

## Relevant Information for Council

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**FILE:** S117676 **DATE:** 24 June 2019

**TO:** Lord Mayor and Councillors

**FROM:** Emma Rigney, A/Director City Life

**THROUGH:** Monica Barone, Chief Executive Officer

**SUBJECT:** Information Relevant To Item 8.4 – Grants and Sponsorship - Round One 2019/20 – Social Grants

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### For Noting

This memo is for the information of the Lord Mayor and Councillors.

### Purpose

To provide further advice on the recommendation towards the Alexandria Residents' Action Group's "Alexandria Sunday Funday" application through the Festivals and Events Sponsorship Program (Village and Community).

### Background

At the meeting of the Cultural and Community Committee on 17 June 2019, further information was sought on the assessment process for this application.

The City has funded the Alexandria Funday Sunday event since 2014.

Over the past three years, the City has been working with the Alexandria Residents' Action Group to encourage them to source funds for their event from a range of sources.

The City has gradually reduced its contribution to the event over the past three years and the organisation was awarded \$10,000 (2017), \$8,000 (2018) and \$6,000 (2019). In response to the current application, the assessment panel recognised the growth in the event, increased attendance and increased costs to run the event.

The City's Grants and Sponsorship Program is highly competitive and successful applicants are often recommended for funding that is less than what was applied for. The assessment panel considers essential and non-essential costs and activities in determining funding recommendations.

**Memo from Emma Rigney, A/Director City Life**

Prepared by:           Jeremy Kelshaw, Manager Grants

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Approved

A handwritten signature in black ink, appearing to read 'P.M. Barone', with a long horizontal flourish extending to the right.

**MONICA BARONE, CHIEF EXECUTIVE  
OFFICER**