



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

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

The Jazz and Beyond event series is a musical dining experience. It takes place on the 100 block of South Murphy avenue. This block contains over 20 restaurants. We are able to close off the street and incorporate the restaurants to create an outdoor cafe experience similar to what you would find in Europe.

Tables with linens and assigned numbers are set up in the middle of Murphy avenue. Each table is presented with a master menu which includes over 20 participating restaurants for patrons to choose from.

Each table simply calls the restaurant of their choice and places their order. Because of the way it is set up, people can order an appetizer from one place, an entree from another and dessert from yet a different place, providing diners the ultimate dining experience.

The second part of this event is the music. While it does not feature the same top 40 bands as the Summer Series, it does feature a variety of genres such as Jazz, Blues, & reggae. This will attract a different crowd than usual making it easier to showcase what downtown Sunnyvale has to offer.

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

Yes. This event has been held annually for the past 9 years on the 100th block of South 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?**

By hosting live music it catches the communities eye, giving them a place to be on a Saturday evening. Because it also serves food it can be a place to go out with the family for diner, a date night, or just a place to gather with friends and enjoy live music and diner. It gives Downtown Sunnyvale the spotlight on Wednesday nights when downtown might need a little help grabbing peoples attention.

### **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?
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.

## Jazz & Beyond P&L

Account	Projected 2018/19	Actual 2017/18	Notes
<b>INCOME</b>			
Sales	14566	13873	
Sponsors	8000	7500	
<b>TOTAL INCOME</b>	<b>22566</b>	<b>21373</b>	
<b>EXPENSES</b>			
Advertising	2200	3910	<i>Banner, posters, Banner fee</i>
Beverages	4000	3952	<i>Beer &amp; Wine</i>
Equipment Rental	5000	4924	<i>Chair rentals, sound equipment</i>
Garbage	1000	1634	
Labor Fees	4350	4350	<i>Stage &amp; seating set-up</i>
Musicians	3500	3500	<i>Bands pay</i>
Permit Fees	860	866	<i>Event Permits, ABC Permit</i>
Supplies	1000	1000	<i>Cups, table linens, etc.</i>
Tax	1457		
<b>TOTAL EXPENSES</b>	<b>23367</b>	<b>24136</b>	
<b>Profit/Loss</b>	<b>-800</b>	<b>-2763</b>	