



**City of
Santa Clara**
The Center of What's Possible

City of Santa Clara
Cultural Commission
1303 Fremont Street
Santa Clara, CA 95050

FUNDING REQUEST FOR FISCAL YEAR 2019-2020

Organization: SC Parade of Champions **IRS 501 (c) 3:** ☒ Yes ☒ No

Main Contact: Ana Vargas-Smith (President)

Address: 958 Lewis St., Santa Clara, Ca 95050

Phone Number: 408-394-2473 **Email:** amvargas@yahoo.com

Date Organization Founded: Oct 19, 2018

Has the organization name changed?: ___ Yes ^X ___ No

If yes, what was the previous organization name? _____

Are at least 51% of your Participants and/or Board of Directors Santa Clara Residents?
☒ Yes ☐ No

Principal Office and Base of Operations in the City of Santa Clara? ☒ Yes ☐ No

Proposed Use of Requested Funds:

Post Parade Franklin Street dance following the Santa Clara Parade of Champions on Sep 28, 2019

The Parade is the most unifying community building event in the history of Santa Clara. The one day event will celebrate our diverse champions across history and the Arts, Culture, Sports, and Technology City wide. Will include all Schools, University, Community, Civic and Business

List Cultural Events & Programs Approved for Funding in 2018-19:

Previous Amount Granted by the Cultural Commission: \$⁰

Amount Requesting for Fiscal Year 2019-2020: \$ \$10K-\$15K

Amount Requested is 11%-16% **% of Your Total Santa Clara Budget for 2019-2020**

Please submit eight (8) copies of the completed application to the Senior Center, Attn. Cultural Commission, at 1303 Fremont Street, Santa Clara, CA 95050 by 5:00 p.m. on Friday, December 14, 2018. Applicants are invited to present at the Cultural Commission meeting on Monday, January 7, 2019. If you have any questions, please email mpieracci@santaclaraca.gov.

List of Paid Staff & Salaries (July 1, 2018 – June 30, 2019)

Staff: Parade coordinator Salary: 12,500

Staff: _____ Salary: _____

Staff: _____ Salary: _____

Staff: _____ Salary: _____

Staff: _____ Salary: _____

Staff: _____ Salary: _____

Number of Volunteer Staff (July 1, 2018 – June 30, 2019): 35

Estimated Annual Number of Patrons, Members, and/or Subscribers: 3300

List of Programs & Fundraisers (Current Fiscal Year – actual & predicted figures)

Program/Fundraiser: _____

Dates: _____

Attendance: _____ Revenue: _____

Program/Fundraiser: _____

Dates: _____

Attendance: _____ Revenue: _____

Program/Fundraiser: _____

Dates: _____

Attendance: _____ Revenue: _____

Program/Fundraiser: _____

Dates: _____

Attendance: _____ Revenue: _____

Total Actual & Estimated Revenue, Grants, Funding & Contributions:

2016/17 \$ _____ 2018/19 \$ 90K TB Funded 2019/20 \$ _____

List of Monetary Assets (including reserves):

\$ 0 Description First Annual event—we have zero reserves

\$ _____ Description _____

\$ _____ Description _____

\$ _____ Description _____

Total: \$ _____

Estimated City Facility Rental Subsidy Requested for 2019-2020: \$ _____

Please note, reservation is the responsibility of the applicant and is subject to the availability and approval of facility management.

List All Publicity Related to Your Performances in 2018-19 & Attach Copies:

Since 2016: Mercury, SC weekly and SC online have published articles about Reclaiming our Downtown a grass roots movement to bring back the Downtown and Build Community in our historical city center. We have promoted the Parade as the solution to showcase our diverse community

Describe How Your Organization Contributes to the Santa Clara Community:

We are a grass roots, volunteer driven, community group whose mission is to bring back the Parade of Champions to celebrate champions across history, art, culture, sports and Technology.

Describe How Your Organization Contributes Reflects the Diverse City of Santa Clara Community. This reflection may be in the group's structure, artistic vision, membership composition and/or direction, or in tis repertory choice:

Our Membership is 3300—and inclusive of all demographics and age groups. Our mission is the return of our downtown as the historic center for what is possible. We want to showcase our diversity, build community, inspire volunteerism, enrich and celebrate our rich heritage with the return of a one day event— the Parade of Champions and a Cultural Street dance at Franklin Sq

Describe Your Organization's Marketing Strategies:

Publicity and Social Media, Grass roots Collaborating with Civic and community Leaders on Commu with the intention of building community and awareness/alignment about the downtown/parade.

We have met with Unified School District, City government, Chamber, SCU, Old Quad, BART/VTA not for profit groups—it has grown our group from 3 to 3300 members in 2 years.

REVENUE:	*2017/2018 Actual Previous Year	*2018/2019 Actual Current Year	*2019/2020 Proposed	**2018/2019 Actual Current Year	**2019/2020 Proposed
Private Business	\$ _____	\$ _____	\$ 50000	\$ _____	\$ _____
Foundation	\$ _____	\$ _____	\$ 10000	\$ _____	\$ _____
Government	\$ _____	\$ _____	\$ 50000	\$ _____	\$ _____
Individual Donation	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Gate Receipts/Sales	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Other: _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total	\$ _____	\$ _____	\$ 110000	\$ _____	\$ _____

EXPENSES:	*2017/2018 Actual Previous Year	*2018/2019 Actual Current Year	*2019/2020 Proposed	**2018/2019 Actual Current Year	**2019/2020 Proposed
Salaries, Fees					
Parade Coordin	\$ _____	\$ _____	\$ 12500	\$ _____	\$ _____
city services	\$ _____	\$ _____	\$ 12000	\$ _____	\$ _____
permits	\$ _____	\$ _____	\$ 1000	\$ _____	\$ _____
PD security	\$ _____	\$ _____	\$ 10000	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Subtotal	\$ _____	\$ _____	\$ 35500	\$ _____	\$ _____
Supplies, Materials	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Marketing materi	\$ _____	\$ _____	\$ 3000	\$ _____	\$ _____
office event sup	\$ _____	\$ _____	\$ 1000	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Subtotal	\$ _____	\$ _____	\$ 4000	\$ _____	\$ _____

*This section applies to expenses and income related to programs in the City of Santa Clara only.

**This section applies to the organization's entire budget including the City of Santa Clara's portion.

EXPENSES (Cont'd)	*2017/2018 Actual Previous Year	*2018/2019 Actual Current Year	*2019/2020 Proposed	**2018/2019 Actual Current Year	**2019/2020 Proposed
Other (Travel, Insurance, etc)					
event insurance	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
	\$ _____	\$ _____	\$ 2000	\$ _____	\$ _____
	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Subtotal	\$ _____	\$ _____	\$ 2000	\$ _____	\$ _____
Rentals					
Parade content	\$ _____	\$ _____	\$ 40000	\$ _____	\$ _____
street dance bai	\$ _____	\$ _____	\$ 5000	\$ _____	\$ _____
Stage sound	\$ _____	\$ _____	\$ 7500	\$ _____	\$ _____
Subtotal	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
TOTAL EXPENSES	\$ _____	\$ _____	\$ 52500	\$ _____	\$ _____

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I hereby certify that all the information contained in this application is true and correct to the best of my knowledge.

Ana Vargas-Smith

Authorized Representative Signature

Ana Vargas-Sm

Printed Name

President

Title

12/12/18

Date

For further information or instructions regarding the application procedure, please contact:

Maureen Grzan-Pieracci

Recreation Supervisor | City of Santa Clara – Parks & Recreation Department

1303 Fremont Street, Santa Clara, CA 95050

Mpieracci@santaclaraca.gov | (408) 615-3192



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