



Community Events Grant Program Application Fiscal Year 2018/19

Application Deadline: May 2, 2018, by 5 p.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 May 2, 2018, by 5 p.m., the exact amount of grant funding available will be determined by City Council when the FY 2018/19 budget is adopted in June 2018. Applicants will be notified of award decisions in July 2018.

Completed 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 Drive, 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 or 408-730-7599.

Event Name: _____

Date(s)/Time(s) of Event: _____

Sponsoring Organization(s): _____

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

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

Authorized Representative Information

Name: _____

Title: _____

Organization: _____

Email: _____

Mailing Address: _____

Event Details

1. Please describe your event (you may attach additional details or supporting documentation).
2. Have you held this event before? If so, when and where?
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?
4. What steps are you taking 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?

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

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.

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.

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?

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 \$28.46, 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 percent 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?

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.

Holiday Tree Lighting P&L

Account	Projected 2018/19	Actual 2017/18	Notes
INCOME			
Sponsors	4500	3500	
TOTAL INCOME	4500	3500	
EXPENSES			
Permit Fees	300	256	<i>Permit Fees</i>
Promo	1700	3425	<i>Posters, Banner, banner fee</i>
Supplies	1000	1071	<i>stage fee, no parking signs</i>
Tree	3300	3293	
TOTAL EXPENSES	6300	8045	
Profit/Loss	-1800	-4545	