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**2017/2018 SPONSORSHIP APPLICATIONS – OUT-OF-ROUND – OVER \$15,000**

<b>Objective Reference:</b>	<b>A2829532</b> <b>Reports and Attachments (Archives)</b>
<b>Attachments:</b>	<a href="#"><u>Attachment - Detailed request of Redland City Council in-kind support as requested by Redland Spring Festival Organisers</u></a>
<b>Authorising Officer:</b>	<b>Louise Rusan</b> <b>General Manager Community &amp; Customer Services</b>
<b>Responsible Officer:</b>	<b>Kim Kerwin</b> <b>Group Manager Economic Sustainability and Major Projects</b>
<b>Report Author:</b>	<b>Deborah Murray</b> <b>Administration Officer</b>

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**PURPOSE**

The purpose of this report is to seek endorsement of the recommendation by Council's Sponsorship Assessment Committee to fund an out-of-round sponsorship application for \$30,000 received for the Redland Spring Festival (RedFest) in the 2017/18 Sponsorship Program.

**BACKGROUND**

RedFest is an annual music and cultural festival run by a committee of volunteers. The festival, to be held from 7-9 September 2018 at Norm Price Park, Redlands Showgrounds has been run in its current format and at that venue since 2002. This year, the festival is expected to attract an estimated attendance of 17,000 community members and visitors.

Council's Grants and Sponsorship Program supports a strong and involved community increasing community capacity, economic opportunities and building greater awareness of Council's role in the community in an equitable and accountable way.

Corporate Sponsorship Guideline (Outgoing) (GL-3084-001) specifies that recommendations of the Sponsorship Assessment Committee for applications for cash sponsorship of more than \$15,000 must be referred to Council for approval.

Sponsorship is a business transaction in which Council provides a financial contribution or value in-kind to support an event, project, service or activity, in return for negotiated commercial or other benefit. Sponsorship involves an exchange that has a measurable value to each party in commercial, communication or philanthropic terms.

## Sponsorship Criteria

Applications for outgoing sponsorship are assessed against the criteria of:

- economic benefits to Redland City;
- supports outcomes of Council as outlined in Council's Corporate Plan 2015-2020;
- value for money;
- track record of applicants;
- level of support from other organisations; and
- benefits to the local community.

## ISSUES

Council has received an out-of-round funding application for RedFest for \$30,000.

In addition to cash sponsorship, the application also requests significant in-kind support from Council estimated at up to \$42,000, plus employee costs.

The application was evaluated by the Sponsorship Program Assessment Team and assessed by the Sponsorship Assessment Committee, which has recommended approval of the financial contribution requested.

Requests for in-kind support are assessed and approved by the relevant business area within their respective operational budget.

If successful, the applicant will sign a sponsorship agreement including the requirement to obtain all required permits.

Event / project	Applicant Request	Recommendation of Sponsorship Assessment Committee
<b>S18-R1-028</b> Redland Spring Festival (RedFest)	\$30,000	\$30,000
<b>TOTAL</b>	<b>\$30,000</b>	<b>\$30,000</b>

## STRATEGIC IMPLICATIONS

### Legislative Requirements

There are no legislative implications as a result of funding or not funding this application.

### Risk Management

The event is a Tier 1 Signature /destination event under Council's Redland City Events Strategy and Action Plan 2017-2022. Tier 1 events have the objective of attracting more than 5000 attendees, promoting a distinctly Redlands image and attracting local, regional, national and international media promotion. There may be a reputational risk to Council associated with a decision to not fund all or part of this application.

Operational risks are addressed through assessment of the event management plan application and ensuring all necessary permits are issued prior to the event.

## Financial

There is sufficient budget in the Sponsorship Program to fund the application to the value of \$30,000. Subscription to the Sponsorship Program is competitive and \$116,500 was allocated for Round 1 sponsorship applications.

Underspent funds from Round 1 of the Community Grants Program in the amount of \$81,128.63 were transferred to the Sponsorship Program to better accommodate demand.

Endorsement from Council will reduce available funds for the second round of Sponsorship funding, which opened on 23 February 2018. Sponsorship Program funding available for Round 2 is currently \$92,628.63 after taking into account year-to-date expenditure.

In addition to the requested financial support, Council estimates the requested in-kind support for the event will be up to \$42,000 plus employee costs. The in-kind components have been assessed and are supported by the respective business areas which decide the requests under delegation.

Applicant	In-kind components	Estimate of in-kind value
S18-R1-028 – Redland Spring Festival (RedFest)	Roads & Drainage: Parking control and removal of bollards	\$ 10,000
	Health & Environment: Full Fee waiver	\$ 1803
	City Sports & Venues: Full fee waiver for venue hire and electricity costs (including electrician for setup)	\$ 30,000
	Employee costs	<i>Not included</i>
	Total	\$ 41,803

## People

The applicant has applied for in-kind support which will include Council officer time for traffic management/control, transport of equipment such as bins, and signage. Assessment of requests for in-kind support is conducted by the relevant business area with approval issued by that area within Council's operational budget.

## Environmental

There is no environmental impact from funding this event. Potential environmental impacts are addressed through the event management plan.

## Social

The event is a Tier 1 Signature event which can provide significant benefits to the local community as well as visitors, stimulating tourism and economic growth by showcasing the Redlands, and contributing to the health and wellbeing of the community. The application estimates 17,000 people will attend this year's event.

## Alignment with Council's Policy and Plans

### Corporate Plan

#### **6. Supportive and vibrant economy**

Businesses will thrive and jobs will grow from opportunities generated by low impact industries, cultural and outdoor lifestyle activities, ecotourism and quality educational experiences.

6.2 Redland City delivers events, activities and performances that bring economic and social benefits to the community.

#### **7. Strong and connected communities**

Our health, wellbeing and strong community spirit will be supported by a full range of services, programs, organisations and facilities, and our values of caring and respect will extend to people of all ages, cultures, abilities and needs.

7.1 Festivals, events and activities bring together and support greater connectivity between cross-sections of the community.

7.2 Council maximises community benefit from the use of its parklands and facilities by improving access to and the quality and shared use of, public spaces and facilities by groups for sporting, recreational and community activities.

## CONSULTATION

Consultation was undertaken with the following Council business areas:

- Communication, Engagement and Tourism Group
- City Infrastructure Group
- City Sport and Venues Unit
- Health and Environment Unit.

## OPTIONS

### Option One

That Council resolves to accept the Sponsorship Assessment Committee's recommendation to approve cash sponsorship of \$30,000 for application S18-R1-028 – Redland Spring Festival (RedFest).

### Option Two

That Council resolves not to accept the Sponsorship Assessment Committee's recommendation and not approve cash sponsorship of \$30,000 for application S18-R1-028 – Redland Spring Festival (RedFest), or approve cash sponsorship of a lesser amount.

## OFFICER'S RECOMMENDATION

That Council resolves as follows:

1. To accept the Sponsorship Assessment Committee's recommendation to approve cash sponsorship of \$30,000 for application S18-R1-028 – Redland Spring Festival (RedFest); and
2. That this report and attachment remain confidential until applicant has been advised of outcome.

## **ATTACHMENT FOR: 2017-2018 SPONSORSHIP OUT OF ROUND APPLICATIONS – OVER \$15,000**

### **Detailed request of Redland City Council In-kind support as requested by Redland Spring Festival Organisers**

- Removal of existing bollards/car park wheel stops and replacement after event
- Parking control including staff
- Event permit fee
- Venue hire
- Electricity waiver
- Site maintenance
- Provision of Council workplace health and safety officer and vehicle
- Provision of Council electrician for installation of portable boxes and any requirements throughout the set up and duration of the festival
- Traffic management including traffic controllers, vehicles, signage, traffic guidance scheme and permits
- Set up of tiger mesh, signage and star pickets as required
- Provision of Council fire utility and staff
- Installation of temporary tap point facilities
- Set up of bus drop off/pick up area