**Festival, Parade and Celebration Grants FY 25-26**

**There is no word limit per question, however, narrative form must not exceed 10 pages total, with minimum font size of 11. Please ensure that you answer all FIVE sections.

Name of Organization:
Name(s) of person(s) completing this form:
REQUESTED AMOUNT:
EVENT SUMMARY: Please provide a 2-3 sentence summary of your event:**

**1. EVENT NARRATIVE, CULTURAL, HISTORICAL, OR NEIGHBORHOOD SIGNIFICANCE (30 percent of score):**

1a. Describe your event including its purpose, goals, relationship to your organization’s mission and primary components and how your event demonstrates one or more of the following in a manner relevant to San Jose and its residents or visitors: 1) celebration of cultural richness, and/or 2) historical significance, and/or 3) significance of the neighborhood’s uniqueness:

1b. Describe your expected attendance and how you determined that estimate:

1c. Tell us about any partnerships that enhance this event and/or its impact:

**2. COMMUNICATIONS, MARKETING AND OUTREACH (30 percent of score):**

2a). Please describe how you use the following marketing and outreach tactics ***and track their effectiveness***:

2b) Expanding access of all San José residents to the event, including underserved communities and communities of color:

2c) Conducting outreach through public awareness campaigns via social media, press releases, flyers, posters, newspaper ads and other means:

2d) If applicable, the extent of regional and national marketing, either direct or through partnerships with hotels, airports, airlines, convention/visitors’ bureaus to draw visitors to San Jose.

2df) How do you track attendance and how have you increased or maintained attendance levels year-to-year?

**3. FINANCIAL AND BUDGETARY CAPABILITIES/LEVERAGING CITY FUNDING (20 percent of score)**

3a) Please describe your ability to produce a profitable or break-even event measured on a cash basis:

3b) Please describe the extent of and your strategy to garner diversified financial support and in-kind contributions and/or volunteer resources used to leverage the City’s grant funding:

3c) Describe how would you adjust your event if your grant award were half of the amount requested:

 **4. ABILITY TO PRODUCE A WELL-PLANNED AND SAFE EVENT (10 percent of score)**

4a. Tell us about your managerial and organizational capacity including the staff involved in conceiving, producing, and promoting the event. Please list **up to** six key individuals and their qualifications:

4b. Describe your safety and security plan and what are the **key elements** of this plan:

4bc. If you are working with other City Departments (i.e. Special Events, Parks, etc.) to plan or permit this event, please list the City Department(s) and contact(s):  **5. ECONOMIC IMPACT (10 percent)**5. Please describe the economic benefit to San Jose created by your event through indicators such as:

1. Contribution to the San Jose brand as a cultural destination:
2. The percentage of attendees from outside San Jose and/or attraction of people and volume of activities in a specific location or neighborhood:
3. If applicable, please describe the extent of economic impact on San José businesses (i.e., restaurants, retail, parking facilities, etc.) as the result of your event:
4. If applicable, other economic impacts and how you have measured them:

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