

April 13, 2025

Dear Darrick,

Thank you for the invitation as a Nonprofit to support Art and Wine. As part of our 501c3 mission of giving back to Youth, Veteran/Seniors-- we engage SCUSD students with Community service hours year round, fundraise and donate to Scholarships and our Veterans as well Families facing Medical Crisis. Youth to Seniors are a big part of our charitable mission.

The Parade was founded in 1945 to welcome home our WWII veterans and has continued to honor and celebrate them every year. On the day of the Parade we host a SCPOC community Breakfast of Champions to meet the Grand Marshals, proceeds raised are donated to the American Legion 419 (estd. in 1932)--we have an established history.

Pardon my delayed response as I wanted to double confirm we had necessary Student volunteers. Confirmed 25 Student Volunteers to help us with Art and Wine to run the Games at the Kids Kingdom on Saturday (our Preference) or Sunday (2nd option).

Not clear if you have enough support for Parking by invited Nonprofits. We have sufficient manpower and would like to also be considered for Parking on one of the Days we are not serving Kids Kingdom. Happy to help keep our 43 year old tradition of Art and Wine.

Below is our 2025 estimated Budget for the SCPOC. Our SCPOC Board is responsible each year to raise \$76K for costs of the Parade so that it is free to the public to attend--as is the tradition since 1945. We are fortunate for the City Support in services that would cost us an additional \$65K a year which council votes to waive. (Includes Services such as Permitting fees, SCPD, SCFD and Public Works manpower costs). We are grateful for the City's support on Services. If not, our all-volunteer Nonprofit could not afford to run this legacy event with a grand total of \$140K.



<b>SCPOC Logistics</b>	Trash Containers	\$2,500.00
	Stage canopies, Bleachers, Tables/Chairs	\$5,000.00
	DJ Sound	\$2,000.00
	Portable Toilets	\$1,925.00
	Generators	\$320.00
	Truck rental	\$527.00
	Truck Gas	\$45.00
	Golf Carts	\$2,860.00
	Cold Air Balloons	\$11,000.00
	Hotel Stay/balloon handlers 2 rooms/2	\$500
	Walkie Talkies	\$165.00
	Village Pre-set ups	\$2,060.00
	Parade Insurance	\$2,700.00
	Traffic Plan	\$900.00
	Walking Banner Stickers	\$360.00
<b>Parade Production</b>	Upbeat Parade	\$17,500.00
	Parade Guys	\$5,000.00
	Kevin Wing Productions	\$8,000.00
	Parade Judges	\$800.00
<b>Photography</b>		\$2,000
<b>Volunteer Product/Services</b>	Lunches & Water	\$1,100.00
	Volunteer T-shirts	\$1,400.00
<b>Marketing</b>	Good Neighbor Letters/Bulk Mail/Flyers	\$2,204.00
	VIP Tickets/swag	
	Sign Gypsy	\$300.00
	Thee Photo Booth	\$225.00
	Car Parade Signs	\$405.00
	Pre-parade sponsor reception/breakfast	\$2,999.98
	All Sponsor Banner	\$140.00
	Finale Sponsor Banner	\$72.00
	Tent Banners	\$80.00
	Posters 18x24 (qty 42) & way finding posters	\$664.00
	Event/Park banners	\$516.00
	Date/Time banner attachments	\$266.00
<b>Total required by SCPOC to raise for operations</b>		\$75,733.98
<b>City Public Safety Services</b>	Waived annually by vote of City Council	\$65,000
<b>Grand Total for Parade</b>		<b>\$140,733.98</b>

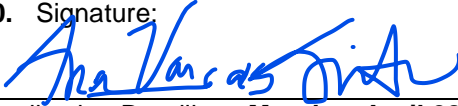
Thank you for your consideration for Art and Wine each year! Please confirm receipt of my application. Looking forward to attending the Park and Rec commission meeting Monday, May 12 at 7 p.m

Many thanks  
Ana Vargas-Smith  
SCPOC President





**43<sup>rd</sup> Annual Santa Clara Art & Wine Festival**  
Santa Clara Organization Fundraising Application

<b>1. Organization</b>		<b>2. Contact information</b>	
Name:		Name:	
Address:		Address:	
City:		City:	
Zip:		Zip:	
Phone:		Phone-work:	
Website:		Phone-cell:	
Federal Tax Id Status: <input type="checkbox"/> 501c3, <input type="checkbox"/> 509a, <input type="checkbox"/> Other _____		Email:	
Federal Tax ID number:		Position in Organization:	
<b>3.</b> Does your organization serve Santa Clara residents? <input type="checkbox"/> Yes <input type="checkbox"/> No If no, your organization is not eligible.			
<b>4.</b> List the charitable programs or services and the number of participants (unduplicated count) that your organization has provided for Santa Clara resident youth & seniors over the past two (2) calendar/fiscal years.			
<i>Program/Service Name. Goal. Services offered.</i>			<i>Persons Served</i>
<b>5.</b> What are your primary sources of funding? How will an Art & Wine Festival Grant benefit Santa Clara youth or seniors? Attach your statement and your current operating budget to this application.			
<b>8.</b> My organization agrees to: a) provide a minimum eight (8) volunteers if selected for Kids Games/Activities area and a minimum of eight (8) volunteers for the Parking Lot area, for the duration of the Art & Wine Festival on one day. b) submit list of volunteers (names and assigned day & times) to the Parks & Recreation Dept. by September 5. c) provide cashless payment handling method and accept passes provided by the Parks & Recreation Department as payment method. d) adhere to the group regulations including volunteer application.			
<b>9.</b> Please rank your preferred fundraising opportunity from 1-4, 1 = most preferred, 4 = least preferred			
<input type="checkbox"/> Kids Games/Activities, Saturday, Sept. 13, 2025		<input type="checkbox"/> Kids Games/Activities, Sunday, Sept. 14, 2025	
<input type="checkbox"/> Parking Lot, Saturday, Sept. 13, 2025		<input type="checkbox"/> Parking Lot, Sunday, Sept. 14, 2025	
<b>10. Signature:</b> 		<b>Title:</b>	<b>Date:</b>
Application Deadline: <b>Monday, April 28, 2025 at 5 p.m.</b>			
Submit application by email to: <a href="mailto:PRCustomerServe@SantaClaraCA.gov">PRCustomerServe@SantaClaraCA.gov</a>			