

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

For questions, email svcares@sunnyvale.ca.gov or call 408-730-7607.

Name of Nonprofit organization: Sunnyvale Downtown Association

Name of Individual Submitting Application: Michael Johnson

Individual's email [REDACTED] hone [REDACTED]

Grant Amount Requesting from the City (Maximum grant amount is \$30,000): \$ 30,000.00

Organization Background

1. When was your organization formed?

December 12, 2005

2. What is your Mission? Promote, advocate and enhance the vitality of Downtown Sunnyvale

3. Approximately how many Sunnyvale customers are served annually?

40,000 - 50,000 including businesses, employees, residents and visitors to our community

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

5. What is your annual budget? Approximately \$ 200,000.00

6. How do you raise funds?

City support, sponsorship, BID Fees, community Grants & Event Sales

7. How many employees does your organization have? 1 Salary Employee & 4-5 Contracted Support

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

We have laid off all contracted help except for one. I've also cut my compensation by 50% until our organization can cover the cost of our operation first. Can called many events to keep organization running.

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

The SDA is expected to lose approximately \$110,000.000

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

operational cost, Staffing Support, Event planning & some marketing

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

We ask that the Council support our SDA organization.

The SDA is a critical partner for the City of Sunnyvale, Community and our businesses downtown. We also are the voice that ensures Sunnyvale (Business Improvement Districts) concerns are addressed with regards to the many changes that impact our downtown community. By your continued support of the SDA, you are not only helping the downtown businesses but also the community, city employees, The City of Sunnyvale, our residents, and the many visitors who come to our city.

Addendum to the Sunnyvale Cares Nonprofit Grant Program Application

Answer to Item #4

The SDA puts on several events every year in addition to supporting the city and other community non-profit organizations with events in our downtown.

Here are some of the events we provide to encourage the residents, their guest, visitors, the employees in our city and the community at large:

The Annual Wine Stroll in May

The Summer Series in June, July, and August

The Jazz and Beyond Series July and August

Movie Nights in September

Holiday Tree Lighting in December

Below are a few events we partner with other organizations in addition to the city in our downtown:

The Classic Car Show in August

The Technology Expo in September

Rides for Toys

The Cityline Ice Rink