

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

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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:						



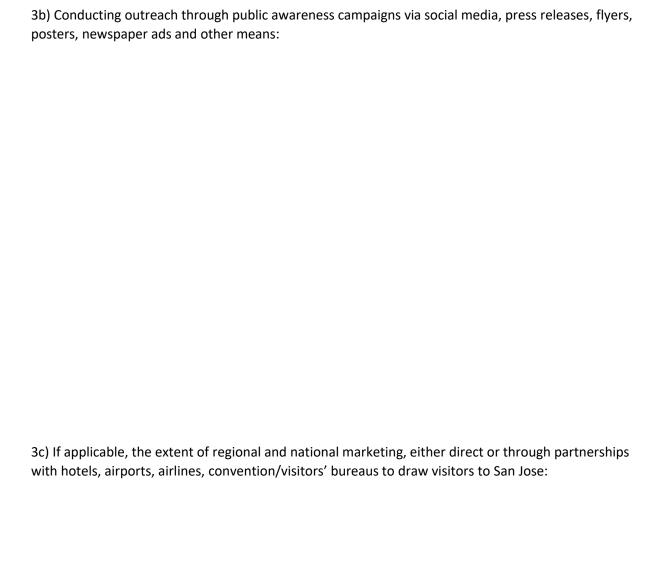
1d. How does your event demonstrate one or more of the following in a manner relevant to San Jose and its residents or visitors: 1) celebration of cultural richness, and/or 2) historical significance, and/or 3) significance of the neighborhood's uniqueness:



## 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:

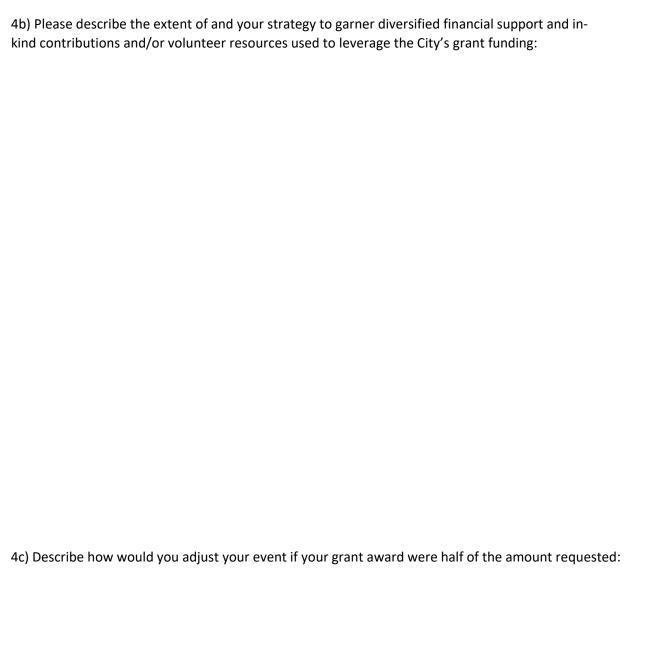






3d) How do you track attendance and how have you increased or maintained attendance levels year-to-year?
4. FINANCIAL AND BUDGETARY CAPABILITIES/LEVERAGING CITY FUNDING (20 percent of score)
4a) Please describe your ability to produce a profitable or break-even event measured on a cash basis:







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:



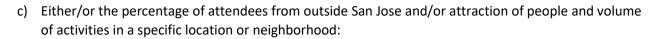
## 6. ECONOMIC IMPACT (10 percent)

6. Please describe the economic benefit to San Jose created b	by your event through indicators such as
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a) Contribution to the San Jose brand as a cultural destination:

b) Overall attendance:





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: