

## Council Priority Funds – Application

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## PRIORITY FUND INFORMATION – Completed by Applicant

Organization Name Keep it Local c/o Sunshine Generation  
 Address #49 Ridgerock Pt Street and number Subdivision if rural  
 City or town Sherwood Park Province AB Postal code T8A6G5  
 Contact person Jenni Master  
 Telephone 780-242-7788  
 Email address (optional) thekeepitlocalproject@gmail.com

Project Type ☒ Event ☐ Project ☐ Expense

Amount Requested \$ 6000.00

Brief description of request

We still LOVE Local. This is how we encourage and support local in the community of Strathcona County. Hope you can help us out!

Jenni Master [Signature] Jan 17/19  
 Print name Signature Date

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

Number of attached pages 13

## 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.

EO 3513-C 2018-08-30

The Keep it Local Project has evolved from community need! The positive response over the past four years has been overwhelming. However, due to the circumstances that surrounded our Christmas Market, requiring us to relocate with eight days notice, there has been much hesitation as to if and how we proceed with the next. The process of relocating proved to be more difficult than expected and was disheartening to say the very least. However, with fresh ideas and continued support from locals, it is apparent that this is more important now, than ever before.

Through this we learned: Actions speak louder than words. It became very clear that this community supports local. This support is strongest at the ground level. Even in the midst of crisis, [thekeepitlocalproject@gmail.com](mailto:thekeepitlocalproject@gmail.com) email address was infiltrated with words of support and gratitude. Although the team felt completely defeated, we worked around the clock to ensure we were able to ACT and keep to our word to the local community.

What we learned through this process is that nothing has changed.

We STILL have continued support from return vendors and sponsors, including Float Wellness, Spinunity, Modo Yoga, Famoso, Sunshine Generation, and Pinnacle Brand Promotions.

We STILL runs a wicked stage that showcases local talent, thanks to the support of our stage sponsor, Crescendo Music .

We STILL carry the goal to link 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.

We STILL donate booths to organizations such as Alberta Health Services, Over the Rainbow, Parents Empowering Parents, Greater Edmonton Animal Rescue Society, BundleUpYEG, and the Strathcona County Food Bank.

We STILL love local.

The next Keep it Local Market will be held at the Agora in the Sherwood Park Community Centre on March 16, 2019 from 10:00 am – 4:00 pm and attendance is expected to exceed 2500 participants. A diverse group of local artisans, agencies and groups are eager to showcase their talent, ideas and connections. We will not let them down.

All attendees, local businesses and community resources and agencies 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 and this building is accessible to all.

Keep it Local will be organized by myself and a committee of lovely locals. I am the director of Sunshine Generation. This program has been in the community of Strathcona County for 25 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.

Now more than ever, we are confident in the success of this event. We will continue to 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 about 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 paid and volunteer hours is unknown at this time but will be upwards of 500 hours of 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, local advertising, and volunteer appreciation. With this support, we will be able to get back up and running after taking a personal financial loss on the previous market due to the circumstances. All additional funds are invested back into the local event which will support the local businesses involved and, in turn, the community.

The budget numbers are rounded but based on prior events. You can see the difference is currently about \$6000. If you've been following this project, you'll notice we have clearly demonstrated that we will make it work with next to nothing. However, this financial support will ensure that we do not have to stress, cut corners and give us the ability to properly thank our volunteers for their continued support.

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.

Thank you in advance for considering providing funds to increase the success of our event. For further information, email [thekeepitlocalproject@gmail.com](mailto:thekeepitlocalproject@gmail.com) or visit [thekeepitlocalproject.ca](http://thekeepitlocalproject.ca)

Sincerely,  
Jenni Mosier M.Ed.  
Director, Sunshine Generation Canada

## Proposed Budget – The Keep it Local – March 16<sup>th</sup>, 2019

### **Revenue**

Vendor Tables 60 (projected number) @ \$75/table	\$4500
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Sponsorships include donation of local giveaways to create interest for advertising the market

### **Expenses**

Agora Rental	\$1000
Table Skirting/Rentals	\$1000
Graphic design and printed materials	\$800
Photobooth	\$800
Advertising	\$1500
Website/domain set up	\$200
Insurance	\$350
Volunteer food	\$500
Volunteer recognition	\$500
Paid hours     \$15/hour x 250 hours (between 5 - 10 people)	\$3750
Set up/take down/supply and sponsorship pick up/prep	
 Total projected expenses	 \$ 10500