



Council Meeting: September 14, 2010

SUBJECT: Community Event Grant Funding Recommendations

BACKGROUND

On June 29, 2010 Council authorized a budget supplement in the amount of \$12,250 for Community Event Grant Funding for FY 2010/11 (Attachment A).

EXISTING POLICY

Council Policy 7.2.18 Special Events

Community Engagement Sub-element

Policy C.2 – Encourage celebrations which help to create a strong, positive community identity and recognize cultural diversity.

Social Economic Sub-element

Policy 5.1B3 – Monitor the effect of City policies on business development and consider the effects of the overall health of business within the City.

DISCUSSION

Community events provide opportunities to celebrate the City's diversity, heritage and uniqueness, and foster a channel for economic prosperity. The grant applications received this year represent a variety of events, including a wide range of estimated attendance numbers, event purpose, potential community impact and years of event coordinating experience. The nine grant applications received are included in their entirety as Attachment B.

In the evaluation process authorized by Council, an interdepartmental team of City staff, designated as the "Community Events Grant Review Committee" reviewed and evaluated the grant proposals. The committee included four staff members: the Community Resources Coordinator, the Economic Development Manager, the Risk & Insurance Manager and a Community Services Officer from Public Safety. The Council-approved eligibility and evaluation criteria used by the committee are included as Attachment C.

Eight of the nine applications received by staff met the grant eligibility criteria and are recommended for grant funding. Review committee evaluations are included as Attachment D. Recognizing the contribution of the SDA events to the city's downtown vitality, the committee recommends most of the grant

funding be allocated to the four SDA events. Neighborhood and cultural events are also important to the Sunnyvale community; grant funding recommendations were made for those events as well.

Below is a table listing all of the received grant applications, including the staff committee's recommended fund distribution:

Applicant/Organizer	Event	Attendance Estimate by applicant	Amount Requested 2010-11	Amount Granted 2009-10	Committee Recommends
Fremont High Alumni group (Not official organization)	Brighton Beach Memoirs	250	\$300	n/a	\$0 (Did not meet grant criteria)
India Community Center	Sevathon	1,500	\$4,944	n/a	\$500
Lakewood Village Neighborhood Association (LVNA)	LVNA Holiday Parade	1,000	\$1,000	n/a	\$500
Pakistan American Culture Center (PACC)	Pakistan Independence Day	600	\$2,500	\$500	\$500
PACC	Basant Festival	1,200	\$4,000	\$1,000	\$500
Sunnyvale Downtown Association (SDA)	Christmas Tree Lighting	1,000	\$4,000	\$1,000	\$2,400
SDA	Jazz & Beyond Series*	6,000	\$3,000	\$3,000	\$1,800
SDA	Summer Series Music & Market	24,000	\$5,000	\$3,500	\$3,025
SDA	Howl'oween Pet Parade & Faire	3,000	\$5,000	\$2,000	\$3,025

**SDA's 2010 Jazz & Beyond Series is receiving a \$1,000 per event grant (up to ten events) from City of Sunnyvale (authorized by Council on Sept 29, 2009, Agenda Item #7 - Council Discussion).*

FISCAL IMPACT

There is no net fiscal impact to the General Fund. On June 29, 2010, Council approved a budget supplement in the amount of \$12,250, the full amount of which will go toward grant recipients.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's Web site. Grant applicants were also notified directly regarding the placement of this item on the Council agenda.

ALTERNATIVES

1. Approve grant funding recommendations as proposed by staff.
2. Approve grant funding in amounts other than those proposed by staff.
3. Establish a Council sub-committee to review grant applications and allocate grant funding in the future; staff to continue administrative role.
4. Other direction as provided by Council.

RECOMMENDATION

Staff recommends alternatives one and three: Approve grant funding recommendations as proposed by staff and establish a Council sub-committee to review grant applications and allocate grant funding in the future.

The staff review committee evaluated each application based upon criteria previously approved by Council. Of the eight applications which met the grant eligibility criteria, the committee saw value in directing most of the funding to popular downtown events, while still supporting smaller and less established events.

Establishing a Council sub-committee to review future grant program applications and allocate funding will streamline the evaluation and grant recommendation process. Currently, a staff committee must interpret subjective evaluation criteria and make funding recommendations in the form of a Report to Council. With a sub-committee established, Council will have greater control over evaluation criteria and be involved much earlier in the application review and grant funding allocation process. Staff will continue the administrative role of promoting the program, compiling applications for the sub-committee, grant notification and reimbursement procedures.

Reviewed by:

Robert Walker, Assistant City Manager
Prepared by: Nathan Truitt, Community Resources Coordinator

Approved by:

Gary M. Luebbers
City Manager

Attachments

- A. FY 2010/11 Budget Supplement #3 Community Event Grant Funding
- B. Community Events Grant Program Applications (as received from applicants)
- C. Community Events Grant Funding Eligibility and Evaluation Criteria
- D. Review Committee Evaluation Notes and Funding Recommendations for FY 2010/11

May 20, 2010**SUBJECT: Community Event Grant Funding****BUDGET SUPPLEMENT REQUEST SUMMARY**

This supplement would provide one-time FY 2010/2011 funding in the amount of \$20,000 to support Citywide community-initiated special events through one-time grants. Should such funding be approved, general guidelines for acting on specific requests for financial support of community events would be implemented in accordance with Council policy established on September 25, 2001 with RTC 01-329.

BACKGROUND

Special events such as parades, fairs, festivals, public dances, shows and concerts are an important part of a healthy and vibrant community. Special events provide opportunities to celebrate the City's diversity, heritage and uniqueness, allowing community members the occasion to interact and strengthen a sense of community, and foster a channel for economic prosperity.

The Community Event Grant Program was launched in FY 2001/02. In June 2001, the City Manager submitted, and Council approved, a recommended annual budget of \$25,000 for community event grant support. On September 25, 2001, RTC 01-329, *Consideration of Ways to Promote Non-City Sponsored Community Events*, established the funding process and guidelines.

On March 26, 2002, staff presented recommendations to Council with RTC #02-098. A total of 13 applications were submitted with funding requests totaling \$101,605. At that time, Council directed staff to approve funding for six organizations for a total of \$14,960. The following year, on April 29, 2003 with RTC #03-152, Council approved funding for four community events at a total cost of \$21,850. The Community Event Grant Program was discontinued during the 2003 budget reductions.

The program was re-introduced to the Sunnyvale Community in FY 2008/09. On June 3, 2008, RTC 08-176, Council approved Budget Supplement #3, *Community Event Grant Funding Support*, to provide one-time FY 2008/09 funding in the amount of \$30,000 to support Citywide community-initiated special events.

The following year, on June 23, 2009 City Council authorized \$20,000 for Budget Supplement No. 8: *Community Event Grant Funding Support*. On July 28, 2009, RTC 09-194, Council approved a total of \$20,000 in grant funding for six organizations to support Citywide community-initiated special events during FY 2009/10. In addition, Council approved revisions to grant funding eligibility and evaluation criteria guidelines.

EXISTING POLICY

Many policies, goals and action strategies in the Arts, Heritage Preservation, Recreation and Open Space, Community Design and Community Engagement Sub-elements lend policy support to the City in fostering community events.

Council Policy 7.2.18 Special Events

Community Engagement Sub-element

Policy C.2 – Encourage celebrations which help to create a strong, positive community identity and recognize cultural diversity.

Social Economic Sub-element

Policy 5.1B3 – Monitor the effect of City policies on business development and consider the effects of the overall health of business within the City.

DISCUSSION

Sunnyvale has a long-standing commitment to community events. In recent years, constrained City budgets have challenged event financing, resulting in a fiscally conservative approach to community events.

Over the years, Sunnyvale's City Council has had a continuing conversation about community special events. A review of the City's General Plan and Council reports on special events yields the following themes:

- Citywide special events play an important role in the balanced delivery of leisure and cultural services;
- The City is committed to assuming a leadership role in the special event application process to ensure safe and successful events;
- Community service organizations serve as a valuable resource in planning, organizing and implementing special events;
- Since the FY 2003/04 budget crisis, event costs have needed to be constrained;
- The City's role and involvement should be clearly defined for each special event.

The themes are consistent with the following actions the City has taken to control event costs while facilitating the process for organizations seeking to hold events:

- 2001: Council directed staff to develop a grant funding program for special events, and allowed other organizations to use the City's banner spaces, if available, to promote their events. The banner program continues in place today.
- 2004: Staff streamlined the event application process with the introduction of a "One Stop" Community Events Coordinator and a comprehensive, online application form.
- 2005: Council approved a neighborhood grant program which can be used by neighborhood groups for community-building activities and projects. The program was launched in 2006, funding is reviewed annually and has been funded with an annual budget of \$10,000 for the past four years.
- 2008: Council approved \$25,635 in grant funding for FY 2008/09 to support community events.
- 2009: Council approved \$20,000 in grant funding for FY 2009/10 to support community events. Council approved clarification revisions to grant funding eligibility and evaluation criteria guidelines. Staff received and reviewed a total of ten community event grant funding applications from six organizations. The following grants were awarded in FY 2009/10, as summarized below:

Applicant	Event(s)	Grant Award
American Cancer Society	<i>Relay for Life</i>	\$1,000
Art of Living Foundation	<i>Care for Children Art Faire</i>	\$1,000
Juvenile Diabetes Research Foundation	<i>Walk to Cure Diabetes</i>	\$1,000
Pakistani American Culture Center (PACC)	<i>Pakistan Independence Day & Basant Kite Festival</i>	\$1,500
Sunnyvale Chamber of Commerce	<i>Sunnyvale Art & Wine Festival</i>	\$6,000
Sunnyvale Downtown Association (SDA)	<i>Summer Series Music & Market, Jazz & Beyond, Howl'oween Pet Parade & Faire, Christmas Tree Lighting</i>	\$9,500
		\$20,000 Total

Sunnyvale has a long tradition of supporting special events; Council and staff have worked to support all types of community-building initiatives. However, given recent budget cuts, the City has been forced to re-examine its ability to support events at the same levels as in the past.

Should funds be approved, community event funding applications will be considered via a competitive application process consistent with Council-approved guidelines.

SERVICE LEVEL IMPACT

Council approval of this supplement funds this program for FY 2010/11 only. Renewal is considered by Council annually. The Community Event Grant Program leverages resources to facilitate a service level the City could not provide on its own. Approval of this budget supplement will result in an increased level of service to the community by providing opportunities for financial support to conduct Citywide special events. To support this program, staff activities include: creating promotional materials for applications, coordinating an evaluation and selection process, preparing a Report to Council for determination of award recipients, and managing the distribution of funds.

FISCAL IMPACT

Each year, the General Fund appropriates up to \$100,000 for funding CDBG-related outside groups. For FY 2010/2011, the amount of required General Fund support for these groups is approximately \$78,500, leaving approximately \$21,450 available for allocation to other outside groups. As a part of the FY 2010/2011 budget process, three funding requests were submitted that, given the City's current fiscal environment, would not have been recommended for funding. However, because the CDBG-related outside groups did not require the full \$100,000 allocation, each of the three groups can receive a pro rata share of the approximately \$21,450 available without negatively impacting the General Fund. As such, the amount of funding available for the Community Event Grant Program is \$12,250, which partially funds the \$20,000 originally requested.

ALTERNATIVES

1. Approve the budget supplement request for \$12,250 to provide funds to support Citywide community events, to be reviewed on an annual basis.
2. Approve the budget supplement request for \$20,000 to provide funds to support Citywide community events, to be reviewed on an annual basis.
3. Do not approve the budget supplement request and do not provide funds to support Citywide community events.
4. Other direction as provided by Council.

STAFF RECOMMENDATION

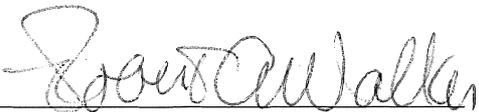
Staff recommends alternative number one: Approve the budget supplement request for \$12,250 to provide funds to support Citywide community events, to be reviewed on an annual basis. Although the program has been funded at a higher amount in past years, approving the amount of \$12,250 will support Citywide community events without an impact to the General Fund for FY 2010/11.

Prepared by:



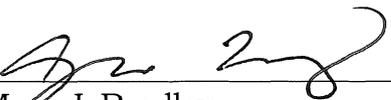
Coryn Campbell, Assistant to the City Manager

Reviewed by:



Robert Walker, Assistant City Manager

Reviewed by:

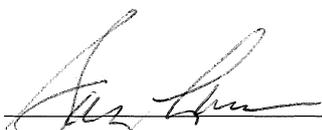
for 

Mary J. Bradley
Director of Finance

City Manager's Recommendation

Approve Budget Supplement for funding

Do Not Approve Budget Supplement for funding



Gary M. Luebbers
City Manager

Community Events Grant Program Applications

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Community Events Grant Funding Application City of Sunnyvale



Fiscal Year 2010/11

Application Deadline: Friday, May 28, 2010, 5 p.m.

Important note: applications are being accepted, pending Council's budgetary approval.

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 no later than July 2010.

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 EventGrants.inSunnyvale.com.

Event Name: Brighton Beach Memoirs

Date(s)/Time(s) of Event: Friday, June 25, 8-10 pm (tentative date)

Sponsoring Organization(s): Fremont High School

Authorized Representative Information:

Name: K. Hannah Friedman

Title: _____

Organization: _____

Phone(wk/cell): (408) 203-7995

Email: kfriedman@gm.sl.c.edu

Mailing Address: 607 Palo Alto Avenue
Mountain View, CA 94041

Event Details:

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

This event will be a performance of *Brighton Beach Memoirs*, by Neil Simon, in the Fremont High School auditorium. It will be held in honor of Fremont's long-time Drama teacher, Tim Shannon, who passed away in April 2010. *Brighton Beach Memoirs* was his favorite play, and all members of this production will be his former students. He always spoke of putting together an alumni show – this is our chance to finally realize that dream.

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

No, this is a one-time event.

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?

Honoring Tim Shannon's memory through performance will celebrate the community he created among current and past students, and their families in Sunnyvale. His presence at Fremont High School affected the whole school, and the city has been touched by his loss. With cast members spanning several generations of Tim's students, this performance will not only provide a forum for Sunnyvale's residents to celebrate his legacy; it will also encourage past residents to return. The cast and production team reflect Sunnyvale's own cultural diversity. The rehearsal process and the performance alike will invite members of Sunnyvale's community to come together across cultural boundaries.

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

This performance will donate all proceeds to the 2010-2011 production budget of the Fremont High School Drama Department. Each fall, Tim would invite members of the community to sponsor the year's productions; without him, that responsibility falls to his current and past students. This event will allow Fremont's Drama Department to continue in the tradition of excellence Tim established in his lifetime.

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

Alumni working on this production include current faculty at Fremont High School. With staff members involved, we will adhere to all the school's safety policies, both in rehearsal and performance.

Marketing & Promotion:

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

This event is open to the general public, and will benefit from as large an audience as possible. In addition, it is target to past and present members of the Fremont High School community, especially those who knew Tim Shannon. Current students at Fremont High School will be invited to participate in the production, and will be directly affected by the funds raised by the performance.

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

We expect at least 250 audience members at this performance. 20 alumni have already agreed to participate; one of the cast members is Elise Nahum, an alumna and a current teacher at Fremont High School. We anticipate that more alumni will join forces with the current group during the production process, and that Fremont Drama's current students will help promote the event. If each person working on the show can draw at least 10 people, we will have an audience of 200. The posters, press release, and other alumni who work on the show will increase that number.

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

Many of the people involved in the project are specifically dedicated to publicizing it. They are currently in the process of designing posters and writing a press release. In addition to these formal methods, the performance will be promoted through word-of-mouth. Most of the anticipated audience members have previous involvement with the Fremont community, and so it will be easy for those working on the show to contact them with information about it. Additionally, social networking sites like facebook and twitter will allow us to connect with other alumni, and spread the word through their networks.

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.

This event is not sponsored by an official organization, but by a group of people dedicated to the cause. Although we have no past financial statements, each and every one of us has experience budgeting for shows at Fremont High School. Tim Shannon's one-of-a-kind approach to teaching allowed us to produce our own shows throughout our time with him; many of the alumni returning for this project have production experience beyond that. Our mission in the project is to honor his memory, while supporting those who continue in Fremont's Drama department.

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?

This will be a workshop production. That is, the design elements will be minimal; the strength of the production will lie in the actors' performances. Costumes will be made up of our own clothes, and set pieces will be pulled from what Fremont already has in stock. The same applies to lighting, sound, and props. Thanks to Tim, this will be possible for two reasons: first, Fremont Drama is well stocked in all the equipment we will need. Second, we are well acquainted with the reality of designing shows on a small budget.

We will only perform once, which will keep the cost of rights for the show to a minimum. Aside from that one-time expense, and the cost of publicity, there is nothing we need to purchase for the project. This production will be beautiful not in its complexity, but because it will once again demonstrate the dedication and resourcefulness of our community.

11. Please attach a detailed budget for your event including:

- Total Expenses:

\$125 (show rights) + \$75 (printing costs) + \$100 (paint for set pieces) = \$30

- Anticipated Revenue: \$5 per ticket x 250 audience members = \$1250

- Net Cost: \$0. Net Profit = \$1,000

- Volunteer Assistance

Acting: 5 hours of rehearsal each day for 3 weeks = 105 hours x 7 actors = 735 hours

Design: 10 hours designing + 5 hours each day for 1 week of implementation = 45 hours

5 designers (set, props, lights, sound, costumes) x 45 hours = 225 hours

Directing: 5 hrs rehearsal each day for 3 weeks + 5 hrs meeting with designers = 110 hrs

Publicity: 5 hours designing posters + 20 hours promoting in Sunnyvale = 25 hours

Total: 1095 hours

x \$19.51 = \$21,363.45

- Any expenses you expect to be donated / in-kind (include an estimated dollar value of each donated / in-kind expense in your budget)

Costumes: \$500

Use of Fremont High School Theatre: Approx. \$300/hour x 110 hours = \$33,000

- Funding amount being requested from City of Sunnyvale: \$300

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

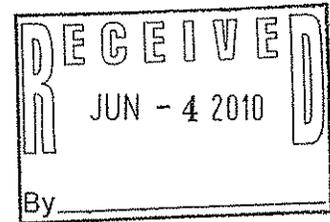
Tim Shannon's contribution to the lives of Sunnyvale's citizens is immeasurable. From his technical work at Great America to his acting in productions with the California Theatre Center, to his many years teaching at Fremont, Tim dedicated his life to the cause of bringing theatre to Silicon Valley's young people. Since his passing, it has fallen to his students – current and former young people of Sunnyvale – to take up that cause. This production will continue his legacy by bringing the people of this community together once more.

Since we are functioning with such a limited budget, we are not seeking formal funding from any other source. All other funding will be in the form of donations the production. We have chosen to request grant funding from the City of Sunnyvale upon the suggestion of Fremont High School's administration, and that of Nathan Truitt, Program Coordinator for the City of Sunnyvale. Mr. Truitt kindly offered advice regarding the production, and mentioned this particular grant opportunity as one we might be eligible for.

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 EventGrants.inSunnyvale.com.

Community Events Grant Funding Application City of Sunnyvale



Fiscal Year 2010/11

Application Deadline: Friday, June 4, 2010, 5 p.m.

Important note: applications are being accepted, pending Council's budgetary approval.

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 no later than July 2010.

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 EventGrants.inSunnyvale.com.

Event Name: Sevathon

Date(s)/Time(s) of Event: Sunday, July 18, 2010 / 7:30 am – 1:00 pm

Sponsoring Organization(s): India Community Center

Authorized Representative Information:

Name: Kabir Kumar
Title: Development Director
Organization: India Community Center
Phone(wk/cell): (408) 934-1130 x 236
Email: kabir@indiacc.org
Mailing Address: 525 Los Coches St. Milpitas, CA 95035

Event Details:

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

The purpose of Sevathon is to create the largest community-wide walkathon and awareness platform dedicated to “Seva” or “Service” and to local non-profits who share this principle. Participants of the walkathon are given the opportunity to register for a 5K, 10K or half marathon and support any registered non-profit of one’s choice. The event will also include a free health & wellness fair presented by the South Asian Heart Center and a variety of opportunities to celebrate Indian culture through vibrant performances, interactive activities, and enjoy food from across India.

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

This is the second annual Sevathon; Sevathon 2009 was held on October 4, 2009 at Baylands Park in Sunnyvale.

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?

Sevathon brings service organizations from across South Bay together at one event to promote an atmosphere of health, community awareness and the spirit of volunteerism. This unique initiative would bring the Bay Area non-profits together, help community members raise money for any registered non-profit, and promote the concepts of seva (service) and wellness.

There will be a Health and Wellness Fair presented by the South Asian Heart Center which will include health screenings, nutritional information, and local resources individuals can take advantage of. Besides a focus on health and fitness, the event will allow families and individuals to explore Indian culture. For instance, the diversity and vibrancy of Indian culture will be portrayed through dance performances by local dance companies from the Bay Area, fresh Indian food to excite the palate, and interactive activities for youth. From young to old, each generation will find something of interest between various informative booths, performances and activities available.

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

The marathon is a fundraiser and all profits will be donated to local bay area charities based on pledge preference as designated by the walker/runner. Our requirement is that the organization be a registered 501c3 as per the IRS tax code. Examples of beneficiaries are the Cancer Institute Foundation, India Community Center, South Asian Heart Center, and many more.

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

Event planning started in early February, systematically developing each key area with a dedicated set of volunteers. Working with various teams focused on partnerships, logistics, the walk/run element, publicity etc. each group has been working hard to ensure a successful event. Specifically, the logistics team is looking at all matters related to security. We are working

closely with the City of Sunnyvale to make sure we are utilizing our space in a safe manner, as well as with independent EMTs, the South Asian Heart Center for medical staff and the Red Cross.

Marketing & Promotion:

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

This event is open to anyone who wants to support any registered non-profit organization and enjoy a day filled with culture, music, and food. Open to anyone in the Bay Area, our primary target audience are people from Santa Clara County, specifically South Bay communities such as Sunnyvale, Fremont, Milpitas, San Jose, Mountain View, etc. Our goal is to bring together many individuals who want to support many causes together in the spirit of service.

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

We expect to have well over 1500 walkers / runners and exposure throughout the year to over 50,000 people via our websites, email lists and foot traffic on two ICC facilities. This estimate was taken based on 2009 attendance, and the structure this year. In 2010, we are working to recruit 25 partner non-profit organizations, each which has their own distribution lists and communities they reach.

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

The ICC publicity team has focused on promoting Sevathon through partnership, sponsorship, registration and various modes of outreach. By creating a Memorandum of Understanding (MOU) and information brochure for potential partners, the event will be promoted through partner networks. Sponsorship packages and flyers also have detailed rates and options. The India Community Center has set up a specific page for Sevathon (indiacc.org/sevathon) which links participants, partners, and sponsors to registration details. Registrants, partners and sponsors will receive weekly newsletters including detailed information, tips, and resources prior to the day.

The Sevathon flyer distribution has already begun and information booths are going to be set up in various locations around the Bay Area three weeks prior to the event. The booths promotional message will surround the tagline "Pick Your Cause: He Walked for Freedom, What Are You Walking for?" Posters will include three prominent figures in history who have overcome hurdles to pursue freedom in relation to the attendees walking for a certain cause. Social media has also been heavily utilized with a Facebook event page and all local newspaper and city websites being notified to post the event on their online calendars.

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. *APPENDIX 2*

The India Community Center strives to promote Indian culture and values by providing social, cultural, recreational and community programs, thereby uniting the Indian community, and raising awareness about Indian culture in the local community. The ICC mission is to make a positive difference in the community by providing social, cultural, educational, professional and recreational programs and in turn creating a place for family and friends to come together. As an essential resource for the community the ICC provides support in critical areas such as health and senior support. The ICC provides a bridge to India by creating awareness and understanding of the Indian-American subculture in the mainstream. In essence, the main goal of the ICC is to unite, serve and celebrate the community.

One of the key ways the ICC works to promote unity is through our community partner program – where 70 non-profits come under one umbrella to share best practices and work together to help cross-promote events. Sevathon is one example where by working together costs are reduced, and an event is put together where total awareness is greater than the sum of the parts and fundraising is maximized for each non-profit.

Today the ICC is the largest Indian-American community center in North America serving the San Francisco Bay Area from its primary 40,000 square foot location in Milpitas and a smaller satellite center in Cupertino. ICC offers over 120 programs for the community, including Bollywood Dance, Table Tennis, Hindi and other language classes, GMAT, Karaoke, Singing and Instrumental, Parent & Me, free Legal, Medical, and Career clinics, Senior programs, Camp, Carom, Cooking, and much more.

We offer a modern, full-scale Fitness Center managed by the renowned Club One fitness franchise, and offering over 60 Cardio and Weight machines, Personal Trainers, Spa, Sauna, and Salon, and 45+ fitness classes including Tai-Chi, Bollywood Aerobics, Yoga, Belly Dancing, and more. In addition, our facilities include a state-of-the-art Banquet Center and Auditorium which includes the latest Multimedia Equipment and large screen plasma screens for easier stage viewing, Wedding and Corporate Packages, and a selection of Catering and Menu Packages.

The India Community Center is a 501(c)(3) non-profit organization.

For the 2009 calendar year, there were 1,512 center memberships and 385 senior memberships, and 35 rendezvous members. Center memberships include use of the computer lab, entrance to events such as Forum @ ICC and State Months, Fitness Center, and Table Tennis Facility. Senior Program membership includes daily activities, talks, and yoga classes. Rendezvous is a social organization where families get together for fun and social interaction in events such as an Iron Chef competition “Rendezvous Getz Cookin’.”

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 event budget was made by the India Community Center working with the partner organizations. In order to be financially responsible, we are working hard to secure sponsorships to underwrite as much of the event cost as possible, so that the maximum number of dollars will go to the designated non-profit. In the current structure, we have ensured that the primary costs of

the event, including retaining a professional walk/run event management company, is covered by registrations, and 100% of all pledges will go to the designated non-profit. The ICC operates with a \$4 million budget per year, and is able to sustain through a combination of membership, community rentals and donations made by individuals and foundations. We have very strong internal financial and audit controls and are committed to sound fiscal practices.

11. Please attach a detailed budget for your event including: *APPENDIX 3*

- 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 remainder of funds will be obtained through several sources:

1. Sponsorships from local and national businesses
2. 50% of registration fees will go towards event underwriting
3. Certain non-profits have endorsed the event concept by becoming a partner for \$250 (this is voluntary and not a pre-requisite to joining the event), but a show of support

We are requesting funding because we feel that Sevathon 2010 working with the city of Sunnyvale for the second year shows a growing partnership of tremendous substance. The concepts of encouraging volunteerism locally in the community you live in, and people coming together to raise money for deserving causes is critical for the non-profit sector to survive, and support is needed from all believers in these causes. By promoting civil and government partnership, the ICC looks forward to getting monetary support from the City of Sunnyvale and wishes to actively promote their support for this event, if allowed. We are pleased that in working with the Sunnyvale, the process has been incredibly smooth and friendly, with help available at every step of the way, and an atmosphere of collaboration as opposed to bureaucracy.

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 *EventGrants.inSunnyvale.com*.

Unite. Serve. Celebrate.



SEVATHON

July 18th, 2010 7:30am to 1pm
Baylands, Sunnyvale

Walk for a Cause

5k/10k walk or run (\$25 pre-reg / \$35 race day)
Half marathon (\$40 pre-reg / \$60 race day)
1st time runner? Sign up for training
100% goes to Bay Area Charities
Awards ceremony and prizes!

Health and Wellness Fair

By the South Asian Heart Center
Health screenings
Learn about community resources
Learn about nutrition education
No registration required – open to all

Celebrate Indian Culture

Live music
Vibrant performances
Enjoy food from across India
Interactive kids activities
No registration required – open to all

BAYLANDS PARKING \$6

NO DOGS ALLOWED

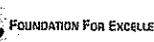


India Community Center

Unite. Serve. Celebrate.

For more info about registration, booths & sponsorships please visit:

www.IndiaCC.org/sevathon





The India Community Center
Unite. Serve. Celebrate.



SEVATHON

NON-PROFIT PARTNERS

	<p>India Community Center - To promote Indian culture and values by providing social, cultural, recreational and community programs, thereby uniting the Indian community, and raising awareness about Indian culture in the local community.</p>
	<p>Sankara Eye Foundation - SEF's mission is to realize the goal of 20/20 for the people of India by year 2020.</p>
	<p>Home of Hope, Inc. partners with projects in India and the U.S., that nurture orphaned and destitute children, so they may grow to be well balanced, self sustaining members of society.</p>
	<p>The mission of the South Asian Heart Center at El Camino Hospital is to reduce the high incidence of coronary artery disease among South Asians, and save lives, through a comprehensive, culturally-appropriate program incorporating education, advanced screening, lifestyle changes, and case management.</p>
	<p>Bay Area Telugu Association (BATA) is a non-profit organization devoted to the awareness and promotion of Telugu culture in the Greater San Francisco Bay Area. Formed in 1971, is one of the biggest Indo-American organizations in San Francisco Bay Area and is one of the oldest Telugu Associations in North America.</p>
	<p>PlanetRead is dedicated to reading and literacy development around the world and has a solid track record of work in India. PlanetRead was originally created around the idea of Same Language Subtitling (SLS), now a globally recognized innovation for mass literacy and reading development on TV.</p>
 <p>Pratham USA Every child in school and learning well</p>	<p>Pratham is the largest non governmental organization working to provide quality education to the underprivileged children of India.</p>
	<p>Jeena is a not-for-profit organization dedicated to helping children with developmental disorders and their families. Jeena aims to provide non-medical care, support services and education to children and their families. Currently Jeena is focusing on projects in the Silicon Valley, California and in India.</p>
	<p>One School at a Time is a non-profit 501(c)(3) organization dedicated to helping rebuild infrastructure of underprivileged, rural schools in India. A totally volunteer-run organization, OSAAT has no administrative costs, and utilizes 100% of your donation to build a strong, safe and healthy learning environment for kids in rural India, by adopting one school at a time.</p>
	<p>Cancer Institute Foundation (WIA) is a US based organization (volunteer groups) dedicated to raise funds and support the Cancer Institute (WIA), Adyar in all aspects of Cancer Treatment and Research.</p>
 <p>FOUNDATION FOR EXCELLENCE</p>	<p>The Foundation For Excellence Inc. (FFE) is a publicly supported 501 (c) (3) organization (EIN 77-0474749). Our mission is to help economically underprivileged and academically bright students in India complete their higher education. The Foundation seeks to achieve its mission through its Scholarship Program.</p>
	<p>SiliconAndhra is a non-profit organization with goals to maintain and perpetuate the Telugu Samskriti(Culture), Sahityam(Literature), and Sampradayam(Tradition) among the Telugu speaking people of USA. SiliconAndhra intends to organize unique cultural and literary events that depict the rich cultural heritage traditions and arts of Andhra Pradesh.</p>

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Page 14 of 81

Date:

MAR 14 2008

INDIA COMMUNITY CENTER INC
555 LOS COCHES ST
MILPITAS, CA 95035-0000

Employer Identification Number:

52-2351119

DIN:

17053049785036

Contact Person:

SHAREN J LOCKLEAR

ID# 31209

Contact Telephone Number:

(877) 829-5500

Public Charity Status:

170(b)(1)(A)(vi)

Dear Applicant:

Our letter dated February 2002, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

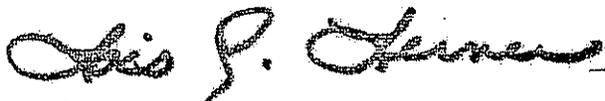
Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at www.irs.gov.

If you have general questions about exempt organizations, please call our toll-free number shown in the heading.

Please keep this letter in your permanent records.

Sincerely yours,



Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Letter 1050 (DO/CG)

Event Budget for ICC Sevathon 2010 - SUMMARY

Total Estimated Expenses \$55,444
Anticipated Revenues \$50,500
Net Cost is a deficit of \$4944

Volunteer Assistance

- 1) Roles/Tasks: Committees include
 - Logistics (Volunteers, Day of Registration, Environment)
 - Publicity (Outreach, Website, Flyers, Media)
 - Program (Park Cleanup, Food, Music & Entertainment, Vendors, Youth Activities, Health Fair)
 - Partnerships
 - Sponsorships

Hours Anticipated:

Weekly Volunteers
7 hrs/week × 30 volunteers = 210 volunteer hours / week
210 volunteer hours/week × 24 weeks (Feb. 2010-July 2010) = 5040 volunteer hours

Volunteers @ Sevathon, July 18
100 volunteers × 5.5 hours (7:30 am-1 pm) = 550 volunteer hours

5040 + 550 = 5590 volunteer hours

- 2) \$19.51 (universal volunteer rate) × 5590 volunteer hours = \$109,060.90 per volunteer hour

Any expenses you expect to be donated / in-kind

We are looking to get the following items donated in-kind:

- 1) Running bibs
- 2) Water
- 3) Snacks / Food for runners
- 4) T-shirts (not printing)

Funding amount being requested from City of Sunnyvale

We would like to request \$4944 from the City of Sunnyvale to support this event. In addition to running the current projected deficit, there is a certain amount of risk in our anticipated sponsorship dollars. Due to the current economic climate and inability of companies to spend to support community initiatives for positive publicity, we are requesting this money to help ensure the event's financial security and to publicly showcase (if allowed) the partnership and willingness to support community events between the City of Sunnyvale, the India Community Center, partner non-profit organizations and the 1500 individuals expected to participate at the event.

Total Expenses, including value of in-kind/donated services but excluding the value of volunteer time

Total Estimated Expenses \$55,444 (still confirming in-kind donations, but estimation would be up to \$1500 in in-kind donations).

Event Budget for ICC Sevathon 2010

Expenses

revised: 03/07/10

Estimated

Total Expenses **\$55,444.00**

2010 Estimated

Site	
Grounds Fees	\$2,049.00
Site staff (EMT?)	\$0.00
Tables/Tents/Chairs (seven 10x10 + one 20x30)	\$1,100.00
Portable Toilets	\$1,000.00
On Your Mark (Event Management)	\$4,200.00
Trash & Cleanup	\$100.00
Sub Total	\$8,449.00

Publicity	
Logo Design	\$250.00
Photocopying/Printing	\$1,000.00
Poster Printing	\$1,000.00
Signage	\$500.00
Advertising (newspapers, radio)	\$500.00
Postage	\$0.00
Sub Total	\$3,250.00

Miscellaneous	
Bibs	\$1,200.00
Walkie Talkies, Cones	\$0.00
Insurance	\$1,000.00
First Aid Kits; EMT; Red Cross	\$270.00
Hardware Supplies	\$100.00
Walk-a-thon Registration Software	\$0.00
Sub Total	\$2,570.00

Estimated

Refreshments (Volunteers & Staff)	
Food / Snacks	\$1,500.00
Drinks	\$1,000.00
Sub Total	\$2,500.00

Program	
Health Fair	\$150.00
Entertainment	\$5,000.00
Community Park Cleanup	\$0.00
Walk-a-thon Gift Bags / T-Shirts	\$12,000.00
Office Supplies	\$100.00
Sub Total	\$17,250.00

Recognition Event / Prizes	
Flowers	\$0.00
Ribbons/Plaques/Trophies	\$500.00
Gifts	\$0.00
PA System	\$300.00
Sub Total	\$800.00

Distribution to Non-Profits	
55% of registration fees to non-profits	\$20,625.00
Sub Total	\$20,625.00

Total 2010 Estimated Expenses **\$55,444.00**

Event Income for ICC Sevathon 2010

Income

		Total Estimated
Total income		\$50,500.00
Registrations		
Estimated		Estimated
1500	Adult Walkers @	\$25.00
0	Child/Senior Walkers @	0
		\$37,500.00
		\$0.00
		\$37,500.00
Partners		
15	Event @	\$250.00
		\$3,750.00
		\$3,750.00
Sponsors		
1	Silver @	\$5,000.00
1		\$1,000.00
		\$5,000.00
		\$1,000.00
		\$6,000.00
Booths		
1	Food Booths @	\$2,000.00
5	Vendor Booths @	\$250.00
0	Non-Profit Booths @	\$50.00
		\$2,000.00
		\$1,250.00
		\$0.00
		\$3,250.00
		\$50,500.00

Community Events Grant Funding Application
City of Sunnyvale
Fiscal Year 2010/11

Application Deadline: Friday, June 4th, 2010, 5 p.m.

Important note: applications are being accepted, pending Council's budgetary approval.

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 no later than July 2010.

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 EventGrants.inSunnyvale.com.

Event Name: Lakewood Village Holiday Parade
Date(s)/Time(s) of Event: December 11th, 2010
Sponsoring Organization(s): Lakewood Village Neighborhood Association

Authorized Representative Information:

Name: Fred Fowler
Title: President
Organization: Lakewood Village Neighborhood Association.
Phone (wk/cell): (408) 505-2813
Email: Fred@fmfa.com
Mailing Address: 921 lakebird Drive, Sunnyvale, CA 94089

Event Details:

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

This event is the only annual parade in Sunnyvale. Participants line up at the Lakewood School and march to the Fairwood park. In 2009 the crowd of spectators was estimated to be in excess of 3,500 people.

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

The event has been held annually for more than 30 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 event is as pure an expression of community pride as can be imagined. It is organized and staged entirely by community volunteers and is central to the identity of the Lakewood Village community. The diversity of the community is reflected in the diversity of the parade participants and organizers.

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

Occasionally other groups (such as the Boy Scouts, etc.) ask permission to set up fundraising booths at the end of the parade, but the LVNA has never used the parade as a fundraising mechanism.

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

We have a great deal of experience staging the parade. We coordinate with Sunnyvale DPS, Public Works, Parks and Rec, and with the Sunnyvale Amateur Radio Emergency Service (SARE).

Marketing & Promotion:

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

The parade is targeted at the Lakewood Village neighborhood, but anyone is welcome to enjoy it. People from all over Sunnyvale (and parts of Santa Clara) have watched it in the past.

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

We expect in excess of 200 participants and 3,000-4,000 spectators. The estimate is based on the approximate counts from the 2009 parade event. Simple refreshments are provided at the end of the parade and last year we went through enough cider, hot chocolate, cookies and cupcakes to feed 700-1000 people. Many more than that watched the parade from their front yards and did not come to the reception at the parade's end.

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

We plan to announce the parade in the LVNA newsletter, the LVNA website, and also in the "public announcements" portion of Sunnyvale City Council meetings in November. Because of the size of the crowd we usually attract, we do not wish to publicize the event more widely than that.

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 Lakewood Village Neighborhood Association's mission is as follows (taken from the LVNA Bylaws).

The purpose of the Lakewood Village Neighborhood Association is to:

- *Enhance the quality of life through education programs, such as the newsletter, SNAP, etc.*
- *Promote a sense of safety and peace or mind through positive neighborhood awareness programs*
- *Maintain and increase the value of our investment by projecting to others our sense of purpose, peace, and prosperity.*
- *Maintain and promote partnerships with other city and county government local businesses and other neighborhood programs.*
- *Community unity.*

The LVNA membership consists of the residents of the single family or duplex homes located between US 101 on the south, Calabaras Creek on the east, Tasman drive to the north, and the Sunnyvale East Channel on the west side. There are slightly more than 1,600 households and approximately 5,000 people living in the association's coverage area;

The association's main source of revenue is the sale of advertising space in its monthly newsletter, and its main expense is the publishing of that newsletter. Generally speaking, the ad revenues do no more than cover the cost of printing the publication (about \$420). As of May 31st, the LVNA bank balance is

approximately \$2,400.

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 parade has been staged annually for more than 30 years and it has never gone over budget. The costs break down into three categories: Insurance, Refreshments, and City of Sunnyvale imposed fees. Insurance is procured through the United Neighborhoods of Santa Clara County. The refreshments are largely donated by LVNA members. City imposed fees have been paid for in the past through City grants and/or donations.

11. Please attach a detailed budget for your event including:

- Total Expenses

*Sunnyvale permit processing fee: \$100
 Sunnyvale required barricade/traffic cone rental: \$100
 Sunnyvale required amplified sound permit: \$25
 Required overtime for Sunnyvale DPS officers: \$560
 Sunnyvale required "porta potty" rental: \$125
 Event insurance through the United Neighborhoods of Santa Clara County: \$110
 Hot Chocolate mix: \$100
 Hot Cider mix: \$100
 Cookies/Cupcakes: \$300
 Plates, cups, napkins, forks: \$100
 Misc supplies (duct tape, magic markers, poster board, etc.) \$100*

- Anticipated Revenue (if applicable)

none.

- Net Cost (Total Expenses less Anticipated Revenue)

\$1,725

- Volunteer Assistance (1 - list volunteer roles/tasks AND the number of hours anticipated; 2 - multiply volunteer hours by \$19.51, the universal volunteer rate)

Pre-parade crew:

*Overall coordinator: 250 hours
 Participant recruiters: 4 x 50 = 200 hours
 City liaison: 1 x 40 = 40 hours*

Parade day crew:

*Refreshments: 8 x 5 hours = 40 hours
 Participant organizers: 5 x 5 hours = 25 hours
 SARES communications: 10 x 5 hours = 50 hours*

Total volunteer hours: 605

Total volunteer value @ \$19.51 per hour: \$11803.55

- Any expenses you expect to be donated / in-kind (include an estimated dollar value of each donated / in-kind expense in your budget)

We hope to have most of the refreshments donated, and we may be able to get the "porta potty" donated as well. Estimated value of donated items: \$600.

- 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).

We respectfully request \$1,000 from the City of Sunnyvale.

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

We will make do in order to cover the rest of the expense. We will solicit donations for any out-of-pocket expenses that are not funded through this grant process.

We are asking for grant funding from the City of Sunnyvale because this event has been staged annually by volunteers for more than 30 years, but it is only recently that the City has seen fit to impose fees and cost-recovery requirements on it. Those fees and requirements amounted to more than \$1,000 last year, and are a severe burden for the LVNA to bear. These fees almost caused the LVNA to cancel the event in 2009 and bring the generations-long tradition to an end.

If volunteer time is added to the calculated cost of the event, then the \$1,000 we are asking for amounts to less than 7% of the \$13,500 total. That 7% is the hardest for us to come up with, as it must be in the form of cash.

We will do our part to make the event a success in 2010. We ask the City of Sunnyvale to help us by funding our grant request in full.

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 EventGrants.inSunnyvale.com.

Community Events Grant Funding Application City of Sunnyvale



Fiscal Year 2010/11

Application Deadline: Friday, June 4, 2010, 5 p.m.

Important note: applications are being accepted, pending Council's budgetary approval.

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 no later than July 2010.

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Event Name: **Pakistan Independence Day 2010**

Date(s)/Time(s) of Event: August 2010

Sponsoring Organization(s): Pakistan American Culture Center (PACC)

Authorized Representative Information:

Name: Mohammad Aboobaker

Title: Treasurer

Organization: Pakistan American Culture Center (PACC)

Phone (wk/cell): 510 378-3296

Email: mohammad@k2ventures.com

Mailing Address: 4423 Fortran Ct., Suite 160, San Jose, CA, 95134

Event Details:

1. Please describe your event (you may attach additional details or supporting documentation).
This will be celebration of Independence of Pakistan. The main parts of the event are ethnic food, games, music and cultural program. It is a family oriented event lasting most of the afternoon
2. Have you held this event before? If so, when and where?
Yes, we held it in 2007, 2008 2009 in Baylands park in Sunnyvale.
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?
There are 100's of Pakistani families living in Sunnyvale and thousands in Santa Clara county and surrounding areas. This will be open to public and all will expose the culture and diversity of the area. It will also show that Sunnyvale's parks are excellent venue for this type of activities.
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?
Our organization with many volunteers start planning for the event 3 months before the date. We get event permit and abide by all the rules and regulations of fire and health department. We have security guards and tens of volunteer to make sure that the event is successful and secure. We have now experience in managing this type of event in the past

Marketing & Promotion:

6. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area?
[targeted, to whom?
It is a city wide program and free to all, except the parking fees paid to the park
7. How many people do you expect to attend your event? How did you arrive at this estimate?
We expect about 600 people for the event. This is estimated based on our 2008/09 events. Please describe your promotional plan to notify the public of your event.
We will have flyers distributed at businesses all through the city and surrounding. We advertise thru the email and our website. Close to the event, we plan to advertise in local newspapers like San Jose Mercury and ethnic newspapers

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.
PACC is a 501c(3) non-profit organization. The mission of PACC is "To educate and promote Pakistani languages, literature, history, and culture to all Americans irrespective of country of origin, with a specific emphasis to Americans of Pakistani descent".
We have more than 2,000 people on email list. We collaborate with other non-profits who have about similar number of people on their mailing list.
We hold language classes, cultural program at our center and organize major cultural events in many different outside venues. Our budget last year was more than \$75,000 and this year it will be similar budget. Attached are financial statements as of December 31, 2009.

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?
We have held same event now twice in last two years. We have managed many other cultural events in the past. All of the events were successful with attaining expected attendance. Annual budget is reviewed and

approved by an independent board of trustees with actual financial statements reviewed once a quarter. We have a treasurer who has put effective controls and policies. For example, no reimbursement of any expense above \$25 is made without a receipt. Checks above \$1,000 need to be signed by two officers. Books are kept in accordance with generally acceptable accounting principles. We get the best prices for the products and services we obtained. In past, budget for each event was met within +/- 5%

II. Please attach a detailed budget for your event including:

Worksheet attached.

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

Remaining funding will be generated by donations from individuals from the community and/or from PACC general account. The grant funding from city will ensure that we can have an event with more participation from Sunnyvale community and will have quality event with adequate staffing and control.

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

**Pakistani American Culture Center
Community Event Grant Funding Budget Worksheet
Budget for Independence Day 2010**

EXPENSES**EXPENSES**

<u>ITEMS</u>	<u>Unit Price</u>	<u>Quantity</u>	<u>Total \$</u>
Venue			
Park Rental (if evergreen)	\$85.00	7	\$595.00
Jumping Jack/sound permit	\$25.00	2	\$50.00
Booth permits	\$25.00	6	\$150.00
Sound system Permit	\$25.00	1	\$25.00
garbage/recycling	\$15.00	5	\$75.00
Portabl Toilet	\$100.00	3	\$300.00
Event permit	\$100.00	1	\$100.00
Other rentals (itemize)			
Stewart Rental: Tables 8'x2.5'	\$5.00	10	\$50.00
Chair	\$1.00	25	\$25.00
Stewart Rental: Popcorn Machine	\$75.00	1	\$75.00
Popcorns	\$10.00	3	\$30.00
Stewart Rental: Snow-cone Machi	\$55.00	1	\$55.00
Kids Jumping Jack	\$100.00	1	\$100.00
Decoration	\$200.00	1	\$200.00
Stage - 16 x 16 feet Plus \$75 Set	\$230.00	1	\$230.00
PACC Food			
purchase Water Bottle	\$0.17	300	\$51.00
Soda	\$12.00	15	\$180.00
Juices	\$7.00	10	\$70.00
Snow cone	\$3.50	10	\$35.00
Kids snacks (Chips, cookies)	\$7.00	5	\$35.00
Insurance			\$200.00
Music			
Audio System / DJ - Requires outk	\$600.00	1	\$600.00
Entertainers	\$1,000.00	1	\$1,000.00
misc	\$100.00	1	\$100.00
Marketing / Promotions			
Advertising: Sulekha/week	\$50.00	1	\$50.00
Advertising: India Currents/month	\$175.00	2	\$350.00
Advertising: Pak Times/week	\$100.00	2	\$200.00
Sommer Printing: Flyers 8.5x11	\$0.10	250	\$25.00
Sommer Printing: Flyers 11x17	\$2.00	25	\$50.00
Prizes			
iPod Nano	\$75.00	1	\$75.00
Gift card from	\$25.00	2	\$50.00

Pakistani American Culture Center
Profit & Loss
January through December 2009

	<u>Jan - Dec 09</u>
Ordinary Income/Expense	
Income	
Class	275.00
Contract	11,695.00
Contributions inc	22,664.72
Grants	500.00
Miscellaneous Income	0.00
Program Income	40,544.74
Total Income	<u>75,679.46</u>
Gross Profit	75,679.46
Expense	
Bank Service Charges	140.45
Class expenses	30.00
Insurance	825.00
Licenses and Permits	38.00
Miscellaneous	910.06
Office help	752.50
Office Supplies	1,900.21
Postage and Delivery	132.00
Professional Fees	85.16
Program Expense	45,426.02
Rent	20,523.54
Telephone	947.73
Total Expense	<u>71,710.67</u>
Net Ordinary Income	<u>3,968.79</u>
Net Income	<u><u>3,968.79</u></u>

Pakistani American Culture Center
Balance Sheet
As of December 31, 2009

	<u>Dec 31, 09</u>
ASSETS	
Current Assets	
Checking/Savings	
PACC Checking	2,666.23
PACC Savings	540.50
Wells Trade Brokerage	<u>2,350.29</u>
Total Checking/Savings	5,557.02
Accounts Receivable	
Pledges Receivable	<u>0.00</u>
Total Accounts Receivable	0.00
Other Current Assets	
Security deposit	<u>2,000.00</u>
Total Other Current Assets	<u>2,000.00</u>
Total Current Assets	<u>7,557.02</u>
TOTAL ASSETS	<u><u>7,557.02</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Deposit payable	950.00
Loans payable	13,000.00
Reimbursement payable	<u>2,681.66</u>
Total Other Current Liabilities	<u>16,631.66</u>
Total Current Liabilities	<u>16,631.66</u>
Total Liabilities	16,631.66
Equity	
Retained Earnings	-13,043.43
Net Income	<u>3,968.79</u>
Total Equity	<u>-9,074.64</u>
TOTAL LIABILITIES & EQUITY	<u><u>7,557.02</u></u>

Community Events Grant Funding Application Page 31 of 81
City of Sunnyvale



Fiscal Year 2010/11

Application Deadline: Friday, June 4, 2010, 5 p.m.

Important note: applications are being accepted, pending Council's budgetary approval.

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 no later than July 2010.

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 EventGrants.inSunnyvale.com.

Event Name: **Basant 2011**

Date(s)/Time(s) of Event: May 2011

Sponsoring Organization(s): Pakistan American Culture Center (PACC)

Authorized Representative Information:

Name: Mohammad Aboobaker

Title: Treasurer

Organization: Pakistan American Culture Center (PACC)

Phone (wk/cell): 510 378-3296

Email: mohammad@k2ventures.com

Mailing Address: 4423 Fortran Ct., Suite 160, San Jose, CA, 95134

Event Details:

1. Please describe your event (you may attach additional details or supporting documentation).
This is a South Asian festival on arrival of spring and is celebrated throughout the region. The main parts of the event are ethnic food, games, music and kite flying. It is a family oriented event lasting most of the afternoon

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

Yes, we held it in 2008/09/10 in Baylands park in Sunnyvale

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?

There are thousands of South Asian people in Sunnyvale and Santa Clara county and surrounding areas. This will be open to public and all will expose the culture and diversity of the area. It will also show that Sunnyvale's parks are excellent venue for this type of activities.

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?

Our organization with many volunteers started planning for the event 3 months before the date. We get event permit and abide by all the rules and regulations of fire and health department. We have security guards and tens of volunteer to make sure that the event is successful and secure. We have now experience in managing this type of event in the past

Marketing & Promotion:

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

It is a city wide program and free to all, except the parking fees paid to the park

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

We expect about 1,200 people for the event. This is estimated based on our 2009/10 event

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

We will have flyers distributed at businesses all through the city and surrounding. We advertise thru the email and our website. Close to the event, we plan to advertise in local newspapers like San Jose Mercury and ethnic newspapers

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.

PACC is a 501c(3) non-profit organization. The mission of PACC is "To educate and promote Pakistani languages, literature, history, and culture to all Americans irrespective of country of origin, with a specific emphasis to Americans of Pakistani descent".

We have more than 1,200 people on email list. We collaborate with other non-profits who have about similar number of people on their mailing list.

We hold language classes, cultural program at our center and organize major cultural events in many different outside venues. Our budget last year was more than \$100,000 and this year it will be similar budget. Attached are financial statements as of December 31, 2008.

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?

We have held same event now twice in last two years. We have managed many other cultural events in the past. All of the events were successful with attaining expected attendance. Annual budget is reviewed and approved by an independent board of trustees with actual financial statements reviewed once a quarter. We have a treasurer who has put effective controls and policies. For example, no reimbursement of any expense above \$25 is made without a receipt. Checks above \$1,000 need to be signed by two officers. Books are kept

in accordance with generally acceptable accounting principles. We get the best prices for the products and services we obtained. In past, budget for each event was met within +/- 5%

II. Please attach a detailed budget for your event including:

Worksheet attached.

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

Remaining funding will be generated by donations from individuals from the community and/or from PACC general account. The grant funding from city will ensure that we can have an event with more participation from Sunnyvale community and will have quality event with adequate staffing and control.

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

Pakistani American Culture Center
Community Event Grant Funding Budget Worksheet
Budget for Basant 2011

EXPENSES**EXPENSES**

<u>ITEMS</u>	<u>Unit Price</u>	<u>Quantity</u>	<u>Total \$</u>
Venue			
Park Rental (if evergreen)	\$85.00	13	\$1,105.00
Jumping Jack/sound permit	\$25.00	2	\$50.00
Booth permits	\$25.00	15	\$375.00
Sound system Permit	\$25.00	1	\$25.00
garbage/recycling	\$15.00	10	\$150.00
Portabl Toilet	\$100.00	4	\$400.00
Event permit	\$100.00	1	\$100.00
food permit	\$100.00	1	\$100.00
Other rentals (itemize)			
Stewart Rental: Tables 8'x2.5'	\$5.00	10	\$50.00
Chair	\$1.00	50	\$50.00
Stewart Rental: Popcorn Machine	\$75.00	1	\$75.00
Popcorns	\$10.00	3	\$30.00
Stewart Rental: Snow-cone Machi	\$55.00	1	\$55.00
Snow cone: Ice Bags	\$3.50	20	\$70.00
Snow cone: Gallon	\$15.00	5	\$75.00
Snow cone: Cups	\$0.03	300	\$9.00
Kids Jumping Jack	\$100.00	2	\$200.00
Decoration	\$200.00	1	\$200.00
Stage - 16 x 16 feet Plus \$75 Set	\$350.00	1	\$350.00
PACC Food			
purchase Water Bottle	\$0.17	600	\$102.00
Soda	\$12.00	25	\$300.00
Juices	\$7.00	15	\$105.00
Snow cone	\$3.50	15	\$52.50
Kids snacks (Chips, cookies)	\$7.00	10	\$70.00
Insurance			\$200.00
Music			
Audio System / DJ - Requires outlk	\$600.00	1	\$600.00
Entertainers	\$2,000.00	1	\$2,000.00
misc	\$500.00	1	\$500.00
Marketing / Promotions			
Advertising: Sulekha/week	\$50.00	1	\$50.00
Advertising: India Currents/month	\$475.00	1	\$475.00
Advertising: Pak Times/week	\$125.00	4	\$500.00
Sommer Printing: Flyers 8.5x11	\$275.00	2	\$550.00
Sommer Printing: Flyers 11x17	\$1.30	100	\$130.00

Prizes

iPod Nano	\$75.00	2	\$150.00
Gift card from	\$25.00	6	\$150.00

Misc

Table covers	\$1.00	100	\$100.00
plastic kites	\$1.00	100	\$100.00
Security staff	\$150.00	2	\$300.00
Staff	\$100.00	4	\$400.00

Total Expenses \$9,603.50

Projected Revenue

From Vendor	100	10	\$1,000.00
Concessio	400	3	\$1,200.00
Drink/snack/pop corn etc. sale	750	1	\$750.00

Revenue \$2,950.00

Funding requested from City event program \$4,000.00

Shortfall will be made up by individual donations to PACC -\$2,653.50

Volunteers

	hours	number	Total hours
Manage information booth	6.00	2	12.00
Manage Drink and snack sale	6.00	6	36.00
Manage jumper	6.00	3	18.00
Kite competition	6.00	4	24.00
Manage entertainment	6.00	2	12.00
Manage booths	6.00	2	12.00
Garebage pick up	6.00	2	12.00
		21.00	126.00

Estimated value of volunteers at the rate of \$19.51 **\$2,458.26**

Pakistani American Culture Center
Profit & Loss
January through December 2009

	<u>Jan - Dec 09</u>
Ordinary Income/Expense	
Income	
Class	275.00
Contract	11,695.00
Contributions inc	22,664.72
Grants	500.00
Miscellaneous Income	0.00
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Expense	
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Rent	20,523.54
Telephone	947.73
Total Expense	<u>71,710.67</u>
Net Ordinary Income	<u>3,968.79</u>
Net Income	<u><u>3,968.79</u></u>

Pakistani American Culture Center
Balance Sheet
As of December 31, 2009

	<u>Dec 31, 09</u>
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Current Assets	
Checking/Savings	
PACC Checking	2,666.23
PACC Savings	540.50
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Accounts Receivable	
Pledges Receivable	<u>0.00</u>
Total Accounts Receivable	0.00
Other Current Assets	
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Liabilities	
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Retained Earnings	-13,043.43
Net Income	<u>3,968.79</u>
Total Equity	<u>-9,074.64</u>
TOTAL LIABILITIES & EQUITY	<u><u>7,557.02</u></u>

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



Fiscal Year 2010 – 2011

CHRISTMAS TREE LIGHTING & HOLIDAY CELEBRATION

GRANT AMOUNT REQUESTED

\$4,000.00

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 2010 – 2011

Application Deadline: Friday, June 4, 2010, 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 no later than July 2009.

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 EventGrants.inSunnyvale.com.

Event Name: 2010 Holiday & Christmas Tree Lighting

Date(s)/Time(s) of Event: Saturday December 4, 2010 (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 its 11th 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. We will continue our new tradition of showing a holiday themed movie on a 25 foot wide outdoor movie screen.

This year The Holiday & Christmas Tree Lighting celebration will take place on Washington if construction allows.

Event components include:

- Lighting of The Christmas Tree Visit from Santa Clause
- Outdoor Cinema Carolers
- Children's Arts & Crafts Booth 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 10 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 arguably 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 & Homestead choir and marching bands, local dance company 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, however weather can play a factor being that this is a winter event. 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.SunnyvaleDowntown.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!

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.

HOLIDAY & CHRISTMAS TREE LIGHTING		2010	Notes & Comments
		Actual	
EXPENSES			
City Services			
Banners			
	El Camino & Wolfe Roads	\$ 400.00	
Permits			
	Street Closure	\$ 500.00	
	Plaza del Sol Closure	\$ -	
	Building & Electrical	\$ -	
	Fire Inspection	\$ -	
Police			
	Subtotal - City Services	\$ 900.00	
County Services			
Permits			
	ABC		non-alcohol event
	Health	\$ 60.00	
	Subtotal - County Services	\$ 60.00	
Entertainment & Hospitality			
	Arts & Crafts		in-kind
	Bands & Entertainment		all performances are in-kind
	Outdoor Movie Screen & License	\$ 1,600.00	
	Christmas Tree & Decorations	\$ 2,290.00	
	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		
	Face Painter		in-kind
	VIP/Hospitality Suite (catered food)		n/a
	Subtotal - Entertainment	\$ 3,890.00	
Equipment Rentals & Purchases			
	Booths, Tables & Chairs	\$ 220.00	
	Generators &/or Electrical Boxes		
	Sound System & Lighting		in-kind
	Porta Potties		
	Radios		
	Staging & Lights		in-kind
	Subtotal - Equipment Rentals	\$ 220.00	
Marketing & Advertising			
	Artwork & Design		
	Banners	\$ 609.00	sign plus - norman clarke
	Brochures (15k)		
	Posters (18 x 24) @ 200	\$ 550.00	
	Flyers (4x6) @ 5k	\$ 325.00	
	Print Advertising	\$ 3,600.00	s'vale & pennysaver
	Signage (additional)		
	Street Marketing	\$ 336.00	kathy & janell
	Subtotal - Marketing & Advertising	\$ 5,420.00	
Subcontractors			
	Dumpsters & Recycling	\$ 200.00	
	Fencing		

	Security		
	Staff/Production Crew		
	Event Coordinator	\$ 1,000.00	
	Photographer	\$ 1,000.00	
	Technician	\$ 719.00	steve molscan
	Beverage Coordinator		
	Expo Coordinator		
	Parade Coordinator		
	Volunteer Coordinator		
	Set up & clean up		not needed
	Power Washing		
	Subtotal - Subcontractors	\$ 2,919.00	
	Other		
	Insurance	\$ 400.00	
	Ice		
	Misc (tape, chalk, rope etc.)	\$ 200.00	girls scout materials
	Subtotal - Other	\$ 600.00	
	TOTAL EXPENSES	\$ 14,009.00	
	REVENUE		
	CONTRIBUTED INCOME		
	Grants		
	City/Government	\$ -	
	Subtotal - Grants	\$ -	
	Space Rentals - Vendors		
	Food & beverage	\$ -	
	Subtotal - Space Rentals	\$ -	
	Sponsorships		
	Presenting Sponsor		
	Stage Sponsor		
	Community Sponsors	\$ 10,000.00	
	Subtotal - Sponsorships	\$ 10,000.00	
	Ticket & Beverage Sales		
	Drinks		
	Subtotal - Sponsorships	\$ -	
	Additional Income		
	Subtotal - Additional Income	\$ -	
	TOTAL REVENUE	\$ 10,000.00	
	NET PROFIT / LOSS	\$ (4,009.00)	

SDA ORGANIZATION EXPENSE & REVENUE		1/1/2009&10	2010-11
		Actual	Projected
EXPENSES			
	Advertising, Promotion & Marketing	\$ 20,615.00	\$ 5,000.00
	Commissions & Fees (memberships, etc.)	\$ -	\$ -
	Conferences, meetings & seminars (attended)	\$ -	\$ -
	Contract Labor	\$ 37,349.00	\$ 28,800.00
	Dues/Subscriptions/Contributions	\$ -	\$ -
	Employee Health Benefits	\$ -	\$ -
	Events (costs directly associated with the event)		
	Jazz & Beyond	\$ 31,420.00	\$ 25,500.00
	Murphy Ave Gumbo Fest		
	St. Patrick's Day on Murphy Avenue		
	Summer Music Series	\$ 55,921.00	\$ 56,000.00
	Sunnyvale Plaza Outdoor Cinema		
	Howloween Pet Parade & Faire	\$ 6,680.00	\$ 7,000.00
	Holiday Christmas Tree Lighting	\$ 2,644.00	\$ 5,000.00
	Finance Services Charges	\$ -	\$ -
	Insurance		
	General	\$ 2,662.00	\$ 2,662.00
	Directors & Officers	\$ -	\$ -
	Workman's Compensation	\$ -	\$ -
	Janitorial & Cleaning	\$ -	\$ -
	Legal & Accounting	\$ 1,956.00	\$ 1,956.00
	Audit	\$ -	\$ -
	Legal	\$ -	\$ -
	Maintenance & Repair (incl murphy lights)	\$ 5,650.00	\$ -
	Office Supplies	\$ 1,600.00	\$ 1,600.00
	Payroll Taxes	\$ -	\$ -
	Postage	\$ -	\$ -
	Printing & Reproduction	\$ -	\$ -
	Purchases	\$ -	\$ -
	Rent (no location PO box)	\$ 112.00	\$ 112.00
	Staff Salaries	\$ -	\$ -
	Supplies (non office)	\$ 818.00	\$ 818.00
	Taxes, Licenses & permits	\$ 30.00	\$ 30.00
	Telephone/ Internet/Communications	\$ 840.00	\$ 840.00
	Travel & Entertainment	\$ -	\$ -
	Utilities	\$ -	\$ -
	TOTAL EXPENSES	\$ 168,297.00	\$ 135,318.00
REVENUE			
CONTRIBUTED & SPONSORSHIP INCOME			
	Grants		
	City/Government		
	Community Events Grant	\$ 11,500.00	\$ 11,500.00
	Community Development Block Grant	\$ -	\$ -
	Office of Economic Development	\$ -	\$ -
	Corporate/Foundations		
	Mitigation	\$ 16,000.00	\$ -
	Other	\$ -	\$ 10,000.00
	SUBTOTAL - GRANTS	\$ 27,500.00	\$ 21,500.00
	Projects & Events Sales (incl. vendors)		
	Jazz & Beyond	\$ 8,303.00	\$ 12,000.00
	Murphy Ave Gumbo Fest	\$ -	\$ -
	St. Patrick's Day on Murphy Avenue		

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
Holiday Tree Lighting					
Joe Antuzzi	Kathy Johnson		meet twice prior to event		
Gary Herd	Steve Wright				
				8	\$ 156.08
Event Administration					
Event Coordinator	SDA - Joel W.	2:00pm - 10:00pm			
Assistant Coordinator	Cassandra N.	2:00pm - 10:00pm			
Beverage Coordinator	Brandt Carson	4:00pm - 10:00pm			
Entertainment	Cheri G./Joel	4:00pm - 10:00pm			
Arts & Crafts					
Art Coordinator		4:00pm - 10:00pm	Responsible for overseeing the volunteers	2	\$ 39.02
Art Volunteer		5:00pm - 6:30pm		2	\$ 39.02
Art Volunteer		5:00pm - 6:30pm	Help Kids with their art piece + 1/2 hr.	2	\$ 39.02
Art Volunteer		5:00pm - 6:30pm	breakdown	2	\$ 39.02
Art Volunteer		5:00pm - 6:30pm		2	\$ 39.02
Entertainment					
Entertainment Coordinator				3.5	\$ 68.29
Fremont HS Choir			30 people	1	\$ 585.30
FremontHS Band			20 people	1	\$ 390.20
Columbia Middle school			20 people	1	\$ 390.20
Carolers			5 people	2	\$ 195.10
Movie Theatre Set Up	Chris E.				
Sound System	Joel		donates system at \$500 value		\$ 500.00
Santa Claus				2	\$ 39.02
Summer Series Staff					
Set Up & Break Down	Omar	3:00pm - close			
Vendor Coordinator	Cassandra N.	2:00pm - close			
Asst. Vendor Coordinator	Brandt Carson	2:00pm - close			\$ -
Stage Manager	Cheri Gross	4:00pm - close			
Asst. Stage Manager	Marc Dydo	4:00pm - close		5	\$ 97.55
Stage MC	Joel	5:30pm - 8:30pm			
Miscellaneous					
Photographer	Joel	5:30pm - 8:30pm	two assistants	2	\$ 39.02
			Value listed are those who are		
			volunteers. Tasks that are blank are paid		
			staff.		
			TOTAL IN-KIND VOLUNTEER ASSISTANCE		\$ 2,655.86

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



Fiscal Year 2010 – 2011

JAZZ & BEYOND SERIES

GRANT AMOUNT REQUESTED

\$3,000.00

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 2010 – 2011

Application Deadline: Friday, June 4, 2010, 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 no later than July 2009.

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: 2010 Jazz & Beyond Series

Date(s)/Time(s) of Event: Every Saturday from July 10 – August 28, 2010 (5:30pm - 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 Jazz & Beyond (J&B) series is what we call a "musical dining experience". Simply put, there is nothing like it in the entire bay area. J&B takes place on the 100 block of South Murphy Avenue. This 300 ft long block contains over 20 restaurants! Because of this high concentration of restaurants coupled with a street that can easily be closed without any major traffic issues we are able to create an outdoor cafe' style ambience much like what you would see in Europe. Tables with linens are set up in the middle of the street as patrons sit down and are presented with a master dining menu that features over 20 restaurants on Murphy and a beverage list. Diners look over the menu and simply call in their order and their food is brought to their table. What makes this so unique is that you can have family at a table and everyone can order from a different restaurant alleviating that dreaded dilemma of a group of people trying to decide on what type of food and where do they want to eat. Diners can order an appetizer from one restaurant, entree from another restaurant and dessert from even another... J&B is the ultimate dining experience!

The music featured will not be the Top 40 bands normally present during the Summer Series but a more subdued genre of music (i.e.: Jazz, Blues, Reggae and other traditional non-dance oriented bands) will be featured on Saturday eves. Although we expect plenty of local support, the emphasis will be on bringing new customers to our restaurant/retail mix. Jazz music has an inherent loyal patronage these "music lovers" will travel miles just hear good music. Because the focus of the Jazz & beyond series is to feature the businesses on Murphy Avenue we will not have any outside food or arts and crafts vendor booths during this event.

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

Yes. Last year was our first time. It was held on the 100 block of South Murphy Ave.

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 Jazz & Beyond series is more of an acknowledgment and introduction to the business community. The primary focus of this series is to market Downtown Sunnyvale and the many quality restaurants we have to offer... and let people know that despite all the construction we are still in business! We feel our local residents and nearby business employees know this about our downtown. However, due to the fact that evenings in Downtown Sunnyvale lack vitality, the Jazz & Beyond Series is an effort to make downtown Sunnyvale an evening destination point.

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?

Although we never take an event for granted, our staff has demonstrated time and time again our ability to manage and produce quality events. 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?
As mentioned earlier we expect plenty of city support but our marketing efforts will be concentrated on those living outside of Sunnyvale. Because of the Town Center and Town & Country projects many people outside of our community believe downtown Sunnyvale is closed! Our goal is to re-introduce these customers to our current diverse dining cuisines downtown Sunnyvale has to offer. The 15,000 dining menu/brochures feature the many restaurants we currently have. Based on the feedback from last year we feel we have stumbled onto something truly unique to the bay area.
7. How many people do you expect to attend your event? How did you arrive at this estimate?
We expect to have 500-1000 people per week for all 8 weeks.
8. Please describe your promotional plan to notify the public of your event.
Our promotional outreach for this event includes: posters (250ct.) and Menu/Brochures and entertainment lineup (15,000ct.) distributed throughout the City of Sunnyvale, during the Summer series, and throughout high foot traffic locations throughout the south bay. Advertising in the Metro/Eye for eight consecutive weeks as well as our website www.SunnyvaleDowntown.com make up our marketing matrix. By using south bay publications for our promotional outreach we feel we can garner a new customer base for downtown Sunnyvale.

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?

Thanks to the city of Sunnyvale's passage of a special council decree we will be able to break even for this event. 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?

Our goal is to always attempt to raise enough money to pay for the event through sponsorships, grants and vendor space rentals. 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!

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.

JAZZ & BEYOND		2010		Notes & Comments
		Projected	Actual	
EXPENSES				Page 55 of 81 This is for Weeks
City Services				
	Banners			
	El Camino & Wolfe Roads	\$ -		
	Permits	\$ -		
	Application Permit	\$ 347.00	\$ -	
	Street Closure	\$ 500.00	\$ -	500 for one week and we did the rest.
	Plaza del Sol Closure	\$ -		
	Building & Electrical	\$ 201.00	\$ -	
	Fire Inspection	\$ -		
	Police	\$ -		
	Subtotal - City Services	\$ 1,048.00	\$ -	
County Services				
	Permits			
	ABC	\$ 300.00		
	Health	\$ 1,225.00	\$ -	
	Subtotal - County Services	\$ 1,525.00	\$ -	
Entertainment & Hospitality				
	Bands & Entertainment	\$ 4,000.00	\$ -	
	Sound Company	\$ -		
	Costs of Goods Sold (beverages)			
	Beer	\$ 1,500.00	\$ -	
	Cups for Beer & Wine	\$ 240.00	\$ -	
	Wine	\$ 3,500.00	\$ -	
	Water & Soft Drinks	\$ 200.00	\$ -	
	Street Performers			
	Balloon Artist			
	Face Painter			
	VIP/Hospitality Suite (catered food)			
	Subtotal - Entertainment	\$ 9,440.00	\$ -	
Equipment Rentals & Purchases		\$ -	\$ -	
	Booths, Tables & Chairs	\$ 4,000.00	\$ -	
	Generators &/or Electrical Boxes			
	Linens	\$ 275.00	\$ -	
	Sound System & Lighting			
	Porta Potties			
	Radios			
	Staging & Lights			
	Subtotal - Equipment Rentals	\$ 4,275.00	\$ -	
Marketing & Advertising				
	Artwork & Design	\$ 500.00	\$ -	
	Banners			
	Posters (18 x 24) @ 200	\$ 600.00	\$ -	inc. frieght
	Menus	\$ 1,700.00	\$ -	
	Flyers (business card size) @ 10k	\$ 225.00	\$ -	
	Print Advertising	\$ 2,000.00	\$ -	s'vale sun + 5k in-kind
	Signage (additional)		\$ -	no parking tow away signs
	Street Marketing	\$ 300.00	\$ -	
	Subtotal - Marketing & Advertising	\$ 5,325.00	\$ -	
Subcontractors				
	Dumpsters & Recycling	\$ 1,100.00	\$ -	

	Fencing			
	Security			
	Staff/Production Crew			
	Event Coordinator	\$ -		
	Beverage Coordinator	\$ 1,000.00	\$ -	
	Vendor Coordinator	\$ -		
	Volunteer Coordinator			
	Set up & clean up	\$ 2,000.00	\$ -	
	Power Washing			
	Subtotal - Subcontractors	\$ 4,100.00	\$ -	
	Other			
	Insurance	\$ 1,542.00	\$ -	
	Ice	\$ 800.00	\$ -	
	Misc (tape, chalk, rope etc.)	\$ 1,310.00	\$ -	plates, cups etc.
	Subtotal - Other	\$ 3,652.00	\$ -	
	TOTAL EXPENSES	\$ 29,365.00	\$ -	
	REVENUE			
	CONTRIBUTED INCOME			
	Grants			
	City/Government	\$ 10,000.00	\$ -	
	Subtotal - Grants	\$ 10,000.00	\$ -	
	Space Rentals - Vendors			
	Food & beverage	\$ -		
	Arts & Crafts	\$ -		
	Subtotal - Space Rentals	\$ -	\$ -	
	Sponsorships			
	Presenting Sponsor			s
	Stage Sponsor			
	Community Sponsors	\$ 5,000.00		
	Friends of Sponsors			
	Subtotal - Sponsorships	\$ 5,000.00	\$ -	
	Ticket & Beverage Sales			
	Drinks	\$ 11,000.00	\$ -	
	Subtotal - Sponsorships	\$ 11,000.00	\$ -	
	Additional Income			
	Subtotal - Additional Income	\$ -	\$ -	
	TOTAL REVENUE	\$ 26,000.00	\$ -	
	NET PROFIT / LOSS	\$ (3,365.00)	\$ -	

SDA ORGANIZATION EXPENSE & REVENUE F		1/1/2009&10	2010-11
		Actual	Projected
EXPENSES			
Advertising, Promotion & Marketing		\$ 20,615.00	\$ 5,000.00
Commissions & Fees (memberships, etc.)		\$ -	\$ -
Conferences, meetings & seminars (attended)		\$ -	\$ -
Contract Labor		\$ 37,349.00	\$ 28,800.00
Dues/Subscriptions/Contributions		\$ -	\$ -
Employee Health Benefits		\$ -	\$ -
Events (costs directly associated with the event)			
Jazz & Beyond		\$ 31,420.00	\$ 25,500.00
Murphy Ave Gumbo Fest			
St. Patrick's Day on Murphy Avenue			
Summer Music Series		\$ 55,921.00	\$ 56,000.00
Sunnyvale Plaza Outdoor Cinema			
How'oween Pet Parade & Faire		\$ 6,680.00	\$ 7,000.00
Holiday Christmas Tree Lighting		\$ 2,644.00	\$ 5,000.00
Finance Services Charges		\$ -	\$ -
Insurance			
General		\$ 2,662.00	\$ 2,662.00
Directors & Officers		\$ -	\$ -
Workman's Compensation		\$ -	\$ -
Janitorial & Cleaning		\$ -	\$ -
Legal & Accounting		\$ 1,956.00	\$ 1,956.00
Audit		\$ -	\$ -
Legal		\$ -	\$ -
Maintenance & Repair (incl murphy lights)		\$ 5,650.00	\$ -
Office Supplies		\$ 1,600.00	\$ 1,600.00
Payroll Taxes		\$ -	\$ -
Postage		\$ -	\$ -
Printing & Reproduction		\$ -	\$ -
Purchases		\$ -	\$ -
Rent (no location PO box)		\$ 112.00	\$ 112.00
Staff Salaries		\$ -	\$ -
Supplies (non office)		\$ 818.00	\$ 818.00
Taxes, Licenses & permits		\$ 30.00	\$ 30.00
Telephone/ Internet/Communications		\$ 840.00	\$ 840.00
Travel & Entertainment		\$ -	\$ -
Utilities		\$ -	\$ -
TOTAL EXPENSES		\$ 168,297.00	\$ 135,318.00
REVENUE			
CONTRIBUTED & SPONSORSHIP INCOME			
Grants			
City/Government			
Community Events Grant		\$ 11,500.00	\$ 11,500.00
Community Development Block Grant		\$ -	\$ -
Office of Economic Development		\$ -	\$ -
Corporate/Foundations			
Mitigation		\$ 16,000.00	\$ -
Other		\$ -	\$ 10,000.00
SUBTOTAL - GRANTS		\$ 27,500.00	\$ 21,500.00
Projects & Events Sales (incl. vendors)			
Jazz & Beyond		\$ 8,303.00	\$ 12,000.00
Murphy Ave Gumbo Fest		\$ -	\$ -
St. Patrick's Day on Murphy Avenue			

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
Jazz & Beyond Committee					
Joe Antuzzi	Kathy Johnson		meet once a month (starting Jan)		
Gary Herd	Steve Wright				
				12	\$ 234.12
Event Administration					
Event Coordinator	SDA - Joel W.	2:00pm - 10:00pm			
Assistant Coordinator	Cassandra N.	2:00pm - 10:00pm			
Beverage Coordinator	Brandt Carson	4:00pm - 10:00pm			
Entertainment	Cheri G./Joel	4:00pm - 10:00pm			
Beer Booth					
Beverage Coordinator	Brandt Carson	4:00pm - 10:00pm	Responsible for overseeing the volunteers		\$ -
Beer Booth Volunteer		5:00pm - 8:30pm	Sell beverages	3.5	\$ 68.29
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 68.29
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 68.29
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 68.29
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 68.29
Wine Booth					
Beverage Coordinator	Brandt Carson			3.5	\$ 68.29
Wine & Soft Drinks Volunteer			Sell Beverages	3.5	\$ 68.29
Wine & Soft Drinks Volunteer				3.5	\$ 68.29
Wine & Soft Drinks Volunteer				3.5	\$ 68.29
Summer Series Staff					
Set Up & Break Down	Omar	3:00pm - close			
Vendor Coordinator	Cassandra N.	2:00pm - close			
Asst. Vendor Coordinator	Brandt Carson	2:00pm - close			\$ -
Stage Manager	Cheri Gross	4:00pm - close			
Asst. Stage Manager	Marc Dydo	4:00pm - close		5	\$ 97.55
Stage MC	Joel	5:30pm - 8:30pm			
Miscellaneous					
Photographer	Joel	5:30pm - 8:30pm			
			Note: Total is based on 8 weeks. Hrs & Value listed are those who are		
			volunteers. Tasks that are blank are paid staff.		
			TOTAL IN-KIND VOLUNTEER ASSISTANCE		\$ 7,023.60

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



Fiscal Year 2010 – 2011

SUMMER SERIES MUSIC & MARKET

GRANT AMOUNT REQUESTED

\$5,000.00

Contents/Support Materials:

**City of Sunnyvale Application
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Volunteer/Task Grid
Past Marketing Materials**

Community Events Grant Funding Application City of Sunnyvale



Fiscal Year 2010 – 2011

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Event Name: 2009 Sunnyvale Summer Series Music & Market

Date(s)/Time(s) of Event: Every Wednesday from June 16 – September 1, 2010 (5:30pm - 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 Summer Series Music + Market is a community tradition now in its 11th year. The event appeals to music and arts and craft lovers in Sunnyvale & beyond. Arguably Sunnyvale's most popular event; this event brings together the Sunnyvale community much like a reunion where friends and families get together on a Wednesday afternoon/evening and enjoy music, dancing, shopping, food and conversation. Attendees can also get a chance to gaze at some of the local car club exhibitions and meet local business owners and their services through our annual business faire. The business faire is a joint production with the Sunnyvale Chamber of Commerce.

Series highlights include:

- Live Music
- Local Business Booths
- Fruit & Vegetable Produce Booths
- Balloon Twisters
- Car Show Exhibits
- Arts & Crafts Booths
- Food Booths
- & More

2. Have you held this event before? If so, when and where?
Yes, We are in our 11th year on Washington & 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 Summer Series is our community event where many of the local workforce get together after work and have some fun and conversation. The Summer Series is the choice for many of our residents to reconnect with one another... a reunion of sorts. This event is an ideal opportunity to showcase Downtown Sunnyvale and what our downtown has to offer.

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?
Although we never take an event for granted, our staff has demonstrated for the past nine years the ability to manage and produce a fun community event. 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. We purposely target the local community due to the size limitation of the street and the local community feel of the series.

7. How many people do you expect to attend your event? How did you arrive at this estimate?
We expect to have 2,000 people per week for all 12 weeks. This is based on last year's attendance.
8. Please describe your promotional plan to notify the public of your event.
Our promotional outreach for this event includes: posters (250ct.) and Entertainment Line Up schedules (10,000ct.) distributed throughout the City of Sunnyvale at high foot traffic locations. Advertising in the Sunnyvale Sun for twelve consecutive weeks as our website www.SunnyvaleDowntown.com make up our marketing matrix. Through this promotional outreach we feel we garner the proper local public awareness for this series.

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?

Our goal is to always attempt to raise enough money to pay for the event through sponsorships, grants and vendor space rentals. 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!

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.

SUMMER SERIES 2010		Projected	Notes & Comments
			Page 65 of 81
			This is for 12 weeks
EXPENSES			
City Services			
Banners			
El Camino & Wolfe Roads			
Permits			
Application Permit			
		\$ 100.00	
Street Closure			
			city let us do it ourselves
Plaza del Sol Closure			
Building & Electrical			
		\$ 201.00	
Fire Inspection			
		\$ 756.00	
Police			
		\$ 10,468.00	
Subtotal - City Services		\$ 11,525.00	
County Services			
Permits			
ABC			
		\$ 400.00	
Health			
		\$ 1,225.00	
Subtotal - County Services		\$ 1,625.00	
Entertainment & Hospitality			
Bands & Entertainment			
		\$ 6,000.00	
Sound Company			
Costs of Goods Sold (beverages)			
Beer			
		\$ 5,872.00	
Cups for Beer & Wine			
		\$ 318.00	
Wine			
		\$ 3,745.00	
Water & Soft Drinks			
		\$ 840.00	
Street Performers			
Balloon Artist			
Face Painter			
VIP/Hospitality Suite (catered food)			
Subtotal - Entertainment		\$ 16,775.00	
Equipment Rentals & Purchases			
		\$ -	
Booths, Tables & Chairs			
		\$ 3,260.00	
Generators &/or Electrical Boxes			
		\$ 150.00	
Sound System & Lighting			
Porta Potties			
Radios			
Staging & Lights			
		\$ 11,154.00	
Subtotal - Equipment Rentals		\$ 14,564.00	
Marketing & Advertising			
Artwork & Design			
		\$ 1,000.00	
Banners			
		\$ 1,100.00	
Posters (18 x 24) @ 200			
		\$ 525.00	
Flyers (business card size) @ 10k			
		\$ 225.00	
Print Advertising			
		\$ -	s'vale sun + 5k in-kind
Signage (additional)			
Street Marketing			
		\$ 300.00	
Subtotal - Marketing & Advertising		\$ 3,150.00	
Subcontractors			
Dumpsters & Recycling			
		\$ 1,390.00	
Fencing			
Security			

	Staff/Production Crew		
	Event Coordinator		
	Beverage Coordinator	\$ 1,500.00	
	Vendor Coordinator		
	Volunteer Coordinator		
	Set up & clean up	\$ 3,000.00	
	Power Washing		
	Subtotal - Subcontractors	\$ 5,890.00	
	Other		
	Insurance		
	Ice	\$ 1,460.00	
	Garbage Bags	\$ 97.00	
	Misc (tape, chalk, rope etc.)	\$ 370.00	beer & wine cups
	Subtotal - Other	\$ 1,927.00	
	TOTAL EXPENSES	\$ 55,456.00	
	REVENUE		
	CONTRIBUTED INCOME		
	Grants		
	City/Government	\$ -	
	Subtotal - Grants	\$ -	
	Space Rentals - Vendors		
	Food & beverage		
	Arts & Crafts		
	Subtotal - Space Rentals	\$ -	
	Sponsorships		
	Presenting Sponsor		s
	Stage Sponsor	\$ 5,000.00	
	Community Sponsors	\$ 7,000.00	
	Friends of Sponsors		
	Subtotal - Sponsorships	\$ 12,000.00	
	Ticket & Beverage Sales		
	Drinks	\$ 38,269.00	
	Subtotal - Sponsorships	\$ 38,269.00	
	Additional Income		
	Subtotal - Additional Income	\$ -	
	TOTAL REVENUE	\$ 50,269.00	
	NET PROFIT / LOSS	\$ (5,187.00)	

SDA ORGANIZATION EXPENSE & REVENUE		1/1/2009&10	2010-11
		Actual	Projected
EXPENSES			
	Advertising, Promotion & Marketing	\$ 20,615.00	\$ 5,000.00
	Commissions & Fees (memberships, etc.)	\$ -	\$ -
	Conferences, meetings & seminars (attended)	\$ -	\$ -
	Contract Labor	\$ 37,349.00	\$ 28,800.00
	Dues/Subscriptions/Contributions	\$ -	\$ -
	Employee Health Benefits	\$ -	\$ -
	Events (costs directly associated with the event)		
	Jazz & Beyond	\$ 31,420.00	\$ 25,500.00
	Murphy Ave Gumbo Fest		
	St. Patrick's Day on Murphy Avenue		
	Summer Music Series	\$ 55,921.00	\$ 56,000.00
	Sunnyvale Plaza Outdoor Cinema		
	Howl'oween Pet Parade & Faire	\$ 6,680.00	\$ 7,000.00
	Holiday Christmas Tree Lighting	\$ 2,644.00	\$ 5,000.00
	Finance Services Charges	\$ -	\$ -
	Insurance		
	General	\$ 2,662.00	\$ 2,662.00
	Directors & Officers	\$ -	\$ -
	Workman's Compensation	\$ -	\$ -
	Janitorial & Cleaning	\$ -	\$ -
	Legal & Accounting	\$ 1,956.00	\$ 1,956.00
	Audit	\$ -	\$ -
	Legal	\$ -	\$ -
	Maintenance & Repair (incl murphy lights)	\$ 5,650.00	\$ -
	Office Supplies	\$ 1,600.00	\$ 1,600.00
	Payroll Taxes	\$ -	\$ -
	Postage	\$ -	\$ -
	Printing & Reproduction	\$ -	\$ -
	Purchases	\$ -	\$ -
	Rent (no location PO box)	\$ 112.00	\$ 112.00
	Staff Salaries	\$ -	\$ -
	Supplies (non office)	\$ 818.00	\$ 818.00
	Taxes, Licenses & permits	\$ 30.00	\$ 30.00
	Telephone/ Internet/Communications	\$ 840.00	\$ 840.00
	Travel & Entertainment	\$ -	\$ -
	Utilities	\$ -	\$ -
	TOTAL EXPENSES	\$ 168,297.00	\$ 135,318.00
REVENUE			
CONTRIBUTED & SPONSORSHIP INCOME			
	Grants		
	City/Government		
	Community Events Grant	\$ 11,500.00	\$ 11,500.00
	Community Development Block Grant	\$ -	\$ -
	Office of Economic Development	\$ -	\$ -
	Corporate/Foundations		
	Mitigation	\$ 16,000.00	\$ -
	Other	\$ -	\$ 10,000.00
	SUBTOTAL - GRANTS	\$ 27,500.00	\$ 21,500.00
	Projects & Events Sales (incl. vendors)		
	Jazz & Beyond	\$ 8,303.00	\$ 12,000.00
	Murphy Ave Gumbo Fest	\$ -	\$ -
	St. Patrick's Day on Murphy Avenue		

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
Summer Series Committee					
Joe Antuzzi	Kathy Johnson		meet once a month (starting Jan)		
Gary Herd	Steve Wright				
				12	\$ 234.12
Event Administration					
Event Coordinator	SDA - Joel W.	2:00pm - 10:00pm			
Assistant Coordinator	Cassandra N.	2:00pm - 10:00pm			
Beverage Coordinator	Brandt Carson	4:00pm - 10:00pm			
Entertainment	Cheri G./Joel	4:00pm - 10:00pm			
Beer Booth					
Beverage Coordinator	Brandt Carson	4:00pm - 10:00pm	Responsible for overseeing the volunteers		\$ -
Beer Booth Volunteer		5:00pm - 8:30pm	Sell beverages	3.5	\$ 68.29
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 68.29
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 68.29
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 68.29
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 68.29
Beer Booth Volunteer		5:00pm - 8:30pm		3.5	\$ 68.29
Wine Booth					
Beverage Coordinator	Brandt Carson			3.5	\$ 68.29
Wine & Soft Drinks Volunteer			Sell Beverages	3.5	\$ 68.29
Wine & Soft Drinks Volunteer				3.5	\$ 68.29
Wine & Soft Drinks Volunteer				3.5	\$ 68.29
Wine & Soft Drinks Volunteer				3.5	\$ 68.29
Summer Series Staff					
Set Up & Break Down	Omar	3:00pm - close			
Vendor Coordinator	Cassandra N.	2:00pm - close			
Asst. Vendor Coordinator	Brandt Carson	2:00pm - close			\$ -
Stage Manager	Cheri Gross	4:00pm - close			
Asst. Stage Manager	Marc Dydo	4:00pm - close		5	\$ 97.55
Stage MC	Joel	5:30pm - 8:30pm			
Miscellaneous					
Photographer	Joel	5:30pm - 8:30pm			
			Note: Total is based on 12 weeks. Hrs & Value listed are those who are volunteers. Tasks that are blank are paid staff.		
			TOTAL IN-KIND VOLUNTEER ASSISTANCE		\$ 12,993.66

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



Fiscal Year 2010 – 2011

SUNNYVALE HOWL'OWEEN PET PARADE & FAIRE

GRANT AMOUNT REQUESTED

\$5,000.00

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 2010/11

Application Deadline: Friday, June 4, 2010, 5 p.m.

Important note: applications are being accepted, pending Council's budgetary approval.

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 no later than July 2010.

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 EventGrants.inSunnyvale.com.

Event Name: The Sunnyvale Howl'oween Pet Parade & Faire

Date(s)/Time(s) of Event: Saturday October 30th, 2010

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
- Coloring Contest
- And much more!

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

Yes, The parade is now into its third year and was held on several downtown streets & the faire was held at Plaza del Sol.

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 truly celebrates the diversity of our community by bringing together our love for animals and pets. 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 2000 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 find staff within the SDA and the community 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. Because of the intricacies of such an event we start the planning nine months before the actual event takes place.

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 3,000 people attend this year. This was based on last year's attendance and the increase in interest for this year's event.

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

Our promotional outreach for this event includes: posters (250ct.) and brochures (30,000ct.) distributed throughout the City of Sunnyvale and neighboring communities at high foot traffic locations and schools. Advertising on Radio (Star 101.3fm), print ads in the Sunnyvale Sun, Metro & Eye as well as our website www.SunnyvaleDowntown.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.

Our goal is to always attempt to raise enough money to pay for the event through sponsorships, grants, vendor space rentals and in-kind donations. If projected revenues fall short we may have to use part of the revenue from our Business Improvement Fees (if possible) or cut entertainment expenses.

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.

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?

Our goal is to always attempt to raise enough money to pay for the event through sponsorships, grants, vendor space rentals and in-kind donations. Because this event is relatively new we may have to 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.). 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!

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HOWL'OWEEN PET PARADE BUDGET		2010	2010	Notes & Comments
		Projected	Actual	
Page 76 of 81				
EXPENSES				
City Services				
Banners				
	El Camino & Wolfe Roads	\$ 400.00		no banner
Permits				
	Street Closure	\$ 500.00		
	Plaza del Sol Closure	\$ 500.00		
	Building & Electrical	\$ 92.00		
	Fire Inspection	\$ 300.00		
	Police	\$ 2,592.00		
	Subtotal - City Services	\$ 4,384.00	\$ -	
County Services				
Permits				
	ABC	\$ -	\$ -	
	Health	\$ 60.00		
	Subtotal - County Services	\$ 60.00	\$ -	
Entertainment & Hospitality				
Bands & Entertainment				
	Band	\$ 1,000.00		
	Ballon Artist	\$ 100.00		
	Face Painter	\$ 100.00		
	Marching Band	\$ 400.00	\$ -	
	MC	\$ 150.00		
	Stilt Walkers	\$ 250.00		
Costs of Goods Sold (beverages)				
	Sales Tax (alcohol & carb. drinks)	\$ -	\$ -	
VIP/Hospitality Suite (catered food)				
	Subtotal - Entertainment	\$ 2,000.00	\$ -	
Equipment Rentals & Purchases				
	Bleachers	\$ -	\$ -	
	Booths, Tables & Chairs	\$ 500.00		
	Generators &/or Electrical Boxes	\$ -		
	Sound System & Lighting	\$ 1,200.00		
	Porta Potties	\$ 700.00		
	Radios	\$ -		
	Staging & Lights	\$ -		
	Subtotal - Equipment Rentals	\$ 2,400.00	\$ -	
Marketing & Advertising				
	Artwork & Design	\$ 1,000.00		
	Banners	\$ 1,000.00		
	Brochures (30k)	\$ 3,000.00		
	Posters (18 x 24) @ 250	\$ 600.00		
	Flyers (4x6) @ 5k	\$ 200.00		
	Print Advertising	\$ 2,000.00		
	Ribbons (for parade registrants)	\$ 800.00		
	Signage (additional)			
	Street Marketing	\$ 500.00		
	Subtotal - Marketing & Advertising	\$ 9,100.00	\$ -	
Subcontractors				
	Dumpsters	\$ -	\$ -	
	Fencing			
	Security			

Staff/Production Crew			
	Event Coordinator	\$ 1,000.00	
	Production Manager		
	Beverage Coordinator		
	Expo Coordinator		
	Parade Coordinator		
	Volunteer Coordinator	\$ 250.00	
	Set up & clean up	\$ 1,000.00	
	Power Washing		
	Subtotal - Subcontractors	\$ 2,250.00	\$ -
Other			
	Insurance	\$ 600.00	
	Ice		
	Misc (tape, chalk, rope etc.)	\$ 200.00	
	Subtotal - Other	\$ 800.00	\$ -
TOTAL EXPENSES		\$ 20,994.00	\$ -
REVENUE			
CONTRIBUTED INCOME			
Grants			
	City/Government		
	Subtotal - Grants	\$ -	\$ -
Space Rentals - Vendors			
	Food & beverage	\$ 1,000.00	
	Pet related vendors	\$ 4,000.00	
	Subtotal - Space Rentals	\$ 5,000.00	\$ -
Sponsorships			
	Presenting Sponsor		
	Stage Sponsor		
	Community Sponsors	\$ 7,000.00	
	Subtotal - Sponsorships	\$ 7,000.00	\$ -
Ticket & Beverage Sales			
	Drinks		
	Subtotal - Sponsorships	\$ -	\$ -
Additional Income			
	Subtotal - Additional Income	\$ -	\$ -
TOTAL REVENUE		\$ 12,000.00	\$ -
NET PROFIT / LOSS		\$ (8,994.00)	\$ -

SDA ORGANIZATION EXPENSE & REVENUE F		1/1/2009&10	2010-11
		Actual	Projected
EXPENSES			
	Advertising, Promotion & Marketing	\$ 20,615.00	\$ 5,000.00
	Commissions & Fees (memberships, etc.)	\$ -	\$ -
	Conferences, meetings & seminars (attended)	\$ -	\$ -
	Contract Labor	\$ 37,349.00	\$ 28,800.00
	Dues/Subscriptions/Contributions	\$ -	\$ -
	Employee Health Benefits	\$ -	\$ -
	Events (costs directly associated with the event)		
	Jazz & Beyond	\$ 31,420.00	\$ 25,500.00
	Murphy Ave Gumbo Fest		
	St. Patrick's Day on Murphy Avenue		
	Summer Music Series	\$ 55,921.00	\$ 56,000.00
	Sunnyvale Plaza Outdoor Cinema		
	Howloween Pet Parade & Faire	\$ 6,680.00	\$ 7,000.00
	Holiday Christmas Tree Lighting	\$ 2,644.00	\$ 5,000.00
	Finance Services Charges	\$ -	\$ -
	Insurance		
	General	\$ 2,662.00	\$ 2,662.00
	Directors & Officers	\$ -	\$ -
	Workman's Compensation	\$ -	\$ -
	Janitorial & Cleaning	\$ -	\$ -
	Legal & Accounting	\$ 1,956.00	\$ 1,956.00
	Audit	\$ -	\$ -
	Legal	\$ -	\$ -
	Maintenance & Repair (incl murphy lights)	\$ 5,650.00	\$ -
	Office Supplies	\$ 1,600.00	\$ 1,600.00
	Payroll Taxes	\$ -	\$ -
	Postage	\$ -	\$ -
	Printing & Reproduction	\$ -	\$ -
	Purchases	\$ -	\$ -
	Rent (no location PO box)	\$ 112.00	\$ 112.00
	Staff Salaries	\$ -	\$ -
	Supplies (non office)	\$ 818.00	\$ 818.00
	Taxes, Licenses & permits	\$ 30.00	\$ 30.00
	Telephone/ Internet/Communications	\$ 840.00	\$ 840.00
	Travel & Entertainment	\$ -	\$ -
	Utilities	\$ -	\$ -
	TOTAL EXPENSES	\$ 168,297.00	\$ 135,318.00
REVENUE			
CONTRIBUTED & SPONSORSHIP INCOME			
	Grants		
	City/Government		
	Community Events Grant	\$ 11,500.00	\$ 11,500.00
	Community Development Block Grant	\$ -	\$ -
	Office of Economic Development	\$ -	\$ -
	Corporate/Foundations		
	Mitigation	\$ 16,000.00	\$ -
	Other	\$ -	\$ 10,000.00
	SUBTOTAL - GRANTS	\$ 27,500.00	\$ 21,500.00
	Projects & Events Sales (incl. vendors)		
	Jazz & Beyond	\$ 8,303.00	\$ 12,000.00
	Murphy Ave Gumbo Fest	\$ -	\$ -
	St. Patrick's Day on Murphy Avenue		

POSITION	NAME	TIME	NOTES & JOB DESCRIPTION	HRS.	VALUE
Parade & Faire Committee					
Tony Spitaleri	Ken Sawyer		meet once a week (starting aug 13)		
Arley Marley	Cheri Gross				
Pat Castillo	Joel Wyrick		est. at 2 hr. per person per week @ 26 wks	312	\$ 6,087.12
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
Eligibility and Evaluation Criteria
(Approved by Council on July 28, 2009, RTC 09-194)

Eligibility Criteria

1. The group has completed the application process, and the application has been determined to be accurate and complete.
2. Admission to the event is free and open to the public. (For clarification, if the event is targeted to a particular neighborhood, but it is open to anyone, this is considered open to the public.)
3. The event must be held within City limits.
4. The grant recipient will attempt to expend all grant funding within City limits.
5. Grants will not be given to individuals.
6. Applicants must be able to submit a budget proposal, including an estimate of City services required.
7. Applicants must identify whether or not the event is a fundraiser. The application review team will decide on a case-by-case basis whether or not to recommend funds to be granted to events that are fundraisers. Fundraisers can be popular events that help provide vitality and identity to the community. However, the City may or may not wish to subsidize events that leverage City in-kind support to raise funds for a particular organization, mission, or objective that may not be consistent with the City's policy positions.
8. Organizations must be non-profit or not-for-profit.
9. The applicant must agree to use the funds for the event only.
10. The applicant must agree to submit an evaluation form after the event. The evaluation form is a quality-control mechanism to determine whether goals were met, such as attendance, and the actual amount of funding spent.
11. The applicant must obtain required permits, clearances, insurance, and event authorization in a timely manner.
12. Organizations must acknowledge the support of the City of Sunnyvale where appropriate.
13. The applicant must identify other co-sponsors of the event. All co-sponsors must be approved by the City. This criterion enables the City to consider the extent to which the organizations or their missions are consistent with the City's policy positions.
14. 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, which is consistent with criteria utilized by the cities of San Jose and Milpitas, is an attempt to preserve separation of church and state while still allowing religious organizations to be eligible for grant funds.

15. Community events that are a collaborative effort between the City and outside groups are eligible to apply for grant funding. However, grant funds can only be used to defray expenses incurred by the outside group(s) rather than the City. This criterion would avoid penalizing groups for partnering with the City by enabling them to apply for grant funding only for their portion of budgeted expenses.
16. Funding will not be provided for ongoing athletic leagues and competitions, but will be considered for one-time special athletic events.
17. City funds shall not be provided for events focused on private interests or political purposes.

Evaluation Criteria

Purpose

- The event enhances the ability of the City to achieve its policy goals of “encouraging celebrations of community and (events) which focus on the character, diversity and quality of Sunnyvale” and “special events which provide vitality and identity to the community.”

Sponsoring Organization

- The sponsoring organization(s) must meet the eligibility standards to receive funding.
- The sponsoring organization(s) must demonstrate the ability to produce a well-planned, safe event.
- The sponsoring organization(s) must demonstrate strong financial management and effective management controls, including cost-effectiveness.
- The review team will consider the financial and budgetary capabilities of the sponsoring organization(s), the extent to which City funds will be leveraged with other funding sources, and the need for City funding. City community event grant funding 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.

Priority Considerations

- The City will give preference to events of a citywide nature expected, or demonstrating an ability, to draw a crowd of at least 500.
- Higher priority will be given to encourage new events as well as support existing events that have been successful in the past, subject to the other grant criteria.
- Events must demonstrate a variety of promotional and marketing strategies to engage a wide audience and welcome the general public.

**Review Committee Evaluation Notes and Funding Recommendations for
Community Events Grant Program, FY 2010/11**

Organization	Event	Funding Request	Funding Recommend	Explanation
Fremont High School Alumni Group (not an official organization)	Brighton Beach Memoirs Play	\$300	\$0	<ul style="list-style-type: none"> ▪ Does not meet eligibility criteria. ▪ Estimated attendance 250. ▪ Admission to this event is not free. ▪ Organizer is not a non-profit or not-for-profit org. ▪ This as a very important event, but does not meet the criteria of the program and is therefore not eligible for funding.
India Community Center	Sevathon	\$4,944	\$500	<ul style="list-style-type: none"> ▪ Meets eligibility criteria. ▪ Estimated attendance 1,500. ▪ Community-wide walkathon to benefit non-profits. ▪ 2nd annual event – 1st event was also held at Baylands. ▪ Previous event was well-planned and safe. ▪ Funds raised will be donated to local charities. ▪ Newer event with the potential to attract a large number of residents in future years. ▪ Since the organizer is based in another city and has ties throughout the Bay Area, this event is likely to be attended mostly by non-Sunnyvale residents. Also, since the event takes place at Baylands Park, which is on the edge of town, this event is unlikely to generate additional revenue at Sunnyvale shops and restaurants. ▪ Grant recommendation equal to 1% of expenses.
Lakewood Village Neighborhood Association	Holiday Parade	\$1,000	\$500	<ul style="list-style-type: none"> ▪ Meets eligibility criteria. ▪ Estimated attendance 1,000. ▪ Event has been held annually for over 30 years. ▪ Takes place in neighborhood, but open to the public. ▪ Has produced a well-planned, safe event in the past. ▪ This annual event draws a large amount of attendees, primarily from within the neighborhood. The community building aspect and goodwill generated within Sunnyvale have made this a well-established, long-standing event. ▪ Grant recommendation equal to 29% of expenses.
Pakistan American Culture Center	Pakistan Independence Day	\$2,500	\$500	<ul style="list-style-type: none"> ▪ Meets eligibility criteria. ▪ Estimated attendance 600. ▪ Family-oriented cultural celebration. ▪ Event encourages celebration of community focused on the character, diversity and quality of Sunnyvale. ▪ Has produced a well-planned, safe event in the past. ▪ Demonstrated strong financial management and cost-effectiveness in past. ▪ Since the organizer is based in another city and has ties throughout the Bay Area, this event is likely to be attended mostly by non-Sunnyvale residents. Also, since the event takes place at Baylands Park, which is on the edge of town, this event is unlikely to generate

Organization	Event	Funding Requested	Funding Recommended	Explanation
				<p>additional revenue at Sunnyvale shops and restaurants.</p> <ul style="list-style-type: none"> ▪ Newer event with the potential to attract a large number of residents in future years. ▪ Grant recommendation equal to 10% of expenses.
Pakistan American Culture Center	Basant Festival	\$4,000	\$500	<ul style="list-style-type: none"> ▪ Meets eligibility criteria ▪ Estimated attendance 1200. ▪ Family oriented South Asian celebration with ethnic food, games, music and cultural program. ▪ The event enhances the ability of the City to achieve its policy goals of “encouraging celebrations of community which focus on the character, diversity and quality of Sunnyvale.” ▪ Has produced a well-planned, safe event in the past. ▪ Since the organizer is based in another city and has ties throughout the Bay Area, this event is likely to be attended mostly by non-Sunnyvale residents. Also, since the event takes place at Baylands Park, which is on the edge of town, this event is unlikely to generate additional revenue at Sunnyvale shops and restaurants. ▪ Newer event with the potential to attract a large number of residents in future years. ▪ Grant recommendation equal to 5% of expenses.
Sunnyvale Downtown Association	Holiday & Christmas Tree Lighting	\$4,000	\$2,400	<ul style="list-style-type: none"> ▪ Meets eligibility criteria. ▪ Estimated attendance 1,000. ▪ 11th annual kick-off to the holiday season, which includes the lighting of a Christmas tree and showing of a holiday-themed movie on an outdoor screen. ▪ Has produced a well-planned, safe event in the past. ▪ Highly successful event in years past with a track record of bringing Sunnyvale residents to the downtown area. Economic benefit includes nearby dining and shopping before and after this family-friendly event. ▪ Grant recommendation equal to 17% of expenses.
Sunnyvale Downtown Association	Jazz & Beyond Series	\$3,000	\$1,800	<ul style="list-style-type: none"> ▪ Meets eligibility criteria. ▪ Estimated attendance 4,000-8,000 based on 500-1,000 for eight consecutive weeks. ▪ Unique outdoor dining and jazz music event. ▪ Encouraging new events: “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.” ▪ Has produced a well-planned, safe event in the past. ▪ Currently a one-of-a-kind event in the Bay Area, drawing residents and visitors from outside the city limits. This Saturday event brings people out in a leisurely fashion to experience downtown dining, shopping and the small-town feel of Murphy Ave., with economic benefit to Sunnyvale. This event expects to grow in popularity in the coming years. ▪ Grant recommendation equal to 6% of expenses.

Organization	Event	Funding Requested	Funding Recommended	Explanation
Sunnyvale Downtown Association	Summer Series Music & Market	\$5,000	\$3,025	<ul style="list-style-type: none"> ▪ Meets eligibility criteria ▪ Estimated attendance 24,000 based on 2,000 per week for all 12 weeks of the summer series. ▪ 11th annual weekly outdoor event combining music and street market in downtown Sunnyvale. ▪ Has produced a well-planned, safe event in the past. ▪ Highly successful in the past: “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.” ▪ This event draws both residents and those working in Sunnyvale to the downtown area, creating awareness for downtown businesses and bringing revenue during what would normally be a slow business time. This event is integral to Sunnyvale and has become a long-standing tradition. ▪ Grant recommendation equal to 5% of expenses.
Sunnyvale Downtown Association	Howl’oween Pet Parade & Faire	\$5,000	\$3,025	<ul style="list-style-type: none"> ▪ Meets eligibility criteria. ▪ Estimated attendance 3,000. ▪ 3rd annual event bringing pet lovers to downtown area for community building and economic benefit. ▪ The event enhances the ability of the City to achieve its policy goals of “encouraging celebrations of community which focus on the character, diversity and quality of Sunnyvale” ▪ Has produced a well-planned, safe event in the past. ▪ Unique event for Sunnyvale and the Bay Area. ▪ Opportunity to attract participants to Plaza del Sol and the downtown area during Farmer’s Market. ▪ This unique Sunnyvale event appeals to pet loving residents and non-residents. The parade offers a chance for fun and prizes, while the faire offers educational opportunities and a chance for vendors to promote their businesses. This event brings another cross-section of visitors to the downtown area, resulting in goodwill for the city and a chance for increased economic activity for downtown merchants. Attendance for this event is on the rise and expected to continue gaining popularity in future years. ▪ Grant recommendation equal to 14% of expenses.