

Council Priority Funds – Application

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PRIORITY FUND INFORMATION – Completed by ApplicantOrganization name Sunshine GenerationAddress 49 Ridgerock Point
Street and number

Subdivision if rural

City or town Sherwood Park Province AB Postal code T8A6G5Contact person Jenni MosierTelephone 780-242-7788Email address (optional) Sunshinegeneration@hotmail.comProject type ☒ Event ☐ Project ☐ ExpenseAmount requested \$ 500.00

Brief description of request

We are hoping this funding will cover the cost of the Agora rental for our event. Local Love will support local businesses in the Strathcona County area. Thank you for your consideration.

Jenni Mosier
Print name
SignatureNov 25, 2015
Date**Collection and use of personal information**

Personal information is being collected under the authority of the *Municipal Government Act* (MGA) and the *Freedom of Information and Protection of Privacy Act* (FOIP) and is managed in accordance with the provisions of FOIP. This information will be used for the purpose of assessing your eligibility for Priority Funds. It may also be used by the Office of the Elected Officials for statistical, research or training purposes, in order to improve the Priority Fund process. If you have any questions about the collection and use of your personal information, contact the Access and Privacy Advisor, Strathcona County at 780-464-8211.

Please remember to attach a proposed budget and request letter to this request.

Number of attached pages ____

November 24, 2015

Re: Letter of Request – Council Priority Funds

Growing up in Sherwood Park I thought local love was meeting friends at the "old" 7-11, riding bikes to Zellers, babysitting for neighbors and part-time jobs at family run businesses. I knew I was fortunate to live in a healthy, safe and caring community. I know now it is much more.

It is hours dedicated behind the scenes. Making dreams become reality.
It is building relationships. Creating unique products.
It is investing in community. Supporting businesses run by neighbors.
It begins with an idea, a passion, a leap of faith.

Supporting local business is possible and easier than you think.

I have felt the love, from friends, neighbors, clients and strangers.
This is how I give back. This is Local Love.

Local Love will be held at the Agora in the Sherwood Park community centre on March 5th, 2016, from 10:00 am – 4:00 pm. This is an event that will showcase a variety of diverse local businesses in and around the community of Strathcona County including family and parenting related items, homemade goods, fashion and home products and specialized services families are always on the lookout for. The goal is to connect Strathcona County families with community connections, create partnerships and reduce our environmental footprint by encouraging residents to buy and support local in our vibrant, creative community.

The event will include an entertainment stage showcasing local programs and local musicians. It will feature vendors consisting of a variety of local businesses from the community, local artists, services provided to community members, that benefit families and community members, and a number of activities that attendees can participate in at no cost, including but not limited to, family yoga, an interactive story time with the Strathcona Public Library, a Photo Booth, face painting and tattoos.

Vendor booths will be given at no charge to companies such as Alberta Health Services, Strathcona Public Library, and Mommy Connections. A number of Local businesses are already involved in a variety of ways. Sculpt Barre will be starting a surprise (don't tell anyone) Flash mob, Spin Unity will hold an advance fundraiser to raise additional funds to support the event, and YEGTweeup is donating services to help spread the word in the community. As we continue to build these cooperative partnerships, public involvement will increase.

Local Love will be held at the Agora and the expected attendance of this event is upwards of 2500 participants. All attendees, local businesses and community resources will benefit from the enjoyment of the event and the connections they will make throughout the day. We will be collecting donations at the door for the Strathcona County Food Bank. The event is open to all community members at no cost. This building is accessible to all community members and includes free, underground parking.

Local Love will be put on by myself and a committee of volunteers. I am the director of Sunshine Generation. This program has been in the community of Strathcona County for 22 years. The goal of the program is to teach the fundamentals of song and dance while building confidence through performing around the community. Sunshine Generation thrives as a local business for two reasons. First, because of the nature of the program's philosophy of allowing children to enjoy a fun program with no pressure or competition and building their confidence by sharing their talents with family, friends, neighbors and the community. Second, because the County of Strathcona has been supportive of our program over the years, allowing us to rent their facilities at a nominal fee, inviting us to perform and participate in County events and keeping us involved in the happenings of the community.

I am leading the Local Love committee and Sunshine Generation will be the main sponsor, providing initial funding of \$1000 to get the event up and running. This money will go specifically towards promoting the event through local media including, but not limited to, the Sherwood Park Newspaper, a radio station, local online sites and social media promotions as well as posters and other materials to be posted and distributed prior to the event. Our hope is that this is an annual event that will continue to grow over the years. We are confident in the success of this event. With your support, the opportunity to receive additional funds will enable the event to grow immensely. All sponsorship monies and grant dollars will be put back into the event to ensure the success and give back to the community.

The success of this event will rely on a number of volunteers that are dedicated to the success of this event because of their love for the community and support of local businesses. The organizing committee consists of 10 people and we will be recruiting upwards of 25 volunteers to ensure everything unfolds smoothly. These volunteers will include a number of parents from the Sunshine Generation program, local community members, as well as youth involved in the Boys and Girls club in Sherwood Park. The number of volunteer hours is unknown at this time but will be upwards of 500 hours between preparation leading up to the event.

If successfully approved to receive funds from the Strathcona County Council Priority Funds, these dollars will be used specifically toward the location rental of the Agora for the day of the event. With this support, we will be able to get up and running and put all additional funds back into the local event which will support the local businesses involved and, in turn, the community.

We are very excited about this event and appreciate the support we have already found in the community. Thank you in advance for considering providing funds to increase the success of this event. For further information, please email sunshinegeneration@hotmail.com

Sincerely,

Jenni Mosier M.Ed., B.Ed.
Director, Sunshine Generation Canada
Sunshinegeneration.ca
Local-Love.ca

Proposed Budget – Local Love – March 5th, 2016**Revenue**

| | |
|---|------------|
| Sunshine Generation initial start up sponsorship | \$1000 |
| Vendor Tables 30 (projected number) @ \$100/table | \$3000 |
| Sponsorship 5 (projected number) @ \$250 | \$1250 |
| Total Revenue | \$5250 |

Expenses

| | |
|---|----------------|
| Agora Rental | \$520 |
| Table Skirting | \$1350 |
| Graphic design and printed materials | \$500 |
| Sound technician \$50/hour at 7 hours | \$350 |
| Photobooth | \$787.50 |
| Advertising | \$1500 |
| Website/domain set up | \$100 |
| Volunteer support/recognition (food and gift) | \$1000 |
| Total projected expenses | \$ 6107.50 |