

Letter of Appreciation – Appreciation Partnership with Thirlmere Festival of Steam dated 3 June 2009

*Please find enclosed a certificate of Appreciation in recognition of Council's very substantial contribution to the success of the Thirlmere Festival of Steam in March this year.*

*We appreciate that Wollondilly Shire Council has been a strong consistent supporter of the Festival particularly in 2006, particularly when we entered into a formal partnership arrangement. It has also been through Council's help as our Partner for the Festival that we have been able to increase the level of promotion of the Festival through TV advertising which seems to be successful in putting the event and the Shire on the map.*

*In 2009, we were agreeably surprised in light of the global economic crisis to see that the number of visitors was very much comparable to the record crowd of last year's Festival with around 15,000 visitors from all over NSW and from our local community. This seems to be a fairly consistent level and is probably near saturation point in terms of the events and the Towns capacity. It is clear that the Festival is now firmly established as a valuable opportunity to showcase what the Shire offers to visitors to the benefit of local businesses of all kinds, whether directly related tourism or otherwise. Importantly the Festival provides the opportunity for Wollondilly Shire to demonstrate and promote community involvement. Support from Council essentially underpins the future success of this major event and the benefits to the Shire and its businesses.*

*We will shortly be providing you with an evaluation of the success of the 2009 Festival against the criteria we set in our original Partnership proposal following which, we will again be very pleased to discuss with you the possibility of continuing our Partnership for 2010. Meanwhile, we have made application for a Community Grant and have provided an evaluation of the 2009 event in that context.*