

## Council Priority Funds – Application

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**PRIORITY FUND INFORMATION – Completed by Applicant**

Organization Name Writers Foundation of Strathcona County (WFSC)

Address P. O. Box 57083 RPO Eastgate  
Street and number Subdivision if rural

City or town Sherwood Park Province AB Postal code T8A 5L7

Contact person Linda J. Pedley - Director / Treasurer

Telephone 1-800-311-7091

Email address (optional) wfscsherwoodpark@hotmail.com

Project Type ☒ Event ☐ Project ☐ Expense

Amount Requested \$ 2,500.<sup>00</sup>

Brief description of request

Since its inception in 2008, the fall literary event - Words in the Park ~ Book Fair & Sale - has been a part of the Writers Foundation of Strathcona County's annual programming. In 2015, the WFSC became the sole host of the event making it our fall signature literary event. The WFSC continues the book festival's 12th year again in conjunction with Alberta Culture Days on Saturday, September 28th, 2019 in the Community Centre Agora. The WFSC is proud to offer Words in the Park as part of the cultural celebrations by featuring the literary arts, while supporting and promoting all arts & culture. This is a free family-fun event with many displays, approximately 30 authors, interactive tables and activities especially for kids, author readings and book signings, refreshments, etc. We request funds to supplement our budget for advertising and promotion in order to create a greater awareness of not only the event itself, but the diversity of creative culture within our community.

Linda J. Pedley

Print name

Linda Pedley  
Signature

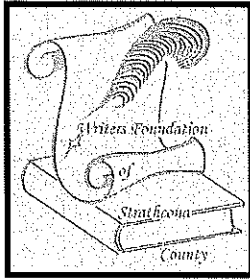
July 9/2019  
Date

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

Number of attached pages 3

**Collection and use of personal information**

Personal information is collected under the authority of section 33(c) of the *Freedom of Information and Protection of Privacy Act* and will be used to manage and administer Council Priority Funds. Please be aware that information provided may be made public. If you have questions regarding the collection, use or disclosure of this information, contact Vicky Cushman at 780-464-8098.



**Writers Foundation of Strathcona County**  
**P.O. Box 57083 RPO Eastgate**  
**Sherwood Park AB T8A 5L7**

*"Supporting writers... any age, any stage of their writing career"*

July 31, 2019

Office of the Elected Officials  
Strathcona County  
2001 Sherwood Drive  
Sherwood Park AB  
T8A 3W7

**Attention: Strathcona County Elected Officials**

Dear Council:

**RE: Council Priority Funds Request / Application**

The Writers Foundation of Strathcona County (WFSC) was established as a society in Alberta in March of 2005 and, over the past 14 years, has promoted the literary arts and literacy in our community. Through its board and membership, the group participates in local events and offers programs throughout the year to support arts & culture, senior inclusion, young writers, local authors, book publishing, and creative sharing.

Our fall signature event, **Words in the Park – Book and Author Fair**, was established in 2008, now in its 12<sup>th</sup> year. Since 2015, the WFSC became sole host of the event holding the celebration in conjunction with Alberta Culture Days the last weekend of September. This year the full day event will be on Saturday, September 28<sup>th</sup> from 10:00 am until 4:00 pm in the Community Center Agora. The venue is booked, and planning is well underway for another creative and amazing day of free cultural fun for the whole family.

We are applying to the Strathcona County Council for priority funding to assist with costs for promoting / advertising the event to the public as this is costly for non-profits. We also commit to providing honorariums to showcase local talent – authors, artists, storytellers, and musicians, who provide interactive displays, share hands-on activities, and offer entertainment for the whole family.

We look forward to your positive response and appreciate your consideration for this worthwhile event. On behalf of the Words in the Park Planning Committee and the WFSC, thank you!

Sincerely,

Linda J. Pedley  
WFSC Co-Founder / Director / Treasurer

Enclosures: Application and Event Budget

# Accounting Calculation Sheet

## Event Budget

|                               |   |   |                               |              |  |
|-------------------------------|---|---|-------------------------------|--------------|--|
| Name of Group or Organization | Writers Foundation of Strathcona County (WFSC)  |   |                               |              |  |
| Contact Person:               | Linda J. Pedley – WFSC Treasurer  |   |                               |              |  |
| Phone Number:                 | Linda cell – 780-445-0991 or 1-800-311-7091   |   |                               |              |  |
| Email:                        | <a href="mailto:wfscsherwoopark@hotmail.com">wfscsherwoopark@hotmail.com</a>  |   |                               |              |  |
| Budget / Expense Estimation:  | Words in the Park – Book and Author Fair / Culture Days Celebration<br>Saturday, September 28 <sup>th</sup> from 10:00 am – 4:00 pm<br>Community Center Agora |   |                               |              |  |
| <b>EXPENDITURES</b>           |   |   |                               |              |  |
| Date                          | Payee   | Expenditure   | Cheque #                      | Total        |  |
|                               | Vista Print   | Pre-event promotion items   | Actual                        | \$47.77      |  |
|                               | Promotional   | Posters   | Estimated                     | 40.00        |  |
|                               | Chamber   | Chamber Digital Sign – 2 wks  | Estimated                     | \$31.50      |  |
|                               | Park Portable   | Road Sign – Advertising 2 wks   | Estimated                     | \$78.75      |  |
|                               | Sherwood Park News  | Newspaper Advertising   | Estimated                     | \$908.25     |  |
|                               | Facebook  | Social Media Ads  | Estimated                     | \$84.00      |  |
|                               | Kijiji  | Event Advertising   | Estimated                     | \$10.34      |  |
|                               | Agora   | Facility Rental – booked  | Actual                        | \$703.50     |  |
|                               | Kelsey Hoople   | Emcee hosting – event   | Board Approved                | \$150.00     |  |
|                               | Artist Honorarium   | Interactive – Dizzy the Clown   | Board Approved                | \$150.00     |  |
|                               | Artist Honorarium   | Interactive – Katherine -artist   | Board Approved                | \$100.00     |  |
|                               | Artist Honorarium   | Interactive – Deb -potter   | Board Approved                | \$100.00     |  |
|                               | Artist Honorarium   | Music – Lunchtime show  | Board Approved                | \$100.00     |  |
|                               | Artist Honorarium   | Real People-Real Stories - host   | Board Approved                | \$50.00      |  |
|                               | Artist Honorarium   | Real People-Real Stories x 3  | Board Approved                | \$150.00     |  |
|                               | Expenses  | Admin, paperwork copies, printing, promotional, supplies                                  | Estimate based on 2018 Actual | \$150.00     |  |
|                               |   | Prizes, water, poster copies,   | Estimate based on 2018 Actual | \$100.00     |  |
|                               |   | Design & set-up ads/posters   | Estimate based on 2018 Actual | \$450.00     |  |
|                               |   |   | Sub-total                     | \$3,404.11   |  |
|                               | Income  | Authors/ Writers registered to participate – estimated 30 authors x \$25 table/space fee  |                               | (\$750.00)   |  |
|                               |   | Artisans / other registered to participate – estimated 10 displays x \$25 table/space fee |                               | (\$250.00)   |  |
|                               |   |   |                               |              |  |
|                               |   | Expenses less estimated income from registrations   |                               | \$2,404.11   |  |
|                               |   |   |                               |              |  |
|                               |   |   |                               |              |  |
|                               |   | Application for Priority Funding from Strathcona County Council                           |                               | (\$2,500.00) |  |