



## **APPLICANT'S GUIDE TO THE DISTRICT EVENTS FUND ALLOCATION PROCESS**

### ***What is the District Events Fund?***

The Kāpiti Coast District Council recognises events have the potential to provide economic, social and other benefits to a community and administers a funding pool to support events held in the District. Groups or organisations who are considering holding an event may apply for support from this funding pool.

### ***How much funding is available?***

A total of \$30,000 is available on an annual basis. Applicants may apply for any amount up to and including \$30,000.

### ***Can I apply more than once?***

Applicants may apply for funding for a recurring event for up to three consecutive years.

### ***Who makes the funding decisions?***

Funding decisions are made by the Council's Grants Allocation Subcommittee which comprises three elected representatives. A representative of Nature Coast attends the Subcommittee meeting in an advisory role during the meeting's deliberations.

### ***How are applications assessed?***

Applications are judged on their individual merits against specified criteria.

### ***How do I know if my event is eligible?***

Events must be held within the Kāpiti Coast District.

Events must have District wide appeal or relevance.

Funding is provided only to groups or organisations which have some form of legal status (eg a GST number, an IRD tax exemption number). Individuals may not apply for funding on their own behalf.

Your event must be planned for a future date, funding will not be provided on a retrospective basis for events that have already occurred.

***What do I have to do to apply for funding?***

If you are interested in applying you should fill in an application form and send the form and your supporting information to the Council by **1 July 2011**. Receipt of applications will be acknowledged.

***What are the criteria I need to address in my application?***

No application is expected to meet all the criteria in this Policy but all applications must address all the primary criteria listed in here.

Secondary criteria provide guidance as to the nature of events that may receive support and demonstrate that events can deliver social, environmental and cultural as well as economic outcomes for the community.

The following criteria will be considered by the Subcommittee in assessing applications.

***Primary Criteria***

**Economic benefit**

- Does the event create local employment opportunities?
- How many visitors are expected? What is the expected spending by visitors to the District?
- What is the potential capacity for the event to grow into an annual/regular event?
- If the event will be a regular one, how will it be funded on a recurring basis?

**District marketing**

- What is the intended audience/target demographic for the event?
- Will the event boost Kāpiti's profile regionally? Nationally?
- How is the event unique?
- Are the event's messages consistent with those promoted by Kāpiti Coast District Council through its Long Term Council Community Plan?
- What is the expected media coverage?

**Use of tourism facilities**

- What are the expected visitor nights from the event, ie how many people will stay overnight in the District?
- What is the potential use, or promotion, of other district tourism facilities/events?

## **Secondary Criteria**

### **Community focus**

- Is the event specifically or in part targeting particular age groups?
- Are young people involved in managing the event?
- What is the involvement of other groups, clubs, and communities?

### **Environmental focus**

- Does the event meet the requirements of the District Plan (as specified in the Kāpiti Coast District Council Temporary Events Management Plan form)?
- Does the event management plan include steps for waste minimisation (including a plan for the recycling of waste)?

### **Cultural focus**

- Does the event involve tāngata whenua and/or promote/celebrate some aspect of Te Ao Māori?
- Does the event reflect/celebrate local Kāpiti Coast culture and character?
- Does the event reflect/celebrate Kāpiti Coast's ethnic diversity?

### ***What other information do I have to provide?***

The application form also asks for the following information to be provided:

- Details of any other sources of funding/sponsorship
- Evidence of previous event management experience
- A communications/marketing plan to show how you will promote your event
- Evidence of community support
- A business plan with detail appropriate to the level of funding sought (including a budget)
- Likelihood of self-funding in the longer term (if the event is recurring)
- Demonstrated awareness of relevant Council bylaws and/or regulations other than those in the Temporary Events Management Plan.

**The Application Form should also be accompanied by a completed Temporary Events Management Plan Form. Please note this Plan should be submitted to the Resource Consents Manager at least six weeks ahead of the event date.** Applicants should be aware there may be a fee charged for a permit if their event is assessed as a controlled/restricted or non-complying activity. For further information on this aspect you could contact the Council to make an appointment to speak to the Commercial Activity Customer Focus Group. (Appointments are available on Wednesday afternoons.)

If you have queries about what activities are permitted in the District Plan, come in to the council offices at 175 Rimu Road, Paraparaumu during office hours and speak to the Duty Planner (no appointment is necessary and staff are available 5 days a week.) Alternatively, contact the Council on (04) 296 4700 and ask to speak to the Resource Consents Team.

***When will applications be considered?***

Eligible applications will be considered by the Subcommittee in August 2011, and successful applicants will be informed shortly afterwards.

***If my application is successful how will I know?***

Successful applicants will be informed by mail in October and funds deposited into their nominated bank account.

***If my application is unsuccessful are there other avenues for funding?***

You could consider applying to your community board under their Promotions Fund or their Community Grants fund. Each board has their own set of criteria for funding so you should carefully consider your eligibility and contact the Council on (04) 296 4700 for more information or if you have any questions. Information about community board funding is also available on the Council's website [www.kapiticoast.govt.nz](http://www.kapiticoast.govt.nz)

***What do I have to do after I receive funding?***

After the event is held, successful applicants will be required to complete a Post-Event Form and submit it to the Council.

***If I have further questions who can I contact?***

If you have questions about the District Events Fund or any associated Council requirements you can contact the Council on (04) 296 4700.

If you would like to talk to someone about organising and promoting your event please contact the Communications and Events advisor at Nature Coast Enterprise on (04) 298 6611 or [events@naturecoast.co.nz](mailto:events@naturecoast.co.nz)