and planting. Sunnyarts has many beautiful examples of that gardening. Using our social activities to focus on all of the above deterrents will continue. Safety measures and beautifications are discussed at these gatherings. For example, It has been suggested that we try to raise enough money to have all our curbs painted with our house numbers which would aid in a time of disaster.

7. How will you determine the completed project and/or event has been successful?

The fact that Sunnyarts events are well attended and enjoyed every year ensures that they continue to happen. Attendance has increased every year. Volunteering has increased. Donations have increased! We are all proud to be members of Sunnyarts Neighborhood Association in Sunnyvale. We look forward to finally having a downtown area to serve and represent us and our taxes as well. Thank you for allowing us the opportunity to apply for your grant again this year.

8. What resources will your neighborhood group contribute to support the project and/or event (i.e. number of volunteer hours, donated materials if any, etc.)?

Countless volunteer hours, unlimited donations to neighborhood events. Amazing charity donations.

9. Please explain how your organization intends to operate this project and/or 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.

Sunnyarts members will continue to volunteer and donate supplies. We have yet to receive a full \$1,000 grant from the city. We have had to be very creative beyond the \$1.00 or less per household that was granted us, and therefore exist on volunteerism and resident donations. We will continue to research possible fund raising ideas. The Goodwill truck remains our best investment in that to date.

We hope to build an inventory of tables, signs etc. to be used at our events and storage for them, to be passed on to future chairpersons in the future. We have all of our activities well documented to insure easy chairmanship transition.

Project Team:

While you may have many community members working on this project and/or event, project team leads will be critical to the project's success. **Please note that each member of the project team will need to sign the application acknowledging their commitment to this project.**

1. Project Leader - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2018.

Project Leader Name: Shandra Henderson
E-mail: shandrae@hotmaile.com **Phone Number:** (408) 720-0299
Address: 1069 Sargent Drive 94087
Signature: [Signature] **Date:** 4/17

2. Treasurer - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. The Project Leader may also serve as the Project Treasurer.

Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name: [Signature]
E-mail: _____ **Phone Number:** (____) _____
Address: _____
Signature: _____ **Date:** _____

3. Other Project Team Members - List additional neighborhood residents who will work on this project and what their responsibilities will be? (i.e. coordinating volunteers, outreach to residents, creation of marketing materials, etc.)

Name: Bill Henderson
E-mail: _____ **Phone Number:** (408) 720 0299
Address: _____ 94087
Responsibilities: Chair person's spouse / event assistant
Signature: [Signature] **Date:** 4/17

Name: Hinkmon and Jennifer Woong Robinson
Phone Number: (408) 222-2222
Address: 1111 N. Main St. Sunnyvale 94087
Responsibilities: event assistants
Signature: [Signature] **Date:** 4/17

will get rest of her info once she commits for marketing

**City of Sunnyvale
Neighborhood Grant Program
2017/18 Project Budget Form**

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. **Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2018.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1. <i>Thank You! Greet</i>	\$ 100	\$
2. <i>Annual PBHock Block Party</i>	\$ 150	\$
3. <i>Neighborhood Hide Camper Sale</i>	\$ 50	\$
4. <i>Goodwill Donation Drive</i>	\$ 50	\$
5. <i>Nat'l Neighbor Night Out</i>	\$ 400	\$
6. <i>Festival of Lights</i>	\$ 50	\$
7. <i>Halloween Event</i>	\$ 200	\$
8. <i>Pending 256 houses x \$20 = \$512</i>	\$	\$
9. <i>Carb Pending</i>	\$	\$
<i>Collapsible Tables and 1/20 cup</i>	Total Expenses \$	\$
	Amount Requested from the City of Sunnyvale \$	\$ 1000

Other Sources of Support

Volunteer Hours (valued at \$27.59/hour, per <i>independentsector.org</i>)	\$ 4030.50
Donated Materials/Services (food, supplies, equipment)	\$ 2000
Other Funding Received (other grants, collected dues, donations)	\$ 1300
Other:	\$
Other:	\$
Total Neighborhood Association Contribution	\$ 7330.50

Thank you for completing your application for the Neighborhood Grant Program!

Traditions of Sunnyvale
Jennie Wu

415-794-8776

Block party and scavenger hunt

580

Our group is Traditions of Sunnyvale Association which runs along La Rochelle Terrace and Porpoise Bay Terrace. We have 160 units in our community.

2. Describe your neighborhood group's activities and the resources that support those activities. If yours is a formal association, what is the annual budget? How do you raise funds?

We primarily raise funds from HOA dues but due to reserves needed for maintenance and repair we have no formal budget for community events.

Project Description:

3. Describe your proposed project and/or event. Make sure to include the following:
- ☐ How it will benefit the residents in your neighborhood and/or your neighborhood association?
 - ☐ How many people or households you are expecting to attend or benefit from the project or event?

This event will be a scavenger hunt for markers that will end with a community social:

- Residents will have a list of questions and riddles that when solved correctly take them to different areas of the neighborhood, but also out to historic or local city landmarks. If solved correctly, the participant will arrive at the location where they will collect a marker which they will and turn in at the finish line indicating how many puzzles they solved. This will help participants explore the neighborhood area, learn about the history or our city, get exercise and fresh air and meet other members of the neighborhood and community.
- Residents will be teamed up with other neighbors to encourage people to meet new people
- The hunt will start at noon and answer sheets will be turned in by 3pm and the winners and social event will start. We will have food booths, games and activities setup at different areas of the complex. We will also have information tables setup on recycling, water conservation and safety and we will integrate the food to ensure foot traffic to these tables.

This event will benefit residents by building encouraging neighbors to get to know each other while also encouraging healthy living and awareness of our neighborhood. We expect 80 people to attend and benefit from this event.

4. How did you choose this project and/or event? Describe the outreach you have done to generate awareness and support in your neighborhood around the project and/or event. How many neighbors are in support and how did you determine that number?

This is a proposed event and we will advertise this in the newsletters and email blasts that go out to our community. I believe 80 residents support this considering for other events we have had similar turn outs. Only about 30 will participate in the hunt but 80 will come out to see the winners and socialize.

Project Plan:

5. Using the chart below, list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity. (All projects must be completed by June 1, 2018).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising the BBQ	Jane Smith	08/17
1. Create newsletter article to advertise the event and get RSVPs for scavenger hunt team creation	Jennie Wu	6/17
2. Work with committee members to research local landmarks and create scavenger hunt list	Social Committee	7/17
3. Secure food from local vendors	Jennie Wu	7/17
4. Email blast reminder of event and confirmation of team assignments	Jennie Wu	8/17
5. Visit websites to get information on water conservation, safety and recycling and create FAQs to hand out at event	Miguel Sanchez	8/17
6.		
7.		
8.		
9.		
10.		
11.		
12.		

6. Describe how your project and/or event focuses on one or more of the following areas:

- ☐ Increasing communication among neighbors
- ☐ Building bridges between cultures
- ☐ Improving the physical condition of the neighborhood
- ☐ Enhancing neighborhood pride and identity

This event will encourage neighbors to get out of their homes and walk around and explore and learn new facts about the area. It will enhance our pride and identity as a community.

7. How will you determine the completed project and/or event has been successful?

Based on the attendance and feedback from residents.

8. What resources will your neighborhood group contribute to support the project and/or event (i.e. number of volunteer hours, donated materials if any, etc.)?

We will provide volunteers from the community to help create the scavenger hunt map and research areas that are walking distance that participants will visit along their hunt and organize and setup the day of the event.

9. Please explain how your organization intends to operate this project and/or 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.

If this event is a success we hope that this will be an annual event to get the neighborhood together. We hope if this event is successful we can get community approval to allocate more budget from hoa funds in the future.

Jennie Wu

41579448776

A handwritten signature in cursive script that reads "Jennifer Yee".

4/7/17

Mike Merow

Miguel Sanchez (President)

President and Social Committee Member

A handwritten signature in cursive script that reads "Miguel Sanchez".

4/7/17

Carmen Chakmakjian

Social Committee and VP

**City of Sunnyvale
Neighborhood Grant Program
2017/18 Project Budget Form**

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. **Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2018.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1. Food & refreshments/local food trucks	\$ 500	\$
2. Prizes (\$20 gift card per winning team member to local stores) - 4 ppl/team	\$ 80	\$
3.	\$	\$
4.	\$	\$
5.	\$	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$ 880	\$
Amount Requested from the City of Sunnyvale	\$	

Other Sources of Support

Volunteer Hours (valued at \$27.59/hour, per <i>independentsector.org</i>)	\$ 1375
Donated Materials/Services (food, supplies, equipment)	\$ 50
Other Funding Received (other grants, collected dues, donations)	\$
Other:	\$
Other:	\$
Total Neighborhood Association Contribution	\$ 1425

Thank you for completing your application for the Neighborhood Grant Program!



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

Office Use Only

Date Received: _____

Application _____

Completed: _____

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

Thank you for your interest in the Neighborhood Grant Program. Please make sure you thoroughly reviewed the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Funding requests will be considered as part of an annual competitive application process. Neighborhood Grant Program funding will be determined by City Council during the adoption of the FY 2017/18 Budget. If Council approves the funding, each neighborhood group is eligible to apply for and receive a grant of up to \$1,000. 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, contact Alisha Rodrigues at ncs@sunnyvale.ca.gov or 408-730-7599.

.....
Name of Neighborhood Group or Association: Valley Forge Neighborhood Group

Name of Individual Submitting Application: Patricia Grant

Individual's Email: _____ Phone: 650-862-9781

Name of Proposed Project: Valley Forge Block Party

Grant Amount Requesting from the City of Sunnyvale: \$ 605.00
(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background:

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?

The Valley Forge Neighborhood Group was formed in 2000 to bring about a better sense of community.

The boundaries are: Valley Forge bordered by Lime and Yorktown. There are 48 households including Valley Forge Drive, Gooseberry Court, and parts of Westchester Dr.

2. Describe your neighborhood group's activities and the resources that support those activities. If yours is a formal association, what is the annual budget? How do you raise funds?

Our neighborhood block party brings all the neighbors together and is an opportunity for everyone to meet new neighbors. We setup a SNAP table to talk about emergency readiness for our community. This grant is our only funding.

Project Description:

3. Describe your proposed project and/or event. Make sure to include the following:
- How it will benefit the residents in your neighborhood and/or your neighborhood association?
 - How many people or households you are expecting to attend or benefit from the project or event?

Our neighborhood block party brings neighbors together and their children along with welcoming new residents to the neighborhood. Our event will offer food, music, games and a visit from the local fire department and they firemen in the neighborhood bring their fire truck for show and awareness. Neighbors come together and will bring tables and chairs to share, tents to shield the sun. We have barricades and cones to block the street for safety.

The benefits of this event allows all the neighbors to come together for this event every year. Everyone pitches in to help which is great to see. We also collect names and email addresses on a roster to ensure that we have neighbors on our email communications. We discuss and provide information about neighborhood safety from SNAP, which they setup a tent every year to educate and inform residents of up and coming training classes. For our community we ask for canned food donations for the Sunnyvale food bank. We had a really good donation from the community in 2016. Included both canned goods and checks.

4. How did you choose this project and/or event? Describe the outreach you have done to generate awareness and support in your neighborhood around the project and/or event. How many neighbors are in support and how did you determine that number?

This is neighborhood tradition that has been going on for over 11 years. Kick-off for the annual event begins with our Ladies of Valley Forge Group that gets together every other month to discuss relevant neighborhood activities. We discuss dates for the event and get everyone involved in making this event a success. We create fliers and distribute along with communicating in our email group. Last year we had almost 60 people including children in attendance based on our attendance roster.

Project Plan:

5. Using the chart below, list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity. (All projects must be completed by June 1, 2018).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising the BBQ	Jane Smith	08/17
1. Planning meeting with the Ladies of Valley Forge gathering	Marcia Chron	03/17
2. Communicate the "Save the Date" via email	Patricia Grant	06/17
3. Call firehouse to order fire truck	Solette Westenburg	07/17
4. Finalize games for kids	Susan Packer	08/17
5. Finalize music for event	Kevin Lawrence	08/17
6. Solicit fliers	Suchitra Kolipak	08/17
7. Order barricades and cones	Linda Romano	08/17
8. Pick up food	Patricia Grant	09/17
9. Block Party Event	All	09/17
10. Cleanup	All	09/17
11. Return barricades and cones	Linda Romano	09/17
12. Deliver canned goods	Pat Gfrorer	09/17

6. Describe how your project and/or event focuses on one or more of the following areas:

- Increasing communication among neighbors
- Building bridges between cultures
- Improving the physical condition of the neighborhood
- Enhancing neighborhood pride and identity

Our annual block party is a great time for all neighbors to come together to get reacquainted with one another and to meet new neighbors and seeing all the different cultures that make up our neighborhood.

The event also promotes open discussions on neighborhood safety and "SNAP" and allows neighbors to sign up for emergency preparedness classes.

It also promotes a sense of family and community and adds to the pride of our neighborhood.

7. How will you determine the completed project and/or event has been successful?

The great news is that when neighbors see me out and about the neighborhood, I always get asked about the annual street party. Everyone comes back each year and actively participates. All of the neighbors contribute to its success. Also starting with our Christmas Ladies of Valley Forge gathering, everyone is talking about the up and coming event.

We continue to promote the SNAP program during the other months to keep the community communications going as well as our Ladies of Valley Forge social events.

8. What resources will your neighborhood group contribute to support the project and/or event (i.e. number of volunteer hours, donated materials if any, etc.)?

We typically have about 15-20 volunteers all of which freely give their time to make this event a success. During the event everyone helps in any way they can.

Donations include: fliers for the event and time to create and distribute, side dish to share with everyone, tables, chairs and umbrella's to share with others, music, trash cans. Most importantly people donate canned food and checks for Sunnyvale Community Services.

For those items not fulfilled by the grant, we rely on neighborhood support.

9. Please explain how your organization intends to operate this project and/or 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.

We truly believe the grant/funding helps pull the community together and makes it a safer neighborhood. If we do not have a grant for this event, we will try a potluck or ask for money from neighbors to support the event.

Project Team:

While you may have many community members working on this project and/or event, project team leads will be critical to the project's success. **Please note that each member of the project team will need to sign the application acknowledging their commitment to this project.**

1. Project Leader - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2018.

Project Leader Name: Patricia Grant

E-mail: _____ Phone Number: (650) 862-9781

Address: _____, Sunnyvale, CA 94087

Signature: _____ Date: _____

2. Treasurer - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. The Project Leader may also serve as the Project Treasurer.

Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name: Patricia Grant

E-mail: _____ Phone Number: (650) 862-9781

Address: _____, Sunnyvale, CA 94087

Signature: _____ Date: _____

3. Other Project Team Members - List additional neighborhood residents who will work on this project and what their responsibilities will be? (i.e. coordinating volunteers, outreach to residents, creation of marketing materials, etc.)

Name: Pat Gfrorer

E-mail: _____ Phone Number: (408) 736-7751

Address: _____, Sunnyvale, CA 94087

Responsibilities: Coordinate Sunnyvale Community Services canned food drive and donations

Signature: Patricia Gfrorer Date: 3/9/17

Name: Tricia Lawrence

E-mail: _____ Phone Number: (408) 732-3988

Address: _____, Sunnyvale, CA 94087

Responsibilities: Event planning, music and BBQ grill for the event

Signature: Tricia Lawrence Date: 3/9/17

City of Sunnyvale Neighborhood Grant Program 2017/18 Project Budget Form

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. **Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2018.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1. Food, main dish	\$ 500	\$
2. Soda and water	\$ 40	\$
3. Ice	\$ 20	\$
4. Pinata and candy/games for kids	\$ 45	\$
5.	\$	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$ 605	\$
Amount Requested from the City of Sunnyvale	\$ 605	

Other Sources of Support

Volunteer Hours (valued at \$27.59/hour, per <i>independentsector.org</i>)	\$ 689.75
Donated Materials/Services (food, supplies, equipment)	\$ 700.00
Other Funding Received (other grants, collected dues, donations)	\$
Other:	\$
Other:	\$
Total Neighborhood Association Contribution	\$ 1389.75

Thank you for completing your application for the Neighborhood Grant Program!