

# Operational Plan 2020/21 - Addendum



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# Introduction

The Covid-19 pandemic has had a significant and devastating impact on our communities and our economy. The City of Sydney responded swiftly when the pandemic first hit, closing community centres, libraries, pools and playgrounds, increasing cleansing and waste regimes and establishing new grants programs to help support our creative community sector and small businesses.

In June we expanded on our initial response and developed a Community Recovery Plan to give direction to how we'll work in partnership with our communities, businesses, the NSW Government and other local governments. The plan supports economic and social recovery in the local area over the next 18 months.

As a health crisis, the response has been generally well managed in NSW and Australia. However, although workers and visitors are returning to the city, the CBD is quieter than before and this continues to significantly impact businesses.

Both the NSW Government and the City have recognised the need for a collaborative effort to encourage people back into the city in a safe way. This opportunity was identified and supported at the NSW Government Summer Summit in mid-September where the 24-Hour AI Fresco City program was proposed.

On 2 October 2020, the City and NSW Government announced a \$20 million joint funding partnership to boost the city centre economy, support businesses and creatives and invite the public safely back into the city, particularly during the summer months.

The NSW Government will commit up to \$15 million and the City will provide a further \$5 million towards AI Fresco City initiatives. \$4.3M of this funding program will be delivered through grants administered by the City.

This partnership and funding commitment align with the objectives of our Community Recovery Plan.

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## Community Recovery Plan

Key goals of the City's Covid-19 Community Recovery Plan include working together with the NSW Government where actions must be coordinated, supporting businesses and organisations to adapt, rebuilding the visitor economy, prioritising the role of the cultural sector and safely managing public spaces to support community life and businesses.

The AI Fresco City program is in line with these community recovery plan objectives.

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## AI Fresco City

It is vital that the City promote a safe, inclusive and welcoming city to enable a swift road to recovery for the benefit of the community. The most severely impacted sectors of the economy are those with a high concentration in the CBD including hospitality, tourism, retail and creative industries, all of which require an activated and enlivened city to aid recovery.

The AI Fresco City program includes the following initiatives:

- a. transforming the city into an outdoor summer cultural experience;
- b. creating a summer of outdoor dining;
- c. funding projects that enliven public spaces, venues, laneways with music, performance and public art;
- d. keeping Sydney's cultural institutions open into the evenings, and
- e. working with Destination NSW to promote this activity to Sydney and interstate visitors.

# Extended Grants and Support Program

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## Al Fresco City Grant Program

A key initiative of the Al Fresco City program is funding of projects that will expand public spaces, venues, laneways with music, performance and public art: the City would like to relaunch the live music scene in Sydney, supporting performances in venues and in the public domain, reactivating the city over several months.

This will be achieved through a new grant program with matched funding from both NSW Government and the City.

The **CBD Activation Grant** will support economic recovery by bringing business and creatives together to activate businesses and public space in the CBD with cultural programming.

The City will offer a **Cultural Sector Innovation Grant** program to support cultural organisations and businesses to innovate, adapt and grow.

In addition, the City will offer a **Community Services Grant** program to respond to ongoing community need including food relief, digital inclusion, social isolation, tenancy support and homelessness services.

## Revised Grants Program Summary

### Current Grants Program

|  |         |   |
|--|---------|---|
| Current Grants Program 2020/21 – Cash          | \$14.7M |   |
| Current Grants Program 2020/21 – Value in Kind | \$8.9M  | (includes Accommodation Grant Program + banners + venues) |
|  | \$23.6M |   |

### Revised Grants Program

|  |         |   |
|--|---------|---|
| Increase approved at Council – Cash            | \$4.3M  |   |
| Revised Grants Program 2020/21 – Cash          | \$19.0M |   |
| Revised Grants Program 2020/21 – Value in Kind | \$8.9M  | (includes Accommodation Grant Program + banners + venues) |
|  | \$27.9M |   |

### Existing grants programs names:

- Cultural and Creative Grants and Sponsorship
- Festivals and Events Sponsorship
- Business Support Grant
- Commercial Creative and Business Events Sponsorship
- Environmental Performance Grants
- Community Services Grant
- Affordable and Diverse Housing Fund
- Matching Grant
- Knowledge Exchange Sponsorship
- Quick Response Grant
- Accommodation Grant
- Creative Spaces Grant
- Short Term Empty Properties Grant
- Venue Hire Support Grants and Sponsorship
- Street Banner Sponsorship
- Small Business Grants

- Cultural Resilience Fund
- Creative Fellowships Fund

### Al Fresco City grants programs:

- CBD Activation Grant
- Cultural Sector Innovation Grant
- Community Services Grant

## New Covid-19 Recovery Grants and Sponsorship Summary

|                    | CBD Activation Grant  | Cultural Sector Innovation Grant  | Community Services Grant   |
|--------------------|---|---|--|
| <b>Purpose</b>     | \$3 million to support economic recovery by bringing businesses and creatives together to activate businesses, public domain and vacant corporate space in the CBD with cultural programming.   | \$500,000 to support cultural organisations and businesses to innovate, adapt and grow through recovery from the impacts of Covid-19.   | \$800,000 to respond to ongoing community needs including food security, digital inclusion, social isolation, tenancy support and homelessness services.   |
| <b>Funding</b>     | From \$5,000 to \$50,000 cash per application.<br>Up to \$10,000 for sole traders.<br>Also includes additional value in kind fee waiver support for street banners and landmark venues.   | Up to \$20,000 cash per application.<br>Up to \$10,000 for sole traders.  | From \$5,000 up to \$50,000 cash per application.<br>Large scale collective impact projects may be eligible to apply for additional funding.<br>Also includes additional value in kind fee waiver support for community venue hire.  |
| <b>Eligibility</b> | For-profit businesses (including for-profit arts enterprises), not-for-profits, social enterprises, owners corporations (strata and company owned), sole traders, individuals or unincorporated community groups auspiced by a not-for-profit eligible to apply in their own right. | Sole traders, not-for-profits and for-profit arts businesses working directly in the cultural sector.<br>Either located in the local area or located outside our boundaries and providing significant service to our local community.<br>Employ less than 20 full time equivalent employees (not including artists or performers engaged on an ad hoc basis).<br>Have an aggregated turnover of less than \$10 million. | Not-for-profits (including social enterprises), individuals or unincorporated community groups auspiced by a relevant organisation who is eligible to apply in their own right.<br>Located in the local area or located outside our boundaries but providing significant service to our local community. |

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