

# MEMO

TO: Mayor Kogon and Council

FROM: Bill Schurman, Director of Recreation

DATE: October 15, 2018

RE: 'A' Fresh Start Community Support Initiative

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A total of three (3) applications were received by the October 3<sup>rd</sup> deadline for the Fall/Winter component of the 'A' Fresh Start Community Support Initiative.

The Sexual Health Centre for Cumberland County requested \$3000 to fund a youth forum to facilitate broader awareness and encourage local action on sexual health and wellness issues. The date for the event was not included in the application. The application was submitted by Rene Ross, Executive Director, and would be a new event.

The Amherst Heritage Trust, in partnership with the North Nova Highlanders Museum, requested \$2,064 to present an exhibit of "Art and War" showcasing original Arthur Lismer lithographs of World War I. The event will take place November 16, 2018. The application was submitted by Dale Davis and would be a new event.

The Amherst Valentine Run Committee requested \$4000 to introduce a 1K event aimed exclusively at students in the grade 4-6 range. The event would take place February 16, 2018. The application was submitted by Shelley Carroll and Ken MacKenzie and would be a new addition to the 6<sup>th</sup> annual Valentine Run.

Based on the Community Support Grant Policy the top five (5) applications received were to be recommended to Mayor and Council by an internal committee which includes CAO Greg Herrett, Chief Financial Officer Shelley Rector, Marketing, Culture & Events Coordinator Jennifer Bickerton and myself. The three applications (3) received are being put forward for consideration. The Policy calls for each of the applicants to present and pitch their concept to the general public. This is scheduled for Thursday, October 25<sup>th</sup> starting at 6:30pm at the Community Credit Union Business Innovation Centre. The general public will have the opportunity through purchasing a ballot to vote which will help rank the individual proposals to assist Mayor and Council with their decision on the Town's financial contribution. The Council meeting will take place immediately following the presentations on October 25<sup>th</sup>.