November 9, 2012

Dear Office of the Mayor and members of City council,

Supercrawl is an annual event that celebrates the diversity of James North; our multi-disciplinary arts community and the incredible spark that results with our unique mix of cultures, businesses and creative people. Supercrawl is heading into its 5th year in 2013. In a short 4 years, Supercrawl has successfully moved the event from a small arts-based attendance to over 80,000 people, comprising a four year economic impact on the City of over ten (10) million dollars. Supercrawl has quickly becoming Hamilton’s premiere music and arts festival. Ultimately, we are moving towards expanding the event to become a premiere, nationally recognized event.

Supercrawl currently is without a long-term commitment from the City of Hamilton. We are in need of a commitment to allow us to foster private support, successfully acquire provincial granting and allow for the sustainable development of the event. We respectfully request the following sustainable measures:

1. $100,000 dollar per year cash commitment.
2. Grandfather amount of $25,000 for Emergency Road Closure Service to continue as a funding stream.
3. 5 Year Term commitment with ability to extend based on performance. Ability to renegotiate an increase to the Term and funding amount based on performance.
4. The event be added to the Boards and Agencies stream of Cultural Funding.

I will look forward to an opportunity to discuss this request at your earliest convenience.

Thank you.

Tim Potocic
Festival Director
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