

KĀPITI EVENTS PLAN CRITERIA

2017-2019

SUPPORT FOR EVENTS THAT BRING ECONOMIC BENEFITS TO KĀPITI OVER THE NEXT TWO YEARS.

Events fund 2017

Information covered

- fund level, frequency and process
- criterion (request for applications)
- matrix (a decision making tool)
- measuring success and reporting.

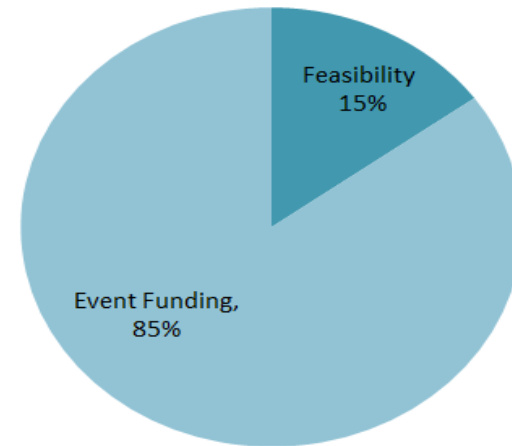
Funding levels

A total of \$160,000 is available through the economic development activity funding for creating a vibrant events portfolio in the Kāpiti District. Events play a significant role in helping the district achieve its long-term economic outcomes. Funding will be allocated in the following way:

1. Up to \$24,000 per annum will be available for feasibility, business case development and economic impact studies for event opportunities. This will provide decision making confidence and minimise risk.
2. Up to \$160,000¹ per annum will be available for event funding and development that meets the criteria and outcomes outlined. This fund is aimed to support a small number of significant/major events per annum.

Frequency

Funding allocation decisions will be made annually.



1. \$136,000 less feasibility amount – if feasibility is not used the total will remain \$160,000 available for events. For 2017 – 2018, \$100,000 is already committed, leaving \$60,000 available.

Some significant events will require public sector and other funding outside of Council support. Council funding should be used to leverage sound economic outcomes for Kāpiti.

Funding process

In September 2016, events could be funded for up to three years where there was a sound business case to enable long-term strategic development. Of the \$160,000 available in 2017-18, \$100,000 is already committed through this multiple year funding and in 2018-19, \$45,000 is already committed. Applications in September 2017 may be made for up to two years on this basis.

All applications for the balance, (\$60,000 in 2017-18 and \$115,000 in 2018-19) will go through a robust decision-making process based on criteria met. Recommendations on funding decisions will be made by the Kāpiti Economic Development Leadership group to the Strategy & Policy Committee. This committee has authority to make decisions on fund allocation.

Criteria & eligibility

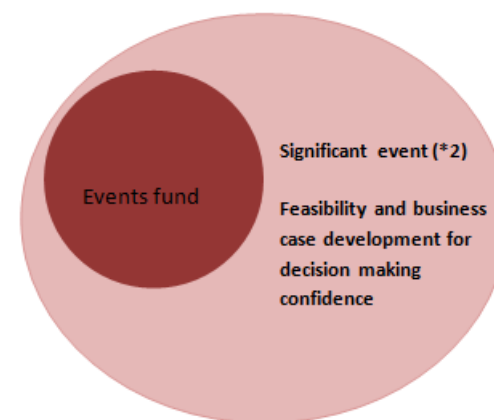
The Council is committed to sound economic outcomes that meet its vision of a district that is vibrant, thriving and diverse.

Consideration will be given to major events that:

- have a distinct Kāpiti Coast flavour
- showcase Kāpiti Coast's positive attributes so media outside the district can include these in any articles about the events
- have long-term economic development benefits (are likely to generate a 5:1 return, at least, on Council's investment)
- meet tāngata whenua and community aspirations.

To be eligible the event must:

- take place in Kāpiti
- have already secured at least 30% of its total cost
- shows potential for self-sustaining funding
- not coincide with another major event in the Wellington region, unless compatible
- not have already occurred in the district.



Preference may be given to events which:

- attract visitors in the off season (late March to October)
- can demonstrate successful financial support from other funding sources
- show potential to be self-sustaining without Council funding after three years.

Activities that will be considered for funding include:

- event management and personnel to secure sponsorship
- event signage, advertising and promotional material, as well as other direct costs
- feasibility studies including economic impact studies.

Parties interested in delivering within the scope of this request are invited to register their interest with **Samara Shaw by 8 September 2017**. Email: samara.shaw@kapiticoast.govt.nz

All applications should include (where applicable):

- Introduction of your organisation and its primary business purpose, your experience and areas of expertise.
- Certificate or documentation of proof that your organisation or business is a legally incorporated entity, Trust or business recognised under the Companies Act).
- A detailed description of the event or feasibility study proposed (including expected economic outcome).
- Risk assessment of any proposed event/feasibility study.
- A project timeline detailing what activities would be undertaken.
- A balanced budget and a detailed and marketing/promotional breakdown.
- A communications plans including specifications detailing acknowledgement of Council's contribution.
- How your organisation typically manages and works on ensuring low environmental impacts and implementation of general environmental sustainability values.
- Your understanding of the economic outcomes of events in relation to a thriving, vibrant and diverse Kāpiti District.
- Business plan showing three-year self-sustaining funding approach.

- Track record of previous work in relevance to this proposal.
- References for similar projects undertaken.

Applications should be sent to **Samara Shaw, Kāpiti Coast District Council, Private Bag 60601, Paraparaumu 5254**. Or email to **samara.shaw@kapiticoast.govt.nz**

Up to \$60,000 ex GST is available for achieving the outcomes which are expected to be completed by 2 September 2016.

- Up to \$24,000 is available for feasibility activities.
- Up to \$60,000 is available for event development (this total is subject to amount used for feasibility).

*The decision to fund a major event is at the discretion of the Strategy & Policy Committee.

Decision-making tool: Classification for event support matrix

A classification system is used to understand the strengths and opportunities of an events portfolio for the Kāpiti District. The matrix below is designed to order events into categories to determine the type of event, its benefits and economic and community impact. The matrix below is designed to be used as a framework for prioritising Council investment in events development. Any grading should help with determining the type of event to help funding decisions.

A prerequisite for Council support in events is that all events must:

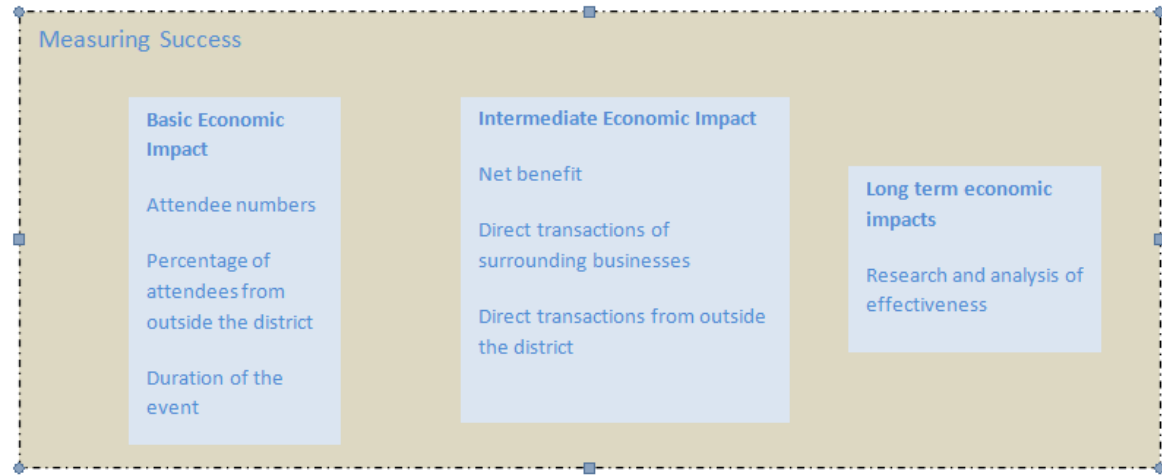
- have a distinct Kāpiti flavour and build on the district's positive attributes
- show potential for self-sustaining funding (without Council's funding after three years)
- be consistent with community and tāngata whenua values and aspirations.

	Level 1	Level 2	Level 3
	Major events (1) (5,000-10,000 attendees)	Regional events (2) (2,000- 5,000 attendees)	Local events (500-2000 attendees)
	National showcase event where 20% of attendees are visitors to the District.	Regional showcase event where 10% of attendees are visitors to the District.	Events that are driven and lead by local communities Mainly local residents attendees
Primary Impact	<ul style="list-style-type: none"> ○ Event that attracts visitors overnight stay ○ Event that attracts visitors from outside the District ○ 5:1 return on Council investment ○ Generate media profile for the regions visitor ○ Enhance the District’s liveability ○ Increase international exposure 	<ul style="list-style-type: none"> ○ Event that attracts visitors from outside the District ○ 5:1 return on Council investment ○ Generate media profile for the regions visitor ○ Enhance the District’s liveability ○ Increase international exposure 	<ul style="list-style-type: none"> ○ Encourages local pride and social outcomes ○ Provides paid or free entertainment opportunities to the community ○ Provides social benefits such as fund raising for local organisations ○ facilitates cross cultural awareness ○ Promotes environmental suitability and community engagement
Secondary impact	<ul style="list-style-type: none"> ○ Assist skill development for a particular field of events that provide exposure of local talent ○ Creates opportunities for local businesses to regionally export products and services ○ Aligns with regional industries (as to the EDS) 	<ul style="list-style-type: none"> ○ Assist skill development for a particular field of events that provide exposure of local talent ○ Creates opportunities for local businesses to regionally export products and services ○ Aligns with regional industries (as to the EDS) 	<ul style="list-style-type: none"> ○ Assist skill development for a particular field of events that provide exposure of local talent ○ Creates opportunities for local businesses to regionally export products and services ○ Aligns with regional industries (as to the EDS)
Tertiary impact	<ul style="list-style-type: none"> ○ Encourages local pride and social outcomes ○ Provides paid or free entertainment opportunities to the community ○ Provides social benefits such as fund raising for local organisations ○ facilitates cross cultural awareness ○ Promotes environmental suitability and community engagement 	<ul style="list-style-type: none"> ○ Encourages local pride and social outcomes ○ Provides paid or free entertainment opportunities to the community ○ Provides social benefits such as fund raising for local organisations ○ facilitates cross cultural awareness ○ Promotes environmental suitability and community engagement 	<ul style="list-style-type: none"> ○ Event that attracts visitors overnight stays ○ 5:1 return on Council investment ○ Generate media profile for the regions visitor ○ Enhance the District’s liveability ○ Increase international exposure

* Because economic events have the ability to deliver social, community and tangata whenua outcomes, it is important these facets are recognised in developing an events portfolio for Kāpiti.

Measuring success and reporting

All successful applicants are required to submit a post event report to ascertain the basic and intermediate economic impact. Long- term economic impacts will be required for events that run for longer than two years



Report backs will include:

- robust analysis of economic impact
- full financial report
- inventory of marketing/promotional achievements
- attendance figures including breakdown of visitor origin.