



**Festival, Parade and Celebrations Grant
Event Narrative Form
FY 2023-2024**

Name of Organization:

Name(s) of person(s) completing this form:

- 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:

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:

1d. How does your event demonstrate 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:

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

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

3a) Expanding access of all San José residents to the event, including underserved communities and communities of color:

3b) Conducting outreach through public awareness campaigns via social media, press releases, flyers, posters, newspaper ads and other means:

3c) 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:

3d) How do you track attendance and how have you increased or maintained attendance levels year-to-year?

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

4a) Please describe your ability to produce a profitable or break-even event measured on a cash basis:

4b) 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:

4c) Describe how would you adjust your event if your grant award were half of the amount requested:

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

5a. Describe your safety and security plan and what are the key elements of this plan:

5b. If you are working with other City Departments (i.e. Special Events, PRNS etc.) to plan or permit this event, please list the Department and the contact name(s):

5b. 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:

6. ECONOMIC IMPACT (10 percent)

6. Please describe the economic benefit to San Jose created by your event through indicators such as:

a) Contribution to the San Jose brand as a cultural destination:

b) Overall attendance:

c) Either/or the percentage of attendees from outside San Jose and/or attraction of people and volume of activities in a specific location or neighborhood:

d) 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:

e) Other economic impacts and how you have measured them: