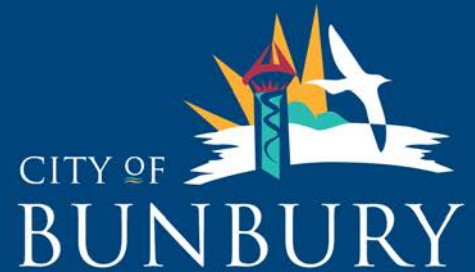


MEDIA STATEMENT



Friday, 30 June 2017

Summer event funding to help promote CBD

The City of Bunbury is encouraging events that activate Bunbury's CBD during the summer months by offering significant support for people and organisations with a passion for its vibrancy and culture.

Funding of \$4000 is available for commercial operators and community groups to stage one of three events, all involving road closures along various sections of Victoria Street with the intention of activating foot traffic and atmosphere in the CBD during the warmer months. Funding is subject to Council's approval of the 2017/18 budget.

The call for events builds on the success of collaborative CBD events last summer, which included an Artisan Fayre in conjunction with What's on Events, a parkour competition delivered alongside X5 Freerun, and a street party as part of the inaugural Fringe Festival.

The City's support for each of the three events would include \$4000 in funding, provision of waste bins, promotion of the event, event development and permit application advice, plus road closures.

Manager Events, Tourism and Wildlife Park Isabell Evans said events could include markets, busking/live music, art exhibitions, street dining, pop-up shops/bars and food trucks.

"Events such as these add vibrancy to the CBD and encourage people to enjoy new experiences in our city centre while also re-discovering many of the existing attractions," Ms Evans said.

"Local businesses, community groups and event organisers are particularly encouraged to apply, and interested parties can select whether they wish to deliver one, two or all three events.

"Road closure events can value-add to existing activities, so we encourage people who may already be considering an event to consider this option."

Applicants would be required to conduct an event in December 2017, January 2018 and February 2018 and it must connect to Victoria Street.

Successful applicants will work collaboratively with the City. They will be required to provide the development of their innovative idea, the relevant submission, event promotion, provision of equipment and good plus an event acquittal.

Applications open Wednesday, 5 July and close Friday, 28 July. An application form and more information can be downloaded from the City of Bunbury website.

ENDS

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