

Council Priority Funds – Application

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PRIORITY FUND INFORMATION – Completed by ApplicantOrganization Name Sherwood Park Highland GatheringAddress PO Box 3144
Street and numberCity or town Sherwood ParkProvince AlbertaPostal code T8H 2T1Contact person Roxanne CarrTelephone 780.340.1604Email address (optional)
rpcarr@shaw.caProject Type EVENT

Amount Requested \$ 15,000

Brief description of request

We are a non profit volunteer organization that is organizing it's second annual local event . The core attraction is a sanctioned competition event for: Pipe and Drum Bands; Scottish Dancing; and Heavy games. This family focused free admission event features: a kid zone, food trucks, local artisans, craft beer tent. Community non profits such as the Writers foundation, Bookmobile, Strathcona Volunteer centre and Museum - are offered space in the market area with artisans and farmers market type booths. Local dance groups will perform on the community stage. The Highland Gathering attracts competitors and attendees locally, across the province, Canada and from abroad. There is a Ceilidh family party with a live band on Saturday evening. Last year we attracted 5,000 visitors including 400 exhibitors.

New this year we are working with the local Arts and Culture Council and Art Society to create the "Art in the Park" – an adjudicated exhibit and salute to local Artists.

We are very active in our community as we promote this sports and culture event. New this year, we plan to launch a community wide "Tartan Up" Business Campaign to promote this event. Businesses will be invited to decorate their stores and offices promoting this Celtic festival and welcoming tourists to their restaurants, hotels and stores.

We will be at the chamber Trade Show, Heritage Days, Savour, and many other events promoting this great community event.

We donate to and support the Strathcona Food Bank, the Strathcona Firefighters Pipe and Drum Band.

Roxanne Carr

Roxanne Carr

February 25, 2020

Print name

Signature

Date

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

Number of attached pages - see e mail -

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-D 2019-02-19



To Council Members,

February 25th, 2020

The Sherwood Park Highland Gathering is a Celtic festival that with generous support from Council and a few local sponsors had a successful first event in Sherwood Park last July, attracting 5,000 local and out of town visitors to Broadmoor Park. Local hotels, restaurants and stores benefited from new businesses.

Our objective is: "to promote closer ties in the community through the use of Celtic music, dance, and traditions; to foster and promote community and create a family friendly event for all to enjoy." To that end we provide a high quality, free admission event that offers advanced level competitions in dance, music and sports such as the caber toss. The event is meant to work with our community partners and local business. Last year we offered free space to the museum, book mobile, writers foundation, Festival Place Cultural Foundation, agricultural societies, Strathcona Volunteer Centre and many other community non-profits. This year we have expanded this program to form a working partnership with the Arts and Cultural Council and Art Society to present Art in the Park – an adjudicated exhibit of local artists.

We also invested in Strathcona County as community builders by attending local trade shows such as Savour, the we are a business chamber member. This year we are expanding to also attend the April Chamber trade show, local markets, the Ardrossan parade and the July 1st parade to promote this annual free admission family event.

This year we are supporting the Strathcona Food Bank. We have again invited the Strathcona Firefighters to operate the family Ceilidh and retain those revenues for their recently formed pipe band. Attached you will find our priority fund application form, last year's financial statement and this year's budget. We currently have sponsors on board to the total of \$8,000 confirmed and are working diligently to attract more so that by year 4 we can be self sufficient.

Sincerely,

Roxanne Carr

Roxanne Carr

on behalf of the Volunteer Committee for the Sherwood Park Highland Gathering

Sherwood Park Highland Gathering

Balance Sheet

Assets	2019	2020
Current assets:	Previous Year	Current Year
Carry-forward	-	5,103.53
Sponsorships	7,760.00	-
Grants	25,500.00	-
Other	197.14	-
Entry fees	4,316.00	-
Total current assets	37,773.14	5,103.53

Total assets	37,773.14	5,103.53
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Expenses

Current liabilities:	Previous Year	Current Year
Rentals	18,075.50	-
Permits/Licenses/Fees	3,562.49	-
Professional Fees	3,771.99	-
Merchandise	662.92	-
Awards	5,254.36	-
Other	1,342.35	-
Total current liabilities	32,669.61	-

Total liabilities and owner's equity	32,669.61	-
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Balance	5,103.53	5,103.53
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Money Out

CONTINGENCY

Money Out

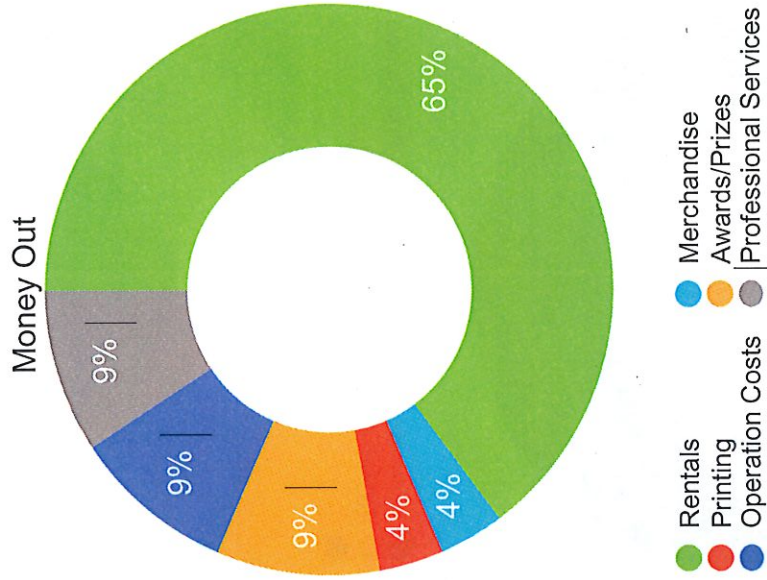
Budget

Income minus expenses	\$0
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2020

REVENUES	
<u>Sponsorships</u>	\$25,000
<u>Grants</u>	\$25,500
<u>Vendors</u>	\$2,000
<u>Fundraising</u>	\$2,500
Registrations	\$2,000
Beer Garden (Daytime)	\$3,000
TOTAL INCOME	\$60,000

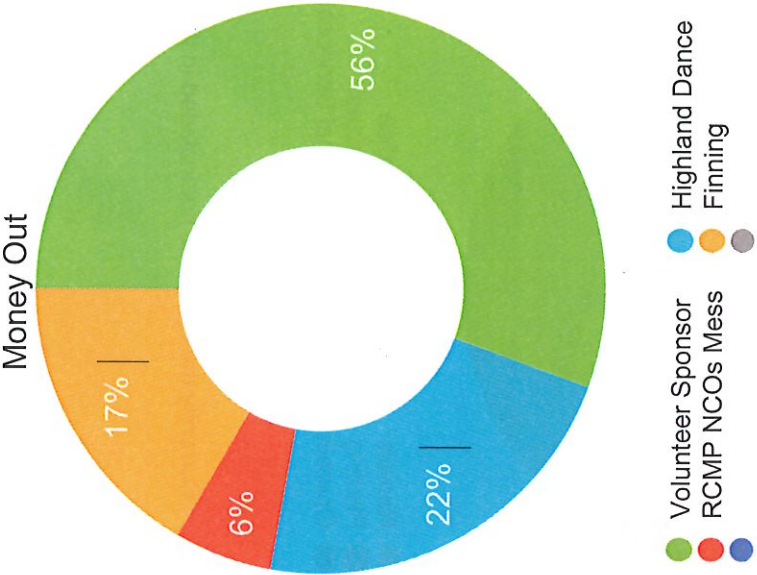
EXPENSES	
Rentals	\$35,000
Merchandise	\$2,000
Printing	\$2,000
Awards/Prizes	\$5,000
Operation Costs	\$5,000
Professional Services	\$5,000
Marketing/Communications	\$6,000
TOTAL EXPENSES	\$60,000



Currently the Ceilidh is not included in the budget.

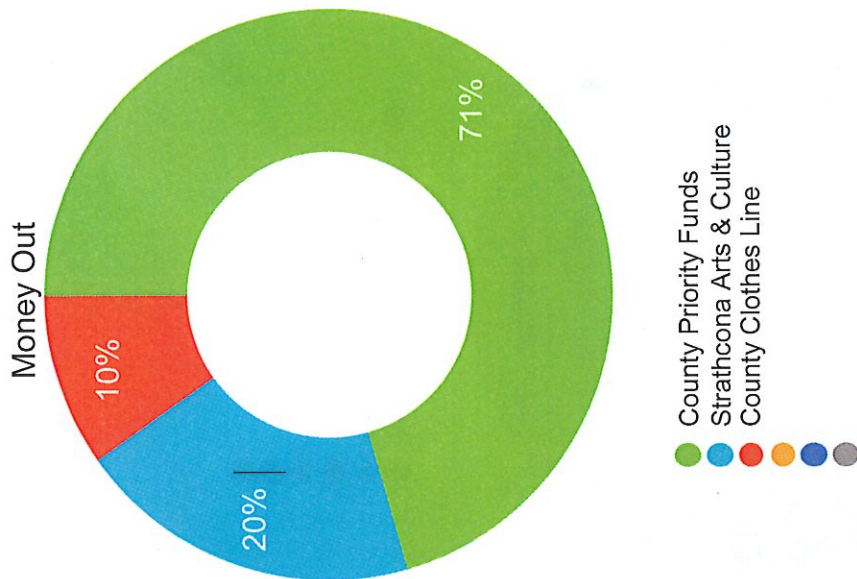
Sponsorship 2020

Estimate	
Volunteer Sponsor	\$5,000
Highland Dance	\$2,000
RCMP NCOs Mess	\$500
Finning	\$1,500
Total expenses	\$9,000



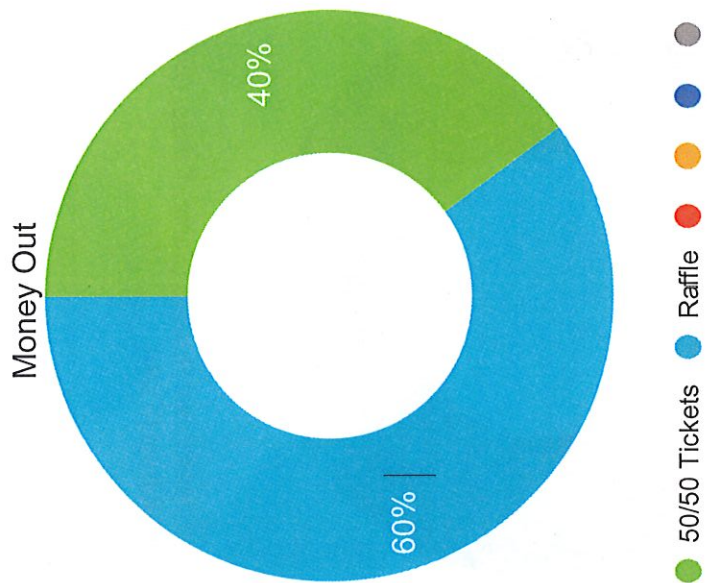
Grants 2020

Estimate	
County Priority Funds	\$18,000
Strathcona Arts & Culture	\$5,000
County Clothes Line	\$2,500
Festival Place Foundation Grant	\$2,500
Total expenses	\$25,500



Vendors 2020

Estimate	
50/50 Tickets	\$1,000
Raffle	\$1,500
Total expenses	\$2,500



Rentals 2020

Money Out

Estimate	
Infinite Event Rentals (Tents, Tables, Chairs)	\$21,000
Eh! Royal Flush	\$5,800
Fenceline	\$3,200
Strathcona County	\$5,000
Total expenses	\$35,000



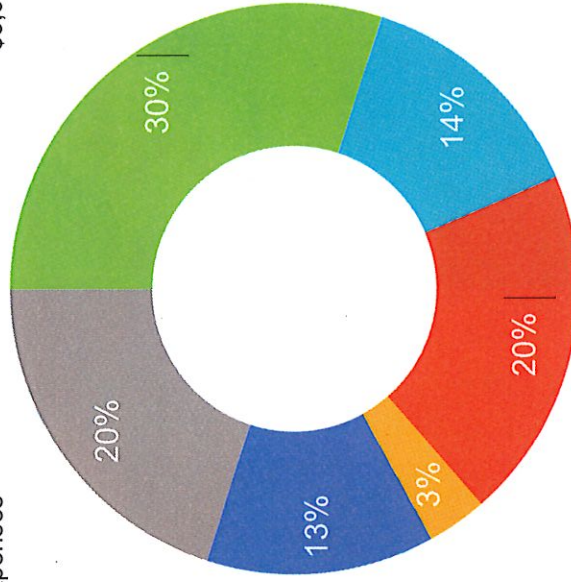
- Infinite Event Rentals (Tents, Tables, Chairs)
- Eh! Royal Flush
- Fenceline
- Strathcona County

Operation Costs 2020

Money Out

Estimate	\$1,500	Total expenses
Website		
Secretary duties/supplies	\$680	
Permits/Registrations	\$1,000	
Mailbox	\$170	
Chamber	\$650	
Other	\$1,000	

\$5,000



- Website
- Secretary duties/supplies
- Permits/Registrations
- Mailbox
- Chamber
- Other

Operation Costs 2020

Estimate	
Security Guard	\$750
Insurance	\$1,000
Judges/Piper	\$2,250
ASPD/ASAA	\$1,000
Total expenses	\$5,000

Money Out

