

Relevant Information for Council

FILE: S127257 **DATE:** 24 June 2021

TO: Lord Mayor and Councillors

FROM: Emma Rigney, Director City Life

THROUGH: Monica Barone, Chief Executive Officer

SUBJECT: Information Relevant To Item 6.9 – Grants and Sponsorship Round One 202122 Economic Grants

For Noting

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

Purpose

The purpose of this relevant to is to provide more information on the assessment and decision not to award a grant to Funk Sydney and on the reasons for awarding grants to large businesses.

Background

At the meeting of the Corporate, Finance, Properties and Tenders Committee on 21 June 2021, further information was sought on the assessment and decision not to award a grant to Funk Sydney and on the reasons for awarding grants to large business.

The night time diversification grant supports business in trying new ideas at night to encourage increased variety of night time business offering and programmed activities in commercial precincts. The grant is open to for-profit businesses and applications are assessed on evidence provided of the need, opportunity or demand for the activity, experience and capacity of the applicant, commitment and capacity to continue events, commitment and capacity to match the cash investment through a well thought out budget where funding will directly support the activities, creatives or artists involved.

At Round One of the Business Support Grants - Night Time Diversification program, 30 eligible applications were received. Seven grants have been recommended to a total value of \$126,840.

Funk Sydney Application

Grant applications are subject to a competitive process. In comparison to other applications received, the Funk Sydney application was not competitive. The assessment panel did recognise the need for more activity in the CBD, however, further detail and supporting evidence was required regarding the proposed program and allocation of budget, in particular to the payment of artists. The application also did not clearly articulate the matched funding component.

The City is available to provide feedback on how to strengthen any future application.

Grants Recommended to Large Business

As per the grant eligibility, the night time diversification is open to all for-profit business. Two applications recommended for funding came from large businesses and were supported for the following reasons:

1. Finished in the top third when assessed and were recommended with reduced amounts to match cash contribution
2. Were in partnership with the local retailers, residents, state government and business chambers.
3. Met the program priority of activating precincts for the economic benefit of the local area and businesses, with one application meeting the city's strategic priorities for later trading hours.
4. Met the program outcome of offering more diverse business offerings and programming, with both looking to attract young families and young adults to the venues and precincts.

Memo from Emma Rigney, Director City Life

Prepared by: Harumi Arrascue-Watanabe, Night Time City Project Manager

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