

Nola Bliss
York Tourism Committee
C/O- Faversham House York
29th Oct 2014

Shire of York
Acting CEO
Joaquina St, York
WA 6302

Request for use of 2014-2015 Tourism and Area Promotion Budget

To Whom it May Concern

At our fortnightly group meeting recently, the York Tourism Committee (Avon Tourism sub branch) proposed that we get involved in organising the return of the York Jazz Festival. This iconic event is synonymous to York and is an excellent opportunity for the social and economic development of York.

The proposed date would be the WA Day Long Weekend June 4th-June 6th **2016**. It is expected visitors would stay at least one night generating a flow on effect for both tourism and non tourism businesses.

The Committee is requesting \$30,000 of seed funding from the Shire of York tourism budget to engage a consultant to apply for other sources of funding initially. This funding would stretch across to an event manager who would engage in community consultation, artist's liaison, venue, staging, catering etc.

It is intended this *community* event would be predominately free to enter. We envisage staging the event as it was, involving various local groups and some volunteers. The event would be reliant on further funding from one or all of the following:

- Healthway
- Country Arts
- Eventscorp
- Lotterywest
- Various other minor funding bodies

In addition to the \$30,000 SOY-Funding Consultant and Event Manager we will require an estimated \$115,000 for the following:

\$25,000 marketing
\$15,000 hire venue, staging etc
\$15,000 flights, accommodation, meals etc
\$55,000 artists
\$5,000 administration, insurances, licenses etc

We would anticipate successful funding applications to make up the majority of these costs.

Please don't hesitate to contact me should you have any queries.

Yours sincerely

Nola Bliss
Chair – York Tourism Group.