



# **Attachment 1 to Item 051**

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Detailed summary of the applications received and the proposed level of financial assistance to be provided

Date of meeting: 8 March 2022  
Location: By audio-visual link  
Time: 6:30 p.m.



#	Event Name	Event date/s	Status due to COVID-19	Satisfy Eligibility Criteria	Score on the Assessment Criteria Matrix. Maximum score of 70	Requested amount (\$) and money to be spent on	In-kind request	Recommended amount (\$) and inclusions (Ex GST)	How the event aligns with the Community Strategic Plan	Discussion	Recommendation
1	Hawkesbury 120	26/27 March 2022	Proceeding	YES	40	\$ 3,500.00	Marketing and promotion	\$3500 for event distribution TOTAL= \$3500	<u>5.4.1</u> Celebrate and use our rivers for a range of recreation, leisure, tourism and event activities. <u>5.6.1</u> Foster and promote an annual program of events, festivals, sporting and cultural activities that allows our communities to connect and celebrate with one another.	An annual event held at Governor Phillip Park. The event activates the Hawkesbury River, brings tourism and over night stays to the Hawkesbury. The event has opportunity for local businesses to support the event and be involved.	Consider application in Event Sponsorship Round 1 2021/2022.
2	Hawkesbury Canoe Classic	29/30 October 2022	Proceeding	YES	38	\$ 3,500.00	Nil	\$3500 for event distribution TOTAL = \$3500	<u>5.4.1</u> Celebrate and use our rivers for a range of recreation, leisure, tourism and event activities. <u>5.6.1</u> Foster and promote an annual program of events, festivals, sporting and cultural activities that allows our communities to connect and celebrate with one another.	An annual event held at Macquarie park. The event activates the Hawkesbury River, brings tourism and over night stays to the Hawkesbury. The event has opportunity for local businesses to support the event and be involved.	Consider application in Event Sponsorship Round 1 2021/2022.
3	Collectors Plant Fair	9/10 April 2022	Proceeding	YES	45	\$ 5,000.00	Marketing and promotion	\$5000 for traffic management expenses TOTAL = \$5000	<u>2.3.1</u> Encourage and facilitate community partnership. <u>5.7.2</u> Develop Hawkesbury tourism to enhance and strengthen opportunities within our tourism sector.	A annul event held at the Hawkesbury Race Club that supports nursery growers by bringing the buyer and the producer together. The event involves community and business groups	Consider application in Event Sponsorship Round 1 2021/2022.
4	Hawkesbury Home Show	25-27 March 2022	Proceeding	YES	40	\$ 4,500.00	Marketing and promotion	\$4500 for venue hire and event distribution. TOTAL = \$4500	<u>2.3.1</u> Encourage and facilitate community partnerships5.7.1_Working in partnership we will actively market our City and our capabilities to existing and potential businesses, visitors and investors. <u>5.7.2</u> Develop Hawkesbury tourism to enhance and strengthen opportunities within our tourism sector.	A new event held at the Hawkesbury Showground that will encourage local residents to use local building businesses for their renovations and new builds.	Consider application in Event Sponsorship Round 1 2021/2022.
5	Hawkesbury Show	Sep-22	Proceeding	YES	42	\$ 5,000.00	Marketing and promotion	\$5000 for waste management and promotion TOTAL = \$5000	<u>2.3.1</u> Encourage and facilitate community partnerships5.7.1_Working in partnership we will actively market our City and our capabilities to existing and potential businesses, visitors and investors. <u>5.7.2</u> Develop Hawkesbury tourism to enhance and strengthen opportunities within our tourism sector.	A annual agricultural event that is held at the Hawkesbury Showground that involved community groups, schools, business and emergency services.	Consider application in Event Sponsorship Round 1 2021/2022.

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6	Hawkesbury Spotlight	Jun-22	Proceeding	YES	43	\$ 5,000.00	Marketing and promotion	\$5000 for event distribution TOTAL = \$5000	<p><b>2.3.1</b> Encourage and facilitate community partnerships</p> <p><b>5.5.1</b> Revitalise and enhance our two significant town centres of Windsor and Richmond, to create thriving centres each with its own character that attracts residents, visitors and businesses.</p> <p><b>5.5.2</b> Create active partnerships to develop a network of vibrant centres, creating opportunities for business growth and community connection.</p> <p><b>5.5.3</b> Assist our town and village centres to become vibrant local hubs.</p> <p><b>5.6.1</b> Foster and promote an annual program of events, festivals, sporting and cultural activities that allows our communities to connect and celebrate with one another.</p>	A new event to activate Windsor Town Centre that brings together the community and business community.	Consider application in Event Sponsorship Round 1 2021/2022.
7	Music In the Park	Apr-22	Proceeding	YES	40	\$ 4,000.00	Marketing and promotion	\$4000 for venue hire, printing, and event distribution TOTAL = \$4000	<p><b>2.3.1</b> Encourage and facilitate community partnerships</p> <p><b>5.5.1</b> Revitalise and enhance our two significant town centres of Windsor and Richmond, to create thriving centres each with its own character that attracts residents, visitors and businesses.</p> <p><b>5.5.2</b> Create active partnerships to develop a network of vibrant centres, creating opportunities for business growth and community connection.</p> <p><b>5.5.3</b> Assist our town and village centres to become vibrant local hubs.</p> <p><b>5.6.1</b> Foster and promote an annual program of events, festivals, sporting and cultural activities that allows our communities to connect and celebrate with one another.</p>	An annual community event held Memorial Park, Kurrajong. The event has plenty of community groups and local business involvement, local musicians and has from 500- 1000 people attend.	Consider application in Event Sponsorship Round 1 2021/2022.
8	Richmond Good Food Market	ongoing 2022	Proceeding	YES	44	\$ 5,000.00	Marketing and promotion	\$5000 for event distribution and bins. TOTAL = \$5000	<p><b>2.3.1</b> Encourage and facilitate community partnerships</p> <p><b>5.5.1</b> Revitalise and enhance our two significant town centres of Windsor and Richmond, to create thriving centres each with its own character that attracts residents, visitors and businesses.</p> <p><b>5.5.2</b> Create active partnerships to develop a network of vibrant centres, creating opportunities for business growth and community connection.</p> <p><b>5.5.3</b> Assist our town and village centres to become vibrant local hubs.</p> <p><b>5.6.1</b> Foster and promote an annual program of events, festivals, sporting and cultural activities that allows our communities to connect and celebrate with one another.</p>	An all year round food/ artisan markets held within Richmond Town Centre (Richmond Park). The markets provide opportunities for local businesses, assists with bringing tourism into the Hawkesbury, celebrates the original food bowl and Hawkesbury local produce.	Consider application in Event Sponsorship Round 1 2021/2022.

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9	Fantasia Showstoppers Musical Theatre Drama	Weeks 1 and 2 of 2022	Proceeding	NO	23	\$ 4,500.00	nil	NA	5.6.1 Foster and promote an annual program of events, festivals, sporting and cultural activities that allows our communities to connect and celebrate with one another.	The event does not meet the objectives of the Community Strategic Plan. The event does not celebrate our major town centre or river locations. It will not attract tourism and visitors to the Hawkesbury and not have opportunities for local businesses.	Consider application in Event Sponsorship Round 1 2021/2022.
10	HCDC INC Driven Graded Dressage Qualifier Services	4 June and 25 August 2022	Proceeding	NO	32	\$ 1,520.00	nil	NA	5.6.1 Foster and promote an annual program of events, festivals, sporting and cultural activities that allows our communities to connect and celebrate with one another.	The event does not meet the objectives of the Community Strategic Plan. The event does not celebrate our major town centre or river locations. It will not attract tourism and visitors to the Hawkesbury and not have opportunities for local businesses.	Consider application in Event Sponsorship Round 1 2021/2022.

Round 1 Total	\$35,500.00
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BUDGET ROUND UP	
Original Budget	\$65,000.00
Round 1 Allocated Total	\$35,500.00
Round 2 Budget Remaining	\$29,500.00
Round 2 Allocated Total	\$29,500.00