

22/11/2014

Cr Matthew Reid
Shire President
Shire of York
Joaquina St, York,
WA 6302

Dear Matthew,

Re: Jazz Festival Seed Funding Application

With regard to our request for \$30,000 seed funding , there is broad based support both from within Avon Tourism York and the community in reinvigorating the iconic York Jazz Festival. A business plan has been developed to ensure the return of this event from Nov 6th-Nov 8th 2015, with a five - year plan underpinning the 2015 event.

This event is one that Avon Tourism York believes can again be York's major event each calendar year. Research recently conducted by the Sustainable Tourism Co-operative Research Centre (STCRC) suggests major events are a high priority in small communities. It is our intention to have York buzzing with atmosphere leading up to and during the event weekend thereby placing this event firmly on the Western Australian regional events calendar as a major tourism activity.

It is envisaged the event will have an eclectic mix of school bands and professional artists. These artists will be sourced based on a variety of genres including but not limited to:

- ✓ Jazz Funk ✓ Swing
- ✓ Folk ✓ Chamber
- ✓ Big band ✓ Trad
- ✓ Acid Jazz ✓ Dixieland

Under the advice of JAZZWA we plan to run off the back of the Wangaratta Jazz festival scheduled for late October, ensuring cost effective access to an international headline artist or two.

School bands are an important asset to the event and are likely to be attracted via a competition. Likewise a competition might be developed for Wheatbelt bands. Workshops for emerging youth artists are being considered and other complimentary activities such as Burlesque, Jazz art and literary exhibition, jazz memorabilia auction and more.

Community and stakeholder engagement is an important part of our planning process as is professionalism and success.

In my role as Avon Tourism York Chairperson I met with Michael Keeble on 27 October 2014 to initiate discussion regarding this proposal and to discuss the scope of funding required and how the Shire of York can support our applications for external funding.

Following the meeting a letter dated 29 October 2014 was sent to the Shire of York to confirm points of discussion.

As no response had been received by 15 November 2014, Avon Tourism York sought an urgent meeting with yourself and Councillor Smythe to progress this initiative and to discuss a \$30,000 seed funding contribution from the Shire of York. This seed funding will be the enabler for Avon Tourism York to engage the professional support required to bring this project to fruition.

We have taken on board yours and Cr Smythe's suggestions and have put considerable effort into developing a well-structured business plan with clearly defined actions with targets and measures.

Avon Tourism York are an active group with the committee meeting formally every two weeks and members hosting a sundowner open to all members every month to provide networking opportunities and build communication between operators.

We believe that we are ready to manage an event of this magnitude and look forward to Council's support.

Kind regards

A handwritten signature in black ink, appearing to read 'Nola Bliss', with a small flourish at the end.

Nola Bliss
Chairperson
Avon Tourism York