



INTRODUCTION

Please review the [City of Santa Clara Community Grant Policy](#) and complete this application.

- Applications must be submitted at least ninety (90) days before the planned event/activity.
- Applications for attendance at a youth state, national, or international competition or performance must be submitted within a week of advancing to such competition or performance.
- All applications must be submitted by mail to the City Manager's Office at 1500 Warburton Ave. Santa Clara, CA 95050 or by email to Laura Sunseri, lsunseri@santaclaraca.gov
- Submission of this application in no way obligates the City of Santa Clara to award a grant.
- The City of Santa Clara reserves the right to reject any or all applications, wholly or in part, at any time, without penalty.
- If you have questions, contact Laura Sunseri, lsunseri@santaclaraca.gov (408) 615-2213.

TO BE COMPLETED BY APPLICANT

Name of Individual/Entity/Non-Profit Organization: G.E.N Growth Empower Nurture

Address: 3964 Rivermark Plaza Santa Clara, Ca 95054

Tax ID #: EIN 93-4867843

Contact Person Name and Title: Priyanka Shah, Founder

Contact Person E-mail: JoinGenusa@gmail.com

Contact Person Phone: _____

Are you a non-profit organization? Yes ☒ No ☐

If yes, please attach proof of non-profit status to this application.

Please mark what type of event/activity you are requesting grant funding for:

Youth competition or performance ☐ Other Type of Eligible Event/Activity ☒

EVENT/ACTIVITY FOR WHICH GRANT FUNDS ARE BEING SOUGHT

Event/Activity Name: Family Nav Diwali Festival and Garba

Event/Activity Date: September 28, 2024

Event/Activity Start Time: 7:00 Am

Event/Activity End Time: 9:00 PM

Event/Activity Description: South Asian Diwali Festival including games, shopping, food, performances, children's entrepreneurs village, Mr. and Miss SV Diwali

Event/Activity Venue: Live Oak Park, Rivermark, Santa Clara, Ca

Event/Activity Address: Live Oak Park, Rivermark, Santa Clara, Ca

Organization/Event/Activity Website: Tinyurl.com/SVC-Diwali

Expected # of Attendees: 1000- (upto 2000) residents of Santa Clara. At least half or more will be able to walk to the Event



DESCRIPTION OF EVENT/ACTIVITY FOR WHICH GRANT FUNDS ARE BEING SOUGHT

Describe in detail what the grant funds will be used for and how it will benefit Santa Clara residents, students, or schools.

The event provides cultural and festival programming for families in the region and all Santa Clarans. Santa Clara has a large population of South Asians, many of them are families that live in Northside Santa Clara. It will give an opportunity for all residents to enjoy the bright colors and culture through festivities and awareness. over 67% of Santa Clara's are minorities, and 40%+ are of Asian Decent.. Diwali is one of the largest celebrations in the world outside of Christmas. It also gives provides an opportunity for home based diverse and women owned businesses/vendors to get in front of potential customers. Benefiting the seniors, families, children, and small businesses.

Describe how you will promote / advertise your event or activity for awareness to the public.

Email, Banners, Facebook Ads, sharing at local events and minority businesses and community whatsapp groups.

Describe how your event/activity contributes positively to Santa Clara and aligns with [Council goals](#).

It is directly related to the Santa Clara General Plan and Council Goals: " Community Placemaking "

Santa Clara Cultural Commission: Promote Culture through it's local community organizations. Diversity, Equity and Inclusion

Economic Development: keeping festivities and spending inside Santa Clara.

Creating more programming and attractions for its residents.

Is your event or activity open to the public? Yes ☒ No ☐

Is your event or activity political or religious in nature? Yes ☐ No ☒

Have you received grant funding from the City of Santa Clara in the past?

If yes, please describe when, how much was received, and how the funds were used.

No

Is your event or activity a fundraiser? Yes ☐ No ☒

If your event is a fundraiser, please describe how the proceeds from the fundraising activity will support programs, services, or events for the residents of Santa Clara.

Though the event is not a fundraiser, the funds raide to serve the purpose of the organizations. Providing programming for youth to young adults in the arts, educaiton, mentorship, and activities to develop confidence, self development, arts, and entrepreneurship workshops.



List all other sources of funding for the event or activity:

The funding sources include sales of vendor booths, dandiya sticks, chance games, and donations.

Amount of Anticipated Expenses: \$35,000

Amount of Grant Request: \$10,000

Please note that applicants requesting grant funding for any type of event or activity that is not a youth competition or performance are required to submit a completed [Special Event Application](#) and a copy of the event/activity budget with this application.

Event Budget is attached.

GRANT FUNDING FOR YOUTH COMPETITIONS AND PERFORMANCES ONLY

Please complete this section only if you are applying for grant funding for attendance at a youth state, national, or international competition or performance.

Are you affiliated with a school? Yes ☐ No ☒

If yes, please complete the information requested below.

School Name: _____

Percentage of Students who are Santa Clara Residents: 50%

Please provide the anticipated expense breakdown for registration, transportation, hotel, and/or food. Please note that alcohol is not an allowable expense for grant funds.

Registration: \$ _____

Transportation: \$ _____

Hotel: \$ _____

Food: \$ _____

Total Eligible Expenses: \$ _____

20% of Eligible Expenses: \$ _____

Please state the number of students, coaches and/or chaperones being funded below. Please note that the acceptable ratio is six students to one coach/chaperone.

Number of Youth: _____

Number of Coaches/Chaperones: _____



By my signature below, I have read and understand the Community Grant Policy. I make the following representations and acknowledge agreement to the following terms and conditions:

- Upon approval of this application, as evidenced by the signature of the City Manager below, this application becomes a binding contract between the entity named above and the City of Santa Clara.
- I am the duly authorized representative of the entity named above and can bind the entity to the terms of this Agreement.
- If funds are provided by the City, the funds will be used for the purposes set forth above.
- In no event shall the City's financial responsibility exceed the approved amount, set forth below.
- I bear full responsibility for any and all tax consequences of receiving grant funds including, but not limited to, issuance of a 1099 by the City.
- This application and award of grant shall be subject to the requirements of the Community Grant Policy.
- There is no agency, employment, joint venture or other such relationship created by virtue of award of the grant. The City does not endorse the specific event or activity.
- Applicant shall defend and indemnify the City and its employees from and against any claim, injury, liability, loss, cost and/or expense or damage including all costs and reasonable attorney's fees, arising from or alleged to arise from the activity or event.
- If applicable, the applicant shall satisfy the City's insurance requirements.
- The representations made by applicant in this Application are material terms of the agreement, as is compliance with the requirements of the Community Grant Policy. The City may cancel this agreement at any time upon discovery that any of the information set forth above is inaccurate, that these terms have been violated, or any provision of the Community Grant Policy has been violated.
- If the grant is for competition or performance attendance, Applicant shall abide by the guidelines set forth in the attachment, and will submit to the City Manager's Office proof of expenses actually incurred, as well as allocation of grant funds, in a form acceptable to the City Manager's Office, within thirty (30) days after the competition.

Applicant Signature: P.R.S. **Date:** September 12, 2024

TO BE COMPLETED BY CITY STAFF

Community Grant Application Granted? Yes ☐ No ☐

If yes, list amount of grant: _____

If no, provide reason for denial: _____

If no, has notification been sent to applicant? Yes ☐ No ☐

Is insurance required for applicant? Yes ☐ No ☐

Additional requirements for applicant: _____

City Manager Signature: _____ **Date:** _____

Post-event Audit Completion Date: _____

Signature of Staff Person Completing the Post-event Audit: _____

	Budget						
Expenses							Revenue
A/V	Sound \$4.5	\$13,000.00			Vendor Booths	\$7,000.00	
	Video Screen \$4.5				Sponsors	\$12,000.00	
	Stage \$1k				Dandia Sticks	\$3,000.00	
	Lights \$500				Raffle registration	\$1,000.00	
	Generator \$1.5				Santa Clara	\$10K	
	Key Artists	\$3,000.00					
	Trash and Waste Pickup	\$1,000.00			total	\$23,000.00	
	40 Booths, Tables, Chairs, Tents	\$8,000.00					
	All Day Food/Refreshments for Participants (100)	\$2,000.00			Net Profit/Loss	-\$17,800.00	
	Promotional Materials	\$2,000.00					
	Photographer and Videographer	\$2,000.00					
	Festive Indian: Diwali and Navratri Décor	\$2,500.00					
	(optional) Porta Potties if Registratioons bove 1500 from c	\$1,000.00					
	Trophies, Certificates, and Medals	\$1,000.00					

	Gifts for Volunteer Leads 20	\$1,000.00					
	1 Security Person	\$1,000.00					
	1 Onsite Event Manager/Assistant	\$800.00					
	City of Santa Clara Fees and Staff Costs	\$1,500.00					
	Diya's and sweets for each the first 500	\$1,000					
	\$40,800.00						