

## Relevant Information for Committee

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**FILE:** S117676 **DATE:** 6 March 2020

**TO:** Lord Mayor and Councillors

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

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

**SUBJECT:** Information Relevant To: Item 8.5 - Grants and Sponsorship - Round Three 2019/20 - Matching Grants

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### For Noting

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

### Purpose

To provide information on why Oxford Street businesses were unsuccessful in receiving grant funding for VIVID projects.

### Background

The VIVID Surry Hills initiative is part of the City's Light Rail Activation Program to support businesses impacted by the light rail construction from January to June 2020. This initiative focuses on activating Devonshire Street and surrounding areas.

In November 2019, the City received a large volume of applications for the Matching Grants Program from businesses wanting to activate during VIVID. Due to budget constraints only 50 per cent of applications could be recommended. In assessment of the applications, the evaluation panel prioritised quality and capability to deliver, as well as the proximity and density of business activations to maximise impact along the light rail corridor. Two activations on Oxford Street were recommended for funding including a cabaret series at Oxford Hotel and night markets at the National Art School.

It is worth noting that during VIVID 2020, the City is also supporting many Oxford Street businesses through its \$100,000 grant to the VIVID X-Celerate live music series which includes programming in venues such as Oxford Art Factory, Hollywood Hotel, East Sydney Community Arts Centre, , Low 302 and Universal.

The City has also recently provided support for Oxford Street businesses through the Night-Time Diversification Grant Program including Café Lounge, Claire's Kitchen and Cliff Dive.

Prepared by: Lara Wolski, Manager Economic Programs

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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