



City of Sunnyvale

Agenda Item

20-0606

Agenda Date: 7/15/2020

REPORT TO SUBCOMMITTEE

SUBJECT

Consideration and Recommendations on: (1) Fiscal Year 2020/21 Community Events and Neighborhood Grant Program Applications, and (2) Changes to Community Events and Neighborhood Grant Program

BACKGROUND

Each year, City Council allocates funding to support community and neighborhood events through the Community Events and Neighborhood Grant Program.

The Community Event and Neighborhood Grant Distribution Subcommittee (Subcommittee) provides the funding recommendations. The Subcommittee consists of three members of the City Council charged with conducting an annual grant review that includes: 1) reviewing grant application process; 2) recommending changes to City Council for approval; 3) reviewing grant applications; and 4) presenting recommended funding levels to City Council for final approval.

The Subcommittee met on January 21, 2020 to review and approve the grant application materials for FY 2020/21. The application period was originally open between February 17 and April 17, 2020 and, based on the timing of COVID-19, extended to June 25, 2020.

At the FY 2019/20 annual budget workshop on May 23, 2019, funding for the programs was doubled. Community Events Grants increased from \$10,500 to \$21,000 and Neighborhood Grants increased from \$6,500 to \$13,000, for a total annual allocation of \$34,000.

In FY 2019/20, Council approved eight Community Events Grants for \$24,000 and twelve Neighborhood Grants for \$10,210 for a total of \$34,210. These events served an estimated 29,000 community members and included, but were not limited to: National Night Out, block parties, summer concert series, movie nights and the Pet Parade.

The purpose of this report is to provide recommendations to update the grant application process and distribution, review the grant applications received and seek direction from the Subcommittee on the recommended funding for each application. The Subcommittee is scheduled to present its recommendations to Council on July 28, 2020.

EXISTING POLICY

Council Policy 7.2.1, Community Engagement - Goals and Policies

Goal B: Achieve a community in which all community members can be actively involved in shaping the quality of life and participate in local community and government activities.

Goal C: Create a strong, positive community identity, rich in cultural diversity.

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Council Policy 7.2.18, Special Events - item D - Community Event Program

The City may fund community events through this program.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a “project” within the guidelines 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**Proposed Changes to Grant Application Process**

Traditionally, the grant timeline process has been based on a fiscal year, from July to June, with applications due in April and funding approved/confirmed in June. With the majority of events happening between June to September, this can lead to some community and neighborhood groups having difficulty planning a successful event while awaiting the outcome of their funding. To address this, staff is recommending that the grant application process be moved to a calendar year, January to December. The grant application process would be held between October 1 and November 15, with the sub-committee meeting in late November or early December and providing recommendations for Council approval in January. With this adjusted timeline, community and neighborhood partners will have enough time to plan their events based on actual funding they will be granted.

Proposed Changes to Neighborhood Funding Cap

Currently, funding for Community Events is \$21,000 and Neighborhood Grants is \$13,000, with no funding cap for Community Events and a \$1,000 cap for Neighborhood Grants. To further support Neighborhood Grants, staff is recommending increasing the Neighborhood Grant funding cap to \$1,500. Increasing the cap will allow Neighborhood Associations to hold either multiple events or larger events each year, increasing the reach and connection within their respective neighborhoods.

FY 2020/21 Grant Application Overview

As of the June 25, 2020 application deadline, thirteen applications were received (six Community Events and seven Neighborhood applications) for a combined funding request of \$34,565 as follows:

Community Events Grants	Event	Funding Requested	Rec. Funding
Duo Duo Animal Welfare Project	Sunnyvale Pet Parade	\$5,000	\$4,915
Self-Help for the Elderly	Autumn Moon Festival	\$4,000	\$3,910

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Silicon Valley Bicycle Coalition	Bike to Work Day	\$5,000	\$4,910
Sunnyvale Downtown Association	Holiday Tree Lighting	\$3,000	\$3,000
Sunnyvale Downtown Association	Movie Nights	\$3,000	\$3,000
Sunnyvale Downtown Association	Murphy's Street Music and Dining	\$7,150	\$7,150
Community Events Total		\$27,150	\$26,885
Neighborhood Grants	Event/Project		
Charles Street Gardens	Gardeners Growing Gardeners	\$1,000	\$1,000
Cherryhill Neighborhood Association	Everyday Sustainability	\$975	\$975
Lakewood Village Neighborhood Association	National Night Out, Dumpster Days	\$1,000	\$1,000
Ortega Park Neighborhood Association	Ice Cream Social and Sapling Distribution	\$1,000	\$1,000
San Miguel Neighborhood Association	Save the San Miguel Messenger	\$1,000	\$1,000
SNAIL Neighborhood Association	National Night Out	\$1,800	\$1,500
Valley Forge Neighborhood Group	Block Party	\$640	\$640
Neighborhood Grants Total		\$7,415	\$7,115
GRAND TOTAL		\$34,565	\$34,000

Enclosed is a summary of the applications received for FY 2020/21 along with historical data on past allocations (Attachments 1 and 8). Copies of the individual grant applications are also provided as Attachments 2-15. For privacy reasons, personal information of individuals submitting applications and project team members on pages one and five of the Neighborhood Grant applications has been redacted.

The Subcommittee's recommendation for grant distribution is based on the budgeted amount of \$34,000 allocated for the Community Events and Neighborhood Grants Program.

FISCAL IMPACT

Subcommittee recommendations are included in the FY 2020/21 Recommended Budget within the Library and Community Service Department Operating budget. This year, \$34,000 is included for the grant programs.

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

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City Clerk.

ALTERNATIVES

1. Review the FY 2020/21 grant applications for Community Event and Neighborhood Grant programs and approve funding levels to be submitted to City Council for final action; and approve program process changes including changing the timeline from a fiscal to calendar year, and increasing the funding cap for Neighborhood Grants to \$1,500.
2. Take other action as determined by the Subcommittee.

RECOMMENDATION

Alternative 1: Review the FY 2020/21 grant applications for Community Event and Neighborhood Grant programs and approve funding levels to be submitted to City Council for final action; and approve program process changes including changing the timeline from a fiscal to calendar year, and increasing the funding cap for Neighborhood Grants to \$1500.

For this fiscal year, staff recommends approving all grant applications with the funding amounts outlined in the table above. The total grant distribution amount would be \$34,000.

Staff also recommends that the Community Event and Neighborhood Grant Distribution Subcommittee recommend that Council approve the following changes to these grant programs: 1) updating the application process to change the timeline from fiscal to calendar year; 2) increasing the Neighborhood Grant funding cap to \$1,500.

Prepared by: Tracey Gott, Community Services Manager

Reviewed by: Damon Sparacino, Superintendent of Community Services

Reviewed by: Cherise Brandell, Director of Library and Community Services

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager

ATTACHMENTS

1. Community Funding Event Worksheet
2. DuoDuo Animal Welfare Project - Sunnyvale Pet Parade
3. Self-Help for the Elderly - Autumn Moon Festival
4. Silicon Valley Bicycle Coalition - Bike to Work Day
5. SDA - Holiday Tree Lighting
6. SDA - Movie Nights
7. SDA - Murphy's Street Music and Dining
8. Neighborhood Funding Event Worksheet
9. Charles St. Gardens - Gardeners Growing Gardeners
10. Cherryhill - Everyday Sustainability
11. Lakewood Village - National Night Out
12. Ortega Park - Ice Cream Social and Sapling Distribution
13. San Miguel - Save the San Miguel Messenger
14. SNAIL - National Night Out
15. Valley Forge - Block Party
16. General Purpose Criteria for Awarding Grants