

Item 13.

Grants and Sponsorship – Round One 2018/19 – Economic Grants – Business Support Grants – Live Music and Performance, Night Time Diversification and Place and Industry

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 three categories of the Business Support Grant Program as part of Round One of the annual Grants and Sponsorship Program for 2018/19:

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

For the Business Support Grants - Live Music and Performance program, 12 eligible applications were received. This report recommends a total of eight grants to a total value of \$114,535 in cash for the 2018/19 financial year.

For the Business Support Grants - Night Time Diversification program, 11 eligible applications were received. This report recommends a total of eight grants to a total value of \$112,700 in cash for the 2018/19 financial year.

For the Business Support Grants - Place and Industry program, 10 eligible applications were received. This report recommends a total of 10 grants to a total value of \$355,000 in cash for the 2018/19 financial year and a commitment of \$30,000 in cash for future financial years 2019/20.

All figures in this report exclude GST.

On 11 December 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 2018/19 under the Business Support Grants - Live Music and Performance Program listed as follows:

Applicant	Project Name	Project Description	\$ Amount Recommended	Conditions
Eau-de-vie Speakeasy Pty Ltd	Speakeasy Sessions: Eau De Vie, Darlinghurst	Capital works and equipment purchase to establish a regular program of live music and entertainment performed by local artists.	\$15,820	Applicant to provide quotes Applicant to submit a revised budget
Griffin Theatre Company Ltd	The Stables Theatre Infrastructure Upgrade: Griffin Theatre Company, Darlinghurst	Capital works to improve electrics throughout the performance space and install new lighting and audio equipment.	\$16,000	Applicant to provide quotes Applicant to submit a revised budget
L.b Coy P. Whelan C.g Staff & Mcloughlin Family Trust	Stage Upgrade: Mercantile Hotel, The Rocks	Sound and lighting equipment upgrade to improve artist and audience experience.	\$3,250	Applicant to provide quotes Applicant to work with Live Music Strategist
Metro Theatre Sydney Pty Ltd	Metro 2: The Metro Theatre, Sydney	Capital works to install a second, medium sized (350 capacity) performance venue that may operate in tandem with the larger Metro theatre.	\$30,000	Applicant to submit a revised budget Subject to DA approval

Applicant	Project Name	Project Description	\$ Amount Recommended	Conditions
The trustee for Oxford Underground Unit Trust	Sound and Lighting Upgrade: Oxford Art Factory, Darlinghurst	Audio equipment upgrade to improve whole-of-venue sound quality, audience experience and staff health and safety. Lighting equipment upgrade to improve production quality.	\$19,240	Applicant to provide quotes
Staved Pty Ltd	Stage Upgrades: Staves Brewery, Glebe	Capital works to increase stage area and audience capacity, installation of new stage lighting and purchase of in-house musical instruments.	\$5,000	Applicant to provide a revised budget Applicant to submit quotes
Thane Investments Pty Limited	Start the week with Jazz: Moya's Juniper Lounge, Redfern	Equipment upgrade to improve sound quality for weekly free jazz and jam sessions.	\$5,000	Applicant to submit a revised budget
Waxman Jones Pty Ltd	New Space & New Gear: The MoshPit, Erskineville	Capital works to improve existing performance space and increase venue capacity by expanding the stage into a vacant, neighbouring property and purchasing additional audio and lighting equipment.	\$20,225	Applicant to provide lease Subject to DA approval Applicant to submit a revised budget

- (B) Council approve the cash grant recommendations for 2018/19 under the Business Support Grants - Night Time Diversification Program listed as follows:

Applicant	Project Name	Project Description	\$ Amount Recommended	Conditions
505 Investments Pty Ltd	Sunday Sessions at Venue 505, Surry Hills	A regular music program featuring new artists and new works subsidised by the venue to provide support to the local jazz, roots, funk and world music scene.	\$21,200	Funding to go towards artists fees and sound engineer
Kulin Holdings Pty Ltd	Live at Cheers Bar, Sydney	A regular program of family-friendly comedy and performance nights.	\$10,000	Funding to go towards the comedy activities
Lpr Promotions Pty Ltd	Late Night Dining and Live Music at Foundry 616, Ultimo	A late-night program of jazz and jazz-fusion music on Fridays, featuring a diverse range of artists, complemented by late dining options.	\$15,000	Nil
Margaret Hargreaves trading as Shakespeare Hotel	Busker Sessions at the Shakespeare Hotel, Surry Hills	A weekly, community-based project to provide local buskers with paid performances every Sunday at the Shakespeare Hotel.	\$10,000	Applicant to work with Live Music Strategy Advisor
R Castillo & O Ronen	Bringing Coffee and Community Together at Di Bartoli Specialty Coffee, Rosebery	A program of evening courses on coffee appreciation, encouraging community members to network and learn about coffee.	\$9,000	Applicant to submit a revised budget Applicant to work with Night Time City

Applicant	Project Name	Project Description	\$ Amount Recommended	Conditions
Staved Pty Ltd	After Midnight at Staves Brewery, Glebe	A late-night music program extending performance hours after midnight to provide more opportunities for artists to play in an intimate craft brewery.	\$15,000	Nil
The trustee for Oxford Underground Unit Trust	OAF AFTER MIDNIGHT at Oxford Art Factory, Darlinghurst	Extension and expansion of a monthly series of music events held after midnight, following mainstage performances, to increase programming capacity and opportunities for local artists.	\$15,000	Nil
The Trustee for Potts Point Hotel Unit Trust	Boogie Mountain at Potts Point, Potts Point	Engagement of a creative agency to source and manage a live music program for a new venue 'Boogie Mountain' to attract new artists and audiences to the Kings Cross Precinct.	\$17,500	Funding to go towards programming activities

- (C) Council approve the cash grant recommendations for 2018/19 under the Business Support Grants - Place and Industry Program listed as follows:

Applicant	Project Name	Project Description	\$ Amount Recommended	VIK Recommended	Conditions
Australian Fashion Chamber Ltd	Project 1 – AFC Business Development Workshop Series	A series of business development and networking workshops aimed at up-skilling local emerging fashion businesses, to ensure they can sustainably compete in the City of Sydney business precincts.	Year 1 only - \$26,990	Nil	Applicant to provide revised budget
CBD Sydney Chamber Of Commerce Limited	Project 1 - Maintain and grow business education by supporting three (3) events	The delivery of three business education events throughout the year to upskill up to 60 participants and offer networking opportunities for CBD businesses.	\$11,850	Nil	Nil
	Project 2 - Purchase 2,500 business database contacts in order to promote the Chamber to more CBD SME's	A database expansion project to engage with and connect more CBD businesses, by purchasing a list of 2,500 CBD-based enterprise contacts.	\$7,000	Nil	Nil
	Project 3 - Develop social media content to increase awareness of local businesses offerings within the CBD precincts	A communications project to increase social media engagement to enhance awareness of Sydney CBD businesses and business opportunities.	\$14,910	Nil	Nil

Applicant	Project Name	Project Description	\$ Amount Recommended	VIK Recommended	Conditions
Darlinghurst Business Partnership Incorporated	Project 1 - NOTS - Footfall Impact Tracking Technology	A technological investment project to identify footfall patterns through Darlinghurst, to quantify responses to campaigns, expose seasonal risk and identify opportunities for businesses, stakeholders and members.	\$19,750	Nil	Nil
	Project 2 - #DoDarlo - collaborative cluster initiatives	A series of professional development and networking workshops to provide a platform for business collaboration and activations across Darlinghurst.	Year 1 only - \$15,000		Applicant to provide a revised project plan
	Project 3 - VESPA - East Sydney Destination Marketing	The execution of a collaborative marketing strategy promoting local businesses and talent to increase tourism and visitors to the Darlinghurst, Surry Hills and Potts Point areas.	\$20,000	Nil	Nil

Applicant	Project Name	Project Description	\$ Amount Recommended	VIK Recommended	Conditions
Glebe Chamber Of Commerce Incorporated	Project 1 – The Glebe Skills Marketplace	A series of events, running over two years, focusing on sharing existing talent and skills from businesses in Glebe with the wider community and new business owners.	Year 1 only - \$10,000	Nil	Nil
	Project 2 - Professional Business Needs Analysis & Strategy Development	A data collection and analysis project to enable the chamber to further engage with and understand the needs of local businesses in the Glebe area.	\$20,000	Nil	Nil
	Project 3 – Glebe Tasting Treks	Increasing awareness, business and partnerships by working with local restaurants to produce three dining events, where participants are guided to nearby venues for different courses of the meal in Glebe.	\$10,000	Nil	Nil

Applicant	Project Name	Project Description	\$ Amount Recommended	VIK Recommended	Conditions
Newtown Precinct Business Association Incorporated	Project 1 - Newtown Precinct Stories	A project to identify stories about local businesses to share on social media and through digital channels, to promote Newtown's businesses to the wider community.	Year 1 - \$20,000 Year 2 - \$20,000	Nil	Applicant to work with City Business on before and after surveys Year 2 conditional on survey outcomes
	Project 2 - Newtown Precinct Advocacy	The expansion of an advocacy project to provide a voice and support for the local business community in Newtown.	Year 1 only - \$10,000	Nil	Applicant to supply a project plan identifying the specific issue affecting business and the advocacy campaign strategy Applicant to submit a detailed budget and timeline
	Project 3 - Newtown Precinct Retailers program	A business development program offering professional mentors to provide local retailers with tools to support the financial sustainability of their business.	Year 1 - \$10,000 Year 2 - \$10,000	Nil	Applicant to confirm alternate funding sources Year 2 conditional on survey outcomes

Applicant	Project Name	Project Description	\$ Amount Recommended	VIK Recommended	Conditions
Potts Point Partnership Incorporated	Project 1 - VESPA: Eastside Sydney	The development of a marketing campaign promoting local, independent businesses to increase tourism and visitors to the Darlinghurst, Surry Hills and Potts Point and Woolloomooloo areas.	\$24,000	Nil	Nil
	Project 2 - Networking and Engagement with Local Business	A series of networking events encouraging local businesses to connect, and a monthly newsletter to share business news, events and City of Sydney information with the local business community.	\$4,500	Nil	Nil

Applicant	Project Name	Project Description	\$ Amount Recommended	VIK Recommended	Conditions
Pymont - Ultimo Chamber Of Commerce And Industry Inc	Project 1 - Pymont Bay Park Market Activation Program	The development and delivery of monthly markets to showcase a range of local produce, arts and food to the wider community, held in Pymont Bay Park.	\$12,000	Nil	Applicant to provide new budget
	Project 2 - Sydney Concierge Guide To Pymont Ultimo	A promotional project to attract more visitors to Pymont and Ultimo precincts through the creation of walking tours and the development and distribution of printed maps highlighting key sights and attractions.	\$12,000	Nil	Applicant to confirm distribution strategy including outlet, numbers Applicant to work with City Business Team regarding role of distribution partners
	Project 3 - Business To Business Communication Program	A communications project to hold quarterly networking events and produce a monthly newsletter to engage and connect local businesses in the Pymont and Ultimo areas.	\$12,000	Nil	Nil

Applicant	Project Name	Project Description	\$ Amount Recommended	VIK Recommended	Conditions
South Sydney Business Chamber Inc	Project 3 - South Sydney Business Advocacy	A data collection and strategic engagement project to build knowledge of and support new and existing local businesses in Redfern, Green Square and City South areas.	Year 1 only - \$15,000	Nil	Nil
The Surry Hills Creative Precinct Incorporated	Project 1 - SHCP Sessions - networking and skills	A project to expand 'Surry Hills Salon' business networking events by delivering a range of business skills workshops to members, local companies and future business owners in Surry Hills.	Year 1 only - \$20,000	Nil	Nil
	Project 2 – VESPA: Content Creation Project	The continuation of a coordinated promotional strategy and marketing campaign promoting local, independent businesses in the Surry Hills, Darlinghurst and Potts Point areas to increase tourism.	\$10,000	Nil	Nil
	Project 3 - Data Acquisition	A data collection and analysis project to enable further engagement and understanding of local businesses in the Surry Hills area.	\$10,000	Nil	Nil

Applicant	Project Name	Project Description	\$ Amount Recommended	VIK Recommended	Conditions
Walsh Bay Precinct Partnership Inc	Project 1 - Networking Events	A series of networking events for businesses to increase engagement and collaboration opportunities in the Walsh Bay area.	\$10,000	Nil	Nil
	Project 2 – Communications	A communications project to maintain a website, increase social media engagement and produce a bi-monthly newsletter to share news from the City and wider Sydney areas.	\$10,000	Nil	Nil
	Project 3 - Destination Marketing	A marketing project to increase awareness and footfall to the Walsh Bay area, through the development of food trails and media tours.	\$20,000	Nil	Nil

- (D) Council note that all grant amounts are exclusive of GST and all value-in-kind offered is subject to availability; and
- (E) 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.** Round One 2018/19 – Recommended for Funding – Live Music and Performance
- Attachment B.** Round One 2018/19 – Not Recommended for Funding – Live Music and Performance
- Attachment C.** Round One 2018/19 – Recommended for Funding - Business Support Grants - Night Time Diversification
- Attachment D.** Round One 2018/19 – Not Recommended for Funding – Business Support Grants - Night Time Diversification
- Attachment E.** Round One 2018/19 – Recommended for Funding – Business Support Grants - Place and Industry

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 7 February 2018, the City announced Round One of the annual grants program for 2018/19 as being open for application on the City's website, with grant applications closing on 12 March 2018.
3. The three categories of the Business Support Grant promoted were:
 - (a) Live Music and Performance;
 - (b) Night Time Diversification; and
 - (c) Place and Industry.
4. Information about these grant programs (such as application dates, guidelines, eligibility criteria and sample applications) was made available on the City's website. The City actively promoted the programs through Facebook, Twitter, What's On, postcard distribution and an ArtsHub publication with a native content piece and affiliated website and Facebook promotion. Email campaigns were also utilised to target interested parties who have applied previously for grants at the City or who have expressed an interest in the City's programs.
5. Following adoption of the revised Grants and Sponsorship Policy on 11 December 2017, the Business Support Grant categories are open to appropriately incorporated for-profit organisations and partnerships.
6. Eleven applications were received this round from for-profit organisations and trusts through the **Business Support Grant - Live Music and Performance** category and the following seven for-profit organisations are recommended in this report:
 - (a) Eau-de-vie Speakeasy Pty Ltd;
 - (b) L.b Coy P. Whelan C.g Staff & Mcloughlin Family Trust;
 - (c) Metro Theatre Sydney Pty Ltd;
 - (d) The trustee for Oxford Underground Unit Trust;
 - (e) Staved Pty Ltd;
 - (f) Thane Investments Pty Limited; and
 - (g) Waxman Jones Pty Ltd.
7. Eleven applications were received this round from for-profit organisations, partnerships, trusts and sole traders through the **Business Support Grant – Night Time Diversification** category and the following eight for-profit organisations are recommended in this report:
 - (a) 505 Investments Pty Ltd;
 - (b) Kulin Holdings Pty Ltd;

- (c) Lpr Promotions Pty Ltd;
 - (d) The trustee for Oxford Underground Unit Trust;
 - (e) The Trustee for Potts Point Hotel Unit Trust;
 - (f) R Castillo & O Ronen;
 - (g) Margaret Hargreaves; and
 - (h) Staved Pty Ltd.
8. **Night Time Diversification** grant promotional postcards were delivered to approximately 1,200 business across the village local centres. A retail specialist was also engaged to promote the grant to businesses along Oxford Street, Darlinghurst, Crown Street, Surry Hills and Macleay Street, Potts Point. A total of 237 individual businesses were visited to promote the grant and discuss the benefits that trading later can offer, including increased customer interaction, promotional opportunities and leveraging event audiences.
 9. The postcard distribution was supplemented by a digital marketing campaign through the City's social media channels and dissemination through Business Chambers and Retail Advisory Panel member channels.
 10. As this is the first time the **Place and Industry** program was available for application, two face-to-face briefings were held for the local chambers of commerce and industry associations on February 5 and 6 2018. Eight not-for-profit organisations attended. At these briefings, applicants were provided with a fact sheet, standard performance measures and a sample application form.
 11. The assessment panel for the Place and Industry program was comprised of City staff and external assessors in response to extensive consultation with the chambers of commerce throughout 2017.
 12. Applicants were also invited to meet with the assessment panel on 18 April 2018 to present their projects to the assessment panel. Applicants were provided with 15 minutes to present the projects they had applied for, followed by 15 minutes of questions from the assessment panel. Eight out of the ten applying organisations took up this opportunity.
 13. There were a total of 33 grant applications received under the Business Support Grants. Twenty-six are recommended for funding as detailed in this report.
 14. 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 applicants 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.
 15. All grants and sponsorships are recommended on the condition that any required approvals, permits and development consents are obtained by the applicant.
 16. 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.

17. 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.
18. 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.
19. 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.
20. 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 project management, infrastructure and equipment)

21. 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.

22. 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), Generate (an arts and creative business planning and accounting firm), and two freelance peers from the live music sector (programmers and event producers).
23. 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.
24. The 2018/19 Business Support Grants – Live Music and Performance budget is summarised as follows:

Total draft budget for 2018/19	\$250,000
Total amount available for 2018/19 Round 1	\$250,000
Total number of eligible applications this round	12
Total cash requested from applications for 2018/19	\$222,554
Total number of applications recommended for cash support	8
Total amount of funding cash recommended 2018/19	\$114,535
Amount remaining for subsequent allocation of the program 2018/19	\$135,465

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

25. 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).
26. The assessment panel for the Night Time Diversification program was comprised of Night Time City Manager, Manager Economic Strategy, Economic Strategy Advisor - Retail & Tourism Sectors, Cultural Strategy Advisor – Live Music & Performance.
27. 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.

28. The 2018/19 Business Support Grants - Night Time Diversification Program budget is summarised as follows:

Total draft budget for 2018/19	\$200,000
Total amount available for 2018/19 Round 1	\$200,000
Total number of eligible applications this round	11
Total cash requested from applications for 2018/19	\$243,250
Total number of applications recommended for cash support	8
Total amount of funding cash recommended 2018/19	\$112,700
Amount remaining for subsequent allocation of the program 2018/19	\$87,300

Business Support Grants - Place and Industry (grants are negotiated upon consultation for up to two years funding)

29. The Place and Industry category aims to support projects that promote local economies for the benefit of businesses, connect business to opportunities, grow business skills and capacity and advocate on key issues on behalf of local business. The grants assist local businesses to increase awareness of local business offerings and experiences, increase footfall, patrons and spending in local retail precincts, improve access to industry information, upskilling and networking opportunities for local businesses and strengthen advocacy by local chambers of commerce and precinct associations.
30. The program is only available to not-for-profit, members-based organisations with an economic focus, such as a chamber of commerce or industry association.
31. The assessment panel for the Place and Industry program was comprised of City Business Manager, Night Time City Manager, Manager Economic Strategy for the City of Sydney and representatives from Jobs for NSW and NSW Department of Industry.
32. The applications recommended for the Place and Industry Program are outlined in **Attachment E** to this report.

33. The 2018/19 Business Support Grants - Place and Industry Program budget is summarised as follows:

Total draft budget for 2018/19	\$355,000
Total amount available for 2018/19 Round 1	\$355,000
Total number of eligible applications this round	10
Total cash requested from applications for 2018/19	\$632,120
Total number of applications recommended for cash support	10
Total amount of funding cash recommended 2018/19 (Multi-year funding recommended 2019/20 - \$30,000)	\$355,000
Amount remaining for subsequent allocation of the program 2018/19	\$0

Key Implications

Strategic Alignment - Sustainable Sydney 2030 Vision

34. Sustainable Sydney 2030 is a vision for the sustainable development of the City to 2030 and beyond. It includes 10 strategic directions to guide the future of the City, as well as 10 targets against which to measure progress. This program of recommended grants is aligned with the following strategic directions and objectives:
- Direction 6 - Vibrant Local Communities and Economies - the recommended grant projects in this report contribute to fostering strong and sustainable local economies.
 - Direction 7 - A Cultural and Creative City - the recommended grant projects in this report contribute to a city where opportunities for individual creative expression and participation in all its forms are visible, valued, and accessible and where business and creative opportunities for local artists, creative workers and cultural organisations are supported.

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, Cultural Strategy and City Business teams will be the contract managers for the recommended grant recipients.

Social / Cultural / Community

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. Increased awareness of unique local precinct offerings and experiences, increased footfall and measurable patronage and spend in local retail precincts, improved access to industry/sector specific information, upskilling and networking opportunities for local businesses, strengthened advocacy by local chambers of commerce and precinct associations on behalf of their members. These outcomes will have a positive impact on local businesses, business and entertainment precincts and the city's economy.

Budget Implications

38. A total of \$362,150 in cash from the proposed 2018/19 draft budget, as follows:
- (a) Business Support Grant – Live Music & Performance– \$114,535 is provided in the draft budget of \$250,000;
 - (b) Business Support Grant - Night Time Diversification– \$112,700 is provided in the draft budget of \$200,000; and
 - (c) Business Support Grant - Place and Industry – \$355,000 is provided in the draft budget of \$355,000.

Relevant Legislation

39. Section 356 of the Local Government Act 1993. Section 356 of the Local Government Act 1993 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) - (d) is satisfied for the purpose of providing grant funding to for-profit organisations because:
- (a) the funding is part of the following programs:
 - (i) Business Support Grant;
 - a. Live Music and Performance
 - b. Night Time Diversification
 - c. Place and Industry
 - (b) the details of these programs have been included in Council's draft operation plan for financial year 2018/19;
 - (c) the program's proposed budgets do not exceed 5 per cent of Council's proposed income from ordinary rates for financial year 2018/19; and
 - (d) these programs apply to a significant group of persons within the local government area.

Critical Dates / Time Frames

41. Projects funded through this round of Business Support Grant will commence after 1 August 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 August.

Public Consultation

42. For all programs open to application in Round One of the annual grants and sponsorship program for 2018/19, two Question and Answer sessions were held in Town Hall House to assist potential applicants with their applications on the following dates:
- (a) Thursday 22 February 2018 from 4pm – 7pm; and
 - (b) Tuesday 27 February 2018 from 4pm – 7pm.
43. Ninety-eight meetings were held across the two Question and Answer sessions where prospective applicants sought advice from City staff about their project proposals and the application process.
44. Sixty-two per cent of these attendees advised they had not applied for a City of Sydney grant previously.

ANN HOBAN

Director City Life

Tonna Johanson, Grants Coordinator