

Council Priority Funds – Application

(Page 2 of 2)

PRIORITY FUND INFORMATION – Completed by ApplicantOrganization Name Edmonton movie ClubAddress 522 village drive
Street and number Subdivision if ruralCity or town Sherwood Park Province AB Postal code T8A4J8Contact person Madhan SelvarajTelephone [REDACTED]Email address (optional) edmontonmovieclub@gmail.comProject Type Event Project ExpenseAmount Requested \$ 15,000Is the organization receiving other grant funding from Strathcona County? Yes No

If yes – please attach details

Brief description of request

Refer to cover letter

Madhan Selvaraj
Print name[REDACTED]
SignatureJuly 26, 2023
Date**Please remember to attach a proposed budget, other grant details (if applicable), 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.

July 26, 2023

Edmonton Movie Club

522 Village Drive

Sherwood Park, AB T8A 4J8

Office of the Elected Officials

Community Centre – 3rd floor

Sherwood Park, Alberta

Attention: Mayor Rod Frank and Council

Re: Council Priority Funds

We are pleased to submit the Council Priority Funds application in order to support India Film Festival of Alberta – 2023 in Sherwood Park on September 23, September 24 and September 25. This event will take place in September in order to align with Alberta Culture Days.

The 9th edition of India Film Festival of Alberta will come to Sherwood Park to create awareness about the South Asian Community among the residents of Strathcona County. The 3-day event will feature three feature films from India (with English subtitles) and one day of cultural extravaganza, which will include dance competition, cultural performances, variety of South Asian food trucks and photo booth. All the events will take place in Agora Community center. In addition, on September 25 we will conduct a one-day Film and TV conference as a part of the film. This event will feature speakers from Provincial Government and local Film Commissions. In addition, there will be elite judges coming for this festival as a part of the Provincial dance competition. The provincial dance competition will bring large participants from different part of the Province.

IFFA-2023 is an elaborate event as we are trying to bring numerous art events together. Initially we applied for the Strathcona County large-scale event. However, we were not successful. Currently, we have funding from Government of Alberta and Strathcona County Recreation, Parks and Culture will go towards the venue and technical cost of the festival in Sherwood Park. However, the scale of this event will need more funding. However, we were not successful in getting the grant. This has put huge pressure on the IFFA team to execute the event without further funding support.

EMC team kindly request Strathcona County to support IFFA-2023. Estimated budget for our event is \$45,596. We request \$15,000 through the Council priority funds.

Thanks for your time and consideration.

Yours Sincerely,

A solid black rectangular box used to redact the signature of the sender.

Madhan

Executive Director, Edmonton Movie Club

EXPENDITURES	Current Application
Artists' fees	\$ 7,000.00
Supplies and materials (non-capital)	
Administrative – specific to the event	\$ 15,000.00
Equipment rentals (i.e. tables, sound equipment, tents, easels)	\$ 7,140.00
Facility rentals	\$ 2,500.00
Marketing/promotion	\$ 5,248.00
Volunteer support	
Other (specify)	\$ 8,708.00
Total Expenditures	\$ 45,596.00
REVENUES	
Arts, Culture and Heritage Community Investment Program	\$ 5,000.00
Provincial grants (specify)	\$ 8,000.00
Federal grants (specify)	
Strathcona County (Council priority funds)	\$ 15,000.00
Corporate support	\$ 14,596.00
Fundraising	
Ticket sales/registrations/participant fees	
Cash donations	
Other (specify) ECF	\$ 3,000.00
Total Revenues	\$ 45,596.00
NET	\$ 0.00