

Attachment A

Community Events Grant Funding Guidelines City of Sunnyvale



Fiscal Year 2008 – 2009

Application Deadline: October 17, 2008, 5 p.m.

The City of Sunnyvale encourages groups to build community and celebrate our unique culture by holding special events in Sunnyvale. In support of this goal, grant funding is available for up to 40 percent of the budget for qualifying events. Please review the following eligibility criteria to determine if your group qualifies. Funding requests will be considered as part of an annual competitive application process. If you have questions, call the Community Resources Division at (408) 730-7599, send e-mail to ncs@ci.sunnyvale.ca.us or visit the web at CommunityResources.inSunnyvale.com

Groups applying for grant funds also need to fill out and submit a Community Event Application form at least 60 days before their event or with this funding application, whichever comes first. You may obtain the Community Event Application form at EventApplication.inSunnyvale.com or pick one up at the Community Center, City Hall main lobby, or Library.

The total amount of community event grant funds available for Fiscal Year 2008-09 is \$25,000. However, the City may or may not grant all of the funds, depending on the quality and number of applications.

Eligibility Criteria for Community Event Grant

If you are interested in exploring the possibility of grant funding to help cover some of the costs for your community event, please review the following eligibility requirements, listed below.

- Your group must submit an accurate and complete community events grant funding application by the deadline.
- Admission to your event must be free and open to the public.
- The event must be held within City limits.
- Grant recipients must attempt to expend all grant funding within City limits.
- Grants will not be awarded to individuals.

- Applicants must submit an event budget, including an estimate of City services required.
- Applicants must identify whether or not the event will be a fundraiser. (The application review team will decide on a case-by-case basis whether or not to allow funds to be granted to events that are fundraisers.)
- The sponsoring organizations must be non-profit or not-for-profit.
- Grant funds must be used only for the event.
- Applicants must submit an evaluation form after the event.
- Applicants must attach a copy of non-profit documentation if the organization has such documentation.
- Applicants must obtain required permits, clearances, insurance, and event authorization and pay any relevant fees in a timely manner.
- All applicants must fill out a Community Events Application Form.
- We ask that organizations receiving grant funding please acknowledge the support of the City of Sunnyvale where appropriate.
- Applicants must identify other co-sponsors of the event. All co-sponsors must be approved by the City.
- Funds will not be granted for a religious purpose, including for the promotion of any sect, church, creed, or sectarian organization, nor to conduct any religious service or ceremony. Funds can be granted to religious organizations as long as the funds are not used for a religious purpose. This eligibility criterion is an attempt to preserve separation of church and state while still allowing religious organizations to be eligible for grant funds.
- Organizations that are collaborating with the City in co-sponsoring an event are eligible to apply for grant funding. However, grant funds can only be used to defray expenses incurred by the co-sponsoring organization(s) rather than the City.

Evaluation Criteria

Applications will be evaluated for funding based on the following criteria:

The event encourages celebrations of community which focus on the character, diversity and quality of Sunnyvale and provide vitality and identity to the community.

The event is of a citywide nature and demonstrates an ability to draw a crowd of at least 500.

The sponsoring organization must demonstrate the ability to produce a well-planned, safe event.

The sponsoring organization demonstrates strong financial management and effective management controls, including cost-effectiveness.

The review team will consider the financial and budgetary capabilities of the sponsoring organization, the extent to which City funds will be leveraged with other funding sources, and the need for City funding. Community event grant funding from the City will represent no more than 40 percent of the total event budget, including the value of in-kind goods and services but excluding the value of volunteer time.

Higher priority will be given to encouraging new events as well as supporting existing events that have been highly successful in the past, subject to other grant criteria.

Other Things to Note

Grant funds must be expended within 90 days after the event or within two years after the organization has been notified of the award, whichever comes first.

Grant recipients may be reimbursed for ongoing event expenses, rather than in a single lump-sum at the conclusion of the event. Decision to reimbursement in multiple payments will require approval from the City of Sunnyvale and may be justified if recipient incurs significant expenses prior to the event. If that is the case, grant recipients must invoice the City on an ongoing basis for reimbursement of expenses incurred, up to the grant amount. All original receipts must be submitted with invoices, along with an itemized brief description of each expense.

Grant approval in a given year does not set a precedent for future years. All applicants are subject to a fresh review vis-à-vis competing applications each year.

Grant recipients (and their sponsors, if applicable) are entirely responsible for planning, promoting, and staffing their event. Grant approval does not equate to co-sponsorship from City of Sunnyvale. The City will not be involved in planning, promoting, or staffing the event, and is not considered a co-sponsor of the event. If City staff time is requested (such as public safety officers, etc.), please contact the relevant department to obtain a cost estimate, and include the cost estimate in your proposed budget. Staff participation is contingent upon their consent to participate, regardless of whether or not funds are granted.

If you are proposing to use a City facility, you must contact that facility, submit a request in accordance with standard procedures, and receive approval. If you are awarded community event grant funding, your reservation of City facilities must be done through the completion of a Community Event Application (separate from the grant application and due to the City at least 60 days prior to the event).

Community Events Grant Funding Application City of Sunnyvale



Fiscal Year 2008 – 2009

Application Deadline: Friday, October 17, 2008, 5 p.m.

Directions: You may either 1) Print this application and complete the hard copy, or 2) Type your responses electronically and print for submission. Please answer all questions completely, including as much detail as possible. Grant recommendations will be decided based upon a competitive review process; this application and any attachments are intended to be the primary subject of evaluating your grant proposal. Applicants will be notified of award decisions in December 2008.

Applications may be submitted in-person or by mail to: City of Sunnyvale, Attn: Community Resources Division, 603 All America Way, P.O. Box 3707, Sunnyvale, CA 94088-3707. If you have questions or for more information, call (408) 730-7599, TDD (408) 730-7501, or e-mail ncs@ci.sunnyvale.ca.us. You may also visit us online at CommunityResources.inSunnyvale.com.

Event Name: _____

Date(s)/Time(s) of Event:

Sponsoring Organization(s): _____

Authorized Representative Information:

Name: _____

Title: _____

Organization: _____

Phone(wk/cell): _____

Email: _____

Mailing Address: _____

Event Budget:

10. Please describe what kind of controls you have in place to ensure that your event will be planned cost-effectively, with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

11. 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 \$19.51, the universal volunteer rate)
- 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% of Total Expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

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

Thank you for your interest in the Community Events Grant!

Applications may be submitted in-person or by mail to: City of Sunnyvale, Attn: Community Resources Division, 603 All America Way, P.O. Box 3707, Sunnyvale, CA 94088-3707. If you have questions or for more information, call (408) 730-7599, TDD (408) 730-7501, or e-mail ncs@ci.sunnyvale.ca.us. You may also visit us online at CommunityResources.inSunnyvale.com.

Attachment B

Community Events Grant Funding Application City of Sunnyvale



Fiscal Year 2008 – 2009

Application Deadline: Friday, October 17, 2008, 5 p.m.

Directions: You may either 1) Print this application and complete the hard copy, or 2) Type your responses electronically and print for submission. Please answer all questions completely, including as much detail as possible. Grant recommendations will be decided based upon a competitive review process; this application and any attachments are intended to be the primary subject of evaluating your grant proposal. Applicants will be notified of award decisions in December 2008.

Applications may be submitted in-person or by mail to: City of Sunnyvale, Attn: Community Resources Division, 603 All America Way, P.O. Box 3707, Sunnyvale, CA 94088-3707. If you have questions or for more information, call (408) 730-7599, TDD (408) 730-7501, or e-mail ncs@ci.sunnyvale.ca.us. You may also visit us online at CommunityResources.inSunnyvale.com.

Event Name: DNA LifePrint Child Safety Event (Biometric Fingerprinting, DNA, and Digital Photo Program) endorsed by John Walsh

Date(s)/Time(s) of Event: Sunday, September 27, 2009 between 11:00 a.m. to 4:00 p.m. (tentatively)

Sponsoring Organization(s): City of Sunnyvale

Authorized Representative Information:

Name:	Rachel Paniccia _____
Title:	Development Director _____
Organization:	St. Cyprian School _____
Phone(wk/cell):	408 738-3444 _____
Email:	rpaniccia@comcast.net _____

Mailing Address: 195 Leota Ave.
Sunnyvale, CA 94086

Event Details:

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

This is an All - Inclusive Child Safety Program provides parents with vital tools recommended by the FBI and the Department of Justice in the event of abduction. See the attachment for more details.

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

This event has not been held at our facility before. However, Sunnyvale Ford on El Camino Real in Sunnyvale has held this event in the early Spring. It is recommended by the Law Enforcement Agencies that this event be held once every 6 months.

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 is a child safety program which benefits the entire community by keeping children safe.

4. Is your event a fundraiser? If so, for what purpose will the funds be used? This event is not a fundraising event. It links the city of Sunnyvale, the school, and the community together.

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

We will be filing for the appropriate permits through the city of Sunnyvale to ensure everyone's safety.

Marketing & Promotion:

6. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, to whom?

10,000 Custom Parent Notices for distribution to students and parents (Printed and shipped directly to our facility.)

Coordination with our community's schools and child care centers to facilitate the distribution of parent Notices to students.

Coordination with police and fire departments for participation during the event.

Informative John Walsh Repeating Video that can be played at our event.

Listing of our event on community calendars and bulletin boards.

Custom printed color labels with your logo and information which are affixed to each DNA Kit and Journal, by DNA LifePrint.

National Program Coordinator personally assigned to our event, and our entire team of coordinating professionals working for you.

7. How many people do you expect to attend your event? How did you arrive at this estimate?

This program allows for 10,000 flyers to be distributed to the community of Sunnyvale. We anticipate no less than 500 people coming to this event. It will be well publicized through radio and TV.

8. Please describe your promotional plan to notify the public of your event. It will be publicized through radio and TV announcements etc. (see attachment)

Organization Information:

9. 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.

We would like to make this an outreach program that bridges communities, the city of Sunnyvale, and the school together to raise awareness for the protection of children. The preliminary budget for this school has been balanced, however, our financial records have not been approved for our 2008-2009 school year. The DNA LifePrint Safety event was not included in this budget for the 2008-2009 school year.

Event Budget:

10. Please describe what kind of controls you have in place to ensure that your event will be planned cost-effectively, with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past? With the help of the Community Events Grant Funding Program that the city of Sunnyvale offers, we will be able to accommodate this important event for the safety of all children in the area. We have an accountant on-site who approves all spending with checks and balances in place.

11. 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 \$19.51, the universal volunteer rate)
- 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% of Total Expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

Total expense will be covered by the City of Sunnyvale Community Events Grant Funding Program. Our anticipated revenue is \$0.00. Our anticipated net cost will be \$3,995.00, plus extra equipment if necessary for additional fingerprinting at a cost of \$795.00 per machine. We are estimating the need for four additional machines, thus the total estimated cost will be \$7175.00. Volunteers are covered within the amount of the net cost. Any money given to the DNA LifePrint Child Safety Event will be donated to the organization for the continued success of the program.

12. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City? We are requesting 40% of \$7175.00 for this event.

Thank you for your interest in the Community Events Grant!

Applications may be submitted in-person or by mail to: City of Sunnyvale, Attn: Community Resources Division, 603 All America Way, P.O. Box 3707, Sunnyvale, CA 94088-3707. If you have questions or for more information, call (408) 730-7599, TDD (408) 730-7501, or e-mail ncs@ci.sunnyvale.ca.us. You may also visit us online at CommunityResources.inSunnyvale.com.

DNA LifePrint Child Safety Event
Biometric Fingerprinting, DNA, and Digital Photo Program
Endorsed by John Walsh
America's Trusted Name In Fighting Crime

JOHN WALSH ENDORSED DNA LIFEPRINT EVENT
 JOIN OUR TEAM AND LET THE POWER OF
 JOHN WALSH'S IMAGE WORK FOR YOU



Only \$3,995.00 to Become
The Exclusive Sponsor
In Your City!

This All-Inclusive Child Safety Program Provides Parents With Every Vital Tool Recommended By The FBI and Department of Justice.

John Walsh is listed as one of the top ten most recognized faces in America. John Walsh is the nationally recognized leader in the push for victims' rights. On July 27, 2006, President Bush signed into law the "Adam Walsh Child Protection and Safety Act of 2006". By sponsoring our program, you are not only putting John Walsh's image to work for you, you are providing families with vital tools, to help keep their children safe. You are building a special bond with these families by showing them that you care about their most treasured possession, their children.

Our sponsors know that this program provides excellent long term image and business benefits.

Biometric Fingerprinting

DNA LifePrint is the national leader in child safety events providing parents for over a decade with the vital tools they need to quickly recover their child in the horrifying event that they go missing. Law Enforcement know that time is critical in the recovery of a missing child. DNA LifePrint is dedicated to providing parents with the most up to date, advanced technology available in child safety. We are proud to offer parents our newest addition, Biometric Fingerprinting. Biometrics is the newest and most advanced technology available today for obtaining fingerprints. We are privileged to be able to use the same equipment presently used by Federal Agencies, Law Enforcement, and the US Military. Parents will now receive a FBI Certified Biometric Profile of all 10 of their child's fingerprints. In order for a child's fingerprints to be submitted into the FBI Database, they must be in the Proper FBI Certified Format. The Biometric Technology our program brings to parents allows their child's fingerprints to be immediately submitted into the FBI National Crime Information Database which makes this information available to all law enforcement agencies throughout the United States.

We take great pride in being the only child safety program in the United States that provides parents with all the tools they must have immediately ready to turn over to Law Enforcement, in the event that they are faced with their worst fear, that their child is missing: A DNA Sample, an FBI Certified Biometric 10 Digit Fingerprint Profile, an updated High Resolution Digital Photograph, and the Child's Statistical Information.

2240 SW 70th Avenue, Ste. H-1, Davie, FL 33317
 Phone: 954-236-8488 Fax: 954-236-8455 www.dna-lifeprint.com

DNA *LifePrint* National Safety Tour

Endorsed by John Walsh

America's Trusted Name In Fighting Crime

10,000 Flyers / Advertisements

The program includes 10,000 flyers / advertisements, which are printed and shipped directly to the schools and organizations. Our team of experienced coordinators facilitates the distribution of the flyers to the public, private and pre-schools as well as the day care centers and other organizations in your community. When the respective school or organization receives their flyers, they are distributed to the students to take home to their parents. We pride ourselves on including in our program all aspects of coordinating, printing, and shipping of the flyers / advertisements.

By sponsoring our program you are sending out 10,000 Parent Notices to the families in your community in a very unique and powerful way, identifying your business as a community leader in child safety.

Your Company's Name and Good Image Stays with Them for Life!

Each parent is provided with their child's DNA Kit and Child Safety Journal that will be stored (in the privacy of their home) for safe keeping. This service is a constant reminder that your business is a champion for child safety in your community. This program provides huge long-term image and business benefits.

DNA LifePrint affixes custom printed color labels to each DNA Kit and Child Safety Journal, ensuring your image stays with the family for life.

John Walsh Says

"The DNA LifePrint Kit is the 'fingerprint for the future'. With this simple, yet comprehensive kit, you can obtain a DNA sample of your loved ones and safely maintain it for years to come." Child safety and DNA are "Hot Topics" for parents, communities and the news media. The DNA LifePrint Kit and Child Safety Journal was designed as a safeguard if your child is ever to become missing.

The Crisis

Concerning Fact – Every 40 seconds in the United States, a child becomes missing. Law Enforcement officials say that time is critical in the recovery of a missing child. Chances increase for the quick recovery of a missing child if a parent provides a current photo, video, statistical information and DNA sample to the police.

No Data Base is Created

The DNA Kits are individually boxed and given directly to parents along with the disk containing the child's biometric fingerprints and digital photo. Parents are encouraged to keep both the DNA sample and disk in the privacy of their own home. Contained in the kit are detailed instructions on how to take the sample. If a child is missing, the DNA sample, Child Safety Journal containing the disk would be given to law enforcement.

Steps to Becoming a Sponsor

You can become the host site, sponsoring the # 1 Child Safety Program in the World by being the first auto dealership to sign-up in your city. Complete the Sponsor Agreement and fax it to us right away. Please follow the instructions carefully and have your Sponsorship fee sent to our office within 48 hours to secure your city.

JOHN WALSH ENDORSED DNA LIFEPRINT EVENT
JOIN OUR TEAM TODAY FOR MAXIMUM COMMUNITY
EXPOSURE

DNA LifePrint National Safety Tour

Endorsed by John Walsh

America's Trusted Name In Fighting Crime

JOHN WALSH ENDORSED DNA LIFEPRINT EVENT
BRING THE POWER OF DNA LIFEPRINT TO YOUR
SHOWROOM

Exclusive Area and Category Agreement

Because of the high demand for this program, DNA LifePrint will provide exclusivity of your city and business category for a period of up to six months. Your exclusivity begins the day we receive your sponsorship agreement and ends one month after the day of your event. Your event must be held within six months from the date we receive your sponsor agreement or your rights to the program and event fee will be forfeited. After you see the results of this highly effective sales and community relations tool, you can rebook the program right away. You will be offered the first right of refusal.

The DNA LifePrint Kit

You will be provided with a DNA LifePrint Kit for each child attending. These individually-boxed kits are distributed directly to the parents at your event. At home, the parent will swab the child's cheek for several seconds, then place the swab in a vial of antibacterial fixative solution and place it in the protective envelope. After completing the sampling, the red envelope containing the vial can be placed back into the box for added security. A DNA sample can be negatively affected by exposure to bacteria and ultraviolet light. By using the DNA LifePrint Kit, you are effectively eliminating both risks.

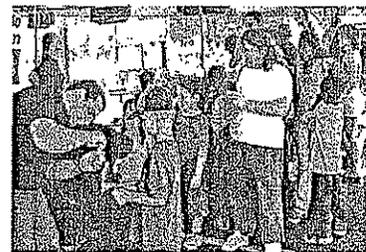
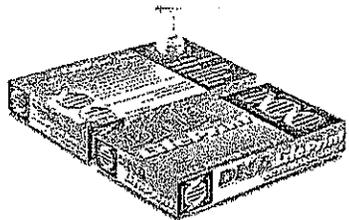
The DNA LifePrint Child Safety Journal

This unique Journal is designed to contain a digital photograph and statistical information of a child along with the child's biometric fingerprints saved on a disk in one complete package. The statistical information provided in the journal was written by Law Enforcement and Child Safety Experts. This is the information Law Enforcement will need immediately in the event that a child goes missing. Parents will be given the Child Safety Journal to complete at home.

What Happens During the Actual Event

As families enter your dealership, they will be directed to the Biometric and Photographic Table. At this table, the child will have all ten of their biometric fingerprints taken and a digital photo taken, both of which are transferred onto a disk. The disk is then placed in a specially designed pocket in the Child Safety Journal for safe storage. Parents will then be given the DNA LifePrint Kit and Journal to be kept in the privacy of their own home.

Join Our Team of Success Stories!
DNA LifePrint has been hailed as one of the best marketing tools available in today's market. Drawing positive media attention from all outlets, you will enjoy maximum community exposure. Enjoying unsurpassed success! The DNA LifePrint program has become the leading product used for promotional events. Your participation will pay dividends for years to come!!!



DNA LifePrint, Inc.**Sponsor Agreement**

Fax to 954-236-8455

The first time stamped form to be our sponsor.

Program	Number of Children	Event Fee	Special Offer Limited Time Only	Date Requested If not known yet, please list as TBA, to lock up your city.
Biometric Fingerprinting / DNA / Digital Photo / Child Safety Journal	Unlimited	\$4995.00	\$3995.00	

Company Name _____ Contact _____

Address _____ City _____ ST _____ Zip _____

Phone _____ Fax _____

Email _____

Sponsor Signature _____ Print Name _____

Today's Date: _____ Contact **Theresa Howard** **217-438-2908****The DNA LifePrint Child Safety Program Includes:**

- DNA LifePrint, DNA Legacy™ Kit (retail price \$14.95 each) for each child attending event.
- Event Team Member; includes airfare, lodging and ground transportation.
- DNA LifePrint Child Safety Journal, including the child's statistical information, for each child attending the event.
- FBI Certified Biometric 10 Digit Fingerprint Profile and High Resolution Digital Photo.
- 10,000 Custom Parent Notices for distribution to students and parents (Printed and Shipped directly to schools).
- Coordination with your community's schools & child care centers to facilitate the distribution of Parent Notices to students.
- Coordination and press releases to local media (television, radio and print) for PSAs and coverage of event.
- Coordination with police and fire departments for participation during the event.
- Informative John Walsh Repeating Video that can be played at your event.
- Listing of your event on community calendars and bulletin boards.
- Custom printed color labels with your logo & information which are affixed to each DNA Kit and Journal, by DNA LifePrint.
- National Program Coordinator personally assigned to your event, and our entire team of coordinating professionals working for you.

Program Rules and Expenses

- Program fee must be received within 48 hours or we have the right to give the program to another sponsor.
- DNA LifePrint must approve event date(s).
- John Walsh only endorses the DNA LifePrint Kit and you agree to only use the DNA LifePrint Program for this event. No other child safety related product or services may be offered during your event without our written permission. You agree not to sell the kits to the public. All uses of John Walsh's image must be approved in writing by DNA LifePrint.
- DNA LifePrint will provide exclusivity of your city (except Top 35 Media Markets) and business category for a period of up to 6 months. No other sponsor in your category will be permitted to host this DNA LifePrint Safety Program in your city during your exclusivity period. Your exclusivity period begins the day we receive your sponsorship agreement and ends one month after the day of your event.
- If an event has to be cancelled and re-scheduled due to severe weather conditions in your city there will be a re-scheduling fee. (Fee will be determined based on individual circumstances.)
- Your event must be held within 6 months or your rights to the program and event fee will be forfeited. No refunds will be given. A \$120.00 service fee will be applied to all credit card purchases. Checks are payable and sent to:

Attn: Accounts Receivables
DNA LifePrint, Inc.
2240 SW 70th Ave, Ste. H-1
Davie, Florida, 33317

2240 SW 70th Avenue, Ste. H-1, Davie, FL 33317
Phone: 954-236-8488 Fax: 954-236-8455 www.dna-lifeprint.com

Community Events Grant Funding Application City of Sunnyvale



Fiscal Year 2008 – 2009

Application Deadline: Friday, October 17, 2008, 5 p.m.

Directions: You may either 1) Print this application and complete the hard copy, or 2) Type your responses electronically and print for submission. Please answer all questions completely, including as much detail as possible. Grant recommendations will be decided based upon a competitive review process; this application and any attachments are intended to be the primary subject of evaluating your grant proposal. Applicants will be notified of award decisions in December 2008.

Applications may be submitted in-person or by mail to: City of Sunnyvale, Attn: Community Resources Division, 603 All America Way, P.O. Box 3707, Sunnyvale, CA 94088-3707. If you have questions or for more information, call (408) 730-7599, TDD (408) 730-7501, or e-mail ncs@ci.sunnyvale.ca.us. You may also visit us online at CommunityResources.inSunnyvale.com.

Event Name: Full Circle Farm's Annual Earth Day Festival

Date(s)/Time(s) of Event: Saturday, April 25, 2009, 10am-2pm

Sponsoring Organization(s): Full Circle Farm in Sunnyvale

Authorized Representative Information:

Name: Liz Snyder
Title: Program Director
Organization: Full Circle Farm
Phone(wk/cell): 650-283-9360
Email: liz@fullcirclesunnyvale.org
Mailing Address: 1202 Kifer Rd.
Sunnyvale, CA 94086

Event Details:

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

On Saturday, April 25th, 2009 Full Circle Farm will be holding it's second annual Earth Day Festival. Building upon our previous success, on this beautiful day, thousands will join us our bountiful farm fields and educational gardens to celebrate. Over a dozen local organizations dedicated to environmental sustainability will join us with fun and interactive experiences designed with hopeful solutions to our planet's problems. This year's theme, "With My Own Two Hands" is geared toward Silicon Valley families of all backgrounds, encouraging everyday positive action in our own lives. We'll have good food, live music, and plenty of kids activities. The fun farm activities for all ages will include scarecrow making, painting with veggies, baby pigs and sheep (visiting for the day), composting workshops, farm ecology tours, and a strawbale pyramid and labarynth. The event will be free and open to the public.

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

Yes, our first annual Earth Day Festival was on Sunday, April 20th 2009. It was a huge success, attracting a crowd of over 700 people here at the farm.

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?

Our community is hungry for connectedness and green spaces, and Full Circle Farm provides both. As an organic, educational farms located on the grounds of a local middle school we bridge both cultural and economic gaps in our strong relationships with students, families, teachers, and volunteers. As a volunteer-driven organization, we depend upon the community's support to bring these celebrations to fruition. This event is created by the community and for the community, reflecting the character of the neighborhood, the diversity of life in Sunnyvale, and the vitality of the farm as a celebrated neighborhood institution open to all.

4. Is your event a fundraiser? If so, for what purpose will the funds be used?

No, this is not a fundraiser although we will accept donations at the food tables.

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

We have an active and organized volunteer planning committee who puts together our free community events. They always have made provisions for safety, including clear walking paths, docents to help direct people traffic, adequate lighting and shade, a first aid and mother's nursing tent, and plenty of extra help on the ground.

Marketing & Promotion:

6. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, to whom?

Our farm sits between the Birdland, Raynor, and Ponderosa neighborhoods and these areas are where our festivals concentrate their outreach efforts, although attendance at our previous festivals have been from residents city-wide.

7. How many people do you expect to attend your event? How did you arrive at this estimate?

We expect between 1200-1500 people based upon last year's attendance of 700 despite our very limited outreach budget.

8. Please describe your promotional plan to notify the public of your event.

We would like to send flyers to the three neighborhoods mentioned above, plus advertise in both the Sunnyvale Sun and the SCUSD district newsletter. We will maintain an active, event-specific website and send out emailed invitations to all our volunteers and contacts.

Organization Information:

9. 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.

Full Circle Farm is an 11-acre organic, educational farm that will put fresh food in Santa Clara Unified School District cafeterias (where 45% qualify for free or reduced school lunch) while

Expense	Cost	In-Kind Portio	Total Out-of-Pocket
Food	\$2,500	\$2,000	\$500
Musicians	\$400	\$200	\$200
Strawbales	\$300	\$0	\$300
Craft Supplies	\$200	\$0	\$200
Sound System	\$150	\$0	\$150
Labor	\$1,365	\$1,365	\$0
Graphics/Printing	\$1,200	\$0	\$1,200
TOTAL	\$6,115	\$3,565	2550
Request for Grant Funds =			\$1,020

Volunteer Roles	Hours	Multipliyer
Coordinator	30	585.3
Set-Up	14	273.14
Tabling/Crafts	8	156.08
Break Down	12	234.12
Outreach	6	117.06
		1365.7

Community Events Grant Funding Application City of Sunnyvale



Fiscal Year 2008 – 2009

Application Deadline: Friday, October 17, 2008, 5 p.m.

Directions: You may either 1) Print this application and complete the hard copy, or 2) Type your responses electronically and print for submission. Please answer all questions completely, including as much detail as possible. Grant recommendations will be decided based upon a competitive review process; this application and any attachments are intended to be the primary subject of evaluating your grant proposal. Applicants will be notified of award decisions in December 2008.

Applications may be submitted in-person or by mail to: City of Sunnyvale, Attn: Community Resources Division, 603 All America Way, P.O. Box 3707, Sunnyvale, CA 94088-3707. If you have questions or for more information, call (408) 730-7599, TDD (408) 730-7501, or e-mail ncs@ci.sunnyvale.ca.us. You may also visit us online at CommunityResources.inSunnyvale.com.

Event Name: Columbia Fall Festival

Date(s)/Time(s) of Event: October 25, 2008 and March 28, 2009

Sponsoring Organization(s): Columbia Middle School and Columbia Music Booster Club

Authorized Representative Information:

Name: Cameron Oates
 Title: Assistant Principal
 Organization: Columbia Middle School
 Phone(wk/cell): 408- 522-8288
 Email: Cameron.oates@sesd.org
 Mailing Address: 739 Morse Ave. Sunnyvale, CA 94085

Event Details:

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

Columbia Middle School is hosting two music festivals for our 2008-2009 school years. These events will bring the north side community of Sunnyvale together to display Columbia Middle School's Performing Arts programs. Our events are free and open to the public.

The following groups will be showcased:

- ◆ Columbia concert band, symphonic band and 6th grade band
- ◆ Columbia 6th grade chorus, mixed chorus and concert choir
- ◆ Columbia Drama Department- haunted house
- ◆ Columbia Art Department- art show
- ◆ Fremont High School - Pep band
- ◆ Sunnyvale Middle School- Orchestra, bands and choir (Spring 09')

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

No

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 Sunnyvale community that our school serves is very diverse. Our school has many different cultures and nationalities. The Performing Arts program thrives on our campus. One third of our students at Columbia participate in a music, drama, or art program on our campus. You will often see our students carrying their instruments to and from school everyday because they know that music is such a strong reflection of their character.

Our community as a whole is very diverse in nature and very family oriented. Our school is 65% Latino, 20% Filipino, 10% White, 3% African American and 2% other nationalities. These events focus on bringing our community together through a medium of the arts that everyone in every culture can enjoy. The events also focus on celebrating the diversity in our community and how we do have such a diversity of nationalities coming together to provide a safe family community event!

4. Is your event a fundraiser? If so, for what purpose will the funds be used?

Yes. These events will raise funds for our Performing Arts program so they can travel to the Heritage Music Festival held at Disneyland in May. This festival promotes music education in musical performance. Our band, orchestra, and chorus will be competitively ranked and rated against similar schools.

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

Columbia is a safe campus with a staff assigned to monitor students in critical areas around the campus before, during, and after these events. Following district guidelines, Columbia has trained personnel in crisis response and annually updates and trains all staff in the Disaster Preparedness Plan. We address issues such as bullying, harassment, and gangs through our WEB (Where Everybody Belongs) Program, which our students have had through assemblies and class instruction. It is the goal of the Sunnyvale School District and Columbia Middle School to provide a safe and respectful learning environment for everyone during these school wide events.

Safe Environment:

- ◆ Columbia Administrators
- ◆ Neighborhood Resource Officers
- ◆ Teachers and Booster Club Members
- ◆ Lighting poles will be provided for the area
- ◆ Custodians will be on hand to ensure a clean environment

Marketing & Promotion:

6. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, to whom?

Our target audiences for these events are the children from our elementary feeder schools (Lakewood, San Miguel, Bishop, and Fairwood). We want to get them excited about Columbia's Performing Arts program.

Because we are a diverse Sunnyvale community, we have found the arts to be one area that our school has had much success. We have a very robust music program with a growing drama program that is producing neighborhood community drama performances such as the "Wiz" in March.

Currently our feeder schools do not have any Performing Arts programs. Our enrollment in our Performing Arts programs for this school year (08'-09') was 150 out of 300 new sixth grade students from our feeder schools. Our target is to expose the children from our feeder schools to our wonderful performing arts program so we can grow our program into an exemplarity award-winning program in our diverse neighborhood community.

7. How many people do you expect to attend your event? How did you arrive at this estimate?

We anticipate 600 participants at each event fall and spring.

Participants: performers, neighborhood schoolchildren, parents, Fremont High School bands, local board members, teachers, staff, resource officers, and the local community at large.

8. Please describe your promotional plan to notify the public of your event.

Promotional Plan:

- ◆ Flyers and posters distributed to all students at our four feeder schools
- ◆ Article in the Lakewood Villager
- ◆ Sunnyvale Sun Newspaper advertisement
- ◆ Signage at all local restaurants and coffee shops
- ◆ Flyers have been distributed at all city wide events
- ◆ Sunnyvale School Board will be in attendance
- ◆ Posters and promotional flyers distributed and hanging at Columbia Middle School
- ◆ Promotion by the Columbia Neighborhood Center

Organization Information:

9. 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.

Columbia School Wide Mission Statement

Columbia Middle School is located on the north side of Sunnyvale in Silicon Valley. The school is situated near many major electronic companies. The school site is adjacent to a city park and the Columbia Neighborhood Center, which allows Columbia to share many resources with the City of Sunnyvale including a park, a pool, a gym, track, tennis courts, picnic area, baseball diamonds, and soccer fields. These areas are designated for school use during the school day.

At the present time, Columbia has an enrollment of 932 middle school students from diverse ethnic and socioeconomic backgrounds. Four elementary schools (Lakewood, Bishop, Fairwood, and San Miguel) feed into Columbia.

At CMS, we believe in educating the whole child, so in addition to honor roll assemblies and bumper stickers, we have a robust music program and a growing drama program which will put on a production of the Wiz for our north side community in March. The Art Department recently

added new courses that have really caught student interest, for example, Pop Shop Art: Graffiti Art. As a part of this class, students will paint murals on all classroom doors. We also promote practice of life skills such as responsibility, cooperation, kindness, flexibility, students earn Top Dog Awards, and bumper stickers when they are caught doing something good.

The Columbia school site also houses the Sunnyvale School District Preschool Program serving approximately 100 children, including three special day classes for preschool children with learning disabilities. In addition to these preschool classrooms, the Santa Clara County Office of Education has two special education classes at Columbia Middle School for severely handicapped students. The mission of Columbia Middle School is to provide every student with a comprehensive, relevant learning experience that is the foundation for productive citizenship in a constantly changing and diverse society.

Mission Statement for Columbia Music Program

The CMS Music Program consists of six classes: three bands and three choirs. The program offers three levels for both band and choir, traditionally, at the 6th, 7th, and 8th grade levels. Students at the 6th grade level are introduced to the fundamentals of music reading and performing. After one year, each student is placed in one of the higher level ensembles based on skill and maturity.

All ensembles perform regularly. School concerts are always scheduled toward the end of each grading period, averaging four concerts per year per ensemble. The 7th and 8th grade ensembles extend their performance responsibilities into the community. The top choir, the Concert Choir, performs annually for the Sunnyvale Retirement Community Center, The Sunnyvale Rotary Club, the

The program here at CMS offers unique experiences, which will remain with students for the rest of their lives. When a student decides to participate in music, he or she is making a commitment to the organization. Music is a yearlong elective course. This is unique in that, unlike many other classes, the success of the group depends upon individual participation, cooperation, and dedication to the group as a whole.

Event Budget:

10. Please describe what kind of controls you have in place to ensure that your event will be planned cost-effectively, with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

Fiscal Management for Columbia Middle School:

Below is our process:

- ◆ Teacher- Charles Ancheta- submits proposals for funding the budget request for music festival
- ◆ Principal- Jocelyn Lee- manages all budgets for our music program

- Brought proposal to the School site council for approval of budget
- ◆ School Site Council-
 - Oversees all proposals and approves all spending for budget request
- ◆ Music Boosters Club-Parent run and overseen by school principal
 - Purchases all food and equipment to be used for the event, turn in all receipts for reimbursement for final approval from our principal
 - Funds are dispersed via the district/county office
- ◆ District-
 - Overseeing entire process to ensure equality and fiscal responsibilities are met

Day of the Event

- ◆ A ticket booth will be set up at the event. All monies for the fall/spring event will be exchanged for tickets at this booth for food, games, pumpkins, and the haunted house. This will be the only point of contact for the money. This booth will be under direct supervision of our administration.
- ◆ At the end of the event, monies will be locked in the safe at our site and turned into the accounting department on Monday.

Columbia has demonstrated over the past the ability to manage and oversee many programs on the campus and community with staying within monetary budget needs of the program.

11. 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 \$19.51, the universal volunteer rate)
- 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% of Total Expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

Feeding all performers

****Attached to this documentation are expenses and spreadsheets.**

Below is a summary of the expenses, revenue and volunteer expenses

Total Expenses

Sum all expenses listed above \$ 3,460.92

(note: requested City community event grant funds cannot exceed 40% of this number)

Projected Revenue

Pumpkin Sales-\$250.00
 Food Sales- \$712.18
 Face Painting- \$50.00
 Haunted House- \$60.00
 Cookies- \$100

Net Cost

Total Expenses less Projected Revenue
 \$ 3,460.92 - \$1172.18 = 2,288.74

Funding Requested from City Community Event Grant Program:

\$1,384.39 for our Fall Music Festival
\$1,384.39 for our Spring Music Festival

VOLUNTEERS

Please list any expected volunteer assistance.

<u>Volunteer role / task</u>	<u>Est. Hours</u>
•Coordinator	60 hours
• Co- coordinator	25 hours
Musical Director Aide	20 hours
•Administration	20 hours
•DJ	5 hours
•Parent Group as a whole	25 hours

Sum of all volunteer hours:	<u>155 Hours</u>
Multiply by hourly volunteer rate ¹	x \$ <u>19.51</u>
Equals estimated value of volunteer time:	<u>\$3024.05</u>

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

¹ The hourly volunteer rate is a "universal volunteer rate" established by the National Points of Light Foundation.

We are obtaining the following items for the festival from the following people

Donated funding sources:

- ◆ Pumpkins donated by Otto Lee- City Council Member
- ◆ Food plates donated by Rito Castaneda
- ◆ Cookies donated at cost by Successful Fundraiser
- ◆ Face Painting- Donated by the Sunnyvale School Board

We are requesting this grant because this event takes place our neighborhood the north side of Sunnyvale. Presently there is not another event of its nature on our side of town for our families and their youth. These events will produce a well-planned, safe event to bring our north side community together to celebrate the arts. The monies received through this grant will help pay for the cost of our music department providing food and beverages to all the talented musicians that are participating as performers (approximately 310). All monies that are raised at this event will go directly towards our students attending the Heritage Musical Festival in May in southern California. For our musicians attendance at this prestigious event is an opportunity that will be treasured for many years to come.

Our event allows our community that does not have a high degree of transportation the opportunity to come share in the Music program of Columbia Middle School. Please come join in supporting such a talented group of young musicians on October 25, 2008 and March 28, 2009.

Thank you for your consideration!

Thank you for your interest in the Community Events Grant!

Applications may be submitted in-person or by mail to: City of Sunnyvale, Attn: Community Resources Division, 603 All America Way, P.O. Box 3707, Sunnyvale, CA 94088-3707. If you have questions or for more information, call (408) 730-7599, TDD (408) 730-7501, or e-mail ncs@ci.sunnyvale.ca.us. You may also visit us online at CommunityResources.inSunnyvale.com.

CMS MUSIC FESTIVAL
SATURDAY 10/25/08

Attachment B

PERFORMANCE SCHEDULE

TIME	MINUTES	GROUP/ACT	TITLE(S)
4:30 P.M.	20	CMS ROCK BAND	ROCK TUNES
4:50 P.M.	10	Open MIC	
5:00 P.M.	15	FHS PEP BAND/CMS BULLDOG BEAT	PEP TUNES
5:15 P.M.	10	Open MIC	
5:25 P.M.	8	MIXED CHOIR	RENT
5:33 P.M.	7	Open MIC	
5:40 P.M.	5	CONCERT BAND	SAINTS
5:45 P.M.	10	Open MIC	
5:55 P.M.	2	CHORUS	DO RE MI
5:57 P.M.	13	Open MIC	
6:10 P.M.	5	BAND 6	LONDON BRIDGE
6:15 P.M.	10	Open MIC	
6:25 P.M.	10	CONCERT CHOIR	PHANTOM
6:35 P.M.	10	Open MIC	
6:45 P.M.	5	SYMPHONIC BAND	DAVID MORALES
6:50 P.M.	10	Open MIC	
7:00 P.M.	10	CONCERT CHOIR	WICKED
7:10 P.M.	5	Open MIC	
7:15 P.M.	10	SYMPHONIC BAND	JAZZ TUNES
7:25 P.M.	5	Open MIC	
7:30 P.M.	8	CONCERT CHOIR	TIGER!/EASE ON DOWN
7:38 P.M.	7	Open MIC	
7:45 P.M.	15	FULL CHOIR & SYM BAND	ALADDIN/RAINBOW/BELIEVE

210 MINUTES = 3.5 HOURS

	A	B	C	D	E	F	G	H
1	Promotional Cost							
2	Flyers	\$320						
3	invitations	0						
4	envelopes	0						
5	postage	0						
6	poster	\$75						
7	paid advertisements	0						
8	web announcements	0						
9	artist/ graphic designer	\$120						
10	printing/ copying	\$40						
11	banners	0						
12	resident notification	free						
13								
14	Equipment							
15	tables	0						
16	booths	0						
17	canopies	0						
18	DJ for event	\$250						
19	Lighting	\$250						
20	Extension cords	\$75						
21								
22	Food							
23	food/supplies	\$2,855						
24								
25	Volunteer time		approx. hours					
26	Coordinator	\$1,658.35	85					
27	Kitchen personnel	\$78.04	4					
28	Custodian	\$97.55	5					
29		\$1,833.94						

CMS Music Festival 10/25/08

Costco Shopping

	Store sell qty.	Cost	Cost per	Costco	S & F	Brand	Buy qty.	Total cost	Total items	Cost combined	Sell for...	Profit on total items
Hamburger buns	24	\$ 2.59	\$ 0.11	x		Kirkland	16	\$ 41.44	384	\$ 0.66	\$ 2.00	\$ 515.46
Hot Dog buns	24	\$ 2.59	\$ 0.11	x		Kirkland	13	\$ 33.67	312	\$ 0.59	\$ 2.00	\$ 438.70
Catsup	3	\$ 6.39	\$ 2.13	x			1	\$ 6.39				
Mustard	2	\$ 3.79	\$ 1.90	x			1	\$ 3.79				
Cheese slices	120	\$ 13.47	\$ 0.11	x		Kirkland	3	\$ 40.41	360		\$ 2.50	\$ 900.00
Nacho Cheese	106oz.	\$ 9.99		x		Que bueno	3	\$ 29.97				
Chilli- no beans	1	\$ 9.99		x		Vanee	3	\$ 29.97			\$ 3.00	
Candy	30	\$ 12.99	\$ 0.43	x		Hersey's	4	\$ 51.96	120		\$ 1.00	\$ 68.04
Chips (sm. bags)	50	\$ 10.99	\$ 0.22	x			8	\$ 87.92	400		\$ 0.50	\$ 112.08
Bottled Water	35	\$ 6.44	\$ 0.18	x		Kirkland	12	\$ 77.28	420		\$ 1.00	\$ 342.72
Pepsi	36	\$ 10.79	\$ 0.30	x			4	\$ 43.16	216		\$ 1.00	\$ 151.26
Diet Pepsi	36	\$ 10.79	\$ 0.30	x			4	\$ 43.16	216		\$ 1.00	\$ 151.26
7 up	36	\$ 10.79	\$ 0.30	x			4	\$ 43.16	216		\$ 1.00	\$ 151.26
Dr. Pepper	36	\$ 10.79	\$ 0.30	x			4	\$ 43.16	216		\$ 1.00	\$ 151.26
Capri Sun 100% juice	40	\$ 9.79	\$ 0.24	x			2	\$ 19.58	80		\$ 0.50	\$ 20.42
Coffee	1	\$ 8.49	\$ 8.49	x		Kirkland	1	\$ 8.49			\$ 1.00	
10 3/8 Chinet plates	165	\$ 15.79	\$ 0.10	x		Chinet	3	\$ 47.37	495			
8 1/2 Dixie plate	276	\$ 14.69	\$ 0.05	x		Dixie						
6 7/8 plates	300	\$ 10.99	\$ 0.04	x		Dixie	2	\$ 21.98	600			
Trays (Nacho, hot dog) 1lb.	250	\$ 7.40	\$ 0.03	x			3	\$ 22.20	750			
Napkins (dispenser)	2500	\$ 14.99	\$ 0.01	x			1	\$ 14.99	2500			
Forks	500	\$ 8.89	\$ 0.02	x			1	\$ 8.89	500			
Spoons	500	\$ 8.89	\$ 0.02	x			1	\$ 8.89	500			
Charcoal	160lbs.	\$ 15.27		x		Kingsford	4	\$ 61.08				
								\$ 727.83				

Smart & Final shopping

Hamburgers	40	21.99	\$ 0.55		x	S&F	10	\$ 219.90	400	25% fat	4 per lb.	
Hot Dogs	15	7.29	\$ 0.49		x	Miller	26	\$ 189.54	390			
Veggie Burger	12	\$ 9.79	\$ 0.82		x		2	\$ 19.58	24		\$ 2.00	\$ 48.00
Mayo (squirt)	3	\$ 9.99	\$ 3.33		x		2	\$ 19.98				
Relish	1	\$ 1.99	\$ 1.99		x		4	\$ 7.96				
Drumsticks	16	\$ 8.99	\$ 0.56		x	S&F	7	\$ 62.93	112		\$ 1.00	\$ 49.07
Ice cream sandwiches	24	\$ 6.99	\$ 0.29		x	S&F	5	\$ 34.95	120		\$ 1.00	\$ 85.05
Caramels	1	\$ 6.99	\$ 6.99		x		2	\$ 13.98				
Tickets (4 colors)	2000	\$ 3.99			x		2	\$ 7.98				
\$1.00	2000	\$ 3.99			x		2	\$ 7.98				
\$0.50	2000	\$ 3.99			x		2	\$ 7.98				
Other H. House	2000	\$ 3.99			x		2	\$ 7.98				
Hot Chocolate	50	\$ 7.29	\$ 0.15		x	Nestle	3	\$ 21.87	150		\$ 1.00	\$ 128.13
Plates (3 compartment)	125	\$ 10.49	\$ 0.08		x		2	\$ 20.98	250			
Aluminum trays	1	\$ 3.59			x		4	\$ 14.36				
Prep. gloves (latex free)	1	\$ 11.49			x		3	\$ 34.47				
Table covers (roll)	1	\$ 22.99			x		1	\$ 22.99				
Hot cups 12oz.	160	\$ 10.99	\$ 0.07		x		3	\$ 32.97	480			
Nacho Chips	1	\$ 3.95			x		3	\$ 11.85			\$ 2.50	
Apples	15	\$ 10.49	\$ 0.70		x	Red	2	\$ 20.98	30		\$ 2.00	
Jalepenos												
								\$ 371.77				

ICE								\$ 100.00				
-----	--	--	--	--	--	--	--	-----------	--	--	--	--

Cookie Dough

Chocolate Chip	36	\$ 8.40	\$ 0.23				6	\$ 50.40	216		\$ 0.50	\$ 57.60
Snickerdoodles	36	\$ 8.40	\$ 0.23				6	\$ 50.40	216		\$ 0.50	\$ 57.60
Cinnamon Rolls	8	\$ 8.40	\$ 1.05				6	\$ 50.40	216		\$ 2.00	\$ 205.20
								\$ 151.20				

Total cost

\$ 2,920.92

Profit

\$ 3,633.10

Borrow

Coffee pots - 2
Napkin holders - 3
Canopies - 3
Ice chests - 3
Buckets - 3

Community Events Grant Funding Application

City of Sunnyvale



Fiscal Year 2008 – 2009

Application Deadline: Friday, October 17, 2008, 5 p.m.

Directions: You may either 1) Print this application and complete the hard copy, or 2) Type your responses electronically and print for submission. Please answer all questions completely, including as much detail as possible. Grant recommendations will be decided based upon a competitive review process; this application and any attachments are intended to be the primary subject of evaluating your grant proposal. Applicants will be notified of award decisions in December 2008.

Applications may be submitted in-person or by mail to: City of Sunnyvale, Attn: Community Resources Division, 603 All America Way, P.O. Box 3707, Sunnyvale, CA 94088-3707. If you have questions or for more information, call (408) 730-7599, TDD (408) 730-7501, or e-mail ncs@ci.sunnyvale.ca.us. You may also visit us online at CommunityResources.inSunnyvale.com.

Event Name: Sunnyvale Art & Wine Festival

Date(s)/Time(s) of Event: June 6th & 7th

Sponsoring Organization(s): Toyota Sunnyvale

Authorized Representative Information:

Name: Dori Hailu

Title: Event Manager

Organization: Sunnyvale Chamber of Commerce

Phone(wk/cell): 408-736-4971

Email: dhailu@svcoc.org

Mailing Address: 260 S. Sunnyvale Ave
Sunnyvale CA 94086

Event Details:

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

See attached

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

Yes, every June for the past 34 years.

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 Art and Wine Festival is a culmination of a number of non profits, ie: churches, service clubs, and school groups, as well as artist, vendors, entertainers and sponsors for the community to showcase Sunnyvale as a great place to live, work, and do business.

4. Is your event a fundraiser? If so, for what purpose will the funds be used?

Yes, for the Sunnyvale Chamber of Commerce and other nonprofit participants.

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

See Attached

Question 1.

The Sunnyvale Art & Wine Festival features over 300 arts & crafts vendors, 25 – 30 business vendors and 12-15 food vendors. There are 8 featured wines as well as beverages from 2 local microbreweries. Over 300 volunteers participate, earning donations for their non-profit organization for their efforts. The food court on Sunnyvale Avenue provides both non-profit and for-profit organizations the opportunity to generate income. The stage on Sunnyvale Avenue at Evelyn features live music from local musicians and dance performances throughout both days. A Children's craft area will occupy Town & Country Lane from Frances to Taaffe and a car show will occupy Capella Way from Frances to Taaffe. NASA representatives will set up a tent display on the parking lot on Frances behind the former Haight-Ashbury Music Center. A Community Stage will be set up in the Plaza Del Sol featuring local dancers, musicians and entertainers. The historical footprint of the festival may change due to construction. Festival operational hours are 10:00 am to 6:00 pm both days (June 6 and 7). This event is free to the public.

Question 5.

We work closely with Public Safety and an outside security firm to ensure that there is adequate coverage for crowd control, the safety of the general public and property during festival hours and after hours. Event attendees have a solid history of being well behaved with very few incidents requiring the direct intervention of Public Safety Officers. Private security patrols festival grounds 24 hours a day from 5 am Saturday morning through 7pm Sunday. When the festival headliner band takes the stage at 4pm Sunday, Private Security and Public Safety Officers patrol the stage area in larger numbers.

Marketing & Promotion:

6. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, to whom?

Geographically, the Art + Wine Festival is targeted to the downtown Sunnyvale area. Specifically on Sunnyvale Avenue between McKinley and Evelyn, Washington Ave from Carol to Taaffe, S Murphy from Washington to Evelyn, S Frances, Town + Country and Capella Way

7. How many people do you expect to attend your event? How did you arrive at this estimate?

120,000 or 60,000 per day.
This is based on attendance during previous years.

8. Please describe your promotional plan to notify the public of your event.

See Attached

Organization Information:

9. 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.

See Attached

Event Budget:

10. Please describe what kind of controls you have in place to ensure that your event will be planned cost-effectively, with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

The festival has a strict budget (see attached) based on historical expenses. "Special" areas are not included unless specifically funded; i.e. car show must have car show sponsor in order to happen. The Chamber has demonstrated these qualities for over thirty years by holding this successful event every year and consistently keeping under budget.

11. 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 \$19.51, the universal volunteer rate)
- 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% of Total Expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

See budget attached on Question 9.

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

The remaining funding will be received through sponsorships from local participants. The chamber is very supportive of community events and this grant will help to maintain the quality of the Art and Wine Festival that we have previously experienced.

Thank you for your interest in the Community Events Grant!

Applications may be submitted in-person or by mail to: City of Sunnyvale, Attn: Community Resources Division, 603 All America Way, P.O. Box 3707, Sunnyvale, CA 94088-3707. If you have questions or for more information, call (408) 730-7599, TDD (408) 730-7501, or e-mail ncs@ci.sunnyvale.ca.us. You may also visit us online at CommunityResources.inSunnyvale.com.

Question 8.

Attachment B

2009 ART & WINE FESTIVAL ADVERTISING PLAN:

VALPAK

MAILED TO 40,000 AREA RESIDENTS ON MAY 29

MERCURY NEWS

MAY 28 ½ PAGE V. IN FOOD & WINE
JUNE 1 ½ PAGE V. IN LOCAL
JUNE 4 ½ PAGE V. IN FOOD & WINE
MAY 22 FULL PAGE EYE SECTION
JUNE 5 FULL PAGE EYE SECTION
MAY 29 FULL PAGE BEST OF SILICON VALLEY

ALL 10 SVCN NEWSPAPERS:

WEEK OF JUNE 2

ALMADEN RESIDENT
CAMPBELL REPORTER
CUPERTINO COURIER
LOS GATOS WEEKLY TIMES
ROSE GARDEN RESIDENT
SARATOGA NEWS
THE SUN
WILLOW GLEN RESIDENT
WEST SAN JOSE RESIDENT
CAMBRIAN RESIDENT

FRONT PAGE STICKER, SUNNYVALE SUN AND WEST SAN JOSE RESIDENT

MAY 14
MAY 28

PROGRAM DISTRIBUTED IN SUNNYVALE SUN & CUPERTINO

WED JUNE 4

KRTY

WEEK OF JUNE 2 ON AIR,
WEBSITE

METRO

MAY 21 FULL PAGE COLOR
MAY 28 ¼ PAGE FULL COLOR
JUNE 4 FULL PAGE COLOR

WAVE MAGAZINE

LATE MAY
1ST WEEK JUNE

Question 9.

In March 1906, a group of successful businessmen decided to form the Sunnyvale Chamber of Commerce in the agriculturally rich land discovered by Martin Murphy Jr. Their vision and dedication lay the foundation for a strong community and a vibrant economy. Today, the Sunnyvale Chamber of Commerce represents all types of businesses in Sunnyvale growing the chamber membership and the Chamber's visibility throughout the region is very important to the Chamber. Our commitment to our long-term members, however, remains constant. Your success matters to us and we will continue to work diligently and effectively to promote the economic growth of our community and serve our members as their information and networking resource through the following actions:

- The Sunnyvale Chamber of Commerce is dedicated to helping local companies grow their business by taking the lead in programs and efforts that help **create a strong local economy** and make our community a great place to do business.
- We **promote the community** in many ways – including the annual art and wine festival and our Annual Murphy Awards black tie awards gala with such awards as the *Athena Award®* which honors outstanding business women in the community and the *Community Spirit Award*. This event will be held in Sunnyvale on February 7, 2009. Invitations will be sent out the third week of December 2008.
- The Sunnyvale Chamber of Commerce provides **networking opportunities** that in 2007 brought people together at many different events to meet and exchange information about their businesses. In 2008 our partnership with the Santa Clara Chamber of Commerce will continue with Fifth Thursdays Joint Mixers. The Sunnyvale Chamber has also been partnering with other local Chambers of Commerce to bring our members events such as S3 with the San Jose & Santa Clara Chambers of Commerce, and the first ever Quad-Chamber mixer with Mountain View, Saratoga, and Cupertino Chambers of Commerce. Many of our members boast increased business due to opportunities they make for themselves through the Chamber.
- We **represent the interests of business to government** by speaking out on local, regional, state, and national issues impacting our community. Our highest priority will be keeping the city focused on the downtown redevelopment and the impact on our downtown businesses and keeping our El Camino Real based businesses up-to-date on the proposed changes along this strategic retail corridor.

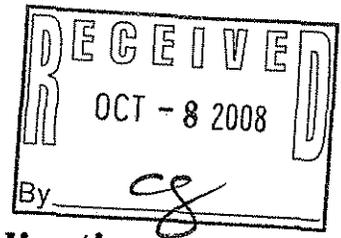
These are just a few examples of how the Sunnyvale Chamber is dedicated to helping the local businesses. Our core values are 1) Strengthening the local economy 2) Representing business with local government 3) Providing networking opportunities 4) Promoting the community.

Our Mission Statement:

The Sunnyvale Chamber of Commerce leads collaborative activities and promotes policies designed to connect, educate and energize the business community to achieve economic vitality.

**Sunnyvale Chamber of Commerce
Profit & Loss Budget Performance**

	Sep 08	Budget	\$ Variance	Oct '07 - Sep 08	YTD Budget	\$ Variance	Annual Budget
6200 · Expenses-Art & Wine							
6210-20 · Commissions - A&W					15,000	(15,000)	15,000
6215-20 · Donations/Non-Profits				4,750	4,500	250	4,500
6220-20 · Security/Public Safety				26,199	23,000	3,199	23,000
6225-20 · Sanitation Mgmt				6,583	5,000	1,583	5,000
6226-20 · Set Up Fees/Public Works				4,402	3,500	902	3,500
6235-20 · License/Permits				3,636	4,000	(364)	4,000
6240-20 · Advertising-A&W				32,745	35,000	(2,255)	35,000
6242-20 · Entertainment/Setup-A&W				10,900	10,000	900	10,000
6244-20 · Sales Merchandise-A&W					1,000	(1,000)	1,000
6245-20 · Supplies & Materials-A&W				11,514	10,000	1,514	10,000
6246-20 · General Expenses-A&W				5,612	2,000	3,612	2,000
6247-20 · Acknowledgement/Gifts-A&W				8,450	2,500	5,950	2,500
6248-20 · Booth Rental Fees				9,886	10,000	(114)	10,000
6248-30 · Cleaning Deposit Refund				(200)	3,000	(3,200)	3,000
6249-30 · General Clean-up				4,545	5,000	(455)	5,000
6250-20 · Beer/Wine Glasses-A&W				23,784	20,000	3,784	20,000
6255-20 · Bank Charges-A&W					20,000	(20,000)	20,000
6260-20 · Beer/Wine/Cola-A&W				23,475	10,000	13,475	10,000
6265-20 · Insurance (C/L)-A&W				6,418			
Total 6200 · Expenses-Art & Wine				182,699	183,500	(801)	183,500



**Community Events Grant Funding Application
City of Sunnyvale**



Fiscal Year 2008 – 2009

SUNNYVALE HOWL'OWEEN PET PARADE & FAIRE

GRANT AMOUNT REQUESTED

\$8,500.00

Contents/Support Materials:

**City of Sunnyvale Application
Event Expense & Revenue Report
Organization Expense & Revenue Report
Volunteer/Task Grid
Past Marketing Materials**

Community Events Grant Funding Application City of Sunnyvale



Fiscal Year 2008 – 2009

Application Deadline: Friday, October 17, 2008, 5 p.m.

Directions: You may either 1) Print this application and complete the hard copy, or 2) Type your responses electronically and print for submission. Please answer all questions completely, including as much detail as possible. Grant recommendations will be decided based upon a competitive review process; this application and any attachments are intended to be the primary subject of evaluating your grant proposal. Applicants will be notified of award decisions in December 2008.

Applications may be submitted in-person or by mail to: City of Sunnyvale, Attn: Community Resources Division, 603 All America Way, P.O. Box 3707, Sunnyvale, CA 94088-3707. If you have questions or for more information, call (408) 730-7599, TDD (408) 730-7501, or e-mail ncs@ci.sunnyvale.ca.us. You may also visit us online at CommunityResources.inSunnyvale.com.

Event Name: 2008 Sunnyvale Pet Parade & Faire

Date(s)/Time(s) of Event: Sunday October 26, 2008 (10:00am - 4:30pm)

Sponsoring Organization(s): Sunnyvale Downtown Association _____

Authorized Representative Information:

Name: Joel Wyrick _____
 Title: Executive Director _____
 Organization: Sunnyvale Downtown Association _____
 Phone(wk/cell): 408 516-7217 _____
 Email: sda94086@yahoo.com _____
 Mailing Address: PO Box 70785 _____
 Sunnyvale, CA 94086

Event Details:

1. Please describe your event (you may attach additional details or supporting documentation).
 The Sunnyvale Howl'oween Pet Parade & Faire is a family oriented event. The event itself appeals to all social, economic, demographic and ethnic boundaries by bringing together the community through the love of animals and pets. The Sunnyvale Howl'oween Pet Parade & Faire gives the community resident the opportunity to participate by entering the parade or just gazing at the whimsical costumed animals and their owners. This day long event offers a parade followed by a faire that includes: educational activities, demonstrations, various contests, food and entertainment. Parents and children learn about different animals, how to select an appropriate pet and proper care, adoption information, city and county pet licensing and permit departments. Various pet non-profits will be on-hand providing information on animal rescue, spay and neutering and breed organizations located in our area. Attendees can also visit with on-site veterinarians, pet arts & crafts booths, kennel owners, pet photographers, groomers & more.

Pet Parade on several downtown streets... Faire will be held at Plaza del Sol.

Other event components include:

- Best Pet Costume
- Best Combo Costume
- Best Float
- Pet Talent Show
- Dog Treat Stacking Contest
- Best Human Costume
- Best Group Costumes
- Pet Lover Village
- Dog Kissing Booth
- And much more!

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

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 City of Sunnyvale and the downtown merchants created the Sunnyvale Downtown Association as a means to provide vitality and identity to our downtown. Our goal as an organization is to solicit and encourage participation from our community. The Pet Parade & Faire boasts over 50 local volunteers and 500 parade participants. Using downtown Sunnyvale as a backdrop for all of our events we showcase Sunnyvale's diversity, history and beauty while providing vitality to our downtown and with our events make downtown a continual place of destination for the residents of Sunnyvale and beyond.

4. Is your event a fundraiser? If so, for what purpose will the funds be used?
 NO.

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

The first step we took to ensure a well-planned, safe event was to hire staff within the SDA with extensive experience in event production. This includes but not limited

to: timeline scheduling, staffing matrix design, event layout, city permits, security, food & vendor setup, booth & staging rentals and entertainment procurement. Over the last several years our organization and staff have demonstrated through past events the ability to manage traffic, parking, crowds, facilities and clean up. We will continue to draw on our staff and event experience to ensure a well-planned safe event.

Marketing & Promotion:

6. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, to whom?

The event is targeted to the entire city although we are finding it to be even more expansive due to the fact that we are the only city in the south bay that features a combination pet parade & faire. Although the bulk of attendees and participants are from Sunnyvale proper, we are experiencing parade registrations coming from Mt. View, Santa Clara and San Jose.

7. How many people do you expect to attend your event? How did you arrive at this estimate? We expect to have 1,000 people attend this year. This was based on our current marketing & promotion strategies.

8. Please describe your promotional plan to notify the public of your event.

Our promotional outreach for this event includes: posters (250ct.) and brochures (15,000ct.) distributed throughout the City of Sunnyvale at high foot traffic locations and schools.

Advertising on Radio (Star 101.3fm), print ads in both the Sunnyvale Sun & Pennysaver as well as our website www.DowntownSunnyvale.com make up our marketing matrix. Through this promotional outreach we feel we garner the public awareness needed for a well attended event.

Organization Information:

9. 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 SDA is funded in part by the business improvement district (BID) fees, city funds, sponsorships and revenue producing events.

The Sunnyvale Downtown Association (SDA) serves as the voice of downtown Sunnyvale by:

- Advocating for policies, programs and events that support the economic growth of the downtown core
- Acting as the downtown marketing arm and ambassador for the City of Sunnyvale
- Producing attractive events for the community

- Promoting downtown as a premier venue for other groups to produce events
- Working with other Community Based Organization's that share in the growth, beautification, and continual vitality of downtown Sunnyvale
- Serving as the primary information portal to all events, attractions and programs stemming from the downtown core

Event Budget:

10. Please describe what kind of controls you have in place to ensure that your event will be planned cost-effectively, with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

For all of our events we put several controls in place in order to be fiscally sound. The SDA staff has years of experience in both event production and small business ownership. Staff has created an event matrix that we now use for all of our events. The matrix is made up of three components: an event timeline, a detailed event budget and a staff/task grid that identifies all of the jobs/tasks needed to produce a safe and successful event. To ensure future success we reconvene key event personnel for a post event analysis and discuss ways we may improve the event for the following year. This event matrix system has proven to ensure financial, personnel management and logistic success.

11. 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 \$19.51, the universal volunteer rate)
- 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% of Total Expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

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

Because this is our first year we will use part of the revenue from our Business Improvement Fees that is usually slated for the Sunnyvale Downtown's Association's organizational overhead (i.e.: staff salaries, office space, telecommunication etc.). For most of our events, we raise enough money to pay for the entire event through sponsorships, grants, vendor space rentals and in-kind donations. A grant by the City of Sunnyvale not only helps us financially offset the cost of the event, but by naming the city as a supporter, it lends credibility and leverage to the event.

HOWL'OWEEN PET PARADE BUDGET			2008		Notes & Comments
			Projected	Actual	Attachment B
EXPENSES					
City Services					
Banners					
	El Camino & Wolfe Roads	\$ 250.00	\$ -		in-kind from the city
Permits					
	Street Closure	\$ 500.00	\$ -		in-kind from the city
	Plaza del Sol Closure	\$ 500.00	\$ -		in-kind from the city
	Building & Electrical	\$ 92.00	\$ -		in-kind from the city
	Fire Inspection	\$ 300.00	\$ -		in-kind from the city
	Police	\$ 2,288.00	\$ -		2 officers @ \$125.00/hr for 9 hours
	Subtotal - City Services	\$ 3,930.00	\$ -		in-kind from the city
County Services					
Permits					
	ABC	\$ -	\$ -		
	Health	\$ 60.00	\$ 60.00		
	Subtotal - County Services	\$ 60.00	\$ 60.00		
Entertainment & Hospitality					
	Bands & Entertainment	\$ 2,000.00	\$ 2,000.00		
	Costs of Goods Sold (beverages)				sda will not be selling any products
	Sales Tax (alcohol & carb. drinks)	\$ -	\$ -		n/a
Street Performers					
	Balloon Artist	\$ 100.00	\$ 100.00		
	Face Painter	\$ 100.00	\$ 100.00		
	VIP/Hospitality Suite (catered food)				n/a
	Subtotal - Entertainment	\$ 2,200.00	\$ 2,200.00		
Equipment Rentals & Purchases					
	Booths, Tables & Chairs	\$ 500.00	\$ 500.00		
	Generators &/or Electrical Boxes	\$ 90.00	\$ 90.00		
	Sound System & Lighting	\$ 600.00	\$ 600.00		
	Porta Potties	\$ 1,000.00	\$ 1,000.00		
	Radios	\$ 250.00	\$ 250.00		
	Staging & Lights	\$ 1,568.00	\$ 1,568.00		judges & announcer staging
	Subtotal - Equipment Rentals	\$ 4,008.00	\$ 4,008.00		
Marketing & Advertising					
	Artwork & Design	\$ 1,000.00	\$ 1,000.00		
	Banners	\$ 1,000.00	\$ -		
	Brochures (15k)	\$ 1,000.00	\$ 1,050.00		combo registration & flyer
	Posters (12.75 x 17.25) @ 500	\$ 300.00	\$ -		in-kind city of sunnyvale
	Flyers (4x6) @ 15k	\$ 360.00	\$ 360.00		
	Print Advertising	\$ 3,600.00	\$ 3,600.00		s'vale sun & pennysaver
	Ribbons (for parade registrants)	\$ 800.00			in-kind arley marley
	Signage (additional)				
	Street Marketing	\$ 500.00	\$ 500.00		
	Subtotal - Marketing & Advertising	\$ 8,560.00	\$ 6,510.00		
Subcontractors					
	Dumpsters	\$ 600.00	\$ -		donated by specialty
	Fencing				
	Security				not needed (see city services police)

Staff/Production Crew					
	Event Coordinator	\$ 1,000.00	\$ 1,000.00		Attachment B
	Production Manager				
	Beverage Coordinator				
	Expo Coordinator				
	Parade Coordinator				
	Volunteer Coordinator	\$ 250.00	\$ 250.00		
	Set up & clean up	\$ 1,000.00	\$ 1,000.00		
	Power Washing				
	Subtotal - Subcontractors	\$ 2,850.00	\$ 2,250.00		
Other					
	Insurance	\$ 600.00	\$ 600.00		
	Ice				
	Misc (tape, chalk, rope etc.)	\$ 200.00	\$ 200.00		
	Subtotal - Other	\$ 800.00	\$ 800.00		
TOTAL EXPENSES		\$ 22,408.00	\$ 15,828.00		
REVENUE					
CONTRIBUTED INCOME					
Grants					
	City/Government		\$ 8,500.00	grant request	
	Subtotal - Grants	\$ -	\$ 8,500.00		
Space Rentals - Vendors					
	Food & beverage	\$ 1,000.00	\$ 1,000.00	5 @ 200.00ea	
	Pet related vendors	\$ 2,000.00	\$ 2,000.00	10 @ 200.00ea	
	Subtotal - Space Rentals	\$ 3,000.00	\$ 3,000.00		
Sponsorships					
	Presenting Sponsor				did not secure
	Stage Sponsor				did not secure
	Community Sponsors	\$ 4,500.00	\$ 4,500.00	9 @ \$500 ea.	
	Subtotal - Sponsorships	\$ 4,500.00	\$ 4,500.00		
Ticket & Beverage Sales					
	Drinks				no beverages from the sda
	Subtotal - Sponsorships	\$ -	\$ -		
Additional Income					
	Subtotal - Additional Income	\$ -	\$ -		
TOTAL REVENUE		\$ 7,500.00	\$ 16,000.00		
NET PROFIT / LOSS		\$ (14,908.00)	\$ 172.00		

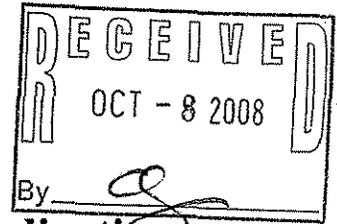
needs to include in-kind services provided
\$4,230

~~JUSTIFY THIS EXPENSE~~

SDA OPERATIONAL BUDGET 2008-09				Jul-08	Notes & Comments
				Projected	Projected
EXPENSES					
	Advertising, Promotion & Marketing			\$ 12,000.00	
	Commissions & Fees (memberships, etc.)			\$ 300.00	
	Conferences, meetings & seminars (attended)			\$ -	
	Contract Labor			\$ 40,000.00	
	Dues/Subscriptions/Contributions			\$ -	
	Employee Health Benefits			\$ -	
	Events (costs directly associated with the event)				
	Murphy Ave Gumbo Fest				
	St. Patrick's Day on Murphy Avenue			\$ 23,000.00	
	Summer Music Series			\$ 65,300.00	
	Sunnyvale Plaza Outdoor Cinema				
	Sun Fest				
	Howl'oween Pet Parade & Faire			\$ 22,400.00	
	Holiday Celebration			\$ 20,710.00	
	Finance Services Charges			\$ 600.00	
	Insurance				
	General			\$ 2,600.00	
	Directors & Officers			\$ -	
	Workman's Compensation			\$ -	
	Janitorial & Cleaning			\$ -	
	Legal & Accounting				
	Audit			\$ -	
	Legal			\$ -	
	Maintenance & Repair			\$ 600.00	
	Office Supplies			\$ 1,600.00	
	Payroll Taxes			\$ -	
	Postage			\$ 700.00	
	Printing & Reproduction			\$ 1,000.00	
	Purchases				
	Rent				
	Staff Salaries			\$ -	
	Supplies (non office)			\$ 1,000.00	
	Taxes, Licenses & permits			\$ 250.00	
	Telephone/ Internet/Communications			\$ 1,200.00	
	Travel & Entertainment			\$ 800.00	
	Utilities			\$ -	
TOTAL EXPENSES				\$ 194,060.00	
REVENUE					
CONTRIBUTED & SPONSORSHIP INCOME					
	Grants				
	City/Government				
	Community Events Grant			\$ 20,000.00	
	Community Development Block Grant			\$ -	
	Office of Economic Development			\$ -	
	Corporate/Foundations				
	Other			\$ 1,000.00	
SUBTOTAL - GRANTS				\$ 21,000.00	

Task & Volunteer Grid - Pet Parade & Faire

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
Parade & Faire Committee				180	\$ 3,511.80
Tony Spitaleri	Ken Sawyer		meet once a week (starting aug 13)		
Arley Marley	Cheri Gross				
Pat Castillo	Joel Wyrick		est. at 3 hr. per person per week @ 10 wks		
Event Administration					
Event Coordinator	SDA - Joel W.				
Assistant Coordinator	Cassandra N.				
Marketing	Cheri Gross				
Entertainment	Cheri G./Joel				
Parade Staff (cueing)					
Top Dog - Commander		8:00am - 12:00pm	Responsible for pet cueing at Start from Sunnyvale Rotary	4	\$ 78.04
Lt. Commander		8:00am - 12:00pm	From Sunnyvale Rotary to assist Top Dog	4	\$ 78.04
Lt. Commander		8:00am - 12:00pm	From Sunnyvale Sunrise Rotary to assist Top Dog	4	\$ 78.04
Lt. Commander		8:00am - 12:00pm	From Sunnyvale Kiwanis to assist Top Dog	4	\$ 78.04
Unit Commander		8:00am - 12:00pm	Interactor, Key Club, Kiwanians or Rorarians to assist check-in	4	\$ 78.04
Unit Commander		8:00am - 12:00pm		4	\$ 78.04
Unit Commander		8:00am - 12:00pm		4	\$ 78.04
Unit Commander		8:00am - 12:00pm		4	\$ 78.04
Unit Commander		8:00am - 12:00pm		4	\$ 78.04
Unit Commander		8:00am - 12:00pm		4	\$ 78.04
Unit Commander		8:00am - 12:00pm		4	\$ 78.04
Unit Commander		8:00am - 12:00pm		4	\$ 78.04
Parade Staff (general)					
Announcer & Judging Stage			rotary	2	\$ 39.02
Announcer(s)			rotary	2	\$ 39.02
Judge			Rotarian from Sunnyvale Rotary	2	\$ 39.02
Judge			Rotarian from Sunnyvale Sunrise Rotary	2	\$ 39.02
Judge			Kiwanian from Sunnyvale Kiwanis	2	\$ 39.02
Faire Staff					
Top Dog - Faire Coordinator	Cassandra N.	8:00am - close			
Vendor Coordinator	Cassandra N.	8:00am - close			
Asst. Vendor Coordinator	Brandt Carson	8:00am - close		10	\$ 195.10
Stage Manager	Cheri Gross	8:00am - close			
Asst. Stage Manager	Marc Dydo	8:00am - close		10	\$ 195.10
Stage MC			does rotary have a radio lead?		
Costume Contest	see judges		rotary		
Faire Staff - General		10:30am - 1:30pm		3	\$ 58.53
Faire Staff - General		10:30am - 1:30pm		3	\$ 58.53
Faire Staff - General		10:30am - 1:30pm		3	\$ 58.53
Faire Staff - General		10:30am - 1:30pm		3	\$ 58.53
Faire Staff - General		10:30am - 1:30pm		3	\$ 58.53
Faire Staff - General		1:30pm - 4:30pm		3	\$ 58.53
Faire Staff - General		1:30pm - 4:30pm		3	\$ 58.53
Faire Staff - General		1:30pm - 4:30pm		3	\$ 58.53
Faire Staff - General		1:30pm - 4:30pm		3	\$ 58.53
Faire Staff - General		1:30pm - 4:30pm		3	\$ 58.53
Miscellaneous					
Photographer		9:30am - 3:00pm			



**Community Events Grant Funding Application
City of Sunnyvale**



Fiscal Year 2008 – 2009

HOLIDAY & CHRISTMAS TREE LIGHTING

GRANT AMOUNT REQUESTED

\$8,000.00

Contents/Support Materials:

**City of Sunnyvale Application
Event Expense & Revenue Report
Organization Expense & Revenue Report
Volunteer/Task Grid
Past Marketing Materials**

Community Events Grant Funding Application City of Sunnyvale



Fiscal Year 2008 – 2009

Application Deadline: Friday, October 17, 2008, 5 p.m.

Directions: You may either 1) Print this application and complete the hard copy, or 2) Type your responses electronically and print for submission. Please answer all questions completely, including as much detail as possible. Grant recommendations will be decided based upon a competitive review process; this application and any attachments are intended to be the primary subject of evaluating your grant proposal. Applicants will be notified of award decisions in December 2008.

Applications may be submitted in-person or by mail to: City of Sunnyvale, Attn: Community Resources Division, 603 All America Way, P.O. Box 3707, Sunnyvale, CA 94088-3707. If you have questions or for more information, call (408) 730-7599, TDD (408) 730-7501, or e-mail ncs@ci.sunnyvale.ca.us. You may also visit us online at *CommunityResources.inSunnyvale.com*.

Event Name: 2008 Holiday & Christmas Tree Lighting

Date(s)/Time(s) of Event: Saturday December 6, 2008 (4:30pm - 8:30pm)

Sponsoring Organization(s): Sunnyvale Downtown Association _____

Authorized Representative Information:

Name: Joel Wyrick _____
 Title: Executive Director _____
 Organization: Sunnyvale Downtown Association _____
 Phone(wk/cell): 408 516-7217 _____
 Email: sda94086@yahoo.com _____
 Mailing Address: PO Box 70785 _____
 Sunnyvale, CA 94086

Event Details:

1. Please describe your event (you may attach additional details or supporting documentation). The Sunnyvale Holiday & Christmas Tree Lighting celebration is now in it's 9th year. This Holiday & Christmas Tree Lighting celebration brings together the City of Sunnyvale community for a ceremonial Holiday season kick-off that features the official lighting of the City Christmas Tree by the honorable Mayor. Directly following the ceremonial lighting is the entrance of Santa Clause as he sits in front of the newly lit tree as hundreds of kids wait in line to pay him a visit. A new feature to the event that was introduced last year was the 25 foot wide outdoor movie screen which showed, "How The Grinch Stole Christmas". This added attraction was a huge hit and will be back presenting another Christmas movie classic.

This year The Holiday & Christmas Tree Lighting celebration will take place on Murphy Avenue.

Event components include:

- Lighting of The Christmas Tree
- Outdoor Cinema
- Children's Arts & Crafts Booth
- Visit from Santa Clause
- Carolers
- Various Performances

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

Yes, we have held this event on the first Saturday in December for the past 8 years on 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?

The City of Sunnyvale and the downtown merchants created the Sunnyvale Downtown Association as a means to provide vitality and identity to our downtown. Our goal as an organization is to solicit and encourage participation from our community. The Holiday & Christmas Tree Lighting celebration features more local performing and volunteer groups than any other downtown Sunnyvale event. Local Sunnyvale based groups include: The Sunnyvale Girl Scouts, Fremont High School choir and marching band, Dance Attack!, The Closing Crew and more. 90% of our performance groups donate their time for this holiday giving tradition.

4. Is your event a fundraiser? If so, for what purpose will the funds be used?

NO.

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

The first step we took to ensure a well-planned, safe event was to hire staff within the SDA with extensive experience in event production. This includes but not limited to: timeline scheduling, staffing matrix design, event layout, city permits, security, food & vendor setup, booth & staging rentals and entertainment procurement. Over the last several years our organization and staff have demonstrated through past events the ability to manage

traffic, parking, crowds, facilities and clean up. We will continue to draw on our staff and event experience to ensure a well-planned safe event.

Marketing & Promotion:

6. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, to whom?
The event is targeted to the entire city who wish to “ring in” the holiday season.
7. How many people do you expect to attend your event? How did you arrive at this estimate?
We expect to have 1,000 people attend this year. This was based on our current marketing & promotion strategies.
8. Please describe your promotional plan to notify the public of your event.
Our promotional outreach for this event includes: posters (200ct.) and flyers (5,000ct.) distributed throughout the City of Sunnyvale at high foot traffic locations and schools. Print ads will be purchased in both the Sunnyvale Sun & Pennysaver. Our website www.DowntownSunnyvale.com will complete our marketing matrix. Through this promotional outreach we feel we garner the public awareness needed for a well attended event.

Organization Information:

9. 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 SDA is funded in part by the business improvement district (BID) fees, city funds, sponsorships and revenue producing events.

The Sunnyvale Downtown Association (SDA) serves as the voice of downtown Sunnyvale by:

- Advocating for policies, programs and events that support the economic growth of the downtown core
- Acting as the downtown marketing arm and ambassador for the City of Sunnyvale
- Producing attractive events for the community
- Promoting downtown as a premier venue for other groups to produce events
- Working with other Community Based Organization's that share in the growth, beautification, and continual vitality of downtown Sunnyvale
- Serving as the primary information portal to all events, attractions and programs stemming from the downtown core

Event Budget:

10. Please describe what kind of controls you have in place to ensure that your event will be planned cost-effectively, with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

For all of our events we put several controls in place in order to be fiscally sound. The SDA staff has years of experience in both event production and small business ownership. Staff has created an event matrix that we now use for all of our events. The matrix is made up of three components: an event timeline, a detailed event budget and a staff/task grid that identifies all of the jobs/tasks needed to produce a safe and successful event. To ensure future success we reconvene key event personnel for a post event analysis and discuss ways we may improve the event for the following year. This event matrix system has proven to ensure financial, personnel management and logistic success.

11. 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 \$19.51, the universal volunteer rate)
- 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% of Total Expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

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

As you can see in our Holiday & Christmas Tree Lighting budget we receive a large amount of in-kind and volunteer help for this event. This is certainly needed as this event provides a lot of entertainment with very little means of generating significant revenue. A grant by the City of Sunnyvale not only helps us financially offset the cost of the event, but by naming the city as a supporter, it lends credibility and leverage to the event.

Thank you for your interest in the Community Events Grant!

HOLIDAY & CHRISTMAS TREE LIGHTING				Projected	Actual	Notes & Comments
						Attachment B
EXPENSES						
City Services						
Banners						
		El Camino & Wolfe Roads	\$ 250.00	\$ 250.00		
Permits						
		Street Closure	\$ 500.00	\$ 500.00		
		Plaza del Sol Closure		\$ -		
		Building & Electrical		\$ -		
		Fire Inspection		\$ -		
Police						
		Subtotal - City Services	\$ 750.00	\$ 750.00		
County Services						
Permits						
		ABC				non-alcohol event
		Health	\$ 60.00	\$ 60.00		
		Subtotal - County Services	\$ 60.00	\$ 60.00		
Entertainment & Hospitality						
		Arts & Crafts	\$ 250.00			in-kind
		Bands & Entertainment	\$ 2,000.00			all performances are in-kind
		Outdoor Movie Screen & License	\$ 2,000.00	\$ 2,000.00		
		Christmas Tree & Decorations	\$ 5,000.00	\$ 5,000.00		
		Costs of Goods Sold (beverages)				sda will not be selling any products
		Beer				
		Wine				
		Water & Soft Drinks				
		Sales Tax (alcohol & carb. drinks)	\$ -	\$ -		n/a
Street Performers						
		Balloon Artist	\$ 100.00	\$ 100.00		
		Face Painter	\$ 250.00			in-kind
		VIP/Hospitality Suite (catered food)				n/a
		Subtotal - Entertainment	\$ 9,600.00	\$ 7,100.00		
Equipment Rentals & Purchases						
		Booths, Tables & Chairs	\$ 500.00	\$ 500.00		
		Generators &/or Electrical Boxes				
		Sound System & Lighting	\$ 600.00			in-kind
Porta Potties						
Radios						
		Staging & Lights	\$ 2,000.00			in-kind
		Subtotal - Equipment Rentals	\$ 3,100.00	\$ 500.00		
Marketing & Advertising						
		Artwork & Design	\$ 500.00	\$ 500.00		
		Banners		\$ -		
		Brochures (15k)				
		Posters (18 x 24) @ 200	\$ 300.00	\$ 300.00		
		Flyers (4x6) @ 5k	\$ 250.00	\$ 250.00		
		Print Advertising	\$ 3,600.00	\$ 3,600.00		s'vale & pennysaver
		Signage (additional)				
		Street Marketing	\$ 300.00	\$ 300.00		
		Subtotal - Marketing & Advertising	\$ 4,950.00	\$ 4,950.00		

Subcontractors					
	Dumpsters & Recycling		\$ 200.00	\$ 200.00	
	Fencing				
	Security				
Staff/Production Crew					
	Event Coordinator		\$ 1,000.00	\$ 1,000.00	
	Production Manager				
	Beverage Coordinator				
	Expo Coordinator				
	Parade Coordinator				
	Volunteer Coordinator				
	Set up & clean up		\$ 250.00	\$ 250.00	
Power Washing					
Subtotal - Subcontractors			\$ 1,450.00	\$ 1,450.00	
Other					
	Insurance		\$ 600.00	\$ 600.00	
	Ice				
	Misc (tape, chalk, rope etc.)		\$ 200.00	\$ 200.00	girls scout materials
Subtotal - Other			\$ 800.00	\$ 800.00	
TOTAL EXPENSES			\$ 20,710.00	\$ 15,610.00	
REVENUE					
CONTRIBUTED INCOME					
Grants					
	City/Government			\$ 8,000.00	grant request
Subtotal - Grants			\$ -	\$ 8,000.00	
Space Rentals - Vendors					
	Food & beverage		\$ 300.00	\$ 300.00	3 @ 100.00ea
Subtotal - Space Rentals			\$ 300.00	\$ 300.00	
Sponsorships					
	Presenting Sponsor				
	Stage Sponsor				
	Community Sponsors		\$ 10,000.00	\$ 10,000.00	
Subtotal - Sponsorships			\$ 10,000.00	\$ 10,000.00	
Ticket & Beverage Sales					
	Drinks				no beverages from the sda
Subtotal - Sponsorships			\$ -	\$ -	
Additional Income					
Subtotal - Additional Income			\$ -	\$ -	
TOTAL REVENUE			\$ 10,300.00	\$ 18,300.00	
NET PROFIT / LOSS			\$ (10,410.00)	\$ 2,690.00	

SDA OPERATIONAL BUDGET 2008-09				Jul-08	Notes & Comments	
				Projected	Projected	Attachment B
EXPENSES						
		Advertising, Promotion & Marketing		\$ 12,000.00		
		Commissions & Fees (memberships, etc.)		\$ 300.00		
		Conferences, meetings & seminars (attended)		\$ -		
		Contract Labor		\$ 40,000.00		
		Dues/Subscriptions/Contributions		\$ -		
		Employee Health Benefits		\$ -		
		Events (costs directly associated with the event)				
		Murphy Ave Gumbo Fest				
		St. Patrick's Day on Murphy Avenue		\$ 23,000.00		
		Summer Music Series		\$ 65,300.00		
		Sunnyvale Plaza Outdoor Cinema				
		Sun Fest				
		Howl'oween Pet Parade & Faire		\$ 22,400.00		
		Holiday Celebration		\$ 20,710.00		
		Finance Services Charges		\$ 600.00		
		Insurance				
		General		\$ 2,600.00		
		Directors & Officers		\$ -		
		Workman's Compensation		\$ -		
		Janitorial & Cleaning		\$ -		
		Legal & Accounting				
		Audit		\$ -		
		Legal		\$ -		
		Maintenance & Repair		\$ 600.00		
		Office Supplies		\$ 1,600.00		
		Payroll Taxes		\$ -		
		Postage		\$ 700.00		
		Printing & Reproduction		\$ 1,000.00		
		Purchases				
		Rent				
		Staff Salaries		\$ -		
		Supplies (non office)		\$ 1,000.00		
		Taxes, Licenses & permits)		\$ 250.00		
		Telephone/ Internet/Communications		\$ 1,200.00		
		Travel & Entertainment		\$ 800.00		
		Utilities		\$ -		
TOTAL EXPENSES				\$ 194,060.00		
REVENUE						
CONTRIBUTED & SPONSORSHIP INCOME						
		Grants				
		City/Government				
		Community Events Grant		\$ 20,000.00		
		Community Development Block Grant		\$ -		
		Office of Economic Development		\$ -		
		Corporate/Foundations				
		Other		\$ 1,000.00		
SUBTOTAL - GRANTS				\$ 21,000.00		

Staff Volunteer Matrix - Holiday Christmas Tree

Attachment B

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
Holiday Christmas Tree Lighting Committee					
Anne Dugan	Joe Antuzzi				
Sean O'Keefe	Cheri Gross				
Steve Molscan	Joel Wyrick			30	\$ 585.30
Gary Hurd					
Holiday Administration					
Event Director	SDA- Cassandra Nash	2:00pm - 9:00pm		7	\$ 136.57
Assistant Director	Brandt Carson	2:00pm - 9:00pm			\$ -
Marketing	Cheri Gross			7	\$ 136.57
Entertainment	Cheri Gross/Joel				\$ -
Holiday Staffing					
Movie Coordinator	Chris E.	4:00pm - 9:00pm	sub-contracted incl. Help		\$ -
Vendor Coordinator	Cassandra Nash	8:00am - close	rec. kettlecorn, coffee & hot stand		\$ -
Stage Manager	Cheri Gross	8:00am - close			\$ -
Santa		6:00pm - 8:30pm			
Stage MC					
Clean-Up Coordinator	Omar Montes				
Miscellaneous					
Photographer	Stephanie Taylor	5:30am - 8:00pm		2.5	\$ 48.78
assistant		5:30am - 8:00pm		2.5	\$ 48.78
assistant		5:30am - 8:00pm		2.5	\$ 48.78
assistant		5:30am - 8:00pm		2.5	\$ 48.78
Holiday Volunteers					
Arts & Crafts Booth Coordinator	Lisa Glaser	4:30pm - close		4	\$ 78.04
Arts & Crafts Helper		4:30pm - 6:30pm	see lisa	2	\$ 39.02
Arts & Crafts Helper		4:30pm - 6:30pm	see lisa	2	\$ 39.02
Arts & Crafts Helper		4:30pm - 6:30pm	see lisa	2	\$ 39.02
Arts & Crafts Helper		6:30pm - 8:30pm	see lisa	2	\$ 39.02
Arts & Crafts Helper		6:30pm - 8:30pm	see lisa	2	\$ 39.02
Arts & Crafts Helper		6:30pm - 8:30pm	see lisa	2	\$ 39.02
Face Painting Coordinator	Kim Whipple	4:30pm - close		4	\$ 78.04
Face Painting Helper		4:30pm - 6:30pm	see kim	2	\$ 39.02
Face Painting Helper		4:30pm - 6:30pm	see kim	2	\$ 39.02
Face Painting Helper		6:30pm - 8:30pm	see kim	2	\$ 39.02
Face Painting Helper		6:30pm - 8:30pm	see kim	2	\$ 39.02
TOTAL VOLUNTEER HOURS				82	\$1,599.82

HO, HO, HO!

**8th Annual
Christmas Tree Lighting &
Holiday Celebration**
Saturday, December 8th 2007
4:30pm - 9:00pm
Historic Murphy Avenue in
Downtown Sunnyvale

Come join us as...
The Mayor of Sunnyvale will be on
hand to light the Christmas tree
Arts and Crafts booth for the kids (free)
Hosted by Homestead Girls Scout Troop #1198
Free photos with Santa

Bring the
entire family
and come
celebrate
with us!

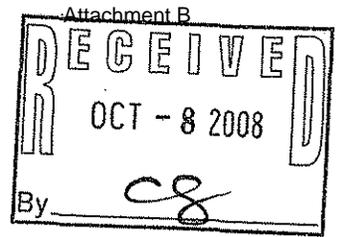
YAHOO! Stage
Dance Attack
Fremont High School Band
Fremont High School Choir
Closing Crew

SPANSON Theatre
Outdoor Cinema with the 1966 classic
The Grinch Who Stole Christmas
(bring a blanket)

A Sunnyvale Downtown Association Production
www.SunnyvaleDowntownAssociation.org
650-516-7217

Sponsors:

RREEF and Sand Hill Property Company



**Community Events Grant Funding Application
City of Sunnyvale**



Fiscal Year 2008 – 2009

ST. PATTY'S DAY ON MURPHY AVENUE

GRANT AMOUNT REQUESTED

\$8,000.00

Contents/Support Materials:

**City of Sunnyvale Application
Event Expense & Revenue Report
Organization Expense & Revenue Report
Volunteer/Task Grid
Past Marketing Materials**

Community Events Grant Funding Application City of Sunnyvale



Fiscal Year 2008 – 2009

Application Deadline: Friday, October 17, 2008, 5 p.m.

Directions: You may either 1) Print this application and complete the hard copy, or 2) Type your responses electronically and print for submission. Please answer all questions completely, including as much detail as possible. Grant recommendations will be decided based upon a competitive review process; this application and any attachments are intended to be the primary subject of evaluating your grant proposal. Applicants will be notified of award decisions in December 2008.

Applications may be submitted in-person or by mail to: City of Sunnyvale, Attn: Community Resources Division, 603 All America Way, P.O. Box 3707, Sunnyvale, CA 94088-3707. If you have questions or for more information, call (408) 730-7599, TDD (408) 730-7501, or e-mail ncs@ci.sunnyvale.ca.us. You may also visit us online at CommunityResources.inSunnyvale.com.

Event Name: 2009 St. Patty's Day on Murphy Avenue

Date(s)/Time(s) of Event: Tuesday March 17, 2009 (4:30pm - 8:30pm)

Sponsoring Organization(s): Sunnyvale Downtown Association _____

Authorized Representative Information:

Name: Joel Wyrick _____
 Title: Executive Director _____
 Organization: Sunnyvale Downtown Association _____
 Phone(wk/cell): 408 516-7217 _____
 Email: sda94086@yahoo.com _____
 Mailing Address: PO Box 70785 _____
 Sunnyvale, CA 94086

Event Details:

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

In recognition of our Irish roots of our City's founder's Martin & Mary Murphy and the urging of the many Irish Pubs located on Murphy Ave, in 2007, the SDA produced the first Murphy Ave St. Patty's Day Celebration. The event is held on the traditional day of "St. Patrick's Day" March 17.

The afternoon early eve (4:30pm –8:30pm) event features 5 stages of entertainment (including traditional Irish dancers and bagpipe players, roving street performances, and food booths. Kids activities include: St. Patrick's Day themed face painting and arts and crafts produced by local girl scout troops. Many of the restaurants participate by "greening" their place of business as well as augmenting their food menu with items like corn beef and cabbage.

2. Have you held this event before? If so, when and where?
Yes, we have held this event for the first time last year on March 17 on 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?

The City of Sunnyvale and the downtown merchants created the Sunnyvale Downtown Association as a means to provide vitality and identity to our downtown. Our goal as an organization is to solicit and encourage participation from our community. This particular event was created by urging of the restaurants located inside the historical business district as an event to recognize our City founders the Murphy's and the oldest remaining business block in Sunnyvale – South 100 block of Murphy Ave.

The weather will always be a concern with this event but mother nature was good to us and it showed by an estimated attendance of 1200 people. This was a welcome winter surprise to the vitality of the business district as restaurants were busy and profitable. The event carried the same "feel" as a Summer Series Wednesday adding to our identity of a fun a safe destination point to south bay residents.

4. Is your event a fundraiser? If so, for what purpose will the funds be used?
NO.

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

The SDA staff has extensive experience in event production. This includes but not limited to: timeline scheduling, staffing matrix design, event layout, city permits, security, food & vendor setup, booth & staging rentals and entertainment procurement. Over the last several years our organization and staff have demonstrated through past events the ability to manage traffic, parking, crowds, facilities and clean up. We will continue to draw on our staff and event experience to ensure a well-planned safe event.

Marketing & Promotion:

6. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, to whom?
No, although we always include our local residents in our marketing outreach. For St. Patty's Day on Murphy Ave, we did something different, for the first time went with Metro magazine (a broad based south bay distributed newspaper) for our print advertising in an effort to introduce Downtown Sunnyvale to our surrounding cities. It worked; as we informally talked to many people who had "never" or "it's been such a long since I've been to Downtown Sunnyvale" came up in our conversations.
7. How many people do you expect to attend your event? How did you arrive at this estimate? Weather permitting we expect to have 1,500 people attend this year. This was based on last year's attendance and planned marketing & promotion strategies.
8. Please describe your promotional plan to notify the public of your event.
Our promotional outreach for this event includes: posters (300ct.) and flyers (25,000ct.) distributed throughout the City of Sunnyvale and the south bay at high foot traffic locations. Print ads will be purchased in the Metro & Sunnyvale Sun. Our website www.DowntownSunnyvale.com will complete our marketing matrix. Through this promotional outreach we feel we garner the public awareness needed for a well attended event.

Organization Information:

9. 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 SDA is funded in part by the business improvement district (BID) fees, city funds, sponsorships and revenue producing events.

The Sunnyvale Downtown Association (SDA) serves as the voice of downtown Sunnyvale by:

- Advocating for policies, programs and events that support the economic growth of the downtown core
- Acting as the downtown marketing arm and ambassador for the City of Sunnyvale
- Producing attractive events for the community
- Promoting downtown as a premier venue for other groups to produce events
- Working with other Community Based Organization's that share in the growth,

beautification, and continual vitality of downtown Sunnyvale

- Serving as the primary information portal to all events, attractions and programs stemming from the downtown core

Event Budget:

10. Please describe what kind of controls you have in place to ensure that your event will be planned cost-effectively, with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

For all of our events we put several controls in place in order to be fiscally sound. The SDA staff has years of experience in both event production and small business ownership. Staff has created an event matrix that we now use for all of our events. The matrix is made up of three components: an event timeline, a detailed event budget and a staff/task grid that identifies all of the jobs/tasks needed to produce a safe and successful event. To ensure future success we reconvene key event personnel for a post event analysis and discuss ways we may improve the event for the following year. This event matrix system has proven to ensure financial, personnel management and logistic success.

11. 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 \$19.51, the universal volunteer rate)
- 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% of Total Expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

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

The poor economy has certainly hampered our sponsorship efforts for our 2009 events. This grant is rather timely and certainly needed. A grant by the City of Sunnyvale not only helps us financially offset the cost of the event, but by mentioning to other sponsors that the City is a sponsor, it lends credibility and leverage to the event.

Thank you for your interest in the Community Events Grant!

ST PATTY'S DAY CELEBRATION BUDGE			Projected	Actual	Notes & Comments
EXPENSES					
City Services					
Permits					
	Street Closure		\$ 500.00	\$ 500.00	
	Building & Electrical		\$ 92.00	\$ 92.00	
	Fire Inspection				
	Police		\$ 7,906.00	\$ 7,906.00	
	Subtotal - City Services		\$ 8,498.00	\$ 8,498.00	
County Services					
Permits					
	ABC		\$ 30.00	\$ 30.00	
	Health		\$ -	\$ -	
	Subtotal - County Services		\$ 30.00	\$ 30.00	
Entertainment & Hospitality					
	Bands		\$ 2,000.00	\$ 2,000.00	joel
	Costs of Goods Sold (beverages)		\$ 1,800.00	\$ 1,800.00	
	Sales Tax (alcohol & carb. drinks)		\$ 511.42	\$ 511.42	
Street Performers					
	Balloon Artist		\$ -	\$ -	did it ourselves tank & balloons
	Face Painter				
	VIP/Hospitality Suite (catered food)		\$ 1,000.00	\$ 1,000.00	
	Subtotal - Entertainment		\$ 5,311.42	\$ 5,311.42	
Equipment Rentals & Purchases					
	Booths, Tables & Chairs		\$ -	\$ -	
	Generators &/or Electrical Boxes		\$ 90.00	\$ 90.00	
	Sound System & Lighting				bands are supplying
	Porta Potties				not needed
	Radios				not needed
	Staging & Lights		\$ 1,568.00	\$ 1,568.00	
	Subtotal - Equipment Rentals		\$ 1,658.00	\$ 1,658.00	
Marketing & Advertising					
	Artwork & Design		\$ 800.00	\$ 800.00	
	Posters (18 x 24) @ 200		\$ 550.00	\$ 550.00	
	Flyers (4x6) @ 10k		\$ 750.00	\$ 750.00	
	Print Advertising		\$ 2,000.00	\$ 2,000.00	metro
	Signage				
	Street Marketing		\$ 300.00	\$ 300.00	
	Subtotal - Marketing & Advertising		\$ 4,400.00	\$ 4,400.00	
Subcontractors					
	Dumpsters				not needed using gary and joe a's dumps
	Fencing				not needed
	Security				not needed (see city services police)
Staff/Production Crew					
	Event Coordinator				cassandra nash
	Beverage Coordinator		\$ 150.00	\$ 150.00	brant carson
	Set up & clean up		\$ 300.00	\$ 300.00	
	Power Washing				not needed
	Subtotal - Subcontractors		\$ 450.00	\$ 450.00	

Other			
Insurance			joe
Ice	\$ 125.00	\$ 125.00	
Misc (tape, chalk, rope etc.)	\$ 200.00	\$ 200.00	balloons joel & helium/gary
Subtotal - Other	\$ 325.00	\$ 325.00	
TOTAL EXPENSES			
	\$ 20,672.42	\$ 20,672.42	
REVENUE			
CONTRIBUTED INCOME			
Grants			
City/Government			
Subtotal - Grants	\$ -	\$ -	
Space Rentals			
Food			cassandra & joel
Arts & Crafts/Info/Other	\$ -	\$ -	cassandra & joel
Subtotal - Space Rentals	\$ -	\$ -	
Sponsorships			
Presenting Sponsor	\$ 5,000.00	\$ 5,000.00	
Stage Sponsor	\$ 2,500.00	\$ 2,500.00	
Stage Sponsor	\$ 2,500.00	\$ 2,500.00	
VIP Tent Sponsor	\$ 2,500.00	\$ 2,500.00	
Community Sponsors	\$ -	\$ -	
Subtotal - Sponsorships	\$ 12,500.00	\$ 12,500.00	
Ticket & Beverage Sales			
Alcohol	\$ 6,100.00	\$ 6,100.00	
Carbonated Drinks	\$ 99.00	\$ 99.00	
Water	\$ 150.00	\$ 150.00	
Subtotal - Sponsorships	\$ 6,349.00	\$ 6,349.00	
Additional Income			
Subtotal - Additional Income	\$ -	\$ -	
TOTAL REVENUE			
	\$ 18,849.00	\$ 18,849.00	
NET PROFIT / LOSS			
	\$ (1,823.42)	\$ (1,823.42)	

SDA OPERATIONAL BUDGET 2008-09		Jul-08	Notes & Comments
		Projected	Projected
EXPENSES			
	Advertising, Promotion & Marketing	\$ 12,000.00	
	Commissions & Fees (memberships, etc.)	\$ 300.00	
	Conferences, meetings & seminars (attended)	\$ -	
	Contract Labor	\$ 40,000.00	
	Dues/Subscriptions/Contributions	\$ -	
	Employee Health Benefits	\$ -	
	Events (costs directly associated with the event)		
	Murphy Ave Gumbo Fest		
	St. Patrick's Day on Murphy Avenue	\$ 23,000.00	
	Summer Music Series	\$ 65,300.00	
	Sunnyvale Plaza Outdoor Cinema		
	Sun Fest		
	Howloween Pet Parade & Faire	\$ 22,400.00	
	Holiday Celebration	\$ 20,710.00	
	Finance Services Charges	\$ 600.00	
	Insurance		
	General	\$ 2,600.00	
	Directors & Officers	\$ -	
	Workman's Compensation	\$ -	
	Janitorial & Cleaning	\$ -	
	Legal & Accounting		
	Audit	\$ -	
	Legal	\$ -	
	Maintenance & Repair	\$ 600.00	
	Office Supplies	\$ 1,600.00	
	Payroll Taxes	\$ -	
	Postage	\$ 700.00	
	Printing & Reproduction	\$ 1,000.00	
	Purchases		
	Rent		
	Staff Salaries	\$ -	
	Supplies (non office)	\$ 1,000.00	
	Taxes, Licenses & permits	\$ 250.00	
	Telephone/ Internet/Communications	\$ 1,200.00	
	Travel & Entertainment	\$ 800.00	
	Utilities	\$ -	
TOTAL EXPENSES		\$ 194,060.00	
REVENUE			
CONTRIBUTED & SPONSORSHIP INCOME			
	Grants		
	City/Government		
	Community Events Grant	\$ 20,000.00	
	Community Development Block Grant	\$ -	
	Office of Economic Development	\$ -	
	Corporate/Foundations		
	Other	\$ 1,000.00	
SUBTOTAL - GRANTS		\$ 21,000.00	

St. Patty's
Staff/Volunteer Grid

Attachment B

LOCATION	NAME	TIME	NOTES	HRS.	VALUE
St. Patty's Day Committee					
Anne Dugan	Gary Hurd				
Joe Antuzzi	Cheri Gross				
Derek Grouffe	Joel Wyrick			40	\$ 780.40
Event Staff (Day of)					
Event Coordinator	Cassandra Nash	2:00pm - All Day			
Asst. Event Coordinator		2:00pm - All Day			
Food & Beverage Coordinator		2:00pm - All Day			
A & C/Food Vendor Coordinator	Cassandra Nash	All Day			
Entertainment Coordinator	Joel Wyrick	All Day			
Accountant	Joe Antuzi	2:30pm - 9:00pm			
Change Runner	Joe Antuzi	4:00pm - 8:30pm			
Drink Runner	Sandy	4:00pm - 8:30pm			
Murphy & Evelyn Stage					
Stage Manager	Marc Reyburn	2:30pm - 9:00pm		6.5	\$ 126.82
Murphy & Washington Stage					
Stage Manager	Marco Dydo	2:30pm - 9:00pm		6.5	\$ 126.82
Fibber McGee's Stage					
Stage Manager	Suzanne	All Day			\$ -
					\$ -
Murphy's Law Stage					
Stage Manager	Derek Grouell	All Day			\$ -
Scruffy Murphy's					
Stage Manager	Sean O'keefe	All Day			\$ -
					\$ -
					\$ -
Beer & Wine Booth					
Cashier/Shift Manager	Sonya/Brant	3:30pm - 6:30pm		3	\$ 58.53
Server	Cassie Will	3:30pm - 6:30pm		3	\$ 58.53
Server	Lynn	3:30pm - 6:30pm		3	\$ 58.53
Server	Lorenzo Gallegos	3:30pm - 6:30pm		3	\$ 58.53
Server	Cheryl	3:30pm - 6:30pm		3	\$ 58.53
ID Checker	Melissa	3:30pm - 6:30pm		3	\$ 58.53
Cashier/Shift Manager	Sonya/Brant	6:00pm - 9:00pm		3	\$ 58.53
Server	Theresa	6:00pm - 9:00pm		3	\$ 58.53
Server	John Pacheco	6:00pm - 9:00pm		3	\$ 58.53
Server	Kammy Johnson	6:00pm - 9:00pm		3	\$ 58.53
Server	Steve/Judy	6:00pm - 9:00pm		3	\$ 58.53
ID Checker	Saleen	6:00pm - 9:00pm		3	\$ 58.53
Water & Soft Drink Booth					
Cashier/Shift Manager	Tj Bartel	3:30pm - 6:30pm		3	\$ 58.53
Server	Angie Meeker	3:30pm - 6:30pm		3	\$ 58.53
Server	Tracy Bartel	3:30pm - 6:30pm		3	\$ 58.53
Cashier/Shift Manager	Lara Bliesner	6:00pm - 9:00pm		3	\$ 58.53
Server	Myles Bartel	6:00pm - 9:00pm		3	\$ 58.53

Attachment C

Explanation of Review Committee Recommendations for Community Event Grant Program, FY 2008/09

Organization	Event	Funding Requested	Funding Recommended	Explanation
St. Cyprian School	Child Safety Event	\$2,870	\$2,870	<p>How well does the event meet the evaluation criteria? This event focuses on child safety, which speaks to the character of Sunnyvale and continues the tradition of providing a safe community for its residents. This event would be open to all residents with children and with the amount of publicity (use of flyers, posters and multi-media advertising), expects to draw a crowd of at least 500. St. Cyprian school would work in conjunction with DNA Life Print, who has produced this same event in other communities throughout the country (a safe, well-planned event). The applicant has demonstrated sufficient ability to manage the finances of this event and does not anticipate difficulty in raising the remaining funds for this event. A Department of Public Safety representative was on the review committee and verified there would be no redundancy between this event and any child safety programs being run or planned by City of Sunnyvale. This is a new event, which the city has the opportunity to encourage through funding.</p>
Full Circle Farm	Earth Day Festival	\$1,020	\$1,020	<p>How well does the event meet the evaluation criteria? Environmental awareness and action has become a key topic in the City of Sunnyvale. Additionally, the Full Circle Farm at Peterson School has become an excellent symbol of the community's interest in sustainability. Located in Southeast Sunnyvale, the farm attracts residents from nearby, as well as from across town and expects attendance for the event to be over 700 people. This being the second annual earth day festival at the farm, the applicant is confident their event is well-planned and a safe Earth Day event for attendees. The applicant has demonstrated sufficient ability to manage the finances of this event and does not anticipate difficulty in raising the remaining funds for this event. Staff recommends funding the event with a grant of the maximum 40% of the event expenses. This is the 2nd annual Earth Day at Full Circle Farm and a great way for the City to show support of this newer event.</p>
Columbia Middle School (CMS)	Fall & Spring Music Festivals	\$2,768.74	\$2,765	<p>How well does the event meet the evaluation criteria? School music programs play an important role in the education of Sunnyvale students. The CMS music festivals are free events, intended to display the musical talents of our youth, raise funds for the Performing Arts program and expose the students from Columbia's feeder schools to the music program at CMS. This event is primarily targeted at the community in north Sunnyvale, although it is open to the public and expects to draw crowds of 600 people per festival. The applicant has demonstrated ability to produce well-planned, safe events in the past and this should be no exception. The applicant has demonstrated sufficient ability to manage the finances of this event and</p>

Organization	Event	Funding Requested	Funding Recommended	Explanation
				does not anticipate difficulty in raising the remaining funds for this event. The recommended grant funds are intended to be split equally between the fall and spring music festivals and meet the 40% maximum funding guideline. This event is an excellent way to encourage the musical interests of Sunnyvale students.
Chamber of Commerce	Sunnyvale Art & Wine Festival	\$	\$9,490	<p>How well does the event meet the evaluation criteria?</p> <p>The Sunnyvale Art & Wine Festival has been held in the City for 34 years. This long-standing event both celebrates the character of Sunnyvale and provides vitality and identity to the community. It is a well-known event, with an estimated attendance of 60,000 people per day. The applicant has a history of making this a well-planned, safe event. Sufficient financial controls and management are also in place to assure cost-effectiveness. Although a specific amount was not stated in the application, the recommended grant amount is well below the maximum grant of 40% of total expenses. Given the large turnout for this event in past years and the positive reflection on the City of Sunnyvale, the committee is recommending funds be granted for this event. The review committee sees this as a great opportunity to support a well-established, successful community event.</p>
Sunnyvale Downtown Association (SDA)	Howl'oween Pet Parade & Faire	\$8,500	\$3,495	<p>How well does the event meet the evaluation criteria?</p> <p>This event celebrates the character of the Sunnyvale community highlighting residents' love of their pets. Attendance estimates are at 1,000 people and since there are no other events like this on this scale in Sunnyvale, it is likely to draw members from all over Sunnyvale and beyond. Even though this event may not appeal to the entire community, it represents an important demographic and is likely to build a following if continued in future years. The applicant is responsible for the planning and production of numerous other events in Downtown Sunnyvale. Based upon provided details, this looks to be a well-planned, safe event. Sufficient financial controls and management are also in place to assure cost-effectiveness. The recommended grant amount is below the 40% maximum. This is the first time a pet parade and faire has been coordinated by the SDA and an excellent opportunity for the City to support the event, beyond the commitment of in-kind services already offered.</p>
Sunnyvale Downtown Association	Holiday & Christmas Tree Lighting	\$8,000	\$3,495	<p>How well does the event meet the evaluation criteria?</p> <p>This event is becoming a tradition in Sunnyvale, held eight years in a row on Murphy Ave. It one of the most well-known holiday events in Sunnyvale and has a large following of families and community members in Sunnyvale. The committee believes this is a holiday event with the ability to attract a large number of community members (at least 500). The applicant is responsible for the planning and production of numerous other events in Downtown Sunnyvale. Based upon provided details, this looks to be a well-planned, safe event. Sufficient financial controls and management are also in place to assure cost-effectiveness. The recommended grant amount is below the 40% maximum. This community event has been highly successful in the past and the City has a great opportunity to support it with grant funding.</p>

Organization	Event	Funding Requested	Funding Recommended	Explanation
Sunnyvale Downtown Association	St. Patty's Day On Murphy Ave	\$8,000	\$2,500	<p>How well does the event meet the evaluation criteria?</p> <p>This event is intended to celebrate the culture of Sunnyvale's founding family. Held for the first time in 2008, this event drew a large crowd to Murphy Avenue (Downtown) for a more traditionally-themed St. Patrick's Day. The applicant is responsible for the planning and production of numerous other events in Downtown Sunnyvale. One of the noted challenges for this event in 2008 was the cost of security, since St. Patrick's Day has become synonymous with alcohol consumption. However, the committee believes this is a positive community event, especially since it promotes the holiday as a cultural activity, including Irish dancers, bagpipe players and food booths along Murphy Ave. Sufficient financial controls and management are also in place to assure cost-effectiveness. The recommended grant amount is below the 40% maximum. The recommended grant amount for this event is less than the amounts recommended for SDA's other event grant applications because this event is seen as less likely to appeal to the community as a safe, family-friendly event. However, the committee would still like to see the City support this event, in hopes that concerns raised during "St. Patty's Day on Murphy Ave. 2008" can be resolved and lead to another successful event in Downtown Sunnyvale.</p>

Attachment D

Community Event Grant Program Review Committee Recommendations

Applicant/Organizer	Event	Total Budget	40% Limit	Request	Grant Amount
Sunnyvale Downtown Association	Howloween Parade & Faire	\$ 22,408.00	\$ 8,963.20	\$ 8,500.00	\$ 3,495.00
Sunnyvale Downtown Association	Christmas Tree Lighting	\$ 20,710.00	\$ 8,284.00	\$ 8,000.00	\$ 3,495.00
Sunnyvale Downtown Association	St. Patty's Day on Murphy	\$ 20,672.00	\$ 8,268.80	\$ 8,000.00	\$ 2,500.00
Chamber of Commerce	SV Art & Wine Festival	\$ 183,500.00	\$ 73,400.00		\$ 9,490.00
Columbia Middle School	Fall/Spring Music Festivals	\$ 6,921.84	\$ 2,768.74	\$ 2,768.78	\$ 2,765.00
Full Circle Farm	Earth Day Festival	\$ 6,115.00	\$ 2,446.00	\$ 1,020.00	\$ 1,020.00
St. Cyprian School	Child Safety Event	\$ 7,175.00	\$ 2,870.00	\$ 2,870.00	\$ 2,870.00

Total Grants					\$ 25,635.00
Total Available Funds					\$ 25,635.00