

Council Priority Funds – Application

(Page 2 of 2)

PRIORITY FUND INFORMATION – Completed by ApplicantOrganization Name German Language and Culture Association (GLCA)Address PO box 3592

Street and number

Subdivision if rural

City or town Sherwood ParkProvince ABPostal code T8H2T4Contact person Sarah Geisler (President)Telephone 780-493-0374Email address (optional) GLCAgeneral@gmail.comProject Type ☒ Event ☐ Project ☐ ExpenseAmount Requested \$ 3,000

Brief description of request

Expanding a longstanding tradition within the German-heritage community in Strathcona County, the German Language and Culture Association will partner with the Sherwood Park Rotary Club to put on a family-friendly event which will feature traditional food, cultural performers, live music, and activities for all ages. The event will be held on September 19, 2020 in the Agora to allow for as many people to attend as possible, as we sold out a smaller venue to approximately 200 people last year.

The intent of the event is to promote German language learning opportunities within Strathcona County, celebrate the history of German settlers in the area, and bring the community back together after a challenging year. Our goal is to keep tickets as affordable as possible to allow more people to attend and enjoy!

Sarah Geisler

Print name

Signature

April 21, 2020

Date

Please remember to attach a proposed budget and request letter to this request.Number of attached pages 2**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.

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| OKTOBERFEST 2020 | | |
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| COSTS: | | |
| Entertainment | | |
| Includes fees and honorariums for at least 3 performing groups, as well as rental sound equipment. | | \$4,300 |
| Activities | | |
| Includes fees for activities such as facepainters, as well as supplies for kids crafts, and equipment rental | | \$1,500 |
| Decorations | | |
| Includes table coverings, centrepieces, and miscellaneous decorations | | \$700 |
| Facilities & services | | |
| Includes room rental, staffing, and additional catering services from Vicky's | | \$2,000 |
| Promotions | | |
| Includes print and online promotional tools, and Eventbrite ticketing costs | | \$1,000 |
| Food & Beverage | | |
| Includes traditional German buffet dinner catered by Vicky's, and non-alcoholic beverages | | \$6,000 |
| | | |
| TOTAL COSTS (not including alcohol) - | | \$15,500 |
| | | |
| REVENUE: | | |
| 350 adult admission (including dinner) @ \$20 | | \$7,000 |
| 100 kids admission (including dinner) @ \$10 | | \$1,000 |
| 50 general admission (without meal) @ \$10 | | \$500 |
| | | |
| TOTAL REVENUE (not including alcohol) - | | \$8,500 |
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