

## **Sunnyvale Cares Nonprofit Grant Program Application**

### **Application Deadline: June 30, 2020 by 5 p.m.**

Thank you for your interest in the Sunnyvale Cares Nonprofit Grant Program. Please review the grant guidelines to determine if your organization qualifies for funding. Funding will be approved by the City Council in late July 2020. Applicants will be notified of award decisions in after City Council decision.

#### **Complete applications may be submitted in the following ways:**

- Mail or Drop Off in Person: Office of the City Manager (Front Desk) Attn: Economic Development 456 W. Olive Avenue, Sunnyvale, CA 94086
- Email: [svcares@sunnyvale.ca.gov](mailto:svcares@sunnyvale.ca.gov)

For questions, email [svcares@sunnyvale.ca.gov](mailto:svcares@sunnyvale.ca.gov) or call 408-730-7607.

Name of Nonprofit organization: **Sunnyvale Chamber of Commerce**

Name of Individual Submitting Application:

**Graham Clark on behalf of the Sunnyvale Chamber of Commerce Board of Directors and Sarah Ortiz, Office Manager of the Chamber**

Individual's email: [REDACTED]

Phone: [REDACTED]

Grant Amount Requesting from the City (Maximum grant amount is \$30,000): **\$30,000**

#### **Organization Background**

##### **1. When was your organization formed?**

In March 1906, a group of successful business leaders decided to form the Sunnyvale Chamber of Commerce in the agriculturally-rich community founded by Martin Murphy. The Chamber's early vision and dedication lay the foundation for a strong community and a vibrant economy. Today, the Sunnyvale Silicon Valley Chamber of Commerce represents all types and sizes of businesses in Sunnyvale. Our commitment to our long-term members remains constant.

##### **2. What is your Mission?**

The Sunnyvale Chamber of Commerce leads collaborative activities and promotes policies designed to connect, educate and energize the business community to achieve economic vitality. The Chamber works diligently and effectively to promote the economic growth of our community and serve our members. Our goal is to be their

most effective information and networking resource.

**3. Approximately how many Sunnyvale customers are served annually?**

We currently have 265 business memberships representing a cross-section of small to large businesses across all sectors and industries in Sunnyvale.

**4. Describe your group's activities and the resources that support those activities.**

The Chamber's largest event is the Annual Art & Wine Festival in downtown Sunnyvale, with hundreds of artists and vendors bringing the community together each June. In addition to the Art & Wine Festival, the Chamber hosts the annual Murphy Awards each February. At this annual dinner, we recognize local Sunnyvale Business, Educator and Community Leaders for their service to Sunnyvale. It is always a sold-out event attended by government, civic and business leaders in the area. The Chamber also hosts grand opening events, mixers and networking events throughout the year.

**5. What is your annual budget?**

The overall annual budget of the Sunnyvale Chamber of Commerce in 2019-2020 is \$445,000. In 2018-2019 it was \$449,000.

**6. How do you raise funds?**

The Chamber of Commerce primarily raises funds in two ways. The largest fundraiser is the Annual Sunnyvale Art & Wine Festival which is normally conducted on the first weekend in June each year. The event typically raises \$246,000 to \$276,000 a year or approximately 60% of the Chamber's annual budget. The second method of raising funds is through member dues. The membership fee is based on the size of the organization and it ranges from \$385 for a company of 10 and below up to \$5,000 for organizations over 5,000 employees

**7. How many employees does your organization have?**

We have a total of two employees. One is the President and CEO of the Chamber and the other is the Office Manager.

**8. What steps has your organization taken to address budget impacts due to COVID-19?**

Recently the chamber laid off the President and CEO of the Chamber due to lost revenue from the cancelled Art & Wine Festival. The Chamber is also cutting expenses and seeking rental relief for our office space.

**9. Describe the impacts of the COVID-19 pandemic on your organization, specifically, what are the financial impacts?**

The loss of the Annual Sunnyvale Art and Wine Festival has a significant impact on the Chamber's budget for the rest of the year. The original dates for the Festival in early June were clearly not feasible due to the COVID-19 pandemic. The Board of Directors evaluated the potential to postpone the Festival later in the summer, but health and government advisories led to our decision to cancel the Festival for 2020. The cancellation of the festival represents a loss of approximately \$270,000, or 60% of the Chamber's annual revenue. The Chamber has also seen a slight drop in memberships renewals as many Chamber Members are in financial distress and unable to pay their dues on time.

**10. For what purposes would this grant be used and how would it benefit your organization and customers?**

This funding will enable the Chamber to pivot and focus on improved and expanded services for Sunnyvale businesses. With a change in leadership our hope is to move away from reliance on the Art & Wine Festival as the major event and move toward a partnership with the City and more robust support of the Sunnyvale Business Community. Our plan as a Board is to hire a new CEO/Executive Director and focus the Chamber's efforts on truly supporting the Sunnyvale Business Community. We will reach out to our members and to the public sector to prioritize what is needed most from a Chamber here in the "heart" of Silicon Valley.

**11. Any other information you would like the Council Committee to consider?**

The Chamber of Commerce can and will be a vital part of the economic recovery for Sunnyvale during and after the COVID-19 pandemic. The Board of Directors will work tirelessly to reinvent the Chamber to be part of creating a business community that is thriving – the community that Sunnyvale needs and deserves.