

Relevant Information for Council

FILE: S117847 **DATE:** 13 May 2022

TO: Lord Mayor and Councillors

FROM: Emma Rigney, Director City Life

THROUGH: Monica Barone, Chief Executive Officer

SUBJECT: Information Relevant To Item 7.2 – Grants and Sponsorship – Precinct Activation Grants

Alternative Recommendation

It is resolved that:

- (A) Council approve the cash and value-in-kind recommendations for the Precinct Activation grant program as per Attachment A to the subject report ***subject to the following amendment:***

Organisation Name	Project Name	Project Description	\$ Amount Requested	VIK Requested	\$ Amount Recommended	VIK Recommended	Additional Conditions
Dostine Ventures Pty Ltd.	Secrets on Stanley Street	<i>Stanley Street Darlinghurst will host a festival of food, drinks and music over six weekends.</i>	\$194,800	Nil.	\$100,000	Up to \$100,000	Revised budget with funding to support the Cultural programming only

- (B) Council note the applicants who were not successful in obtaining a cash grant for the Precinct Activation grant program as per Attachment B to the subject report;
- (C) Council note that all grants amounts are exclusive of GST and all value-in-kind offered is subject to availability;
- (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; and

- (E) authority be delegated to the Chief Executive Officer to correct minor errors to the matters set out in this report, noting that the identity of the recipient will not change, and a CEO Update will be provided to Council advising of any changes made in accordance with this resolution.

Background

At the meeting of the Business and Economic Development Committee on 9 May 2022, further information was sought on the following:

Secret's on Stanley Street Project

Dostine Ventures Pty Ltd's Secrets on Stanley Street project description has been revised to reflect that the recommendation is to approve the cultural programming within venues only as it would not be possible to obtain the relevant approvals for a street closure within the proposed project time frames. No changes are proposed to the recommended grant and value-in-kind funding, the project description required amendment due to an administrative error.

Details of the assessment panels/process

The assessment panel for the Precinct Activation grant program comprised of staff from the following business units:

- Creative City;
- City Business and Safety;
- City Business and Safety; and
- Venue Management.

The assessment panel meeting was convened by City Business and Safety.

Details of scoring criteria/reasons for recommendation

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 Team offers unsuccessful applicants to contact City staff for feedback.

Grant applications are assessed against the following four key categories:

- need for the project;
- connection to and collaboration with the Local Government Area;
- capacity to succeed; and
- expected program outcomes.

Assessors are required to give a score out of five against each of these categories with a total score out of 20 points given for each grant application.

Number of businesses engaged/areas engaged

Applicants were only required to submit letters of support from a minimum of five collaborating business and other project collaborators.

Areas engaged will include the following: Broadway, Chinatown/Haymarket, Chippendale, CBD and Harbour, Darlinghurst, Erskineville, Eveleigh, Redfern, Surry Hills and Walsh Bay.

Details of event timelines

Events are scheduled to be held during the next financial year (2022/23).

Indirect economic and cultural benefits

The Precinct Activation grant program aims to encourage visitors back to the city, helping businesses to collaborate and creating opportunities for them to thrive in the long term. The main aim of the grant program is to increase spend in the local area as well as increasing paid opportunities for local cultural and creative sector artists and performers, as outlined below.

Grantees will be required to report on their project outcomes as part of the grant acquittal process. This will include providing evidence of how the activation has contributed to one or more of these program outcomes:

- increase visibility and recognition of Aboriginal and Torres Strait Islander cultures
- strengthen the unique precinct identity and offering of the city centre, local precincts and neighbourhoods
- promote collaboration between local businesses, cultural operators and creatives in a local area
- support businesses by increasing visitors and spending in a local area
- strengthen connections between local businesses and their communities
- increase paid opportunities for local cultural and creative sectors including artists, musicians and performers.

Details of free events/ticketed events

Of the projects recommended for funding a total of six will be offering all free events and eight will be offering a combination of free and ticketed events.

Memo from Emma Rigney, Director City Life

Prepared by: Julie Giuffre, Manager Grants

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