

achon no ledge

SHIRE OF YORK	
FILE: <i>FI.DON</i>	
OFFICER	INITIALS
<i>RAY</i>	<i>RD</i>
<i>J. Richard</i>	
21 NOV 2011	
1123119	
REFERRED TO COUNCIL	
DATE	INITIALS
<i>19/10/11</i>	

ITEM 9.5.1
APPENDIX A



Avon Events & Marketing
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Shire of York
PO Box 22
York WA 6302

21st November 2011

RE- York Antique & Collectors Fair and York Gourmet Food & Wine Festival

Dear Shire of York Councilors,

The York Antique & Collectors Fair and the York Gourmet Food & Wine Festival are fast becoming two of WA's most prestigious rural events and offer a significant contribution to York's economy. As you are aware a presentation was given to Council in July 2011 which demonstrated each event has an economic impact of over \$900,000 to the York Community. These figures were based on data collection and survey driven results which were also presented to Council.

In 2012 we plan to extend the events to include markets in Peace Park, thus value adding and diversifying the visitor experience. It is important that the events continue to grow but also continue to deliver value for money. It is also important that these events are run in professional manner and showcase what York can offer. By achieving this we feel a sense of community pride will also be instilled.

It is noteworthy however that these events must now begin to prosper. We have outlaid a great deal of capital to ensure these events continue in York, but must now attempt to make them profitable if we are to continue to deliver them.

It has come to my attention that a new fee of \$550 per day + GST is now applicable to Peace Park, a new fee of \$125 + GST is now applicable to the event application and fees of \$35 per day + GST are also applicable to electricity in the park.

With these new fees and the existing fees we are looking at a total of **\$10,228.90** in Shire fees before the events even begin. As I am sure you can all appreciate there are a great many costs associated with running an event and as a result we are not in a position to pay these sorts of costs.

We are sincerely appreciative of the \$1000.00 per event already offered from the Shire of York however this \$1000.00 was offered prior to the new fees being introduced and has been nullified. Therefore we now ask that consideration be given to a further reduction in fees.

I would like to request that the \$550 per day for the Town Hall and \$550 per day for Peace Park be reduced to \$550 for each event. Of course Shire of York in return would be offered major sponsorship rights.

A summary of all Shire related fees is attached for your perusal. Thank you for considering this application. Please don't hesitate to contact me should you have any queries.

Kind regards,
Tanya Richardson

Managing Director, Avon Events & Marketing

5th York Gourmet Food & Wine Festival

Town Hall Fees	Set Up	\$72.60
	Daily Hire Fee \$550 x 2	\$1,100.00
	Stallholder Applications	\$1,155.00
	Events Application Fee	\$137.50
Sub Total		\$2,465.10

Peace Park Fees	Set Up	\$72.60
	Daily Hire Fee \$550 x 2	\$1,100.00
	Stallholder Applications	\$957.00
	Power \$35 per day x 3	\$115.50
Sub Total		\$2,245.10

Total GFW

\$4,710.20

27th York Antique & Collectors Fair

Town Hall Fees	Set Up	\$72.60
	Daily Hire Fee \$550 x 3	\$1,650.00
	Stallholder Applications	\$825.00
	Events Application Fee	\$137.50
Sub Total		\$2,685.10

Peace Park Fees	Set Up	\$72.60
	Daily Hire Fee \$550 x 3	\$1,650.00
	Stallholder Applications	\$957.00
	Power \$35 per day x 4	\$154.00
Sub Total		\$2,833.60

Total ACF

\$5,518.70

GRAND TOTAL \$10,228.90