



**Kapiti Coast District Council
District Events Funding Allocation Policy**

August 2009

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This Policy was updated following decisions at a meeting of the Kapiti Coast District Council Environment and Community Development Committee on 27 August 2009. It was also updated in accordance with the delegations for Kapiti Coast District Standing Committees, subcommittees, community boards 2010-2013 Triennium approved by Council on 21 April 2011.

Introduction

The District Events Fund Allocation Policy describes the principles and process involved in allocating Council funding to support significant events held within the Kapiti Coast District. Persons or organisations interested in applying for funding should consult the Applicant's Guide and Application Form appended to this Policy.

The range of events the Council could support is very wide. To make use of the available funds in a way that is consistent, transparent, and optimal the Council will support events which:

- Contribute to economic benefit for the District;
and
- Raise the profile of the District as a vibrant and interesting place to live in and visit;
and
- Increase the use and development of tourism facilities.

These broad objectives form the basis for decision making when allocating funds.

The funding process

How much is available?

A total funding pool of \$30,000 is available each year.

Applications may be submitted for any amount up to and including \$30,000.

Applicants are able to seek funding annually for up to three consecutive years. This recognises the Council's role in event development.

All, some or none of the funds available each year will be allocated depending on applications' fit with objectives and criteria.

If the fund is not fully spent there is provision for a further funding round to be held in the following March.

Who makes the funding allocation decisions?

The District Events Fund is allocated through the Council's Grants Allocation Subcommittee which comprises three elected representatives. The convening of the Subcommittee was approved by Council at its meeting on 21 April 2011. Membership of the Subcommittee comprises three elected members.

Nature Coast has responsibility for events facilitation through a contract with the Kapiti Coast District and Horowhenua District Councils. Nature Coast will provide advice to assist the Subcommittee with assessment of an event's significance, ie economic benefit, ability to build profile and identity for the Kapiti Coast, use of venues and facilities, and potential for the event to grow to become a successful, recurring, and potentially, signature event for the District. Nature Coast staff will attend the formal Subcommittee meeting but will not have any voting rights. The Subcommittee retains all responsibility for allocating the Fund.

Eligibility for funding - Criteria for assessing applications

Applicants are advised to consult the Applicant's Guide and all applications must include a completed Application form, as appended to this Policy.

Events taking place outside the Kapiti Coast will not be eligible for funding.

Applications for funding for events which have already taken place will not be eligible (ie no retrospective funding).

Individuals are not eligible to apply on their own behalf for funding. Groups or organisations that have some form of legal status will be eligible to apply.

Events being submitted for consideration for funding must have District-wide appeal or relevance.

The primary purpose of the fund is to support significant events.

Significant events have the following characteristics:

- Bring money into the District
- Generate reputation and profile outside the District

- Attract visitors from outside the District
- Contribute to greater or more effective use of facilities or venues.

Smaller more local events may have some of the following characteristics: attract people from a local community or throughout the district; celebrate local culture, activity and achievements; have an emphasis on involving or presenting local people and communities. These may be able to apply for funds through the Community Grants Scheme administered in each ward by the relevant Community Board. For information on these please contact the Kapiti Coast District Council on (04) 296 4700.

All applications must meet the requirements of the KCDC Temporary Events Management Plan.

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

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 Kapiti's profile regionally? Nationally?
- How is the event unique?
- Are the event's messages consistent with those promoted by KCDC 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?
- 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 KCDC 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 Kapiti Coast culture and character?
- Does the event reflect/celebrate Kapiti Coast's ethnic diversity?

Supporting information

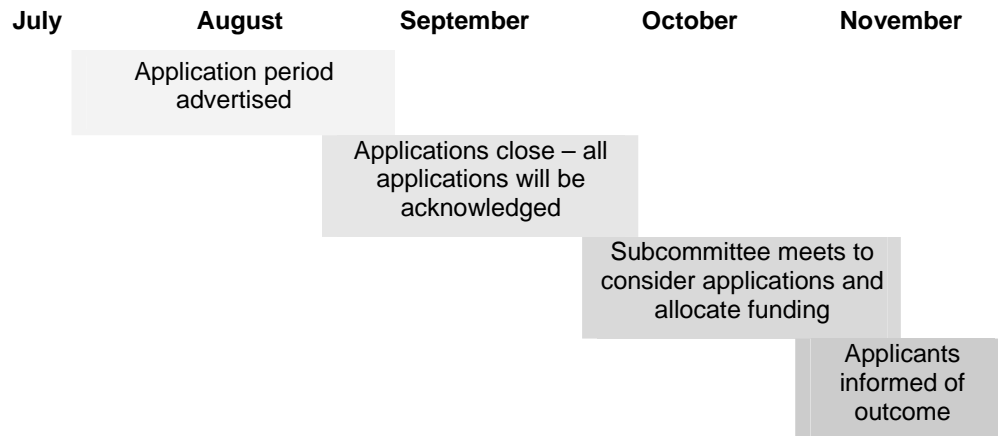
All applications must also provide the following information.

- Details of any other sources of funding/sponsorship
- Evidence of previous event management experience
- 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.

All applications will be considered on their individual merits.

Timing

Indicative timing for the funding process is shown here. Precise dates will change from year to year according to circumstances.



Accountability

On conclusion of the event successful applicants will be expected to complete a Post Event Report and submit this to the Council. This report should provide details of the event's impact, financial outcomes and other aspects.

Any funds which have not been used for the purpose for which they were granted within one year of receipt must be returned to the Kapiti Coast District Council.