

ITEM 10. GRANTS AND SPONSORSHIP – ROUND ONE 2017/18 – ECONOMIC GRANTS – BUSINESS SUPPORT GRANTS – LIVE MUSIC AND PERFORMANCE AND NIGHT TIME DIVERSIFICATION

FILE NO: S117676

SUMMARY

The City of Sydney's Grants and Sponsorship Program supports initiatives and projects that build the social, cultural, environmental and economic life of the city. To achieve the objectives of *Sustainable Sydney 2030* requires genuine partnership between government, business and the community.

The provision of grants and sponsorships is a mechanism to further the aims identified in the City's social, cultural, economic and environmental policies. Applications are assessed against these policies and against broad City objectives and plans. In this way, the City and the community act collaboratively to bring to life *Sustainable Sydney 2030* and the City of Villages it envisions.

The City advertised the following two categories of the inaugural Business Support Grant Program in September 2017 as part of the annual Grants and Sponsorship Program for 2017/18:

- Business Support Grant - Live Music and Performance; and
- Business Support Grant - Night Time Diversification.

For the Business Support Grants - Live Music and Performance Program, 11 eligible applications were received. This report recommends a total of eight grants to a total value of \$173,800 in cash for the 2017/18 financial year.

For the Business Support Grants - Night Time Diversification program, 13 eligible applications were received. This report recommends a total of 10 grants to a total value of \$188,350 in cash for the 2017/18 financial year.

All figures in this report exclude GST.

On 26 June 2017, Council adopted a revised Grants and Sponsorship Policy. All grants in this report were assessed against criteria and guidelines set out in this revised Policy with reference to *Sustainable Sydney 2030*, the *Creative City Cultural Policy and Action Plan 2014 - 2024*, the *OPEN Sydney Strategy and Action Plan*, the *Economic Development Strategy* and the *Live Music and Performance Action Plan 2014*.

All grant recipients will be required to sign a contract, meet specific performance outcomes and acquit their grant.

RECOMMENDATION

It is resolved that:

- (A) Council approve the cash grant recommendations for 2017/18 under the Business Support Grants - Live Music and Performance Program listed as follows:

| Applicant | Project Name | Project Description | \$ Amount Recommended | Conditions |
|---|---|---|------------------------------|--|
| Brand X Productions Incorporated | Live performance infrastructure upgrade, East Sydney Community and Arts Centre, Darlinghurst. | The installation of a semi-permanent floor, portable staging and a theatre lighting system to permit the Centre to function as both a rehearsal space and a small-scale performance venue allowing Sydney's independent performing artists to develop and present new work. | \$30,000 | Nil |
| Esperance Hotel Group Pty Ltd | Hudson Ballroom venue upgrade, Hudson Ballroom, Sydney | Upgrades to in-house musical instruments and audio equipment to improve artist and audience experience and increase the frequency and diversity of live music programming. | \$30,000 | Applicant to work with Live Music Strategy Advisor on refining the scope of the project Applicant to provide supplier quotes |
| Plain Vanilla Beverages Pty. Ltd. | Acoustic Management and Live Recording at Knox Street Bar, Chippendale. | The installation of acoustic treatments to improve internal acoustics and sound transfer from the venue, replacement of a small amount of audio equipment, and the introduction of live recording at this small bar and performance venue. | \$5,650 | Applicant to confirm their current appropriate DA approval |
| Staved Pty Ltd | Acoustics and Air Conditioning Upgrade, Staves Brewery, Glebe. | The installation of a new PA system, professional stage curtains, acoustic window treatments and air-conditioning to increase and improve live music and comedy events. | \$12,800 | Applicant to submit supplier quotes |
| The Roosevelt Pty Ltd | Return of live music to The Roosevelt, Kings Cross | The installation of stage and audio equipment to facilitate a return of small scale jazz, acoustic and other musical acts to this historically significant venue. | \$30,000 | Subject to DA approval |
| The trustee for Oxford Underground Unit Trust | Sound Production Upgrade to Oxford Art Factory Main Stage, Oxford Street, Darlinghurst. | Equipment upgrade for the PA system and fold-back speakers to improve artist and audience experience in this live music venue in the Darlinghurst Entertainment Precinct. | \$7,900 | Applicant to provide suppliers quotes Applicant to work with Live Music Strategy Advisor on verifying what the investment will be spent on. |
| The World Bar Pty Limited | Project Phoenix, The World Bar, Kings Cross. | Equipment upgrade to international standard PA and mixing equipment for live performers and DJs to improve the venue's suitability for a wider range of local and touring acts, audio control and audience experience. | \$27,450 | Applicant to provide supplier quotes Applicant to work with Live Music Strategy Advisor on reviewing the list of equipment to be purchased. |

**ECONOMIC DEVELOPMENT AND BUSINESS
SUB-COMMITTEE**

12 FEBRUARY 2018

| Applicant | Project Name | Project Description | \$ Amount Recommended | Conditions |
|-------------------------------|--|--|-----------------------|---|
| Three Silent Partners Pty Ltd | Acoustics upgrade for Freda's, Chippendale | Upgrade of acoustic treatments and audio equipment in both the bar and basement theatres to improve internal acoustics, increase frequency and diversity of programming and reduce potential sound transfer. | \$30,000 | Applicant to provide more detailed quotes Applicant to submit a revised budget |

(B) Council approve the cash grant recommendations for 2017/18 under the Business Support Grants - Night Time Diversification Program listed as follows:

| Applicant | Project Name | Project Description | \$ Amount Recommended | Conditions |
|---------------------------------|--|---|-------------------------------|--|
| City Recital Hall Limited | Open House + 2by20, City Recital Hall, Angel Place, Sydney | A monthly program of music trivia, slam poetry, emerging songwriters and 'In-Conversations', followed by two 20 minute sets of music with artists across cabaret, jazz, folk, RnB and musical theatre in the Recital Hall's underutilised ground floor foyer and partnering with eateries in Angel Place. | \$21,000 | Funding to go towards artists fees |
| Darlinghurst Theatre Limited | Up Close & Intimate, Eternity Playhouse, Darlinghurst | A program of stripped-back cabaret style performances featuring local artists playing songs that have shaped their lives and careers, held between seasons of plays at the theatre to increase activity and build new audiences. | \$28,000 | Applicant to work with Night Time City |
| Golden Age Cinema & Bar Pty Ltd | Live on the Golden Stage, Golden Age Cinema, Surry Hills | A regular program of live music events to attract new audiences and provide artists the opportunity to experiment, such as through the performance of live film scores, in a unique and intimate venue. | Year 1 only - \$25,000 | Funding to go towards artists fees Funding to be granted upon receipt of a Live Music Programming Plan. Applicant to work with the Cultural Strategy team on developing their Live Music Programming Plan. |
| LPR Promotions Pty Ltd | Late Night Lounge at Foundry 616, Harris Street, Ultimo. | An after-midnight live music and dining program for jazz and other diverse music genres catering to music lovers through an entertainment experience in a safe late night environment. | \$7,500 | Funding to be granted upon receipt of a Live Music Programming Plan. Applicant to work with the Cultural Strategy team on developing their Live Music Programming Plan. |

**ECONOMIC DEVELOPMENT AND BUSINESS
SUB-COMMITTEE**

12 FEBRUARY 2018

| Applicant | Project Name | Project Description | \$ Amount Recommended | Conditions |
|---|--|--|-------------------------------|--|
| Naomi Taplin trading as Studio Enti | Studio Enti Dinner Series, Foley Street, Darlinghurst | A program of themed dinners collaborating with guest chefs and artists exploring the connection between food, ceramics, art, music and sustainability hosted within the ceramics studio in Darlinghurst. | \$19,750 | Applicant to submit revised budget Applicant to work with Health and Building Team |
| The Feather Tribe Pty Ltd | Friday Night Fun At The Tribe, Foley Street, Darlinghurst | A fortnightly event, transforming a creative retail store into an artistic hub and community cinema with a mixture of 'Paint and Sip' evenings and 'Beanbag and Popcorn Arthouse Movie Nights'. | \$12,100 | Nil |
| The trustee for IM Operating Unit Trust | Live Music, Imperial Hotel, Erskineville | A regular program of live music and performance with a focus on local artists to relaunch the iconic hotel after renovations building a safe and engaging night-time culture in the Erskineville precinct. | \$25,000 | Funding to go towards artists' fees Funding to be granted upon receipt of a Live Music Programming Plan. Applicant to work with the Cultural Strategy team on developing their Live Music Programming Plan. |
| The trustee for Oxford Underground Unit Trust | OAF After Midnight, Oxford Arts Factory, Oxford Street, Darlinghurst | A curated fortnightly program of live music held after midnight on the main stage after earlier shows have ended, to increase performance opportunities for artists and connect with a broader audience. | \$10,000 | Funding to go towards local artists fees Funding to be granted upon receipt of a Live Music Programming Plan. Applicant to work with the Cultural Strategy team on developing their Live Music Programming Plan. |
| The Trustee for The KX Operations Trust | KX Presents, Kings Cross Hotel, Potts Point | A regular program of live music, providing increased performance opportunities for local artists and positive participation in late night social experiences for broad audiences. | Year 1 only - \$25,000 | Funding to go towards artists fees Funding to be granted upon receipt of a Live Music Programming Plan. Applicant to work with the Cultural Strategy team on developing their Live Music Programming Plan. |

| Applicant | Project Name | Project Description | \$ Amount Recommended | Conditions |
|-----------------------|---|--|------------------------------|------------------------------------|
| Viewbray Pty. Limited | Ariel Evening Events Program, Ariel Bookshop, Darlinghurst. | A fortnightly 'In Conversation' evening with local book authors, hosted by journalist Jayne Anderson, to build and extend the author series into an annual niche writer's festival, promoting the local area and the arts. | \$15,000 | Applicant to submit revised budget |

- (C) Council note that all grant amounts are exclusive of GST and all value-in-kind offered is subject to availability; and
- (D) authority be delegated to the Chief Executive Officer to negotiate, execute and administer agreements with any organisation approved for a grant or sponsorship under terms consistent with this resolution and the Grants and Sponsorship Policy.

ATTACHMENTS

Attachment A: Recommended for Funding – Business Support Grants – Live Music and Performance 2017/18 Round One

Attachment B: Not Recommended for Funding – Business Support Grants – Live Music and Performance 2017/18 Round One

Attachment C: Recommended for Funding – Business Support Grants – Night Time Diversification 2017/18 Round One

Attachment D: Not Recommended for Funding – Business Support Grants – Night Time Diversification 2017/18 Round One

BACKGROUND

1. The City of Sydney's Grants and Sponsorship Program supports residents, businesses and not-for-profit organisations to undertake initiatives and projects that build the social, cultural, environmental and economic life of the city.
2. On 5 September 2017, the City announced the first round of the Business Support Grants program as being open for applications on the City's website, with grant applications closing on 13 November 2017.
3. The two categories of the Business Support Grant as promoted were:
 - (a) Live Music and Performance; and
 - (b) Night Time Diversification.
4. Information about these grant programs (such as application dates, guidelines, eligibility criteria, application forms, project examples and fact sheets) was made available on the City's website. The City actively promoted the programs through social media channels, direct marketing in the City's various eNews lists and by utilising the networks of key stakeholders, industry advocates and representative organisations.
5. Following adoption of the revised Grants and Sponsorship Policy on 26 June 2017, the Business Support Grant categories are open to appropriately incorporated for-profit organisations and partnerships.
6. Eight applications were received this round from for-profit organisations and trusts through the **Business support grant - Live music and performance** category and the following for-profit organisations are recommended in this report:
 - (a) Esperance Hotel Group Pty Ltd.
 - (b) Plain Vanilla Beverages Pty Ltd.
 - (c) Staved Pty Ltd.
 - (d) The Roosevelt Pty Ltd.
 - (e) The trustee for Oxford Underground Unit Trust.
 - (f) The World Bar Pty Limited.
 - (g) Three Silent Partners Pty Ltd.
7. Ten applications were received this round from for-profit organisations, trusts and sole traders through the **Business support grant – Night time diversification** category and the following for-profit organisations are recommended in this report:
 - (a) Golden Age Cinema & Bar Pty Ltd.
 - (b) LPR Promotions Pty Ltd.
 - (c) Naomi Taplin.

- (d) The Feather Tribe Pty Ltd.
 - (e) The trustee for IM Operating Unit Trust.
 - (f) The trustee for Oxford Underground Unit Trust.
 - (g) The trustee for The KX Operations Trust.
 - (h) Viewbray Pty. Limited.
8. The grant round was open for 10 weeks, a longer than usual period of time, to provide for extended promotion and consultation for the inaugural release of the program. A public information session was held on 27 September 2017 at Customs House. Thirty-four businesses attended. In addition, City staff met and spoke with more than 70 businesses interested in applying for the grants to discuss their projects and outline the application process.
 9. A targeted consultation program for the Night Time Diversification grant also occurred with businesses along King Street Newtown, Glebe Point Road, Glebe and Redfern and Regent Streets, Redfern. A total of 116 individual businesses were surveyed in order to promote the grant and discuss the benefits that trading later can offer, including increased customer interaction, promotional opportunities and leveraging event audiences.
 10. Glebe and Newtown were selected as the 'pilot precincts' to test the market for the new grant due to the proportion of retail/service businesses. In addition, a review was undertaken of pedestrian numbers and retail trading hours from 6am to 10pm. This revealed a high proportion of retailers closed by 6pm, despite a high number of pedestrians still in the area at night. This presented an opportunity for this sector to attract new customers that could be highlighted through the engagement.
 11. Mid-way through the project the consultants identified that they were able to conduct an additional 15 surveys. Redfern was included, as the number of retail/service businesses aligned with the number of surveys and the recent growth in visitation to hospitality businesses at night represented an opportunity for local retailers.
 12. Other village areas will be targeted for consultation as part of future grant rounds.
 13. A total of 24 grant applications were received under the two new categories. Eighteen are recommended for funding, as detailed in this report.
 14. **Attachments A and B** provide details of those applications received under the Live Music and Performance stream that are recommended for funding and those not recommended for funding, respectively.
 15. **Attachments C and D** provide details of those applications received under the Night Time Diversification stream that are recommended for funding and those not recommended for funding, respectively.
 16. It is expected that all successful applicants will work co-operatively with relevant City staff throughout the project for which they have received funding. Some projects will be required to meet with City staff and further define the strategic outcomes of their project prior to receiving the grant and commencing their project.

17. All grants and sponsorships are recommended on the condition that any required approvals, permits and development consents are obtained by the applicant.
18. The City's Grants and Sponsorship Program is highly competitive. Applications that are not recommended have either not scored as highly against the assessment criteria as the recommended applications, or have incomplete or insufficient information. The City's Grants and Sponsorship team provides feedback to unsuccessful applicants.
19. The assessment process includes advice and recommendations from a suitably qualified assessment panel. The applications are scored against defined criteria for each grant program, as well as the integrity of the proposed budget, project plan, partnerships, contributions and connection to the local community and industry sectors. Once recommended applications are approved by Council, a contract is developed, which includes conditions that must be adhered to, and acquitted against.
20. In assessing the grant applications, the assessment panels included in their considerations and recommendations:
 - (a) Sustainable Sydney 2030;
 - (b) Grants and Sponsorship Policy;
 - (c) Creative City Cultural Policy and Action Plan;
 - (d) Economic Development Strategy;
 - (e) OPEN Sydney Strategy and Action Plan; and
 - (f) Live Music and Performance Action Plan.
21. Assessors consider the cash and in-kind contribution from the applicant and other sources in reviewing applications. Applicants are asked to demonstrate a capacity to match the grant investment with other sources of funding or contribute their own cash resources to the project.
22. Applicants are requested to list their project's community partners, confirmed funding sources and the contribution the organisation is making to the project (cash or in-kind) to demonstrate their contribution.

**Business Support Grants - Live Music and Performance
(grants of up to \$30,000 for capital works and expenditure on planning,
infrastructure and equipment)**

23. The Live Music and Performance category aims to support local businesses, venues and licensed premises to undertake capital works or equipment upgrades to either introduce live entertainment to a business's offerings or to improve existing live music and performance facilities. These projects might include:
 - (a) acoustic improvements to help manage sound transfer from venues to surrounding properties;
 - (b) investment in equipment or in-venue acoustics which improve audience experience;

- (c) works that facilitate the introduction of live music or performance programming, or significantly improve/expand existing programming; or
 - (d) works that improve the health and safety of audiences, performers and venue staff.
24. A panel of suitably qualified professionals with firsthand experience of the live music and performance sector was recruited from external organisations to assess the applications to this program. These assessors were chosen to contribute the industry specific knowledge required to assess the infrastructure and equipment needs of live entertainment venues and the validity of proposed projects, as well as the impact that capital investment in venues and businesses may have on the wider community and sector. All external assessors were required to sign a participation agreement, comply with confidentiality terms of the assessment process and declare any conflict of interest with any application. No conflicts of interest were declared by external assessors.
25. The assessment panel for the Live Music and Performance Program was comprised of Manager Cultural Strategy and Manager Grants for the City of Sydney and representatives from Music NSW (the State's peak industry body for the contemporary music sector), the Live Music Office (the national advisory body for the live music industry), Generate (an arts and creative business planning and accounting firm), and a freelance peer from the live music sector (a venue programmer and festival producer).
26. The applications recommended for the Live Music and Performance Program are outlined in **Attachment A** to this report. The applications that are not recommended are listed in **Attachment B** to this report.
27. The 2017/18 Business Support Grants – Live Music and Performance budget is summarised as follows:

| | |
|---|------------------|
| Total budget for 2017/18 | \$250,000 |
| Total amount available for 2017/18 Round 1 | \$250,000 |
| Total number of eligible applications this round | 11 |
| Total cash requested from applications for 2017/18 | \$264,996 |
| Total number of applications recommended for cash and/or value-in-kind support | 8 |
| Total amount of funding cash recommended 2017/18 | \$173,800 |
| Amount remaining for subsequent allocation of the program 2017/18 | \$76,200 |

**Business Support Grants - Night Time Diversification
(grants of up to \$30,000 a year for up to three years' funding)**

28. The Night Time Diversification category aims to support projects that increase the variety of business offerings and activities in commercial precincts after 6pm. The grants assist businesses to trade later through creative programming and initiatives and, in doing so, attract new customers and create lively, safe and engaging city precincts after dark, contributing to the night time economy and the cultural and economic character of the city. The grant also supports live entertainment venues to extend or expand their programming of live music and performance (such as comedy, cabaret, theatre and poetry programs).
29. The assessment panel for the Night Time Diversification program was comprised of Night Time City Manager, City Business Manager, Economic Strategy Advisor - Retail & Tourism Sectors, Cultural Strategy Advisor – Live Music & Performance.
30. The applications recommended for the Night Time Diversification Program are outlined in **Attachment C** to this report. The applications that are not recommended are listed in **Attachment D** to this report.
31. The 2017/18 Business Support Grants - Night Time Diversification Program budget is summarised as follows:

| | |
|---|------------------|
| Total budget for 2017/18 | \$200,000 |
| Total amount available for 2017/18 Round 1 | \$200,000 |
| Total number of eligible applications this round | 13 |
| Total cash requested from applications | \$313,373 |
| Total number of applications recommended for cash support | 10 |
| Total amount of cash funding recommended 2017/18 | \$188,350 |
| Amount remaining for subsequent allocation of the program 2017/18 | \$11,650 |

KEY IMPLICATIONS

Strategic Alignment - Sustainable Sydney 2030 Vision

32. This report complies with the Grants and Sponsorship Policy adopted by Council on 26 June 2017. The provision of grants and sponsorships is a mechanism for the City to further the aims identified in its social, economic, environmental and cultural policies. The City of Sydney's Grants and Sponsorship Program is a key element in the delivery of Sustainable Sydney 2030. All applications are considered against the 10 strategic directions and how they can directly deliver, or encourage the further development of the aims and objectives identified in Sustainable Sydney 2030.
33. The Business Support Grants program contributes to:

- (a) *Goal 3: A Diverse Sydney at Night* of the OPEN Sydney Strategy and Action Plan;
 - (b) *Action 4: Audience and Sector Development* of the Live Music and Performance Action Plan; and
 - (c) *Strategic Priority 3: sector sustainability, surviving and thriving* of the Creative City Cultural Policy and Action Plan 2014 – 2024.
34. The Business Support Grants program aligns with the objectives of the Economic Development Strategy and delivers on actions in the Retail and Tourism Action Plans around creating great experiences and increasing the retail offering.

Organisational Impact

35. The grants and sponsorships contract management process will involve key staff across the City of Sydney. Identified staff set contract conditions and performance measures for each approved project and review project acquittals, which include both narrative and financial reports. Staff from the Night Time City and Cultural Strategy teams will be the contract managers for the recommended grant recipients.

Social / Cultural / Economic

36. The anticipated outcomes of this grant program include greater diversity of business offerings at night; safer, more vibrant and engaging commercial precincts after dark; a greater range of cultural activity offered in unexpected ways in new venues and spaces; and an increased quantity and quality of live music and performance venues and programming. These outcomes will have positive impacts upon local creative industries and artists, the live music scene of Sydney, the global reputation of Sydney, and the cultural, social and creative experience of living, working or visiting in Sydney.

Economic

37. The anticipated outcomes of this grant program include an increase in later trading businesses capturing after-office-hours foot traffic and increasing customer base; local businesses extending their product and service offerings, diversifying revenue streams; mutually beneficial partnerships between the creative, cultural and retail sectors; increased collaboration between businesses in local precincts; the sustainability of existing live performance venues and the establishment of new live performance venues. These outcomes will have a positive impact on local businesses, business and entertainment precincts and the City's night time economy.

BUDGET IMPLICATIONS

38. A total of \$362,150 in cash from the proposed 2017/18 budget, as follows:
- (a) Business Support Grant – Live Music and Performance – \$173,800 is provided in the budget of \$250,000.
 - (b) Business Support Grant - Night Time Diversification – \$188,350 is provided in the budget of \$200,000.

RELEVANT LEGISLATION

39. Section 356 of the *Local Government Act 1993*, which provides that a council may, in accordance with a resolution of the council, contribute money or otherwise grant financial assistance to persons for the purpose of exercising its functions.
40. Section 356(3)(a) to (d) is satisfied for the purpose of providing grant funding to for-profit organisations.

CRITICAL DATES / TIME FRAMES

41. Projects funded through this round of Business Support Grants will commence after 1 April 2018 and are expected to be completed within 12 months of the receipt of grant funds. Contracts will be developed for all successful applications after Council approval to ensure their funding is released in time for projects starting in April.

PUBLIC CONSULTATION

42. A public information session was held specifically for this new grants program on 27 September 2017 at Customs House. Thirty-four businesses attended.
43. Seventy-three meetings were held with local businesses interested in applying for a grant.

ANN HOBAN

Director City Life

Francesca O'Brien, Manager City Business & Safety