

FY 2017/18 Community Events Grant Program (CEGP) Grantee Recap

Organization	Grant Amount Requested/ Granted/ Reimbursed	Event Name	# of Attendees Anticipated/ Actual	Event Summary	Overall Success of the Event	Additional Comments
Sunnyvale Downtown Association	\$19,000/ \$10,250*/ \$10,250	2017 Holiday Tree Lighting	750/ 775	Brings together the City of Sunnyvale community for a ceremonial Holiday season kick-off that features the official lighting of the City Christmas tree, photos with Santa, live music and carolers, children’s arts and crafts booths and performances from local schools.	Attendance for this event continues to grow.	The events help SDA businesses with visibility, sales, and growth. SDA strives to provide community events that elevate the City and businesses and aim to make Sunnyvale be considered a destination for free and fun community events. The Department of Library and Community Services has always been a positive and supporting partner with the community events SDA provides to the city and community. The one thing we would always strive to increase is the community grant allocated funds, so we could continue to provide these events with a more stable financial support allocation. Community sponsors will always come and go and our ability to continue to deliver these types of events is always driven by cost.
		2017 Summer Music + Market	2,000/week/ 2,000/week	The Sunnyvale Summer Series Music + Market is a community tradition. The event appeals to music and arts and craft lovers in Sunnyvale and 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 and crafts booths, fruit and vegetable produce booths, food booths, balloon twisters and more.	The Summer Series has been and continues to be a huge success. Attendance continues to grow.	

* SDA was the only CEGP applicant and was awarded a single grant to be distributed, at their discretion, to any of the four events they submitted a grant application for including Holiday Tree Lighting, the Jazz & Beyond series, the Magic of Sunnyvale & Wine Stroll and the Summer Music + Market series. SDA submitted reimbursements for the 2017 Holiday Tree Lighting (\$5,110.13) and 2017 Summer Music + Market (\$5,139.87).