



# City of Sunnyvale

## Agenda Item-No Attachments (PDF)

---

File #: 17-0450, Version: 1

---

### **REPORT TO SUBCOMMITTEE**

#### **SUBJECT**

Consideration of FY 2017/18 Community Events and Neighborhood Grant Program Applications

#### **BACKGROUND**

Each year, the City of Sunnyvale allocates funding to support community events and neighborhood groups through two programs: the Community Events Grant Program (CEGP) and the Neighborhood Grant Program (NGP) based on funding recommendations from the Community Event and Neighborhood Grant Distribution Subcommittee.

The Community Event and Neighborhood Grant Distribution Subcommittee (Subcommittee), consists of three members of the City Council charged with conducting an annual grant review process that includes: 1) setting a meeting schedule; 2) reviewing the efficiency of the annual grants allocation process and making recommendations for any changes to the full Council as needed; and 3) serving as the official grant review committee.

The Subcommittee generally meets twice a year - first, to confirm and/or amend the grant allocations process and again, to review the grant application submittals. Based on this review, the Subcommittee develops funding recommendations that are submitted to the full City Council for final action. For FY 2016/17, the City Council approved five Community Event Grants for a total of \$10,200 and nine Neighborhood Grants for a total of \$6,248.

Per the recommendation of the Subcommittee, the City Council also approved a one-time additional allocation of \$900 from the Council Set Aside Fund in order to fund two additional grantees, Evelyn Glen Owners Association and Hazelheads Group.

For fiscal year 2017/18, the recommended budget for distribution through the Grants process is \$10,250 for the CEGP and \$6,278 for the NGP. However, as in fiscal year 16/17, the Subcommittee does have the discretion to propose an increase in funding as part of the annual budget process. For this reason, grant awards typically follow the approval of the recommended budget.

The purpose of this report is to provide the Subcommittee with a summary of the grant applications that have been received for FY 2017/18 and to seek funding recommendations from the Subcommittee to be submitted to the full City Council for final action. The City Council is scheduled to consider this item on June 20, 2017.

#### **EXISTING POLICY**

Council Policy 7.2.1, Community Engagement - Goals and Policies

Council Policy 7.2.18, Special Events

## **ENVIRONMENTAL REVIEW**

The action being considered does not constitute a “project” with the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378 (b) (4) in that it 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**

The deadline to submit funding requests for the FY 2017/18 funding period for CEGP and NGP grants was April 7, 2017.

### **Community Events Grant Program Grants**

As of the deadline, four CEGP applications were received for a combined funding request of \$19,000. All applications submitted for the CEGP came from a single applicant, the Sunnyvale Downtown Association (SDA). To streamline the process, the Subcommittee may wish to consolidate SDA’s requests into one grant agreement. Through this grant agreement, SDA would manage how they distribute the grant funds to some, or all, of the four community events listed below:

### **Community Events Grant Applications**

<u>Organization</u>	<u>Event</u>	<u>Amount Requested</u>
Sunnyvale Downtown Assoc.	Holiday Tree Lighting	\$5,000
Sunnyvale Downtown Assoc.	Jazz & Beyond Music Series	\$5,000
Sunnyvale Downtown Assoc.	Magic of Sunnyvale	\$4,000
Sunnyvale Downtown Assoc.	Summer Music + Market	\$5,000
Total of Community Event Grants Requested		\$19,000
Total CEGP Funding Available		\$10,250

**Variance Between Requested/Available** **(\$8,750)**

### **Neighborhood Grant Program**

By the deadline, thirteen NGP applications were received for a combined funding request of \$11,985 as follows:

### **Neighborhood Grant Applications**

<u>Neighborhood Group</u>	<u>Event/Project</u>	<u>Amount Requested</u>
Cherry Chase NA	Cultural and Social Improvement	\$1,000
Cherryhill NA	Cherryhill Heritage	\$1,000
Cumberland South NA	4 <sup>th</sup> of July Parade & Potluck	\$800
Evelyn Glen HOA	A Taste Around the World	\$1,000
Hazelhead Association	Block Party w/Little Library Launch	\$1,000
Lakewood Village NA	LVNA Villager	\$1,000
Ponderosa Park NA	Outdoor Movie Night	\$1,000
SaveMySunnySky Group	Airplane Noise Mitigation Project	\$1,000
SNAIL NA	NNO & Little Libraries	\$1,000
SSALC	Public Outreach/Education Event	\$1,000
SunnyArts NA	Community Pride Building	\$1,000

Traditions of SV Assoc.	Block Party & Scavenger Hunt	\$580
Valley Forge Group	Block Party	\$605

Total of Neighborhood Grants Requested	\$11,985
Total NGP Funding Available	\$6,278

**Variance Between Requested/Available (\$5,707)**

For both programs, the total amount requested exceeds the funding included in the Recommended Budget. The Subcommittee, at its discretion, may choose to:

- 1) Allocate the available funding proportionally to all applicants; or
- 2) Consider each grant application individually and establish a recommended award.

In addition, the Subcommittee can recommend that additional funding be allocated as part of the FY 2017/18 budget process.

To assist the Subcommittee in its deliberations, staff has prepared a summary of the applications with historical data on past allocations (Attachment 1). Copies of the individual grant applications are also provided as Attachments 2- 5 (CEGP) and Attachments 6-18 (NGP).

**FISCAL IMPACT**

If the Subcommittee chooses to make recommendations more than the allocated budget amounts, and the Council subsequently approves that recommendation, the Council must identify the additional funding source and approve its use for this purpose as part of the FY 2017/18 budget process.

**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 City Clerk.

**STAFF RECOMMENDATION**

Accept the staff report and advance the Subcommittee's recommendation to the full City Council for FY 2017/18 budget approval and final action.

Prepared by: Alisha Rodrigues, Community Services Coordinator  
Reviewed by: Daniel Wax, Superintendent of Community Services  
Reviewed by: Cynthia E. Bojorquez, Director of Library and Community Services  
Reviewed by: Walter C. Rossmann, Assistant City Manager  
Approved by: Deanna J. Santana, City Manager

**ATTACHMENTS**

1. Grant Funding Worksheet
2. CEGP - SDA - Holiday Tree Lighting
3. CEGP - SDA - Jazz & Beyond Music Series
4. CEGP - SDA - Magic of Sunnyvale
5. CEGP - SDA - Summer Music + Market

6. NGP - Cherry Chase NA - Cultural and Social Improvement
7. NGP - Cherryhill NA - Cherryhill Heritage
8. NGP - Cumberland South NA - 4th of July Parade & Potluck
9. NGP - Evelyn Glen HOA - A Taste Around the World
10. NGP - Hazelhead Assoc - Block Party w/Little Library Launch
11. NGP - Lakewood Village NA - LVNA Villager
12. NGP - Ponderosa Park NA - Outdoor Movie Night
13. NGP - SaveMySunnySky Group - Airplane Noise Mitigation Project
14. NGP - SNAIL NA - NNO & Little Libraries
15. NGP - SSALC - Public Outreach/Education Event
16. NGP - SunnyArts NA - Community Pride Building
17. NGP - Traditions of SV Association - Block Party & Scavenger Hunt
18. NGP - Valley Forge Group - Block Party