

Community Events Grant Funding Guidelines

City of Sunnyvale



Fiscal Year 2015/16

Application Deadline: Friday, May 22, 2015 by 5 p.m.

Important Note: Applications are being accepted - funding is dependent upon Council's budgetary approval.

The City of Sunnyvale encourages groups to build community and celebrate our unique culture by holding community events in Sunnyvale. 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. To apply for grant funding, complete a Community Event Grant Application. If you have questions, call the Community Services Division at (408) 730-7599, send e-mail to ncs@sunnyvale.ca.gov or visit the web at EventGrants.inSunnyvale.com. While the City will accept applications through Friday, May 22, 2015, the exact amount of grant funding available will be determined by Council when the FY 2015/16 Budget is adopted.

Organizations applying for grant funds must also complete and submit a Special Event Permit Application at least 60 days before their event or with this funding application, whichever comes first. The Special Event Permit Application is available at EventApplication.inSunnyvale.com.

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 organization 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 Sunnyvale City limits.
- Grant recipients must attempt to expend all grant funding within City limits.
- Grants will not be awarded to organizations owing a debt to the City.
- 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 is a fundraiser. Fundraiser events are not eligible for grant funding. A “fundraiser” is defined as any event that solicits funds from attendees either through direct ticket sales or asking for a donation. Furthermore, any subcommittee or sub-organization of the sponsoring organization is barred from asking for funds in the form of raffle tickets, silent auction bids or items of similar intent.
- The sponsoring organizations must be non-profit or not-for-profit.
- Grant funds must be used only for the event, but may used for any costs, including costs payable to the City. The City will not waive any fees for services associated with 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 submit a Special Event Permit Application at least 60 days in advance of their event date.
- Organizations receiving grant funding should acknowledge the support of the City of Sunnyvale where appropriate (e.g. event marketing materials, etc.).
- Applicants must identify other co-sponsors of the event in their grant applications. 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 may 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.

Grant funding is not intended to be an ongoing funding source for your event. Funding in one year is not a guarantee of future funding. All applications are subject to a fresh review vis-à-vis competing applications each year. Both grant application forms and post-event evaluation forms must include a four-year event sustainability plan.

Other Things to Note

The grant review sub-committee may request an interview with any applicant.

Timeline: Grant applicants will be notified, in writing, of final funding decisions in **July 2015**, following both the application review as well as the City Council's adoption of the FY 2015/16 City Budget. 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.

Reimbursements: Grant recipients may be reimbursed in partial payments 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.

City Co-sponsorship: 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.

Use of City Facilities: 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 Special Event Permit Application (separate from the grant application and due to the City at least 60 days prior to the event).