



State of Downtown 2015

SDA's Mission

- ❑ Sunnyvale Downtown Association (SDA) is a non-profit membership based organization whose mission is to promote, advocate and enhance the vitality of downtown Sunnyvale. The SDA is funded by business improvement district (BID) fees, city grants, sponsorships and revenue producing events.

The Sunnyvale Downtown Association (SDA) serves as the voice of downtown Sunnyvale by:

- ❑ Advocating for policies, programs and events that support the economic growth of the downtown core
- ❑ Acting as the downtown marketing arm, voice and ambassador for the City of Sunnyvale
- ❑ Producing attractive events for the community
- ❑ Promoting downtown as a premier venue for other groups to produce events
- ❑ Working with other Community Based Organization's that share in the growth, beautification, and continual vitality of downtown Sunnyvale
- ❑ Serving as the primary information portal to all events, attractions and programs stemming from the downtown core

2014 Financial Report

- Total BID fees collected from the businesses located within the BID totaled approximately \$31,042.00 for our 2014 fiscal year. The BID fees act as seed money for the SDA and represents about one fourth of the overall SDA budget. The rest of SDA revenue comes from a combination of support from the City of Sunnyvale, sponsorships, sales/concessions and event participant fees. By state law, the BID money can only be used to support general business activities, promote public events, decorate public places and provide entertainment inside the BID area. BID funds are used for a myriad of projects including: advertising, marketing materials, visitor guides, website, e-letters, street decor and events.

2014 Revenue

□ Revenue

| | |
|---------------------------|-----------|
| BID Fees | \$ 31,042 |
| Sponsorships/Sales/Grants | 98,399 |
| City of Sunnyvale | 15,000 |
| Misc | 1,625 |
| Total Revenue | 146,066 |

2014 Expenses

□ Expenses

| | |
|---|------------|
| Event Costs | \$ 83,105 |
| Contract Labor (Staff & Commissions) | 43,530 |
| Advertising, Promotion & Marketing | 170 |
| Rent | 2,393 |
| Insurance | 5,302 |
| Legal, Accounting, Tax & Licenses | 1,223 |
| Communications (phone & web) | 840 |
| Miscellaneous (office supplies, PO box, | 580 |
| Total Expenses | \$ 137,143 |

2015 Funding

- For 2014, Broadcom, Palo Alto Medical Foundation, Carmel Partners, BRE, and the City of Sunnyvale through their community grants program all supported our downtown efforts. We will continue to reach out to our past supporters as without their contribution we would not be able to produce the large amount of quality events we continually delivery to our community.
- For the first time in several years the City of Sunnyvale financially recognized our marketing efforts by matching our BID revenue with a 30k grant. This covered the second half of 2014 and the first half of 2015 as their fiscal runs from July 1 – June 30. Our intent has always been for the SDA to be a marketing arm for the City of Sunnyvale by creating, marketing and producing events at a fraction of the cost of what the City would have to pay while providing a safe and quality event for our community.
- Our future growth will really depend on two factors: 1.) Creating an on-going financial partnership with the City and 2.) Maintaining a strong and healthy relationship with the new owners of the site formally called the Town Center.

2015 Marketing

- ❑ Keep Energy Downtown – SDA will continue to produce quality events in order to attract people to our downtown.
- ❑ Maintenance of the SunnyvaleDowntown.com and Facebook sites will continue in order to maintain an internet presence.
- ❑ Find ways to attract patrons who attend events at Levi Stadium.
- ❑ Start thinking about piggy backing on the 2016 Super Bowl (February).
- ❑ Introducing a new event in the month of February or March in order to fill in our annual calendar.

2015 -16 Events

- ❑ Summer Series Music + Market (9 -11 days)
- ❑ Jazz & Beyond Series
- ❑ Game Day! - a football celebration event during pre-season or at season opener in with the intent of establishing downtown Sunnyvale as the downtown of the 49ers and any other event taking place at the stadium! Strategic advertising through sites like Google and Facebook will be used to direct pre and post traffic to downtown Sunnyvale. Matching funds is a crucial component to make this happen as this year is the only time we can make a first impression.
- ❑ Holiday Tree Lighting
- ❑ Carni Gras (new) – Rio meets Nawlins! or St. Patty’s Day - Currently, our events run from May to December. We are looking for a winter event to keep the energy and interest in downtown Sunnyvale.
- ❑ Magic of Sunnyvale & Wine Stroll

Future

- ❑ The Board we continue to advocate for the BID assessment. The BID serves as the SDA's seed money. Without the BID, all these events and marketing materials will simply no longer exist.
- ❑ We will continue to ask the City to financially partner with us in marketing, promoting and serving the City of Sunnyvale community.
- ❑ We will continue to ask to play a role in the site formerly known as the "Town Center" as this site will be our most important piece of the downtown puzzle. Having a positive relationship with the eventual owners is critical to our success in making our downtown the place to shop, live and play.

Overview

2014 was a better year for us. The bay area economy picked up and with that came an uptick in business for the retailers. The former Town & Country site finally completed all of their phases. The two developers, BRE and Carmel Partners are now at 97% occupancy bringing over 300 hundred new residences to our downtown core. The ground floor of these two projects brought us new retail space. By July 2015 we hope to have 100% retail occupancy as well. New tenants include but not limited to: Nam Burger, Philz Coffee, The Sandwich Shop and Flywheel Sports. We will continue to uphold our mission to promote, advocate and enhance the vitality of downtown Sunnyvale, seek out ways to create an even more attractive downtown for the community, its visitors and give many others a reason to live in our downtown and surrounding neighborhoods.

Joel Wyrick, Executive Director

Board of Directors

Joe Antuzzi, Board Chair

Leigh Odum, Secretary

Donna Lang, Member-At-Large

Dr. Gary Gold, Vice Chair

Kathy Johnson, Member-At-Large

John Sevey, Member- At-Large