Sunnyvale

Community Events Grant Program Application
Calendar Year 2024
Application Deadline: Friday, October 20, 2023, by 5 p.m.

Thank you for your interest in the Community Events Grant Program. Please thoroughly review the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Grant decisions are based upon a competitive review process; **this application and any attachments are intended to be the primary subject of evaluating your grant proposal**. The City will accept applications through Friday, October 20, 2023, by 5 p.m. Applicants will be notified of award decisions in January 2024. For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Completed applications may be submitted in the following ways:

Mail or Drop Off in Person:
Sunnyvale Community Center (Recreation Center Front Desk)
Attn: Recreation Services Administration
550 E. Remington Dr., Sunnyvale CA 94087
Email: ncs@sunnyvale.ca.gov

Event Name: Spring Concert

Date(s)/Time(s) of Event: May 19, 2024, 3PM

Sponsoring Organization(s): Cupertino Symphonic Band

Grant Amount Requesting from the City of Sunnyvale: $936

(Amount cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.)

Authorized Representative Information

Name: Robert Ponce

Title: Board Member

Organization: Cupertino Symphonic Band

Email: [redacted]

Mailing Address: [redacted]

Event Details

1. Please describe your event (you may attach additional details or supporting documentation).

Annual Spring Concert performed by the Cupertino Symphonic Band. Scheduled/reserved for May 19, 2024, 3PM, Sunnyvale Community Center Ballroom.

2. Have you held this event before? If so, when and where?

Yes. May 21, 2023. Sunnyvale Community Center Ball Room.

3. How does your event encourage a celebration of community, including the character, diversity, and quality of Sunnyvale? How does it provide vitality and identity to the community?

The Cupertino Symphonic Band (CSB) provides free concerts throughout the year in Cupertino, Sunnyvale, and other south bay area communities.

Our goals are to foster the musical talent and education of its members, encourage youth to learn and play musical instruments, and provide quality musical entertainment to the community.

CSB performances allow the entire community to listen and enjoy all types of live music. The concerts also allow the children in the community to see all the different wind and percussion instruments up close. This in turn may spark interests in youth to begin learning a musical instrument.

Everyone of all ages is invited to attend our concerts.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

This event is multi-county wide. CSB Concerts welcome everyone from the South Bay Area. Past concerts in Sunnyvale and Cupertino have had 150-300 attendees

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Also, indicate if you wish to incorporate the City's local access channel, KSUN 15 in your advertising. Please attach additional sheets as needed to fully describe your marketing plan.

CSB posts concert announcements on the major social media sites, all South Bay Area community newspapers run by the Bay Area News Group (San Jose Mercury News), i.e. the Sunnyvale Sun, Cupertino Courier, etc. Email announcements are sent to CSB email lists, band member's friends & family, etc. We would include KSUN if they offer free adds for non-profits.

Organization Information

6. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

About the Cupertino Symphonic Band
• Originally founded by Cupertino High alumni
in 1989. Open to all wind and percussion players,
with members from many south bay cities.
• 38 active members, from diverse backgrounds – teachers, engineers, designers, nurses, students, writers, and retirees.
• All volunteer members, board, and elected officers. Conductor is a school performing arts teacher.
• Free performances throughout the year in Cupertino and Sunnyvale including Cupertino Earth Day, Cupertino Summer Concert Series, Veteran's & Memorial Day services in Santa Clara, July 4th Parade in Morgan Hill, and more.
• Non-profit, funded by member dues and donations.
• Annual CSB budget is typically $10K to $15K. FY22-23 Financial budget attached.
www.CupertinoSymphonicBand.org

Event Logistics and Budget

7. What steps are you taking to ensure a well-planned, safe event?

We have already reserved the SCC Ball Room for the May 19, 2024 concert. Our concert coordinator will arrange any final details a few weeks before the performance, such as seating arrangements, etc. with the Ball Room staff.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

CSB has been performing 4 or more concerts a year in Sunnyvale, Cupertino, San Jose, and other venues since 1989. CSB (a non-profit) has been mostly funded through donations, member dues, and occasional city grants.

9. Please attach a detailed budget for your event including:
   - Total expenses
   - Anticipated revenue (if applicable)
   - Net cost (total expenses less anticipated revenue)
   - Volunteer assistance (1. List volunteer roles/tasks **and** the number of hours anticipated; 2. Multiply volunteer hours by $37.32, the California volunteer rate per *IndependentSector.org*)
   - Any expenses you expect to be donated/in-kind (include an estimated dollar value of each donated/in-kind expense in your budget)
   - Funding amount being requested from City of Sunnyvale (cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

10. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

CSB has allocated funds for the remaining costs for the May concert from our 2023-2024 annual budget. Like most non-profits, our donations were severely reduced during 2020 to 2022. The Sunnyvale Grant request will help defray some of the May 2024 SCC Ball Room concert costs.

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Attn: Recreation Services Administration
550 E. Remington Dr., Sunnyvale CA 94087
Email: ncs@sunnyvale.ca.gov

Event Name: Ellis Community International Festival

Date(s)/Time(s) of Event: May 3, 2024, 4-6PM

Sponsoring Organization(s): Ellis Elementary School PTA

Grant Amount Requesting from the City of Sunnyvale: $ 1680
(Amount cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.)

Authorized Representative Information

Name: Emily Thimbleby

Title: PTA President

Organization: Ellis PTA

Email: [redacted]

Mailing Address: [redacted]

Event Details

1. Please describe your event (you may attach additional details or supporting documentation).

International Night is a celebration of the international heritage of the Sunnyvale community, as represented at Ellis Elementary School.

It consists of 3 main parts:

Country booths (10+):
Volunteers from the Sunnyvale Ellis community share elements of their heritage through informational posters and food samples on a dedicated country booth.

Community Performances (10+):
Parents and students put on short performances (3-6 min) reflecting their heritage, e.g. dances, fashion shows, singing.

Passports + Prizes:
Children are given passports to the event. As they visit the booths, they can earn passport stamps for answering questions about the countries represented at the event. Completing a passport entitles the child to an event-themed prize.

2. Have you held this event before? If so, when and where?

Yes, on April 28, 2023, at Ellis Elementary School and for several years 2019 and prior. The hiatus was due to COVID.

3. How does your event encourage a celebration of community, including the character, diversity, and quality of Sunnyvale? How does it provide vitality and identity to the community?

This event fosters community unity through a celebration of cultural diversity and shared values of inclusivity and respect for all cultures. Sunnyvale is known for its rich cultural diversity, and the Ellis community in particular is especially representative of the diversity of Sunnyvale. The Ellis International Festival wants to echo this. It provides a platform for students and families to showcase and share their cultural heritage with fellow school families and the surrounding community, creating an atmosphere of cultural exchange and understanding. Through cultural performances, exhibits, food and interactive activities, the festival highlights the mosaic of cultures that enrich our community.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

The event is open to the Sunnyvale community. It is typically attended by surrounding families near Ellis. The approximate attendance of the 2023 event was over 500, and we expect the event to increase based on our event attendance growth (25-50%+), publicity from last year's event, and increased advertising to pull in a greater number. City funding will allow us to support a larger event, reaching a greater fraction of the Sunnyvale community.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Also, indicate if you wish to incorporate the City's local access channel, KSUN 15 in your advertising. Please attach additional sheets as needed to fully describe your marketing plan.

We advertise on school social media platforms including Facebook, Class Dojo (district teacher/parent tool, Peach Tree (Sunnyvale School district wide email platform) and on the new school marquee outside the school. We will also promote the event at local businesses (coffee shops, etc) and flyering in the school and neighborhood.

Organization Information

6. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

The PTA's mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children. We currently have 130+ members at Ellis PTA representing 750 students and their families.

See attached budget PDF.

Website: https://sites.google.com/ellispta.org/web/
Facebook: https://www.facebook.com/EllisElementary/

Event Logistics and Budget

7. What steps are you taking to ensure a well-planned, safe event?

The event has a senior project lead with experience running events hosting 800-1000 people, as well as teacher leads, parent country leads and dozens of volunteers who participate to make this event happen.
Food Safety: Bringing in established food vendors, verified for up to date licenses and insurance, providing safe food handling supplies for the volunteers, and dedicated tents (request for funds) and food storage for country food sampling.
Family Safety: The event is coordinated with the school staff to ensure school safety concerns and rules are followed, to prepare the grounds ahead of time, ensure there are ample bathroom access, waste-disposal options, clean up afterwards.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

The PTA board proposes a budget and release of funds to the PTA association which votes to approve these measures. Funds can only be reimbursed with the approval of the PTA president and secretary and their signatures. Checks need to be signed by the Treasurer and Financial Secretary. All previous events have been kept within budget.

9. Please attach a detailed budget for your event including:
   - Total expenses
   - Anticipated revenue (if applicable)
   - Net cost (total expenses less anticipated revenue)
   - Volunteer assistance (1. List volunteer roles/tasks **and** the number of hours anticipated; 2. Multiply volunteer hours by $37.32, the California volunteer rate per *IndependentSector.org*)
   - Any expenses you expect to be donated/in-kind (include an estimated dollar value of each donated/in-kind expense in your budget)
   - Funding amount being requested from City of Sunnyvale (cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

10. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

The ELLIS PTA will supply the required funds to ensure this event is hosted safely and represents the community of Sunnyvale. The additional grant will provide us access to better infrastructure and equipment for safely hosting the event outdoors while meeting the growth in attendance, supplies that will be reusable, and increased awareness & marketing for the event. These funds will reduce the burden on the families who provide in-kind donations and the Ellis PTA, allowing the PTA to offer additional educational events.

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Event Name: Navaratri Garaba 2024, Indian Folk

Date(s)/Time(s) of Event: 4th & 11th October 2024

Sponsoring Organization(s): HRFC

Grant Amount Requesting from the City of Sunnyvale: $3000
(Amount cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.)

Authorized Representative Information

Name: Mona Rawal

Title: President

Organization: HRFC

Email: [redacted]

Mailing Address: [redacted]

Event Details

1. Please describe your event (you may attach additional details or supporting documentation).

In India Navaratri is a festival celebrating victory of good over evil. It celebrates women and it's power in the form of Maa Durga (Mother Durga), who fought against the evil and destroyed the evil from the world. This is a nine days long celebration in the month of October. On the tenth day it is celebrated as a victory day call Dasera/Vijaya Dasami.

At HRFC we celebrate navaratri dancing festival to support the women spirit and her kindness and bravery. HRFC is a non profit organization that helps kid with a special needs.

2. Have you held this event before? If so, when and where?

Yes, We hold this event every year at Columbia Neighborhood Center, Sunnyvale. Past event in 2022, 2023.

3. How does your event encourage a celebration of community, including the character, diversity, and quality of Sunnyvale? How does it provide vitality and identity to the community?

Navaratri is festival that celebrates Women power and bravery in South Asian (Indian) Culture across the country. This festival propagates kindness across the Indian community and brings them together to be a cohesive community. Event is open for all everyone to celebrate equality and diversity.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

   This event is open for anyone to attend. This is a south asian form of a folk dance.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Also, indicate if you wish to incorporate the City's local access channel, KSUN 15 in your advertising. Please attach additional sheets as needed to fully describe your marketing plan.

   We market through facebook and Sulekha for this event. We would love to publish our event through City's local access channel.

Organization Information

6. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

   HRFC - Supports dignity of a special needs kids. Train/teach them life learning skills and helps them learn vocational skills.

   Here is the last financial statement as file with State & Federal. CT-TR1-2022 Attached.

Event Logistics and Budget

7. What steps are you taking to ensure a well-planned, safe event?

   This is a safe family event with kids and adults. We hire professional security guards and a cleaning crew to help during the event, to make sure we have a safe and clean event. This is religious event and we do not serve any alcohol at the event.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

   we have a highly skilled people to execute the event and plan for the budget and spending.

9. Please attach a detailed budget for your event including:
   - Total expenses
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10. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

    Remaining funding will come from the revenue generated from the tickets sale. Requesting grant from the city to keep our event entry cost to minimum for more people to participate and get benefited.

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Attn: Recreation Services Administration
550 E. Remington Dr., Sunnyvale CA 94087
Email: ncs@sunnyvale.ca.gov

Event Name: Multicultural Night

Date(s)/Time(s) of Event: April 26, 2024 (5:30-7:30pm)

Sponsoring Organization(s): San Miguel Elementary PTA

Grant Amount Requesting from the City of Sunnyvale: $ 1000
(Amount cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.)

Authorized Representative Information

Name: Cortney Jansen

Title: VP Fundraising

Organization: San Miguel Elementary PTA

Email: [redacted]

Mailing Address: [redacted]

Event Details

1. Please describe your event (you may attach additional details or supporting documentation).

Multicultural Night is an annual event, where our school community comes together to share and celebrate the vibrant and diverse cultures of our school community. For many people, this night is a celebration of their country of origin, but culture can also include family cultures, cultures of different regions of the country, and cultures of different identity groups. Volunteer parents or staff host tables for their cultures, sharing samples of food, displaying items representative of their cultures, and wearing clothing representing their cultures. The San Miguel Elementary PTA is responsible for getting families to sign up to host tables, providing supplies for making posters, and providing paper plates/utensils for serving food. The PTA offers to reimburse a certain amount per table to cover the expense of food and supplies to minimize barriers to access for participants. In past years, we have had tables representing Mexico, Colombia, Guatemala, Argentina, China, Korea, Azerbaijan, Ireland, Peru, India, Philippines, and more (e.g., cultures of gender).

In addition to the tables, we play music that is representative of the variety of cultures represented, and the event includes performances and/or demonstrations. Past demonstrations have included Cumbia Colombiana, Brazilian jiu jitsu, Odissi traditional Indian dance, and community wide Mexican line dancing to Caballo Dorado song

2. Have you held this event before? If so, when and where?

Yes, we held our first Multicultural Night in 2019 at San Miguel (in our multi-puprose room). We held another one in 2022, and the last o

3. How does your event encourage a celebration of community, including the character, diversity, and quality of Sunnyvale? How does it provide vitality and identity to the community?

We believe that everyone has culture, not just specific to a country of origin but can also include identity group cultures and regional cultures. Our event celebrates the diversity of our San Miguel school community, and it's a chance for everyone to experience culture via taste, touch, smell, sight, and hearing. This allows students and families to better understand each other, our different backgrounds, and how we are all greater than the sum of our parts. Parents can share their cultural pride with their children and friends, and the students learn more about their own heritage and how to value the diversity within our community and the planet.

Marketing & Promotion

4. **Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?**

This is a citywide event, although most of our attendees come from the San Miguel Elementary school community. Our school is a majority-Hispanic, Title 1 school. About half of our students are ELL (English Language Learners). Our families are a mix of native English, native Spanish, and bilingual speakers, and we would expect all groups to attend Multicultural Night. We also bring in elected members of the community - last year, Mayor Klein and members of both the SSD (Sunnyvale School District) and FUHSD (Fremont Union High School District) board attended. We also partner with students at Columbia Middle School, who provide additional volunteer support.

We expect 200-250 people to attend. This estimate is based on past years' attendance (around 200-250 people)

5. **Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Also, indicate if you wish to incorporate the City's local access channel, KSUN 15 in your advertising. Please attach additional sheets as needed to fully describe your marketing plan.**

Multicultural Night is an annual tradition, and families look forward to it each year. Our advertising will include (1) including information in the school's weekly Parent Bulletin, which is emailed to all families; (2) posting on our San Miguel Elementary PTA Facebook page and PTA webpage; (3) posting flyers around the school; and (4) word of mouth. We will reach out to families who hosted tables in past years to see if they are willing to host tables again this year; post sign up sheets to host a table; and have meetings to coordinate the event. At this time, we do not need to incorporate the City's local access channel (KSUN 15) into our advertising.

Organization Information

6. **Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.**

The mission of the San Miguel Elementary PTA is for every student, family, and teacher to feel welcome and supported at San Miguel. As a PTA, we are about community, enrichment, advocacy and volunteering. The PTA hosts several fundraisers during the year (e.g., fall catalog sales, family photoshoot, partnering with local restaurants for Dine Out Nights, a silent holiday, walkathon). Money that is raised from these fundraisers, from parent donations, and grants goes to support school assemblies, Project Cornerstone (a YMCA initiative focused on helping students build positive friendships, peaceful conflict resolution, and other skills), extracurricular activities, band, music, art scholarships, and more. For many of our students, the field trips and enrichment programs funded by the PTA are educational opportunities they would not otherwise have.

We have 123 PTA members at the moment (very close to our target of 125 members). We expect to raise about $95,000 this year (primarily through fundraising, donations, and grants). Our PTA supports the entire San Miguel Elementary school, with ~400 students total (grades TK-5).

Event Logistics and Budget

7. What steps are you taking to ensure a well-planned, safe event?

This event will be held outdoors. We will ensure adequate lights to keep the playground safe as it gets dark in the evening. We will also have volunteers and school staff present throughout the event. Additionally, San Miguel has a code of conduct that all students know to follow. The PTA has a first aid kit for all of our events.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

We have an event coordinator who will lead the planning and logistics for the event. That event coordinator will have a set budget for the event, with close coordination with members of the PTA board to ensure that the event stays within budget. Families will have to sign up for tables, so we can make sure we have a reasonable number of tables. Families will also be told upfront how much reimbursement is available, so they can manage their individual table budgets accordingly.

Our PTA rules require that we submit all expenses with receipts and proper documentation for reimbursement. Events have to fall

9. Please attach a detailed budget for your event including:
   - Total expenses
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10. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

We are requesting $1000 from the City for this grant. The remaining budget ($1560) will come from the PTA budget ($500 under Multicultural Potluck; $310 under Bilingual Programs), in-kind donations from San Miguel families and friends, and monetary donations. There is no revenue, since this event is free for everyone.

We are asking for grant funding from the City to help support more tables and increase the amount of funding per table. Typically, we offer a $50 reimbursement to families for their tables, but for last year's Multicultural Night, we received feedback that $50 did not cover expenses, and even with the reimbursement, it's hard for low-income families to host a table. This is especially true now that food prices have increased so much. Funding from the City will allow us to host additional tables, increase the amount of funding per table, and ensure equitable participation by our families. As a Title 1 school, funds from this grant will really help us support our community better - and allow us to host an amazing Multicultural Night - without affecting funds raised for much needed activities like field trips, classroom supplies, and scholarships that provide equitable access to

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Event Name: 2024 Sunnyvale Diwali Festival

Date(s)/Time(s) of Event: Oct 26 2024

Sponsoring Organization(s): South Asian Cultural Association Of Sunnyvale

Grant Amount Requesting from the City of Sunnyvale: $ 10,000
(Amount cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.)

Authorized Representative Information

Name: Prakash Giri

Title: President

Organization: South Asian Cultural Association Of Sunnyvale

Email: [redacted]

Mailing Address: [redacted]

Event Details

1. Please describe your event (you may attach additional details or supporting documentation).

The event is a celebration of Diwali, "Festival of Lights". It includes:
* cultural performances like music and dance,
* Kids Zone activities including coloring, lamp painting, live art demo and magic show,
* vendors selling South Asian clothes, handicrafts and jewelry
* food for sale from food trucks and possibly local businesses

2. Have you held this event before? If so, when and where?

This event was held at Sunnyvale Community Center on October 30 2021, October 15 2022, October 21 2023

3. How does your event encourage a celebration of community, including the character, diversity, and quality of Sunnyvale? How does it provide vitality and identity to the community?

South Asian Cultural Association of Sunnyvale (SACAS) was formed to highlight cultural diversity and promote inclusion in the city of Sunnyvale.

Diwali is a festival of lights and one of the major festivals celebrated in India and other South Asian countries.
Diwali symbolizes the spiritual "victory of light over darkness, good over evil, and knowledge over ignorance".

Given the large number of people settled in Sunnyvale of South Asian descent, this celebration promotes camaraderie among this community and solidarity with other cultures and enriches the quality of life for all residents in our community.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

This is an event open to all who wish to attend. There is no specific target audience; the wide range of activities ensures that it is appealing to a broad range of people.
Expect 3000+ people to attend; this is rough estimate based on the capacity of the parking lots of Sunnyvale Community center and duration of the event.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Also, indicate if you wish to incorporate the City's local access channel, KSUN 15 in your advertising. Please attach additional sheets as needed to fully describe your marketing plan.

The event will be marketed via:
1) Meta advertising
2) eventbrite and sulekha sites
3) printed flyers at local libraries and businesses
4) social media postings on Facebook, Nextdoor etc.
5) City's communication channels

Organization Information

6. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

South Asian Cultural Association of Sunnyvale (SACAS) was formed to highlight cultural diversity and promote inclusion in the city of Sunnyvale. This is a completely volunteer led organization. The dynamic pool of volunteers and the four board members are the members of this organization; there are no explicit membership requirements. There is no yearly budget; budget is allocated per event.

Event Logistics and Budget

7. What steps are you taking to ensure a well-planned, safe event?

For the events we have conducted so far, we made sure that day-of-event rules and restrictions with respect to garbage, recycling and environment, safety, fire prevention, DPS presence etc. were all followed by undergoing inspections, hiring appropriate teams (e.g. to ensure zero-waste) and getting all relevant permits (e.g Event day and food permit).

We will follow all these rules and get all the permits again for 2024 to ensure a well-planned and safe event.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

For the past events, we were adequately funded through grants and sponsorships.

9. Please attach a detailed budget for your event including:
   - Total expenses
   - Anticipated revenue (if applicable)
   - Net cost (total expenses less anticipated revenue)
   - Volunteer assistance (1. List volunteer roles/tasks **and** the number of hours anticipated; 2. Multiply volunteer hours by $37.32, the California volunteer rate per *IndependentSector.org*)
   - Any expenses you expect to be donated/in-kind (include an estimated dollar value of each donated/in-kind expense in your budget)
   - Funding amount being requested from City of Sunnyvale (cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

10. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

We are requesting grant funding from the city to partially support the expenses for Diwali event. The rest of the funding will come from corporate and other sponsorships, as was the case for past events.

Sunnyvale

Community Events Grant Program Application
Calendar Year 2024
Application Deadline: Friday, October 20, 2023, by 5 p.m.

Thank you for your interest in the Community Events Grant Program. Please thoroughly review the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Grant decisions are based upon a competitive review process; **this application and any attachments are intended to be the primary subject of evaluating your grant proposal**. The City will accept applications through Friday, October 20, 2023, by 5 p.m. Applicants will be notified of award decisions in January 2024. For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Completed applications may be submitted in the following ways:

Mail or Drop Off in Person:
Sunnyvale Community Center (Recreation Center Front Desk)
Attn: Recreation Services Administration
550 E. Remington Dr., Sunnyvale CA 94087
Email: ncs@sunnyvale.ca.gov

Event Name: 2024 Sunnyvale Holi Festival

Date(s)/Time(s) of Event: Mar 23 2024

Sponsoring Organization(s): South Asian Cultural Association Of Sunnyvale

Grant Amount Requesting from the City of Sunnyvale: $5,000
(Amount cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.)

Authorized Representative Information

Name: Prakash Giri

Title: President

Organization: South Asian Cultural Association Of Sunnyvale

Email: [redacted]

Mailing Address: [redacted]

Event Details

1. Please describe your event (you may attach additional details or supporting documentation).

The event is a celebration of Holi, "Festival of Colors". It includes:
* DJ music based dance for all the participants
* vendors selling South Asian clothes, handicrafts and jewelry
* food for sale from food trucks and possibly local restaurants
* participants play with water and organic colors

2. Have you held this event before? If so, when and where?

This is the first time the festival will be held.

3. How does your event encourage a celebration of community, including the character, diversity, and quality of Sunnyvale? How does it provide vitality and identity to the community?

South Asian Cultural Association of Sunnyvale (SACAS) was formed to highlight cultural diversity and promote inclusion in the city of Sunnyvale.

Holi is a festival of colors and is celebrated to welcome spring. It is also celebrated as a new beginning where people can release all their inhibitions and start fresh. In this spirit, people daub color powders and douse each other with water ,creating a playful exchange and lots of fun.

Given the large number of people settled in Sunnyvale of South Asian descent, this celebration promotes camaraderie among this community and solidarity with other cultures and enriches the quality of life for all residents in our community.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

This is an event open to all who wish to attend. There is no specific target audience; the wide range of activities ensures that it is appealing to a broad range of people.
Expect 800+ people to attend; this is rough estimate based on the duration of the event.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Also, indicate if you wish to incorporate the City's local access channel, KSUN 15 in your advertising. Please attach additional sheets as needed to fully describe your marketing plan.

The event will be marketed via:
1) Meta advertising
2) eventbrite and sulekha sites
3) printed flyers at local libraries and businesses
4) social media postings on Facebook, Nextdoor etc.
5) City's communication channels

Organization Information

6. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

South Asian Cultural Association of Sunnyvale (SACAS) was formed to highlight cultural diversity and promote inclusion in the city of Sunnyvale. This is a completely volunteer led organization. The dynamic pool of volunteers and the four board members are the members of this organization; there are no explicit membership requirements. There is no yearly budget; budget is allocated per event.

Event Logistics and Budget

7. What steps are you taking to ensure a well-planned, safe event?

For the events we have conducted so far, we made sure that day-of-event rules and restrictions with respect to garbage, recycling and environment, safety, fire prevention, DPS presence etc. were all followed by undergoing inspections, hiring appropriate teams (e.g. to ensure zero-waste) and getting all relevant permits (e.g Event day and food permit).

We will follow all these rules and get all the permits again for 2024 to ensure a well-planned and safe event.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

For the past events, we were adequately funded through grants and sponsorships.

9. Please attach a detailed budget for your event including:
   - Total expenses
   - Anticipated revenue (if applicable)
   - Net cost (total expenses less anticipated revenue)
   - Volunteer assistance (1. List volunteer roles/tasks **and** the number of hours anticipated; 2. Multiply volunteer hours by $37.32, the California volunteer rate per *IndependentSector.org*)
   - Any expenses you expect to be donated/in-kind (include an estimated dollar value of each donated/in-kind expense in your budget)
   - Funding amount being requested from City of Sunnyvale (cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

10. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

We are requesting grant funding from the city to partially support the expenses for Diwali event. The rest of the funding will come from corporate and other sponsorships, as was the case for past events.

Sunnyvale

Community Events Grant Program Application
Calendar Year 2024
Application Deadline: Friday, October 20, 2023, by 5 p.m.

Thank you for your interest in the Community Events Grant Program. Please thoroughly review the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Grant decisions are based upon a competitive review process; **this application and any attachments are intended to be the primary subject of evaluating your grant proposal**. The City will accept applications through Friday, October 20, 2023, by 5 p.m. Applicants will be notified of award decisions in January 2024. For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Completed applications may be submitted in the following ways:

Mail or Drop Off in Person:
Sunnyvale Community Center (Recreation Center Front Desk)
Attn: Recreation Services Administration
550 E. Remington Dr., Sunnyvale CA 94087
Email: ncs@sunnyvale.ca.gov

Event Name: 15th Annual Jazz & Beyond

Date(s)/Time(s) of Event: July 6th, 13th, 20th, 27th, August 3rd, 10th, 17th, 24th, 2024 / 6:00 pm - 8:30 pm

Sponsoring Organization(s): Sunnyvale Downtown Association

Grant Amount Requesting from the City of Sunnyvale: $3,500
(Amount cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.)

Authorized Representative Information

Name: Kristina Kawczynski

Title: Director of Operations

Organization: Sunnyvale Downtown Association

Email: [redacted]

Mailing Address: [redacted]

Event Details

1. Please describe your event (you may attach additional details or supporting documentation).

The Jazz & Beyond series is a one of a kind, live concert series on History Murphy Avenue. This event provides guests with tables and seating, and menus providing food from a variety of our restaurants, wines by the bottle, glass, and draft beer. These events features popular, local jazz bands every Saturday night for 8 weeks. We provide tables and chairs for attendees to be able to order directly from participating restaurants. This allows guests to order from any participating restaurants and have their order delivered to their table.

These events provide a wonderful opportunity to introduce the community to the restaurants and businesses in Sunnyvale Downtown. This is a one of a kind event that brings people from all over the Bay Area along with Sunnyvale residents and their families.

2. Have you held this event before? If so, when and where?

The Jazz & Beyond series has run for 15 years on Historic Murphy Avenue.

3. How does your event encourage a celebration of community, including the character, diversity, and quality of Sunnyvale? How does it provide vitality and identity to the community?

For over a decade, Jazz and Beyond has provided inclusive entertainment to the people of Sunnyvale which they share with pride by bringing friends and families. Workers, community members, residents, and families are able to dine, drink, and dance together. Live music at Jazz & Beyond has a universal way of connecting people from all walks of life.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

   These events are held on Historic Murphy Avenue in Sunnyvale Downtown. This is a family event and tables are always open on a first come, first serve basis. Jazz & Beyond is a free event, we anticipate 200-300 people to attend each performance based on previous years.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Also, indicate if you wish to incorporate the City's local access channel, KSUN 15 in your advertising. Please attach additional sheets as needed to fully describe your marketing plan.

   There will be posters and postcards distributed throughout the city of Sunnyvale at high foot traffic locations. Our website www.sunnyvaledowntown.org will provide information on our events page. We also share information via our social channels and Eventbrite.

Organization Information

6. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

The Sunnyvale Downtown Association (SDA) is a non-profit, membership based, organization whose mission is to promote, advocate, and enhance the vitality of Downtown Sunnyvale. The association is funded by the business improvement district fees, sponsorships, city funds, and revenue producing events.

The SDA serves as the voice of the downtown by advocating for policies, programs, and events that support the economic growth of the Downtown.The SDA performs as the marketing arm and ambassador for the Downtown and the City of Sunnyvale. We produce broad-appeal events that supplement the individual businesses marketing efforts. This colabration brings attention and community engagement to the SDA Business Improvement District.

For the SDA's most recent financial statements, please see BID Renewal Request/State of the Downtown 2023.

Event Logistics and Budget

7. What steps are you taking to ensure a well-planned, safe event?

This event will require the same level of detailed planning and production that all of our events receive. Volunteers return each year because they enjoy the events themselves and want to continue to be a part of it.

We have 3 security guards with walkie-talkies to keep in communication during events in case of any issues. The SDA has demonstrated over 20 years of delivering fun community events.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

This event generates revenue from our beverage booth in addition to sponsors, city funds, and community grants. The SDA has configured an event time-line, detailed budget, and a staff task grid that identifies all of the job tasks needed to produce a safe and successful event.

9. Please attach a detailed budget for your event including:
   - Total expenses
   - Anticipated revenue (if applicable)
   - Net cost (total expenses less anticipated revenue)
   - Volunteer assistance (1. List volunteer roles/tasks **and** the number of hours anticipated; 2. Multiply volunteer hours by $37.32, the California volunteer rate per *IndependentSector.org*)
   - Any expenses you expect to be donated/in-kind (include an estimated dollar value of each donated/in-kind expense in your budget)
   - Funding amount being requested from City of Sunnyvale (cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

10. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

Each year as prices continue to go up for this event, we continue to work to secure city funding, Business Improvement Districts fees, corperate and community sponsorships. Jazz & Beyond provides a beverage booth to generate revenue from alcohol sales. We are able to maintain the overall opperational costs for these events.

Community sponsorships are never guaranteed. We work to ensure financially funded events each season.

Sunnyvale

Community Events Grant Program Application
Calendar Year 2024
Application Deadline: Friday, October 20, 2023, by 5 p.m.

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Mail or Drop Off in Person:
Sunnyvale Community Center (Recreation Center Front Desk)
Attn: Recreation Services Administration
550 E. Remington Dr., Sunnyvale CA 94087
Email: ncs@sunnyvale.ca.gov

Event Name: Dining & Dancing Nights

Date(s)/Time(s) of Event: May 8, 9, 15, 16, 22, 23, 29, 30 June 5, 6, 12, 13, 19, 20, 26, 27, 2024 / 6pm - 8:30pm

Sponsoring Organization(s): Sunnyvale Downtown Association

Grant Amount Requesting from the City of Sunnyvale: $2,000
(Amount cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.)

Authorized Representative Information

Name: Kristina Kawczynski

Title: Director of Operations

Organization: Sunnyvale Downtown Association

Email: [redacted]

Mailing Address: [redacted]

Event Details

1. Please describe your event (you may attach additional details or supporting documentation).

Dining & Dancing is designed to bring DJ's downtown on Historic Murphy Ave to play a mixture of types of music: country, rock, 70's, 80's, pop, and other music genres over a two month span every Wednesday and Thursday evening from 6pm - 8:30pm. These events are designed to help the downtown businesses by adding to the ambience of the downtown area and opening up a space to dance to music. We will also have themed nights throughout the series!

2. Have you held this event before? If so, when and where?

Originally "Music & Dining" was created during covid to help businesses keep their door open and protect their staff. Over the last three

3. How does your event encourage a celebration of community, including the character, diversity, and quality of Sunnyvale? How does it provide vitality and identity to the community?

Dining & Dancing Nights celebrates the downtown with universally loved music and brings people to support our retailers and restaurants. The music provides a welcoming and fun atmosphere to Historic Murphy Avenue. These events enhance the quality of the downtown and provides a unique Sunnyvale experience. Dining & Dancing nights will help extend our summer event season with businesses being able to keep local consumers in our downtown.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

Our events invites all to Downtown Sunnyvale and brings a fun and welcoming atmosphere to the downtown for regular patrons. This event focuses on adding to the ambiance of Murphy Ave, so we can expect a regular attendance for businesses on Wednesday and Thursday nights.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Also, indicate if you wish to incorporate the City's local access channel, KSUN 15 in your advertising. Please attach additional sheets as needed to fully describe your marketing plan.

There will be posters distributed throughout the city of Sunnyvale at high foot traffic locations. Our website www.sunnyvaledowntown.org will have updates and reminders on our events page.

Organization Information

6. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

The Sunnyvale Downtown Association (SDA) is a non-profit, membership based, organization whose mission is to promote, advocate, and enhance the vitality of Downtown Sunnyvale. The association is funded by the business improvement district fees, sponsorships, city funds, and revenue producing events.

The SDA serves as the voice of the downtown by advocating for policies, programs, and events that support the economic growth of the Downtown. The SDA performs as the marketing arm and ambassador for the Downtown and the City of Sunnyvale. We produce broad-appeal events that supplement the individual businesses marketing efforts. This collaboration brings attention and community engagement to the SDA Business Improvement District.

For our most recent financial statements, please see BID RENEWAL REQUEST 2023.

Event Logistics and Budget

7. What steps are you taking to ensure a well-planned, safe event?

We make sure our DJ has the necessary power which is approved by The City of Sunnyvale and a tent for his space. We ensure the DJ area is in compliance with the ADA code and fire department. We will also designate a safe and spacious dance area.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

We have limited expenses for this event. We require only one staff for set up and tear down, and a DJ. The only promotion needed is printing and distributing the marketing materials. We have held similar events with no issue.

9. Please attach a detailed budget for your event including:
   - Total expenses
   - Anticipated revenue (if applicable)
   - Net cost (total expenses less anticipated revenue)
   - Volunteer assistance (1. List volunteer roles/tasks **and** the number of hours anticipated; 2. Multiply volunteer hours by $37.32, the California volunteer rate per *IndependentSector.org*)
   - Any expenses you expect to be donated/in-kind (include an estimated dollar value of each donated/in-kind expense in your budget)
   - Funding amount being requested from City of Sunnyvale (cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

10. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

This event encourages downtown engagement and togetherness but generates no revenue. Community sponsorships are never guaranteed and we work to ensure financially funded events each season.

Sunnyvale

Community Events Grant Program Application
Calendar Year 2024
Application Deadline: Friday, October 20, 2023, by 5 p.m.

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Completed applications may be submitted in the following ways:

Mail or Drop Off in Person:
Sunnyvale Community Center (Recreation Center Front Desk)
Attn: Recreation Services Administration
550 E. Remington Dr., Sunnyvale CA 94087
Email: ncs@sunnyvale.ca.gov

Event Name: Holiday Tree Lighting

Date(s)/Time(s) of Event: December 7th, 2024 / 5:00PM - 7:30PM

Sponsoring Organization(s): Sunnyvale Downtown Association

Grant Amount Requesting from the City of Sunnyvale: $3,500
(Amount cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.)

Authorized Representative Information

Name: Kristina Kawczynski

Title: Director of Operations

Organization: Sunnyvale Downtown Association

Email: [redacted]

Mailing Address: [redacted]

Event Details

1. Please describe your event (you may attach additional details or supporting documentation).

On the first Saturday of December, the Holiday Tree Lighting Celebration brings together the families and community of Sunnyvale to celebrite the holiday season. The tree is brought to life once lit by the city's Mayor. People have an option to have photos taken at our sponsored photo booth. Photos are also available for electronic distribution. This is a free event open to families, couples and community residence. The event will take place on Historic Murphy Avenue and kicks off the holiday season with an array of lights, photos, performances, and great memories!

2. Have you held this event before? If so, when and where?

We have held this event for over the past 24 years. It takes place the first Saturday of December in Sunnyvale Downtown on Historic M

3. How does your event encourage a celebration of community, including the character, diversity, and quality of Sunnyvale? How does it provide vitality and identity to the community?

This event brings residents and city officials to Sunnyvale Downtown where we will have a large christmas tree and a small ice rink. We also encourage participation from our community by hosting choirs and bands from various local schools such as, Columbia Middle School, Fremont High School, and Homestead High School. These organizations bring their own entourage of faculty and family for a festive, family event. We also have the local dance company, DANCE ATTACK!, who performs as part of our celebration. We welcome all of our community to come celebrate and kick off of the holiday season with us.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

   Our event is held on Historic Murphy Avenue in Downtown Sunnyvale. It is an opportunity for everyone who is interested to enjoy the festivities with neighbors, family and friends in a fun community celebration. We expect around 300 people to attend this event if the weather permits, based on previous years.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Also, indicate if you wish to incorporate the City's local access channel, KSUN 15 in your advertising. Please attach additional sheets as needed to fully describe your marketing plan.

   There will be posters and postcards distributed throughout the city of Sunnyvale at high foot traffic locations. Our website www.sunnyvaledowntown.org will provide information on our events page. We also share information via our social channels and Eventbrite.

Organization Information

6. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

   The Sunnyvale Downtown Association (SDA) is a non-profit, membership based, organization whose mission is to promote, advocate, and enhance the vitality of Downtown Sunnyvale. The association is funded by the business improvement district fees, sponsorships, city funds, and revenue producing events.

   The SDA serves as the voice of the downtown by advocating for policies, programs, and events that support the economic growth of the Downtown.The SDA performs as the marketing arm and ambassador for the Downtown and the City of Sunnyvale. We produce broad-appeal events that supplement the individual businesses marketing efforts. This collaboration brings attention and community engagement to the SDA Business Improvement District.

   Please see Bid Renewal Request for most recent financial statements.

Event Logistics and Budget

7. What steps are you taking to ensure a well-planned, safe event?

This event will require the same level of detailed, planning and production that all of our events receive. From set up to tear down, every job has been staged, scripted, and staffed. The SDA has demonstrated over 20 years of delivering fun community events.

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

To start, this event is a non-income generating event. All proceeds are generated via sponsors, city funds, and community grants. This is a give-back to the community, which strives to bring all community residents together to celebrate the holiday season. The SDA will purchase the holiday tree, lights and decor, as well as hire a photobooth and other potential costs.

9. Please attach a detailed budget for your event including:
   - Total expenses
   - Anticipated revenue (if applicable)
   - Net cost (total expenses less anticipated revenue)
   - Volunteer assistance (1. List volunteer roles/tasks **and** the number of hours anticipated; 2. Multiply volunteer hours by $37.32, the California volunteer rate per *IndependentSector.org*)
   - Any expenses you expect to be donated/in-kind (include an estimated dollar value of each donated/in-kind expense in your budget)
   - Funding amount being requested from City of Sunnyvale (cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

10. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

These events are sponsored by city funding, Business Improvement Districts fees, and community sponsorships. We are able to maintain the overall operational costs for these events. However, community sponsorships are never guaranteed. We work to ensure a financially funded events each season.

Sunnyvale

Community Events Grant Program Application
Calendar Year 2024
Application Deadline: Friday, October 20, 2023, by 5 p.m.

Thank you for your interest in the Community Events Grant Program. Please thoroughly review the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Grant decisions are based upon a competitive review process; **this application and any attachments are intended to be the primary subject of evaluating your grant proposal**. The City will accept applications through Friday, October 20, 2023, by 5 p.m. Applicants will be notified of award decisions in January 2024. For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

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Sunnyvale Community Center (Recreation Center Front Desk)
Attn: Recreation Services Administration
550 E. Remington Dr., Sunnyvale CA 94087
Email: ncs@sunnyvale.ca.gov

Event Name: 25th Annual Sunnyvale SUMMER SERIES Music & Market

Date(s)/Time(s) of Event: July 10th, 17th, 24th, 31st, August 7th, 14th, 21st, 28th, 2024 / 6:00 pm - 8:30 pm

Sponsoring Organization(s): Sunnyvale Downtown Association

Grant Amount Requesting from the City of Sunnyvale: $3,500
(Amount cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.)

Authorized Representative Information

Name: Kristina Kawczynski

Title: Director of Operations

Organization: Sunnyvale Downtown Association

Email: [redacted]

Mailing Address: [redacted]

Event Details

1. Please describe your event (you may attach additional details or supporting documentation).

The Summer Series Music + Market is a 8-week, Wednesday night, music concert series in Sunnyvale Downtown. Although these events take place on Wednesday evenings, they have amazing attendance with 600 - 800 people attending each week. This lively summer event hosts top talents from the bay area to play Top 40, Funk, Rock, and other fun dance music! Local vendors, sponsors, and businesses can pay for a vendor booth and set up to display their art, business, or informative information out to visitors. Past vendors have included: Santa Clara Voters Registration, The City of Sunnyvale, local banks, local businesses, and credit unions. We also have draft beer and wine available for guests to purchase at a beverage booth.

2. Have you held this event before? If so, when and where?

Summer Series has been held for the past 24 years and it is held on Historic Murphy Avenue.

3. How does your event encourage a celebration of community, including the character, diversity, and quality of Sunnyvale? How does it provide vitality and identity to the community?

This event brings the community together by hosting a live music show as well as provide local vendors, sponsors, and restaurants with a place to showcase their offerings to the community. It invites everyone in the community the chance to unite and celebrate Sunnyvale at this free outdoor event. Many people come yearly for reunions and celebrate with people they have not seen since our last events the previous year. Bands come from all over the Bay Area to perform in front of a diverse crowd!

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

We welcome everyone to the Summer Series. However, we target the entire city of Sunnyvale, though many people come from the nearby cities. We anticipate 600 - 800 people every week along with the customers that are already here experiencing downtown Sunnyvale. We base this number off the previous years of events.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Also, indicate if you wish to incorporate the City's local access channel, KSUN 15 in your advertising. Please attach additional sheets as needed to fully describe your marketing plan.

There will be posters and entertainment line-up schedules distributed throughout downtown Sunnyvale for the 8 weeks of the event. Posters and fliers are distributed to city establishements and other city businesses. Our website www.sunnyvaledowntown.org will have updates and band schedules along with the various vendor information. We will amp up the amount of promotion we do through social media with a calendar event page on Facebook, as well as posts with updates and reminders on Instagram and Twitter. We also like to reach out to hotels for guests who are visiting our city.

Organization Information

6. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

The Sunnyvale Downtown Association (SDA) is a non-profit, membership based, organization whose mission is to promote, advocate, and enhance the vitality of Downtown Sunnyvale. The association is funded by the business improvement district fees, sponsorships, city funds, and revenue producing events.

The SDA serves as the voice of the downtown by advocating for policies, programs, and events that support the economic growth of the Downtown. The SDA performs as the marketing arm and ambassador for the Downtown and the City of Sunnyvale. We produce broad-appeal events that supplement the individual businesses marketing efforts. This collaboration brings attention and community engagement to the SDA Business Improvement District.

Please find the SDA's most recent finanial statements in the BID Renewal 2023.

Event Logistics and Budget

7. What steps are you taking to ensure a well-planned, safe event?

We have 3 security guards and up to 2 public safety officers that patrol this event weekly. All carry walkie-talkies to keep in communication if an issue arises. We also use an event timeline and identify all job tasks that are needed to produce a safe and successful event. This event will require the same level of detailed planning and production that all of our events receive. Volunteers return each year because they enjoy the events themselves and want to continue to be a part of it. The SDA has demonstrated over 20 years of delivering fun community events. Our goal is to exceed expectations at every corner!

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

This event generates revenue from our beverage booth in addition to sponsors, city funds, and community grants. The SDA has configured an event time-line, detailed budget, and a staff task grid that identifies all of the job tasks needed to produce a safe and successful event.

9. Please attach a detailed budget for your event including:
   - Total expenses
   - Anticipated revenue (if applicable)
   - Net cost (total expenses less anticipated revenue)
   - Volunteer assistance (1. List volunteer roles/tasks **and** the number of hours anticipated; 2. Multiply volunteer hours by $37.32, the California volunteer rate per *IndependentSector.org*)
   - Any expenses you expect to be donated/in-kind (include an estimated dollar value of each donated/in-kind expense in your budget)
   - Funding amount being requested from City of Sunnyvale (cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

10. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

Summer Series provides a beverage booth to generate revenue from non-alcoholic and alcohol sales in addition to city funding, Business Improvement Districts fees, and community sponsorships. Each year as prices continue to go up for this event, we continue to work to secure new corporate, community, or city support, as well as community grants. We also offer vendors the opportunity to purchase a vendor space to generate funds.

Community sponsorships are never guaranteed. We work to ensure financially funded events each season.

Sunnyvale

Community Events Grant Program Application
Calendar Year 2024
Application Deadline: Friday, October 20, 2023, by 5 p.m.

Thank you for your interest in the Community Events Grant Program. Please thoroughly review the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Grant decisions are based upon a competitive review process; **this application and any attachments are intended to be the primary subject of evaluating your grant proposal**. The City will accept applications through Friday, October 20, 2023, by 5 p.m. Applicants will be notified of award decisions in January 2024. For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Completed applications may be submitted in the following ways:

Mail or Drop Off in Person:
Sunnyvale Community Center (Recreation Center Front Desk)
Attn: Recreation Services Administration
550 E. Remington Dr., Sunnyvale CA 94087
Email: ncs@sunnyvale.ca.gov

Event Name: Taste of the World & Wine Stroll

Date(s)/Time(s) of Event: Saturday, May 11th, 2024 / 2:30pm - 5:30pm

Sponsoring Organization(s): Sunnyvale Downtown Association

Grant Amount Requesting from the City of Sunnyvale: $3,500
(Amount cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.)

Authorized Representative Information

Name: Kristina Kawczynski

Title: Director of Operations

Organization: Sunnyvale Downtown Association

Email: [redacted]

Mailing Address: [redacted]

Event Details

1. Please describe your event (you may attach additional details or supporting documentation).

A Taste of the World & Wine Stroll promotes and celebrates the diversity, character, and community of Sunnyvale by spotlighting the large selection of international restaurants and bringing them together with a love for wine. Attendees will stroll about the downtown district of Sunnyvale, visiting the 20+ participating businesses, while enjoying local cuisine and paired wines. This allows families to attend and try different food options they may not have otherwise tried, while adults can try different wines. We also take this opportunity to introduce visitors and residents to businesses that have either been here for years or could be one of our many new retail locations. This event will be exemplary to the heart, vitality, and identity of the Sunnyvale community.

2. Have you held this event before? If so, when and where?

Yes, once before in 2023 within the Sunnyvale Downtown district, along Sunnyvale Ave, McKinley Ave, Murphy Ave, and Washington Av

3. How does your event encourage a celebration of community, including the character, diversity, and quality of Sunnyvale? How does it provide vitality and identity to the community?

Taste of the World & Wine Stroll spotlights local restaurants, retail shops, and many other types of businesses, by pairing them with local vineyards. This event draws a diverse crowd to our community and brings awareness to what our downtown has to offer. Attendees are able to try a diverse selection of food and wine while exploring the downtown area! It brings life and opportunity to the Downtown as people enjoy a unique Sunnyvale experience.

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

Taste of the World & Wine Stroll is open to all of the community and brings in people from all over the bay area to Sunnyvale Downtown. We can expect around 600 people to attend this event based on previous years.

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Also, indicate if you wish to incorporate the City's local access channel, KSUN 15 in your advertising. Please attach additional sheets as needed to fully describe your marketing plan.

There will be posters and fliers distributed throughout the city of Sunnyvale at high foot traffic locations. Our website www.sunnyvaledowntown.org will have updates and reminders on our events page. There will be a heavy social media presence and tickets will be available on Eventbrite.

Organization Information

6. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

The Sunnyvale Downtown Association (SDA) is a non-profit, membership based, organization whose mission is to promote, advocate, and enhance the vitality of Downtown Sunnyvale. The association is funded by the business improvement district fees, sponsorships, city funds, and revenue producing events.

The SDA serves as the voice of the downtown by advocating for policies, programs, and events that support the economic growth of the Downtown. The SDA performs as the marketing arm and ambassador for the Downtown and the City of Sunnyvale. We produce broad-appeal events that supplement the individual businesses marketing efforts. This collaboration brings attention and community engagement to the SDA Business Improvement District.

For recent financial statements, please see BID RENEWAL.

Event Logistics and Budget

7. What steps are you taking to ensure a well-planned, safe event?

This event will require the same level of detailed planning and production that all of our events receive. We work closely with Sunnyvale DPS and the City of Sunnyvale to assure a well-planned and safe event. The SDA has demonstrated over 20 years of delivering fun community events. Our goal is to exceed expectations at every corner!

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

This event generates revenue from our ticket sales in addition to sponsors, city funds, and community grants. The SDA has configured an event time-line, detailed budget, and a staff task grid that identifies all of the job tasks needed to produce a safe and successful event.

9. Please attach a detailed budget for your event including:
   - Total expenses
   - Anticipated revenue (if applicable)
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Every year as prices continue to go up for this event we continue to work to secure new corporate, community, city support, as well as community grants.

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