



2 October 2018

Attention: Mr Garry Bird, Manager Corporate & Community Services

Cottesloe Film Festival (CFF)

This letter is in support of, and in addition to, the Event Application supplied. We note that the event has been approved in the Council Resolution of 21 November 2017. This application is to confirm details for the 2019 Festival and to request a waiver of the Council Fees for the event.

Background

As the Council would be aware, we have successfully run the Festival in 2017 and 2018, achieving significant community engagement. In 2018, 35% of attendees were from the Town of Cottesloe, ranging in age from infants to 80+ years. It was a great arts event for the whole family.

From the outset, we've been very keen to involve local businesses. This year, we were delighted to welcome John St Café to the CFF family, who will be returning to in 2019 with their coffee and dessert stall. We are currently in talks with other local businesses to continue to grow local participation in the event.

Whilst CFF is not an official not-for-profit organisation (the set-up and ongoing accounting is too onerous given the current size of our event), I consciously run this as a community event. Being a long-time local resident, I have always wanted to bring more culture and arts to Cottesloe, particularly to utilise the Civic Centre.

As you may know, we rely heavily on volunteers to make the event sustainable. In 2018, each organiser received a small fee (\$3000) to cover many months of work; we also paid our bar manager. Everyone else, including ticketing, event and bar, was volunteers. It was wonderful to have many locals coming down to help out over the various nights.

We were pleased to be able to make a significant donation (\$2 from every adult ticket sold) to Cottesloe Coastcare Association once again. In addition to financial support, the Festival gives them a platform to promote their organisation via screen advertising, signage and branded volunteers at each event. We look forward to continuing this partnership in 2019.

Council Support 2019

In recognition of the community aspect of this event as outlined above, we are seeking a replication of the fee waivers that were granted for the 2018 Festival. Conservatively, current fees payable to the Town are approximately \$1000 per evening, which essentially means the event would not be viable. With the support of the Town, we will be able to make the event sustainable whilst still supporting a local community organisation.

The fees in particular we seek to have offset by the Town of Cottesloe are:

- Location hire and set up fee
- Noise monitoring fee
- Fee for three food vans on site
- Fee for section 59 liquor licensing (if required)
- Fee for rubbish bin hire/disposal

In return for this financial support, we would tailor a sponsorship package specific to Town of Cottesloe's requirements, including but not limited to:

- Unlimited signage at screenings
- Prominent logo placement on all promotional materials
- Cinema advertisement at all screenings (static ad valued at \$1200) where you can promote upcoming events or Town activities
- Printed advertisement in any flyer, program and/or brochure produced
- Donation of 20 tickets to each screening to local charities or community organisations of your choice (valued at \$2640)

We also request permission to put up a sign on the corner of Broome and Napier Street from November 2018 until three weeks after the conclusion of the Festival, to ensure maximum opportunity for local people to learn about the event. This sign would feature the Town of Cottesloe logo.

Conclusion

Financial viability is always a risk for new events, particularly when delivering to a high quality is a priority. Our aim is to keep ticket, food and beverage prices at a reasonable level to ensure maximum community participation. As an integral stakeholder in this program, we would like to be able to acknowledge the Town of Cottesloe as a major supporter of this community event.

We trust the Town of Cottesloe Council will look favourably on our proposal and request for assistance, enabling us to continued this exciting, vibrant event in the heart of our town.

I can be contacted at any time for further input or clarification.

Thank you and regards,



Miranda Edmonds
Cottesloe Film Festival
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