

From: Kitty Moore <Kmoore@cupertino.org>

Sent: Wednesday, March 9, 2022 5:27 PM

To: Joanne Magrini <JoanneMa@cupertino.org>; Rachelle Sander <RachelleS@cupertino.org>

Cc: Liang Chao <LiangChao@cupertino.org>

Subject: Community Grant Subcommittee

Hi Joanne and Rachelle,

Thank you for the meeting today and thank you so much for working on this!

Here is a brief summary of thoughts/requests:

- Please provide a comparison of what surrounding cities do for their grant programs
 - looking at Sunnyvale, they have a Community Events Grant Program, which provides some policy in the title: it is for events, so we may want to stick to events specifically (as opposed to maintenance/improvements of Deer Hollow Farm, which is not an event)
 - website: <https://sunnyvale.ca.gov/services/customers/affordability/citygrants.htm>
 - Please also look at Saratoga for ideas <https://www.saratoga.ca.us/301/Community-Event-Grants>
 - they appear to have some accounting requirements, do we have these?
 - they have a separate street closure grant which sounds interesting
 - their eligibility criteria may have some parts to draw upon as well
- possibly categorize the most recent types of events/projects with some attributes such as ages, location, food, art, music etc. whatever categories make sense
- using the General Plan Guiding Principles in the GP Introduction as the basis for what kinds of projects (very generally, but ensure that is the basis of selection)
- Please edit the evaluation criteria further to explain what each criteria ultimately would mean in the evaluation (is less expensive good or not or is there more to this question?)
- How much is the cap of the entire program?
- How much is the per project/event cap?
- How much of an event is covered by the city (a percent, like Sunnyvale)?
- What funding have Chamber, Rotary, and WVCS received in total. Chamber has the \$8k 2x/yr plus use of Community Hall (free or not?), for example
- State (if this is not already on your website) that there will be an MOU and follow-up evaluation metrics for success of the grant, to evaluate outcomes
- possibly state that the eligibility requirements are coming to Parks and Rec/Council prior to awarding of this year's grants as a policy resolution? Or have this be a subcommittee recommendation to the Council?



Community Event Grants | Saratoga, CA

The City of Saratoga recognizes the value of community events and their role in bringing residents together, building community, and establishing an identity for the City.

www.saratoga.ca.us

Sunnyvale, CA - City Grants and Loans

Community Grants. The City awards up to \$34,000 each year for the Community Events and Neighborhood Grant program. Grant purpose: Events and projects taking place between Jan. 1 and Dec. 31, 2023 Grant status: Closed. Opens September 2022

sunnyvale.ca.gov

Sincerely,

Kitty Moore



Kitty Moore

Councilmember

City Council

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