

## Background

The Kāpiti Coast Major Events Fund was established in 2016 to support major events in the Kāpiti Coast District that will help deliver a thriving, vibrant and diverse economy. The fund is aimed at supporting a small number of signature events each year that deliver long term economic benefits for the Kāpiti Coast District in alignment with the Kāpiti Coast Economic Development Strategy.

## Policy Objectives

The objectives of the Kāpiti Coast Major Events Fund Policy are:

1. contribute to economic development by increasing visitation and visitor spend in the district
2. contribute to economic development by creating a vibrant community to encourage people to work and live in the district
3. support the Kāpiti Coast District events industry by encouraging a supportive environment for the industry
4. Celebrate our rich culture, natural environment and identity, and highlight the opportunities and advantages of the Kāpiti Coast.

## Policy validation

The Kāpiti Coast District Council Major Events Fund Policy was approved at a meeting of the Kāpiti Coast District Council Strategy and Policy Committee on 10 March 2022.

## Strategic Criteria

Priority will be given to events that deliver the strategic priorities of the Economic Development Strategy Whakapapa pou and the Destination Management Plan:

### ***Economic Development Strategy 2020-23***

Applications to the Major Events Fund should deliver under the following pou of the Economic Development Strategy 2020-23 (EDS):

Whakapapa – Positioning the Kāpiti Coast: *Celebrate our rich culture, natural environment and identity and; highlight the opportunities and advantages of the Kāpiti Coast*

### ***Destination Management Plan***

Major Events should be used as a channel by which to deliver the Destination Management Plan under the relevant strategic priorities.

## Funding levels

A total of \$200,000 (excl GST) per annum is available in two categories:

1. Strategic Growth Fund: Up to \$50,000 per annum will be available in a strategic growth fund for tier three events that demonstrate their potential to become tier one or two events. Funding will not exceed \$50,000.
2. Major Events Fund: The balance will be invested in tier one and two events and will vary depending on the allocation to the Strategic Growth Fund. There is a maximum of \$200,000 available in this fund.

The Feasibility fund component of the previous policy has been removed to make way for the Strategic Growth Fund. This Policy does not cover community events that are not designed for economic development purposes.

## **Strategic Growth Fund**

Applications can be made for tier three events that have the potential to become Major Events (tier one and two). Event organisers may apply for funding for up to three years to test a smaller event and grow it to fit the main Major Event Fund.

Up to \$50,000 will be allocated to events that meet the tier three criteria. Strategic Growth Fund events may not apply for additional funding in any given year and the event will be assessed every year to ensure it is meeting targets, to be agreed between event managers and council staff. Multi-year funding may be withdrawn if the event does not meet yearly targets. Applications may only be made to the Strategic Growth Fund once for any given event, including multi-year applications.

The full \$50,000 may not be allocated if suitable applications are not made to the fund. Unused funds may be reallocated to the main Major Event Fund for tier one and two events, at the Council's discretion. The Strategic Growth Fund will not exceed \$50,000 in any given year.

## **Frequency**

Funding allocation decisions will be made annually via a funding application process. Should the fund not be fully allocated in the funding round, Council at its sole discretion may choose to hold a separate funding round for any residual funds. Unallocated funding from the Strategic Growth Fund may be allocated to the main Major Events Fund at any time throughout the year at the sole discretion of the Council.

## **Application process**

The commencement of the fund application process will be notified through Council's communication channels, including the Council's website and [www.kapiticoast.govt.nz](http://www.kapiticoast.govt.nz).

The application period will be for a fixed period of time, which is to be no less than four weeks, in order to provide sufficient time for applications to be completed and submitted to the council.

Applicants will be required to complete the application form in full and submit this along with the required supporting information to Council before the closing date. Applications that have not been completed properly and do not have all the necessary supporting information may be excluded from the application process. Applicants will receive written notification of the funding decision.

## **Funding process**

Funding applications received will be reviewed by the Major Events Fund Assessment Panel, who will make recommendations for the distribution of the funds to Council. The panel will be comprised of a mixture of Council representatives and industry specialists.

Applicants will be allowed to apply for funding for up to three years, where there is a proven track record, sound business case and evidence of the ability to deliver long-term outcomes. Applicants that secure multi-year funding will be required to submit annual event reports to Council and confirm the delivery of pre-agreed annual outcomes. The failure of an event to deliver pre-agreed outcomes in any one year may mean that any future funding allocation will need to be reviewed. This will be at the discretion of the Council, who will have the ability to either reduce or withdraw any future funding to the applicant for the event.

Funding of multi-year commitments may not be at the same levels each year; future funding levels may be at either a higher or lower level at the sole discretion of Council. Successful multi-year applicants that have received reduced event funding in subsequent years could request additional funding in the applicable year, however this would be subject to review along with other events applications in that year. A separate application would need to be made for additional funding.

## **Covid-19 Pandemic Requirements**

Applicants must demonstrate how their event will operate at any pandemic alert level or protection framework setting. Covid risk will be considered when selecting events to receive support under the Major Event Fund policy.

In the event of cancellation or postponement, event managers may request to use any unspent funds to create alternative events, whether they are online or reduced capacity in-person events, even if the new event design may not meet the Major Event criteria. Requests to use the funds for alternative events may be granted at the discretion of council staff. Where the event cannot be redesigned, the event manager may request that unspent funds be kept to use for the same event the following year, at the discretion of council staff. Requests to use the funds for a different event may be granted at the discretion of the Major Events Fund Panel and council staff. The event manager may also apply for additional funding for the same event the following year. Events that have received funding from the government's Events Transition Support Payment scheme (ETSP) may be required to pay back their funds. This is to be decided on a case-by-case basis, at the discretion of council staff.

This clause remains in place until the pandemic is declared to be over, and this may not cover the lifetime of this policy.

## **Eligibility**

To be eligible to receive funding the event must:

- Classified as a Tier 1 or 2 event (see page 5 for classifications) if applying for Major Event Funding
- Classified as a Tier 3 event (see page 5 for classifications) if applying for Strategic Growth Funding
- Be run by a recognised legal entity such as a business or charity (individuals may not apply)
- Take place in the Kāpiti Coast District
- Not have already occurred in the applicable financial year
- Have confirmed at least 30% of total costs (Major Event Fund only)
- Show how residual costs after allowing for Council funding will be covered
- Have shown how the previous event met objectives, if applying for repeat funding (Major Event Fund only)
- Provide confirmation of any consenting and landowner approval requirements and the status of any required consents/approvals
- Meet any other eligibility criteria outlined in the application form.

The event manager must:

- Demonstrate sufficient prior experience of running a tier one, two or three event
- Have fulfilled the terms of any previous funding contract and reported back to Council sufficiently on any previous funding received through the Major Events Fund and any other Council fund.

Events will be assessed against the following criteria:

- Operational excellence of the organisation and event manager
- Meets the target audience criteria as outlined in the Kāpiti Coast Destination Management Plan
- Demonstrates how the event will deliver on the Destination Management Plan strategy and Economic Development Strategy
- Viability of a three-year plan that shows, with clear objectives and actions, how the event can grow to become a Major Event (Strategic Growth Fund applicants only)
- Generates at least a 5:1 return on council's investment (tier one and two events only – see classifications)

- Demonstrates successful financial support from other funding sources
- Meets tangata whenua and community aspirations
- Demonstrated sufficient waste minimisation plans and consideration of mitigation of impact on the environment
- Ability to run at various Covid-19 Pandemic levels, or ability to adjust event format.

Preference may be given to events which:

- Are run by a professional event manager
- Show potential to be self-sustaining without Council funding in future years
- Have received less than three years of previous funding from Council, excluding Strategic Growth funding
- Do not coincide with any other major events in the Wellington region, unless compatible.

Activities that will be considered for funding include:

- Destination marketing
- Local marketing
- Visitor experience survey costs
- Translation and design work in relation to using te reo Māori in event names and marketing collateral
- Operational costs including but not exclusive to venue, stage, lighting, and performance costs
- Health and safety costs particularly related to management of Covid-19 pandemic requirements
- Waste minimisation and management costs
- Personnel costs to undertake event management, marketing, and sponsorship/funding.

All applications for funding should include (where applicable):

- Completed application form which will request:
  - Information on the organisation seeking funding, its primary business purpose, experience, and areas of expertise
  - Information on the primary event manager and their prior major event experience
  - Description of the event, including objectives and expected economic outcomes
  - Details on how the organisation will manage environmental impacts from the event and follow waste minimisation processes.
- Project plans and timelines
- Risk assessment for any proposed event, including Covid-19 Pandemic planning
- A detailed budget, including a breakdown of whether costs are confirmed or estimates, and competitive quotes for the amounts requested
- A detailed marketing and communications plan
- Previous financial accounts for the organisation.

## **Measuring success and reporting**

All successful event funding applicants are required to conduct a post-event visitor satisfaction survey and submit a post event report to Council within two months of the event being held. The report is to be satisfactory to the Council in all respects and include all information requested by Council.

Applicants that do not submit a satisfactory report to Council will be ineligible for future funding.

Event reports must include the following information:

- Attendance figures including breakdown of visitor origin and visitor overnight stay in the district
- Information on the level of visitor spending within the Kāpiti Coast district
- Robust analysis of event outcomes, including estimated economic impacts

- Full financial report, including receipts and invoices showing how the funds were spent
- Marketing and media outcomes.

Tier 1	Tier 2	Tier 3
<b>10,000 + attendees</b>	<b>2,000- 10,000 attendees</b>	<b>Less than 2,000 attendees</b>
Over 30% of attendees are visitors to the District.	Over 20% of attendees are visitors to the District.	Events that are driven and lead by local communities.
<b>Primary</b>	<b>Primary</b>	<b>Primary</b>
Aligns with Economic Development Strategy	Aligns with the Destination Management Plan	Has potential to be developed into a Major Event or Signature Event (for the purposes of the Strategic Growth Fund)
Aligns with the Destination Management Plan	Aligns with Economic Development Strategy	Encourages local pride and social outcomes
Event attracts visitors to stay overnight	Attracts visitors from the Wellington region and surrounding districts	Provides paid or free entertainment opportunities to the community
Event attracts visitors nationwide	Generates a greater than 5:1 return on Council investment	Provides social benefits such as fund raising for local organisations
The event generates a greater than 10:1 return on Council investment	Generates media profile for the Kāpiti District	Facilitates cross cultural awareness
Generates significant media profile for the Kāpiti District	Creates opportunities for local businesses to increase their profile at a regional level	Promotes community engagement
Creates opportunities for local businesses to increase their profile at a national level	Creates regional exposure	Aligns with Destination Management Plan
Creates national exposure		
<b>Secondary</b>	<b>Secondary</b>	<b>Secondary</b>
Assists with skill development in two or more industry sectors	Assists with skill development in one or more industry sector	Aligns with Economic Development Strategy
Provides exposure to local talent and capability	Provides exposure to local talent	Creates opportunities for local businesses
Encourages local pride and social outcomes	Encourages local pride and social outcomes	Assists with local skill development
Promotes environmental suitability	Meets the aspirations of tangata whenua and the community	Meets the aspirations of tangata whenua and the community
Meets the aspirations of tangata whenua and the community	Promotes environmental suitability and community engagement	
<b>Tertiary</b>	<b>Tertiary</b>	<b>Tertiary</b>
Provides entertainment opportunities to the community	Provides entertainment opportunities to the community	Greater than 5:1 return on Council investment
Provides social benefits such as fund raising for local organisations	Provides social benefits such as fundraising for local organisations	Generates media profile
Facilitates cross cultural awareness	Facilitates cross cultural awareness	Enhances the District's livability

Promotes community engagement				Attracts regional visitors	
-------------------------------	--	--	--	----------------------------	--