








Celebrate Sunnyvale 2020

Community Awards & State of the City Address

Michele-Bridget Ragsdale
Park and Recreation Commission, Oct. 13, 2020



Celebrate Sunnyvale

-  **Original Plan**
-  **COVID-19 Pivot**
-  **Film Production Days**
-  **Celebrate Sunnyvale Virtual Event**
-  **Outcomes**



Original Plan

Festival in Downtown

- State of the City Address
- Community Awards Presentation
- Community Groups and City Dept. Booths
- Live Cultural Performances





COVID-19 Pivot

The logo for 'Celebrate Sunnyvale' features the text 'Celebrate Sunnyvale' in a black script font. Below it is a large '20' where the '2' is grey and the '0' is orange. To the right of the '20' are three stylized human figures in green, pink, and grey. The entire logo is set against a circular background with pink, blue, and green segments.

Celebrate Sunnyvale

COVID-19 Pivot

- Shelter in Place – March 17, 2020
- June 2020
 - Turn to planning a virtual event
- July 2020
 - Community Award Submission Deadline
- August 2020
 - Asset Gathering, Virtual Format and Plan Finalization
- September 2020
 - Film Production
 - Launch Date: Sept. 19, 2020



Film Production Days

Awards & Address Film Days

- **Awardees**

- Social Distancing Appts.
- Walk the Red Carpet
- Photo Shoot
- Brief Remarks filmed

- **City Council**

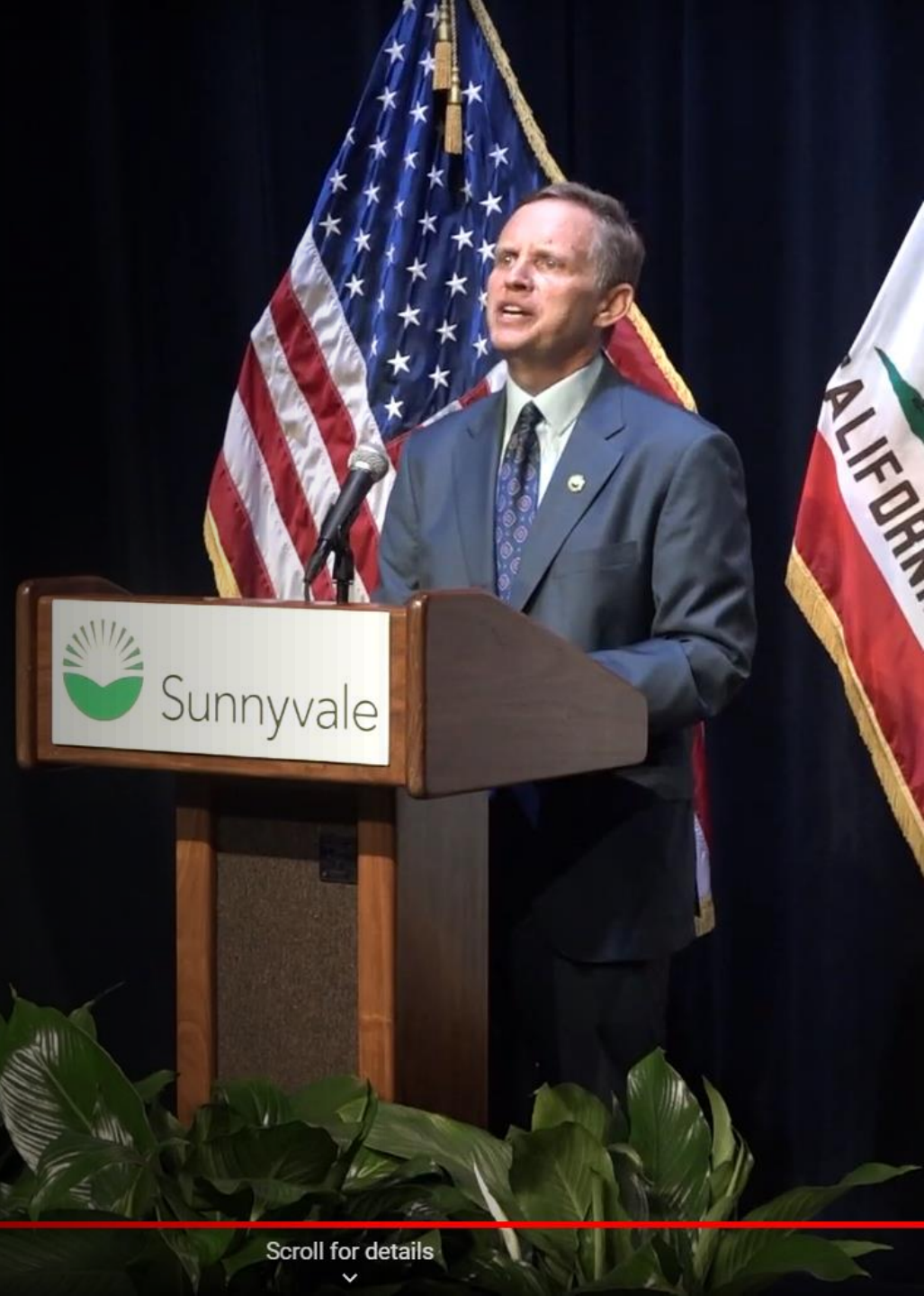
- Introductory Statements for Film

- **State of the City Address**

- Filmed on separate day in the Sunnyvale Theatre



Celebrate Sunnyvale Virtual Event



Community Awards Introduction



State of the City Address

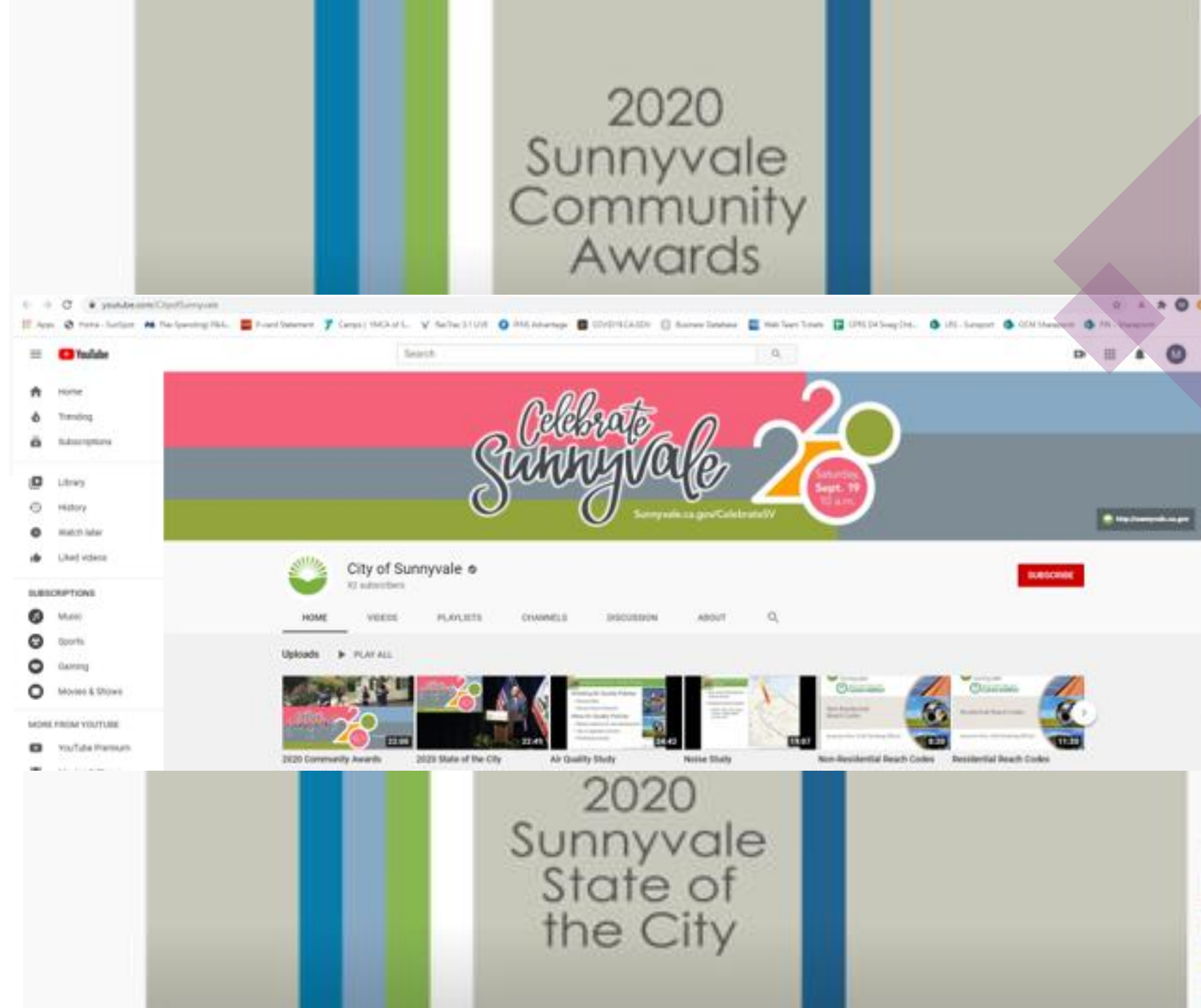




Outcomes

View Stats

- **State of the City Address**
 - 785 Total Views
- **Community Awards**
 - 847 Total Views



Questions?

