

FOR IMMEDIATE RELEASE:

SDA Makes Marketing Cuts for 2011 -2012

SUNNYVALE, CALIFORNIA – JULY 27, 2011 – After suffering roughly 10% in revenue for the fiscal 2011-12 year The Sunnyvale Downtown Association (SDA) has announced the marketing cuts for the year. For 2011 the Howl'oween Pet Parade will be cancelled and for 2012 The Summer Series Music & Market will be scaled back from 12 weeks to 10. The Sunnyvale Downtown Visitors Guide will also be held over by not producing a 2012 edition.

It's always tough to make cuts when decision using the Summer Series projects for 2011-12 fiscal year. These events included the Wine Stroll, Summer Series Music and Market, Jazz & Beyond and the Holiday Tree Lighting. Instead the City decided to concentrate the bulk of its' community event grants to Sunnyvale Centennial events as the City turns 100 next year. At the Tuesday night July 19th council meeting SDA Executive Director Joel Wyrick showed displeasure with the decision while pointing out "We had 99 years to save up and set aside monies for our centennial and somehow we didn't see it coming?" Wyrick further commented that he agreed our centennial is of top priority, supports the events associated with it, but stated that community grant money should not be coming nor should it ever come out of the community event pool of money. Our centennial event is a once in a lifetime event and we should have paid for this through our general fund"

Last year community grant funding made up about 8% of the SDA budget. Although the SDA had seen a continual decline in City financial support, despite this, the Summer Series had expanded from 8 to 12 weeks, The Jazz & Beyond series has expanded, the SDA created a Sunnyvale Downtown Visitors Guide and they added the Magic of Sunnyvale Wine Stroll to their annual events. The services have increased mainly because of a strong motivated staff and citizens who have actually donated money and time to the maintenance and vibrancy of our downtown.

"I don't envy our Councilmember's and City Manager as I know they continually have to make some tough decisions around who or what they can or cannot support, Wyrick comments. However, I have always questioned why we don't set aside marketing dollars to maintain the most important communal place in our City. When friends, family or visitors come to Sunnyvale where do we take them? Where do 90% of the most talked about and well attended events take place? Simply put, what part of Sunnyvale best reflects who we are? It's Downtown Sunnyvale and downtown should always be number one on our marketing budget. After it's all said and done we have invested over a billion dollars on our downtown and set aside zero money to promote or market it. It behooves us all that Downtown Sunnyvale should have continual earmarked city funding so that we continue to market the #1 Sunnyvale destination point through our SunnyvaleDowntown.com website, social media, brochures and events. "

"If you looked at our annual budget and observed what we do for our City in terms of those dollars we have got to be the most productive and efficient Downtown Association in the state! That has to do with a great Association Board and City of Sunnyvale staff... and I mean it, city staff has been vital. But a great relationship and love don't pay the bills, without City financial support we are finally faced with something we have never had to do and that's make some cuts. We will sit down over the next few days and figure out what stays and what or who goes." ,Wyrick closes.